



JESS EKSTROM

PARTNER KIT

Presented by The New Fashioned Co.

FOLLOW JESS EKSTROM



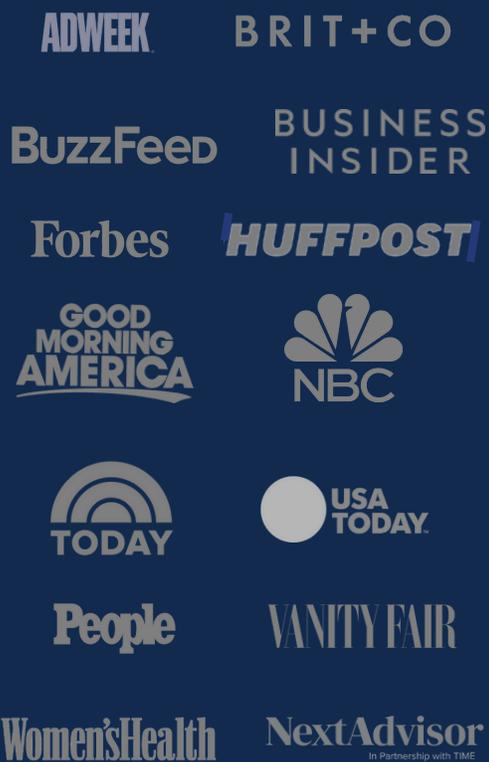
ABOUT JESS EKSTROM

Founder of Headbands of Hope
Author of *Chasing the Bright Side*
Co-Founder of Prompted

Jess Ekstrom helps women tell and sell their stories. As the bestselling author of *Chasing the Bright Side*, and co-founder of personal development platform, *Prompted*. Jess has been featured in major media outlets such as the Today Show, Good Morning America, The View, Vanity Fair, People Magazine, Business Insider, Huffington Post and Forbes.

After starting and growing her multi-million dollar company, Headbands of Hope, in her dorm room, her speaking and writing career took off. But Jess realized that her success wasn't about how far she can reach—but how far she can help other women reach. Today, through her writing, Prompted personal development platform and her uber popular *Mic Drop Workshop*®, she helps women uncover the value in their story so they can make a living and a difference at the same time. She, her husband and her 70lb fur baby reside in Raleigh, NC.

AS SEEN ON/IN



WHY JESS?

If you're looking to reach women 24-44 who are engaged on social media and ready to act on the recommendation of a trusted and respected voice, look no further than Jess. Her audience doesn't just include business owners and entrepreneurs, she also reaches stay-at-home moms and women at all stages of their careers—all with unlimited purchasing power.

THE STATS



42.3K Instagram Followers
2.4% Instagram Engagement



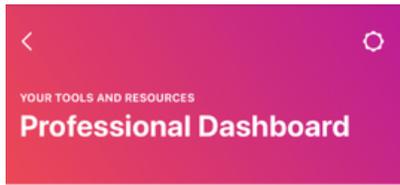
13K Facebook Followers
4.1% Facebook Engagement



5k Text List with a 99% open rate
70.7K Email Subscribers
12-15% Email Open Rate

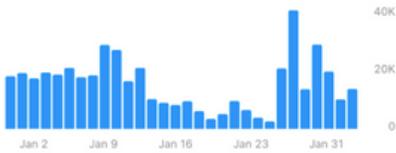
JESS EKSTROM

The Stats



Account insights [See all](#)

You reached 256K accounts in the last 30 days, +3.2% compared to Dec 3 - Jan 1.



Next steps

Set up badges [NEW](#)
Earn money from your live videos.

Your tools [See all](#)

- Branded Content Tools
- Instagram Shopping
- Branded Content Activity



Insights [i](#)

Last 30 Days Jan 2 - Jan 31

Insights Overview

You gained 7,155 more followers compared to Dec 3 - Jan 1.

Accounts reached	256K +3.2%
Accounts engaged	16.8K +79.2%
Total followers	41.7K +20.6%

Content You Shared

7 Posts [>](#)



101 Stories [>](#)



COLLABORATIONS



Stories

Starting at \$500



Posts | Reels

Starting at \$1,000

Long-Form Content | Articles | Expert Commentary

Starting at \$1,500

Email

Starting at \$2,500

Partnerships Beyond Social

Interested in partnering with Jess beyond social? Whether you're looking for a trusted spokesperson for your short-term or long-term campaign, an experienced speaker who can inspire and motivate your audience for a specific initiative, or something in between, Jess can help you reach your goals with her signature charisma and authenticity.*

JESS IS TRUSTED BY...



*Pricing is subject to change. A custom quote will be provided by The New Fashioned Co. on behalf of Jess Ekstrom and upon request by brand. Pricing factors include but are not limited to campaign type, length, production level, scope and exclusivity.

What Partners Are Saying



Jess Ekstrom's story is a great example of how pursuing your entrepreneurial passion and being a force for good can lead to extraordinary things! We were so proud to partner with Jess on our 'With Canva, you can' campaign and to showcase how Canva has been a core part of her start-up journey with Headbands of Hope. We hope Jess's story can continue to inspire future entrepreneurs and working professionals to chase their dreams and make a real difference in peoples' lives.

ZACH KITSCHKE
CHIEF MARKETING OFFICER AT CANVA



We worked with Jess on a collaboration with Office Depot and we were so thrilled with the partnership, we immediately booked her for the second wave. Jess and her team were a pleasure to work with from timeliness to communication to excellent creative deliverables and most importantly, her super engaged community of followers.

TAYLOR BROOKS
SOCIAL STUDIES



I've been fortunate enough to partner with Jess on several occasions. Not only is Jess a pleasure to work with, but she's also been able to provide so much value to our audience through inspiration and education, whether it be via video, webinar, podcast or article.

JEFF ISRAEL
CONTENT MARKETING AT VISTAPRINT

PARTNERSHIP CONTACT

Jess Ekstrom is represented by The New Fashioned Co.
To explore a partnership with Jess, contact Kristin Carver Smith at kristin@thenewfashioned.co to get started.