

# Caliraerae

Eat.Train.Be Happy



## About me

Hey there! I'm Caliraerae, a content creator and fitness enthusiast. My mission is to inspire other busy Millennials to eat and train in a way that is sustainable and prioritizes their overall wellbeing. I am passionate about sharing the lessons I've learned over the years as an athlete to help others find a sustainable approach to their own fitness/life balance.



### *AVERAGE ACCOUNTS REACHED*

4k in 30 days  
24% Followers and 76%  
Non-Followers

### *AUDIENCE*

58% Men & 48.1% Women  
Between the ages of 25-34 in  
the United States. 27% of  
which lives in Monterey  
County.

**2.2K**

IG followers

### *SELF-HOSTED BLOG*

Caliraerae.com

# Blog Audience

## MY MOST FREQUENT VISITORS

My audience includes a nearly even split of both men and women, mostly ages 25-34 from the Monterey Peninsula Area, United States. They are most interested in vlogs that take them into my daily life about fitness, nutrition, and outfit inspirations. My most engaged audience is a melting pot of working & middle class, gym-rat, millennials.



## The Future of My Blog

My content thrives on building relationships with people in the comments and messages. My audience is important to me and my goal is to serve them in a way that is both helpful and entertaining. The Caliraerae blog aims to diversify content for them and allow them the opportunity to seek more resources outside of my social media for their fitness goals and overall wellbeing.

