



# LIKESWEDEN

MEDIA KIT

## ABOUT ME

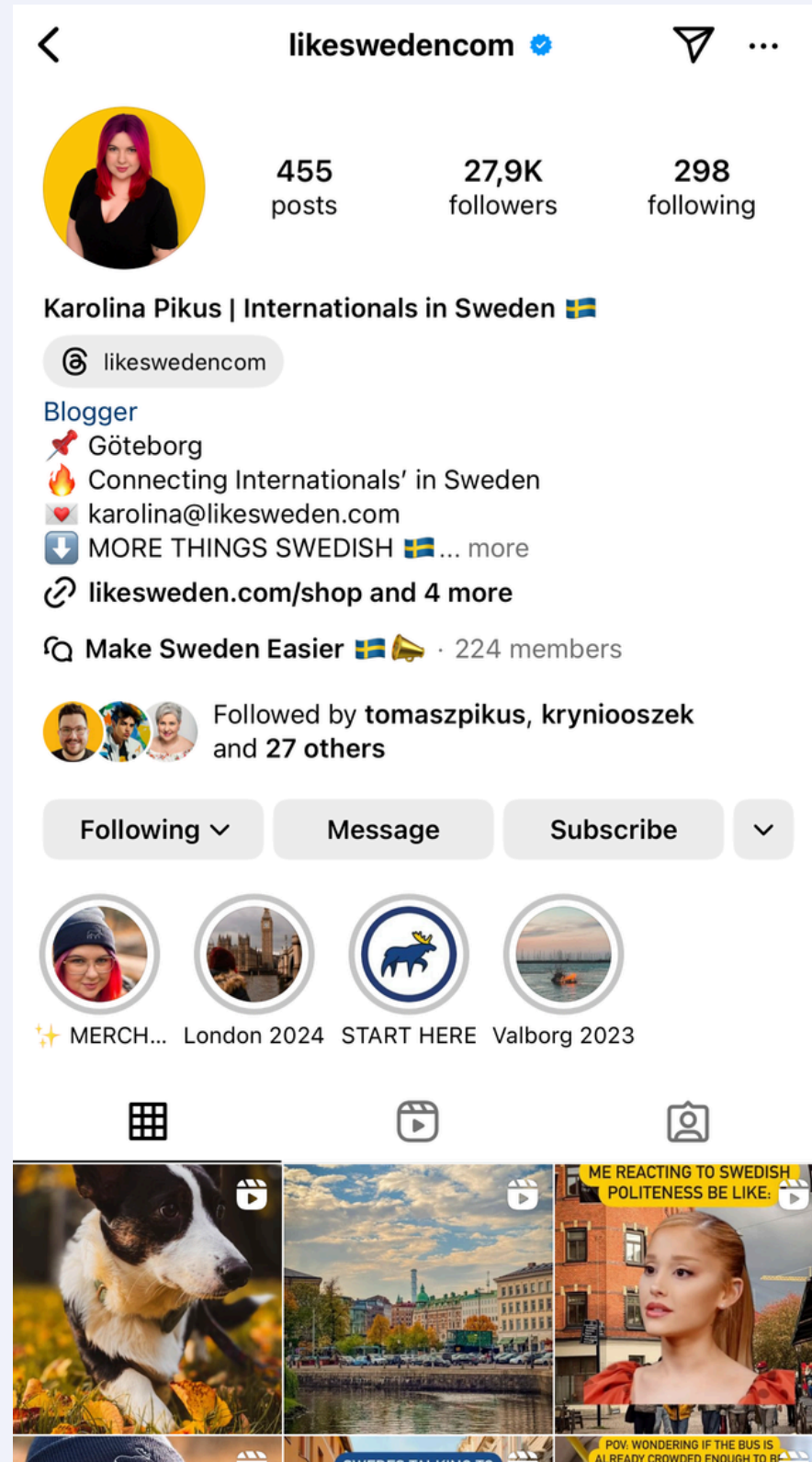
KAROLINA PIKUS

I'm a content creator with 13 years of experience and the author of the blog LikeSweden.com which was established in 2020 out of love for Sweden, its culture, language, nature and beautiful people.

LikeSweden is the place that connects Internationals, travellers and Sweden lovers who want to integrate, have fun together and share the love to all things Swedish.



# INSTAGRAM SUMMARY



+3.7M

Accounts reached last 30 days

+65.9K

Accounts engaged last 30 days

+402K

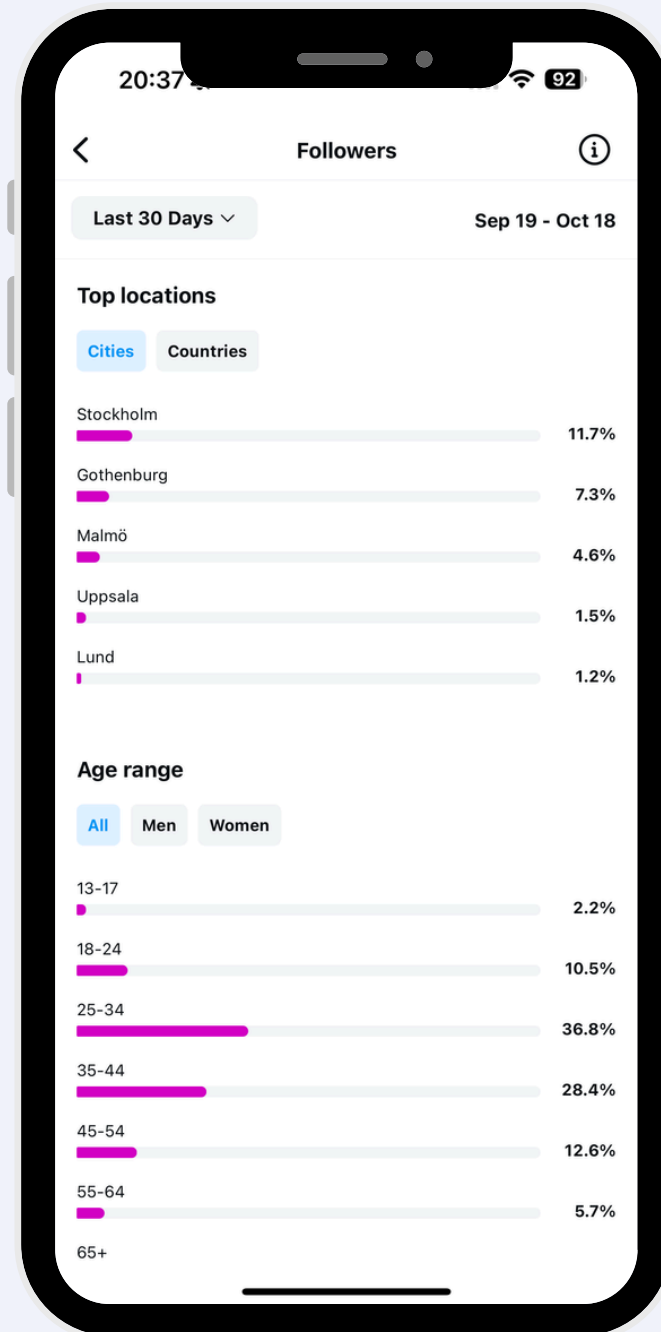
Average Reels views on last 9 Reels.

+27.900

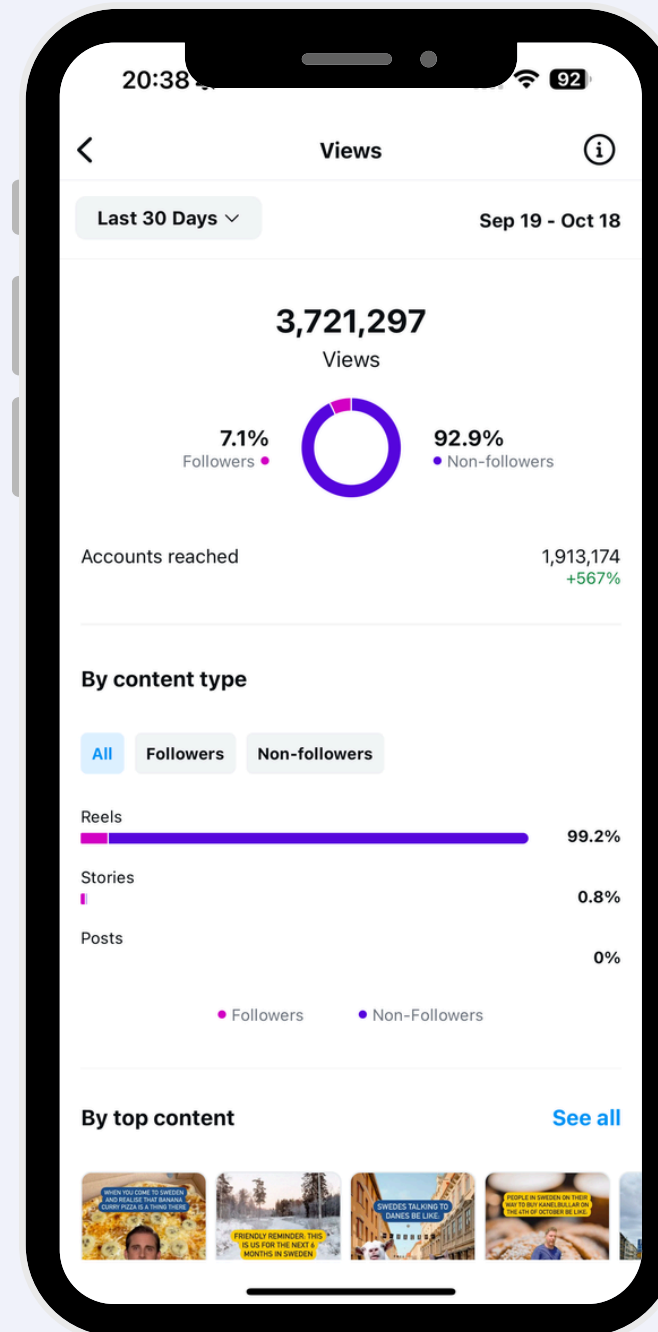
Followers with +1080 followers last 30 days.

# INSTAGRAM SUMMARY

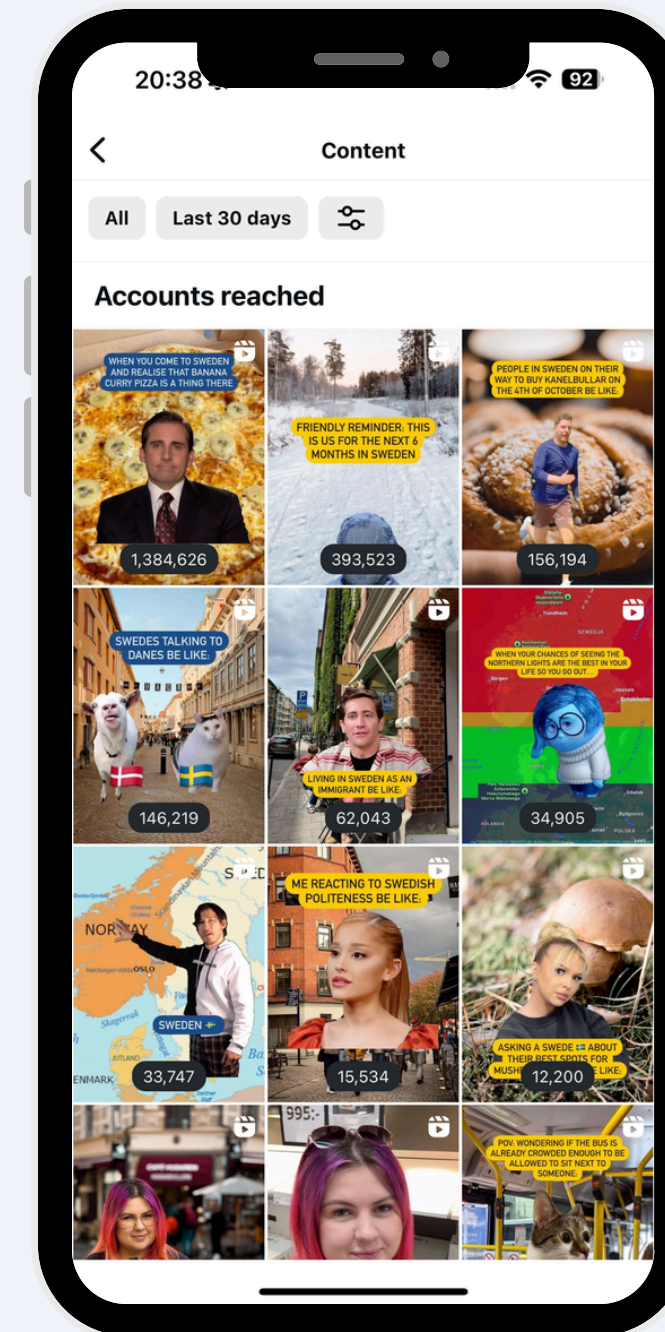
Followers' demographic



Reached audience



Top performing content (reach)



# WORK TOGETHER

## Influencer marketing:

- advertising on stories + swipe up
- sponsored trip + report
- a dedicated photo on Instagram or Facebook
- a video presenting your company, service, product
- a post or series of sponsored posts on a blog
- sponsored post on Instagram Reel/post

## Sponsored content on blog:

In addition to previous forms of cooperation, I also offer advertising placement both on the LikeSweden website and in social media. Through the LikeSweden website and dynamic social media, you can reach your new customers and provide great advertising for your services, products and your brand.

## Photo & Video content:

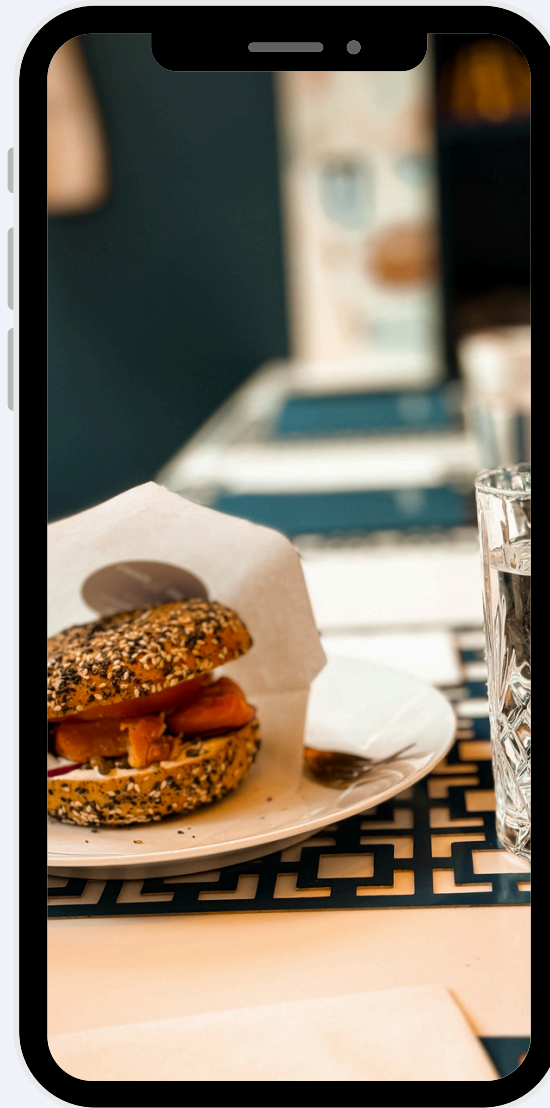
Besides, I offer also creating professional visual content by experienced photo and video producers - me and my husband Tomas. Content that engages your audience and captivates dream clients. Order photo & video packages for your brand and get the usage rights to publish them on your website, social media and paid ads in all advertising channels you need.



**CHOSEN**  
PREVIOUS WORK



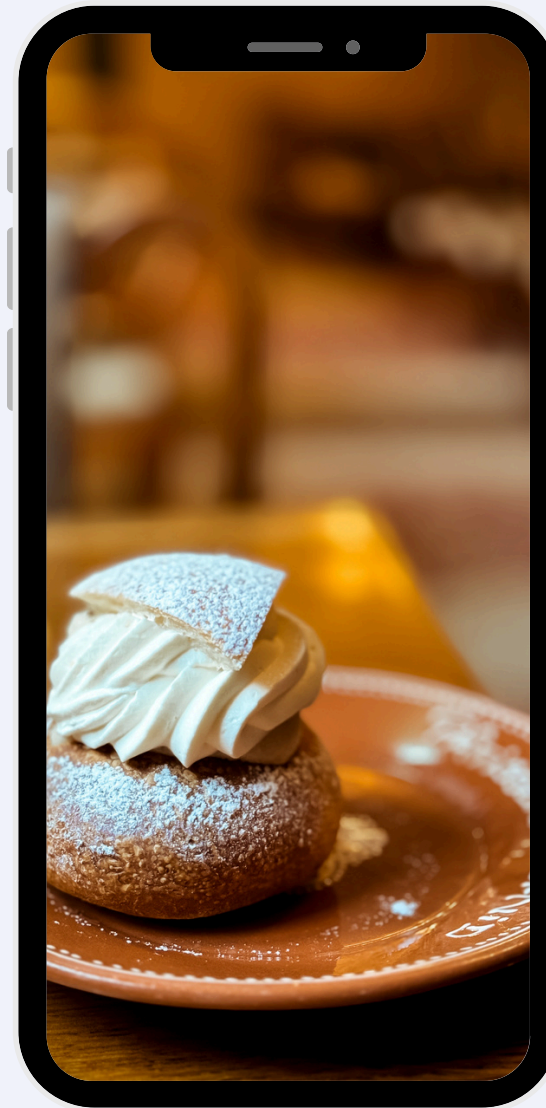
Grounded  
*London*



Jimmy & Joan's  
*Göteborg*



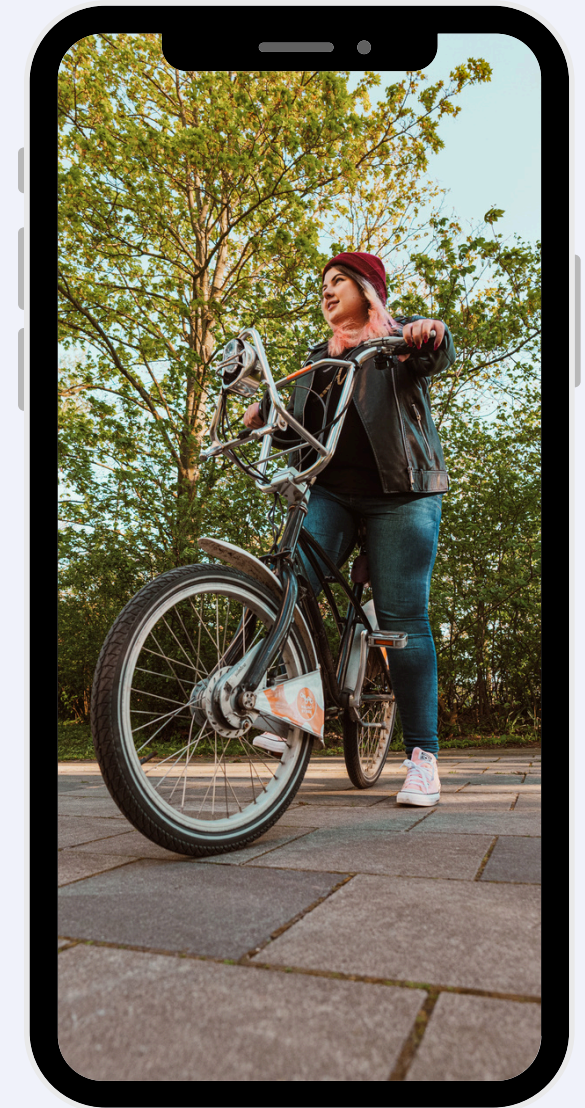
Havshotellet  
*Malmö*



Patisserie David  
*Malmö*



Mr Fogg's  
*London*



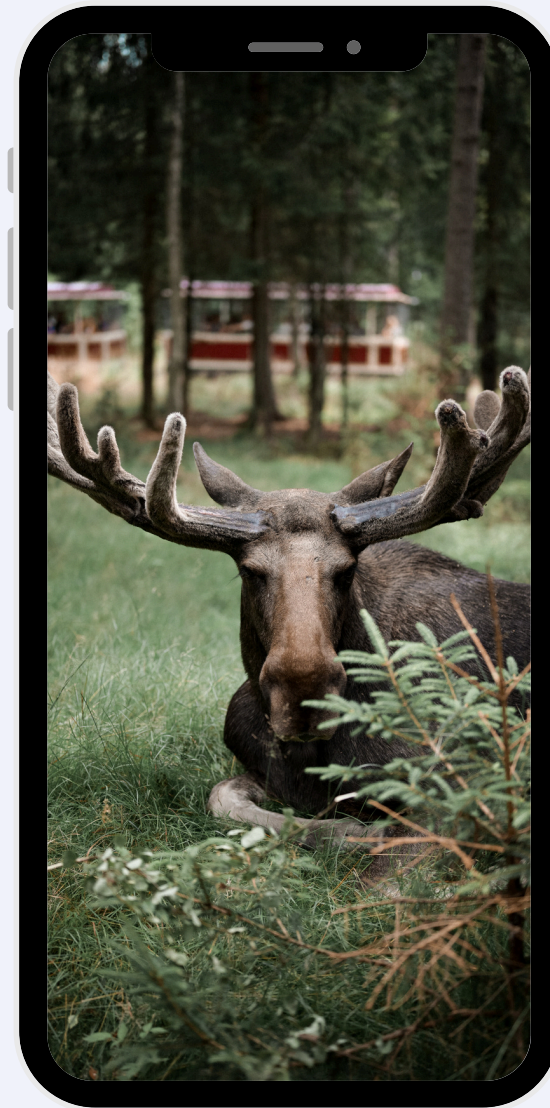
Malmö by Bike  
*(Malmö)*

**Click on the chosen photo** to see examples of Reels/TikToks created for the partners.

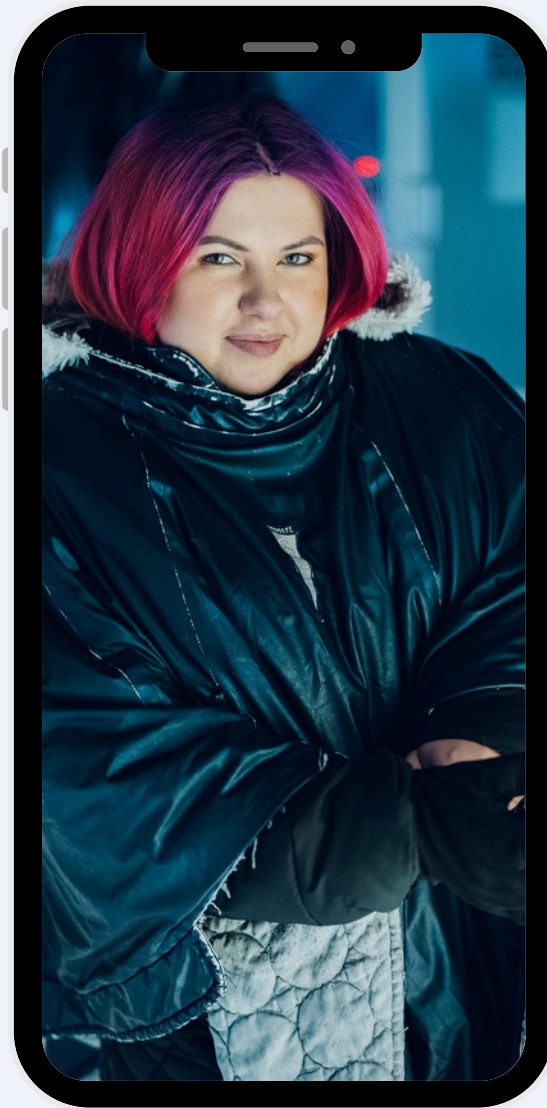
**CHOSEN**  
PREVIOUS WORK



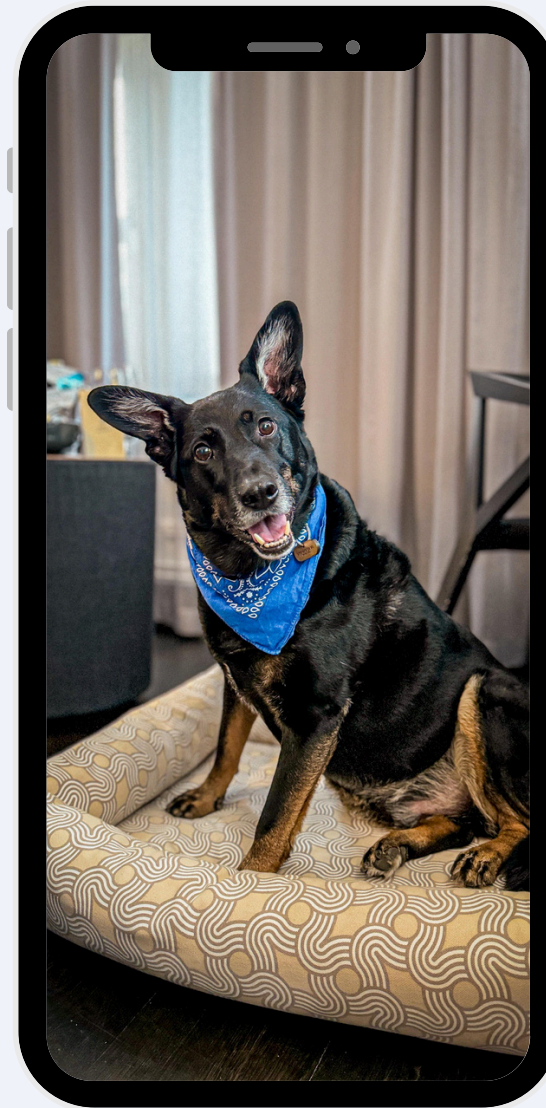
*c/o Markaryd  
Markaryd*



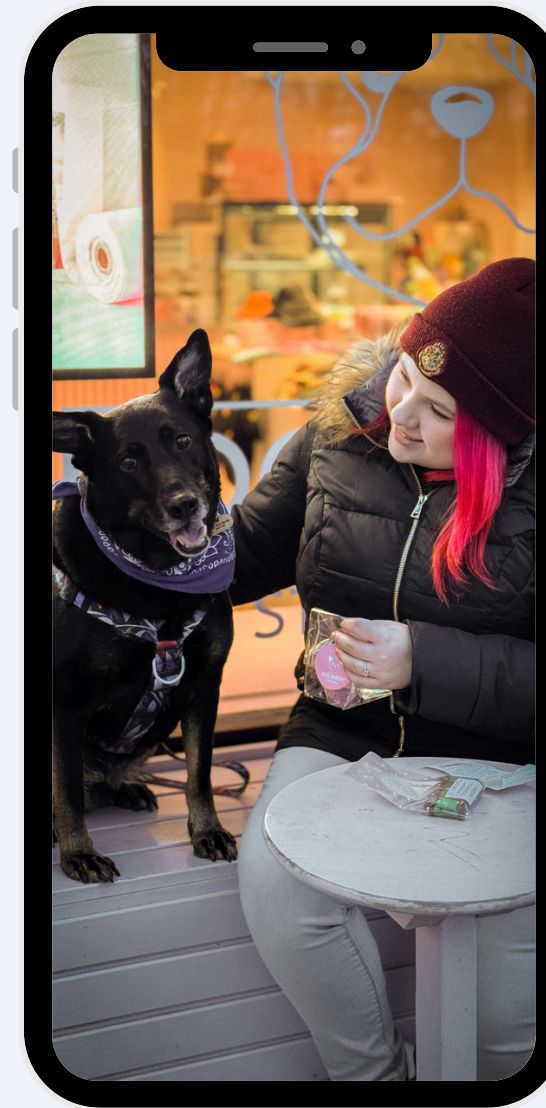
*c/o Markaryd  
Markaryd*



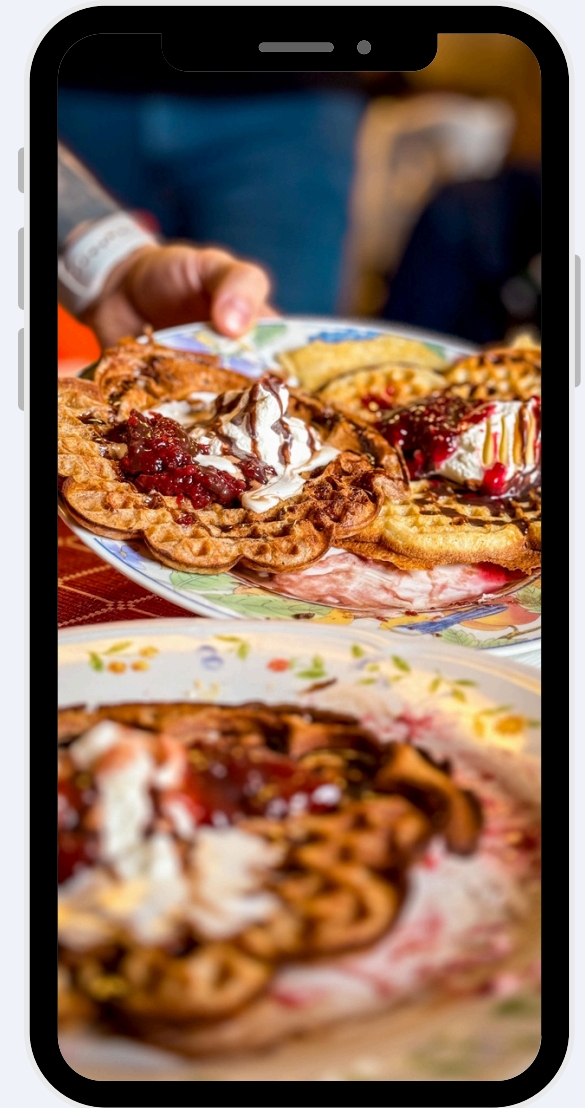
*IceBar  
Stockholm*



*HotelC  
Stockholm*



*Dog Bakery  
Stockholm*



*Hallongården  
Trelleborg*

**Click on the chosen photo** to see examples of Reels/TikToks created for the partners.

## CONTACT

### DETAILS

**Phone:**

+46 (0)73 972 46 45

**E-mail:**

business@likesweden.com

karolina@likesweden.com

**Company details:**

Karolina Anna Pikus

Stjärnbildsgatan 120 Igh 1002

415 67 Göteborg, Sweden

Org. nr: 950618-3764

VAT-EU: SE950618376401

