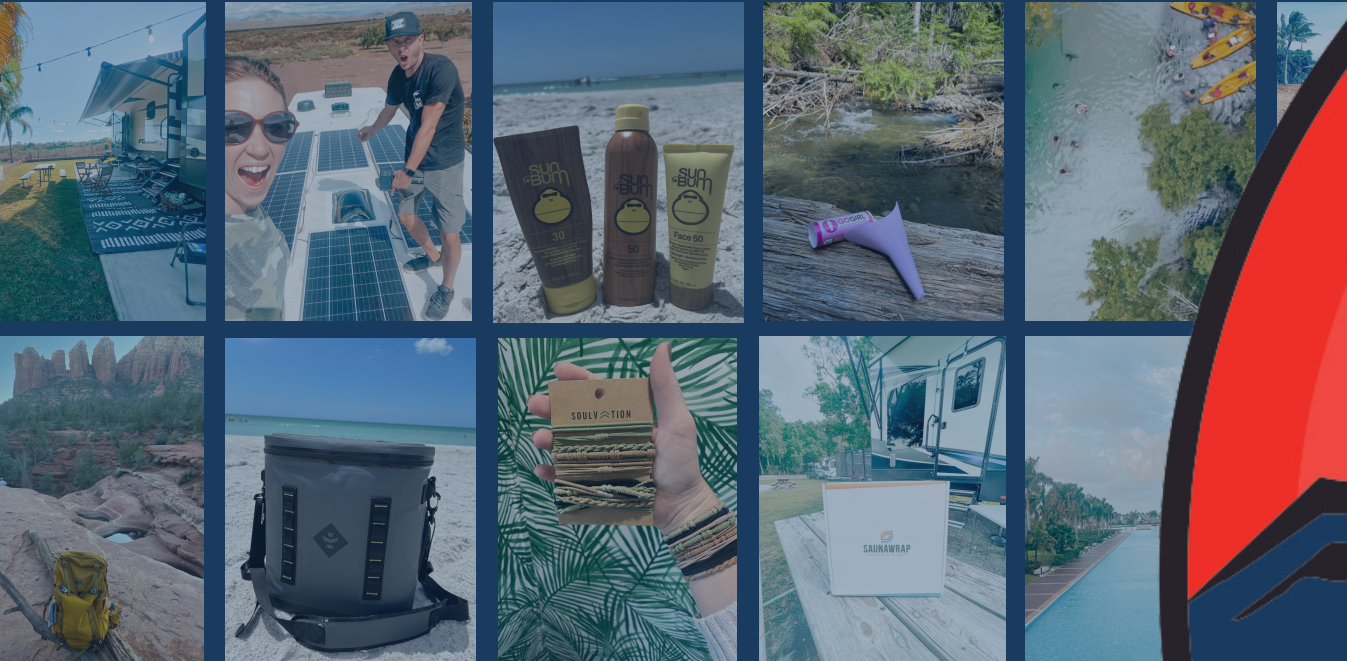


MEDIAKIT



PEEPLES AND PLACES

Full-time Travel Family + Content Creators

✉ PEEPLESANDPLACES@GMAIL.COM

🌐 PEEPLESANDPLACES.COM

EST. 2021

Our Story

Peeples and Places was founded by Rob & Ashley Peeples, who began traveling full-time at the **beginning of 2021** with their three daughters. They are originally from Ohio, and before they started traveling, Rob was in ministry for over 10 years and Ashley is at the top of her Direct Sales Company of over 7.5 years. Their desire for true authentic relationships, and a passion to show their daughters this amazing country is what inspired them to start Peeples and Places. They are connectors. They love to connect people to other people, places, and amazing products. They would be honored to bring awareness to your brand.



The Peeples Family

PEEPLES AND PLACES

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Our Growth Journey

YEAR ONE | **50k FOLLOWERS**



Our Audience

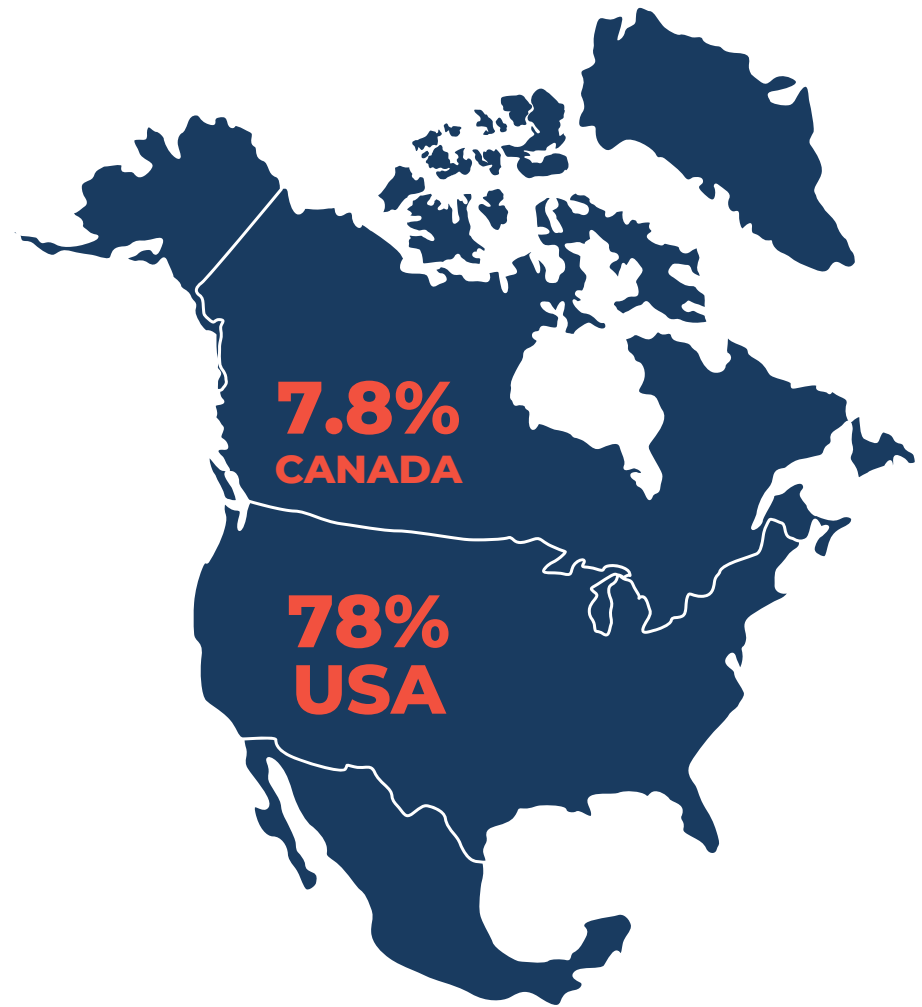
Adventure seeking families that enjoy traveling. They are looking for RV tips, products, places to see, and entertainment they can relate to.

100%

**ORGANIC NO PAID
GROWTH MEDIA**

50k

FOLLOWERS



AGE RANGE
25-54



WOMEN 71%, MEN 29%

Our Strategy

We see value in long term relationships with consistency.

An audience seeing repetitive marketing from the same brand creates more of a desire than a one time post.

Peoples and Places is a social- selling agency for RV & Resort Travel, and lifestyle brands. We help brands raise awareness to more people through social media. We are excited to work with your brand, here is a sampling of what we offer, but if you would like something more customized, feel free to reach out.

Let's Break it Down.

TARGETED AUDIENCE

- **Best destinations, RV tips, FAV products, and REELatable laughs**
- **Strategic hashtags**
- **Trending music**
- **Voice overs**
- **Call to Actions: Follow us, share to..., save for later, comment below**
- **Adventure seeking families that enjoy traveling. They are looking for RV tips, products, places to see, and entertainment they can relate to.**

RELEVANT CONTENT

- **Reels, Posts & story features on Instagram - We post at least 5x a week at the most optimized time**
- **Photography**
- **Short video**
- **Drone footage**
- **User generator content**
- **Blog post**
- **Google reviews (Level 6 google reviewer)**
- **Product feature: Highlight reel**

REAL-TIME ENGAGE

- **Cadence of Posting**
- **Comment**
- **Share**
- **Like**
- **Collaborate with like pages**
- **We spend at least 15 min before & after a post engaging**



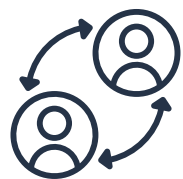
Our Engagement

Engagement is the key to success when building an audience on social media. Social is fast and unforgiving if done incorrectly which is why we take the time to meaningfully engage our audience and post about products, places, and adventures that would get them engaged with questions or drive them to seek more information! We take a consultative approach, not a sales approach.



52k+

Followers



.59%

Engagement



51k

Average
Impressions
Per Reel



269

Average Likes
Per Post



51

Comments
Per Post



PEEPLS AND PLACES

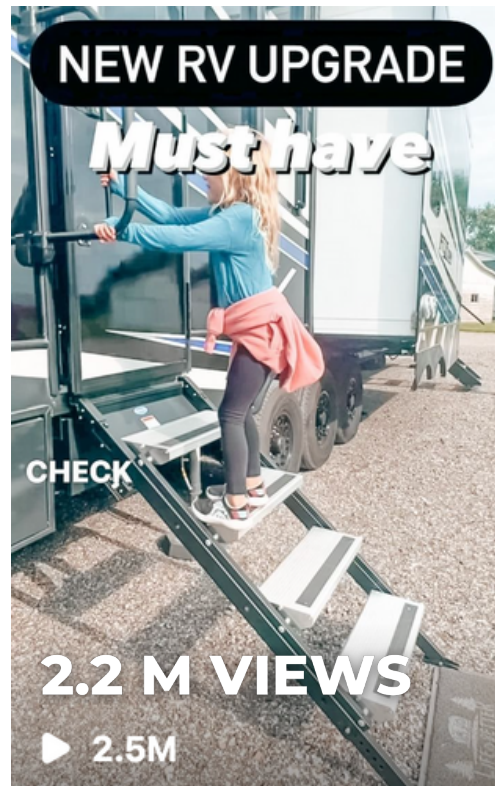
Full-time Travel Family + Content Creators

Our Highlights

We've had many highlights of the journey so far but these in particular were the ones that help put us on the map!



REEL TITLE: RV Tour
Posted June 2022
Comments: 629
Saves: 2638
Reshares: 5529
of Followers 10K gained



REEL TITLE: RV upgrade must have
Posted: August 2022
Comments: 115
Saves: 237
Reshares: 573
of Followers gained: 5K followers



REEL TITLE: Free Beach Camping
Posted: February 18, 2022
Comments: 105
Saves: 411
Reshares: 299
of Followers gained: 5,500



PEEPLS AND PLACES

Full-time Travel Family + Conent Creators

Our Rates and Packages- BRANDS

For Social Media Brand Partners we have a minimum of a 3 month contract.



Social Marketing

LEVEL 1	3 Stories per month	6 month \$500 per month	9 month \$480 per month	12 month \$450 per month	
	LEVEL 2	1 Reel	6 month \$1100 per month	9 month \$1000 per month	12 month \$900 per month
		1 Story per month			
LEVEL 3		2 Reel	6 month. \$2000 per month	9 month \$1800 per month	12 month \$1700 per month
	2 Stories per month				



Social Content

*1 year rights

LEVEL 1	5 photos \$500
	1 short video \$1100
LEVEL 2	10 photos \$900
	2 short videos \$2,200
LEVEL 3	15 photos \$1200
	3 short videos \$3,300



A La Carte

- UGC Photos | \$100
1 year rights
- UGC Video 15-30secs | \$1,100
1 year rights
- UGC Video 15-30secs | \$2,200
full perpetuity
- Story mention | \$200
- Reel | \$1,200
*3 month minimum contract

STORIES PACKAGE

3 Story Mentions
per month for 6 months
Bonus: 3 UGC photos
with Bonus (VALUE \$300)

\$3,000

POPULAR PACKAGE

1 Reel
1 story mention
per month for 6 months
Bonus: 3 UGC photos
with Bonus (VALUE \$300)

\$6,600

BUNDLE PACKAGE

1 Reel (our socials)
1 UGC video
5 UGC photos
per month for 6 months
Bonus: 2 story mentions
with Bonus (VALUE \$200)

\$15,600

UGC PACKAGE

10 UGC photos
2 UGC videos
per month for 6 months
Bonus: 3 UGC photo
with Bonus (VALUE \$100)

\$18,600



PEEPLS AND PLACES

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Schedule a discovery call today.

We can discount per im



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[561-398-8920](tel:561-398-8920)



[@PEEPLESANDPLACES](https://www.instagram.com/PEEPLESANDPLACES)



EST. 2021