



# ERICA BALL STYLE

MEDIA KIT  
2023

FASHION BLOGGER,  
STYLIST, & YOUTUBER

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# ABOUT

## ERICA BALL STYLE

WAS CREATED FOR WOMEN TO HELP THEM DEFINE AND ELEVATE THEIR PERSONAL STYLE.

BASED IN LOS ANGELES, FASHION BLOGGER, STYLIST, & YOUTUBER ERICA BALL HELPS WOMEN CREATE AN IMAGE AND WARDROBE THEY LOVE.

OVER 15 YEARS AGO, ERICA BUILT HER STYLING CAREER IN THE ENTERTAINMENT INDUSTRY. YOU CAN SEE HER STYLING FEATURED IN FILMS, TELEVISION, AND COMMERCIALS.

# STATISTICS



13.7K MONTHLY PAGE VIEWS



6.34K SUBSCRIBERS  
95% FEMALE



1.9K SUBSCRIBERS  
45% AVG OPEN RATE  
5.8% AVG CTR



280 SHOPPERS

## STYLED FOR



## TOPICS INCLUDE

- HOW TO STYLE
- CAPSULE WARDROBE
- CLOSET EDIT
- CLOSET ORGANIZATION
- FASHION ADVICE
- STYLE TIPS
- WARDROBE ESSENTIALS
- BEST BRANDS

## AS SEEN IN




# PAST BRAND PARTNERS INCLUDE

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- QUINCE *DEDICATED YOUTUBE VIDEO*
  - LINJER *DEDICATED YOUTUBE VIDEO*
  - LILYSILK *INTEGRATED YOUTUBE VIDEO*
  - TEDDY BLAKE *INTEGRATED YOUTUBE VIDEO*
  - THE JACKET MAKER *INTEGRATED YOUTUBE VIDEO*
  - CAPITAL ONE SHOPPING *NEWSLETTER INCLUSION*
  - MEJURI *LIKETOKNOW.IT POST*
  - JOOBLE.ORG *BLOG POST*
  - JORD *LIKETOKNOW.IT POST*
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## GET IN TOUCH

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## IDEAL COLLABORATIONS INCLUDE

- WOMEN OWNED BUSINESSES
- CONTEMPORARY CLOTHING COMPANIES
- DESIGNER CLOTHING BRANDS
- JEWELRY COMPANIES
- WARDROBE ESSENTIAL DESIGNERS
- SUSTAINABLE FASHION BRANDS

# PARTNERSHIP OPPORTUNITIES

## INTEGRATED & DEDICATED VIDEOS

POSTED ON ERICA BALL STYLE'S YOUTUBE, EMAILED WEEKLY, & POSTED ON BLOG

## BLOG POST

## NEWSLETTER INCLUSION

WEEKLY EMAILS & POSTED ON BLOG

## LIKETOKNOW.IT POST

ALSO POSTED ON ERICA BALL STYLE HOME & SHOP PAGES



### MUST HAVE SHOES YOU SHOULD OWN

There are 10 essential shoes every woman needs in her closet to get dressed effortlessly no matter where she's going. That's what I'm focusing on in today's post. I've included my budget and luxe favorite shoes for each style. Think of this as a shoe capsule wardrobe or the foundation of your shoe wardrobe.

Megan from [Never Without Nony](#) writes, "Shoes act as that finishing touch to your look, with the capability to completely transform it!" When building your [capsule wardrobe](#) for shoes, you want to invest in shoes that are classic, versatile, and comfortable. I will say that while I did not add rain boots to this list, they could easily make number 11.

#### JUMP TO:

- [10 Essential Shoes Every Woman Needs](#)
- [Essential Shoes Every Woman Should Own | Video](#)
- [Recent Posts](#)
- [Subscribe](#)

### THE 10 ESSENTIAL SHOES

1. Neutral Pumps.



### WHAT IS IN A CAPSULE WARDROBE



### THE CAPSULE WARDROBE



EB

Golden Goose SALE

DEAL OF THE DAY!

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ALLSAINTS was \$279 now \$130

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LaMarque was \$595 now \$335

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