

DESIGNING VIBES



423.290.3860

DESIGNINGVIBES.COM

INFO@DESIGNINGVIBES.COM

INTERIOR DESIGN, DIY & LIFESTYLE

Based in Chattanooga, Tennessee, Designing Vibes is the product of Erica Van Slyke's passion for interior design and DIY home improvement. In 2009, Erica received a Bachelor of Arts In Communication from the University of Tennessee . Working as a Marketing professional for almost ten years, Erica finds her extensive knowledge of copywriting, SEO, web design and email marketing a critical factor in the fast- growing success of her relatively young blogging career.

Her design work, DIY projects and photography have been featured in Better Homes and Gardens Magazine, Today.com, HGTV, Apartment Therapy, Domino Magazine, BobVila.com, Hunker, Lonny, Hometalk, Remodelaholic, Dwellinggwalker and Cityscope Magazine. In 2017 and 2018, Erica was named "BHG Stylemaker" by Better Home and Gardens Magazine– an honor which recognizes top influencers in fashion, design and culinary arts.

Brands partnering with Erica will not only attain visually appealing and aesthetically "current" content, they will also receive high-quality photography, search engine optimized copy and strategical email distribution . Unlike social media influencers, whose content is essentially lost an hour after posting to Instagram or Facebook, Erica's SEO- savvy approach produces sustainable content that will increasingly generate traffic for years to come.

FEATURES

BETTER HOMES & GARDENS MAGAZINE

TODAY SHOW

HGTV

BUZZFEED

DOMINO MAGAZINE

LONNY MAGAZINE

APARTMENT THERAPY

CITYSCOPE MAGAZINE

10.7 MILLION+ TOTAL MONTHLY REACH

197,614+ PAGEVIEWS

151,104+ SESSIONS

133,729+ USERS



DEMOGRAPHICS

82.4% FEMALE

55.8% AGE 25-44

87% LIVES IN THE US



10.4 MILLION MONTHLY REACH



2.3K FOLLOWERS



4K FOLLOWERS