



THE effortless chic

BY JEN PINKSTON

ABOUT In 2011, with the belief that effortless, everyday style should be accessible to all, wardrobe stylist Jen Pinkston channeled her love of fashion and enthusiasm for design into the lifestyle site, TheEffortlessChic.com. After styling for the likes of Ellen DeGeneres, Chris Pratt and many more during her 10 years of living in Los Angeles, Jen's dedicated readership is the result of authentic storytelling as she now lives her life back in her hometown of Austin with her art director husband and two daughters, Parker and Ever. Praised as an inspiring resource for style tips, home design ideas and all things motherhood, The Effortless Chic has been featured on The Today Show, W Magazine, Martha Stewart, Women's Health Magazine, and many more! Jen was voted Austin's Best Blogger of 2016 by Austin Magazine. Jen is also the founder and CEO of La Paloma, a line of better pieces for sleep, lounge and play.

83K

UNIQUE MONTHLY
VISITORS

95K

MONTHLY
PAGE VIEWS

92%

FEMALE

70%

BETWEEN AGES
OF 25-44

75%

COLLEGE EDUCATED &
LIVE IN MAJOR CITIES

70%

LIVES IN A HOUSEHOLD
WHERE THE INCOME IS
\$100,000+



63K



20K



3K



63K

3 MILLION MONTHLY
IMPRESSIONS



19K

TOP STATES ON THE BLOG

CALIFORNIA, TEXAS, NEW YORK, ILLINOIS, FLORIDA

TOP CITIES ON INSTAGRAM

AUSTIN, NEW YORK, LOS ANGELES

PARTNERSHIP OPPORTUNITIES WITH JEN PINKSTON & THE EFFORTLESS CHIC



BLOG POSTS

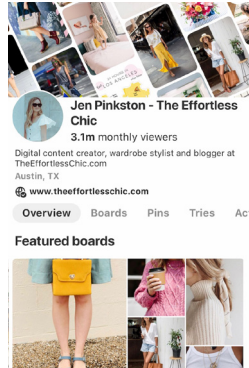
Long form content that tells a captivating story. Evergreen, Search Engine Optimized, and contain at least 6 high-res original photos.



INSTAGRAM

STATIC POSTS + STORIES

Our account produces above industry average engagement rates and includes captivating captions and photo content.



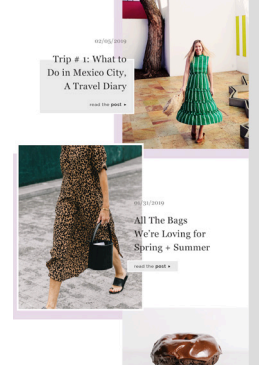
PINTEREST

Our pins on Pinterest receive more than 3 million monthly impressions



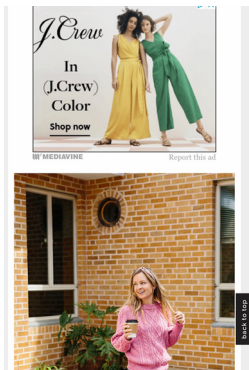
FACEBOOK

We enjoy sharing not only our own content here but that of brands and other content creators we love!



NEWSLETTER INCLUSION

Our weekly newsletter audience is 3000 with an open rate of 42%.



BANNER & IN-CONTENT ADVERTISING

For a flat fee, we will exclusively represent your brand in our ad spots on our site throughout the month



EXPERIENTIAL & EVENT MARKETING

We absolutely love a good party and have a special knack for filling a room with incredible people. Panel hosting, Store openings, product launches and more.



VIDEO PRODUCTION

Jen's husband, Aaron, has spent the last 11 years as the senior field producer for The Ellen DeGeneres show. The content that they create together combines the highest level of production with Jen's unique storytelling.



PRODUCT DESIGN COLLABORATION

Jen is available to design, promote, and market a limited edition capsule collection with your brand.



SPEAKING

Jen is available to speak at conferences and events worldwide on topics including, growing a creative business, motherhood, social media, digital marketing and more.

PAST BRAND PARTNERS INCLUDE:

TARGET
PARACHUTE
OXO
SEVENTH GENERATION
COACH

UBER
LEVI'S
DELTA FAUCET
AMAZON
HOTELTONIGHT

PANTENE PRO-V
MINTED
PAIGE
CASPER
HONEST

KEEN
OLAY
LIVING PROOF
BEECH-NUT
AND MORE

CASE STUDIES

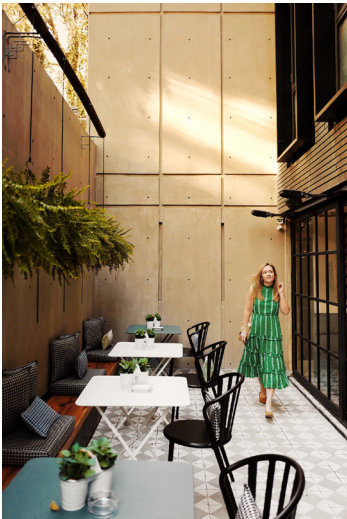


PAIGE

When Paige opened their first store in Austin, they tapped us to help them promote the store opening and introduce our segment of audience that is based in Austin to the Paige ethos and product.

Program Elements:
Video Production, Blog Post,
Social Media Promotion

Notable: The Paige Instagram content for this campaign had an engagement rate of 8.9%, almost four times the industry average for engagement.



HOTEL TONIGHT

HotelTonight sponsored our first four trips of our '12 Trips in 12 Months' series in 2019. We created travel guide blog posts for four different cities (domestic and international) that each included unique talking points about the HotelTonight brand.

Program Elements: A series of blog posts and Instagram content both static and on stories.

Notable: Pins from this campaign garnered more than 3 million impressions on Pinterest.



PARACHUTE

When Parachute expanded their product line to include tabletop, we pulled together an effortless chic Mother's Day table and party that put the Parachute product front and center. This collaboration was so successful that we also worked together on their [baby launch](#) a few months later.

Program Elements:
Multiple blog posts and
social media content creation and promotion, including a Mother's Day party brunch.

Notable: The conversion rate for clicks from this blog post was 7%. The industry average is 2-3%.
