



Sarah Sociables

AN EVENT-BASED
BLOG

A UNIQUE INFLUENCE

Sarah Sociables is something different in the land of social media. Starting in January 2019, Sarah experienced early success with little to no promotion. This speaks to Calgary's need for someone to share events from a fun, personalized perspective.



STATS SUMMARY

11,000 Instagram followers
6,000 Instagram monthly page visits
500 Facebook page followers
600 Website visits monthly
100 Blog subscribers



RAPID GROWTH

10 months to reach 10,000 followers. Within the short period of time working in social media, Sarah was able to meet and work with other local influencers. This real life connection to the community has helped establish a legitimate social media presence quickly.

INFLUENCE AREAS

Sarah's promotional style applies to a variety of events including large or small formal or informal events. Presentation is real life, and is not overly processed or fake. It's lighthearted, fun entertainment, with a touch of humor. Sharing is not about her, it's about providing information to followers about how they can get in on the experience.



TARGETED ADVERTISING

95% Calgarians

57% women

20% aged 18 to 24

50% aged 25 to 34

20% aged 35 to 44

100% following for information on local events!





PROVEN IMPACT

"I've seen a burst of interest in the OFAR Music Festival this year. I attribute that to SarahSociables promotion."

- Jeff Chubaty (Festival organizer)

"I've gained new clients in my salon as a result of my collaboration with Sarah."

- Mo Worsley (Hair stylist)

"Sarah drove more people to my Instagram page which resulted in more attendees at my comedy shows."

- Spencer Streichert (Comedian)

"Sarah was an excellent guest on my podcast, and was very in touch with our city. Her followers not only listened to the episode but became followers to my accounts as well."

- RiccaRazorSharp (Music Artist)



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CONTACT & COLLAB

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