



ABOUT HIP2KETO





Hip2Keto is a keto lifestyle website providing the latest and greatest keto recipes, tips, and so much more — all so you can get your keto on in a practical, frugal way that will fit right into your budget and lifestyle.

Collin Morgan started Hip2Keto after realizing how much her keto lifestyle was becoming a popular topic on Hip2Save, a nationally recognized deal and frugal living website.

Prior to keto, she was a yo-yo dieter, constantly trying to find what would make her digestive system feel better. The constant bloating and uncomfortable gut feeling she experienced kept dragging her down. After trying multiple diets, medications, and taking a trip to the doctor, she decided that giving keto a chance was the best option. Since jumping in over 3 years ago, she's never felt better and is happy to say that ketogenic living is a way of life for her now!



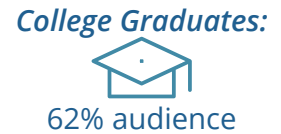
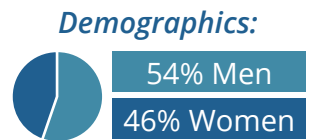
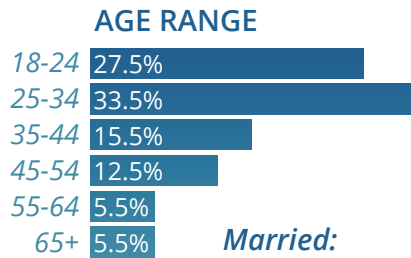
SOCIAL MEDIA

| | | |
|---|---|---|
|  Over 20k likes |  Over 200 followers |  Over 15.7k followers |
| Over 1m monthly average reach |  Over 5k followers | Over 6.8m monthly average views |

WEBSITE

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|  Yearly webpage views: Over 3.8 million |  Unique visitors: Over 515k monthly |
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AUDIENCE INSIGHTS



- Interest Categories:**
- Sports / Individual Sports / Running & Walking
 - Computers & Electronics / Consumer Electronics / Electronic Accessories
 - Sports / Individual Sports / Cycling
 - Food & Drinks / Cooking & Recipe / Soups & Stews
 - Travel / Tourist Destinations / Historical Sites & Buildings

SPONSORSHIP OPPORTUNITIES

Amazon Sponsored Product Posts
Basic Sponsored Posts
Product Recommendation Posts
 Post on site + Twitter

Premium Sponsored Posts
Product Recommendation Posts
 Post on site with personal pictures, FB post, Twitter post, IG post, Pinterest post, and inclusion in the Hip2Keto weekly newsletter

Recipe Posts
 Full recipe post on site, Twitter, Facebook, Instagram, & Pinterest posts and inclusion in the Hip2Keto weekly newsletter

ADDITIONAL OPPORTUNITIES

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|---|---|
| <p>Website</p> <ul style="list-style-type: none"> Popular Post Spot Header Image/Banner on Website <p>Twitter</p> <ul style="list-style-type: none"> Additional Tweet(s) <p>Instagram</p> <ul style="list-style-type: none"> Instagram Story Placement <p>Email</p> <ul style="list-style-type: none"> Solo Email Blast Sponsored Ad Banner on Hip2Keto Email Blast | <p>Facebook</p> <ul style="list-style-type: none"> Post to Hip2Keto FB Page Pinned Post Boosted Post FB Campaign Higher-Level FB Campaigns (Website Clicks, Lead Generation, or Video Views Campaign) Facebook Live Video (Per Collin's Approval) Facebook Cover Photo *Premier real estate! |
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