

PHOTOGRAPHERS
INFLUENCERS
REVIEWERS

FOODIES

@VEGETARIAN.NYC



ABOUT US

We're NYC-based
professional photographers
vegetarians and
social media influencers

We help restaurants and food companies with marketing by
creating stunning photo & video content
writing reviews
influencing on our social platforms

WHO WE ARE



@CRISSIBETH

Shoots: Sony a7r3 + Pixel
Instagram: 63k followers
Twitter: 4k followers
Google: 16 million views
Blog: www.crissibeth.com

Enjoys: intimate, off-the-beaten-path restaurants with unexpected fusions of flavor



@XTRAMONEY

Shoots: Sony a7r, Fuji + Pixel
Instagram: 40k followers
Google: 10 million views

Enjoys: talking to aspirational restaurateurs with a vision and an upscale, modern ambiance with hearty food



@VEGETARIAN.NYC

Together Crissi and Mark run the largest Vegetarian Instagram community in NYC. The account grows approximately 7% each week.

HOW IT WORKS

OPTION 1: SEND US PRODUCT

We can create content to your creative and technical specifications, and /or post photos, videos, etc. to Instagram from our account(s).

OPTION 2: WE VISIT YOU

If your location is part of the experience, we can come to you and create content around both your location and food.

OPTION 3: LET'S GET CREATIVE

Account takeovers, 360 photos, events, blogs, interviews, or another creative collaboration. We're open to discussion.

👁 REACHED 2,000 VIEWS



👁 2,028

Taco Restaurant



★★★★★ November 22, 2017

Delicious food with tons of excellent vegetarian options. Great ambiance. Full bar with seriously excellent fresh pressed juice

CASE STUDY 1

- We visited a restaurant in Brooklyn
- We took photos of the space and the food
- We posted photos on Instagram
- We posted photos to Google Maps
- We reviewed the restaurant via our Level 7 Google Local Guide account
- The trusted 5-star review helped people make a decision to eat there over 2,000 times

Did you know...

- 63.6% of people rely on Google reviews over other sites
- 85% of people trust an online review as much as a personal recommendation
- 49% of people require a restaurant to have a 4-star rating or better before choosing it
- Positive reviews make 73% of people trust an establishment more
- 94% of people avoid a place after reading a negative review

CASE STUDY 2

- We received product from a food brand in advance of an event they were sponsoring
- We created content (including photos and a video unboxing) and made several posts across three social media accounts
- We attended the event and created a video of the evening
- We added \$60 of paid advertising to promote the video on our Instagram account, targeting foodies

Avg CPM (cost per 1,000 impressions) on Instagram is \$13.92.

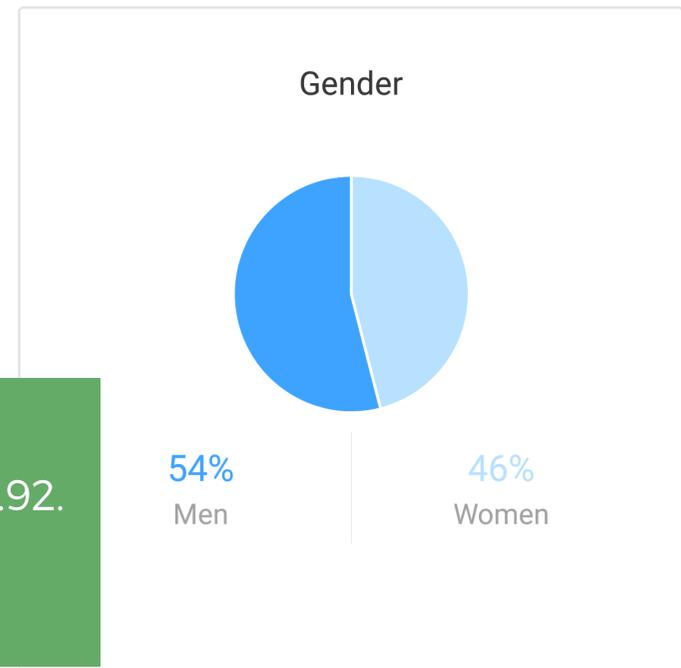
Our CPM was 7 cents.



Posted on 03/09/18, 10:58pm

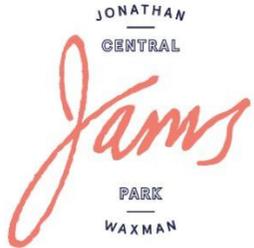
Promotion	Original
840,449 Impressions	55,752 Engagement

AUDIENCE



OUR HAPPY CLIENTS

JUST A FEW OF THE COMPANIES WITH WHOM WE HAVE WORKED





RATES

Our rates vary depending on the scope of the engagement.

A sample package may be as follows:

Visit to restaurant

Posts (6) to Instagram, Stories, Twitter, and Google

(2) Reviews on Google Maps

(5) Pieces of content to use on the restaurant's web site and channels

\$750

THANK YOU!

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