



About Anna O'Steen & Lovely Lady Cakes

Anna O'Steen creates entertaining and educational DIY cooking videos, from sweet desserts to savory dishes, inspiring audiences in the kitchen. A graduate from Le Cordon Bleu, Anna has been creating digital content for six years, with over 200 videos, and amassing 6.5 million views on YouTube. Her social media presence is growing rapidly on Facebook, Instagram, Snapchat, and Amazon.

Anna has appeared on ABC's The Chew, Pop Sugar, Rachel Ray, Weight Watchers and American Express commercials.

Audience



76 % are women



26 % are between 18-24
35 % are between 25-34
17 % are between 35-44
8 % are between 45-54

Reach

Monthly Video Views YT
29k

YouTube Subs
86k

Facebook Fans
17k

Minutes watched Amazon
1.5k

Services

Sponsored Recipe Videos
Recipe Development
Product Placement
Hosting
Blog Writing
Original Video Production
Series Development
Live Streaming



Past Brand Collaborations



got milk?





OVERALL SUMMARY

Lovely Lady Cakes can create a traditional long form cooking video that lives on YouTube, along with a short and fast square *Tasty*-inspired video for Facebook and Instagram. Prior to the final video release, live snapchats during shoots, and Facebook behind-the-scenes pictures are released promoting the video in advance.

PERFORMANCE REPORT (AFTER 1 WEEK)

FACEBOOK

12k reached, 3.3k views, 65 likes, and 38 shares.

YOUTUBE

1.6k views, 86 likes, and 21 comments

GOOGLE SEARCH

1st page (#1) "Orange Marmalade Thumbprint Cookies," (#1) "Peanut Butter Banana Brownies," (#3) Pumpkin Sugar Cookies, (#5) "Gummy Animals."

SNAPCHAT

50 likes

INSTAGRAM

34 likes



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youtube.com/lovelyladycakes
facebook.com/lovelyladycakes
Amazon - [Baking with Toddlers](#)