

2023 MEDIA KIT



Your Customers, Our Followers

Since 2015, *The Happy Gardening Life* has been one of the top gardening influencers on Instagram.

Throughout the years, it has transformed into a vibrant online community where avid gardeners can share their deep passion for gardening. Our unique hashtag #thehappygardeninglife is also a global leader with over 645,000 uses by gardening fans worldwide.

With more than 346,000 followers on Instagram, *The Happy Gardening Life* has become a trusted source for fresh and useful content in the gardening niche.

The valuable information we provide has inspired thousands to begin their own gardening journey and become part of our community.

With a total audience of 396,000 followers across Instagram, Facebook, Pinterest and Twitter, *The Happy Gardening Life* gives you multiple access to the gardening market.

Through our shoutout and giveaway campaigns, we can effectively promote products and services to our loyal followers – thereby helping your company connect and build relationships with customers.

Today, The Happy Gardening Life is more than just a brand – it is a movement that inspires people to grow their own food, lead a sustainable life, and truly live the happy gardening life.





Our Mission

The Happy Gardening Life is a lifestyle that celebrates the joy of gardening.

From seeds, houseplants and vegetable gardens, to flowers, greenhouses and formal gardens – we love every single aspect of gardening, just like the ever-growing number of fans in our gardening community.

By teaming up with companies that share the same mindset, we can spread the good word about their products and services for mutual benefit.

The advertiser will benefit by increasing their brand awareness, while our followers will benefit by discovering products that make gardening easier and more enjoyable.

We always aim for a win/win/win situation so that we can achieve the best possible outcome for everyone.

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Social Media Giveaways

A Smart Way to Advertise

FREE. This word has been described as the most powerful 4-letter word in advertising, and what better way to advertise than with a product giveaway?

Social media posts about our giveaways get a lot of traction because not only do people enjoy getting free things, they also willingly and enthusiastically tell their friends about it so they can also participate.

This is a great form of viral advertising that is very cost-effective. We would be delighted to give you more information on this socially-propelled form of advertising.





Audience Research

THEY ARE AVID GARDENERS

- 73% have been gardening for 1-5 years
- 68% have been gardening for 21-40 years
- 55% have been gardening for 11-20 years
- 45% have been gardening for 6-10 years
- 27% have been gardening for less than a year

THEY ARE ORGANIC & SUSTAINABLE

- 95% think it's important to grow plants organically
- 92% grow plants from seeds
- 91% use organic gardening methods
- 80% do DIY garden projects
- 75% use compost in their gardens
- 71% buy heirloom seeds
- 66% make their own compost
- 57% save seeds from their harvest

THEY ARE ENGAGED

- 77% check our Instagram account daily
- 50% read gardening magazines

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THEY LOVE VARIETY

- 89% grow flowers
- 85% keep indoor plants
- 82% grow fruits
- 81% have a vegetable garden
- 79% have an herb garden
- 71% have a container garden
- 58% grow berries

THEIR GARDENING HABITS

- 79% use a hose to water their garden
- 61% plan for months before the gardening season starts
- 33% garden from spring frost until the first fall frost
- 30% grow year-round
- 26% sow in spring, harvest throughout summer

THEIR CONSUMER HABITS

- 63% research purchases online before buying locally
- 61% purchase premixed growing medium
- 59% buy plants and seeds online
- 52% buy gardening supplies online

Source: 2021 Instagram Custom Study



Demographics

AGE RANGE

• 25-34 years old: 35%

• 35-44 years old: 28%

• 45-54 years old: 15%

• 18-24 years old: 10%

• 55-64 years old: 7%

• 65+ years old: 4%

GENDER

• Women: 71%

• Men: 29%

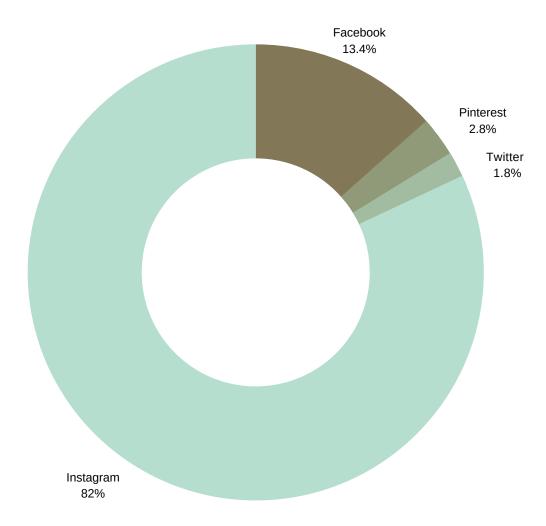
TOP COUNTRIES

- United States
- Australia
- United Kingdom
- Canada

TOP CITIES

- New York
- London
- Melbourne
- Sydney

SOCIAL MEDIA AUDIENCE



Sources: 2023 Custom Study, Instagram Insights, Facebook Insights, Pinterest Analytics, Twitter Analytics

346.9 K
Instagram Followers

37.0 K
Facebook Followers









7.5 K
Pinterest Followers

4.6K
Twitter Followers

396.0_K

Total Audience

Audience Insights

GARDENING INTERESTS

• Planting: 81%

• Garden Design: 72.5%

• Garden Types: 71.7%

• Plants: 63.1%

• Yard: 44.9%

• Backyard: 39.6%

• Planting Ideas: 24.2%

• Landscaping: 23.9%

• Vegetable Garden: 22.4%

• Flowers: 15.5%

HOUSEHOLD INCOME CATEGORIES

• \$75,000-\$99,000: 14%

• \$100,000-\$124,999: 12%

• \$60,000-\$74,999: 11%

• \$150,000-\$199,999: 9%

• \$40,000-\$49,999: 8%

HOME OWNERSHIP

• Home Owner: 69%

• Home Renter: 31%

OCCUPATION

• Homemaker: 33%

• Professional/Technical: 28%

• Self-Employed: 22%

• White Collar Worker: 15%

• Health Services: 12%

• Tradesman/Laborer: 12%

• Management: 12%

• Retired: 11%

• Sales/Marketing: 11%

• Student: 7%

EDUCATION

• Completed High School: 55%

• Completed College: 34%

• Completed Graduate School: 11%

MARITAL STATUS

• Married: 52%

• Single: 48%

Sources: 2023 Custom Study, Instagram Insights, Facebook Insights, Pinterest Analytics, Twitter Analytics

SERVICES

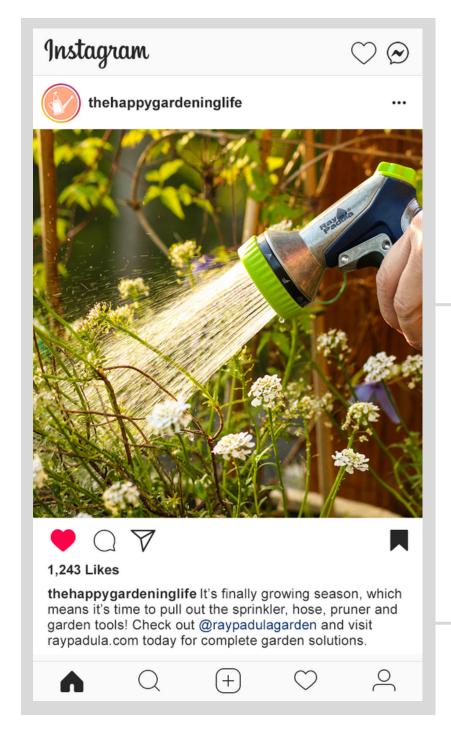
Learn More About Our Influencer Campaigns

24-Hour Shoutout: \$400

- 2 posts that will stay for 12 hours each on our Instagram feed (24 hours total)
- 10 images can be used per Instagram post
- 30 hashtags will be included about your product/business
- Each post will also be socially shared on our Facebook
- Your company logo will be added to our website's Advertisers Section with a permanent link to your website
- We will put your link in our bio for an additional fee of \$200
- Provide your own product photos, or send us some samples and we can take hi-res photos for an additional fee of \$200
- Keep the posts up longer on our Instagram feed additional \$200 per day

NOTE: Other special requests will be subject to extra fees.





Shoutout Example

Your product image

Our shoutout to your product and Instagram account

5-Day Giveaway: \$1,200

- 5-Day Giveaway Campaign that includes mentions and shares across all our social media platforms and website
- 5 Posts (1 posted per day) via Instagram, Facebook, Pinterest & Twitter
- 5 Stories (1 posted per day) on Instagram
- Your 5 Stories will be featured on our Stories Highlights for a year or more
- 10 images can be used per Instagram post
- 30 hashtags about your product/business
- Your website link will be featured in our Instagram bio
- We will take hi-res photos of your products for FREE (a \$200 value)
- Your company logo will be added to our website's Advertisers Section with a permanent link to your website

NOTE: You must send a sample product so we can take photos for the campaign. Winner/s will be announced on our Instagram account or website 48 hours after the giveaway closing. You will handle the shipping of the prizes to the winner/s. Special requests will be subject to extra fees.





Giveaway Campaign Example

Your giveaway prizes

Shoutout with giveaway mechanics and hashtags

MORE INFORMATION

Frequently Asked Questions

1. How do you choose the giveaway winners?

After the giveaway cutoff time, we gather all valid entries then draw the winners randomly.

2. Do I ship the prizes to you, or directly to the winners?

Your company shall handle the shipping of prizes to the winners. We will provide you with their mailing addresses so you can make the necessary arrangements.

3. What types of products do your followers like most, and how many prizes should I offer?

Garden tool sets, container gardening systems, garden hoses, garden décor and even one-on-one garden coaching sessions have done well with us in the past. But essentially any home and garden product that gives value will always be appreciated by our followers. The number of prizes is also up to you. We can help you decide which of your products are the most suitable for a giveaway.

4. What resources do you need to plan for our giveaway?

We will need the following information to get started on your campaign:

- Company logo, address and contact number
- Specific product names and number of items to give away
- Sample products sent to us so we can try them and take hi-res photos
- Your own hi-res product photos and videos if available
- Preferred ad copy and giveaway mechanics

5. What are advertisers required to do during the giveaway?

The Happy Gardening Life Team will take care of all promotions throughout the campaign, so it's up to the client if they also want to post about it on their own social media accounts. The only thing required of the client is the shipping of prizes to the winners at the conclusion of the giveaway.

TESTIMONIALS

Read What Our Happy Clients Are Saying

"We decided to do the giveaway with The Happy Gardening Life for combination of many things: number one was how their account is relatable to current and potential EarthBox customers and how large their following is. We knew that we had a lot of potential to gain many followers and we actually exceeded our goal in doing this giveaway with them.

Second, their knowledge and expertise in doing these giveaways was reassuring—the packages in their Media Kit were clear and easy to understand, and the costs fit within our budget.

Finally, it seemed like they were just the right fit for me to get started managing my first Instagram giveaway campaign. We are really quite thrilled with the results, and I loved the report at the conclusion of the promotion. You guys made it so easy for us and your patience in guiding me through this was greatly appreciated. I definitely see us doing another giveaway with THGL next Spring!"

Stephanie E. Youngs-Seese

Creative Content Manager, EarthBox® (@earthbox)

"We picked The Happy Gardening Life because of their Instagram reach. This is a major goal for Hoselink to impact more audiences and inform more customers of our brand. They were great to communicate with and always prompt in their response. Thanks for working with us."

Adriana Camilleri

Social Media & Content Coordinator, Hoselink® (@hoselinkofficial)

"Ever since I joined the social media world, The Happy Gardening Life has been part of it. First, I found the most inspirational people to follow along with really good content. I was then able to capture MY experiences and share the knowledge I knew folks were interested in too! The Happy Gardening Life has solidified the social media gardening community. It was a huge honor when they shared my posts to their 100k followers! Thank you The Happy Gardening Life for all that you do!"

Erika Nolan

Instar Farm Landscaping & Edible Gardens (@instarfarms)

"I'm so thankful for the opportunity to advertise with The Happy Gardening Life. As a result of our campaign, I received over 50 sign ups and 7 sales. I more than covered the cost of my promotion and made connections with customers for potential sales in the days to come. Many thanks Happy Gardening Life for bringing garden happy to more and more people around the world (including me)!"

Nicole Burke

Rooted Garden (@rootedgarden)

"What made me decide to do a 3-day giveaway with The Happy Gardening Life is their very defined campaigns and pricing. I knew what to expect from the beginning. They also responded immediately to my inquiry and were very accommodating. It was really a pleasure working with them."

Agnes Pura

Hydrobox® (@gohydrobox)

"We had a great experience posting a shoutout with The Happy Gardening Life. Their community is highly active and engaged. We saw a huge boost in followers and interactions. It's the perfect way to jump in and meet the online gardening community. We highly recommend The Happy Gardening Life!"

Joshua Rawe

Green Mill Lawn and Garden (@greenmill_lawnandgarden)

"First experience with Instagram and really enjoyed it. Fun to post pictures and meet fellow gardeners and outdoor hobbyists. Thank you to @thehappygardeninglife for showing me a creative way to start enjoying some social media fun. Awesome!"

Kirk Neetz

Sow Perfect Seeder (@sowperfectseeder)

"The team at @thehappygardeninglife were very organized and accommodating. They helped promote my solar motion sensor lights giveaway on Instagram and gave me regular updates on the progress. I gained some valuable followers and participants from it. So glad I advertised with them!"

Adam

Hello Light (@hello_light_led)

ABOUT US

Meet the Expert Behind The Happy Gardening Life

Jason Miles, Owner

Jason is an e-commerce expert from Seattle running his own companies, consulting with others, and teaching even more. Before becoming a full-time online entrepreneur, Jason was Senior Vice President of Marketing, Fundraising, and HR at Northwest University in the Seattle area.

In 2008, Jason started his online selling efforts with his wife Cinnamon at their kitchen table using eBay. In 2013, they launched Pixie Faire in the sewing niche. It is now the Internet's largest doll clothes pattern marketplace with over 100 designers and over 3.3 million patterns downloaded.

In 2016, Jason partnered with Kyle Hamar to launch a new consulting company, Online Selling Team, that delivers consulting as well as done-for-you ecommerce, social media, and online advertising services. His coaching company is helping smart entrepreneurs from around the world make the leap from Amazon to Shopify.

He is a founder or investor in a growing number of e-commerce businesses including Leda Art Supply, Old Boy Longboards, and The Happy Gardening Life.



Contact Us Today

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Payment Methods

We accept payments through PayPal or direct bank transfer





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