



## 2023 Influencer Marketing Programs

*Reach more pet parents than ever!*

*Work with noted media personality, pet influencer, and blogger, Kristen Levine.*

*As seen on FOX & Friends, NBC, and The New York Times*

### **Pet Expert Endorsed Product Review - \$950**

For pet products that are a fit for our audience, I write an authentic 1200+ words, search-optimized review including images and links to purchase. It publishes on KristenLevine.com, and we'll share the review in my email newsletter reaching 14,000 pet-loving subscribers.

- Build pet-parent awareness and trust with an expert endorsement of your product.
- Enhance online discovery of your product(s) with this SEO-optimized review.
- Drive external traffic for months and years to come (traffic grows over time).
- Increase awareness and engagement among Pet Living subscribers.

### **"Pick of the Litter Level 1" Lead-Generating Giveaway - \$1,950**

This engaging, 7-day long giveaway campaign generates an average of 1,100 qualified email leads.

- Delivers qualified email leads you can market to immediately.
- Gathers survey data from entrants for quick market research.
- Drives website traffic to targeted pages or channels.
- Saves you time - we manage the entire campaign for you!
- Return on your investment includes qualified email leads, data, traffic, awareness, and engagement.

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**For more information or to arrange a collaboration, contact [kristen@kristenlevine.com](mailto:kristen@kristenlevine.com)  
or visit <https://media.kristenlevine.com/>**

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### **"Pick of the Litter Level 2" Product Review + Lead-Generating Giveaway - \$3,950**

Add an SEO-optimized 1200+ word blog review, complete with images and backlinks to the engaging, 7-day long giveaway campaign.

- Optimized, third-party endorsed article.
- Drives traffic and awareness for months and years to come.
- Paid social promotion drives awareness and engagement.
- Reaches an additional 14,000 Pet Living email subscribers.
- Delivers qualified email leads you can market to immediately.
- Gathers survey data from entrants for quick market research.
- Drives website traffic to targeted pages or channels.
- Saves you time - we manage the entire campaign for you!
- Return on your investment includes comprehensive product review, qualified email leads, data, traffic, awareness, and engagement.

### **"Pick of the Litter Level 3" Televised Product Review + YouTube Video + Lead-Generating Giveaway - \$9,950**

Supersize your online product review with a nationally televised feature and a YouTube video to go with your paw-some giveaway and new email leads!

- Optimized, third-party endorsed article.
- Televised 4-minute product feature on the nationally syndicated morning show, Daytime.
- Product review uploaded to YouTube and embedded in blog post review.
- Drives traffic and awareness for months and years to come.
- Paid social promotion drives awareness and engagement.
- Reaches an additional 14,000 Pet Living email subscribers.
- Delivers qualified email leads you can market to immediately.
- Gathers survey data from entrants for quick market research.
- Drives website traffic to targeted pages or channels
- Saves you time - we manage the entire campaign for you!
- Return on your investment includes broadcast impressions, 4-minute video content, YouTube video review, comprehensive blog review, qualified email leads, data, traffic, awareness, and engagement.