

ARK Media

Amy King

Social Media

Influencer marketing

**Package
2025**

Package available until Jan 31st 2025

Arranged by

Dillon King

Social Media Team

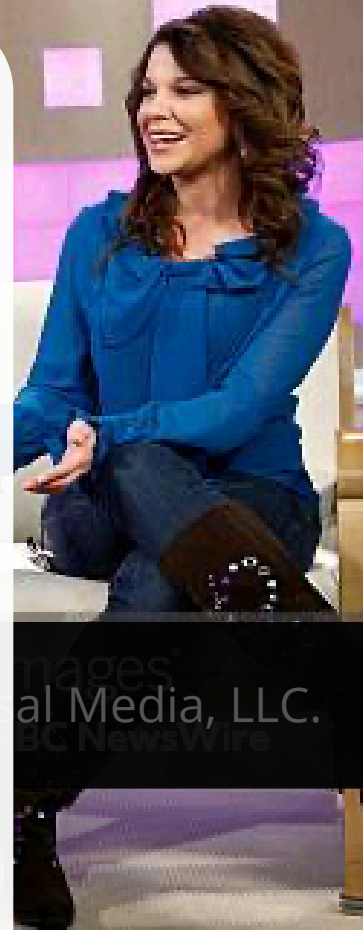


Introduction

Amy King is a passionate advocate, entrepreneur, and public figure known for her commitment to inspiring individuals to live boldly, embrace authenticity, and make meaningful changes in their lives.

With a strong presence in media and a platform that reaches millions, Amy leverages her influence to empower others to challenge societal norms, embrace faith, and find their true voice.

Amy and her husband, Dillon King, actively use her influence to support causes that align with their values, creating opportunities for personal growth and fostering a community of 'holy disrupters' committed to making the world a better place. Through every endeavor, Amy is not just a public figure but a catalyst for change, encouraging others to live out their purpose with boldness and integrity.



AMY HAS BEEN SEEN ON



Start your journey today to elevate your business with authentic, targeted, and results-driven marketing.

All Social Media Insight

At A Glance



Followers
696,700

KEY POINTS:

- GENDER:** PREDOMINANTLY FEMALE (94.02%)
- AGE:** MAJORITY BETWEEN 25-44 YEARS (67.32%)
- LOCATION:** PRIMARILY USA (87.65%)

GENDER



FEMALE: 94.2%



FEMALE: 93.3%

Reach

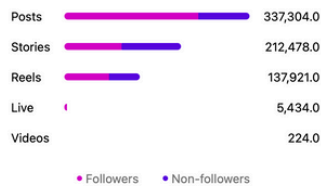
402,601

Accounts reached

Followers 189,251
Non-followers 213,350

By content type

All Followers Non-followers



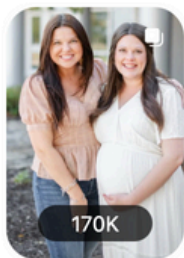
Engagement

19,263

Accounts engaged

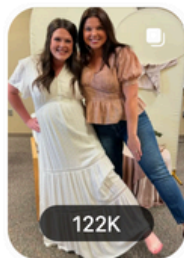
Followers 17,145
Non-followers 2,118

Top content based on reach



170K

Nov 13



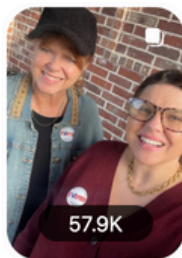
122K

Oct 6



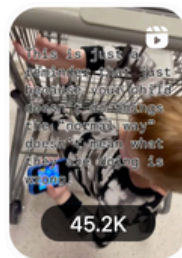
81.5K

Sep 27



57.9K

Nov 1



45.2K

Nov 14

AMY KING SOCIAL MEDIA MARKETING 2025 | PACKAGE



WHY MARKET WITH AMY KING?

AMY KING COMBINES AUTHENTICITY, INFLUENCE, AND CREATIVITY TO CONNECT WITH HER LOYAL AUDIENCE ACROSS PLATFORMS. HER PROFESSIONAL, ENGAGING CONTENT BUILDS TRUST AND DRIVES REAL RESULTS FOR YOUR BUSINESSES.

SHOWCASE YOUR BUSINESS ON EVERY PLATFORM



MONTHLY PRICE
12-MONTH COMMITMENT

\$500.00

CONTENT CREATION / MONTHLY DELIVERABLES

EACH MONTH, YOUR BUSINESS WILL RECEIVE PROFESSIONALLY CRAFTED CONTENT TAILORED TO ENGAGE AMY KING'S AUDIENCE, INCLUDING STORY POSTS, REELS, STATIC POSTS, AND TARGETED PAID ADVERTISING TO MAXIMIZE YOUR BRAND'S VISIBILITY AND IMPACT.

Explore additional perks on the next page.

AMY KING SOCIAL MEDIA MARKETING

ADDITIONAL PERKS

Instagram Story Highlights

Amy King's profile will feature themed story highlights, showcasing your businesses in relevant categories.

Reach

402,601

Accounts reached

Followers **189,251**

Non-followers **213,350**



Shop:

Retail & Shopping (Boutiques, gift shops, specialty stores)



Celebrate:

Events & Venues (venues, event planners, party suppliers)



Savor:

Food & Drink (Restaurants, coffee shops, breweries)



Play:

Family & Kids (Entertainment, kids' products)



Give:

Non-Profit & Community (Charities, community programs)



Thrive:

Health & Wellness (Gyms, spas, holistic health)



Glow:

Beauty & Fashion (Salons, fashion brands, skincare lines)



Nest:

Home (Realtors, interior designers, home services)



Grow:

Professional Services (Financial, legal services, coaches)



Explore:

Adventure & Travel (Tour, travel agencies, unique experiences)

Landing Page for your Business

Each category will have a dedicated landing page linked in Amy's social media bio, showcasing participating businesses and your special offers.



Amy King

Amy King is a passionate advocate, entrepreneur, and public figure known for her commitment to inspiring individuals to live boldly, embrace authenticity, and make meaningful changes in their lives.



Explore Northwest Arkansas

Shop: Retail & Shopping

Savor: Food & Drink



Special Feature:

Explore Northwest Arkansas

A dedicated "Explore Northwest Arkansas" landing page will be linked in Amy's social media bio. This page will:

- Showcase local businesses in Northwest Arkansas.
- Feature business owners, their stories, and offerings.
- Highlight exclusive discounts or promotions for Amy's followers.
- Focus on creating a platform that drives visibility for the region's vibrant local economy.

Your Business listing



Minky Couture

Designed to bring luxury and comfort for years to come,
Use Code: [Amy50](#)

Shop Now

50% OFF

AMY KING SOCIAL MEDIA MARKETING MONTHLY DELIVERABLES

1. INSTAGRAM STORY POSTS (1-2 PER MONTH)

- DEDICATED STORIES: YOUR BUSINESS WILL BE FEATURED IN A STORY POST TAILORED TO YOUR CATEGORY.
- ENGAGING CONTENT: INCLUDES TAGS, LINKS, AND CALL-TO-ACTION PROMPTS.
- VISIBILITY BOOST: STORIES OFFER DIRECT ENGAGEMENT WITHOUT OVERWHELMING THE MAIN FEED.

2. INSTAGRAM STATIC POSTS (1 PER QUARTER)

- PROFESSIONAL SHOWCASE: A POLISHED, STATIC POST HIGHLIGHTING YOUR BUSINESS.
- CATEGORY REPRESENTATION: SHARED ALONGSIDE OTHER HIGH-VALUE BRANDS IN YOUR CATEGORY.
- QUARTERLY FOCUS: YOUR BUSINESS RECEIVES A DEDICATED STATIC POST EVERY THREE MONTHS.

3. INSTAGRAM REELS (1 PER QUARTER)

- DYNAMIC ADVERTISING: A CUSTOM REEL BLENDING YOUR BUSINESS WITH AMY'S LIFESTYLE.
- ENHANCED REACH: REELS ARE OPTIMIZED FOR INSTAGRAM'S ALGORITHM TO MAXIMIZE VISIBILITY.
- CREATIVE STORYTELLING: HIGHLIGHTS YOUR BUSINESS IN AN ENGAGING AND RELATABLE WAY.

12-Month Overview

Month	Story Posts	Static Posts	Reels	Boosted Content
1	1-2			
2	1-2			
3	1-2	1	1	Top-Performing Post
4	1-2			
5	1-2			
6	1-2	1	1	Top-Performing Post
7	1-2			
8	1-2			
9	1-2	1	1	Top-Performing Post
10	1-2			
11	1-2			
12	1-2	1	1	Top-Performing Post

KEY FEATURES

- CUSTOMIZED CONTENT: EACH DELIVERABLE IS TAILORED TO YOUR BRAND AND CATEGORY.
- CONSISTENT EXPOSURE: MONTHLY FEATURES ACROSS STORIES, STATIC POSTS, AND REELS.
- ENHANCED VISIBILITY: QUARTERLY BOOSTED POSTS ENSURE YOUR BUSINESS REACHES A LARGER, TARGETED AUDIENCE.
- HIGH ROI: AUTHENTIC PROMOTION FROM AMY KING, ALIGNED WITH HER LIFESTYLE AND AESTHETIC.

This structure provides measurable value for your investment, with consistent and strategic promotion throughout the year.

AMY KING SOCIAL MEDIA MARKETING

LARGEST GIVEAWAY YET

FREE Paid Advertising Campaigns Included in Your Package!

No Additional Cost

Included in the \$500/month 12-month marketing package, this campaign enhances your business's reach with targeted paid advertising and curated content on Amy King's social media platforms, ensuring measurable ROI **at no additional cost.**

Exclusive Advertising Perks

Paid Advertising on Meta



- **Boosted Posts:** Each quarter, we'll boost your business's top-performing post to maximize visibility and engagement.
- **No Extra Ad Spend:** Ad costs are included in the package fee.
- **Targeted Reach:** Ads are geo-targeted and audience-optimized for your business.



Enhanced Engagement Features

Actionable Content: Posts include tags, links, and strong call-to-action prompts.

Professional Captions: Crafted to align with your business's goals and voice.

Seasonal Alignment: Posts strategically scheduled to match holidays, trends, and promotions.

AMY KING SOCIAL MEDIA MARKETING UNMATCHED VALUE

AMY KING'S MARKETING PACKAGE VS. INDUSTRY STANDARD INFLUENCER PRICING

- AMY KING'S MARKETING PACKAGE (\$500/MONTH WITH A 12-MONTH COMMITMENT)
- INSTAGRAM STORY POSTS: 12-24 ANNUALLY
- INSTAGRAM STATIC POSTS: 4 ANNUALLY (1 PER QUARTER)
- INSTAGRAM REELS: 4 ANNUALLY (1 PER QUARTER)
- BOOSTED CONTENT: 4 BOOSTED POSTS WITH AD SPEND INCLUDED
- AUDIENCE REACH: 700,000 FOLLOWERS, 400,000 REACH (LAST 30 DAYS), 20,000 ENGAGEMENTS (LAST 30 DAYS)
- **COST: \$500/MONTH (OR \$6,000 ANNUALLY)**

INDUSTRY STANDARD INFLUENCER PRICING FOR SIMILAR PACKAGE

BREAKDOWN

- INSTAGRAM STORY POSTS: AVERAGE COST PER STORY: \$1,000 - \$2,500
 - ANNUAL COST FOR 12-24 POSTS: \$12,000 - \$60,000
- INSTAGRAM STATIC POSTS: AVERAGE COST PER STATIC POST: \$2,500 - \$5,000
 - ANNUAL COST FOR 4 POSTS: \$10,000 - \$20,000
- INSTAGRAM REELS: AVERAGE COST PER REEL: \$3,000 - \$6,000
 - ANNUAL COST FOR 4 REELS: \$12,000 - \$24,000
- BOOSTED CONTENT: AD SPEND TYPICALLY NOT INCLUDED IN INFLUENCER FEES. ADD \$1,000-\$3,000 PER BOOST.
 - ANNUAL COST FOR 4 BOOSTED POSTS: \$4,000 - \$12,000

TOTAL INDUSTRY COST FOR SIMILAR DELIVERABLES: \$38,000 - \$116,000 ANNUALLY

Value Comparison

Deliverable	Amy King's Package	Industry Standard
Story Posts (12-24)	Included (\$500/month)	\$12,000 - \$60,000
Static Posts (4)	Included (\$500/month)	\$10,000 - \$20,000
Reels (4)	Included (\$500/month)	\$12,000 - \$24,000
Boosted Content (4)	Ad Spend Included	\$4,000 - \$12,000
Total Annual Cost	\$6,000	\$38,000 - \$116,000

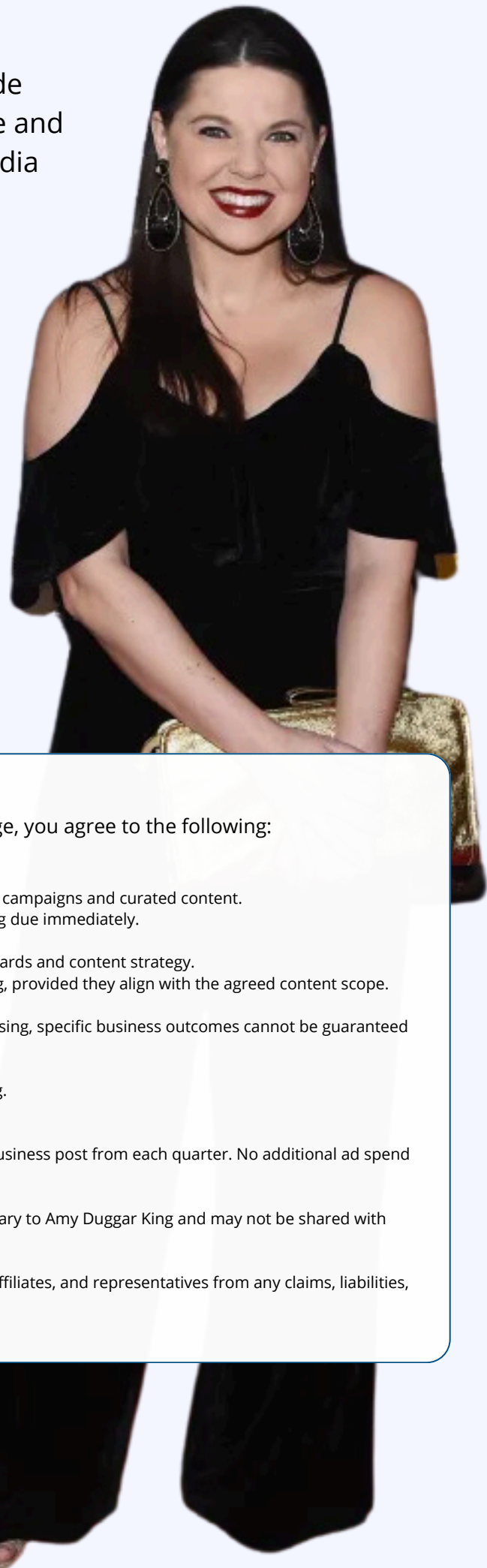
WHY CHOOSE AMY KING?

- UNPARALLELED VALUE: AMY'S PACKAGE DELIVERS HIGH-QUALITY, TARGETED CONTENT AT A FRACTION OF THE INDUSTRY COST.
- AUTHENTICITY MATTERS: WITH NEARLY 700,000 FOLLOWERS AND STRONG ENGAGEMENT, AMY'S GENUINE CONNECTION WITH HER AUDIENCE ENSURES YOUR BUSINESS REACHES A HIGHLY ENGAGED AND RECEPTIVE MARKET.
- EXCLUSIVE PERKS: PAID AD SPEND IS INCLUDED, ELIMINATING EXTRA COSTS AND MAXIMIZING ROI.

Take Advantage of This Exclusive Offer

TAKE THE FIRST STEP TOWARD GROWING YOUR BUSINESS

Ready to grow your business? Scan the QR code below to visit our New Client Onboarding Page and secure your spot in Amy King's 2025 Social Media Marketing Package.



Take the first step in showcasing your brand to thousands of engaged followers!

Terms & Conditions

By enrolling in Amy Duggar King's Social Media Marketing Package, you agree to the following:

Commitment Terms

- The 12-month package includes exclusive benefits, including paid advertising campaigns and curated content.
- Early termination will result in the full balance of the remaining contract being due immediately.

Content Approval

- All posts created for your business will follow Amy Duggar King's brand standards and content strategy.
- Businesses may submit revisions or requests for adjustments prior to posting, provided they align with the agreed content scope.

Performance and Results

- While Amy Duggar King guarantees high-quality content and targeted advertising, specific business outcomes cannot be guaranteed as they depend on various external factors.

Payment Terms

- Payments are due monthly, with the first payment required upon onboarding.
- A late fee of 10% may apply for overdue payments beyond 15 days.

Ad Spend

- Boosted posts are included in the package and will use the top-performing business post from each quarter. No additional ad spend is required.

Confidentiality and Proprietary Content

- Any insights, analytics, or strategies shared during the campaign are proprietary to Amy Duggar King and may not be shared with third parties.

Indemnification

- The business agrees to indemnify and hold harmless Amy Duggar King, her affiliates, and representatives from any claims, liabilities, or expenses arising from the promotion of the business.

For full terms, visit the onboarding page linked through the QR code.

www.amyking.com/onboard