

# DESIGNING VIBES

INTERIOR DESIGN, DIY & LIFESTYLE



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Designing Vibes is the product of Erica Van Slyke's soul mission: designing a beautiful life from the inside out. With 15 years of marketing experience—including five in SEO and digital marketing before launching her profitable blog—Erica brings a strategic edge to content creation. Her expertise in SEO, copywriting, affiliate marketing, and email marketing has made her platform a trusted resource for home, beauty, and lifestyle inspiration. She also hosts The Introverted Influencer Podcast, where she shares insights on building an online presence as an introvert.

Her content has been featured in Better Homes and Gardens, HGTV, Today.com, Apartment Therapy, Domino Magazine, BobVila.com, and Hunker. From 2017-2023, she was a Better Homes and Gardens "Stylemaker" and has built long-term brand partnerships with companies like Lowe's, LTK, and Shaw Flooring.

Unlike influencers who rely solely on social media, Erica creates content with lasting impact. With 15 years of SEO expertise, she ensures her content ranks in search engines, driving continuous traffic. She reaches millions of viewers on Pinterest each month and connects with an engaged email audience, ensuring brand messages land in front of a responsive community. Combined with her audiences on Instagram, LTK, Amazon Influencer, and her podcast, she offers brands a competitive advantage—content that delivers results long after it goes live.

## FEATURES

BETTER HOMES & GARDENS MAGAZINE

TODAY SHOW

HGTV

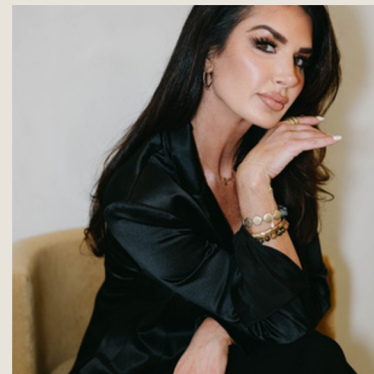
BUZZFEED

DOMINO MAGAZINE

LONNY MAGAZINE

APARTMENT THERAPY

PIONEER WOMAN



**2.1 MILLION+** TOTAL MONTHLY REACH

**73,000+** PAGEVIEWS

**64,000+** SESSIONS

**57,000+** USERS

## DEMOGRAPHICS

**82.4%** FEMALE

**55.8%** AGE 25-44

**87%** LIVES IN THE US



2 MILLION MONTHLY REACH



5K FOLLOWERS



2.3K FOLLOWERS



3.7K SUBSCRIBERS



# OFFERINGS

## SPONSORED BLOG POSTS

ENGAGING, SEO-OPTIMIZED ARTICLES FEATURING YOUR BRAND, DESIGNED TO DRIVE SUSTAINED TRAFFIC AND VISIBILITY. EACH BLOG POST INCLUDES HIGH-QUALITY, WELL-DESIGNED PINTEREST PINS TO MAXIMIZE LONG-TERM REACH.

## EMAIL AD PLACEMENT

FEATURE YOUR BRAND IN ERICA'S HIGHLY ENGAGED EMAIL NEWSLETTER, REACHING 3,700+ SUBSCRIBERS WITH AN IMPRESSIVE 44% OPEN RATE, ENSURING YOUR MESSAGE LANDS IN FRONT OF A RESPONSIVE AUDIENCE.

## ADDITIONAL SERVICES

- INSTAGRAM REELS AND STORY FRAMES
- LTK POSTS (2.4K FOLLOWERS)
- AMAZON INFLUENCER VIDEO REVIEWS
- PODCAST AD PLACEMENT