

KIRSTEN KRUPPS

fashion & lifestyle blogger



ABOUT MY BLOG

I'm pretty sure I was a rockstar in a past life and my taste in music and sense of style comes directly from that. Along with fashion, I'm a huge makeup lover, as well. I've also gotten really into fitness the past couple of years and try to keep active. I created this blog as another creative outlet to share my interests with others. These passions are definitely covered quite a bit on my personal blog, so I hope others enjoy and are inspired!



15K

WEBSITE HITS

Data recorded since the beginning of my blog in 2016.



4.2K

FOLLOWERS

Data recorded since the beginning of my account in 2011.



2.3K

FOLLOWERS

Data recorded since the beginning of my account in 2011.



1K

FOLLOWERS

Data recorded since the beginning of my account in 2009.

the blogger

KIRSTEN'S
LIFE

I'm a 20-something creative who was born and raised in the Midwest, Central Illinois to be exact. I'm currently located in Austin, TX. I went to Bradley University for Communications, with a concentration in Advertising and minor in Interactive Media. In addition to my marketing day job, I've run my own photography business since 2013. I love to photograph people, concerts, and pets, as well as do freelance graphic design and social media management.

BLOG TOPICS

MOST FREQUENT CONTENT

The top categories on my blog that not only get featured the most frequently but also get the most interaction and views are:

- Fashion
- Beauty
- Fitness
- Music



BLOG AUDIENCE

MY MOST FREQUENT VISITORS

The most frequent visitors to my blog are **women** (67%) age **25-34** (44%) and **35-44** (22%) in the **United States** (86%). Their #1 interest is **Apparel & Accessories / Women's Apparel** and they are categorized as **Shoppers**. They typically click through to my site via social media (38%), direct links (33%), and organic search (19%). Most women are looking at my blog on their mobile devices (67%).

what I want for my blog

THE FUTURE OF MY BLOG

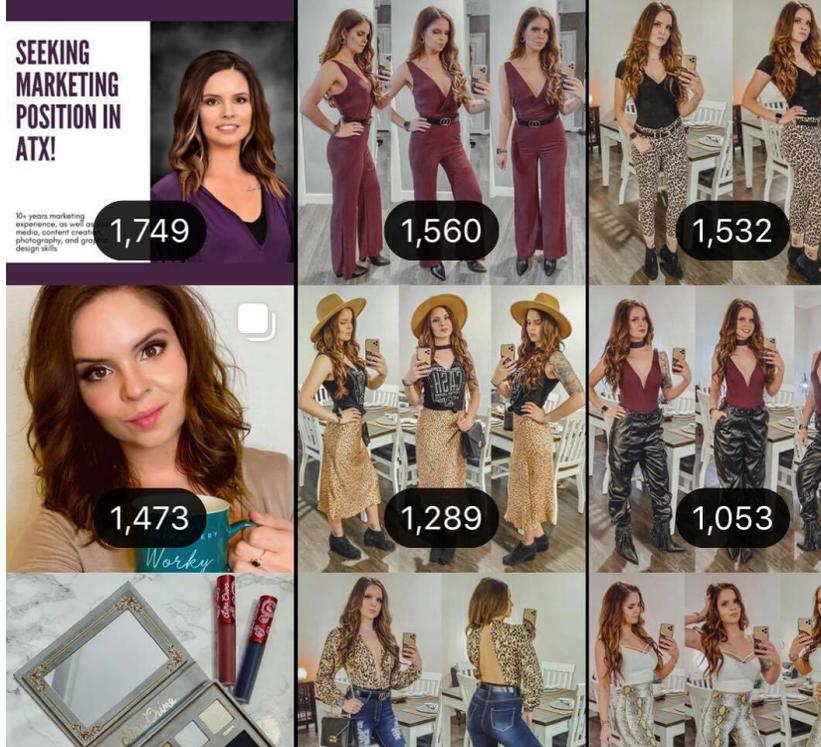
I would love to collaborate with brands that match my interests in edgy fashion; everyday, attainable beauty; fitness; rock-n-roll music; and photography. It seems like a wide range of interests, but they compliment each other very well. I believe that my followers and myself love taking chances with our fashion/beauty choices, standing out in the crowd, and just being different.

IG CONTENT

MOST FREQUENT CONTENT

These posts tend to perform the best on my feed.

- Outfits
- Makeup Selfies
- Fashion Close Ups
- Lifestyle



IG AUDIENCE

MY MOST FREQUENT VISITORS

My Instagram audience is **54% men** and **46% women** residing in the **United States** (50%). They are most active on Monday, Tuesday, and Sunday. They are least active on Fridays. I tend to reach ~1,000 accounts per week with my posts and stories.

brand collaborations

WHO I'VE WORKED WITH

- EVA NYC
- Proper Wild
- V by Vye Sunglasses
- Booty Bag
- Bottle Keeper
- Joy Razor
- Bark Potty
- ... and more!