

KMFISWRITING

Travel and Lifestyle Blogger | Social Media Microinfluencer

Writer | Editor | Storyteller



ABOUT ME

They call me kmf (because they don't know how to pronounce Karen Mellott-Foshier). A former hockey mom in my fourth year as an emptynester, I offer 25+ years of experience as a journalist, corporate communications manager, writer, editor and social media strategist.

Currently offering the following **contracted/freelance writing services**: marketing communications, newsletter design and content, content strategy and execution, communications planning, social media marketing, SEO-rich website and intranet content, blog posts (WordPress and SharePoint savvy), press releases, email campaigns, marketing collateral, employee engagement, product launches, proposals, video scripts, writing, editing and proofreading.

As a **social media microinfluencer**, I offer experiential marketing services and collaborate with brand partners and affiliates on sponsored blog and social media posts, honest reviews about products, books, hotels, restaurants and attractions, event coverage, promotions and giveaways, guest-hosted Twitter chats, user-generated digital photos and videos, brand messaging and more.



2K

FOLLOWERS

@KMFISWRITING

MONTHLY STATS

REACH: 5.2K

ENGAGEMENT: 1.6K



4.4K

FOLLOWERS

@KMF_116

MONTHLY STATS

REACH: 7.5K

IMPRESSIONS: 30.5K



6K

FOLLOWERS

@KMF116

MONTHLY STATS

IMPRESSIONS: 72.5K

MENTIONS: 4.1K

Why work with me

As a blogger and microinfluencer, my reach, impressions and engagement are growing organically every day. I provide authentic and genuine content that people can trust.

And with 25+ years of experience as a communications professional (10 in social media), I offer high-quality, relevant and timely content to cut through the noise to tell your story in deadline-driven environments.

Address

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KMFISWRITING

RATE SHEET

Hourly rates

Project-based hourly rate for creative deliverables: \$80 / hour

Content writing / editing / graphic design / social media posts / communication planning / SEO research, reporting and consultation / media relations

Project-based hourly rate for administrative deliverables: \$40 / hour

Initial research and reading of client content and competitive content / meetings / conference calls / videos

Retainer-based hourly rate for all deliverables: \$50 / hour

Lower rate offered when guaranteed a minimum of 20 hours a week / 80 hours a month

Flat rates

Book edit: \$50 (up to 50,000 words) / Additional \$10 for every 10,000 words

Book review: \$10 per book / comped book

Celebration of life (in lieu of standard obituary): \$50

Collaborative/sponsored social or blog post: \$25 per social post package / \$50 per blog post / comped product or service

Digital photo: Existing image in library \$15 / new photography \$30 per image

Ghostwriting: Negotiable depending on needs

Travel consulting and itinerary planning: \$100 per destination itinerary (library); \$150 for new destinations

KMFISWRITING ESTIMATES

Time estimates - examples

The following outlines the estimated turnaround time for content deliverables. As each project is unique, will negotiate with client to determine agreed-upon maximum number of hours and rates to work within budget before starting project.

Blog post: 6 to 8 hours

Communication plan: 1 to 2 hours

Email campaign content: 3 to 10 hours

Graphic design: 2 to 4 hours

Marketing collateral: 5 to 10 hours

Media relations research/pitches: 3 to 8 hours

Press release: 2 to 4 hours

Project brief: 1 to 2 hours

SEO keyword research: 2 to 8 hours

Social media content post package (Twitter, Facebook, Instagram, LinkedIn, Pinterest (YouTube excluded): 1 to 3 hours

User-generated videos: 2 to 6 hours

Website content: Depends on client needs and budget

White papers: 5 to 10 hours