



# THE PRIMARY BOOK BOX WITH @MRSBROWNSBOOKBOX SOCIAL MEDIA PROPOSAL



## ABOUT ME

I'm Esther ~ primary teacher for over 18 years, reading for pleasure advocate, educational consultant, resource and content creator

I reach an audience of educators from around the globe across my social media and web based platforms.

**Instagram:** @mrsbrownsbookbox Current Follower Number: 7307

Audience make up ~ predominantly teachers, home schooling families and parents

My popular hashtag #8brilliantbooks shares themed content for educators. The hashtag has over 90 followers and themes generate up to up to 40 contributors world wide each week.

I also share #4ideasforabook giving suggestions for educators to use featured books in the classroom and #pshepicturebooks with a focus on supporting wellbeing and emotional literacy.

**Newsletter:** Current subscribers: 202 Audience make up ~ 90% teachers and home schooling families

Features ~ reviews, research, themed shelves, reading for pleasure tips, author in focus

**Website:** www.theprimarybookbox.com ~ blog, educational resources to support the use of books in the classroom, reading for pleasure resources

Please see below for a selection of analytics from the last three months.



## SOCIAL MEDIA OFFER ~ £75

### **Instagram:**

- Curated grid post with a carousel of 6 - 10 photos or 30 second reel.
- Detailed review of 200-400 words (with #4ideasforabook if requested)
- At least 2 stories prior to posting and 2 after posting
- Featured in #8brilliant books
- Post on an agreed date or within a specified time frame

### **Website/newsletter:**

- Blog post of 300+ words ~ published on website and mailed to all newsletter subscribers
- Featured in the monthly newsletter ~ shelf recommendation/20 word mini review

## ADDITIONAL SERVICES

- Development of educational resources
- Author interviews and features
- Longer review feature in newsletter
- Blog tours
- Instagram lives
- Bespoke packages

Prices to be discussed.

## CONTACT INFO: ESTHER BROWN

EMAIL: THEPRIMARYBOOKBOX@OUTLOOK.COM

WEBSITE: WWW.THEPRIMARYBOOKBOX.COM





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## SAMPLE ANALYTICS FROM THE LAST 3 MONTHS ~ INSTAGRAM

**Insights**

Last 90 days ▼ 22 Jun - 19 Sep

**Overview**

You gained **1,054** more followers compared to 24 Mar - 21 Jun.

Accounts reached	29.3K	+9.7%
Accounts engaged	2,096	+8.6%
Total followers	7,300	+16.8%

POSTS



Posts ▼ Sort & filter ▼ Last 3 months ▼

Posts ▼ Sort & filter ▼ Last 3 months ▼

REELS AND STORIES



Reels ▼ Sort & filter ▼ Last 3 months ▼

Stories ▼ Sort & filter ▼ Last 3 months ▼

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