



It's Abby's World After All

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STORY OF MY BRAND

It's Abby's World After All is where authenticity meets inspiration, designed for those who crave relatable content and practical solutions. I'm here to show that life doesn't have to be perfectly curated to be beautifully memorable. My brand celebrates keeping it real — mixing everyday moments, family fun, and authentic style — while never compromising on charm.

With a loyal, engaged audience spanning millennials (ages 22-37) and Gen X (ages 38-54), I connect with families, moms, and everyday adventurers who love discovering fresh ideas that make life more joyful. My influence stretches beyond Chicagoland, reaching audiences passionate about travel, particularly Disney vacations, where I specialize in making magic accessible for families balancing budgets and big dreams.

Partnering with me means tapping into genuine storytelling, stylish content creation, and a vibrant community built on trust. I offer brands creative collaborations that highlight products in real-life scenarios, sharing authentic reviews and unique, visually appealing campaigns across social media and digital platforms. Let's work together to craft impactful marketing that resonates, inspires, and drives meaningful connections with the people who matter most — your customers.



BRANDS I'VE WORKED WITH





INSTAGRAM STATISTICS



272.4K

monthly
page reach

473.2K

monthly page
impressions

43.5K

monthly page
interactions

50.7K

current
followers

20K

average reel
views

1,970

average post
likes

WEBSITE STATISTICS



4K

Month Views

1,451

Monthly Users

1,418

Unique Visitors

AUDIENCE DEMOGRAPHICS



CHICAGO
NEW YORK
ORLANDO
LOS ANGELES

Top Locations
by City

25-34
35-44

Top Audience
Age Ranges

87% WOMEN
13% MEN

Gender
Distribution

CONTACT ME



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