



LIFE THROUGH THE LENS OF ALLIE MERRICK

THE ALLIE WAY

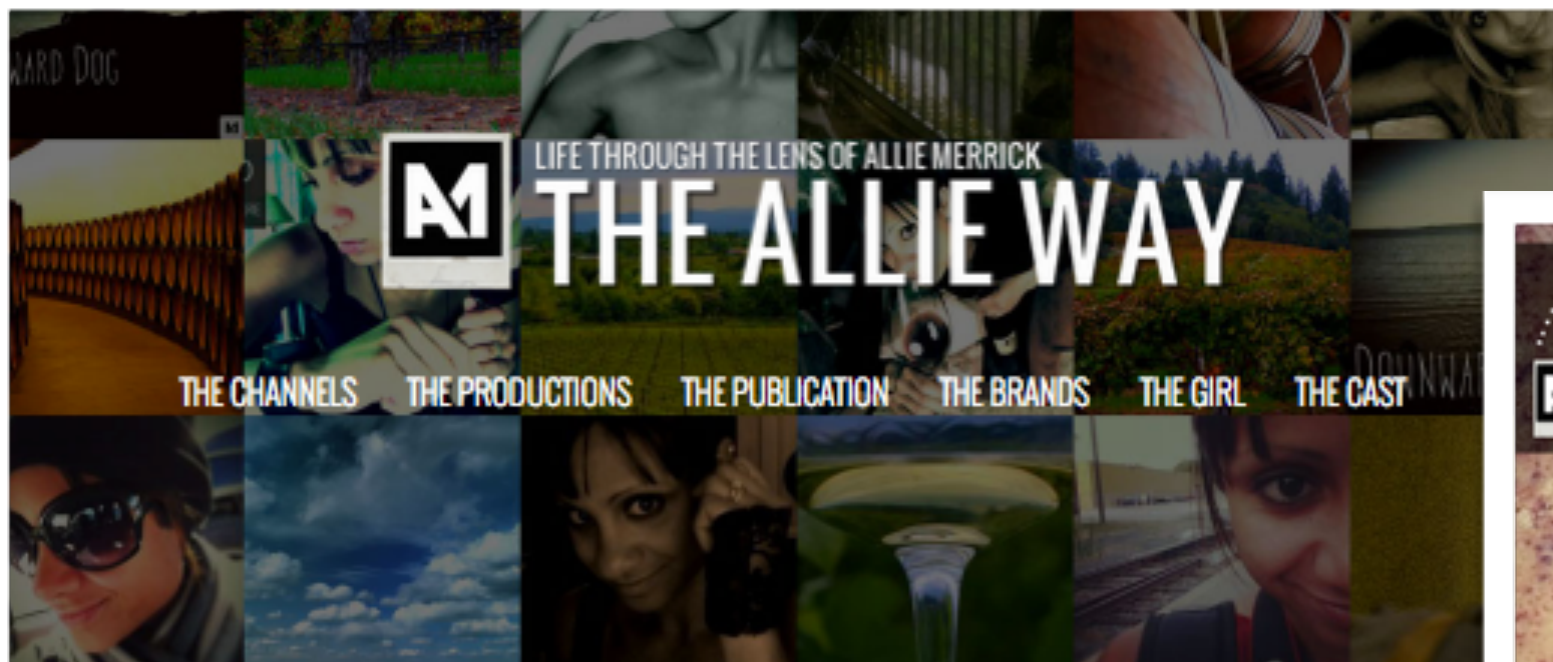
A SUITE OF CREATIVE CONTENT SERVICES

| | |
|---|--|
|  | ORIGINAL |
| | THE ALLIE WAY IS RATED 'O' FOR ORGANIC & ORIGINAL CONTENT |



THE PLATFORM

The **Allie Way** (www.theallieway.org) is a lifestyle platform providing original content produced by Allie Merrick in the following nine categories: wine, spirits, food, film, fashion, art, music, beauty & travel. Viewers are invited to live vicariously through Allie's lens as she explores new places & products, creating audience engagement through shared experiences.



LIFE THROUGH THE LENS OF ALLIE MERRICK

In life, there's the right way and the wrong way. Somewhere in between, there's The Allie Way.



The Allie Way is a mobile friendly site where all content is published and social media feeds are channeled.

In addition to the website, an online publication entitled 'AWESOMESAUCE' is produced with interactive links to additional content and sponsored material.





THE STATS



TWITTER
26,000

FOLLOWERS

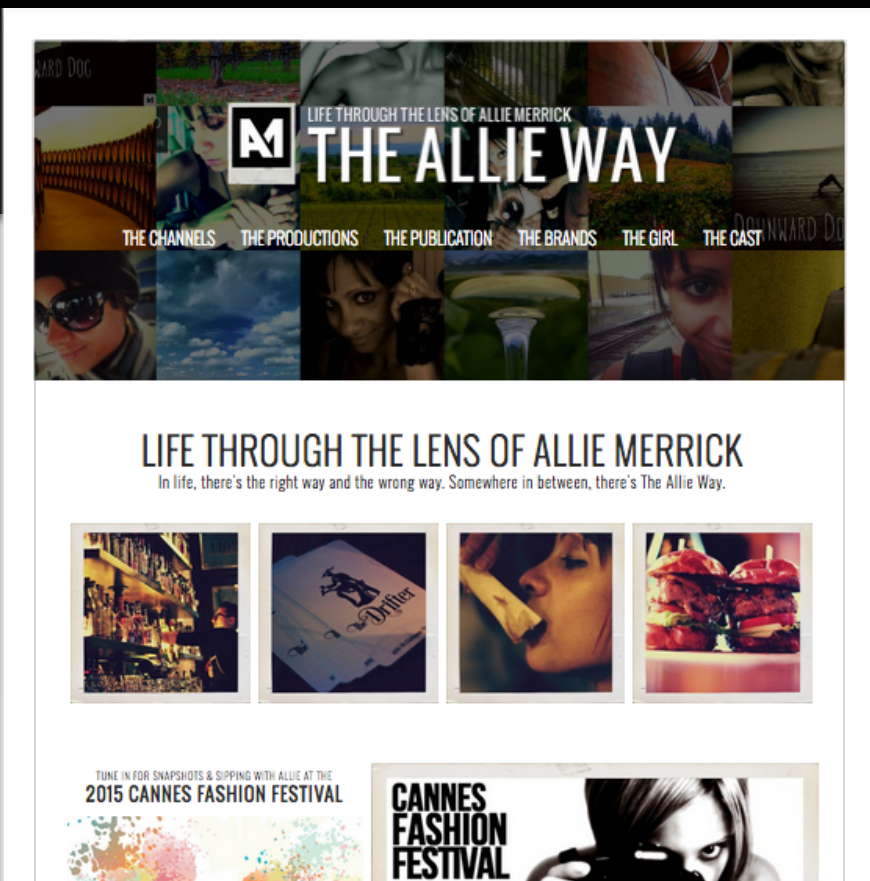
FACEBOOK
2,100 2,000

FOLLOWERS

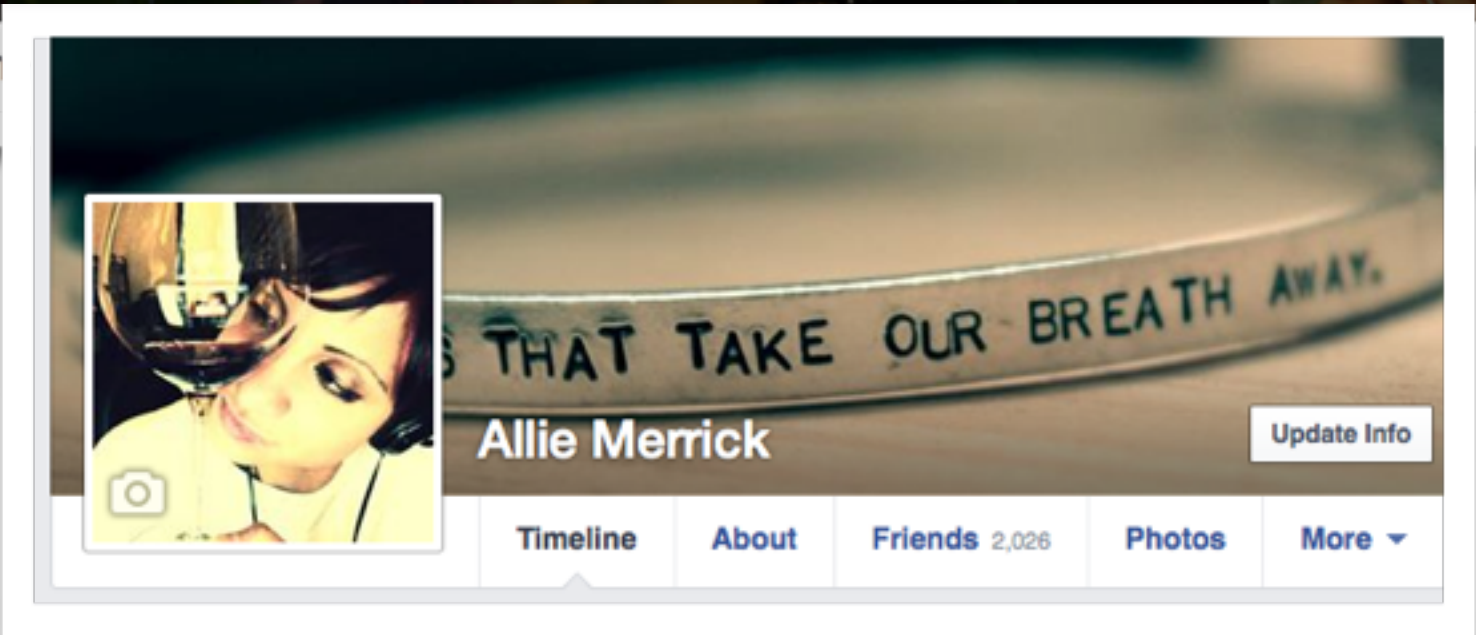
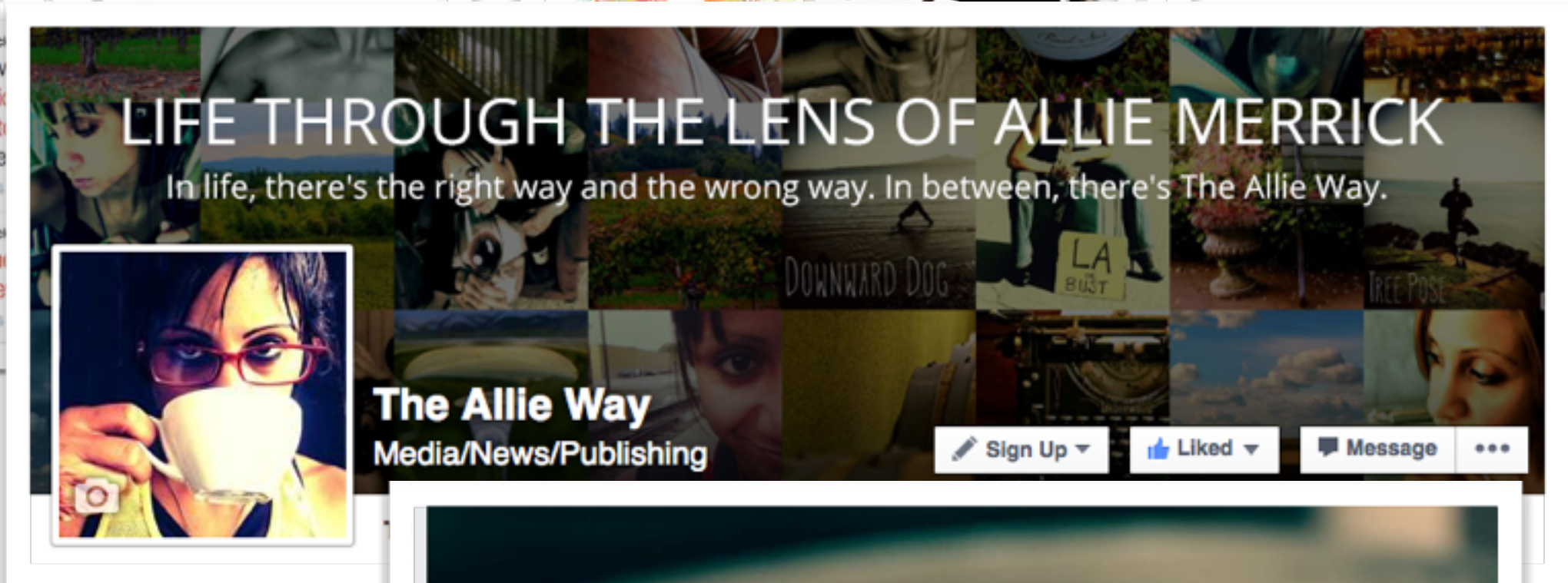
FRIENDS



ONLINE PUBLICATION
1,700,000
VIEWS



WEBSITE
22,000
AVERAGE VIEWS PER MONTH





THE SERVICES: BRAND AMBASSADOR PROGRAM

To provide brands with effective and engaging exposure via The Allie Way, a **BRAND AMBASSADOR PROGRAM** has been developed. An exclusive and limited group of brands will be featured and represented by Allie Merrick across a number of channels. A one year agreement will provide consistent and ongoing exposure with a number of opportunities at one fixed rate.

MONTHLY BLOG POSTS

QTY: 12 POSTS/YEAR (INCLUDES: 1 VIDEO/MO + 3 PHOTOS/MO)

Allie will post about your brand in words and ways of her own. If you prefer, however, you may provide topics, prompts, directives for her to use as a guide to serve the objective of your brand &/or specific promotions.

MONTHLY FULL PAGE ADS

QTY: 12 ADS/YEAR

The official online publication for The Allie Way, 'AWESOMESAUCE', will be published monthly beginning August 2015. Each month, you will receive a full page ad with with interactive elements (embedded photos/videos) and links to your website.

WEEKLY POSTS ON SOCIAL MEDIA

QTY: 52 POSTS/YEAR

Allie will post about your brand on both **FACEBOOK** and **TWITTER** once every week with links to your website.

In addition to 12 months of exposure and representation, Allie will be open to representing your brand at engagements of your choosing (depending on availability) at a negotiated rate.

\$5,400/YEAR

This is billed monthly at \$450/MONTH.

In other words, it about \$15/DAY.

This translates to roughly 3 Starbucks drinks /day.
(Not too bad for continuous brand promotion for a year.)





THE SERVICES: BLOGS, ADS & POSTS, OH MY!

Not every brand needs a full time ambassador. Sometimes a service or two is only needed on occasion. In this case, get 'Allie-On-Demand' with requesting a single blog post, a week of social media posts or a single full page ad.

AYELET: THE 'O' FACTOR FOR LOVELY SKIN

21/03/2015

0 Comments



LOVELY & ORGANIC

Originated with organic ingredients, AYELET (www.ayeleternaturals.com) has produced a line of products that are in a word - lovely. From how they smell to how they look and most importantly to how they make you feel, these products support your skin with natural elements revealing authentic, honest beauty.

"The Detox Facial Scrub with Dead Sea Mud was an experience in and of itself. Super coated with citrus & chamomile aromatics, this sandy scrub left my face silky and soft. Elevated by additional organic elements, my skin found beautiful balance with the Garamum & Orange Toner to follow. Cheers to experiencing the 'O' factor in the form of organic elements that make you look and feel lovely." - Allie



SINGLE BLOG POST

INCLUDES: 1 VIDEO + 3 PHOTOS

Allie will post about your brand in words and ways of her own. If you prefer, however, you may provide topics, prompts, directives for her to use as a guide to serve the objective of your brand. INCLUDED: 1 VIDEO + 3 PHOTOS

\$200

WEEK OF POSTS ON SOCIAL MEDIA

INCLUDES: 7 FACEBOOK POSTS + 7 TWITTER POSTS

Allie will post about your brand on both **FACEBOOK** and **TWITTER**, integrating the direction & links you provide.

\$100

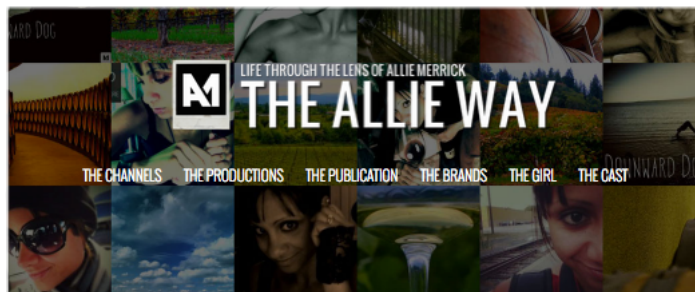
SINGLE FULL PAGE AD

INCLUDES: INTERACTIVE ELEMENTS & LINKS

The official online publication for The Allie Way, '**AWESOMESAUCE**', will be published monthly beginning August 2015. You will receive a full page ad with interactive elements (embedded photos/videos) and links to your website.

\$75

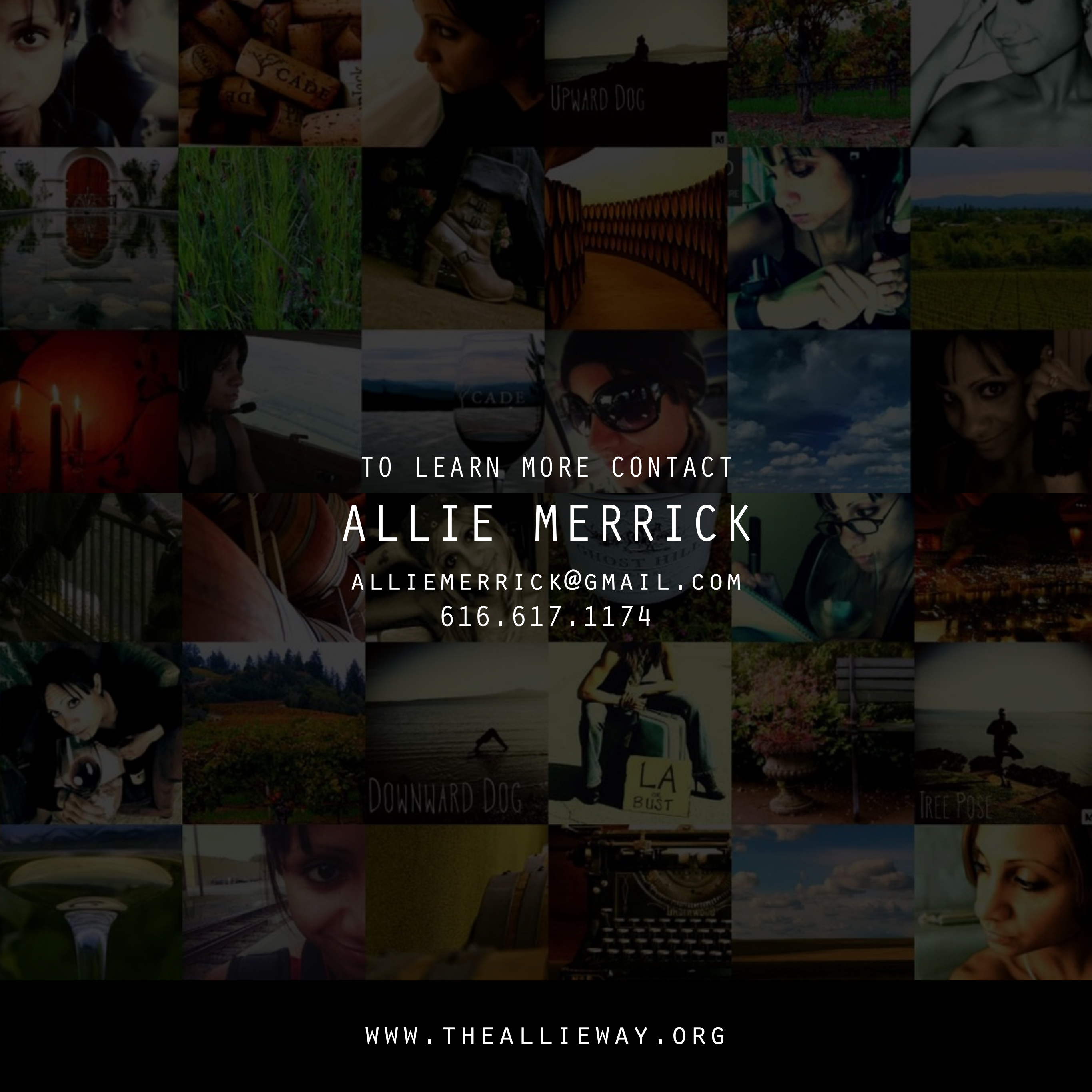
THE AWESOME SCORE
5
AWESOMESAUCE



LIFE THROUGH THE LENS OF ALLIE MERRICK
In life, there's the right way and the wrong way. Somewhere in between, there's The Allie Way.



(Yes. There is an ideal option for every brand and every budget.)



TO LEARN MORE CONTACT

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