

# 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.

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# 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

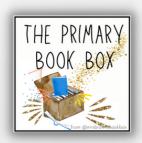
# ADDITIONAL SERVICES

- 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

FMAIL: THEPRIMARYBOOKBOX@OUTLOOK.COM WEBSITE: WWW.THEPRIMARYBOOKBOX.COM



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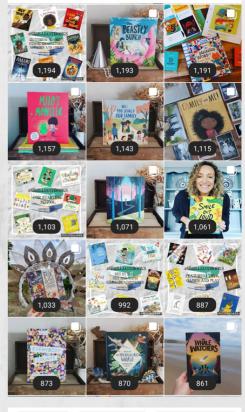


Last 3 months ✓

### SAMPLE ANALYTICS FROM THE LAST 3 MONTHS ~ INSTAGRAM













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