



2024

SOCIAL MEDIA & CONTENT CREATOR'S KIT

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!



COLLIN'S INTERESTS:



- coffee
- fashion
- wellness
- keto
- traveling
- great deals
- home decor & renos
- family
- outdoors
- dogs



SITE STATS:

1.6 BILLION

TOTAL US PAGE VIEWS

10.4 MILLION

AVERAGE MONTHLY PAGE VIEWS

5.1 MILLION

AVERAGE MONTHLY WEBSITE SESSIONS

1.8 MILLION

AVERAGE UNIQUE MONTHLY SITE VISITORS

91%

91% US traffic
9% CA/EU

70%

70% women
30% men
(80% between the ages of 18-44)

79%

79% Mobile
19% Desktop
2% Tablet

2:21 MINS
AVERAGE TIME ON SITE

1.93
AVERAGE PAGES VIEWED PER SESSION



FACEBOOK FOLLOWERS
1.2M+



INSTAGRAM FOLLOWERS
214K+



TIKTOK FOLLOWERS
38K+



PINTEREST FOLLOWERS
148K+



TEXT ALERT SUBSCRIBERS
53K+



EMAIL SUBSCRIBERS
280K+

WE'RE SOCIAL

OUR SERVICES:

- HYBRID AFFILIATE + INFLUENCER CAMPAIGNS*
- INSTAGRAM STORY OR REEL*
- INSTAGRAM UNBOXING STORY
- FACEBOOK PRIVATE DEALS GROUP
- SITE & SOCIAL TAKEOVER
- DAILY NEWSLETTER FEATURE
- NEWSLETTER TOP PICK
- TARGETED SOLO NEWSLETTER*
- HIGH-PROFILE INFLUENCER FEATURES
- USER GENERATED CONTENT
- HOME HEADER SLIDER*
- THEMED & SEASONAL NEWSLETTERS (NEW YEAR DEALS, FITNESS APPAREL)
- HOT PRODUCT TEXT ALERT
- POPULAR POST HOMEPAGE PLACEMENT
- LAST BUMP OVERNIGHT POST*
- HOMEPAGE HOT STORE ICON*
- STORES PAGE HOT BRAND ICON
- SEO OPTIMIZATION & LINKING
- IMAGE & VIDEO RIGHTS
- CUSTOM SOCIAL VIDEO CREATION (REELS, TIKTOK)
- SPONSORED POSTS
- PRODUCT REVIEW
- PAID SOCIAL BOOST
- RECIPE CREATION
- PINTEREST POST
- TWITTER POST
- FACEBOOK POST
- TIKTOK POST
- PAID AD USAGE
- ROUNDUP ARTICLE
- PRODUCT GIVEAWAY

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!

ALLI



INTERESTS:



- reading
- cooking
- baking
- travel
- decor
- fashion
- beauty
- coffee



GET TO KNOW HER:

Hi everyone, I'm Alli! I'm a deal hunter who is always trying to find you savings on products you (and I) love! I'm always up for sipping coffee while finding a new book to share, trying on a new outfit, and baking some yummy treats. I'd love to do all of that without ever leaving the beach!

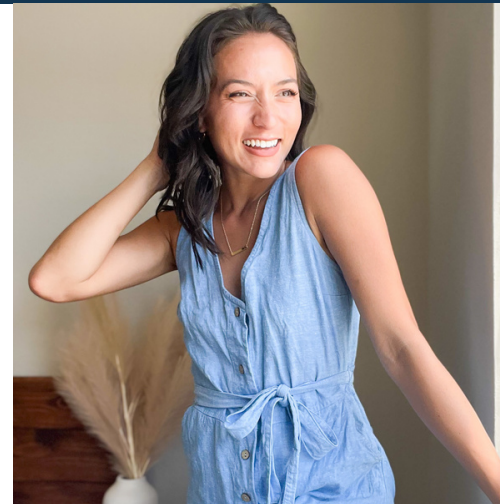
CHELSEY



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:



- 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!

KARA



INTERESTS:



- travel
- outdoors
- sports
- fashion
- organic beauty
- arts & literature
- holistic health
- entertaining



GET TO KNOW HER:

Hi! I'm Kara, a creative writer with insatiable curiosity. If I'm not outdoors goofing around, I'm inside creating art or music. My approach to work is the same as life - with authenticity and enthusiasm. I believe life is meant to be lived well and I strive to help others do the same!

LINA



INTERESTS:



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



GET TO KNOW HER:

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!

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 four 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.

PAIGE



INTERESTS:



- hiking
- crafting
- sewing
- quilting
- family
- gardening
- shopping
- diet coke



GET TO KNOW HER:

Hi! I'm Paige. I LOVE shopping for deals and hanging out on Facebook with our AWESOME community! Two of my FAVORITE things are finding cool new products and the THRILL of a good clearance deal! I believe in being kind and spreading love, so that's what you'll see when you're with me!

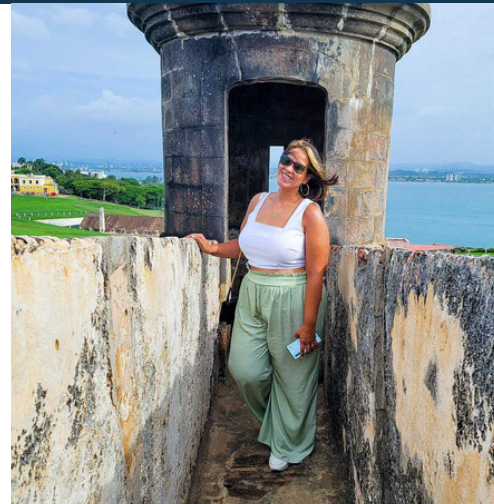
RACHEL



INTERESTS:



- cooking
- wellness
- singing
- travel
- affordable fashion
- TikTok & trends
- beauty
- family



GET TO KNOW HER:

Hola! I'm Rachel, a vibrant Latina mom of two, living my best life in New York. I embrace body positivity, affordable styles, and my love for cooking & family keeps me grounded and inspired. Wellness, singing, & travel fuel my soul. As a TikTok specialist, I find joy in things that make me laugh + feel connected. You may catch me scrolling at 3 AM exploring the endless world of creativity.

SARA



INTERESTS:



- travel
- small business
- minimalism
- clean beauty
- organic
- fashion
- wellness
- positivity



GET TO KNOW HER:

Hey there, I'm Sara and mom to 3 kiddos! Positivity, connection, and new experiences are my love language. I'm always seeking ways to live more minimalistically and sustainably to elevate my life and the lives of others. I've also 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!

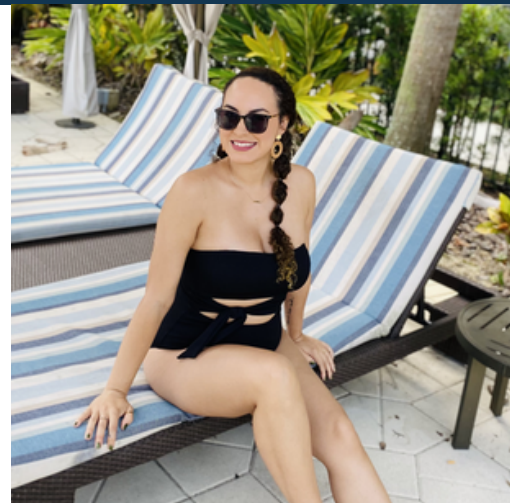
SOLEIL



INTERESTS:



- food & drink
- travel
- baby
- cooking
- fashion
- skincare
- education
- good hair days



GET TO KNOW HER:

Hey Friends! I'm Soleil, a new mom, and lover of all things that radiate sunshine. I lean into travel and adventure at every opportunity. I'm constantly challenging myself to locate the best brands and products to elevate simplicity, peace, and ease in my life and the lives of others.

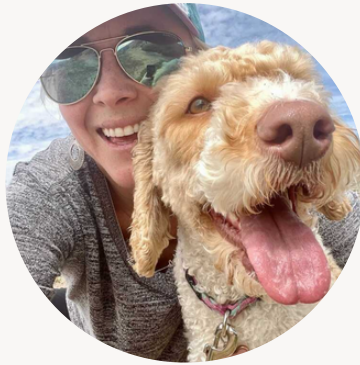
WE HAVE HIP PUPS TOO!

Our furry family members would like to think they're the cutest assets around here! Take a peek at the few pups in our life who also make magic happen around here.

INTERESTS:



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

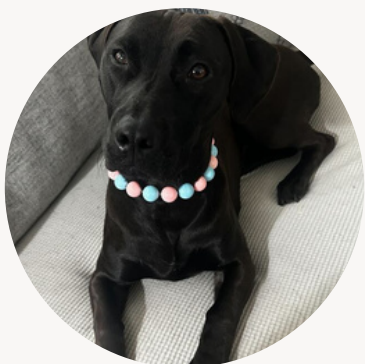


EDDIE & YOLI

Ruff, ruff! 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!

CHEWY & LOUIE

We are pretty rowdy at times but enjoy lazy long naps, indestructible chew toys, and lots of treats. Taking walks in the neighborhood is also our favorite along with barking at every delivery person.



DOLLY & GARY

We're completely spoiled rescue pups who keep our human mom on her toes with our endless shenanigans! We're originally from the Atlanta suburbs and love Kong toys, pup cups, digging, and going for long car rides.

CONTACT US



EMAIL US AT:

VIP@HIP2SAVE.COM

We can't wait to hear from you!

