



Content Creator
Social Media Influencer
Vlogger

-  herkythecavalier.com
-  hello@herkythecavalier.com
-  [@herkythecavalier](https://www.instagram.com/herkythecavalier)
-  [/herkythecavalier](https://www.youtube.com/channel/UC...)
-  cavology.com

ABOUT

Herky The Cavalier started on Instagram in 2014. It started from my love for Herky when she first entered my life in July of 2014. What started as simple photo sharing quickly became a loving community of cavalier owners and dog lovers from all over the world. I love sharing our daily activities, struggles and happy moments with others on Instagram, Facebook and YouTube. I do so hoping that it can make some people smile and help others with their own puppies. Through the years I have come to realize that the cavalier community is incredibly supportive, loyal and united. When I got Milton in 2016, the passion grew even further. From puppy training, to dog food and traveling, our content is "dog lifestyle" and how dogs are not just pets. They are an integral part of our family.

I love sharing dog-related content with our followers because it is always positive, light and heart-warming. I am also very passionate about treating dogs the best way possible so I share only the best food and treats, health and grooming tips and much more. Through our content I hope to educate our audience on dog ownership and also create a space where people can enjoy beautiful dog photography and fun videos.



Social Statistics



60.2k
Instagram followers

38.4k
Youtube Subscribers

77.5k
Weekly Instagram reach

239k
Monthly Youtube views

433k
Weekly Instagram Impressions

15.6k
Montly Youtube Hours Watch time

67.3k
TikTok Followers

Instagram Audience



@herkythecavalier

60.2k

Instagram Followers

4.85%

Average Engagement Rate

84% female

41% 25-34 years old

41% US

9% UK

6% Canada

6% Australia

Collaborations YouTube/Instagram

Furbo
Fairmont Grand Del Mar
PetCube
Charlee Bear
Trupanion
Big Country Raw
Pupbox
Sleepypod
GF Pet
K9 Sport Sack
Rachel Ashwell Shabby Chic
Pilouf
Shed Defender

Bullymake
Warby Parker
3M
Pooch Patch
Socksmith
Noble Pet Company
Caru Pet Food
Gold Paw Series
Very Vintage Pets
Snap Tee
Kin and Kind
Benebone
West Paw

Collaboration Opportunities

All collaborations include analytics data

Multi-Channel Campaigns – Custom Pricing

Cross-platform campaign including all active channels

Custom Campaign – Custom Pricing

Brand specific campaign

Facebook/Instagram Campaigns – \$650

Instagram/Facebook Stories
Instagram/Facebook Posts

YouTube Product Reviews – \$1000

Video dedicated to your product

YouTube Sponsored Video – \$500

Mid-video sponsored segment dedicated to your product.

*Pricing shown is for reference only and can vary based upon the complexity of the campaign and other factors. For a better idea of pricing, please contact us!



In-House Capabilities

Photography

Studio Photography
Lifestyle Photography
E-Comm

Video

Long Form Video Content
Fully equipped studio
Lifestyle shoots

Team

In-House Graphic Designer
In-House Paid Media Specialist
In-House CRM Specialist
In-House SEO Specialist





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