



# LIKESWEDEN

Media Kit

## About me

Karolina Pikus

I'm the **founder of LikeSweden**, a media brand I created from my genuine love for Sweden, storytelling, and building community. What started as sharing my own experiences of life in Sweden grew into a full-time platform reaching a large international audience across Instagram, TikTok, YouTube, and blog content.

I've been living in Sweden since 2021, and over the years this country has become not just my home, but also a huge part of my identity and work. Through LikeSweden, I share Swedish culture, everyday life, travel inspiration, local insights, humor, and honest perspectives on what it's really like to build a life here.

Alongside LikeSweden, I also co-run Pikus Media, where we create visual content, photography, video, and digital campaigns for brands. This means I combine an engaged community with professional content production, helping partners tell their story in a way that feels both beautiful and real.



Accounts  
Following



+37.6K



+2.5K



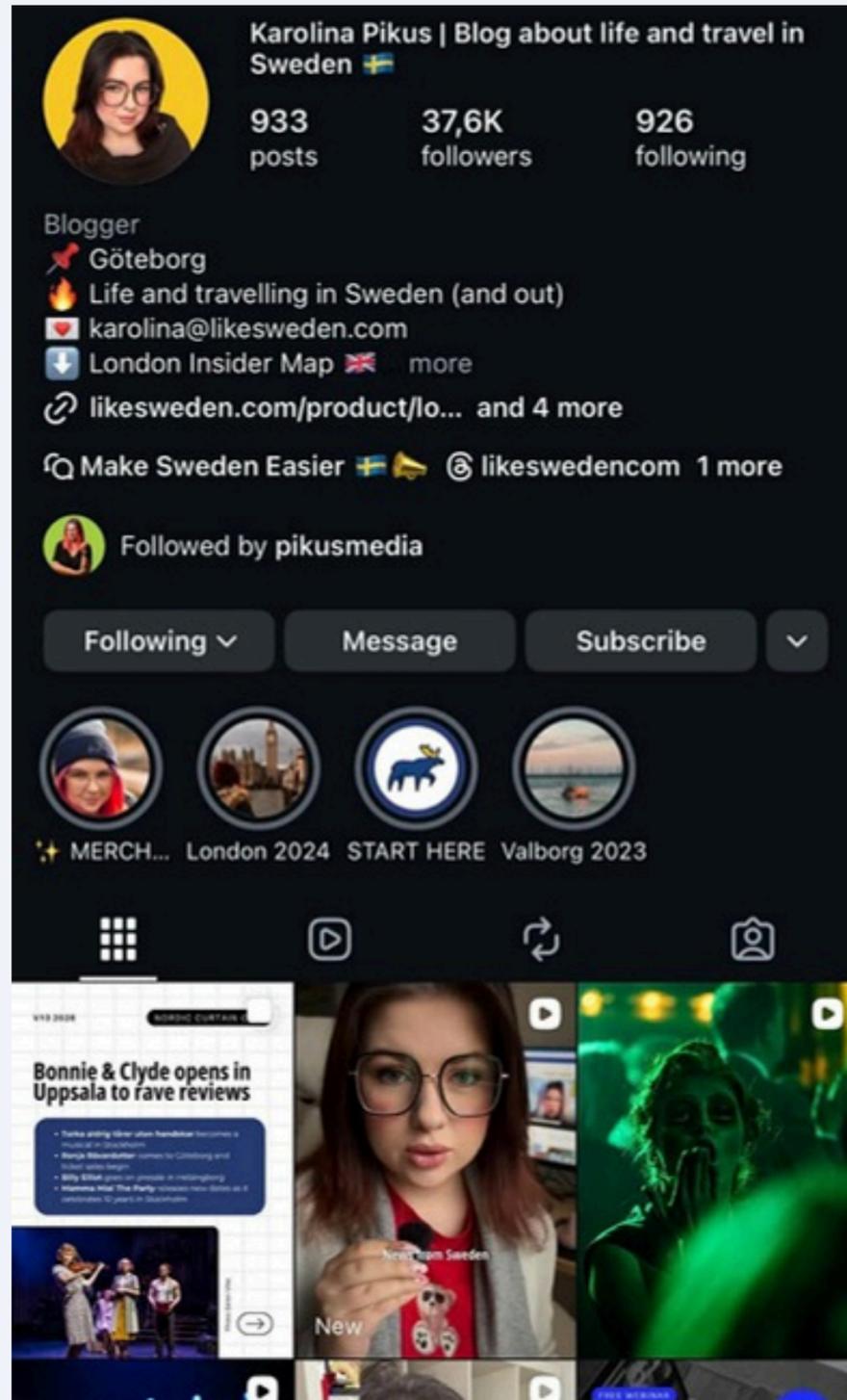
+1.9K



+6K



# Instagram Summary



Instagram is currently the leading platform for LikeSweden, which is why the detailed statistics in this media kit focus primarily on Instagram performance. It is where the community is most active, conversations happen daily, and where most brand collaborations naturally take place, always supported by additional exposure across the other LikeSweden platforms.

+1.2M

Views last 30 days

+370K

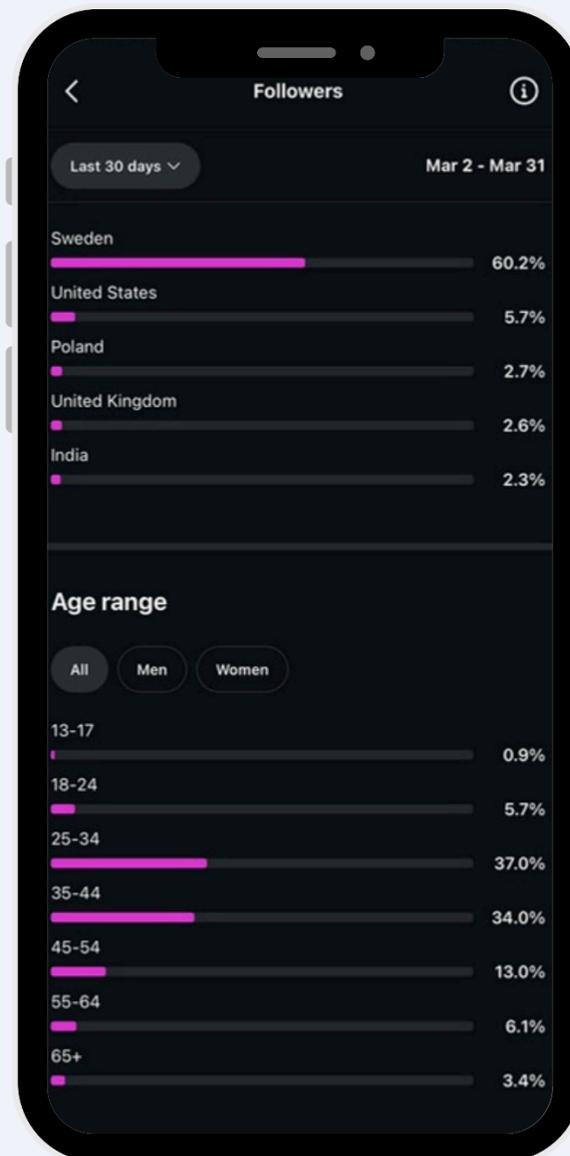
Accounts reached last 30 days

+36.400

Followers with +1650 followers last 30 days.

# Instagram Summary

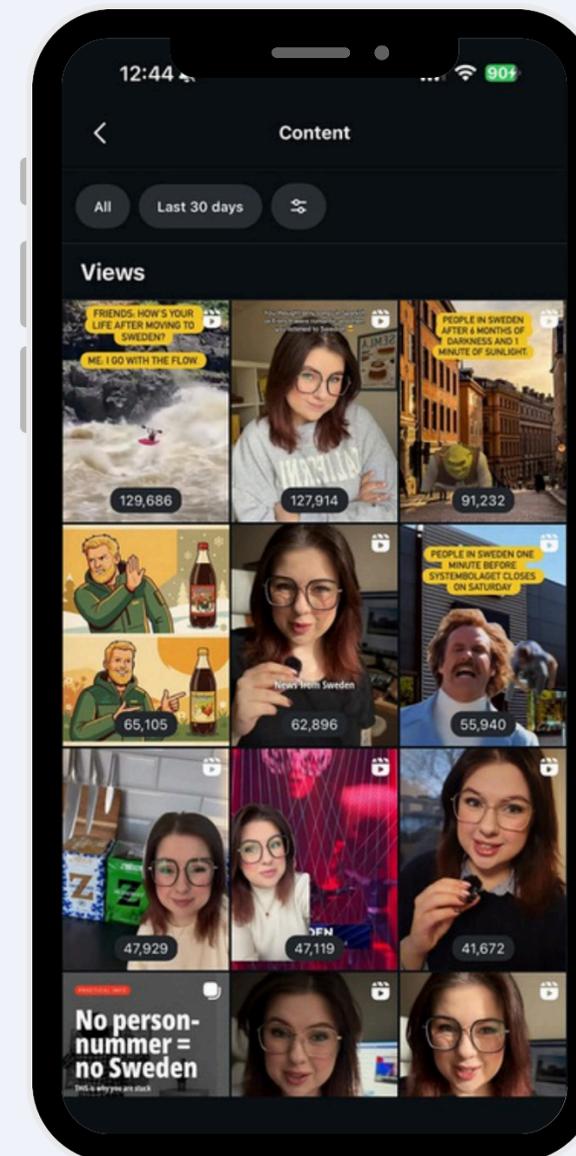
Followers'  
demographic



Reached  
audience



Top performing content  
(views)



## Influencer marketing:

- advertising on stories + link
- 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/YouTube:

This includes both video content and podcast-style formats, giving brands the opportunity to be featured in a more in-depth and engaging way. This kind of content is especially valuable for reach, trust, and long-term engagement. While social media helps create quick visibility, blog and YouTube content can keep working over time, helping new audiences discover your brand in a more meaningful way.

## Photo & Video content:

Professional photo and video content together with my husband Tomas, combining LikeSweden's audience with high-quality visual production. We create content designed to capture attention, build connection, and help brands stand out across digital platforms. Photo and video packages can be created for use on your website, social media, and paid advertising channels, with usage rights tailored to your needs.



# Chosen

Previous Work



CE LA VI  
London



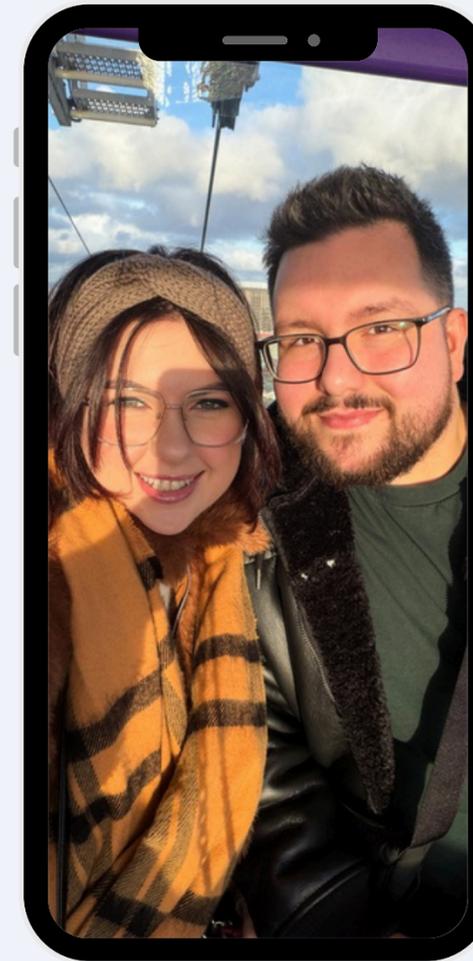
3Locks Brewery  
London



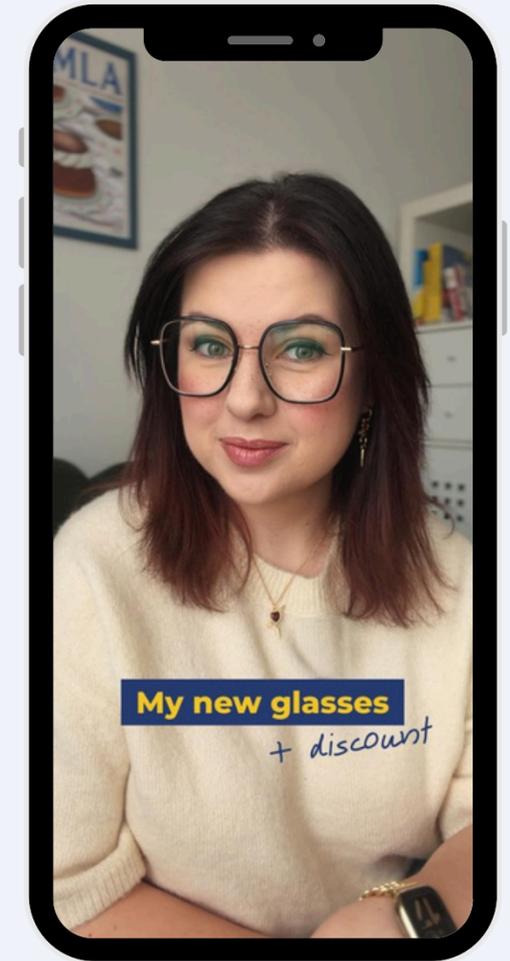
Marienhage  
Eindhoven



City Box  
Stockholm



Lujan Luxury Property  
London

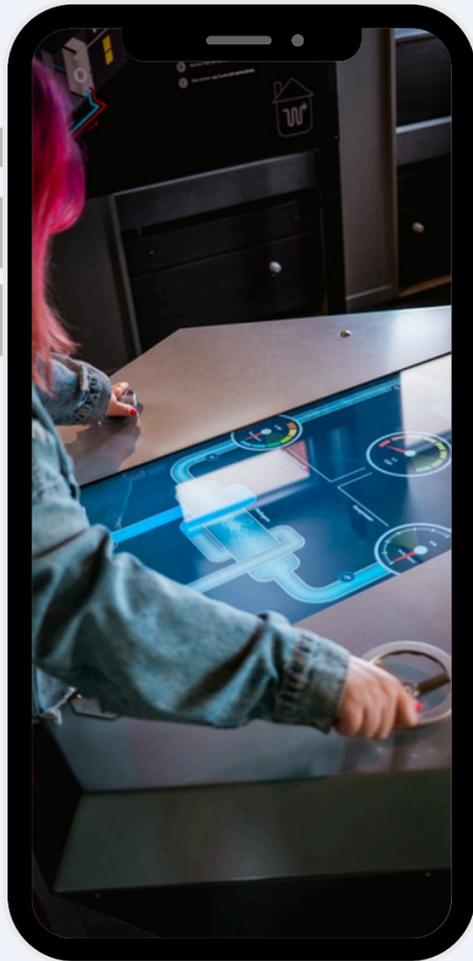


Firmoo  
online

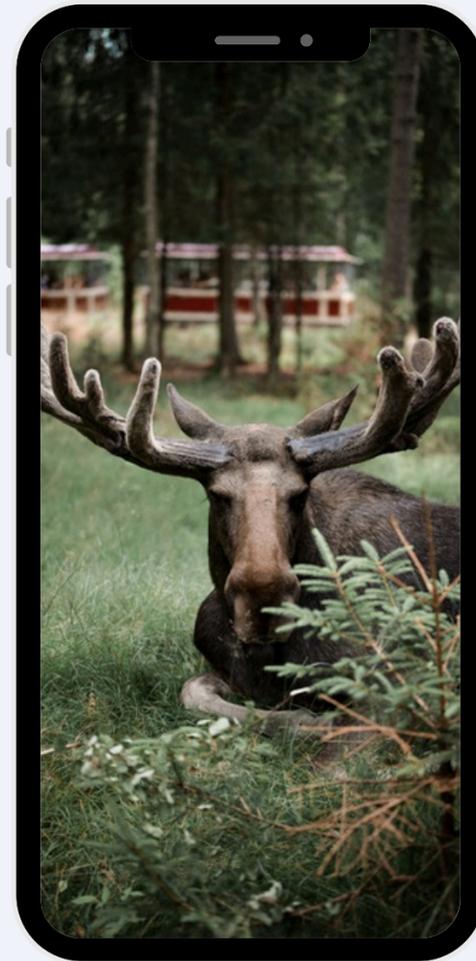
**Click on the chosen photo** to see examples of Reels/TikToks created for the partners.

# Chosen

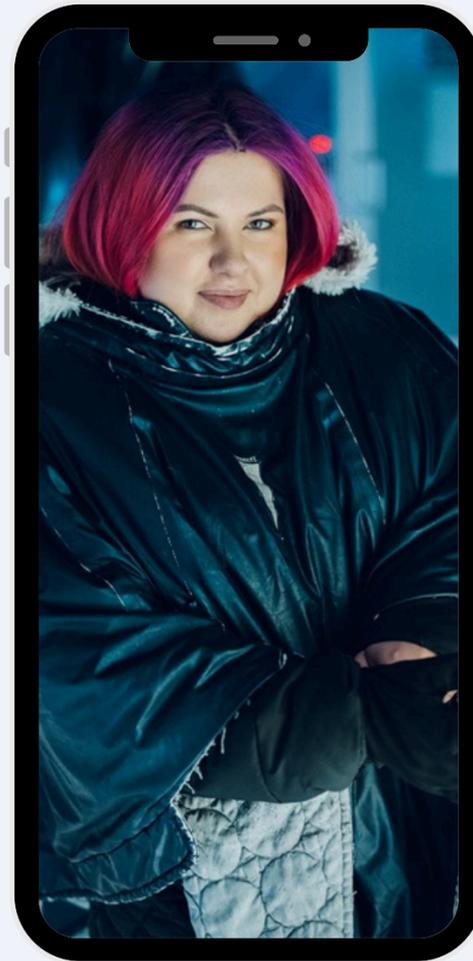
Previous Work



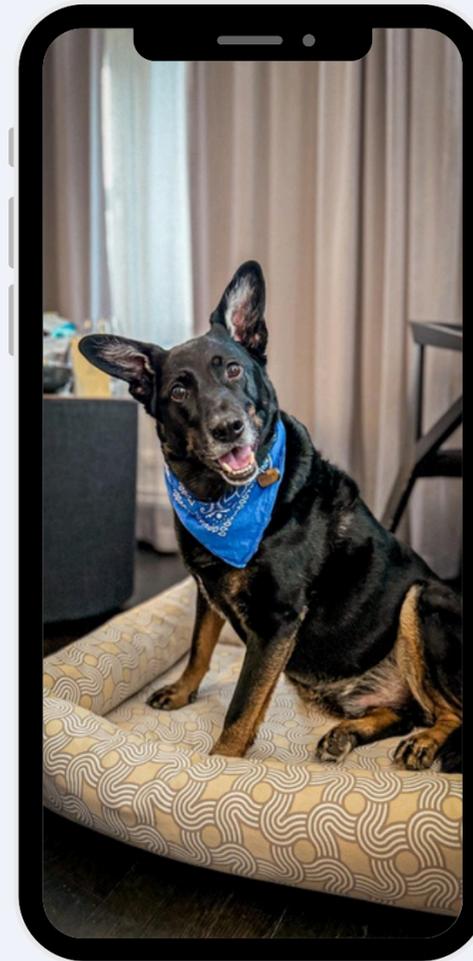
c/o Markaryd  
Markaryd



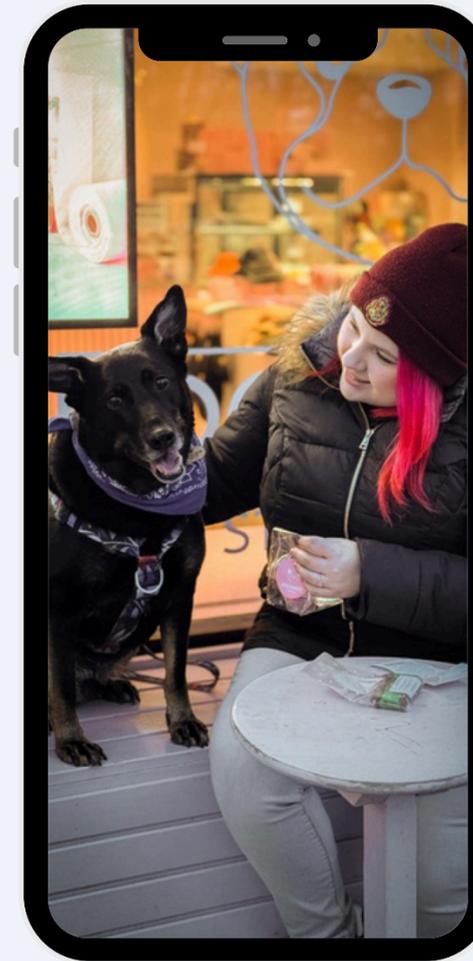
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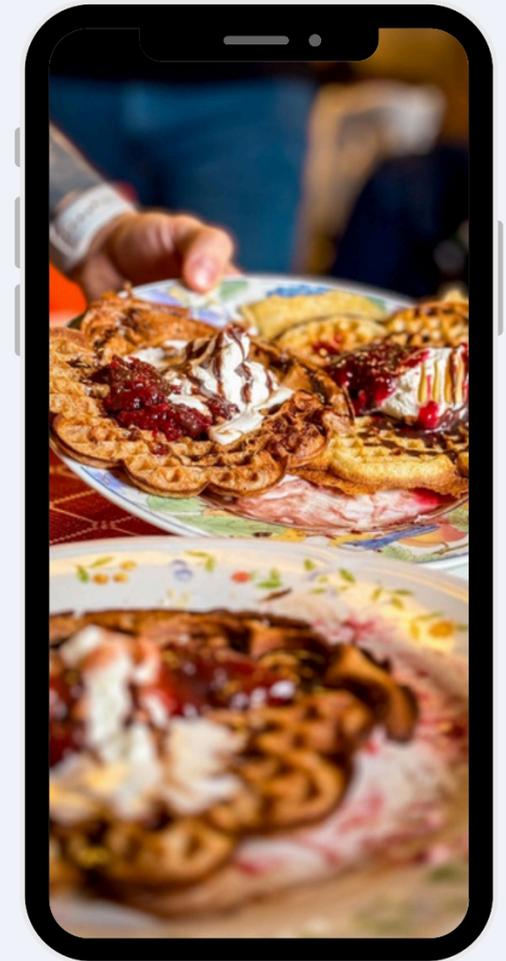
IceBar  
Stockholm



HotelC  
Stockholm



Dog Bakery  
Stockholm



Hallongården  
Trelleborg

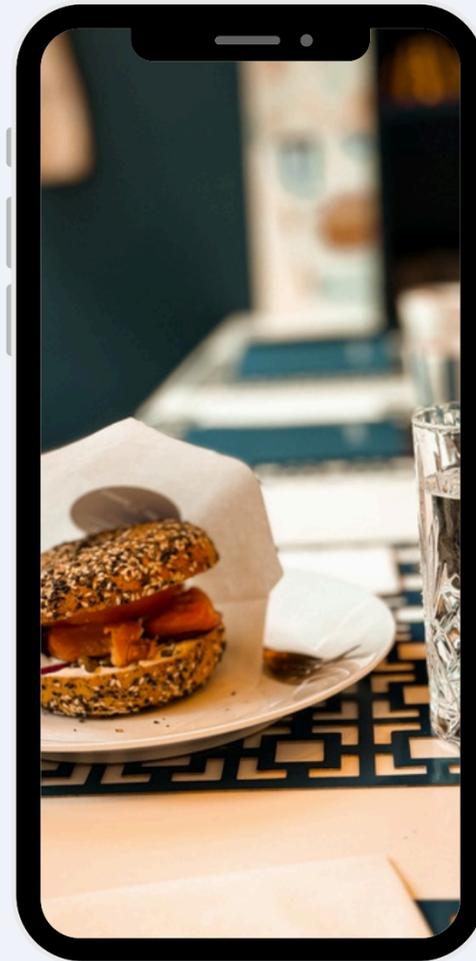
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Previous Work



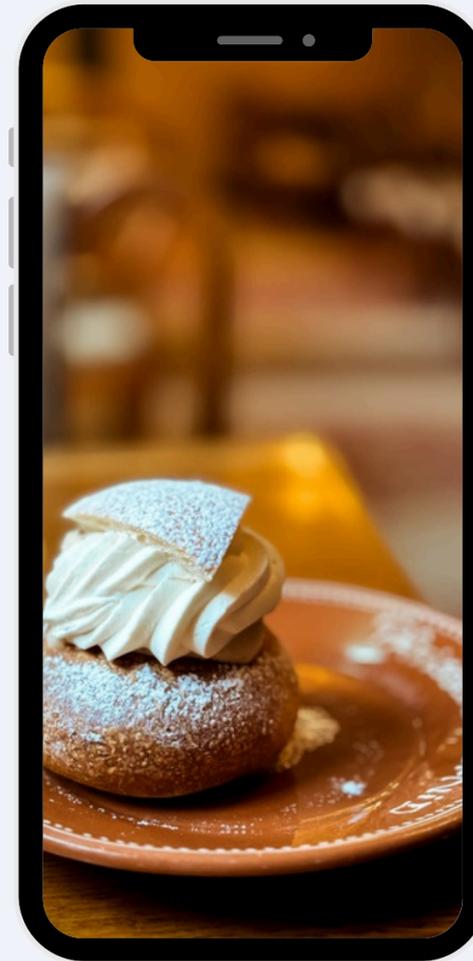
Grounded  
*London*



Jimmy & Joan's  
*Göteborg*



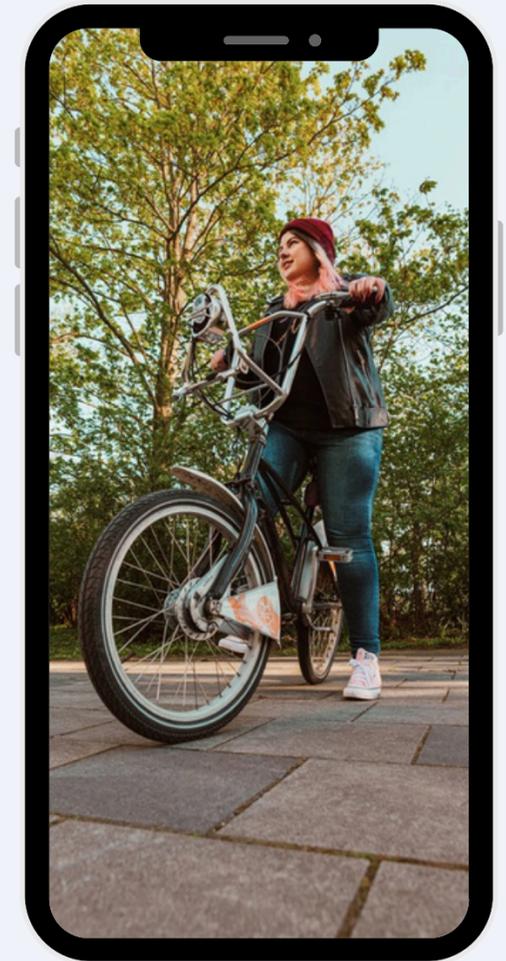
Havshotellet  
*Malmö*



Patisserie David  
*Malmö*



Mr Fogg's  
*London*



Malmö by Bike  
*Malmö*

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