kinsten knupps

rock 'n' roll 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 few 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!

Ø

1.6K

VISITORS/MO

website

100K

IMPRESSIONS/MO

website

(O)

5.1K

FOLLOWERS

instagram

1

2.9K

FOLLOWERS

tiktok

@

2.3K

FOLLOWERS

pinterest

the blogger

KIRSTEN'S LIFE I'm a 30-something creative who was born and raised in the Midwest, Central Illinois to be exact. I'm currently located in Austin, Texas. 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 going to concerts, eating out at restaurants, trying out new style trends, paddle boarding, and taking my two dachshunds to the dog park.

blog topitsMOST 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 audienceMY MOST FREQUENT VISITORS

The most frequent visitors to my blog are women (63%) age 25–34 (30%), 35–44 (23%), and 18–24 (22%) in the United States (72%) – California (10%), Texas (9%), and Illinois (8%). Their #1 interest is Apparel & Accessories / Women's Apparel and they are categorized as Shoppers/Value Shoppers. They are also interested in Arts & Entertainment / Celebrities & Entertainment News. They typically click through to my site via organic search (63%), direct links (19%), and social media (16%).

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.

blog content **MOST POPULAR POSTS**

15 Online Stores with Rock n Roll Fashion

Why Do Radio Stations Play the Same Songs Over and Over?

How to Dress Like a Rock Star

How to Dress Like Penny Lane from Almost Famous

How to Dress Western with an Edgy Twist aka Y'allternative

How to Dress Like Amy Lee from Evanescence

Trying Out Jones Road Beauty

What To Expect + How To Act at a Band Meet and Greet

Tanologist - My Favorite Self-Tanning Products

How to Dress Like Taylor Momsen from The Pretty Reckless

Nashville Bachelorette Party Outfit Inspiration

3 Fool-Proof Concert Outfits

How to Dress Like Lzzy Hale from Halestorm

Lime Crime Soft Touch Lipstick [Try-On + Review]

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BRIDAL FASHION AND ACCESSORIES

ON AMAZON: BACHELORETTE, **REHEARSAL DINNER, + MORE**

HOME ABOUT BLOG SHOP MY POSTS AMAZON FAVOR

Today, I want to dive into the world of bridal fashion and accessories and what better place to explore than Amazon? From bachelorette parties to rehearsal dinners and everything in between, Amazon offers a treasure...





BEAUTY ► JULY 11, 2023 My Picks for Prime Day 2023: July 11-12

It's that time of the year again for Amazon's biggest savings – Prime Day! Today and tomorrow you can save on 1000's of items from various brands, but especially on Amazon-branded items. Prime Day is...



Barbie's Signature Pink: Fashionable Amazon Finds to Celebrate the Iconic Color and **Upcoming Movie Release**

Barbie, the world's most iconic fashion doll has captivated generations with her timeless elegance and style. From her dazzling smile to her impeccable fashion choices, Barbie has become a symbol of glamour and sophistication. One



Welcome to my rock n roll fashion and lifestyle blog. I'm pretty sure I life and my sense of from that. »







READ MORE >

CAKES Body - My Favorite Pasties / Nipple / Boob Covers

I wanted to share my absolute favorite pastie/boob/nipple covers because I seriously use these all the time – CAKES Body! They are the first reusable, washable, non-adhesive silicone inserts designed for workout, lounge, and swimwear...



FabFitFun Summer Box 2023

And just like that, summer is right around the corner! And as another season draws near, I get to look forward to my next FabFitFun Box! Packed with a curated selection of top quality products, this..



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READ MORE >

brand collaborations

WHO I'VE **WORKED WITH**

EVA NYC Lancôme **Urban Decay** Ponyflo **Madison Braids** Crocs Maelove Skincare **Booty Bag** ... and more!

IG content MOST FREQUENT CONTENT

These posts tend to perform the best on my feed.

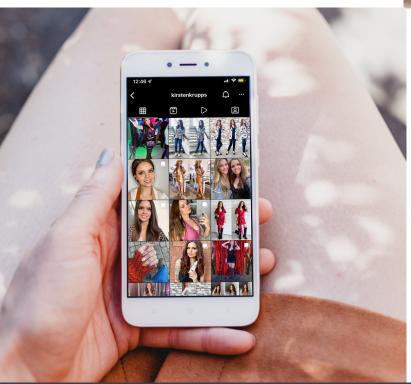
Outfits

Makeup Selfies

Fashion Close Ups

Lifestyle





IG audience MY MOST REACHED ACCOUNTS

My Instagram reached audience is 52% women and 48% men residing in the **United States** (54%) age 18-44 (78%). The top 3 cities that most engage with my content are **Austin**, **Peoria**, and **New York**. I tend to reach **~2.1k accounts per week** with my posts, stories, and reels. My posts, stories, and reels have an average **engagement rate of ~4%**.

I'd love to work with you!

THANK YOU

Kirsten Krupps

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