

the  
merrymaker  
sisters ♡



MEDIA KIT - APRIL 2015





## who are The MerryMaker Sisters?

We're Emma and Carla Papas, also known as The MerryMaker Sisters. We're communication professionals turned health and happiness bloggers, natural real food recipe developers and passionate health coaches (aka full time merry-makers).

We founded The MerryMaker Sisters in February 2013. Our merry-making journey continues to teach us new and exciting ways to make our days brighter, happier and healthier. We created the MerryMaker brand to share all of this with our beautiful MerryMaker followers!

Our key message is 'to find what works for you and what makes you feel good'. To inspire others to take care of themselves is our mission because good health and happiness is infectious... and the world needs more happy.

On the blog you'll find quick and easy recipes, wellbeing information and advice, plus an abundance of MerryMaker tips to find and follow your bliss.

There are many ways for you to join us on our mission, you'll find them outlined below. If you've got ideas on how we can work together, get in touch and we'll personalise a campaign to suit your brand!

*always merry-making,  
Emma and Carla Papas*



## The Merrymaker followers

Our Merrymaker followers are mostly women looking to live a healthier, more positive and balanced life.

They use *The Merrymaker Sisters* to find the latest health and wellbeing information, new healthy, natural, real food recipes and inspiration to find and follow their bliss. They enjoy our sense of community and love to share their experiences with other readers.



Our followers are usually women 16-54 years old



High consumers of digital and social media



Reside in Australia (over 70% of our followers)



Looking to make healthier lifestyle choices



Have an interest in food and/or fitness



Seeking bliss and happiness



# monthly readership *and* engagement

Over 240,000

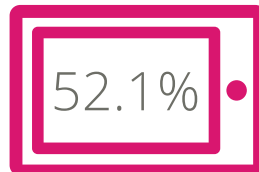
PAGE VIEWS

97,000+

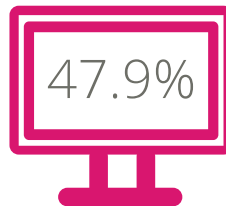
UNIQUE VISITORS



Average stay of  
2 minutes 49 seconds



*new visitors*



*returning visitors*



The MerryMaker Sisters send weekly newsletters to

over 9,000 inboxes.

A snapshot of the last month:



(27% ABOVE  
INDUSTRY AVERAGE)



(20% ABOVE  
INDUSTRY AVERAGE)



INSTAGRAM  
38,600+



FACEBOOK  
18,000+



TWITTER  
2,200+





*in the media*

The Merrymaker Sisters have been featured in many top publications and digital forums including:



*why work with bloggers*

Internet and social media use throughout the universe continues to grow at rocket speed. The time is NOW to explore the option of working with bloggers.

When you and your brand team up with influential bloggers expect amazing results. Bloggers offer authentic word of mouth recommendations for your brand. They amplify your key messages to consumers, create conversation around your brand, influence purchase decisions and inspire brand advocates.

# let's work together

Working with The Merrymaker Sisters will result in your brand and product receiving testimonial/ word of mouth style marketing. It's really important to know that our beautiful merrymaker friends trust our advice and judgement. We respect that relationship and only choose to work with products and brands that completely align with our healthy, happy lifestyle.

In the past we have worked with brands including Reebok, Microsoft, Nature's Way, Lululemon, Thr1ve, Fitness First, Soma Organics, RawBlendOz and more.

Keen to work together? Here are some options for you to explore... what takes your fancy? Let us know and we'll merrymake you a bespoke campaign to suit your brand.

## BLOG POST

- > Review blog post showcasing your brand
- > Product endorsement/use within recipe (food product) or lifestyle post (clothing, gym membership etc.)

## SOCIAL MEDIA OUTREACH

- > Innovative product reviews and endorsement
- > Instagram/Facebook/Twitter shout outs
- > Ongoing endorsement

## MERRYMAKER WEBSITE ADVERTISING

- > Homepage 'slider' (primary real estate via top advertising bar on website)
- > Side bar advertising (positioned right hand side of website)

## eNEWSLETTER ADVERTISING

- > eNewsletter takeover (logo/product advertising displayed in eNewsletter)
- > eNewsletter feature

## eBOOK ADVERTISING

- > Exclusive package where recipes are created using your brand or your product/s as the 'hero' ingredient
- > Inside front and back cover advertising
- > Product endorsement/use within recipe

## GIVEAWAYS

- > Innovative competitions and giveaways
- > Blog post giveaway (includes review of your brand)
- > Facilitate social media giveaways

## YOUTUBE

- > Innovative video creation
- > Product reviews and endorsement

## MERRYMAKER AMBASSADORS ONGOING ADVOCATES OF YOUR BRAND

- > Regular blog posts on themerrymakersisters.com as well as providing content for your website, highlighting significant news, events, product launches, etc.
- > Ongoing social media outreach
- > Media spokespeople for launches, events etc.
- > Host events – where Merrymakers talk, cook and/or host

## KEYNOTE PRESENTATIONS

- > Tailor made presentations based on topics including, but not limited to, happiness, real food, health, positive psychology
- > 'How to become the best version of yourself' workshop (1/2 – full day)

get in touch

To discuss media and guest appearances, brand ambassadorships, social media promotions or advertising opportunities, get in touch!

E: [hello@themerrymakersisters.com.au](mailto:hello@themerrymakersisters.com.au)

P: 0432 660 732

