



MEDIA KIT

JUNE 2020

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Hey there!

I'm Liz, the home, garden and lifestyle blogger behind Franc & Eli (www.francandeli.com and Instagram account @franc_and_eli). You can check out some of my stats in the column to the right.

I'm based in downtown Charleston, SC, where I'm constantly renovating and redecorating my 3 historic properties, all of which are prominently featured across my platforms.

- an 1910s historic Sears Kit home, which we recently moved into and are renovating room-by-room;
- an 1890s bungalow (an adorably furnished short-term rental / Airbnb); and
- my latest project, a historic Charleston home and it's 482 sq. ft. tiny bungalow carriage house (which will be undergoing a complete, down-past-the-studs renovation in 2020 and will be an Airbnb showhome).

I also blog about day-to-day life, fashion, style, and Charleston living! Exciting news: we're expecting a baby girl in September 2020, so I'll be adding motherhood / parenting and pregnancy content into the mix as well! I'd love to work together if it's a good fit. Please check out this Media Kit and let me know if you have any questions or would like to chat!

Liz Elliott

SOCIAL MEDIA INFLUENCER & BLOGGER



97,000+
INSTAGRAM FOLLOWERS



80,000+
MONTHLY VIEWERS

100,000+ average instagram impressions

12,000+ average instagram reach

10,000+ unique blog visitors

20,000+ blog page views



a selection of larger 2020 projects

HISTORIC CHARLESTON HOME AND CARRIAGE HOUSE RENOVATION TO BECOME AIRBNB SHOWHOMES

Now through Early 2021

We're in the very early stages of fully renovating a charming historic Charleston home and its carriage house, both of which will be Airbnb showhomes. I'm looking to partner with brands for all aspects of the renovation - from flooring, appliances, and windows to furniture, soft goods, and decor (and everything in-between)!

MASTER BATHROOM RENOVATION

Now through Fall 2020

A full down-to-the studs renovation of our master bathroom, including tile, vanity, and fixtures.

LAUNDRY ROOM RENOVATION

Now through Fall 2020

A facelift - which will include new paint, tile, and appliances.

NURSERY

Now through Fall 2020

We're so excited to be expecting our first baby in September 2020! We are currently working on decorating the nursery and 'baby-proofing' our home, as well as stocking up on the latest gear!

We also have plans for a master bedroom facelift, she-shed, pond, garden and courtyard hardscaping/landscaping and porch revamp.

About My Audience

- MAJORITY WOMEN
- 25-34 YRS OLD
- USA-BASED

My audience is interested in home decor, DIY projects, and general 'millennial lifestyle' content, including vegan beauty, motherhood, wellness, and more. These wonderful women aren't afraid to get their hands dirty with a home project, but they also enjoy the finer things in life and take pride in their home's appearance and in their personal health and appearance! Most of my followers come to my page for inspiration, product recommendations, and DIY tutorials - as well as the occasional pet pic and "behind-the-scenes" real-life insight in my Instagram stories.



Ways to Work Together

- Instagram posts
- Instagram stories
- Blog posts
- Pinterest pins (including evergreen pins)
- Giveaways
- Airbnb feature (including in the "Shop This House" binder in the Airbnb and blog pages)
- Product reviews/testimonials
- Content creation / high quality imagery and product styling
- Influencer outreach
- Campaign design and coordination
- Influencer event design and coordination.
- and more!



#PLANTERIODESIGN

I'm also the founder and hostess of the #PLANTERIODESIGN hashtag - an online community of active, engaged Instagram users interested in home decor, interior style, and outdoor living.

The #planterior design community has approximately 75,000 user-generated posts showcasing gorgeous spaces with plants and other beautiful design elements and is growing every day!



BRAND PARTNERSHIPS

MRdirect
SINKS & FAUCETS

HAAND
MADE IN NC, USA

RUGGABLE

bcp
bestchoiceproducts



HOMEPop
a Kinfine brand



Boutique
Rugs

populum

1STOPLIGHTING
The 1 Stop Shop for All Your Lighting Needs

MEJURI

Jeffrey Court

PATIO PRODUCTS
USA



CASABLANCA
FAN COMPANY



CHAPPYWRAP



JUDE CONNALLY

litter·robot



Let's Work Together!

I'd love to work with you! Give me a call or shoot me an email - I respond very quickly and would love to talk about ways we can work together (whether it be in a traditional "influencer marketing" sense or something totally new), I would love to brainstorm creative ways we can both benefit each other or just chat and get to your know brand!

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