

SANDRA

BRAND PARTNERSHIP RATE CARD

IPHONE SELFIE + PHONE-FIRST CONTENT EDUCATOR

Sandra Social

I help women take better photos, create beautiful content, and show up online using only their phone.

169K+ cross-platform audience. Viral selfie tutorials. Primarily women in English-speaking markets.

AUDIENCE

169K+
Instagram + TikTok

INSTAGRAM

96.8K
followers

TIKTOK

72.7K
followers

@sandra.social

sselfie.ai/bio

Norway based / global English-speaking audience

CROSS-PLATFORM REACH

The proof in one page

A premium, tutorial-led creator brand built around selfies, iPhone photography, phone-first content and confidence. The audience is primarily women in English-speaking markets, and the content performs because it teaches - not just because it looks good.

<p>IG 90 DAYS</p> <p>1.06M</p> <p>views</p>	<p>IG REACH</p> <p>510K</p> <p>accounts reached</p>	<p>IG DISCOVERY</p> <p>76.9%</p> <p>views from non-followers</p>	<p>TIKTOK AUDIENCE</p> <p>88%</p> <p>women</p>	<p>TOP MARKET</p> <p>40.2%</p> <p>USA</p>
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INSTAGRAM 90-DAY OVERVIEW

Visninger 1 063 038

Visninger

Følgere	23,1%
Ikke-følgere	76,9%
Kontoer nådd	510 153

Etter innholdstype

Reeler	89,6%
Historier	8,3%
Innlegg	2,1%

Det mest populære innholdet basert på visninger

21. feb. 107k	8. mai 60,3k	10. apr. 30,5k	7. mars 23,4k	10. mars 19,4k

TIKTOK GENDER + AGE

Kjønn

Kvinne	88%
Mann	12%
Annet	0%

Alder

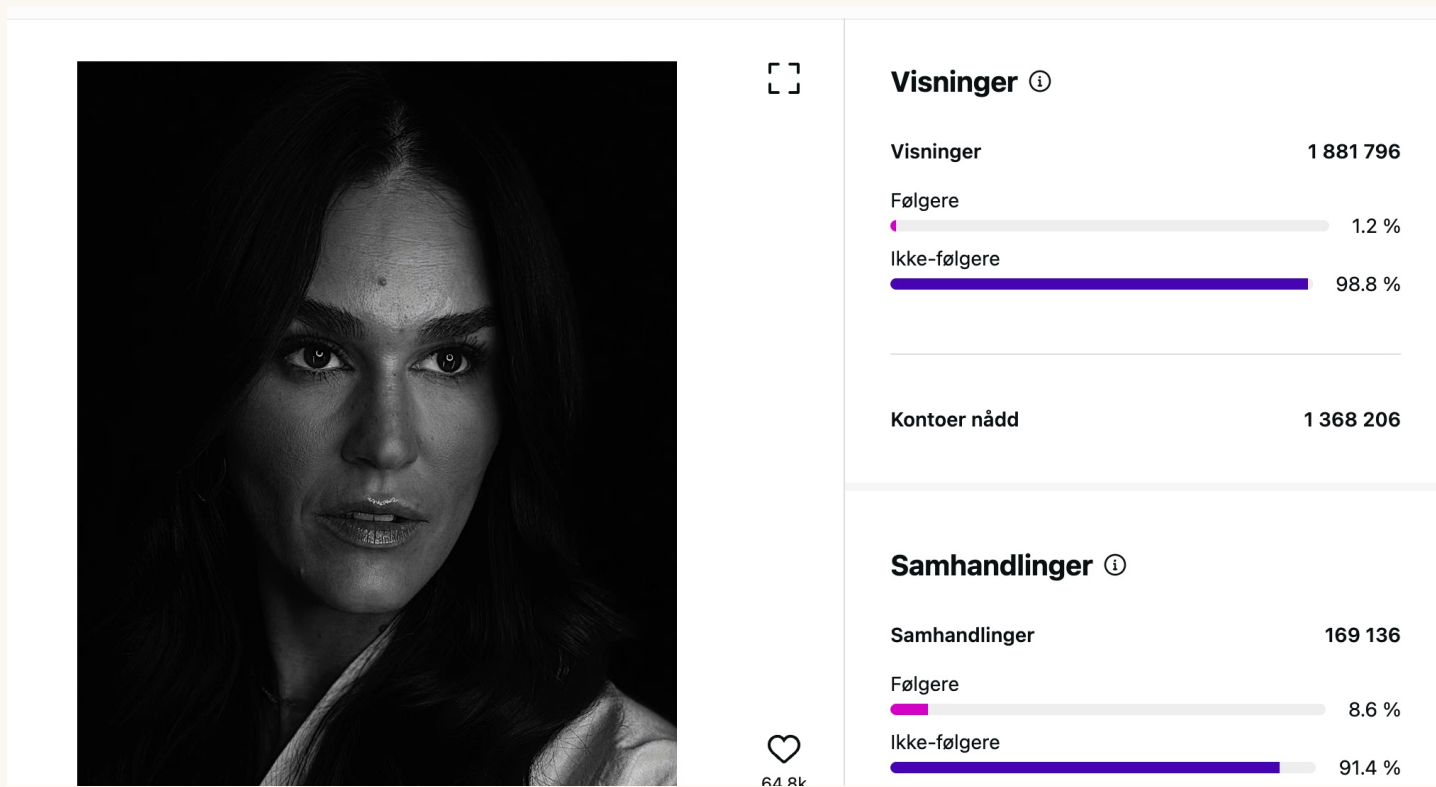
18-24	6.3%
25-34	33%
35-44	39.2%
45-54	17.2%

ORGANIC TUTORIAL CONTENT

Instagram Proof: 1.88M organic post

Full-width screenshot view: readable, not over-zoomed. This proves organic tutorial scale and high save behavior. 1.88M organic / 1.36M accounts / 169K organic / 56.8K one post

FULL INSIGHTS SCREENSHOT

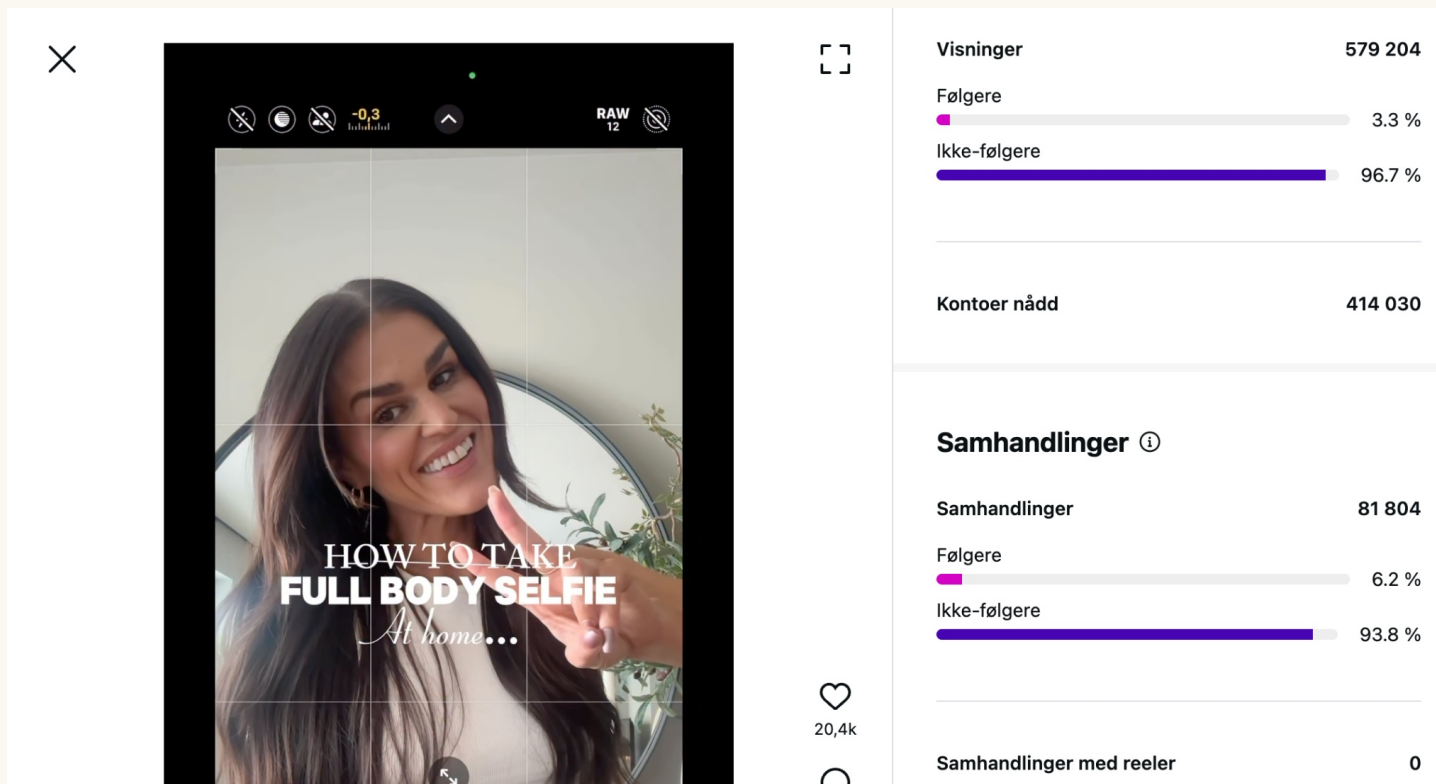


HIGH-SAVE TUTORIAL DEMAND

Instagram Proof: 579K selfie tutorial

The content is not just watched. It is saved, which signals practical tutorial value for brand partners. 579K organic / 414K accounts / 81.8K organic / 45.5K one post

FULL INSIGHTS SCREENSHOT

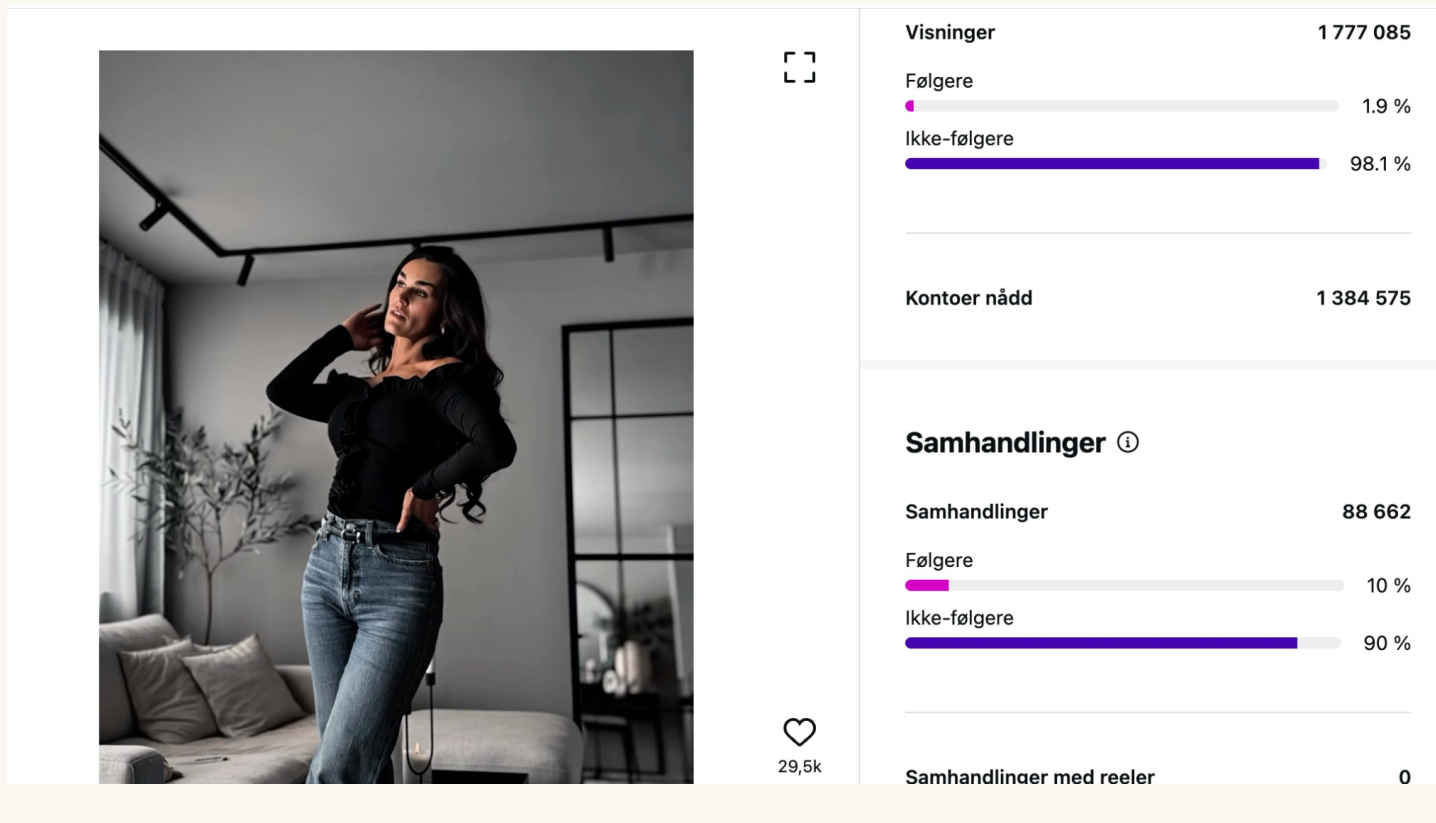


PHONE-FIRST EDUCATION

Instagram Proof: car selfie tutorial

A second selfie tutorial format shows repeated demand across angles: lighting, posing, framing and everyday phone content. 514K organic / 416K accounts / 47K organic / 23.3K one post

FULL INSIGHTS SCREENSHOT

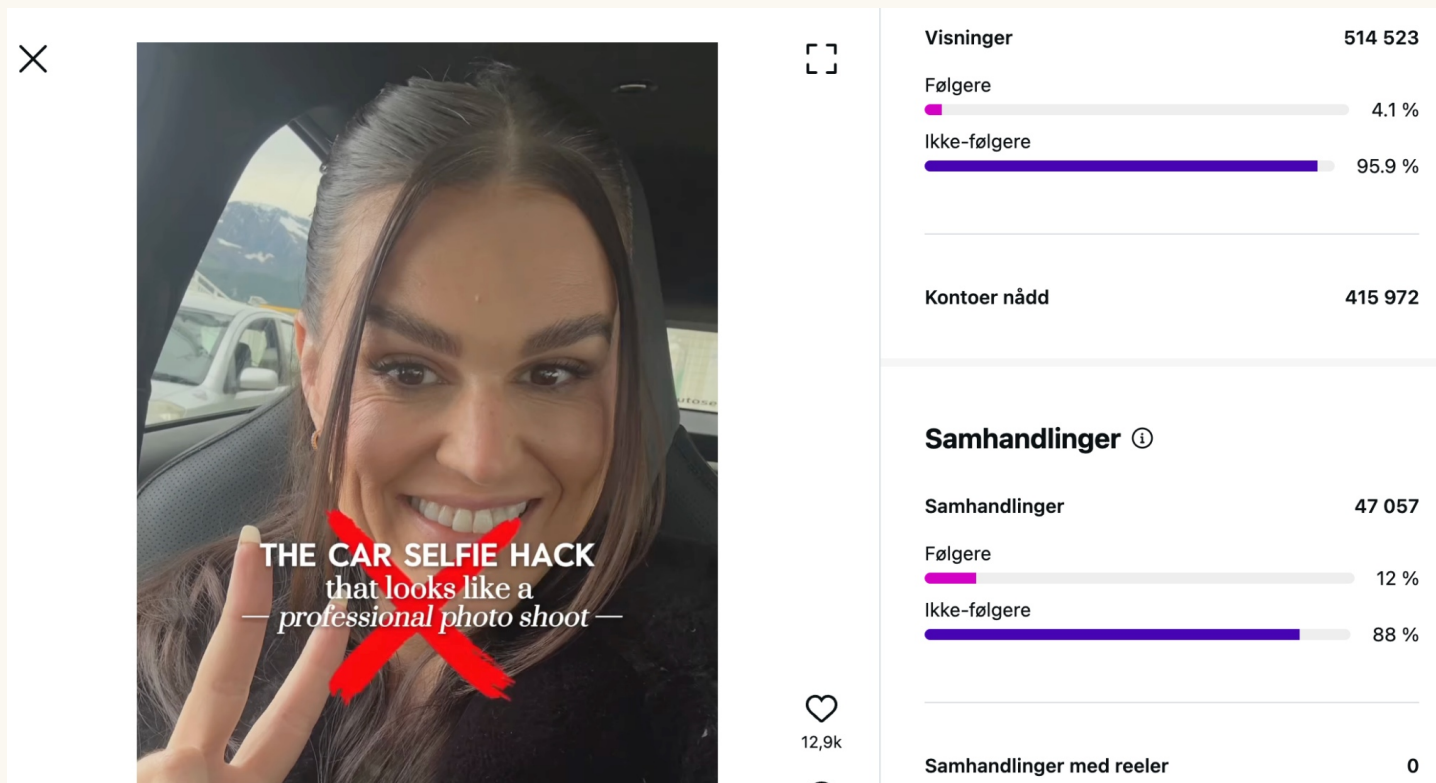


ORGANIC VISUAL PROOF

Instagram Proof: visual content scales

A separate high-performing photo post shows that the audience responds to visual proof and photo-confidence content beyond one format. 1.77M organic / 1.38M accounts / 88.6K organic / 56.8K one post

FULL INSIGHTS SCREENSHOT




HIGH-VOLUME SELFIE TUTORIALS

TikTok Proof: cross-platform scale

TikTok validates that the selfie tutorial format travels across platforms. Screenshots are wider and less cropped for readability.



PROFILE + PINNED TUTORIALS



Sandra | Selfies & Confidence | sandra.social

812 Følger 72.7K Følgere 730.1K Likerklikk


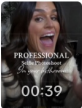
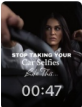
Rediger profil

Built my BRAND with selfies
👉 Confidence & new beginnings 🍷

🔗 sselfie.ai/bio

Videoer | Republiseringer | Favoritter | Har likt | Siste | Populært | El

TOP TIKTOK POSTS

Innlegg	Visninger de siste sju dagene	Alle visninger
<p>1</p>  <p>#selfie #SelfieHelp #PhotoTips #RealTalk #GirlTalk...</p>	1.4M	1.4M
<p>2</p>  <p>How to take professional photos/selfies at home ❤️+...</p>	1.1M	1.1M
<p>3</p>  <p>How to take better care selfies ✨ 👤👉 #reels #reelsvideo #202...</p>	900K	900K

WOMEN IN BUYING MARKETS

TikTok Audience + proof

Audience screenshots make the partnership easier to understand: women in the US and UK are the strongest audience pockets, with proven tutorial scale.

WOMEN
88%
TikTok audience

USA
40.2%
top market

UK
10.1%
second market

6M VIDEO
19.9K
shares

GENDER + AGE

Kjønn



Kvinne	88%
Mann	12%
Annet	0%

Alder

18-24	6.3%
25-34	33%
35-44	39.2%
45-54	17.2%

TOP LOCATIONS

Plasseringer

USA	40.2% >
Storbritannia	10.1% >
Tyskland	3.2% >
Canada	2.3% >
Australia	1.6% >
Nederland	1.5% >
Sri Lanka	1.4% >
Sør-Afrika	1.4% >
Norge	1.3% >
Saudi-Arabia	1.0% >

6M VIDEO PROOF



RATES FROM

Partnership Menu

Best fit: lighting, tripods, phone accessories, creator tools, editing apps, beauty tools, hair tools, skincare, mirrors, travel and solo creator gear.



POSITIONING

I create saveable selfie and phone-content tutorials for women. Your product becomes part of a useful lesson - not a random ad.

Sponsored Tutorial Reel

1 Instagram Reel showing the product naturally inside a selfie, iPhone photo, or phone-content tutorial.

EUR 1,500

Reel + Story Click Package

1 tutorial Reel + 3 story frames with link sticker. Best for reach plus traffic.

EUR 1,950

Saveable Carousel

Educational carousel, checklist, before/after breakdown, or tutorial format.

EUR 900

Story Set

3-5 story frames with product context, link sticker, and direct audience action.

EUR 600

UGC Video Ad

1 short-form video ad created for the brand to use organically. Paid usage quoted separately.

EUR 750

Full Tutorial Campaign

2 Reels + story sequence + TikTok repost + 7-day performance recap.

EUR 3,800

QUOTED SEPARATELY

Paid usage, whitelisting, exclusivity, raw footage, extra revisions, rush delivery and extended usage rights.

CREATOR EDUCATION MEETS PREMIUM VISUALS

Visual Fit + Contact



BEST COLLABORATION ANGLE

Sponsored tutorials that teach.

The strongest angle is not a standard influencer placement. It is a useful, saveable tutorial where the brand product becomes part of the solution: lighting, posing, framing, editing, filming alone, or creating phone-first content.

PROOF SUMMARY

169K+
cross-platform

1.06M
IG views / 90 days

4.5M
top TikTok tutorial

88%
TikTok women

CONTACT

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Norway based / global audience

AVAILABLE FOR

Sponsored Reels, UGC ads, campaigns integrations, usage rights.