ERIN *SOUSA*

2026 MEDIA KIT









MEET ERIN

BRAND STRATEGIST, PODCAST HOST
+ INFLUENCER

Erin Sousa is a sought-after content creator, podcast host and marketing strategist with a rare dual perspective: she is both a high-performing influencer and the founder of a boutique marketing firm. This unique vantage point allows Erin to create content that doesn't just look beautiful - it performs.

After launching her blog in 2011, Erin has grown a deeply engaged, trust-driven audience who turn to her for inspiration across beauty, home, lifestyle, business, and modern motherhood. Instagram is her most active platform, where her ability to blend aspirational storytelling with real-life relatability has led to meaningful influence and measurable results.

Erin has partnered with global brands including **Gap, Walmart, Green Giant, DoorDash, IKEA, Shell, Article, and more** on campaigns that consistently exceed expectations. Many of these brands continue to hire Erin for paid amplification, whitelisting, and ad usage - a testament to the effectiveness of her content and its ability to convert beyond organic reach.

In addition to her work as a creator and Podcast Host, Erin is the founder of Sousa Creative Co., a boutique marketing agency that builds brand value and drive growth through strategic influencer partnerships and content-led campaigns. Her client roster includes brands such as Shangri-La and Vintner's Daughter, and she has led successful launches and campaigns for household names including Sesame Street and Jillian Harris.

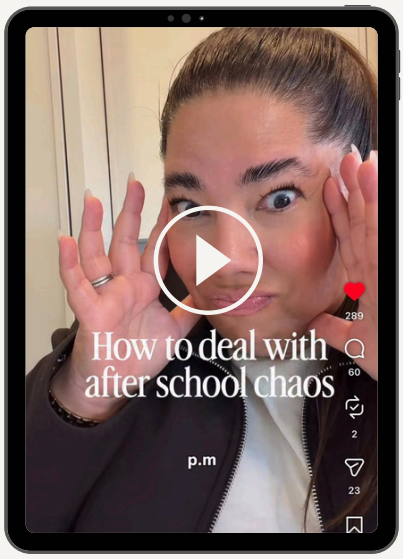
Erin understands brand objectives, audience psychology, and what it takes to create content that resonates and delivers.

Erin, her home, and her work have been featured in **The Wall Street Journal, People Magazine, The Globe and Mail, the Vancouver Sun, BC Living**, and more.

INSTAGRAM

WHY BRANDS PARTNER WITH ERIN





✨ DEEP, TRUSTED CONNECTION

My audience doesn't just follow - they're invested. They engage, respond, and take action because the content is rooted in real, honest conversations.

💬 STORY-FIRST INTEGRATION

Every partnership is woven naturally into my content through storytelling and lived experience - never forced, never transactional.

💛 VALUES-LED PARTNERSHIPS

I partner with brands I genuinely use and believe in - prioritizing quality, integrity, and alignment with my community.

📈 BUILT FOR IMPACT

From social campaigns to podcast integrations, my content is designed to move audiences from connection to conversion.

🌿 TRUSTED, LONG-TERM PLATFORM

My platforms are built on consistency, credibility, and a family-friendly approach - creating a space brands can confidently show up in.

@ERINCSOUSA

BY THE NUMBERS

33K	FOLLOWERS
3M	AVERAGE WEEKLY INSTAGRAM IMPRESSIONS
4%	AVERAGE ENGAGEMENT RATE (INDUSTRY AVERAGE IS 1%)
5K	AVERAGE NUMBER OF VIEWERS PER STORY
10%	OF VIEWERS SWIPE UP ON STORIES WHEN LINK IS INCLUDED

AUDIENCE DEMOGRAPHICS

95%
are female

66%
are
35 - 55 years old

84%
of followers are located in North America

RECENT SPONSORS

WALMART | ARTICLE | DOORDASH
SHELL | DYSON | GREEN GIANT

shop my ICON STATUS
Top Tier Performer

BY THE NUMBERS

LISTENERS

~2000

monthly downloads

AUDIENCE DEMOGRAPHICS

95%

are female

75%

are
28 - 45 years old

98%

of listeners are located in North America

TOPICS INCLUDE:

AMBITION, MOTHERHOOD, WELLNESS, REVIEWS, MARRIAGE, CAREER

SPONSORSHIPS ARE BOOKING NOW

THE PODCAST



My podcast is growing quickly, with ~2000 downloads in the first 30 days and an average of ~550 downloads per episode within the first 7 days - placing it in the top tier of emerging shows.

This audience is highly engaged and deeply connected to the content, choosing to spend extended, uninterrupted time in one-on-one conversations around ambition, motherhood, identity, and growth.

Beyond the podcast, my community continues to expand across platforms, with ~33K on Instagram, where I regularly reach 4K+ story views and 15K - millions reel views, creating both reach and reinforcement for brand partners.

All podcast sponsorships are personally endorsed and host-read, seamlessly integrated into the conversation for maximum trust and impact. Select partnerships may also be amplified across Instagram for a full-funnel campaign experience.

If you're interested in partnering, please reach out to discuss availability and custom packages.

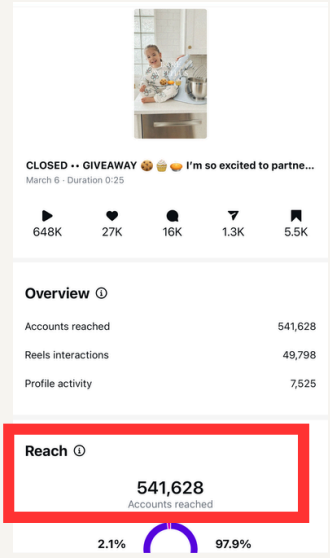
SUBSTACK
2400 Subscribers

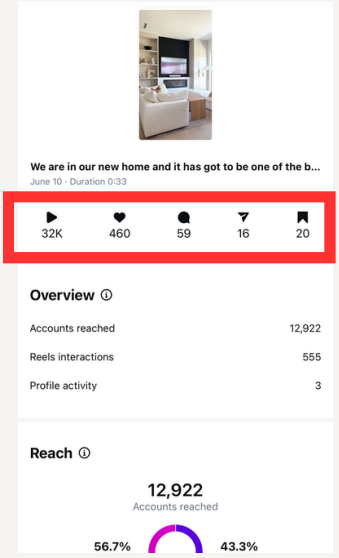
INSTAGRAM

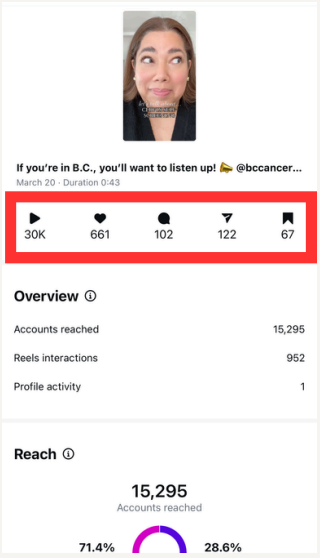
THE STATS

INSTAGRAM SPONSORED POSTS

ORGANIC REELS STATS

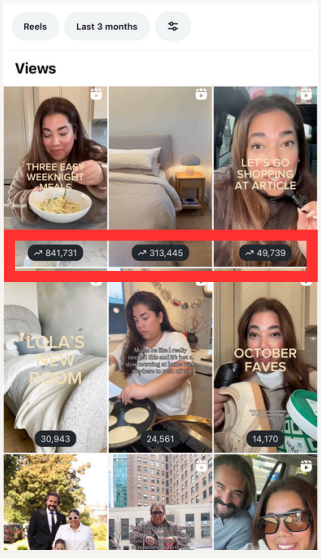




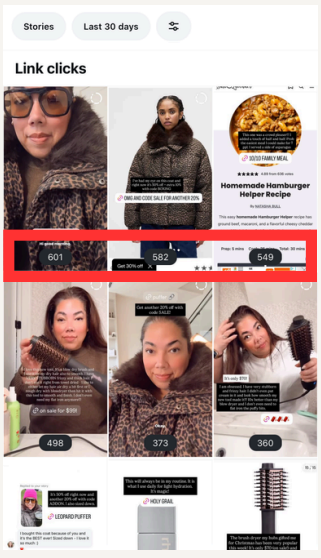


KEY INSTAGRAM STATS

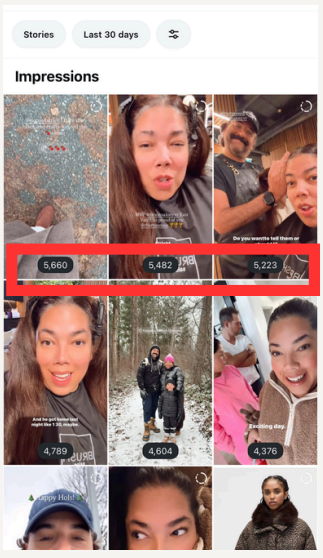
REELS PLAYS



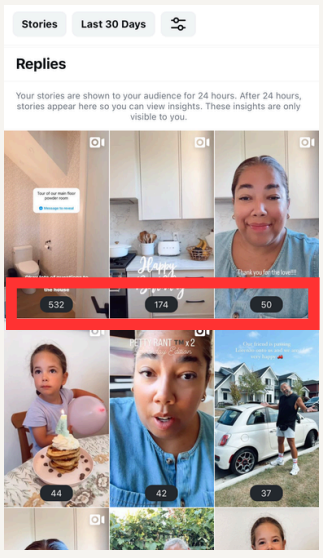
STORIES LINK CLICKS



STORIES REACH



STORIES REPLIES



WAYS TO PARTNER

PRODUCT FOR SPONSORED POST | FEE FOR SPONSORED POST | GIVEAWAYS | PODCAST SPONSORSHIP | SUBSTACK SPONSORSHIP | SPEAKING OPPORTUNITIES | EVENT HOSTING

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