

Welcome to the world of Isabella Löwengrip.

Content.

Isabella Löwengrip

Blog

Instagram

Facebook

Price list

Case - Ellos

Case - Mastercard



Isabella Löwengrip.

A pioneer within influencer marketing, that has built up what today is Northern Europe's biggest platform with 1,5M unique followers worldwide. Today, her blog is translated into several languages - Swedish, English, German and Arabic.

Isabella is not only a role model within the digital era - she is also a successful entrepreneur with ownership of one of the fastest growing beauty businesses in Scandinavia. Her journey started 2005 under the pseudonym *Blondinbella* - 13 years later she is appointed the most powerful woman in business.



438K @isabellalowengrip



1,5M isabellalowengrip.se



675K @Isabella Löwengrip



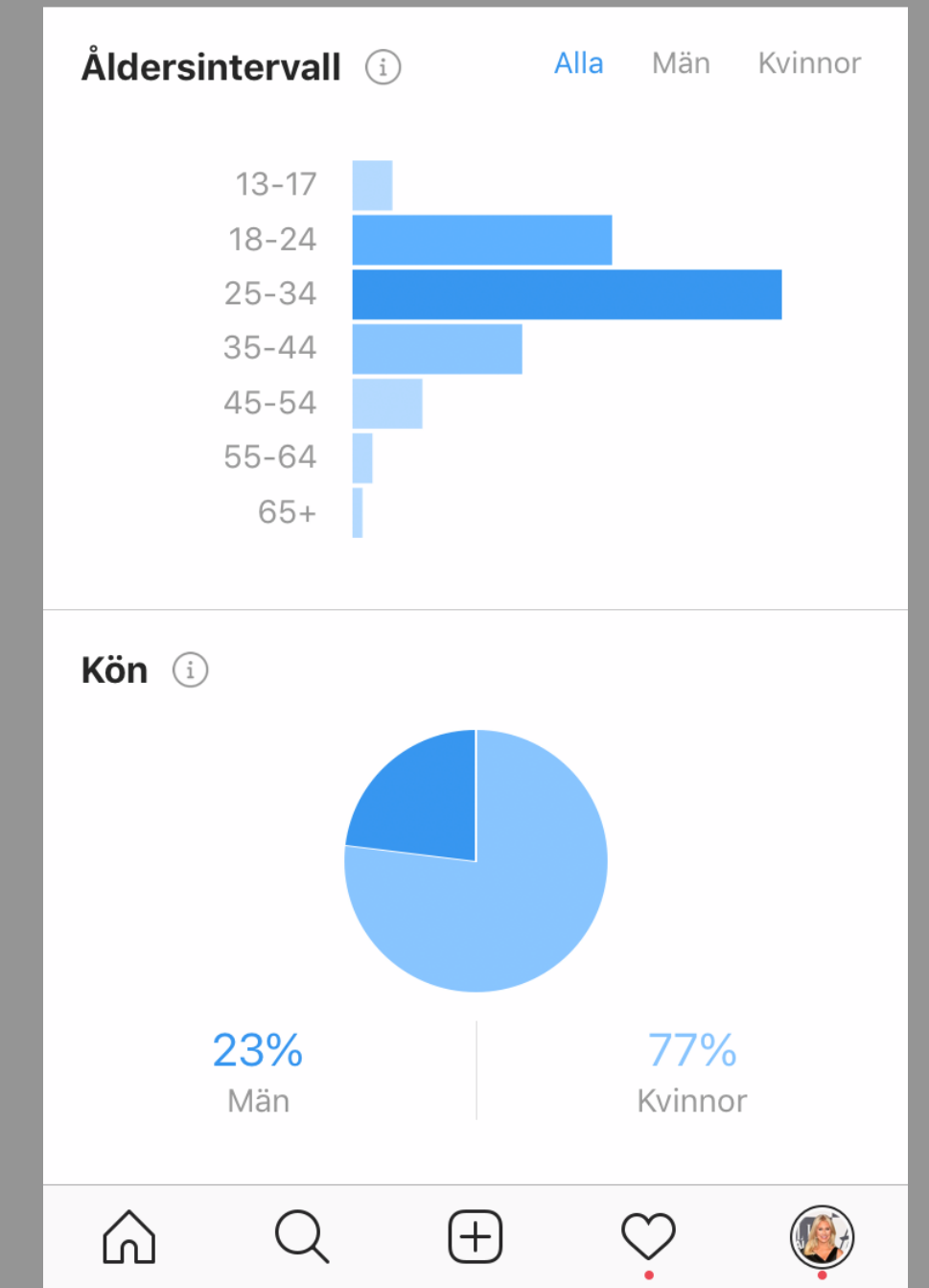
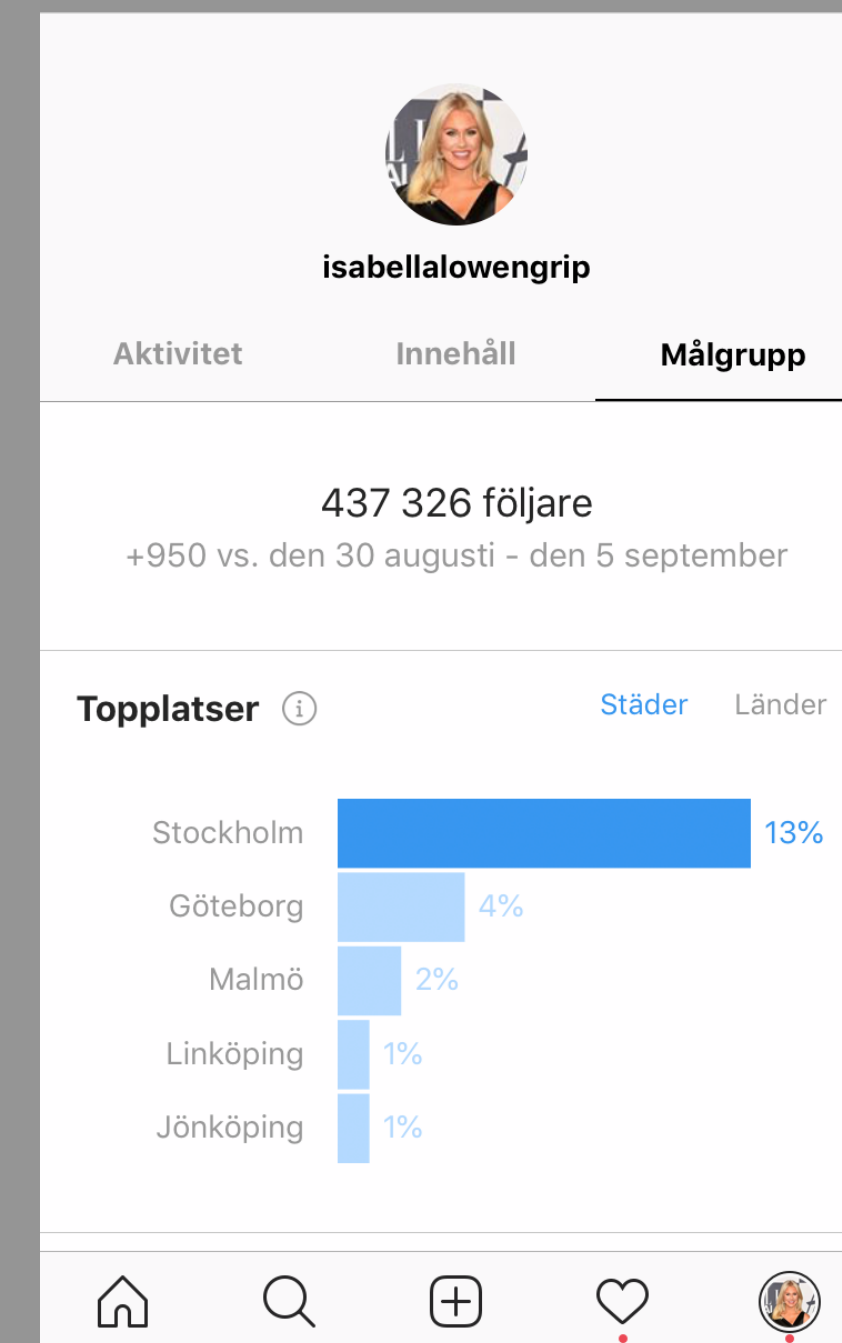
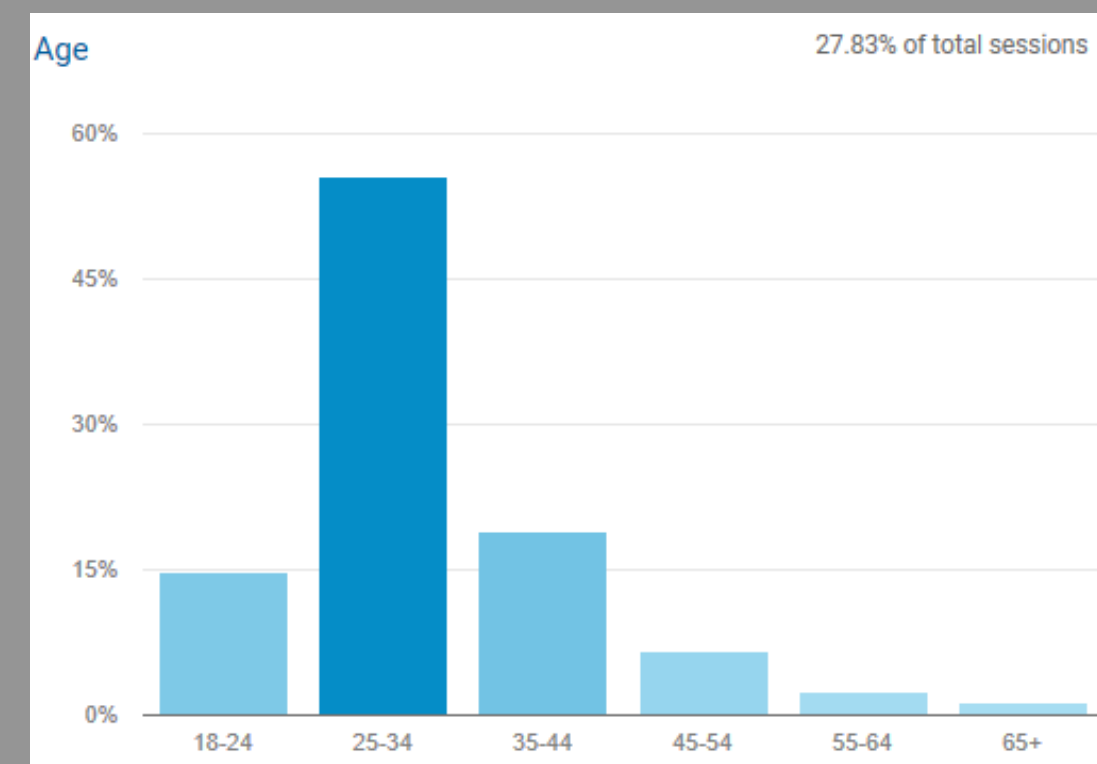
Demography.



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Blog.

Isabella has 1.5 million unique worldwide followers that she communicated with weekly and her blog can be read in four languages. You could call her a modern Oprah Winfrey – her calls to action is to empower, and uplift women through her blog. Her followers show high engagement, closely longing to follow her journey, get to know her best tips to succeed and what products and garments she is wearing. Her blog is a great channel for both exposure, drive traffic and conversion.

Isabella is much more than then an online role model – she is also a highly successful selfmade entrepreneur and mother of two.



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Therese - psykiskt sjuk, men i alla andra skriver: 24 september 08:39
Ser ut som en härlig helg – hoppas snart!

Pia skriver: 24 september, 2018 kl. 09:14
Skönt med slappkläder på helgen, det blir samma här när jag är på landet!

SVARA

CeciliaSkor skriver: 24 september, 2018 kl. 09:14
Mysigt med slappsöndag!
Min dotter vill alltid att jag skall sminka mig och ha högklackat och örhängen när jag hämtar henne i skolan! Hon är bara såååå italiensk den tjejen.....hehe!
Kram från Comosjön
C

SVARA

20:54

isabellalowengrip.se

≡

tailsweep

Behind the scenes

21 september 2018 - 16:34 / OKATEGORISERADE

40 KOMMENTARER

ANNONS

Handskar
Åhléns
199:-



ÅHLÉNS

Annonser från Tailsweep

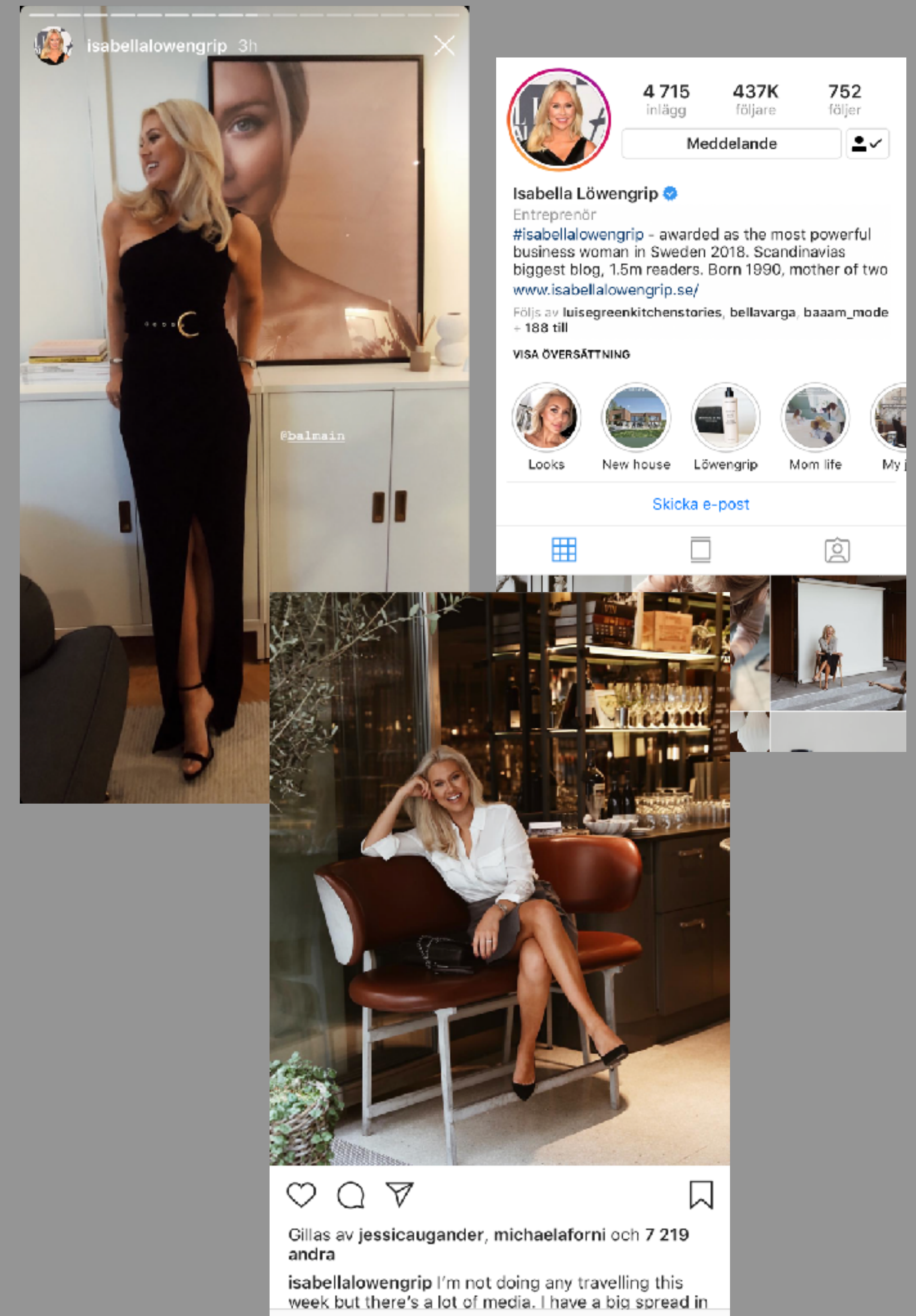
Det har varit en riktigt intensiv dag i nya huset på Lidingö. Vi fick låna huset över dagen av säljarna, väldigt snällt. Jag längtar så till jag får flytta in tillsammans med Gillis och Sally den 8 november. Teamet för dagen har bestått av Hannah och Julia från Löwenario. Sara och Simon från vår

Instagram.

Isabella loves to document and share her daily life with followers into her trough her Instagram and followers show activity in both likes and comments. Isabellas Instagram is followed by 437K active followers and her stories get up to 250.000 views per story. Her core target group is 80% modern women between 25-35 living in Northern Europe trying to find balance between career and private life.



438K @isabellalowengrip



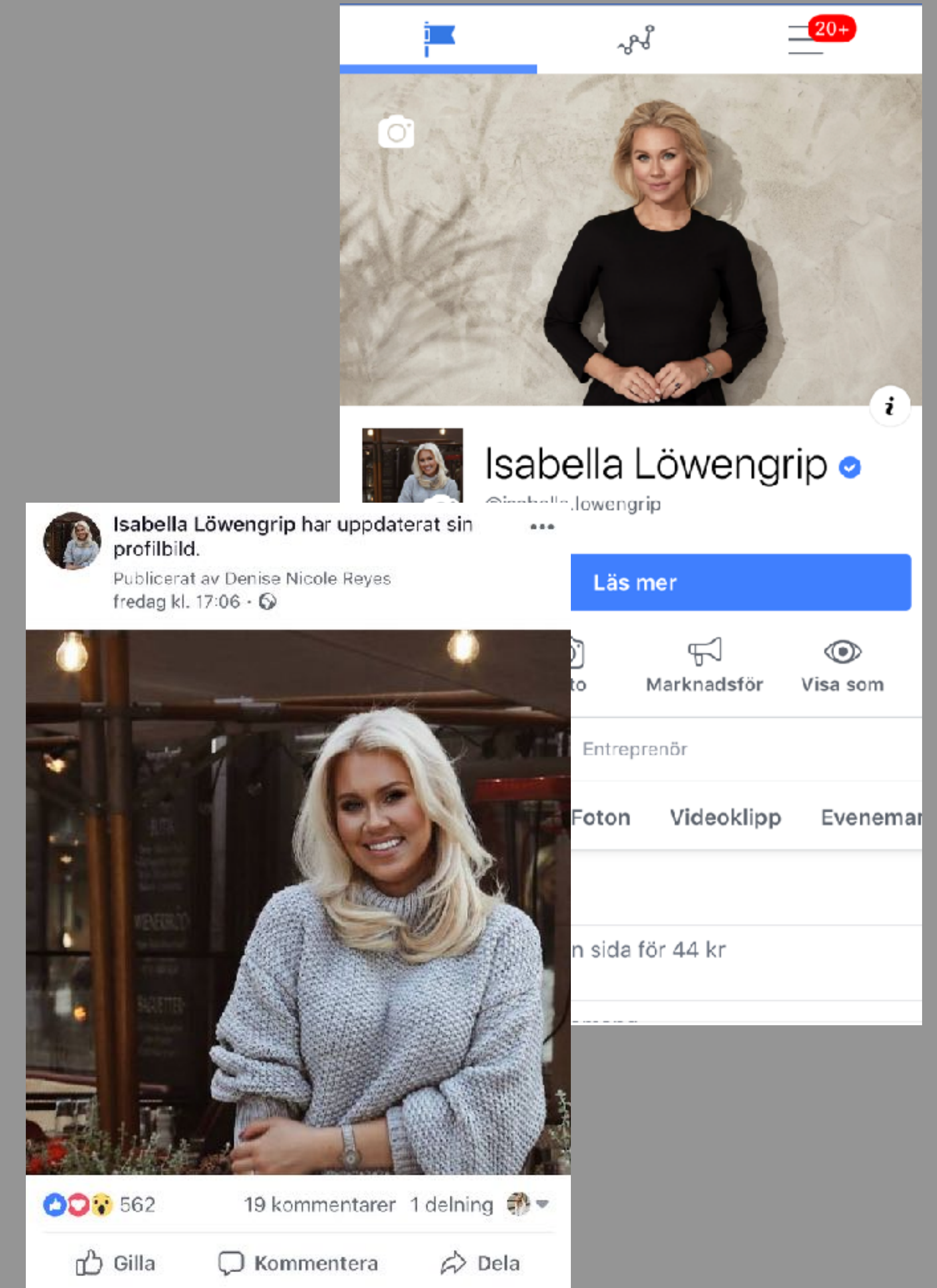
Facebook.

Isabellas Official Facebook Page is followed by 675K, mainly young women in the Nordic Region. She has a reach of approximately 30K per post and 3% CTR per impression.

Isabellas Facebook is together with her other digital channels used as platform for both inspiration and advertising commercial partnerships and collaborations.



675K @Isabella Löwengrip



Price list.

CHANNEL	CONTENT	PPU
Blog post	One (1) blog post at isabellalowengrip.com , containing specially produced assets and adlinks.	95 000
Instagram post	One (1) instagram post at @isabellalowengrip, containing both image and caption tags and hashtags.	85 000
Instagram story	Three (3) Instagram Story clips (images/films) at @isabellalowengrip, containing swipe up link.	50 000
Facebook post	One (1) Facebook post @isabellalowengrip, containing copy, imagery and links.	25 000
Total		255 000

Case - Mastercard



Isabella hosted a inspirational beauty and wellness After Work together with Mastercard Priceless. The event was held at Hotel Diplomat in central Stockholm and Isabella held a inspirational lecture about her career story and shared her best product tips from her own Beauty Business Löwengrip. Isabella mingled with the guests while they got treated with exclusive offers and quick fixes done by Isabellas make up artist Emelie.

- A evening full of beauty inspiration, tips and empowerment
- Löwengrip beauty products sold for a total of 11' SEK i two hours
- Lot's of positive response for followers and request of similar inspiring events



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Karolina skriver: 14 september, 2018 kl. 10:45
Nu måste ni berätta för oss andra också – vad är era bästa råd för att våga bli entreprenör och komma på en bra idé?
SVARA

Emma - Mad Urban: Street Style Blog skriver: 14 september, 2018 kl. 11:14
Men wow, där hade ju jag velat va! Dela jättegärna era råd till entreprenörer. Vore så sjukt nice med lite fräsch inspiration!
SVARA

Pretty Home Blog - INREDNINGS- & skriver: 14 september, 2018 kl. 10:18
Jättefint set du har! Ett sådant event skulle man vilja komma på! 😊
Önskar dig en underbar fredag!
//Berith
SVARA

Case - Ellos

Isabella is currently proud to be brand ambassador for the Scandinavian retailer Ellos. The main goal of the collaboration is to inspire, drive sales and help to enhance Ellos as a more luxurious brand. The collaboration is including both the fashion- and home label and Isabella has by activating different initiatives in all her Digital Channels through out the season showed outstanding results in traffic, reach and conversion.

The outcome from successful jacket push is illustrated below:

- Revenue generated (coat only): 320' SEK
- Coats sold from blog post 320 units
- Total reach: 3.5 M
- ROI: +204' SEK



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SELECTED BY
Isabella Löwengrip



Kappa, polo och jeans – Allt från Ellos.



Älskar beige på beige!

Det är tydligt vilka färger som vi har fastnat för i höst. Det blir mycket beige, vitt och svart. Vi anpassar alltid outfitten efter vad jag ska göra under dagen och vilka möten jag har. Ofta har jag jobbmiddag på kvällarna och då behöver jag ha bra klacker som jag kan gå 12 timmar i minst. Vad skulle ni vilja se mer av här i bloggen på tema kläder i höst?

