

I V O R Y   T R I B E

# *media kit*

2023

# hello

**WE ARE NAT AND JO, CO-FOUNDERS OF  
IVORY TRIBE, WRITERS AND VICTORIAN-  
BASED MARRIAGE CELEBRANTS.**

Between us, we have been a part of over 800 weddings. You could say we know a thing or two when it comes to what goes into planning them. We are passionate about helping couples find their wedding day purpose, making the planning process easier and putting them in touch with the talent that makes it all happen.

As small business owners and vendors ourselves, we understand the industry, the market and its ever-changing needs and the way in which to engage an audience looking for their A-Team.

In over seven years of owning and running Ivory Tribe, we have built a trusted brand with continued positive feedback from our vendors and audience alike, and we'd love you to join us too.

*Nat & Jo*



*We are;*

THE ONE-STOP DIGITAL COLLECTIVE CONNECTING COUPLES WITH

*exceptional local suppliers*

FOR THEIR BIG DAY.

# *We connect couples to suppliers.*

Our job is simple: we connect our readers to our superstar suppliers (hint: this could be you!).

We're the first click for engaged couples. They know it's where they'll discover the magical members of their A-team - all of which are hand-picked and endorsed by us.

It's a vortex of wedding content out there. We help couples cut through the overload and overwhelm to find suppliers and inspiration.

We're a one-stop shop. An online haven which acts as a personal wedding day cupid, and also celebrates the work of talented suppliers by showcasing local weddings and creations long after the walk down the aisle.

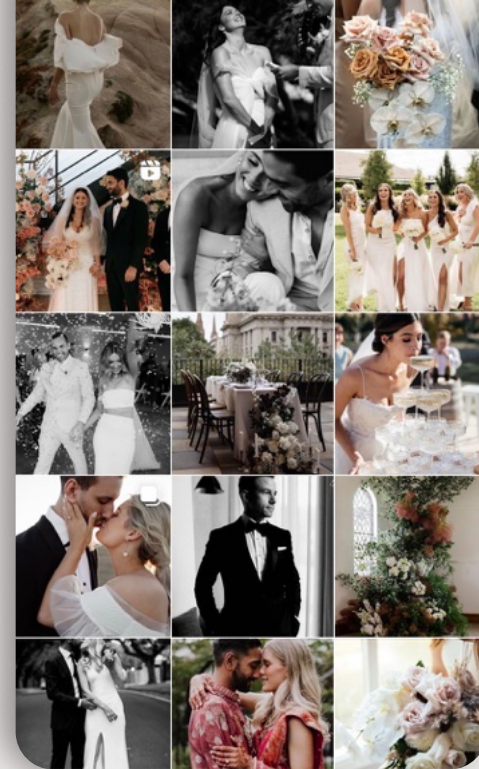
Our stories reached over *9.2 million* people in the last year

*15  
million  
people*

*saw Ivory Tribe  
content via our  
Instagram*



*Instagram Insights*  
May 2022 - May 2023



*119,000  
FOLLOWERS*

# *blog*

Clever couples love clever content,  
and we speak their love language.

Here, we spotlight the incredible work  
of our suppliers, providing bucketloads  
of big day inspiration for couples soon  
to be walking down their own aisle.

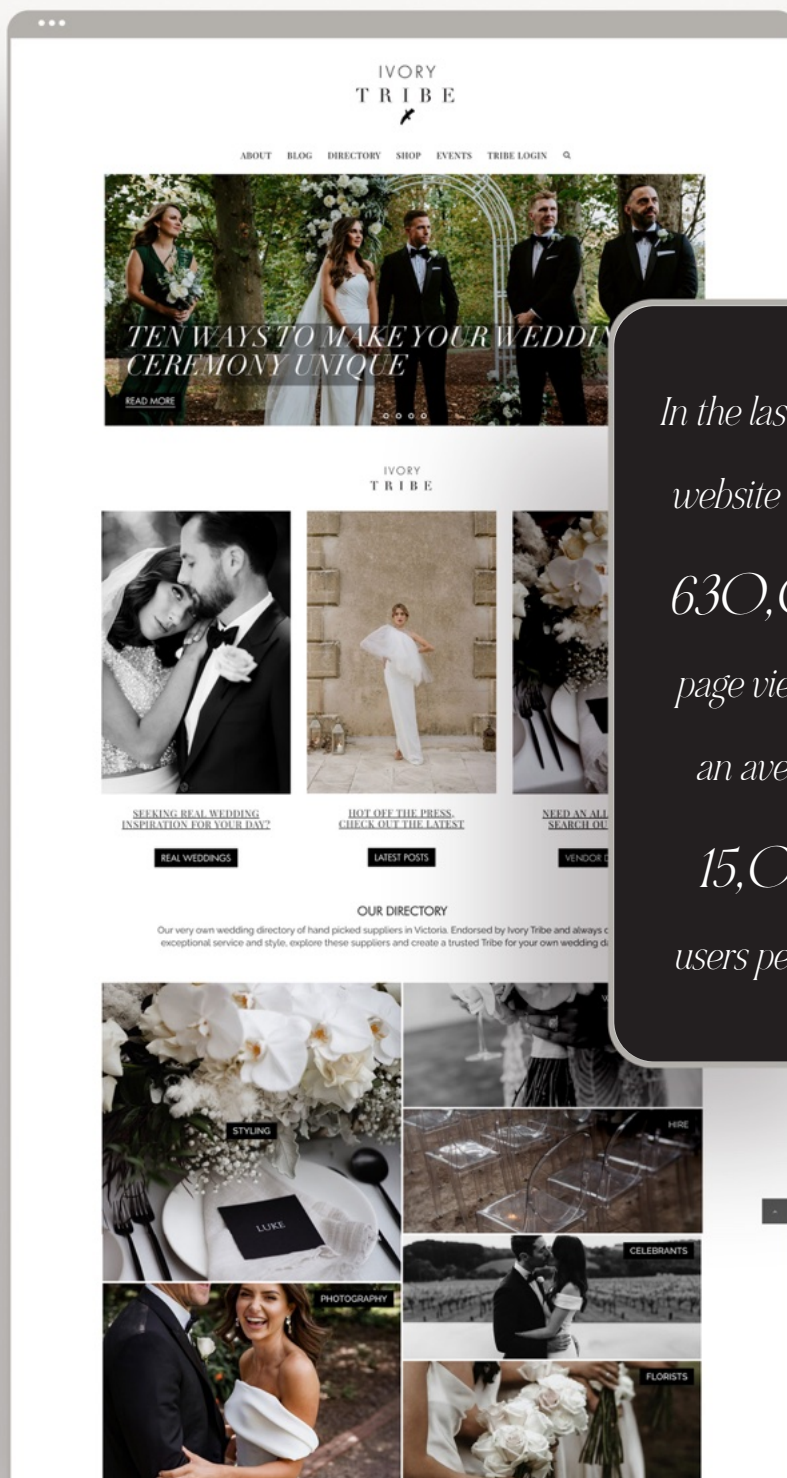
Our pages showcase 'real' weddings.  
And they tell the real love stories  
behind them. Our readers know these  
are local, so the suppliers are relevant,  
tangible and able to be booked for  
their own wedding.

We also love to spotlight the stories  
behind our brilliant suppliers. Why they  
do what they do (and why that makes  
them the best pick), what they've  
got coming up and styled shoots or  
campaigns featuring their magical  
touches. As long as it's interesting and  
inspiring for our couples and suits our  
style, we want in on the action. Be  
sure to keep us in mind when exciting  
adventures come your way.



# website insights

May 2022 - May 2023



*In the last year our  
website had over  
630,000  
page views with  
an average of  
15,000  
users per month.*

# directory

Did we just become best friends? As part of Ivory Tribe, you'll surely feel like it. This isn't a sign-up, once a year sitch. We're in it for the ever-after.

As part of our Tribe Wedding Directory, you're connected with not only us, but also to your highly-talented peers within the local market. Let's be honest, we love any excuse for a good glass of bubbles, so we host events and encourage everyone to come along, mingle and bounce ideas off each other. It's networking, but way more fun.

Our community of like-minded stars who celebrate love in their own unique way. The directory supports each business by showcasing beautiful and professional imagery of your offering, while carefully crafting a biography - highlighting exactly who you are and what sets you apart.

“

**Ivory Tribe has been a godsend when planning our wedding. Nearly all our suppliers were sourced from Ivory Tribe and it's been the weight that has given us the confidence to book someone - if they are part of the directory or if they have been featured in their real weddings page - we want them.**

Jade



# *directory*

Sponsored eDMs, carefully-curated Instagram stories that send couples your way, or social media campaigns that boost your business – we tell your story and ensure it packs a punch.

*Take it from our suppliers,*

we don't just talk the talk:

“

**“We have been with Ivory Tribe from the beginning! The team behind the glorious photos and amazing content are such talented, helpful, kind and creative women! We love working with such a strong and forward thinking team. We get so many referrals via Ivory Tribe and know this contributes to our successful business within the wedding industry. We love them!”**

Rusty Gate Weddings

*By partnering with us...*

YOU ARE A PART OF THE TEAM.

WE KNOW THAT RUNNING A SMALL BUSINESS CAN FEEL LIKE A LABOUR OF LOVE. OUR MEMBERS  
ARE A PART OF A WIDER COLLECTIVE, AND IT'S JUST THE WAY WE LIKE IT.

THROUGH REGULAR EMAIL CONTACT, AND RECIPROCAL SOCIAL SHARING - WE SHOW OFF OUR  
SUPPLIERS AT EVERY TURN AND WANT YOU TO KNOW THAT YOU'RE A PART OF THE FAMILY.

# Numbers . data . Insights .

## OUR KEY INSIGHTS

*May 2022 - May 2023*

### WEBSITE INSIGHTS

In the last year our website had over **630,000** page views with an average of **15,000** users per month.

Our website has an average session duration of **2:00 minutes, 32%** longer than the industry standard.

**74.8%** of our website users are female, with 39% of users aged between 25-34. Our website reaches users all over Australia. 59% of users are from Victoria, 21% from NSW and 9% are from Queensland.

While 65% of our users are from Australia, we have fans all over the world, with 16% coming from the United States and a further 2% from the United Kingdom.

### INSTAGRAM INSIGHTS

In the last year, over **15 million people** saw ivory Tribe content via our Instagram page.

The Ivory Tribe Instagram account currently has over **119,000 followers**. One of the most viewed posts for the year reached over 100,000 people alone.

In the last year, Instagram contributed to over 40% of website users. 92.3% of our Instagram users are female, with 63.9% aged between 24-34. 43% of our Instagram audience is based in Australia, with almost half of this audience residing in Melbourne.

### FACEBOOK INSIGHTS

In the last year, our Facebook content reached over **250,000** people. Our average engagement per post is 3%, well above the industry average.

In the last financial year, Facebook contributed to over 10% of website users. 94% of our fans on Facebook are female, with 45.6% aged between 25-34.

### PINTEREST INSIGHTS

In the last year, our Pinterest account had over **93,000 views**. 89.7% of our Pinterest audience are female, with 63.6% of that audience aged between 25-34. Pinterest contributed to over 51% of users to the website in the last year.

# *Tribe testimonial*

“

Hi Nat and Jo,

Words cannot express how happy I am that I made the choice to partner with Ivory Tribe to kickstart Bow Creative's business journey. You guys are the most supportive team I could ask for with constant follow ups and going above and beyond to make sure your Tribe is performing to their best but most of all, you guys deliver!

Whenever a social post or a blog post is published I not only know that I will definitely get a great exposure and an increase in enquiries but I know that it will be impeccably written.

I know that Bow Creative will only continue to grow to new heights with a partnership with Ivory Tribe into the future!

Kath, Bow Creative

# *Advertising options*

READY TO MAKE IT OFFICIAL? WE'VE GOT AN OFFERING FOR EVERY INDIVIDUAL LOVE STORY.

## *FIRST DATE*

### **\$550**

Commitment issues? We get it. Let's take it slow and see what happens.

12 month online directory listing in your category of choice

## *YOUNG LOVE*

### **\$800**

Butterflies? Blushing? Smiling at your phone on the reg? Go on, get excited.

12 month online directory listing in your category of choice

1 x social media feed post published on both Facebook and Instagram

\*scheduled by Ivory Tribe throughout the duration of an annual subscription.

## *GOING STEADY*

### **\$1200**

Things heating up? Get a key cut?

May as well dive in deep.

12 month online directory listing in your category of choice

3 x social media feed posts published on both Facebook and Instagram

\*scheduled by Ivory Tribe throughout the duration of an annual subscription.

# Advertising options

## **SOCIAL MEDIA BUNDLE**

**\$700**

1 x Instagram story post

1 x Instagram feed post

1 x Facebook feed post

## **SOCIAL MEDIA -**

### **FEED POST**

**\$450**

A curated sponsored social media post that will appear on both our Instagram feed and Facebook page.

## **SOCIAL MEDIA -**

### **INSTAGRAM STORY**

**\$350**

A curated story that will appear on our Instagram account for 24 hours. Includes account handle and link.

## **WEBSITE -**

### **SPONSORED BLOG POST**

**\$800**

A unique editorial piece curated by the Ivory Tribe creative team that spotlights your brand and further promotes your business. This exclusive article could be in the form of a brand profile, an expert interview, a Q&A or any other avenue that best tells the story of your offering. Ivory Tribe will work closely with you to create stunning content that will engage our audience and meet your marketing needs.

## **EDM's**

Price on application.

Sponsorship and solus buyout opportunities available.

## **CUSTOM PACKAGES**

If you have a budget to work within, let us know your preferred inclusions and we can tailor a package to suit your business needs.

\*Pricing excludes GST

\*Quarterly payment options available for online directory listing subscriptions

\*All directory listings are for the duration of a 12-month contract

\*Placement priority within directory categories is based on listing type.



# *Let's roll*

## *next steps*

IF YOU DECIDE YOU WOULD LIKE TO PARTNER WITH IVORY TRIBE, WE'D LOVE TO HAVE YOU,

PLEASE REGISTER YOUR INTEREST HERE: [IVORYTRIBE.COM.AU](https://ivorytribe.com.au)

OR SEND AN EMAIL TO [HELLO@IVORYTRIBE.COM.AU](mailto:hello@ivorytribe.com.au)

IVORY  
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