

MEDIA KIT

My Stunning Nails
Create | Discover | Share | Connect



Lisa Oswald

My Stunning Nails

Create | Discover | Share | Connect

<http://mystunningnails.com>

435-994-2135

lisa@mystunningnails.com

769 Riverwalk Parkway, St. 115

Logan, Utah 84321



Contact

My Stunning Nails

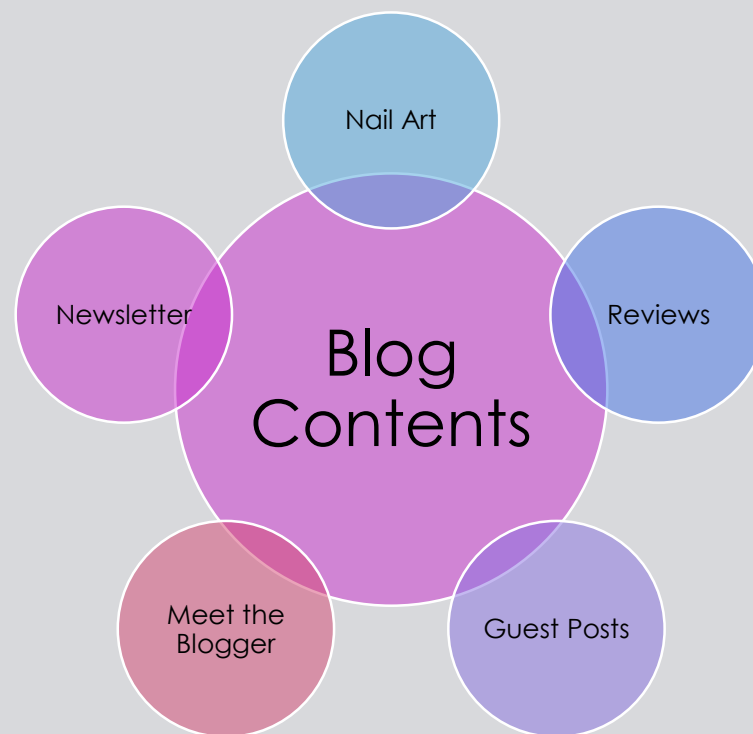
Create | Discover | Share | Connect

I am a Nail Technician, a dedicated blogger, and an online shop owner. I write about nails, nail polish, and nail art.

Each week I cover at least one nail art design. I also review and swatch main stream or indie polish as it comes on the market.

I have a segment on my blog called "Meet the Blogger" in which I introduce other beauty bloggers. Each month I swap posts with another beauty blogger to have a Guest Post on my blog.

My audience is made up of those who love nails, nail polish, and nail art. I write four days a week.



Blog Description

My Stunning Nails

Create | Discover | Share | Connect

My blog was founded January of 2012. Originally, it was just something to keep myself busy and to practice my nail art. (I suffered a stroke and it helped with my small motor skills therapy.) My vision now is for my blog to be a place for people to come to find the latest in nail fashion.

Some of my most popular posts are:

- Smith & Cult Selected Polish - A Review
<http://stunningnails.blogspot.com/2014/11/smith-cult-selected-polish-review.html>
- Pink Wednesday - Zoya Charlotte
<http://stunningnails.blogspot.com/2015/01/pink-wednesday-zoya-charlotte.html>
- Pink Wednesday - SpaRitual (Breast Cancer Awareness)
<http://stunningnails.blogspot.com/2014/10/pink-wednesday-sparitual-breast-cancer.html>
- Nail Art Tuesday - Gazing at the Moon
<http://stunningnails.blogspot.com/2014/10/tuesday-nail-art-gazing-at-moon.html>
- Nail Art Tuesday - Autumn Trees
<http://stunningnails.blogspot.com/2014/09/tuesday-nail-art-autumn-trees.html>
- Harmony Gelish Vitagel - A Review Part 2
<http://stunningnails.blogspot.com/2014/09/harmony-gelish-vitagel-review-part-2.html>

Popular Posts

My Stunning Nails

Create | Discover | Share | Connect

Facebook <http://www.facebook.com/lisasimpresivenails.mystunningnails>

Twitter <https://twitter.com/mystunningnails>

Pinterest <http://pinterest.com/mystunningnails/>

Instagram <http://instagram.com/mystunningnails>

Google+ <https://plus.google.com/u/0/b/105186823137061538278/105186823137061538278/posts>

SnapChat @mystunningnails

Bloglovin <http://www.bloglovin.com/blog/12548693>

Linked In www.linkedin.com/in/lisaroswald/

YouTube <https://www.youtube.com/channel/UCJcMKAug73GeU7c7kEYO2bw>

Klout <https://klout.com/#/~58265337057261022>

Online Shop: <http://store.mystunningnails.com/>

Other Online Shop: <http://mystunningnails.storenvy.com/>



Social Media

My Stunning Nails

Create | Discover | Share | Connect

These are my current follower on Social Media (as of May 4, 2016) and my goals for the end of the year.

	Current	Goal
Facebook	2999	5000
Twitter	687	1000
Pinterest	2611	3000
Instagram	472	1000
Google+	443	1000
Mail Chimp	74	1000

Social Media Statistics

My Stunning Nails

Create | Discover | Share | Connect

Statistics	
Bounce Rate	
Ave Page/Visitor	
Page View/Month	54,424
Ave Page View/Day	1,813
Unique Visitors	
Ave Visit Length	
% New Visitors	
% Returning Visitors	

Pageviews today	1,999
Pageviews yesterday	2,172
Pageviews last month	54,424
Pageviews all time history	301,274

Blog Statistics

My Stunning Nails

Create | Discover | Share | Connect

Entry	Pageviews
United States	6419
Canada	773
France	656
Italy	601
Russia	467
Brazil	350
Czech Republic	310
Germany	238
Romania	203
Vietnam	113



Demographics

My Stunning Nails

Create | Discover | Share | Connect

I do swatches and reviews in exchange for product. Some of the small companies that I have helped are:

- Whimsical Nail Polish by Pam,
- Twenty Seven Polish,
- Zainy NailZ,
- Naild' It Unique Polish,
- Laquerlicious,
- Glitterfied Nails,
- Krafty Girl Designs,
- Ruby White Tips,
- Spilled Polish,
- Not Too Polished,
- Super Nail,
- Krush Korner Kosmetics,
- Sick Lacquers,
- Paint Shop Polish,
- Baroness X and
- Glitzkrieg War Paint.

Services

My Stunning Nails

Create | Discover | Share | Connect

Typically, I trade product for swatches and a review, advertising, a giveaway, and/or a promotion of a discount; or some combination of those things. This helps me to become a more experienced promoter and I am helping them with the marketing process.

Examples of my reviews, giveaways, and other promotions can be seen here:

- Glitzkrieg War Paint Nebula Collection - A Review
<http://stunningnails.blogspot.com/2014/11/glitzkrieg-war-paint-nebula-collection.html>
- Baroness X Selected Polish - A Review
<http://stunningnails.blogspot.com/2014/08/baroness-x-selected-polish-review.html>
- Paint Shop Polish Selected Polish - A Review
<http://stunningnails.blogspot.com/2014/09/paint-shop-polish-selected-polish-review.html>

Services (cont.)

My Stunning Nails

Create | Discover | Share | Connect

I trade product for ad space right now. Sidebar ad banners are 150 X 150 pixels in size.

I also have sidebar ads up through Google Adsense.

I put Amazon in my posts (like this at the bottom: <http://stunningnails.blogspot.com/2016/03/nail-art-gray-dry-brush.html>).

I have worked with one mainstream brand, Hearts and Glass Polish for product.

- Hearts & Glass Polish by Chrislie Selected Polish - A Review
<http://stunningnails.blogspot.com/2014/10/hearts-glass-polish-by-chrislie.html>



Services (cont.)

My Stunning Nails

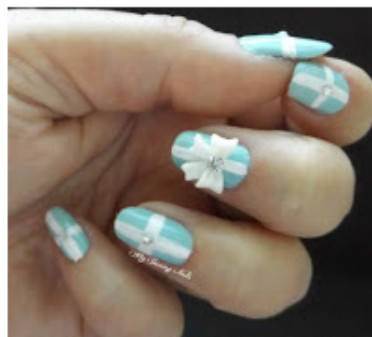
Create | Discover | Share | Connect

I promote all of my blog posts through social media **daily**, resulting in increased opportunities for your ads to get viewed! Your ad will be live once you complete payment and approval is granted. Not all ads are guaranteed to be placed. Ads will be approved upon my discretion – ensuring that your business is a good fit with my blog theme and interests.

I also offer **product spotlights** (product reviews), **promotional discounts**, and **promotional giveaways** in addition to the sidebar ads. I can do these in any combination that will meet your needs.

Product Spotlight (or product review): Includes an assessment of the signature qualities of each product.

Discounts: The discount code is offered to all who read my blog and then I promote the heck out of it.



Giveaways: This starts with a giveaway of a product(s) or a gift certificate from your shop. I have readers sign up for the giveaway with links to your Facebook page, Twitter account, or anything you would like. (I like using **Rafflecopter** for giveaways.) The giveaway can last as long as you would like – up to a month. Contact me at lisa@mystunningnails.com to set up these types of promotions.

Testimonials: With Lisa's advertising and sponsored giveaway, I was able to not only promote my product, but obtain new followers on my Facebook page. Her promotion lasted through October (2012) and that first week was my "most popular week" according to Facebook stats. By the end of the advertising period, I had gained 181

new likes on Facebook. She was also able to send me 185 unique email addresses of people who were interested in my product.

Aside from Facebook, Lisa spotlighted my product in a detailed review complete with pictures. It was a blog-style review, which is very popular with my target audience. It allows for easy commenting, saving, and shares among peers.

If given the opportunity, I would definitely advertise with Lisa again!

~Lisa G.

Advertising

My Stunning Nails

Create | Discover | Share | Connect

Created by : Lisa Oswald © 2016 My Stunning Nails, LLC <http://mystunningnails.com>