

ELLIE KEMPER (@ELLIEKEMPER)

Followers: 732 K



BIO: Ellie Kemper is an actress from St. Louis that has appeared on shows such as The Office and the Unbreakable Kimmy Schmidt. She is known for being proud of her St. Louis heritage and even did a video helping unveil the new arch.

Market

St. Louis Natives
Fans of her TV shows

Likes

Videos: 50,000+ Plays
Pictures: 15,000-80,000
likes. Has gotten up to
131,000 likes

Other Notes

ANDY COHEN (@BRAVOANDY)

Followers: 3.3 Million



BIO: Andy Cohen is a TV host and television personality that is from St. Louis. He has his own show, Watch What Happens Live with Andy Cohen on Bravo. He is known for supporting St. Louis sports teams and even has a picture of the arch in the background of his show.

Market

St. Louis natives
Fans who watch his show

Top Likes

Videos: 350,000 to 950,000
plays
Pictures: 40,000 to 300,000
likes

Other Notes

JENNA FISCHER (@MSJENNAFISCHER)

Followers: 2 million



BIO: Jenna Fischer is an actress that is from St. Louis. She has been on shows such as The Office and Splitting Up Together. She is a big supporter of St. Louis Sports as well.

Market
St. Louis natives
Fans of her shows

Top Likes
Videos: 400,000 to 1.1 million plays
Pictures: 60,000 to 450,000 likes

Other Notes

NELLY (@NELLY)

Followers: 2.3 million



BIO: Nelly is is an American rapper, singer, songwriter, entrepreneur, investor, and occasional actor from St. Louis, Missouri. Nelly embarked on his music career with Midwest hip hop group St. Lunatics, in 1993 and signed to Universal Records in 1999. He has had his own shows such as Nellyville.

Market

- STL Residents
- Wide age groups (19-35)
- Both men and women

Top Likes

Pictures: Low range of likes are around 8,000. Higher likes range all the way to 60,000 likes.
Videos: 80,000 to 170,000 plays (some videos have reached a million).

Other Notes

NORBERT LEO BUTZ (@NORBERT_LEO_BUTZ)

Followers: 16.1K



BIO: Norbert Butz is an actor and singer from St. Louis. He is mainly known from his work on Broadway. He is a two-time winner of the Tony Award for Best Actor in a Musical. He posts about St. Louis on his social media as well.

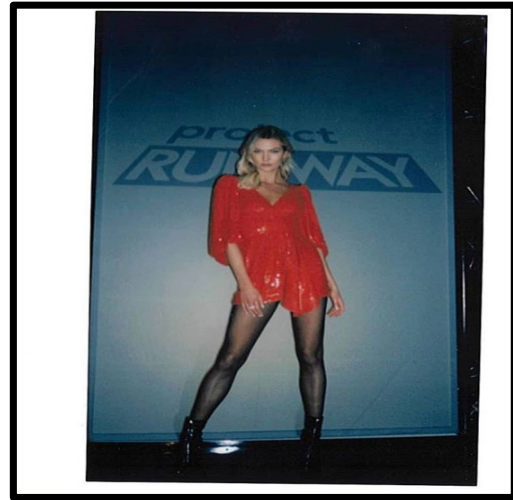
Market
-Musical theater followers
-STL residents
-Midwest and East Coast followers

Top Likes
Pictures: 500 to 1,200+ likes
Videos: 2,000 to 5,000+ plays

Other Notes

KARLIE KLOSS (@KARLIEKLOSS)

Followers: 8.1 million



BIO: Karlie Kloss is a famous model from St. Louis. She attended Webster Groves High School, and later made a start for her modeling career. She was a Victoria's Secret Model from 2013-2015. She later went to New York University. Currently, she is the host of Project Runway.

Market

- Young Girls (Teenages to late 20s)
- People following the fashion industry
- STL residents

Top Likes

Pictures: Lower likes range around 50,000 likes and the higher likes are around 180,000+
Videos: 200,000 to 300,000+ plays

Other Notes

Not particularly representative of the Normal Brand clientele, but she is one of the most famous people from St. Louis.

CEDRIC THE ENTERTAINER (@CEDTHEENTERTAINER)

Followers: 2.2 Million



BIO: Cedric Antonio Kyles, better known by his stage name Cedric the Entertainer, is an American actor, comedian, and game show host. He has been in many tv shows and movies. He was born in Jefferson City, MO and went to high school in St. Louis.

Market
-Comedians
-People who follow comedy
-Older demographic

Top Likes
Pics: 1000 to 10,000+ likes.
Higher posts have 70,000+ likes
Vids: 10,000 to 50,000+ plays

Other Notes

TINA TURNER (@TINATURNER)

Followers: 306K



BIO: Tina Turner is world famous and grammy award winning singer. She is one of the most prominent voices of soul and rock and has had many hit records. She spent a lot of time growing up in St. Louis, and even has her own star on the St. Louis Walk of Fame.

Market

- Fans of hers
- Music/soul fans
- Older demographic

Top Likes

Pictures: 8,000 to 23,000+ likes. Higher posts have 40,000+ likes
Videos: 10,000 to 40,000+ plays

Other Notes

JOE BUCK (@JOEBUCK)

Followers: 14.4K



BIO: is an American sportscaster and the son of sportscaster Jack Buck. He has won numerous Sports Emmy Awards for his work with Fox Sports, including his roles as lead play-by-play announcer for the network's National Football League and Major League Baseball coverage, and is a three-time recipient of the National Sportscaster of the Year award. He started his career in St. Louis.

Market

- Midwesterners
- Sports fans

Top Likes

Pics: 300 to 100+ likes
Vids: 3,000 to 10,000+ plays

Other Notes

ROB SCALLON (@ROBSCALLON)

Followers: 287K



BIO: Rob Scallon is a musician and instrumentalist from Illinois. He has a casual aesthetic and shows off fixing, making, and playing instruments on his Instagram.

Market

- Musicians (guitar players)
- Casual wear, not too intricate

Top Likes

Pictures: 10,000 to 14,000 likes
Videos: 25,000 to 50,000

Other Notes

BROWN AND CROUPPEN (@GETBC)

Followers: 1,338



BIO: Brown and Crouppen are local lawyers in the St. Louis area. They have their own Youtube channel where they check places out across St. Louis. They are also well known in St. Louis because of their commercials.

Market

- STL residents
- Mix demographics

Top Likes

- Pictures: 40 to 130+ likes
- Videos: 200 to 1,000+ Plays

Other Notes

Their social media does not have a big following, but they are still well-known in the area and could be a good connection.

VLADIMIR TARASENKO (@VT9191)

Followers: 272K



BIO: Vladimir Tarasenko is a player for the St. Louis Blues. He has a big following on Instagram and is one of the more well known Blues players on the team.

Market

- St. Louis fans
- Hockery fans
- Age range is varied as hockey team attracts a variety of people.

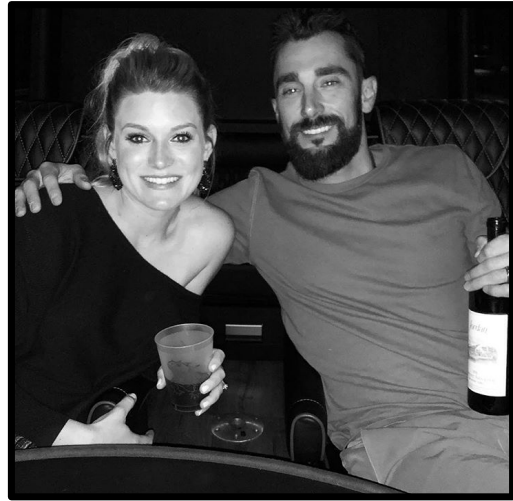
Top Likes

Videos: 75,000 to 100,000 plays
Pictures: 11,000 to 25,000 likes. Higher likes are around 45,000 likes.

Other Notes

MATT CARPENTER (@MATTCARPETER13)

Followers: 178k



BIO: Matt Carpenter is the primary leadoff hitter and infielder for the St. Louis Cardinals Basesball team.

Market

- St. Louis residents
- Baseball fans

Top Likes

Videos: 30,000 to 40,000 plays.
Pictures: 7,000 to 20,000 likes. Higher lokes range int he 30,000 like range.

Other Notes

OZZIE SMITH (@OZZIESTLWIZARD)

Followers: 41.5k



BIO: Ozzie Smith is a baseball hall of famer who used to play for the St. Louis Cardinals. He is widely known in the St. Louis area and has been actively involved in the community.

Market

- Baseball fans
- Older demographic
-

Top Likes

Pictures: 1300-3,500+ likes
Videos: 5,000+ plays

Other Notes

YADIER MOLINA (@YADIER_MARCIANO_MOLINA)

Followers: 744K



BIO: Yadier Molina is a catcher for the St. Louis Cardinals. He is very active with the STL community. He also has a big following and is currently one of the biggest Cardinals players.

Market

- Baseball fans
- STL Residents

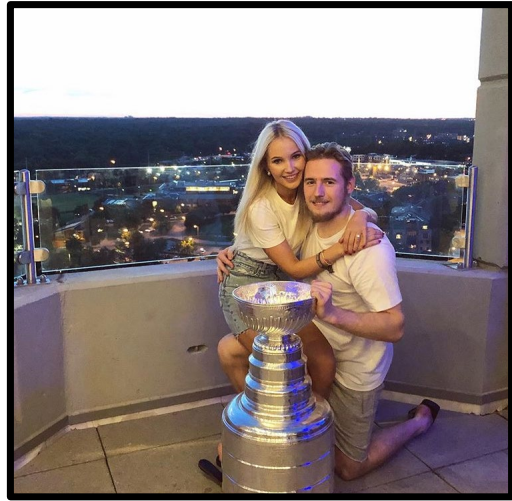
Top Likes

Pictures: 10,000 to 35,000+ likes
Videos: 30,000+ plays

Other Notes

IVAN BARBASHEV (@BARBS2222)

Followers: 23.8K



BIO: Ivan Barbashev is a player for the St. Louis Blues. He has had a growth in his account over the last couple months. With the Blues recent win of the Stanley Cup, more people are paying attention to the players' social media accounts.

Market

-Hockey fans
-STL Residents

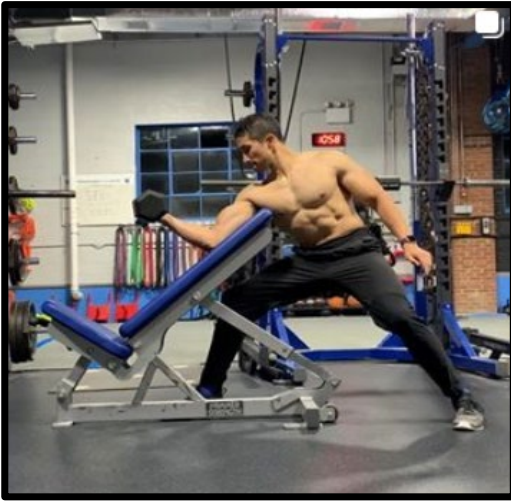
Top Likes

Pictures: 400-1,100 likes;
most recent pics are around
7,000-8,000+ likes
Videos: 34,000 to 45,000+
plays

Other Notes

EBENEZER SAMUEL (@EBENEZERSAMUEL23)

Followers: 86.8K



BIO: Ebenezer Samuel is a fitness director at Mens Health Magazine. He is also a C.S.C.S. certified trainer and a former NY Daily News Columnist. His instagram page is mainly fitness and training videos.

Market

-Fitness community
Men between the ages of
20-35

Top Likes

Pictures: 1,300 to 7,500 likes
Videos: 10,000-75,000 plays

Other Notes

LOGAN DELGADO (@GOODYBEATS)

Followers: 101K



BIO: Logan Delgado is a Keto coach, fitness influencer, and youtuber. He has built his following through his workouts and fitness routines. He has 140,000+ subscribers on Youtube.

Market

- Fitness followers
- Keto followers
- People who keep up with fitness and health

Top Likes

Pics: 4,000 to 9,000+ likes
Vids: 12,000 to 14,000+ plays

Other Notes

<https://linktr.ee/goodybeats>

JEFF FLAGG (@JEFF_FLAGG)

Followers: 5,213



BIO: Jeff Flagg is the 2014 World Long Drive Golfing champion. He posts workout and golf pictures/videos and has his own Youtube channel.

Market

-Golfers
-Athletes/fitness followers

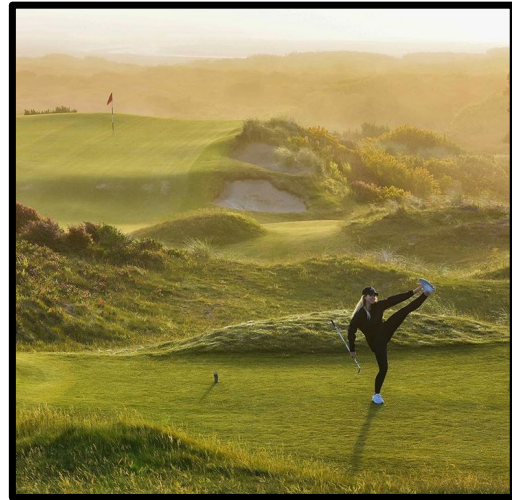
Top Likes

Pictures: 150 to 300+ likes
Videos: Average of around 2000 plays, some videos have gotten up to 16,000.

Other Notes

PATRICK KOENIG (@PJKOENIG)

Followers: 79.2 K



BIO: Patrick Koenig is a golfer and golf photographer. Patrick also has a popular golf blog where he posts about places he has golfed and posts golfing pictures.

Market

- Golfers
- Mainly men, those who follow golf

Top Likes

Pictures: 1,500 to 4,000 likes. The majority of likes are between around 2,500.
Videos: 15,000+ plays

Other Notes

TANIA TARE (@TANIATARE63)

Followers: 200k



BIO: Tania Tare is a professional golfer and golf trickshot artists. She has worked with many brands such as Adidas Golf, Audemars Piguet Golf, and Oncore Golf. She also does training videos and will post fitness videos.

Market

-Golfers
-Men and Women, in their late 20s and late 30s.

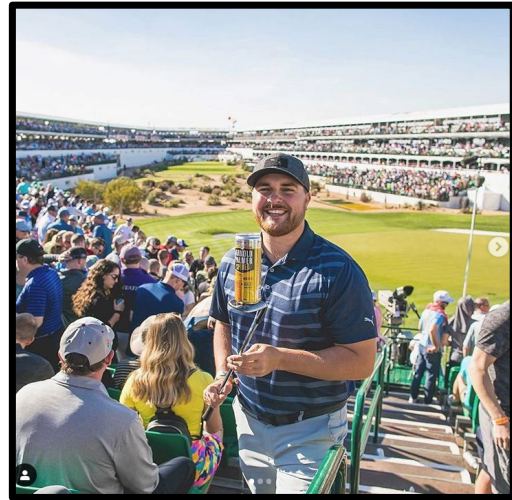
Top Likes

Pictures: tends to range from 3,000 to 5,000 likes
Videos: Average of 40,000 to 80,000 plays. Higher videos get around 125,000 plays.

Other Notes

RYAN RUSTARD (@COACH_RUSTY)

Followers: 81.6K



BIO: Ryan Rustard is a golf trickshot professional. He has teamed up with brands such as Cobra Golf and Puma Golf. He is an ambassador for the SwingU App, which is a golf gps and newsletter app.

Market

- Golfers
- Energetic and extroverted
- Mainly men

Top Likes

Pictures: The likes range from 1,200 to 3,000 likes
Videos: These range from 25,000 to 125,000 plays.

Other Notes

-He mainly posts videos

SHANE BACON (@SHANEBACON)

Followers: 16.9k



BIO: Shane Bacon is a Fox Sports host that focuses on golf. He is also the host of the Clubhouse podcast. He has his own website, and works with brands such as TopGolf, Titleist, and PGA Live.

Market

- Golfers
- People who watch Fox Sports
- Male Dominated

Top Likes

Pictures: Most range from 400 to 1,000 likes. Higher posts have 3,000+ likes.
Videos: Average of 10,000 plays per video.

Other Notes

BRADY ELLISON (@BRADYELLISON)

Followers: 34.7K



BIO: Brady 'The Arizona Cowboy' Ellison is an American archer who competes in recurve archery. He also is an 3x Olympian and 3x medalist. He is also the recurve archer 2019 world champ.

Market

-Archers
-Athletes

Top Likes

Pictures: 2,000 to 4,700+ likes
Videos: 10,000 to 14,000+ plays

Other Notes

REO WILDE (@REOWILDE)

Followers: 9,189



BIO: Rio Wilde is an athlete and competes in archery competitions. He has been doing it since 1992 won many World Cup and World Championships titles. In 2013, he was ranked the second best compound archer in the world. His posts revolve around his family and his archery competitions.

Market
-Archers
-Athletes

Top Likes
Pictures: 300 to 1000+ likes
Videos: 1,100 to 2,300+ plays

Other Notes

BRADEN GELLENTHIEN (@BRGARCHER)

Followers: 5,939



BIO: Braden is a an athlete that competes in compuond archery. He is a former world number one archer and has won individual gold medals at the FITA Archery World Cup, Indoor World Championships and Arizona Cup, and team gold medals at the World Archery Championships. His posts revolve around his archery competitions, friends, and family.

Market
-Athletes
-Archers

Top Likes
Pictures: 150 to 950+ likes
Videos: 6,000+ plays

Other Notes

PAUL CHELIMO (@PAUL_CHELIMO)

Followers: 41k



BIO: Paul Chelimo is an Olympic athlete that was the 2016 5K Olympic Silver Medalist and the 2017 5K World Bronze Medalist. He has also been the US running champ six times now. He has had collaborations with brands such as Nike, Xendurance, and artikenko. He posts many running pictures and is well known in the running community.

Market

-Athletes
-Runners
-Olympic followers

Top Likes

Pictures: Lowest likes are around 2,500 and the highest likes are above 8,000.
Videos: 30,000+ plays

Other Notes

ALLIE KIEFFER (@KIEFFERALLIE)

Followers: 59.5k



BIO: Allie Kieffer is an American athlete who is professional distance runner for Oiselle (running company). She placed 5th in the New York City Marathon in 2017 and 7th in 2018. She is also a coach and nutritionist.

Market

- Runners
- Women (ages between 25 and 35)
- Appeal is towards fitness and health

Top Likes

Pictures: 4,000 to 11,000 likes
Videos: Around 20,000+ plays

Other Notes

SARA HALL (@SARAHALL3)

Followers: 64.9k



BIO: Sara Hall is a professional middle distance runner from the US. She has won the Pan American Games in 2011, and has collaborations with companies such as Asics. She is also a Co-Founder of the Steps Foundation, which is non-profit that promotes global health and tries to fight poverty. She also claims to be a "soccer mom" and has 4 kids.

Market

- Athletes and runners
- "Mom" crowd (ages 30+)
- Healthy and sustainable

Top Likes

Pictures: Most are 2,000 to 7,000 likes. The higher up pictures have 10,000 to 12,000+ likes.

Other Notes

RYAN NITZ (@RYANNITZ)

Followers: 34.4k



BIO: Ryan Nitz is a wildlife photogrpaher who posts his hunts and captures on his Instagram. He is a hunting guide at the Florida Outdoor Experiince. He is also a Florida Snook and fishing guide. He aslos has a Youtube channel.

Market

- Hunters
- Fishers
- Nature lovers

Top Likes

Pictures: Most are between 1,000 and 2,000 likes.
Higher posts have 3,000 to 5,000 likes.
Videos: 5,000 to 14,000 plays

Other Notes

STEVEN RINELLA (@STEVENRINELLA)

Followers: 468 K



BIO: Steven Rinella is an outdoorsman, conservationist, writer, and television personality. He is the host of the show MeatEater on Netflix. He tries to show the hunting and fishing lifestyle to wide variety of people.

Market

-Hunters
-Cooks
- Men between the ages of
20-45

Top Likes

Videos: 80,000 to 145,000
plays
Pictures: 10,000 to 30,000
likes

Other Notes

ST. LOUIS GRAM (@STLOUISGRAM)

Followers: 87.4K



BIO: St. Louis Gram is an Instagram account that highlights different areas and businesses all around St. Louis. They repost pictures from people who highlight areas in St. Louis. They also have a decent following and engagement.

Market

- STL Residents
- Businesses and Locations
- Photography followers

Top Likes

Pictures: 1,000 to 8,000+ likes. Higher pictures get 14,000+ likes
Videos: 3,000 to 9,000+ plays

Other Notes

CHRIS BURKARD (@CHRISBURKARD)

Followers: 3.4 million



BIO: Chris Burkard is an American photographer from California that photographs landscapes, lifestyle, and outdoor themes. He has gained a big following by capturing nature with natural light and uses multiple media outlets to showcase his work.

Market

- People who like photography
- Nature lovers

Top Likes

Videos: Around 130,000 plays
Pictures: Consistently 30,000-85,000 likes

Other Notes

NATE AND STEPH (@EXPLORIST.LIFE)

Followers: 37.3K



BIO: Nate and Steph are travel bloggers that travel all over in their camper van. The couple likes to take nature pics and highlight on food and beer that they get from various places. They have been featured on the Outbound Collective and Outside Magazine.

Market

- Travelers
- Outdoors people
- Millennial age, 20s-30s

Top Likes

Videos: 1000 plays
Pictures: 150-750 likes

Other Notes

SIANNA LEWIS

Followers: 11.2K



BIO: Sianna Lewis is an award winning travel and outdoors writer, author, and speaker. She wrote the book, "The Girl Outdoors" which is a beginners guide for women who want to do more outdoors activities.

Market

- People who like the outdoors
- Millennial women (ages 20-35)

Top Likes

Pictures: 250-1000+ likes on pictures. 1000 is pretty high, as most of her pictures tend to get 240-700 likes.

Other Notes

DEREK DEYOUNG (@DEREK.DEYOUNG)

Followers: 21k



BIO: Derek DeYoung is a fisherman that now makes fish-inspired and aquatic art. He has his own website where he sells his art as well as explains his connection with nature.

Market
-People into fishing
-People who enjoy the coastal aesthetic

Top Likes
Pictures: 150-300 likes.
Higher posts have around 500-750 likes.
Video: 1,000-2,500 plays

Other Notes

MALIN AND JOHAN (@RANSAILING)

Followers: 27.3 k



BIO: Malin and Johan are a Swedish couple that travel around on their boat and post their adventures online (Youtube, Instagram, etc). They focus on the travel lifestyle and like to show off nature and where they are in their posts.

Market
-Travelers
-Younger people

Top Likes
Pictures: 1,200-1,800 likes

Other Notes

THE MOON FAMILY (@MOONMOUNTAINLIFE)

Followers: 77.2K



BIO: The Moon Family are made up of Jacob, Natasha, and their daughter. They run a travel and outdoors blog, showcasing mountain life and nature with a family aesthetic.

Market

-Outdoors and nature lovers
-Families or family-oriented people

Top Likes

Pictures: 2,500 to 7,000 likes
Videos: 18,000 to 25,000 plays

Other Notes

EDUARDO AND RUBI (@ADVENTURESONWHEELS)

Followers: 29.6k



BIO: Eduardo and Rubi are adventure and travel bloggers who show off the outdoors while they kayak, hike, and camp. They have a youtube channel and website to showcase their lifestyle and to help other people travel the way they do.

Market
- Travelers
- Younger couples (in their 20s)

Top Likes
Pictures: 600-1000 likes

Other Notes

MATTHEW ZORPAS (@MATTHEWZORPAS)

Followers: 188k



BIO: Matthew Zorpas is a fashion blogger, consultant, and lecturer. He started his own fashion blog called TheGentlemanBlogger.

Market

- Men aged between 25-35
- People who follow fashion

Top Likes

Pictures: 1600-3000 Likes

Other Notes

PHIL COHEN (@THEPACMAN82)

Followers: 747k



BIO: Phil Cohen is a fashion blogger that takes outfits and lays them out in aesthetic ways. He tags all the brands so that his followers know how to get that ensemble. He is an art director and was also a 2017 Shorty Awards fashion nominee.

Market

- Younger men (18-26)
- People following fashion
- People who are not afraid of keeping up with fashion but want to elevate their basics.

Top Likes

Pictures: Pictures range from 8,000 to 11,000 likes

Other Notes

CHRIS MILLINGTON (@CHRISJOHNMILLINGTON)

Followers: 439k



BIO: Chris Millington is a fashion blogger and photographer from NYC. He has built up a good following where he shows off both is casual, layered, and formal fashion.

Market

- Younger men (18-25)
- Rugged but fashionable

Top Likes

Pictures: Range from 6,500 to 13,000+ likes

Other Notes

- Combines ruggedness with NYC fashion

ADAM GALLAGHER (@IAMGALLA)

Followers: 2 million



BIO: Adam Gallagher is a mens fashion blogger and musical artists. He has built up a following wearing both formal and casual wear, often showing off the environment of where he is.

Market

- Men and women who follow his music
- People who like the travel aesthetic
- Fashion followers

Top Likes

Pictures: 50,000-90,000+ likes
Does not seem to post videos.

Other Notes

-Does a lot of brand promotion

MARIANO DI VAIO (@MARIANODIVAIO)

Followers: 6.1 million



BIO: Mariano Di Vaio is a fashion blogger and the designer and Ceo of NOHOWStyle. He has built up millions of followers, as he showcases fashion and his travel life with his family. He also does some fitness posts.

Market

- Fashion Followers
- Wider Italian and European base
- Men and women who like to follow his aesthetic and lifestyle (younger demographic).

Top Likes

Pictures: Average range from 100,000 to 200,000 likes. Bigger posts have 350,000+ likes
Videos: 700,000 to 800

Other Notes

MARCEL FLORUSS (@MARCELFLORUSS)

Followers: 424k



BIO: Marcel Floruss is a fashion blogger and youtuber that has made his name by helping people find fashion inspiration for every season. His blog One Dapper Street, is used to help men find fashion inspiration. He has over 280,000 followers on Youtube. He is also the founder of the shoes brand, Ankari Floruss.

Market

- Young men (18-27)
- Men trying to find fashion inspiration
- People who wear casual wear (but elevated)

Top Likes

Pictures: 8,000 to 12,000 likes. Higher range likes are 16,000

Other Notes

STEFANO TRATTO (@STEFANOTRATTO)

Followers: 1.3 Million



BIO: Stefano is an Instagram model and influencer that has gained popularity in recent years. He posts a variety of fashion, including both formal and casual. His style and aesthetic has helped him gain over a 1 million followers.

Market

- Gen Z and younger millennial demographic
- Fashion followers

Top Likes

Pics: 20,000 to 50,000+ likes

Other Notes

Contact:
stefanotrattost@gmail.com

CHRIS MEHAN (@CHRISMEHAN)

Followers: 586k



BIO: Chris Mehan is a style blogger that pairs outfits and posts collages so that the outfits are easy to understand and replicate. His Instagram claims to have "everyday style for any guy." He has both casual and formalwear, although the majority of it is casual.

Market

- Men between the ages of 25-35
- People trying to find fashion inspiration
- Everyday man who needs outfits that are presentable

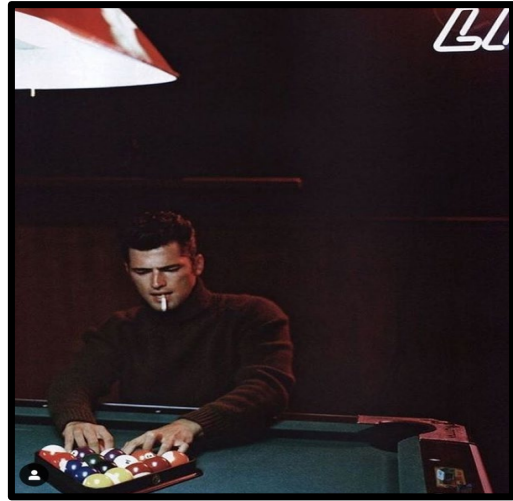
Top Likes

Pictures: 7,500-13,000+ likes
Does not post videos.

Other Notes

SEAN O'PRY (@SEANOPRY55)

Followers: 672k



BIO: Sean O'Pry is an American model that has built up a large social media base through posting his fashion and companies that he has worked with. His pictures have a variety of fashions, which makes him unique and diverse.

Market

- Women and men following his fashion career
- Aesthetic and artistic people

Top Likes

Pictures: 10,000 to 60,000+ likes
Videos: 70,000 to 120,000+ plays

Other Notes

JIM CHAPMAN (@JIMCHAPMAN)

Followers: 2 million



BIO: Jim Chapman is a model and Youtuber who has used his fashion style and image to build up a big Instagram base. He has 2 million followers and often posts a mixtures of fashion and activity pictures. His entire image revolves around fashion, with his Youtube channel touching on the subject.

Market

- Men and women (ages 18-25).
- Casual and formalwear followers
- People into causal wear and fashion in general.

Top Likes

Pictures: 13,000 to 30,000+ likes. Higher likes are 80,000+.
Videos: 50,000 to 150,000+ plays

Other Notes

JOSE ZUNIGA (@TEACHINGMENSFASHION)

Followers: 936k



BIO: Jose Zuniga is a fashion blogger and entrepreneur that has helped with brands such as ESNTLS, Hudson and Mane, and Jade Black. He has a Youtube channel with his wife that has 229,000 subscribers.

Market
-Latin American customer base
-Men who like modern fashion and streetwear
-Adventurous

Top Likes
Pictures: 70,000 to 110,000+ likes
Videos: 250,000 to 450,000+ plays

Other Notes

JUSTUS HANSEN

Followers: 375K



BIO: Justus Hansen is a German Instagram star that has built up a following with his style and diversity of outfits. He has collaborated with brands such as Orelebar Brown.

Market

- European market
- Fashion followers
- People following mens fashion trends
- Mostly men looking into formalwear.

Top Likes

Pictures: 3,000 to 6,000+ likes
Videos: 18,000-20,000+ plays

Other Notes

Theron Humphrey (@THISWILDIDEA)

Followers: 1.3 million



BIO: Theron Humphrey is a photographer who has lived and worked across the country, most recently in Idaho. He embarked on a cross-country trip, meeting and photographing someone new every day as part of a Kickstarter-funded project. He took his coonhound Maddie on his travels, and also photographed her along the way.

Market

- Travelers
- Outdoorsy people
- Men and women between the age of 25-35
- More midwestern appeal

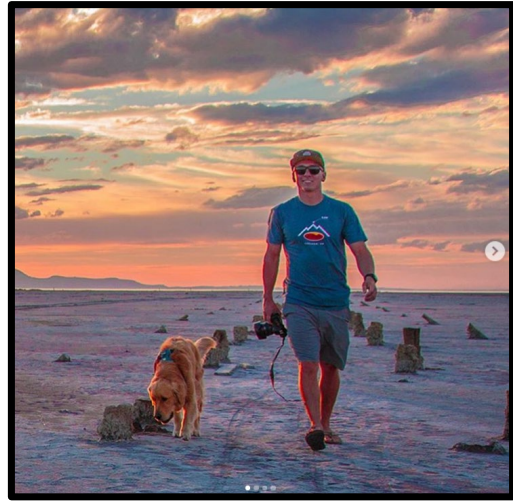
Top Likes

Pictures: 30,000 to 90,000 likes
Videos:

Other Notes

ANDREW MUSE (@ANDREW_MUSE)

Followers: 88.7K



BIO: Andrew Muse is a travel blogger that has gained a following by traveling around with his dog, Kicker. He also creates his own videos, and posts his travels on Youtube.

Market

- Travelers
- Midwestern lifestyle
- Men (in their 20s).

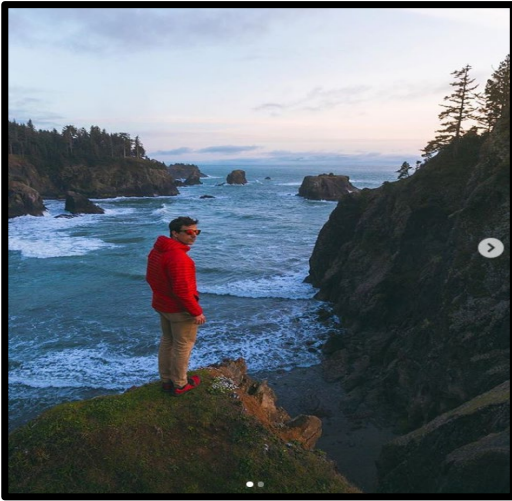
Top Likes

Pictures: 2,000 to 6,000+ likes
Videos: 6,500 to 14,000 plays

Other Notes

NATHANAEL BILLINGS (@NATHANAELBILLINGS)

Followers: 131K



BIO: Nathanael Billings is an outdoors photographer from Seattle. He has built his following by posting his grand landscape shots, and will occasionally appear in them.

Market
-Photographers
-Outdoors lovers
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Top Likes
Pictures: 3,000 to 8,000+ likes
No videos

Other Notes

BRODY LEVEN (@BRODYLEVEN)

Followers: 53.6K



BIO: Brody Leven is an outdoor and travel blogger that highlights his travels. He goes hiking in mountainous regions, skis in snowy slopes, and travels with his wife and dog. He has gained a following by showcasing his adventures and also speaking at events.

Market

- Inspirational
- Travel inspired people
- Outdoorsy people

Top Likes

Pictures: Most posts range from 700 to 1,500+ likes.
More popular pictures have 5,000+ likes.
Videos: 5,000+ plays

Other Notes

DANNY MEYER (@DHMEYER)

Followers: 99.7K



BIO: Danny Meyer is a restauranter from St. Louis. He is the Chief Executive Officer of the Union Square Hospitality Group and the creator of Shake Shack. He has gained a following by being a personality in the city, and also posts many food and event type pictures on his social media.

Market

- New York and STL base followers
- Foodies

Top Likes

Pictures: 1,000 to 5,000+ likes
Videos: No videos

Other Notes

info@ushgnyc.com

RICK LEWIS (@STLSOUTHERN)

Followers: 12.8K



BIO: Rick Lewis the head chet at STL Southern Restaruant in St. Louis. He has been the chef to many ST. Louis restaurants over the years. This account is specifically for STL Southern, and they have a decently strong social media presence. The restaurant describes itself as "Nashville hot chicken, seasonal specialties, friendly service, fast casual."

Market

- STL natives
- Foodies
- Casual food eaters

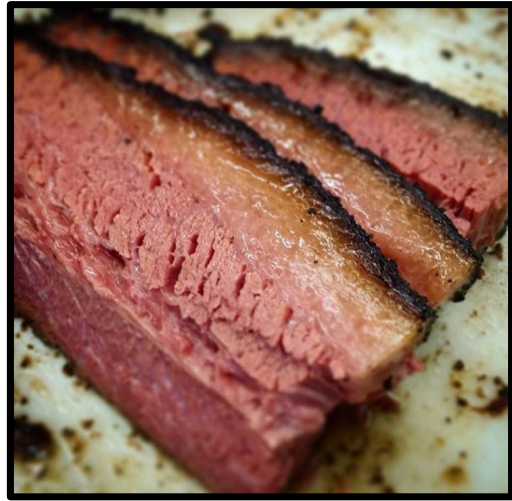
Top Likes

Pictures: 50-150 likes
Videos: 200+ plays

Other Notes

JOHN LEWIS (@LEWISBARBECUE)

Followers: 42.6K



BIO: John Lewis is the pitmaster for Lewis Barbecue in South Carolina. He has a big following on social media. His posts revolve around all the different barbeque dishes he makes.

Market

- Foodies
- BBQ Eaters
- People in the Southern US

Top Likes

Pictures: 100 to 800+ likes.
Higher posts have 1,300+ likes
Videos: 3,500 to 7,000+ plays

Other Notes

ROBBIE MONTGOMERY (@MSROBBIESWEETIEPIES)

Followers: 23.8K



BIO: Robbie Montgomery is a soul-food restaurant owner, singer, and tv personality. She is the owner of Sweetie Pies in St. Louis. She also had her own series about her restaurant on OWN called "Welcome to Sweetie Pies."

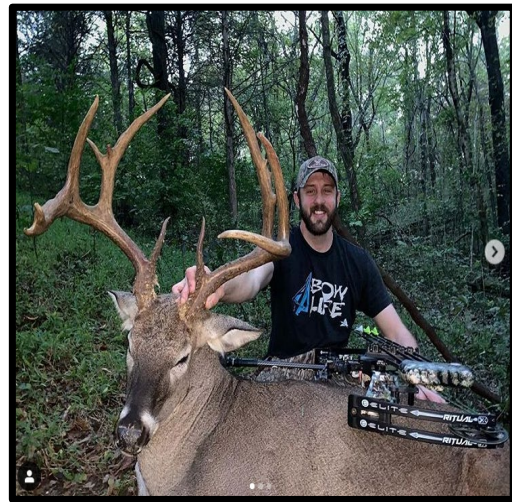
Market
-STL Residents
-People who watch the Show
-Foodies

Top Likes
Pictures: 1,000 to 6,000+ likes
Videos: 2,000 to 7,000+ plays

Other Notes

CHANCE BEAUBOUF (@BOWBOUEF)

Followers: 11.7K



BIO: Chance Beaubouf is an Instagram influencer that posts about hunting, archery, and fishing. His posts revolve around his archery skills, and his catches and kills while hunting. He has built up a following for his outdoorsy posts.

Market

- Outdoorsy people
- Hunters and fishers
- Archers

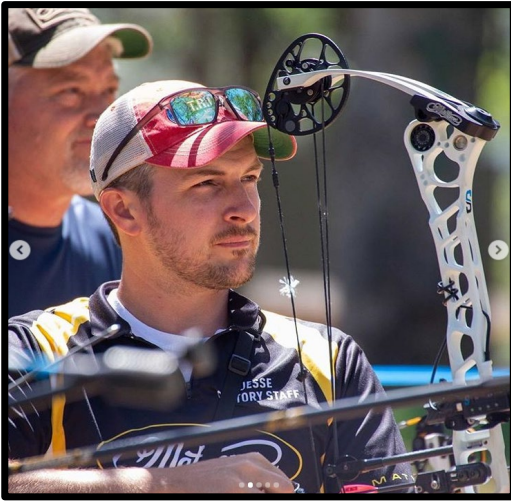
Top Likes

Pictures: 400 to 100+ likes
Videos: 2,600 to 3,000+ plays

Other Notes

JESSE BROADWATER (@JESSEBROADWATER)

Followers: 23.7K



BIO: Jesse Broadwater is a competitive compound archer from Pennsylvania. His achievements include gold medals at the outdoor, indoor and field World Archery Championships, qualifying in first position for the 2013 World Archery Championships, and achieving a career high ranking of 6 in 2013.

Market

-Archers
-Athletes

Top Likes

Pictures: 800 to 1,900+ likes
Videos: 3,800 to 14,500+ plays

Other Notes

KHATUNA LORIG (@KHATUNALORIG)

Followers: 17.2K



BIO: Khatuna Lorig is an American/Georgian archer. She has won bronze in the Olympics and has competed in the 1992, 1996, 2000, and 2008 Olympics for archery. Her instagram contains posts about archery, events, and fitness.

Market

- Archers
- Athletes
- Fitness followers
- Olympic followers

Top Likes

Pictures: 600 to 1,300+ likes.
Higher posts have 2,500+ likes
Videos: 4,000 to 9,000+ plays

Other Notes

PIE GUY PIZZA (@PIEGUYSTL)

Followers: 3,074



BIO: Pie Guy STL is a pizza place in St. Louis that specializes in New York style pizza. They also hold pizza classes. Their social media often collaborates with other STL businesses and companies. They also post pictures that are more than just pictures of food.

Market

-STL residents
-Foodies

Top Likes

Pictures: 200 to 600+ likes
Videos: 900 to 2,000+ plays

Other Notes

SPENCER PERNIKOFF (@WHISKEYANDSOBA)

Followers: 11.6K



BIO: Spencer P. is a food blogger in St. Louis. He likes showcasing various restaurants from across the city. He also promotes other local artists (tattoo, chefs, etc.). He has also written a city guide about St. Louis for the Washington Post.

Market
-Foodies
-STL residents
-Artsy people

Top Likes
Pictures: 100 to 300+ likes
Videos: Does not posts videos

Other Notes

MACS LOCAL EATS (@MACSLOCALEATS)

Followers: 6,392



BIO: Macs Local Eats is a local St. Louis restaurant. It is located at Tamm Avenue Bar serving a locally focused, meat-centric menu of dry-aged burgers & more. Their social media focuses on St. Louis based sports and events. They also post food pictures, as well as people who work for the company.

Market

- STL residents
- Foodies
- Bar/Burger lifestyle

Top Likes

- Pictures: 100 to 700+ likes
- Videos: Does not post videos

Other Notes

LA PATISSERIE CHOUQUETTE (@CHOUQUETTESTL)

Followers: 21.1K



BIO: La Patisserie Chouquette is a bakery located in South St. Louis. They specialize in french pastry and couture cakes.

Market
-Foodies
-STL residents

Top Likes
Pictures: 150 to 900+ likes
Videos: 1,400 to 2,600+ plays

Other Notes
Website:
<https://www.simonefaure.com/order-online>

BRADLEY CASTENADA (@BRADLEYCASTANEDA)

Followers: 77.4K



BIO: Bradley Castenada is an adventure photographer from the Pacific Northwest. He travels with his wife and dog in their Jeep Rangler, and often get pictures on Mount Rainier and the Central Cascades

Market

- Photography followers
- Nature lovers
- People in the Northwest

Top Likes

Pictures: 300 to 2,000+ likes
Videos: 1,500 to 7,000+ plays

Other Notes

Website:
<https://www.bradleycastaneda.com/>

TIM KEMPLE (@TIMKEMPLE)

Followers: 237K



BIO: Tim Kemple is a phtographer and the director of Camp4Collective, which makes films and commercials that highlight the outdoors. He has built his following by posting nature pictures that include forest and snowy mountains.

Market

- Nature lovers
- Photography followers
- Family oriented

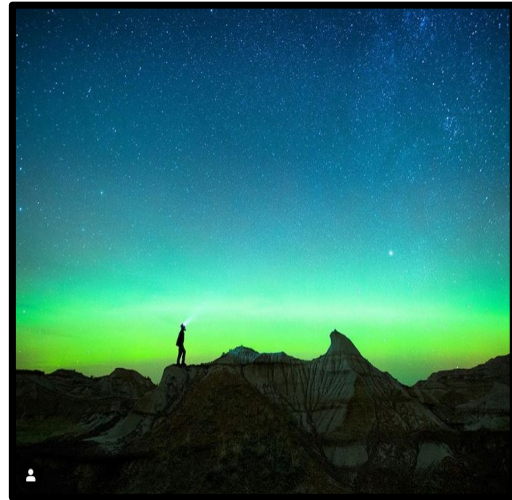
Top Likes

Picture: 3,000 to 8,000+ likes
Videos: 6,000 to 25,000+ plays

Other Notes

ANDY BEST (@ANDY_BEST)

Followers: 617K



BIO: Andy Best is a photographer and cinematographer. He has worked with companies such as National Geographic and ROAM. He travels all across the US and gets stills for and footage for his website.

Market

- Nature lovers
- Photographer followers
- Family oriented demographic

Top Likes

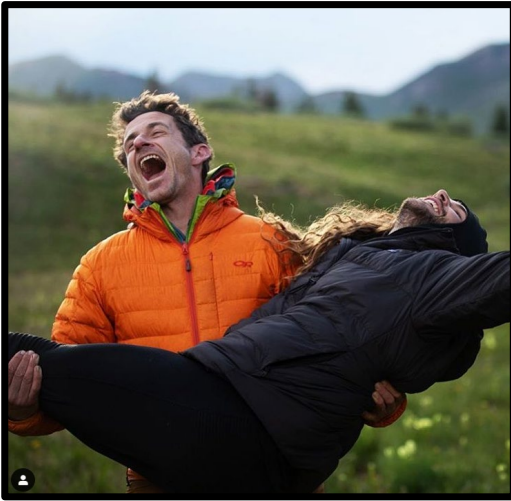
Pictures: 7,000 to 17,000+ likes
Videos: 16,000 to 23,000+ plays

Other Notes

Contact:
<http://andy.best/contact>

FOREST WOODWARD (@FORESTWOODWARD)

Followers: 57.9K



BIO: Forest Woodward is a photographer and filmmaker. His films have won at several film festivals. He travels across the world and tries to capture natural landscapes.

Market

- Nature lovers
- Photography followers
- (Indie) Film followers

Top Likes

Pictures: 1,000 to 3,400+ likes
Videos: Does not post videos

Other Notes

BEN MOON (@BEN_MOON)

Followers: 127K



BIO: Ben Moon is a photographer and director. He takes photography of both nature and people. He is also a Rivian ambassador.

Market

-Photography followers
-Artsy demographic

Top Likes

Pictures: 4,000 to 15,000+ likes
Videos: 18,000 to 25,000+ plays

Other Notes

Contact:
<https://benmoon.com/contact/1>

BEN WELCH (@BENWELCH35)

Followers: 1,099



BIO: Ben Welch is a St. Louis chef for Midwestern and Big Baby Q. He got voted on making the best BBQ in Missouri in 2018 in Food and Wine Magazine.

Market

- STL residents
- Foodies
- BBQ lovers

Top Likes

- Pictures: 50 to 200+ likes
- Videos: 280 to 340+ plays

Other Notes

FARM TRUK STL (@FARMTRUKSTL)

Followers: 1,996



BIO: Farm Truk is local food truck in St. Louis. They serve fresh products to customers. They work with local farmers to supply their ingredients. Their chef is Samantha Mitchell, who is active on their social media page.

Market

- STL residents
- Foodies
- People who go to food trucks
- People who keep up with locally sourced food

Top Likes

Pictures: 30 to 100+ likes
Videos: 190+ plays

Other Notes

ADAM (@BETTER.OFF.LOST)

Followers: 1,864



BIO: Adam is a small adventure blogger that travels around, showcasing nature and his travels. He travels with his girlfriend and will go to waterfalls, oceans, long plains and will fish and do other activities.

Market

- People following travel blogs
- Younger demographic
- People who like following nature activities

Top Likes

Pictures: 60 to 200+ likes
Videos: No videos

Other Notes

COREY ARNOLD (@ARNI_CORALDO)

Followers: 266K



BIO: Corey Arnold is an Alaskan Commercial fisherman, photographer, and a National Geographic contributor.

Market
-Fisherman
-Nature lovers
-Photography followers

Top Likes
Pictures: Low end is around 1,900 likes. Higher posts have 18,000+ likes.
Videos: 30,000 to 78,000+ likes

Other Notes

MATT AND JESSICA (@MATTANDJESSICASAILING)

Followers: 29.4K



BIO: Matt and Jessica are travel bloggers (and vloggers). They sail around the world and post pictures from both land and sea. They also have a Youtube channel where they post their travels.

Market

- Travel Blog followers
- Nature followers
- Sailors and people who follow aquatic accounts

Top Likes

Pictures: 500 to 1000+ likes
Videos: Youtube videos get 20,000 to 50,000+ views

Other Notes

Youtube:
<https://www.youtube.com/user/jjohnson0882/videos>

KARLTON AND TONI TILLMAN (@THIS_LITTLE_ADVENTURE)

Followers: 15.7K



BIO: Karlton and Toni Tillman are photographers and filmmakers. They started started shooting weddings in 2013 and have done it ever since. Their Instagram highlights their personal lives and endeavors, such as renovating thier house. They have built up a large following.

Market

-Family oriented
-Photography followers

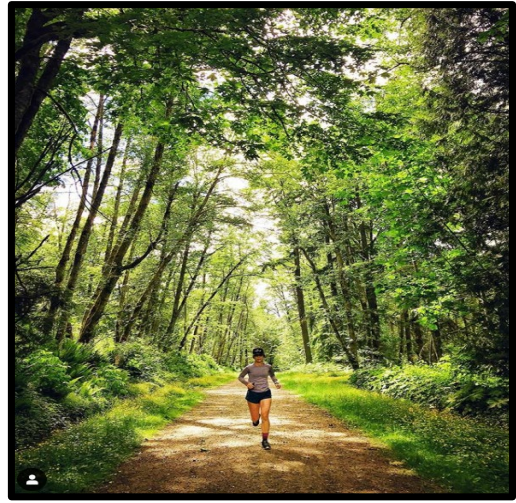
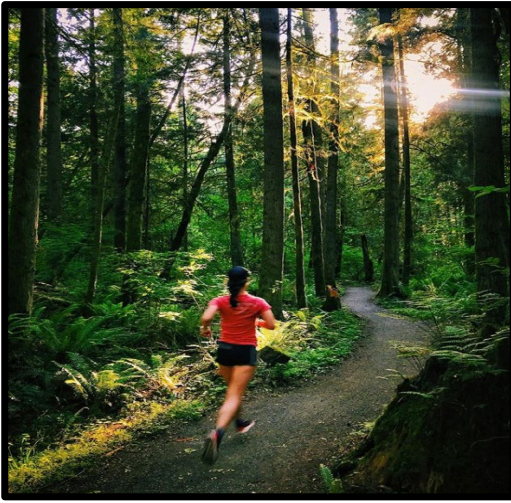
Top Likes

Pictures: 100 to 1000+ likes
Videos: No videos

Other Notes

ETHAN NEWBERRY

Followers: 45.6K



BIO: Ethan Newberry is a filmmaker, musician, and runner. He advocates and hosts running events across the country. He has his own website, and mainly posts running pictures on his Instagram.

Market
-Athletic
-Runners
-Outdoorsy

Top Likes
Pictures: 1,200 to 3,000+ likes

Other Notes
Website:
GingerRunner.com

JIM WALMSLEY (@WALMSLEYRUNS)

Followers: 75.3K



BIO: Jim Walmsley is an American long-distance runner. An ultra-trail specialist, he won the JFK 50 Mile in 2014, 2015 and 2016, the Lake Sonoma 50 in 2016 and 2018 and the Tarawera Ultramarathon in 2017. He holds several course records and fastest known times, including the Western States 100, set in 2018. His Instagram focuses completely on running.

Market

-Athletes
-Runners

Top Likes

Pics: 4,000 to 9,000+ likes
Videos: 30,000 to 40,000+ plays

Other Notes

<https://www.walmsleyruns.com/>

NICK WOOSTER (@NICKWOOSTER)

Followers: 777K



BIO: Nickelson Wooster is an American fashion consultant who has worked with Barneys New York, Bergdorf Goodman and Neiman Marcus chain stores, as well as Calvin Klein, Polo Ralph Lauren and Thom Browne. He is best known for his street style

Market

- Fashion followers
- Street style followers

Top Likes

Pics: 5,000 to 17,000+ likes
Vids: 12,000 to 14,000+ plays

Other Notes

WALE SOLUADE (@ACURATEDMAN)

Followers: 31.5K



BIO: Wale is a fashion blogger that has his own blog site. He also is a contributor and writes for GQ magazine. Wale is a St. Louis native, and has been featured in St. Louis magazine, as well as more national publications.

Market

- Fashion followers
- Mens fashion
- Formalwear/classic styles

Top Likes

Pics: 400 to 600+ likes

Other Notes

<http://www.acuratedman.com/>

KATIE BOUE (@KATIEBOUE)

Followers: 42.9K



BIO: Katie is a travel blogger and an outdoors advocate. She travels with her dog and shows off desert lands, mountains, rivers, and other parts of nature.

Market
-Nature lovers
-Travel blogger followers
-Adventure oriented

Top Likes
Pics: 2,000 to 4,000+ likes

Other Notes

TED HESSER (@TEDHESSER)

Followers: 54.6K



BIO: Ted is an adventure photographer and rock climber. His Instagram showcases his climbs and his photography of traveling around.

Market

- Nature lovers
- Rock climbers
- Adventure oriented

Top Likes

Pics: 2,000 to 6,000+ likes
Vids: 12,000+ plays

Other Notes

<http://www.tedhesser.com/prints>

5 STAR BURGERS (@5STARBURGERSTL)

Followers: 1,231



BIO: 5 Star Burgers is a restaurant in St. Louis that specializes and makes unique burgers. They have locations in Clayton and Creve Coeur. Their chef is Steve Gontram, who has been featured in St. Louis and good magazines.

Market

- Foodies
- STL residents
- Casual food eaters

Top Likes

Pics: 20 to 70+ likes
Vids: 200+ plays

Other Notes

<http://www.5starburgersstl.com/>

FARMHAUS RESTAURANT (@FARMHAUSSTL)

Followers: 2,854



BIO: Farmhaus Restaurant is in St. Louis and takes ingredients from local farms and areas. The chef and owner is Kevin Willmann. The Instagram page highlights the fresh ingredients that they use.

Market

- Foodies
- STL residents
- People who like authenticity

Top Likes

Pics: 30 to 130+ likes
Vids: 2,000 to 8,000+ plays

Other Notes

<http://www.farmhausrestaurant.com/>

MIKE EMERSON (@MIKE_EMERSON_)

Followers: 1,128



BIO: Mike Emerson is a St. Louis chef. He has been the chef for Pappy's BBQ and Guerrilla Street Food. His personal Instagram shows off his cooking, staff, and events around St. Louis.

Market

- Foodies
- STL residents
- BBQ lovers

Top Likes

Pics: 50 to 150+ likes
Vids: 300 to 400+ plays

Other Notes

JACKIE JOYNER-KERSEE (@JJOYNERKERSEE)

Followers: 17.6K



BIO: Jackie Joyner-Kersey is an Olympic athlete from St. Louis. She is a 6-time olympic medalist (3 gold, 2 silver, 1 bronze) for track and field. She now works with organizations that help promote athletics among youth.

Market

-Olympic followers
-Athletes

Top Likes

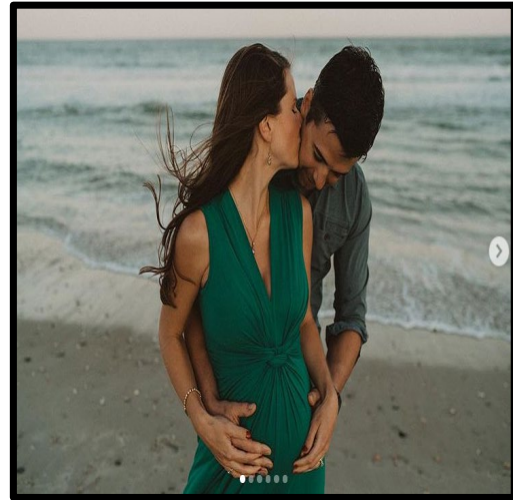
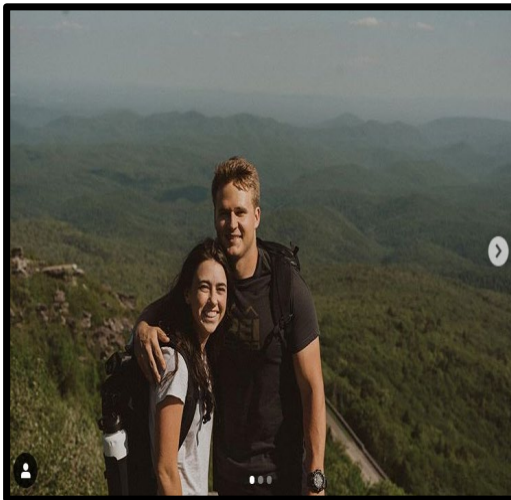
Pics: 30 to 200+ likes (works a bit different on Twitter).

Other Notes

Pictures and info is from Twitter, as her Instagram is not used.

EMILY CUSICK (@CUSICKCREATIVE)

Followers: 13.5K



BIO: Emily is a photographer that focuses on weddings and people. She tries to capture beautiful locations that revolve around the people in the photos. She is from North Carolina and has built up a solid social media presence.

Market

- Photography lovers
- Artsy
- Event followers

Top Likes

Pics: 100 to 500+ likes

Other Notes

<https://cusickcreative.com/>

FRANKLY SAUSAGES (@FRANKLYSAUSAGES)

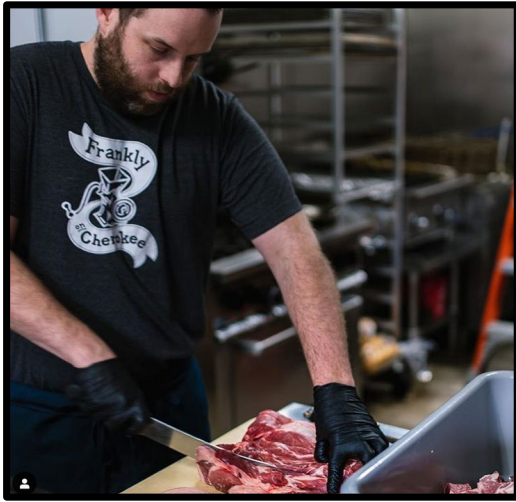
Followers: 1,706K



Bill Cawthon of Frankly on Cherokee Is Cooking Up STL's Best Fish Fry

by Cheryl Baehr | March 12, 2019 at 9:00 AM

comment v



Frankly Artisan Sausages

Beer Brat corn, beer, brat, cheese ground mustard	\$5	Head On Fry shrimp, rice, potato, sauce	\$4
Chile Verde broccoli, queso, beans, tortilla	\$9	Italian meatballs, peppers and onions	\$5
All Beef Frank mild, spicy, fresh, house ground mustard	\$7		

@franklysa1
facebook.com/franklysa1
(314) 325-3013

BIO: Frankly Sausages is a food truck and brick and mortar in St. Louis. They make Artisan Sausages + hand cut fries. They also use locally sourced meats. The current chef is Ben McArthur.

Market
-Foodies
-BBQ style food
-STL residents

Top Likes
Pics: 70 to 190+ likes
Vids: 300 to 600+ plays

Other Notes

GUERRILLA STREET FOOD (@GUERRILLASTREET)

Followers: 9,793



BIO: Guerrilla Street Food is a fast casual Filipino-American food truck & 3 brick & mortar locations. Joel Crespo & Brian Hardesty are the owners, and have been doing this since 2011.

Market
-Foodies
-STL residents
-Casual food eaters

Top Likes
Pics: 100 to 200+ likes

Other Notes
<https://www.guerrillastreetfood.com/>

WHISK: A SUSTAINABLE BAKESHOP (@WHISKSTL)

Followers: 9,961



BIO: Whisk is a bakeshop in St. Louis. They create treats using local and sustainable ingredients in STL. They just opened a new food truck and are usually in Cherokee.

Market

- Foodies
- STL residents
- Baking lovers
- Authenticity

Top Likes

Pics: 100 to 400+ likes

Other Notes

TYRON WOODLEY (@TWOODLEY)

Followers: 1.3 Million



BIO: Tyron Woodley is the UFC Welterweight Champion of the World, Actor, Stuntman, Fox Sports Analyst, Morning Wood Show Host, Hollywood Beatdown Host on TMZ. He is from Ferguson and is active in the community.

Market

- Athletes
- Fitness
- UFC watchers

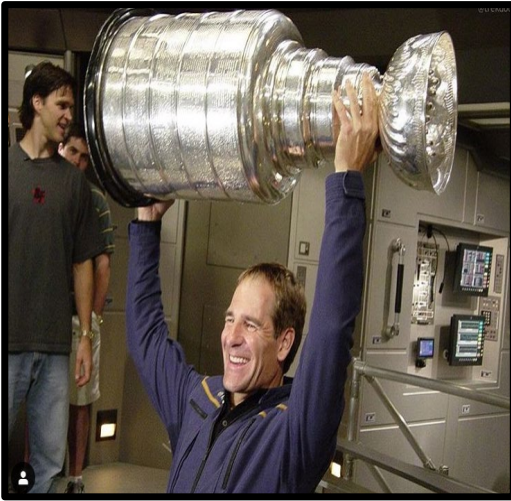
Top Likes

Pics: 10,000 to 30,000+ likes
Vids: 30,000 to 300,000+ plays

Other Notes

SCOTT BAKULA (@SCOTTBAKULA)

Followers: 32.4K



BIO: Scott Stewart Bakula is an American actor, singer and director. His primary lead roles were in two science-fiction television series: as Sam Beckett on Quantum Leap, and as Captain Jonathan Archer on Star Trek: Enterprise. He is currently on NCIS: New Orleans. He was born and raised in St. Louis.

Market

- TV watchers
- Sci-fi fans
- Pop culture followers
- STL residents

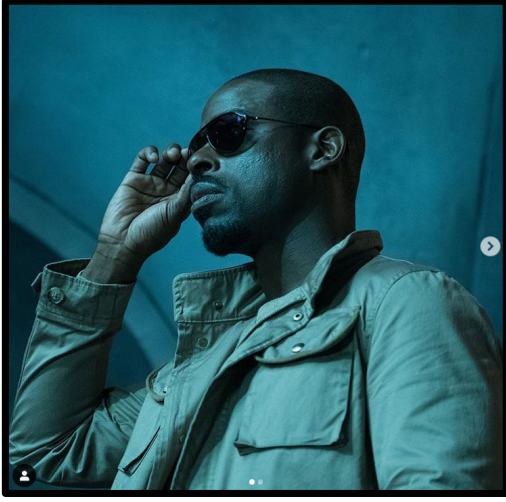
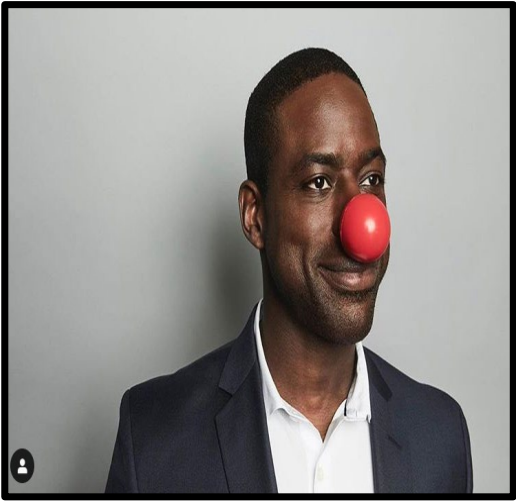
Top Likes

Pics: 1000 to 5000+ likes
Vids: 4,000 to 10,000+ plays

Other Notes

STERLING K BROWN (@STERLINGKBROWN)

Followers: 1.1 Million



BIO: Sterling K Brown is an golden globe winning actor that was born in St. Louis and grew up in Missouri. His breakout roles were in This Is Us and American Crime Story. He is active on his social media and often posts from both his professional and private life.

Market
-TV/movie followers
-Pop culture
-Large social media base

Top Likes
Pics: 16,000 to 50,000+ likes.
Higher posts have 140,000+ likes
Vids: 160,000 to 600,000+ plays

Other Notes

RALPH DEFELICE (@DAYTRIPSLA)

Followers: 7,099



BIO: Ralph is a travel blogger. He showcases himself and his two kids as they travel across parts of California and the west. He works with the Born Wild Project, which helps families get connected with nature.

Market

- Nature followers
- Family oriented

Top Likes

Pics: 100 to 400+ likes

Other Notes

SHANNON ROBERTSON

Followers: 24.7K



BIO: Shannon is an adventure and family travel blogger. She takes beautiful pictures of her family as they go hiking, rock climbing, swimming, and camping around their home in Eastern Sierra, CA.

Market

- Photography followers
- Family oriented
- Adventure seeking
- Outdoorsy

Top Likes

Pics: 600 to 2,600+ likes

Other Notes

BETH (@SEASALT.AND.EVERGREENS)

Followers: 15.6K



BIO: Beth is a mom from the pacific northwest that documents her families outdoor adventures. She has built up a following y doing this, and likes to showcase the fun events her family participates in.

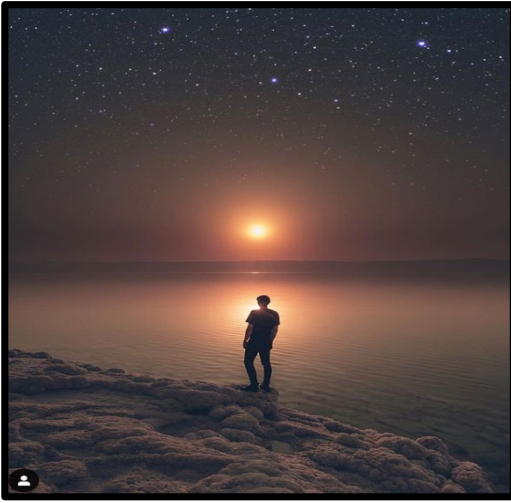
Market
-Outdoors
-Family oriented
-Travel and adventue

Top Likes
Pics: 300 to 1000+ likes

Other Notes

AARON BRIMHALL (@AARONBHALL)

Followers: 259K



BIO: Aaron Brimhall is a photographer that likes to capture his bike riding throughout the country. He showcases his rugged attitude and lifestyle, along with his friends.

Market

- Adventurous
- Rugged
- Bike Riding
- Travel

Top Likes

Pics: 10,000 to 20,000+ likes

Other Notes

CYRUS SUTTON (@CYRUS_SUTTON)

Followers: 114K



BIO: Cyrus is a wilderness photographer from the pacific northwest. He is a also a director and surfer. He showcases his images on Instagram.

Market
-Outdoorsy
-Travel
-Artsy
-Free-flowing/carefree

Top Likes

Other Notes

PAPPY'S SMOKEHOUSE (@PAPPYSSMOKEHOUSE)

Followers: 17.8K



BIO: Pappy's Smokehouse is a BBQ restaurant in St. Louis. They were voted best ribs in America by the Food Network. They are active in the St. Louis area and are very well known.

Market

- Foodies
- BBQ lovers
- STL residents

Top Likes

Pics: 50 to 200+ likes
Vids: 300 to 1,000+ plays
Higher posts get 4,000+ plays

Other Notes

Contact: 314.535.4340