



2025

# 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

91%

91% US traffic  
9% CA/EU

70%

72% women  
28% men  
(67% between the ages of 25-54)

79%

79% Mobile  
19% Desktop  
2% Tablet

**30 MILLION**

UNIQUE VISITORS ANNUALLY

**5.1 MILLION**

AVERAGE MONTHLY PAGE VIEWS

**2:21 MINS**

AVERAGE TIME ON SITE

**2.5 MILLION**

AVERAGE UNIQUE MONTHLY SITE VISITORS

**1.93**

AVERAGE PAGES VIEWED PER SESSION



FACEBOOK FOLLOWERS

**1.2M+**



INSTAGRAM FOLLOWERS

**347K+**



TIKTOK FOLLOWERS

**54K+**



PINTEREST FOLLOWERS

**153K+**



TEXT ALERT SUBSCRIBERS

**54K+**



EMAIL SUBSCRIBERS

**191K+**

**WE'RE SOCIAL**

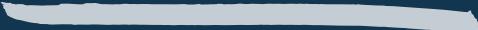
## OUR SERVICES:

- 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)
- BROADCAST CHANNEL FEATURE

- 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!***

# 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.

# KRISTIN



## INTERESTS:



- home decor
- DIY projects
- life hacks
- tech
- hosting
- travel
- thrifting
- family fun



## GET TO KNOW HER:

Hey guys, I'm Kristin! I'm a wife, mom, & middle school teacher who loves travel, thrifting, and having fun! You'll always find me organizing, cleaning, and decorating our home to create a beautiful and fun environment for our family and friends. In my free time, I love scoring hot deals at Hip.

# 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!

# MADISON



## INTERESTS:



- crafting
- beauty
- fashion
- sustainability
- gifts
- travel
- reading
- food & drink



## GET TO KNOW HER:

Howdy, y'all! I'm Madison, a creative gal with a passion for all things crafts, beauty, gift-giving, and travel! You can always find me working on my latest crafting project, sharing beauty tips, travel hacks, or offering a recommendation for something I think you'll absolutely love.

# 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!

# SARA



## INTERESTS:



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



## GET TO KNOW HER:

Hey there, I'm Sara - a wife & mom to three! Positivity, connection, and new experiences are my love language. I'm always seeking ways to live more minimalistic and sustainably to elevate my life and the lives of others. I'm passionate about toxic-free products and sourcing home & fashion dupes.

# STEFANIE



## INTERESTS:



- beauty
- fashion
- crafting
- DIY decor
- party planning
- concerts
- volunteering
- shopping

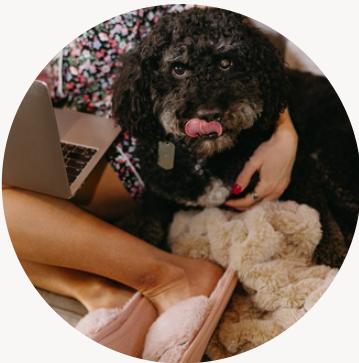


## GET TO KNOW HER:

Hey guys, I'm Stefanie - a Deal Tester at Hip! I love exploring stores and discovering the latest products & deals. I'm friendly and always like to have a good time and look stylish while doing it. It brings me so much joy to help others snag great deals on amazing items and food.

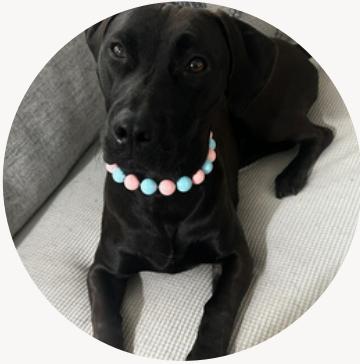
# WE HAVE HIP PUPS TOO!

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.



## LUCY & LOUIE

We're 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.



## INTERESTS:



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

## EDDIE & YOLI

Ruff, ruff! We're playful siblings who live for sunshine, sniffing everything, and long walks with Collin. After our walks, you can catch us lounging like royalty on our cooling mats. We don't do toys—because we think they're snacks and, well... we eat them. So yeah, toys are banned. And belly rubs? Always welcome. Any time, any place.



## DOLLY & LITTLE

We're a bundle of energy that loves to run zoomies around the house! My Mom saved our lives and adopted me from an animal shelter. We have lots of love to give. Our favorite things to do are go on car rides and get pup cups.

# CONTACT US

*contact us*

EMAIL:  
VIP@HIP2SAVE.COM

WE CAN'T WAIT TO HEAR FROM YOU!

