

The Motivated Millennial

www.themotivatedmillennial.com

ABOUT The Blog

Founded in 2012, The Motivated Millennial blog has emerged as one of the internet's most popular Millennial Career, Lifestyle, and Travel blogs. Posting actionable resources, inspiring millennial features, and professional development strategies 2 -3 times a week, The Motivated Millennial is an online hub for today's millennial professional.



MOTIVATED **GENY**



7,500 +

MONTHLY UNIQUE VIEWERS

24,000 +

MONTHLY PAGE VIEWS

40,000 +

SOCIAL MEDIA FOLLOWERS

1,000 +

EMAIL SUBSCRIBERS

ABOUT Hannah Becker

Hannah Becker is a Millennial Career, Lifestyle, and Travel Blogger living on a working cattle ranch in Kansas. She's an MBA Grad, College Professor, and Marketing Consultant that's a passionate advocate for the needs of family and veteran caregivers. Married to a Military Officer, Hannah is a soon-to-be Mom, modern-day cowgirl, and an avid equestrian.



HANNAH BECKER

Blogger // Influencer



5,000 +



22,000 +



18,000 +



9,000 +



2000 +

The Motivated Millennial

www.themotivatedmillennial.com

CONNECT with the MILLENNIAL CONSUMER

Millennials are now the largest generation on the planet, with **over 80 million** card swiping millennials in the United States alone. While no new millennials are born, this generation's population will continue to increase through immigration.

A recent report by Adweek revealed the **majority of millennials to be immune to traditional advertisements** like TV commercial print ads, and sponsored web campaigns and search results. Instead, millennials crave authentic content created by their peers. Enter: Influencer Marketing.

88 million

MILLENNIALS IN THE US

95% of Gen Y

ARE ACTIVE ON SOCIAL MEDIA

\$1.3 trillion

MILLENNIAL ANNUAL SPEND

INFLUENCER MARKETING OPITIONS

A study by McKinsey found that “marketing-induced consumer-to-consumer word of mouth generates **more than twice the sales** of paid advertising.”

And of those that were acquired through word-of-mouth had a **37 percent higher retention rate.**

Millennial consumers are responding to **digital influencer brand endorsement and promotion** through blogs, social media, and other content marketing options - all sponsored options here at The Motivated Millennial!

The Motivated Millennial

www.themotivatedmillennial.com

Sponsored Content & Promotions

Sponsored Content Portfolio:

- [Intuit QuickBooks] How to Start a Business Freebie
- [Forté Foundation] My Career Takeoff
- [Lincoln Military Housing] 5 Tips for Military Spouses Facing Deployment
- [Reward Volunteers] What an International Aid Adventure Taught Me about Volunteering at Home
- [Forté Foundation] 4 Tips to Conquer Your Career

Let's Work Together!

Ready to reach the mega-market known as millennials?

Let's chat!

E-mail hannah@themotivatedmillennial.com with "Sponsored Content" in the subject line. include relevant brand links, project scope, and timeline.

A team member will be in contact within 3-5 business days. Proposals are generated on a project-to-project basis, depending on requested size and scale.



CONTACT: HANNAH BECKER, BLOGGER &

www.themotivatedmillennial.com | **INFLUENCER** | hannah@themotivatedmillennial.com