



Duende

BY MADAM ZOZO

ABOUT ME

Australia-born, Zoë Peate is a globetrotting graphic designer, photographer, blogger and social media micro-influencer. Duende by Madam ZoZo is where Zoë shares her travels and opinions for a highly engaged and loyal following of primarily affluent millennials with interests in shopping, travel, lifestyle, entertainment and food. Her credible daily social media content and weekly web content garner over 600K impressions per year.

ABOUT MY AUDIENCE

HIGHLIGHTS

+600K
annual impressions

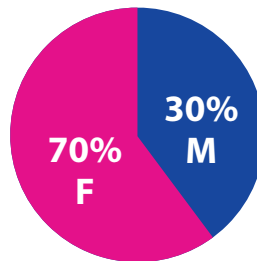
+240%
engagement above
Instagram average

+100%
annual organic search
traffic growth



301K 5.5K 1.7K 1.8k

GENDER



GEOGRAPHY



USA



Australia



Singapore



UK



Canada

INTERESTS



Shopping



Media & Entertainment



Lifestyle & Hobbies



Food & Dining



Travel

AGE

<24

19%

25-44

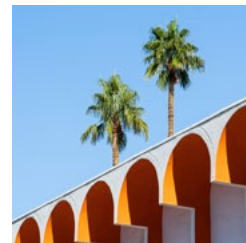
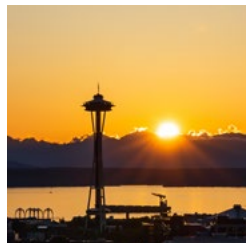
46%

45-64

26%

>65

9%



SPONSORSHIP OPPORTUNITIES

SERVICES

WHAT I OFFER

Duende by Madam ZoZo partners with businesses and brands to help them reach their consumers in a more genuine and personal way. Partners are accepted based on being products and services that align with the Duende brand and Zoë would truly like and use herself.

VALUES & INTERESTS

- Hands-on cultural travel experiences e.g. cooking classes, traditional dance lessons
- Unique architecture and interior design
- Traditional clothing, textiles and artisan crafts
- Sustainable fashion and travel gear
- Ethical and environmentally responsible businesses and services e.g. tour agencies, transport

SOCIAL MEDIA

From \$75

- Social media content or takeover
- Quality photography and design
- Instagram, Twitter, Pinterest or Facebook

BLOG POST

From \$250

- SEO-optimised blog post
- Product and service reviews
- Quality photography and design
- Promotion across Duende social media channels

CUSTOM PACKAGE

Negotiable

Package options Include:

- SEO-optimised blog post
- Product and service reviews
- Press trip coverage
- Social media content and takeovers
- Giveaways
- Quality photography and design

CONTACT

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