



On the Scene with Mrs. Kathy King *~ Media Kit ~*

Our goal is to be a resource for moms with toddlers, teens and everything in between. When I'm not somewhere On the Scene discovering the best family friendly products, places and services. I enjoy spending time with my husband of 20 years, Matt, and our three kids: Houston 14, Justin 16, and Joy 2.

Mrs. Kathy King

~ Social Media Strategist, Brand Ambassador & Promotions Maven ~

Facebook fans: 29,000
Twitter followers: 18,000
Pinterest followers: 4,000
YouTube: 2,000
Newsletter: 2,000
Google Plus: 2,000
Monthly Page Views: 30,000
Instagram: 2,000

TOTAL : 91,000

We Work With:

Pr & Marketing Firms ▪ Advertising Agencies ▪ Corporations
Entrepreneurs ▪ Small Business ▪ Affiliate Marketers ▪ Authors

Business Services Include:

- Social Gathering Events
- Social Media Blast
- Giveaway & Contest Promotions
- Creative Video Campaigns
- Gift Guides & Look Books
- Twitter Parties
- Social Media Management
- Blogger Outreach Programs

Career Highlights

- **Ambassadorships** - Fandango Family Ambassador, Beatrix Girls VIP Blogger, Little Caesars
- **Events** - #StrangeMagicEvent & #JCPCinderellaMoment
- **Marketing Awards** - 2007 Davey Awards | Sales Awards - 2002 & 2003 President's Club Award
- **Brands I've worked with** - JCPenney, Joovy, Subway, Yoplait. , La Looks, Mary Kay, Neutrogena, Zulily, Good Cook, Master Lock, Energizer, Birthday Party Express, Lola Getts Active & many others

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Why work with us?

Since 2011, We've been blessed to have a following of engaged fans and a network that extends far beyond www.MrsKathyKing.com. Our fans enjoy visiting the site weekly to find resource for toddlers, teens and everything in between. Plus they love attending Mrs. Kathy King's unique social gathering events, giveaways and promotions! Our community, social media platforms and network of Influencer's are a fantastic way for you to create branding exposure, develop leads and even drive sales!



Whether you are a PR Agency, Advertising or Marketing Firm,

Small Business or Entrepreneur -- I'd love to help you generate waves of online branding and lead generation! My clients become repeat clients for many reasons, not just because of the numbers and results, but because I'm passionate about what I do and I am always working on spotting trends, adjusting strategies and improving our implementation.

Before we talk about customizing a campaign for you, take a look at some of our client testimonials!

She did a video review showcasing our website in a guided tour on YouTube. She has also tapped into a way to make branding our products fun. With a social gathering on Facebook, she made a Bingo game out of our company products with gift cards to our site as prizes. During the gathering, participants visited our Facebook page and watched some of our YouTube videos. We experienced an increase in our fan base during the gathering. She also provided us a list of people who opted-in to our newsletter. Brilliant. The social gathering is a powerful method of branding and informing the public about your products. It is fun, interactive and engaging. If Kathy King contacts you then you should be thrilled to have your products featured in a Social Gathering event. They are the best.

Heather Clements ~ Applied Labels LLC

www.MrsKathyKing.com

Kathy's has been great to work with. In our first two week sponsorship we increased our likes on Facebook by over 200 and our followers on twitter by over 100. It was great to see some many people talking about our brand. The reach was just what we were looking for. We had done work with other sites in the past and I can say On the Scene with Mrs Kathy King is different, They take a different approach by really interacting with their followers. This approach builds relationships with their people and encourages them to frequent the site. This in turn makes it a great place to educate people about your product and your brand name. We were looking for a cost effective way to promote our products and On the Scene with Mrs Kathy King was the right choice. We look forward to working with them in the future.

Ryan Lockhart ~ Skintactix.com

"Katherine was wonderful to work with. She was professional, creative and able to bring in over 500 Facebook fans and over 300 new Twitter Followers for our brands. It would be a pleasure to work with her again."

Whitney Rice ~ Naterra International, Inc



"Working with Mrs. Kathy King is a treat! Her promotions of my social media contests helped me launch www.Facebook.com/EpicKidsSongs and acquire over 700 new Facebook likes! Her social media community is remarkably engaged for a contests and promotions page!

Marc Emmelmann ~ Producer of Epic Kids Songs