



# Hello, I'm Melanie Traylor

OF SOUTHERN CHARM QUILTS



## Let's work together!

I started Southern Charm Quilts in 2008. I create fun, well written quilt patterns. I am well connected to my audience and am active on social media. I mostly connect with my audience through my own newsletter and on Instagram. Southern Charm Quilts has a unique style that is well recognized within the quilting community.

### Brands I've worked with:

#### HAVEL'S SEWING



#### ARROW SEWING



#### BREWER SEWING



#### MICHAEL MILLER



### @SOUTHERNCHARMQUILTS

69K

INSTAGRAM

53K

NEWSLETTER

6K

YOUTUBE

50k

MONTHLY WEBSITE  
VIEWS



97% Female (instagram) 88% Female (newsletter)  
832K Avg Accounts reached (instagram)  
30K Avg Accounts engaged (instagram)  
35-64 Avg Age (instagram + newsletter)  
1.3M Reel with the highest views  
52% Avg Email open rate





## Services

SPONSORED REEL *from \$300*

*1 single Instagram reel*

SOCIAL MEDIA POST *from \$150*

*1 Static Instagram and Facebook post*

INSTAGRAM STORY *from \$50*

*1 minute or less shoutout, links included*

RESOURCE LIBRARY *per year*  
FEATURE **\$1000**

*Most popular page with heaviest traffic*

PRODUCT *from \$300*

PHOTOGRAPHY

*10-20 edited photographs*

NEWSLETTER *from \$50*

MENTION

*4 sentences or less, links included, coupon code and affiliate program required*

VIDEO PRODUCT *from \$300*

REVIEW

Static vlog post and Youtube video, links included, coupon code and affiliate program required, will be shared within newsletter

## CONTACT

✉ [melanie@southerncharmquilts.com](mailto:melanie@southerncharmquilts.com)

🏠 Alabama, USA