

— MEDIA KIT

Kelly *Stratton*

AI TOOLS · FOR NON-TECHNICAL PEOPLE

I teach non-technical people how to use AI tools to get more done, make more money, and make life simpler.

Instagram · TikTok · hello@kellystrattonai.com



— THE OPPORTUNITY

The AI customers *with money to spend* and almost no one reaching them.

87% of my Instagram audience and 54% of my TikTok audience are 45 or older. On Instagram they're split evenly between women and men, and on both platforms most of them are in the United States.

This is the group that does the buying. **Households headed by someone 45 to 54 spend more than any other age group in the U.S., about \$100,000 a year** (Bureau of Labor Statistics, 2024). They're not technical. They come to me to find out which AI tools are worth their time and their money.

I put your product in front of them, show it working on screen, and hand them your link.

535K+

MONTHLY VIEWS
Instagram and TikTok
combined

11%

ENGAGEMENT RATE, BY
VIEWS
About 1 in 9 views ends in
a like, comment, save, or
share

+68.5%

INSTAGRAM GROWTH
11,752 followers, up
68.5% in the last 30 days

87%

INSTAGRAM, AGE 45
AND UP
Reach the buyers with
the most spending power

— PLATFORM STATS

Where your brand *shows up*

Numbers updated October 2026. Views are for the last month.

INSTAGRAM

Followers	11,752
Views (30 days)	382,248
Viewers (30 days)	252,884
Interactions (30 days)	41,994
New followers (30 days)	+4,778

TIKTOK

Followers	6,167
Views (28 days)	152,900
Viewers (28 days)	105,700
Shares (28 days)	3,800
Likes (28 days)	6,800

NEWSLETTER

Subscribers	988
Sent	Every Sunday
Average open rate	42%
New subscribers since Sept. 4	+858
Growth since Sept. 4	+660%

— HOW IT WORKS

One video. *Four chances* for a buyer to click your link.

1

They watch

Your product, working on screen, in a short video on Instagram and TikTok.

535K+ views a month

2

They ask for it

Viewers comment one keyword to get your link.

1,650 comments on one video in 36 hours

3

They get your link

It lands in their Instagram messages automatically, while they're still interested.

No link in bio to hunt for

4

They see it again

Your link stays in a free guide on my site and goes out in my Sunday newsletter.

42% open rate, from readers who asked to hear more

AUDIENCE DEMOGRAPHICS

Last 30 days

INSTAGRAM

GENDER

Women 49.5%

Men 50.5%

AGE

25-34 3.2%

35-44 9.5%

45-54 23.9%

55-64 36.4%

65+ 26.6%

TOP COUNTRIES

United States 78.1%

Canada 4.7%

United Kingdom 3.4%

Australia 2.8%

TIKTOK

GENDER

Women 55%

Men 44%

AGE

18-24 5.7%

25-34 14.2%

35-44 25.8%

45-54 34.1%

55+ 20.2%

TOP COUNTRIES

United States 92.8%

Brazil 1.3%

ABOUT

I'm Kelly Stratton. I make short, clear videos that show non-technical people what an AI tool does and how to start using it the same day.

Before this, I built and ran two online stores, and I quickly saw how powerful AI can be. I wrote the listings, priced the products, and answered the customers, so I know what a buyer needs to hear before they click.

That's what I bring to your product. I explain what you've built in simple ways people understand, and I show them why it would benefit them.

When you work with me, you get me. I test your product, write the script, film and edit the video, and answer your emails myself.



INSTAGRAM



TIKTOK



YOUTUBE SHORTS

WHAT I OFFER

Sponsored Video	A short video built around your product, shown working on screen. Posted to Instagram and TikTok.
Mention in a Regular Video	Your product as one of the tools in a video about several. A good first test of my audience.
Automated DM	Everyone who comments the keyword gets your link in their messages.
Dedicated Guide	A full step-by-step guide built around your product alone, on an SEO-optimized page on my site, so people searching for your product find it and a new customer knows exactly how to get started.
Newsletter Feature	Your product in my Sunday newsletter, opened by 42% of subscribers.
Paid Ad Usage	Run my video as your ad and show it to the exact buyers you choose.
Ads From My Account	Partnership ads and TikTok Spark Ads, so your ad runs from my account and reads as my recommendation.
Content License	Use my video on your own accounts, your site, and in your emails, so one video keeps selling everywhere your customers are.
Three-Video Series	Three sponsored videos, so my audience sees your product more than once and remembers it when they're ready to buy.
Full Package	The sponsored video, the automated DM, a dedicated guide, the newsletter feature, and paid ad usage. Every step in How It Works, in one booking.

RATES AVAILABLE UPON REQUEST

hello@kellystrattonai.com

What your brand *can count on*

Tested before it's filmed

I use your product myself first, so what I show on camera is what your customers will get.

A real demo

Your product is shown working on screen, step by step, so viewers can picture using it.

Plain language

Your product is explained without jargon, so a first-time user understands what it does and why they'd want it.

Your link in four places

In the message, on the guide page, in the guide's PDF, and in the newsletter, so one video keeps sending you signups for your product.

A page on my site that stays live

Your product stays on a guide page built to be found in Google and AI search, long after the video has run.

One person, start to finish

You talk to me, and I do the work. No handoffs and no waiting on a manager.

Kelly *Stratton*

Let's work together

Put your product in front of 535,000 views a month from people who want to use AI and are looking for someone to show them how.

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[Instagram](#) · [TikTok](#) · kellystrattonai.com

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