

the holistic enchilada

curly hair & clean beauty



MEDIA KIT

About Me

My name is Delilah and I blog about curly hair and easy ways to switch to green living. I'm a mom, wife, and small business owner living in Orlando, Florida.

I started this blog to help people learn how to embrace their curly hair and find affordable and effective clean products and brands. I also want people to embrace balance - which means I don't participate in fear mongering or absolutes. I encourage my readers to not sweat the small stuff and just do what they can. I tell them to keep things simple and make small changes little by little.

Part of living a more natural lifestyle is embracing my curly hair and following the curly girl method. This is another passion of mine that I love to share and help other women embrace their natural texture. Many are confused about how to properly care for curly hair so I research, test, and share what I can to help others.

I have been using natural and organic products for over 10 years. When I talk to people, their biggest hurdle to making the switch is the cost and concerns about the effectiveness of more natural products. Cost definitely has been a factor for me in the past but as more brands embrace green living more affordable options become available.

If you think we might be a good fit then please keep reading to see how we can work together.



Statistics



150k average monthly page views
78k average monthly users
100k average monthly sessions
69k monthly Google searches
Email list: 7,000



Pinterest: 1.2 million average monthly views, 5.7k followers
Facebook: 712 followers
Instagram: 8.7k followers
IG engagement rate: 4%
YouTube: 1.6k subscribers



97% female
Ages: 40% 25-34, 22% 35-44, 18% 45-53
Location: 71% U.S., 7% Canada, 5% UK

[updated April 2020]

Let's Collaborate

WHAT I DO:

- Sponsored blog posts
- YouTube videos
- Sponsored social media posts
- Affiliate marketing/brand ambassador
- Guest blog post
- Giveaways
- Guest posts

***I require testing all products myself before sharing about them.

Feel free to reach out to me with other ideas or if you'd like to create a custom package. I review each request and a collaboration can be denied if I feel it is not a good fit for my blog.

Brands I've Partnered With

The logo for OSEA, featuring the letters 'OSEA' in a dark teal, serif font on a white background.The logo for plume, featuring the word 'plume' in a white, cursive script font on a dark navy blue background.The logo for Follain, featuring the word 'Follain' in a white, sans-serif font on a dark green background.The logo for DR brite naturals, featuring the text 'DR brite naturals' in white on a teal background. 'DR' is in a large, stylized font, 'brite' is in a smaller font, and 'naturals' is in a very small font below.The logo for EVOLV, featuring the word 'EVOLV' in a dark teal, sans-serif font on a white background, with a small teal square icon to the right.The logo for PETIT VOUR, featuring the words 'PETIT VOUR' in a dark teal, sans-serif font on a light pink background.The logo for HB, featuring the letters 'HB' in a white, serif font on a pink background.



If you think we'd be a good fit, email me at INFO@HOLISTICENCHILADA.COM
I can't wait to collab!

