

Lehigh Valley with Littles LLC

Lehigh Valley with Littles LLC was created to help local families in the Lehigh Valley region find activities, events, and programs that were kid-friendly.

I have become regularly recommended by news and radio stations, pediatricians, mom groups, and real estate agents.

In July 2024 I was voted "Best Local Influencer / Social Media Account" in Lehigh Valley Style magazine.

My family and I love to explore. We seem to always be on the go! With a three year old toddler full of energy, we are always looking for a new place to visit.

Being born and raised in the Lehigh Valley area, I love being able to highlight all of the wonderful places nearby.

In order to make finding events easier for parents, I created two social media pages to separate toddler activities (Littles) from those geared towards school aged children (Kids)



Creator

Kayla Marhefka

LEHIGHVALLEYWITHLITTLES.COM

Social Media

Facebook :
Lehigh Valley with Littles
Lehigh Valley with Kids

Instagram :
@lvwithlittles
@lehighvalleywithkids



Following:

11.3k

**Facebook
Followers**

3.6k

**Instagram
Followers**

14k

**Website
Views
[Monthly]**

2.8k

**Kids
Facebook
Followers**

<1k

**Kids
Instagram
Followers**

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Almost daily I receive messages from local parents and caregivers asking for recommendations of places to visit or a review of a nearby attraction. Families will wait until I visit a new attraction before attending, valuing my opinion of the experience.

I have also been able to help many local organizations promote their business, upcoming events, and classes. Businesses have been able to increase their offerings and seen new clients come in that never knew the business existed beforehand

Demographic:

36.7%

Women
Ages 25-34

40.7%

Women
Ages 35-44

Top cities

Bethlehem, PA

13.3%

Allentown, PA

10.7%

Easton, PA

4.9%

INSIGHTS:

Website Views

14,000 Website Viewers - Monthly

Littles - Facebook

36,000 individuals reached - Monthly

Littles - Instagram

5,700 accounts reached - Monthly

Kids - Facebook

24,000 individuals reached - Monthly

Kids - Instagram

1,700 accounts reached - Monthly

On average, a social media post reaches 1000 - 1500 individuals. Depending on content, some have reached 5,000 -9,000 individuals

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Some Organizations I Have Worked With:

