

DAILY GREENSPIRATION



Editor-in-chief Katja Staring

I started DailyGreenspiration on Instagram. Just to show my garden and nature pictures. By the followers I got from all over the world I soon realized how important green is to all of us.

Guerrilla gardeners in New York City, balcony growers in Mumbai or Berlin, nature hikers, forest wanderers, landscapers, horticulturists, mountaineers, veggie growers, flower faffers, botanical illustrators...

...we all have one thing in common: we experience the beauty of nature and can't live without it.

The colour green makes people happier, healthier. Nature is a wellness place. Just go there often and nature will bring you joy, a clearer mind and lots of energy! So... surround yourself with green. It's easy.

My mission is to make people see that we humans just can't live without green. And connect all nature lovers in the world. We need to experience green every day to live a happy life. And then we will automatically take better care of Mother Earth.

#spreadnaturelove

Content specialist

- Journalist/photographer
- Blogger
- Content creator (text, photo, video, audio for online, print, social or events)
- Speaker/presenter

Background

- Roots in leisure and travel journalism since 1993 (freelance reporter), editor-in-chief ANWB Media 2000-2007.
- Entrepreneur in content strategy and concept development with a large professional network in The Netherlands
- Subjects: plantbased lifestyle in all aspects



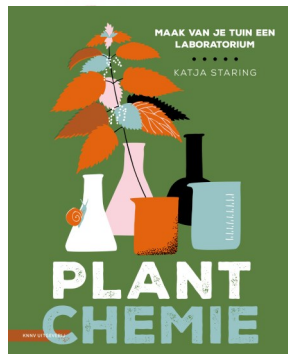


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Own content

(blogs, socials, photography)

- Edible garden 900m2 in Tilburg
- Blogs
- Pictures/Photo illustrations
- Veggie recipes
- Sustainable lifestyle
- Book & product reviews
- Podcasts
- Instagram



Book author

Avontuurlijk Tuinieren

‘Adventurous gardening’ - to inspire people to bring life in- to their gardens.

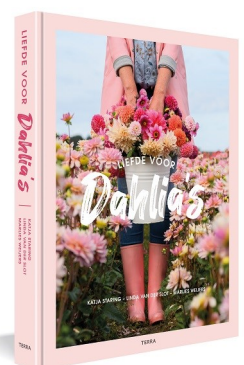
* Tuinschrift’ (garden journal)

* ‘Adventurous Gardensafari’

- Plantchemistry’ (June ‘2021)

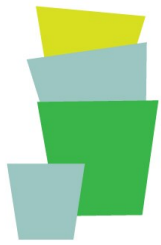
The Joy of Dahlias

Lifestyle flower- book for publi- sher Terra with FAM Flower Farm (Dutch & English edition)



Winner Blog Price

February 2020 I won the blogger price from the tourist board Vlaanderen & Brussel



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Collab Possibilities

- Sponsored posts on green subjects on website/socials
- Green product reviews
- Green productions (city guides, exhibits, routes, products, articles, photography, podcasts, video)
- Green workshops, tours, walks, campaigns
- Product Placement in my garden

All collabs are tailor made. Love to hear about your content wishes!

Own projects 2021 / Collabs possible

Instagram

- #Spreadnaturelove
- Achtertuin TV
- #Flatlayfairy #Flatlayfee (@facethefoliage)

Garden

- Verderland Project (garden) & Magazine & Events

Education

- Workshop Fest Avontuurlijk Tuinieren in Appeltern (okt '21)
- Online garden workshops (collab Tuinschool.nl)

Collaboration partners

- ANWB
- Gardena
- TRAVELBOOK Magazine
- Natuurmonumenten
- Marketing Drenthe
- Visit Oost
- Landal GreenParks
- Visit Sweden NL
- Ministry LNV
- Visit Belgium
- Groei&Bloei
- Gardeners' World NL
- Tuinseizoen
- Tuinidee Event
- KNNV Uitgeverij
- Plus Online
- TastyBlossoms.nl
- FamFlowerFarm.nl
- Tropilex
- Sprinklr.co
- Merk Fryslan
- Visit Flevoland
- Uitgeverij Terra
- IVN Natuureducatie
- Tuinschool.nl

Check <https://dailygreenspiration.nl/category/portfolio/>



DAILY GREENSPIRATION

Online & Print

Website reach

> 14 k visitors/month

Extra online reach

AvontuurlijkTuinieren.nl

Print reach

- Groei & Bloei > 42k
- Tuinseizoen > 12k
- Tuin op Tafel > 8k
- Landidee > 10k

Social reach

Instagram

> 8,5k followers @dailygreenspiration

> 1,8k followers @tuinavonturiers

> 850 followers @verderland.nl

Pinterest > 700 followers

Twitter > 1,4 k followers

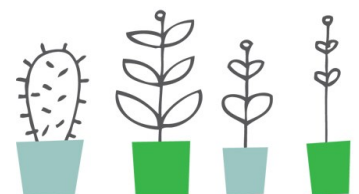
Facebook > 750 followers

Linkedin > 1,8k connections

Newsletter > 750 readers

Instagram hashtag #spreadnaturelove > 62k posts

NEW! Achtertuin TV during corona-quarantine I launched this community based IGTV-concept from the backyards of NL & BE
www.dailygreenspiration.nl/achtertuintv



Who is my audience?

Conscious people with a focus on a green and natural lifestyle:

- Nature, flowers, plants, wildlife from bees to birds
- Gardening
- Green DIY & recipes
- Hiking, cycling, camping, urban green, sustainable travel
- Knowledge about a sustainable & green lifestyle



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Website reach

dailygreenspiration.nl

 website en bezoekers geverifieerd



Trust Flow



Citation Flow



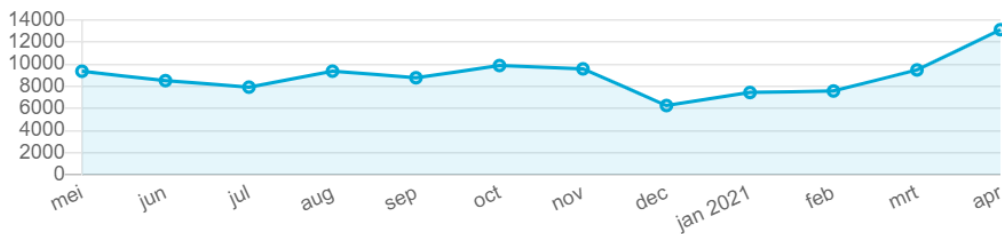
Domain Authority



Page Authority



Aantal links



Sessies: **14790**

Unieke sessies: **13021**

Gem. sessies per maand: **7952**



Taal:



Nederlands



Categorieën:

Huis, tuin en keuken

Duurzaamheid, milieu en energie

Eten en drinken

Gezondheid

Mens en samenleving

Vrije tijd en hobby

Wetenschap



Doelgroep:

Vrouwen





DAILY GREENSPIRATION

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Business Goals

- Sustainable relationships with clients
- Profitable business
- Building a 'green network'
- Audience growth

Conditions

All subjects must fit in my mission: there's green to be explored and experienced, it is about making Mother Nature and humans happy.

