

AlexEatsTooMuch Media Kit

Prepared by Alex Goodstein
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(570) 236-8457



About AlexEatsTooMuch

- Created in August 2017, AlexEatsTooMuch is an Food Instagram account with accompanying Twitter and Facebook and blog available at alexeatstoomuch.com
- Started the account to share my love for food and experience new restaurants and recipes.
- Focus is on Instagram Posts and Stories of primarily Pittsburgh Food and Events with cooking as a secondary
- Occasional blog posts about Pittsburgh restaurant or events
- Other interests include baseball, outdoors, cars, rock concerts, movies and television
- As of December 2021, the Instagram account is at 4,850 followers and growing with a weekly reach on average over 6,000 accounts and over 18,000 impressions
 - Key Follower Demographics
 - Pittsburgh
 - Age 25-44
 - 2:1 Female to Male



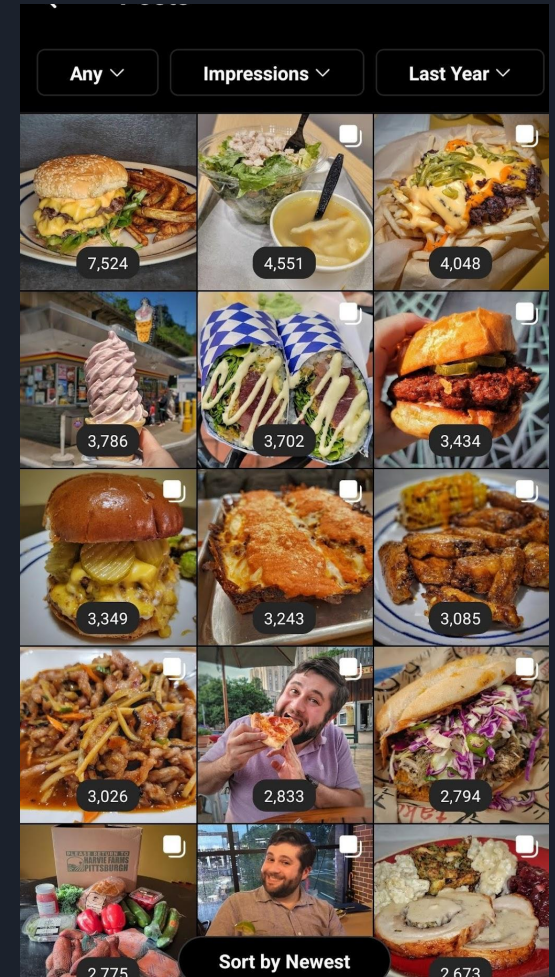
Proposal & Services

Proposal

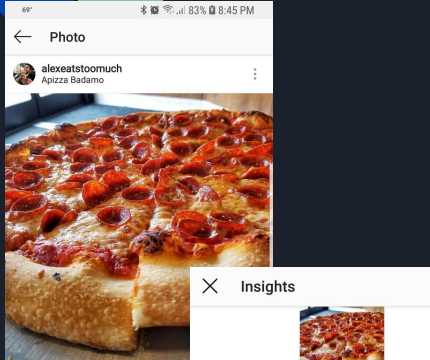
- Pittsburgh is a fast growing food and restaurant scene
- Foodies use Instagram to share photos of their interest in great restaurants and home cooked meals
- Food influencers work with restaurants and brands to promote new menus, products and events either thru invited tastings or paid posts
- Pittsburgh and other smaller cities have a prime opportunity to start to work with local influencers as the market is growing

Services

- Visiting place of business or sent product to do the following
 - Create a predetermined number of Instagram Posts
 - Instagram Stories
 - Feature specific foods or upcoming events
 - Interact in a positive manner with other Influencers curated by Alex for the restaurant or event
 - Optional AlexEatsTooMuch blog post



Instagram Examples and Analytics



Insights

View Insights

Posted on 07/02/18, 5:56pm

584 Likes, 31 Comments

Liked by hungygrl_bigcity, larrycapo and alexeatstoomuch. Gotta love a pizza if distribution of pepperoni to cheese. In NY estado niryac in Dittsburgh @hadan

Interactions

49 Actions taken from this post

Profile Visits	49
Website Clicks	1
Discovery	3,880
Accounts reached 83% weren't following you	
Follows	13
Reach	3,880
Impressions	4,233

Likes: 584
Comments: 31
Discovery: 3,880
Accounts Reached: 13
Impressions: 4,233



Post Insights

233 Likes, 18 Comments, 50 Discoveries

30 Profile Visits

3,314 Reach

View Insights

Posted on 03/07/19, 4:43pm

264 Likes, 9 Comments, 3 Discoveries

Liked by morningafterph and 263 others. alexeatstoomuch Amazing Dry Aged Ribeye I have a new blog post about the eating experience @fogo de Chao and the wines they are offering @vik_wine. This is the 42 Day Dry Aged Long Ribeye (aka tomahawk ribeye). It is available

Interactions

31 Actions taken from this post

Profile Visits	30
Website Clicks	1
Discovery	3,314
Accounts reached 74% weren't following alexeatstoomuch	
Follows	2
Reach	3,314
Impressions	3,518

alexeatstoomuch
Pittsburgh, Pennsylvania

Likes: 233
Comments: 18
Discovery: 3,314
Accounts Reached: 2
Impressions: 3,518



Insights

View Insights

Posted on 11/26/18, 9:15pm

420 Likes, 19 Comments, 1 Discoveries

Liked by morningafterph, alexeatstoomuch, I was being fancy out sous vide cooking tonight using sous vide water circulator. It was de evenly all the way through then sear end. Good thing it is winter soon so

Interactions

11 Actions taken from this post

Profile Visits	17
Website Clicks	1
Discovery	4,913
Accounts reached 82% weren't following you	
Follows	0
Reach	4,913
Impressions	5,593

alexeatstoomuch
Fogo de Chão

Likes: 264
Comments: 9
Discovery: 3,471
Accounts Reached: 2
Impressions: 4,323



Insights

View Insights

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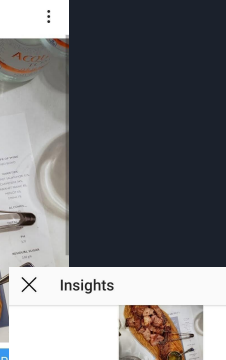
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alexeatstoomuch
Dormont, Pennsylvania

Likes: 420
Comments: 19
Discovery: 4,913
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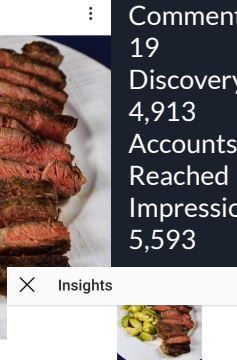
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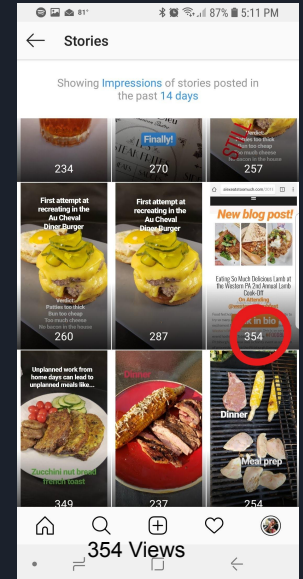
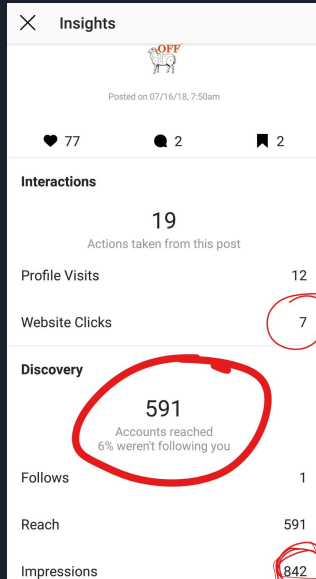
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alexeatstoomuch
Dormont, Pennsylvania

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Event Promotion

- Posts promoting prior to the event - Number to be predetermined
- Stories before and during the event
- Posts promoting after the event - Number to be predetermined
- Blog Post (Optional)
- Giveaway (Optional)
- Cross Promotion with other Instagram Influencers (Optional)

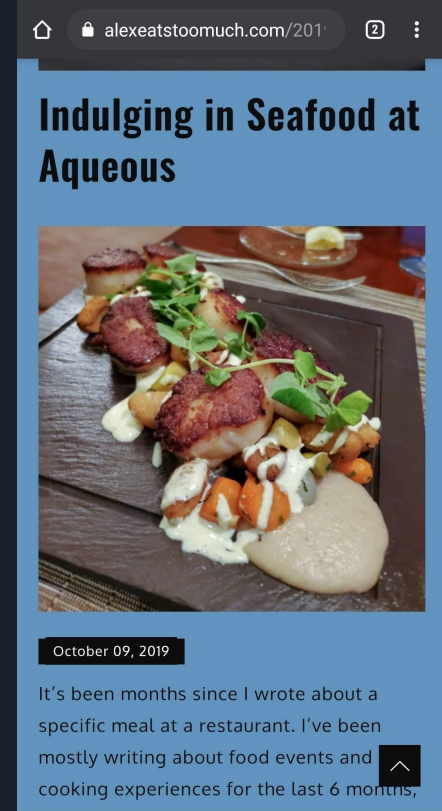


Blogging

Also part of the AlexEatsTooMuch brand is AlexEatsTooMuch.com, a blog mostly highlighting my food experiences such as:

- Restaurant visits
- At home cooking
- Travel Eats
- Events Attended
- Specific food guides to Pittsburgh

Blog traffic is currently growing as links are more regularly discovered thru greater reach of Twitter and improvements to SEO. Posting usually occurs about 1-2 times per month.



Pricing



Instagram Posts:

- \$100 per post
 - Photo and caption created by Alex and hashtagged #ad and/or #sponsored as appropriate
 - Content can be approved if requested
 - All posts cross posted to Twitter & Facebook
 - Discounts available for 3+ posts or recurring series

Instagram Stories (3-5 slides)

- \$50 per Story unproduced / \$100 per story produced
 - Unproduced stories are photo/video and caption
 - Produced stories are edited with eye catching fonts and templates
 - Stories created by Alex and hashtagged #ad and/or #sponsored as appropriate
 - Content can be approved if requested
 - Discounts available for 3+ stories or recurring series

Blog

- Sponsored Blog Post is price negotiable
 - Content written by Alex
 - It will be footnoted the post is sponsored
 - Price is based on word count

Note: All prices are negotiable. Prices do not include reimbursement for food or travel if necessary. In kind trade for meals, gift cards and event tickets may also be agreed upon instead of monetary payment as is the case with many restaurant openings, menu previews and local events.