

Wild Hearted

Vegan & Sustainable Travel & Lifestyle

About Ashley & Wild Hearted

Hi! I'm Ashley and I created Wild Hearted in 2013. I'm a freelance writer based in Nashville, TN focusing on sustainability, travel, veganism, mental health, and more.

I'm passionate about animal rights, sustainable travel, and positive social impact. I seek out these experiences and share on Wild Hearted.

Wild Hearted specializes in content that appeals mostly to millennials who love experiencing the world in an ethical and sustainable way. They see the value of preserving our beautiful planet, exploring destinations 'like the locals', contributing to the local economy, and participating only in ethical animal tourism. They consistently seek out responsible ways to travel

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www.wild-hearted.com | info@wild-hearted.com

Monthly
Page Views
30K

Monthly
Uniques
19k

Total
Followers
67K

Monthly
Reach
400k+

Member



IMPACT TRAVEL
ALLIANCE

Advisor



Founder



Content Team



IMPACT TRAVEL
ALLIANCE

Social Media



Followers: 30.9k
Monthly Reach: 75k
Engagement: 1.3%



500+ connections



Followers: 925
Engagement: 25%



Followers: 19k
Monthly Reach: 459k
Engagement: 5.9%



Followers: 4.1k
Monthly Reach: 20k
Engagement: 17%



Followers: 13.1k
Monthly Reach: 8.9k
Engagement: 2.3%



Followers: 21
Views: 120
Hours Watched: 2



Prior Social Media Campaigns



HI USA

PACT | ORGANIC



PADI

CLIF BAR & COMPANY



LIGHTLIFE

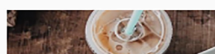
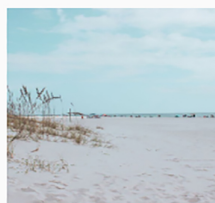
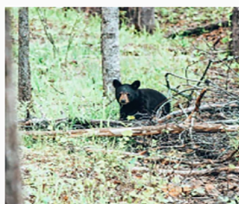
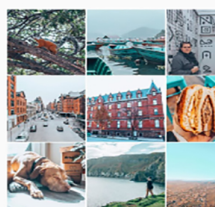
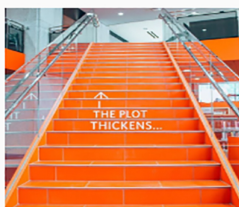
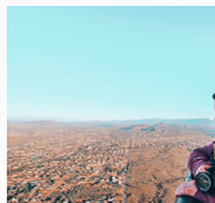
dropps

SMARTER LUNARITY

derma|e natural skincare solutions that work

Social Rates

Instagram Static Post: \$175
Instagram Stories: \$25/each
Instagram Takeover: \$300/day
Facebook Post: \$100
FB or IG Live Video: \$150
Youtube Video: \$250
TikTok Video: \$150
Pin: \$100
Tweet: \$200



Audience Demographics



gender



84% 16%

location

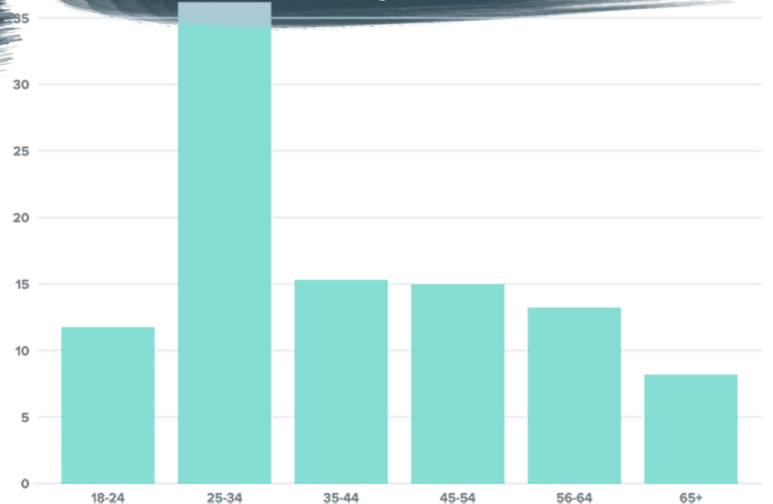
81.6%
USA



4.88%
Canada

and 144 other countries.

age



Brand Partnerships



testimonials

It was a pleasure working with Ashley! Her creativity and authenticity shined through the content she created and syndicated across her social platforms. It's evident Ashley has built strong relationships and trust among her followers. We would gladly welcome her back to Columbus! - Megumi Robinson, Experience Columbus

Case Studies

press trip with experience columbus

4 days in Columbus, Ohio, June 2019

deliverables

3 blog posts (1,2,3)
100 instagram stories
4 instagram posts
3 facebook posts
3 tweets
6 pins

60-day roi

total impressions: 52.6k
social shares: 196
engagement rate:

press trip with visit oklahoma city

3 days in Oklahoma City, October 2018

deliverables

3 blog posts (1,2,3)
50 instagram stories
5 instagram posts
3 facebook posts
3 tweets
6 pins

60-day roi

total impressions: 69.8k
social shares: 196
engagement rate: 13%

Deliverable Packages

These curated packages come with 20%+ discount rates.

For campaigns requiring travel, I request that flights, accommodations, meals & activities are either comped or reimbursed.

product package

1 blog post	1 pin
1 dedicated newsletter	1 facebook post
1 static instagram post	1 tweet
2 instagram stories	1 tiktok video

rate - \$1500 (20% discount)

3-4 day trip package

1 blog post	2 facebook posts
1 video	3 pins
10 ig stories/day	2 tweets
1 dedicated newsletter	1 tiktok video/day
2 static instagram posts	

rate - \$3200 (20% discount)

7+ day trip package

2 blog posts	10 ig stories/day
1 dedicated newsletter	5 facebook posts
5 static instagram posts	6 pins
1 youtube video	5 tweets
1 tiktok video/day	

rate - \$5500 (20% discount)

a-la-carte menu

blog post: \$1200
(3 pins & newsletter mention included)

sponsored link: \$500
(rate for 12 months; permanent is \$500)

dedicated newsletter: \$100

newsletter feature: \$60

photo licensing: \$300/ea
(discounts available for multiples)
(for use on your website/sm channels - usage for marketing materials subject to additional fees)

content creation - \$500
(content written for your site; based on 1500 words)

social takeover - \$300/day

Instagram Static Post: \$175
Instagram Stories: \$25/each
Facebook Post: \$100
Youtube Video: \$250
TikTok Video: \$150
Pin: \$100
Tweet: \$200