

# WHITNESS NUTRITION

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MCN RDN CDE

# 2021

## Media Kit

A LEADING VOICE IN NUTRITION.  
BOARD-CERTIFIED RDN  
DALLAS #1 DIETITIAN  
CERTIFIED DIABETIC EDUCATOR  
AWARD-WINNING + ADVANCED  
LEVEL WHOLE30 COACH

MISSION: EMPOWERING REAL JOYFUL  
NUTRITION FOR LONGEVITY



### Stats

EMAIL SUBSCRIBERS 1500  
IG FOLLOWERS 6600+  
IG STORY VIEWS 600  
BLOG 1900 MONTHLY VIEWS  
ENGAGEMENT- 7%

I WORK STRATEGICALLY WITH BRANDS WHO I LOVE, TRUST, AND FEEL GREAT RECOMMENDING TO MY LOYAL VIRTUAL COMMUNITY AND LOCAL PATIENTS. WHITNESS NUTRITION IS STRONGLY ROOTED IN IT'S CORE VALUES & EACH BRAND MUST UPHOLD SIMILAR STANDARDS.

MY COMMUNITY IS VERY RECEPTIVE ABOUT WHEN THEY'RE BEING MARKETING TO. I WANT TO FORM LASTING RELATIONSHIPS WITH BRANDS WHO ALIGN WITH WHITNESS NUTRITION'S MISSION - TO EDUCATE, EMPOWER & PROVIDE GOODNESS TO THE MASSES.

### Past Partnerships



### 2020 Project Highlights

- SPONSORED HEALTHY COOKING CLASS FEATURING KETTLE&FIRE, GEORGIA GRINDERS, THE NEW PRIMAL & PALEO POWDER
- LIVE IG MEAL PREP PARTY, SOCIAL CONTENT & RECIPE E-BOOK WITH PEDERSON'S FARMS
- BLOG, INSTAGRAM CONTENT PACKAGE & CURATED GROCERY LIST FOR WHOLE30 - WHOLE FOODS
- "WHAT IS COLLAGEN" NBC TV SEGMENT- VITAL PROTEINS
- "QUARANTINE COOKING" TV SEGMENT- ABC CHICAGO
- RECIPE DEVELOPMENT AND IGTV SERIES FOR EATPRE BEEF
- DEDICATED EDUCATIONAL NEWSLETTER AND FEED POSTS FOR SEED & OLIVE MY PICKLE.

## Blog post, feed & stories

- COMBINE PLATFORMS FOR THE GREATEST EXPOSURE AND VALUE.
- INSTAGRAM FEED POST HIGHLIGHTING PRODUCT'S EVIDENCE-BASED NUTRITIONAL BENEFITS
- BLOG POST CONTAINING RELEVANT NUTRITION INFORMATION AND RECOMMENDED USE OF THE PRODUCT, OR WHITNESS RECIPE FAVORITE
- 2 IG STORIES HIGHLIGHTING FEED AND BLOG POST
- LINK SHARED IN LINK IN PROFILE VIA INSTAGRAM

\$400

## Feed Post & stories

- INSTAGRAM FEED POST HIGHLIGHTING PRODUCT'S NUTRITIONAL BENEFITS AND OUR DIETITIAN'S ENDORSEMENT
- 3 SASSY & FRESH IG STORIES HIGHLIGHTING BENEFITS, WHY IT'S UNIQUE, ORGANIC ENDORSEMENT AND WHERE TO FIND.
- BRAND TO PROVIDE PRODUCTS FOR THE UNBOX & SHARE

\$250

## Dedicated Newsletter + Blog Post

- BOOST INTRIGUE WITH A FEATURE IN OUR MONTHLY FOOD FACT & FAITH NEWSLETTER THAT HITS 1200 SUBSCRIBERS

SAMPLE HERE

- WE INCLUDE RELEVANT NUTRITION INFORMATION AND A RECIPE/USE OF PRODUCT RECOMMENDED BY OUR DIETITIAN
- THE NEWSLETTER IS LINKABLE AND DEDICATED TO THE NUTRITIONAL VALUE AND EFFICACY OF YOUR PRODUCT AND WHY IT FITS OUR CUSTOMER'S NEEDS.
- INSTAGRAM FEED POST TO AMPLIFY EXPOSURE

\$300

## IG post + giveaway

- TAP INTO MY EXTREMELY LOYAL FANBASE
- WE PHOTOGRAPH PRODUCT
- 7 DAY GIVEAWAY WITH FEED POST
- REQUIREMENTS INCLUDE FOLLOWING YOUR PAGE
- SHARED IN STORIES AS A REMINDER TO ENTER
- WE ASK BRAND TO RE-POST & SEND PRIZE TO WINNER

\$75



WHITNESS NUTRITION

3301 E RENNER RD STE 200

RICHARDSON, TX 75082-1802

New!



## a la carte options

- INSTAGRAM STORIES TAKEOVER \$150
- SINGLE DEDICATED NEWSLETTER \$150
- 3 FEED POSTS OVER A QUARTER \$200
- INSTAGRAM REEL + IG STORIES INTRO \$250