



CONTENT CREATOR'S KIT

2022

WHO IS HIP2SAVE?



Hip2Save is a nationally recognized frugal-living lifestyle website with a thriving community. With our team of 40+ trusted experts (*more on them later*), our content is truly the best of the best! We make saving money fun and are passionate about helping millions of readers live an extraordinary life on an ordinary budget.

Hi! I'm Collin, the owner of Hip2Save, mom of three, and proud wife to a Marine veteran. I began blogging in the summer of 2008 as a way to help myself, my family, and my friends save money. Little did I know my hobby would turn into a full-time

endeavor and that Hip2Save would become the nationally recognized website that it is today. It's incredible to be able to employ so many amazing individuals from all around the country and from different walks of life!



AS SEEN ON:



• • •

Parents

• • •



• • •



• • •

Woman's Day

• • •

WSJ



COLLIN'S INTERESTS:



- coffee
- fashion
- wellness
- keto
- traveling
- home projects
- home decor
- family
- outdoors
- dog lover

SITE STATS:

1.5 BILLION+

total U.S. pageviews

10.6 MILLION+

monthly page views

2.5 MILLION+

unique site visitors every month

2:23 MINS.

average reader time spent on site

1.74

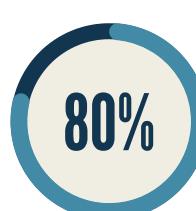
average pages viewed per session



91% US traffic
9% CA/EU



69% women
31% men
(Age: 24 - 54)



80% Mobile
12% Desktop
8% Tablet



FACEBOOK FOLLOWERS

1M+



INSTAGRAM FOLLOWERS

117K+



TEXT ALERT SUBSCRIBERS

40K+



PINTEREST FOLLOWERS

123K+



EMAIL SUBSCRIBERS

222K+

**WE'RE
SOCIAL**

OUR SERVICES:

- Instagram Story
- Instagram Unboxing Story
- Facebook Post
- Facebook Private Deals Group
- Pinterest Post
- Twitter Post
- SEO Optimization & Linking

- Site & Social Takeover
- Daily Newsletter Feature
- Newsletter Top Pick
- Targeted Solo Newsletter
- Hot Product Text Alert
- Product Giveaway
- Image & Video Rights

- Themed & Seasonal Newsletters
(New Year Deals, Fitness Apparel)
- Popular Post Homepage Placement
- Last Bump Overnight Post
- Homepage Hot Brand Icon
- Stores Page Hot Brand Icon

WE'RE UNIQUE



Behind the scenes, Hip2Save is run by a team of experts who are as passionate as I am about creating quality content that meets the highest SEO standards and always resonates on a deep level with our readers. Each of our 40+ employees has a high standard of performance and every single one takes pride in their work! Together, we provide valuable & diverse lifestyle content to change & improve people's lives for the better.

I'm so excited for you to meet some of our team!

CAM



INTERESTS:



- positivity
- creativity
- traveling
- photography
- outdoors
- good vibes
- food
- music



GET TO KNOW HER:

Hey there, I'm Cam! When I'm not creating & editing videos, I love spending time outdoors, traveling, spending quality time with loved ones, creating in the kitchen, and working out. I'm all about bringing good vibes & positive energy to our HIP community!

CHELSEY



INTERESTS:



- fashion
- beauty
- travel
- family
- crafting
- home decor
- fitness
- holidays



GET TO KNOW HER:

Hey there, I'm Chelsey! I love all things arts & fashion. From creating kid-friendly crafts to using my DIY skills for home decor, wall art, gifts, and just about anything I can! No matter what, I take on every challenge with a smile and I'm always up for trying something new!

EMILY



INTERESTS:



- exercise
- health
- fashion
- beauty
- home
- frugal living
- electronics
- humor



GET TO KNOW HER:

Hey guys, it's Emily! I'm responsible for keeping our creative content running like a well-oiled machine and doing it all with a positive attitude. When I'm not juggling my Hip duties, you can find me teaching barre, obsessing over makeup, or doing frugal renovations to my new home.

ERICA



INTERESTS:



- maternity / baby
- family
- kids toys
- fashion
- frugal living
- running
- reading
- beach girl



GET TO KNOW HER:

Hi! I'm Erica and I've been with Hip2Save from the very beginning. Over the years, I've become super frugal and never pay full price for anything! I cannot live without the beach, my 3 babies, and I'm always up for anything adventurous!

LINA



INTERESTS:



- cooking
- home decor
- DIY projects
- life hacks
- holidays
- fashion
- travel
- family



Hey guys, I'm Lina! I'm a long-time recipe blogger & DIY lover who always has a positive attitude & smile! I love creating recipes of all kinds (especially the viral ones) and making frugal & gorgeous DIYs for your home - hence my obsession for all holidays!

GET TO KNOW HER:

MELINDA



INTERESTS:



- fitness
- family
- travel
- community
- frugal living
- cooking
- fashion
- acts of service



GET TO KNOW HER:

Hey everyone, I'm Melinda! I'm an affiliate manager at Hip2Save. I have three kiddos and recently made an international move back to the U.S.! Some of my biggest passions in life are community, serving others, and working out. I also love hosting friends and family, volunteering, and saving money.

RACHEL



INTERESTS:



- shopping
- fashion
- cosmetics
- girly things
- music
- home decor
- travel
- holidays



GET TO KNOW HER:

Hi! I'm Rachel and I've been living frugally for years allowing me to become debt-free! I love to shop for trendy beauty finds, girly-girl stuff, and holiday everything!

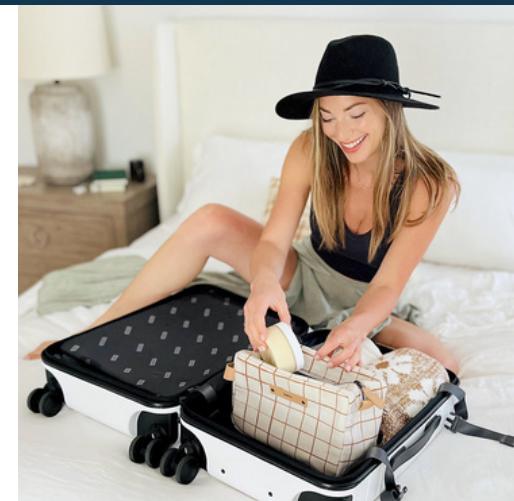
SARA



INTERESTS:



- travel
- small business
- green living
- clean beauty
- organic
- fashion
- wellness
- positivity



GET TO KNOW HER:

Hey there! I'm Sara and mom to 3 young kiddos! Positivity & new experiences are my love language. I enjoy design, holistic self-care, traveling, simplicity and have made a name for myself finding high-end home & fashion dupes.

SHANE



INTERESTS:



- photography
- gaming
- snowboarding
- filmmaking
- canvas art
- cooking
- blogging
- comic books



GET TO KNOW HIM:

Hey guys! I'm Shane and I'm one of the marketing managers at Hip! When I'm not busy building meaningful partnerships, you can catch me cooking up yummy meals and practicing my photography skills outside. And hey, you can even catch me in a Hallmark Christmas movie!

STETSON



INTERESTS:



- filmmaking
- electronics
- photography
- gag gifts
- food
- outdoors
- sports
- humor



GET TO KNOW HIM:

Yo, it's Stetson! Have you caught my Takeover Tuesdays on Instagram? I like to think I do it all here at Hip from filming tons of behind-the-scenes to working in the field to find deals and even test food (man, I love food). No matter what, I'll always bring it with humor and a smile.

YOLI & EDDIE



INTERESTS:



- *long walks*
- *treats*
- *people*
- *traveling*
- *naps*
- *birds*
- *belly rubs*
- *feet licking*



GET TO KNOW THEM:

Ruff, ruff! We'd like to think we're the cutest assets around here! We're playful siblings, love being outdoors, & are notorious for not sharing our toys. We both love long walks with Collin & will gladly take a belly rub any time of day!

CONTACT US



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