



Alexa Groat

FASHION, TRAVEL, LIFESTYLE

ABOUT THE CREATOR

Alexa Groat is a lifestyle blogger and content creator based in Tampa, Florida. With goals of spreading positivity and love, sharing her favorite products and styles, and creating a platform where all are welcome, Alexa keeps her content relatable and lighthearted to engage her audience and build relationships.

Alexa is a self-proclaimed fashionista, food lover, coffee enthusiast, beauty obsessed, family woman. She loves to live a fun, healthy and fulfilling lifestyle.



CONTACT

Alexa Groat

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Instagram: @alexadgroat
Pinterest: @alexadroat
Twitter: @alexadgroat
Tiktok: @heyalexa.____

SOCIAL MEDIA STATS

100+ Monthly Blog Viewers
6,000+ Instagram Followers
9.7% Instagram Engagement
11K+ Weekly Instagram Reach
2,500+ Weekly Profile Visits
80+ Weekly Website Clicks
360+ Pinterest Followers
50K Monthly Pinterest Viewers
1,150+ Tiktok Followers

AUDIENCE

Age Range: 18-24 (47%), 25-34 (30%)
Women: 55% Men: 45%
United States: 76%



SERVICES

- * Social Media Promotion
 - * Sponsored Posts
 - * Product Reviews
 - * Content Creation
 - * Giveaways

PREVIOUS PARTNERSHIPS

boohoo



STATUSPHERE

Dippin' Daisys
SWIMWEAR



BootayBag



CASEAPP



ARIBO

Pretty Good Advice
DREAM BIG
and
WORK HARDER
Leslie Blodgett

AFFILIATIONS

- * RewardStyle
- * College Fashionista
- * Statusphere
- * Cosmic Honey Magazine
- * Ascend / Pepperjam
- * Volcom
- * Commission Factory
- * InfluenceHer Collective

RATE CARD

INSTAGRAM POST | \$50
1 Sponsored Instagram Post

BLOG POST | \$50
1 Sponsored Blog Post with social
amplification

STORY POST | \$25
1 Sponsored Story Post

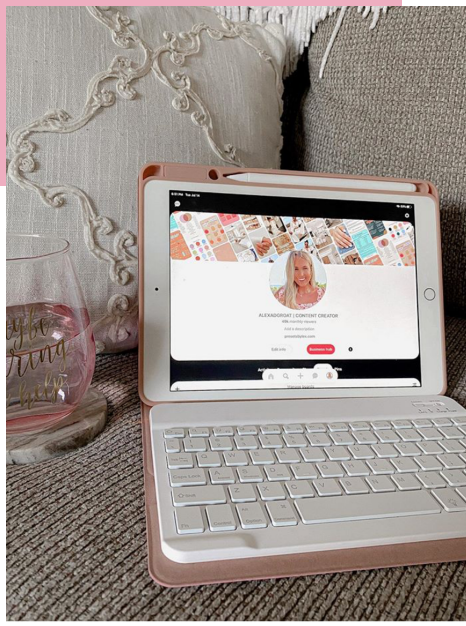
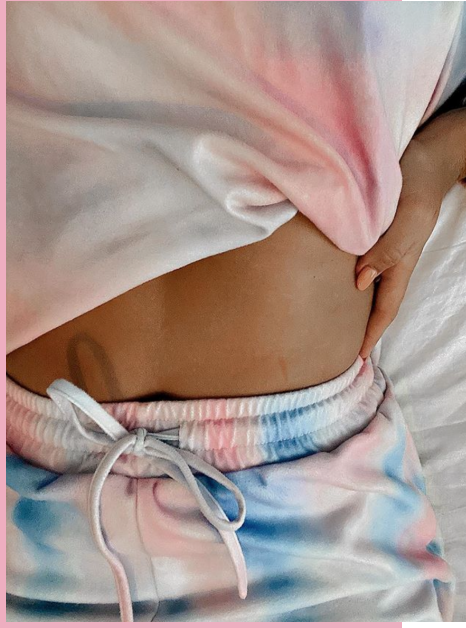
CONTENT CREATION | \$50/5 pictures

BRAND PARTNERSHIP | Regular Gifting

Prices may vary based on post type, usage, and exclusivity

ALEXADGROAT

At-Home Content



ALEXADGROAT

COLLABORATIONS



alexadgroat
Whole Foods Market

alexadgroat my highlighter is the highlight of the party 🌟

seriously, i have never met a more perfect highlighter set!! i felt beautiful all day long 🥰

My new go-to lips and highlighter are @minerafusion 🥰 #gifted You can pick up your new summer makeup looks at your local @wholefoods

#minerafusion
#minerafusionatwholefoods
#makingbeautyhealthy

2d

Liked by **steven.a.cardona** and **459 others**

2 DAYS AGO

Add a comment... Post



alexadgroat
Tampa, Florida

alexadgroat My favorite WFH spot! 🌟 Recently, I have been taking a course all about making money as an influencer. I have already learned so much and am excited to share this with you all! Check out my blog post to read about some of my favorite takeaways so far!

GIVEAWAY ANNOUNCEMENT! I have teamed up with @ladybossblogger to gift one of you with one of her amazing courses! 🥰👉👈

1. Follow me @alexadgroat
2. Follow @ladybossblogger
3. Follow @elainerau
4. Like this photo and tag a friend in the comments!

Liked by **emilyg_roat** and **727 others**

JUNE 11

Add a comment... Post



alexadgroat
Miguelitos Taqueria Y Tequilas

alexadgroat angel vibe 🥰

perfect date night fit from @hazelandolive_ 🥰 Get 10% off your order through the link in my bio! 🥰

4w

rileyelisewelner Dreamy vibes 🥰

3w 1 like Reply

View replies (1)

nikkiefashion411 You look

Liked by **steven.a.cardona** and **824 others**

JUNE 17

Add a comment... Post



alexadgroat
Tampa, Florida

alexadgroat sending love to all. my saturday view is looking a little like this 🥰

•still loving my custom phone case from @caseapp, you can use the code ALEXADGROAT20 for 20% off any of the #caseapp cases or custom designs of your own! #gifted

6w

courtneyrenee Nothing better than this 🥰

Liked by **steven.a.cardona** and **554 others**

MAY 30

Add a comment... Post



alexadgroat

alexadgroat working on my summer glow 🥰

These scrubs from @geomar_usa @beautymadeinitaly have me feeling smooth, confident and beautiful! Follow @geomar_usa 🥰

#gifted #geomargirls #geomarusa #beautyxitaly

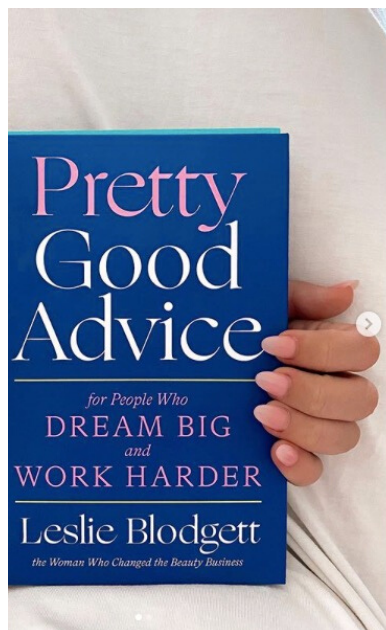
1w

daringfer Self care glow

Liked by **steven.a.cardona** and **329 others**

JULY 2

Add a comment... Post



alexadgroat
Tampa, Florida

alexadgroat next on your "must-read" list, thank me later 🥰

This book came to me at exactly the right time 🥰 & brought me my newest role model 🥰

Follow @leslieblodgett for some Pretty Good Advice 🥰

#LeslieBlodgett #PrettyGoodAdvice #gifted

3w

cuttie_outlooks Love this kind of

Liked by **emilyg_roat** and **345 others**

JUNE 24

Add a comment... Post

BOOHOO

**alexadgroat**
First Watch - University Collection Fowler

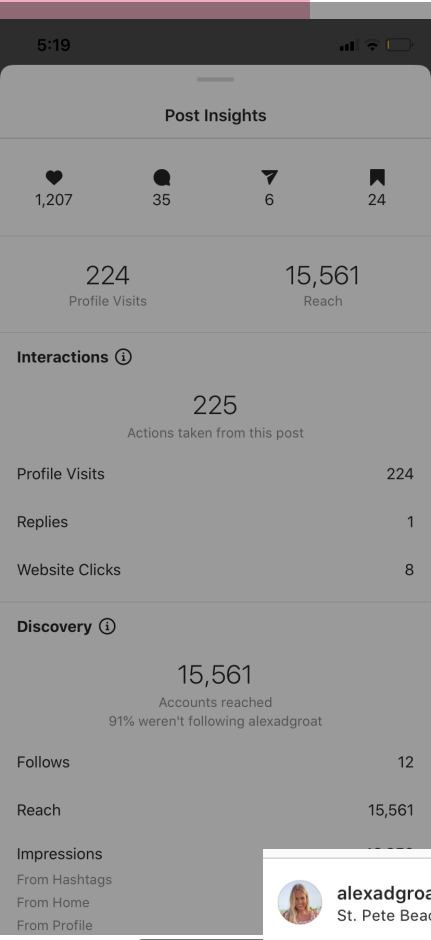


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 Liked by **steven.a.cardona** and **1,206 others**

alexadgroat the day after gaspy outfit is important too
[@boohoo](#) [#boohooU](#)
Use code "BOOHOOU" for 55% off 🤍



**alexadgroat**
St. Pete Beach, Florida

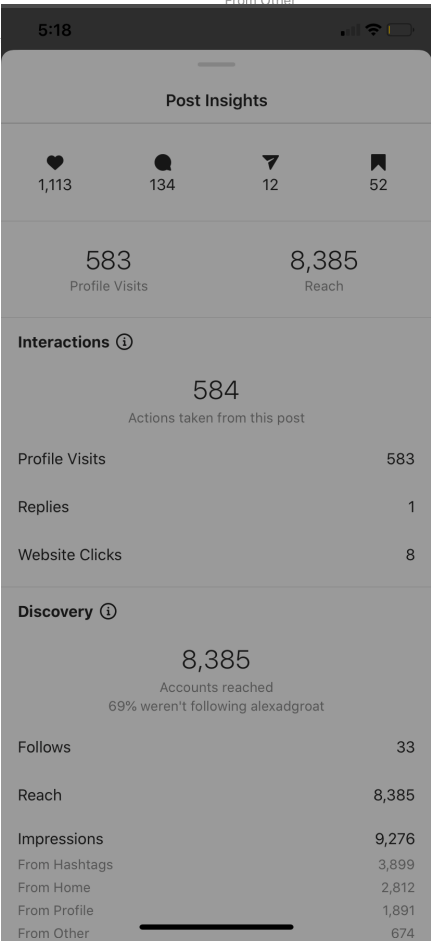


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 Liked by **steven.a.cardona** and **1,112 others**

alexadgroat counting all my blessings lately and reminding myself how wonderful life really is ✨



BOOHOO

Continued



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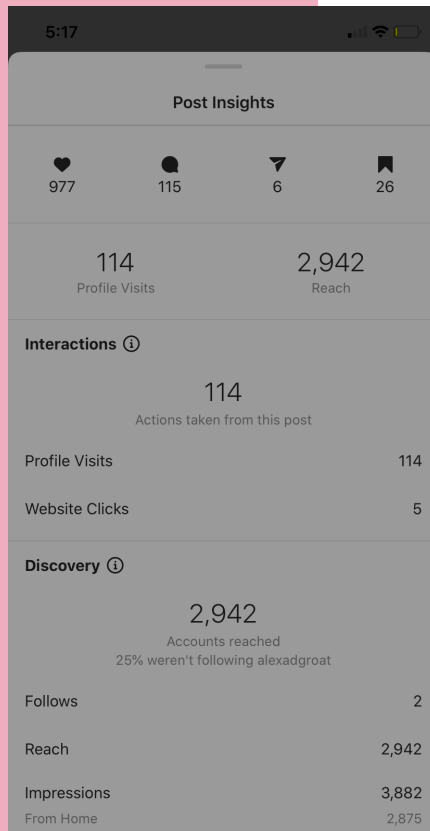
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Liked by [steven.a.cardona](#) and 976 others

[alexadgroat](#) celebrating a few weeks late with my favorite gf's 🥰

top & shoes from [@boohoo](#) 🛒 code: BOOHOOU #boohoo



[View Insights](#)

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Liked by [steven.a.cardona](#) and 850 others

[alexadgroat](#) i'm nicer when i like my outfit, i was really sweet today 🥰