

# ecobabe

because what we do matters.

monica richards

---

TV HOST | ECO EXPERT  
SUSTAINABLE LIVING & BRAND CONSULTANT  
THE ECOBABE COLLECTIVE | ECOBOUTIQUE

2023 media kit



# welcome to ecobabe

Being raised on a farm has inspired my life, no matter where I go. It's my calling to share my eco expertise that began at a young age while growing up green.

I've evolved my highly trained TV Hosting and accredited Interior Design careers into a meaningful platform that makes a difference by guiding people to detox their lives, while giving our planet the voice she so much deserves.

I strive to educate, empower and inspire my following, whom I endearingly refer to as The ecobabe Collective. I also consult with brands, hotels + home owners for sustainable design, style and product upgrades. And a lifestyle line of conscious ecobabe goods will be making its debut in 2020.

Most importantly, I advocate for self love. If we honor + respect ourselves, we will honor + respect our planet.

*MR*  
monica richards

DISCOVER  
[WWW.ECOBABE.CO](http://WWW.ECOBABE.CO)

CONNECT  
[MONICA@ECOBABE.CO](mailto:MONICA@ECOBABE.CO)

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

# brand partnerships

82% of consumers say they are very likely to follow the recommendation of an influencer they follow. I've built an authentic sisterhood with my ecobabes, yielding a high level of trust between us. Therefore, I only partner with aligned brands that I feel confident about them using.

I am honored to drive these brands' sustainable initiatives home + help shine their beacon of light into the world + onto my ecobabes, who often become true, lifelong fans of these newly approved products.

Let's create the kind of engagement that has impact for you, me and the planet.

**On the following page, you'll find some of the beautifully conscious brands I've worked with.**

DISCOVER  
[WWW.ECOBABE.CO](http://WWW.ECOBABE.CO)

CONNECT  
[MONICA@ECOBABE.CO](mailto:MONICA@ECOBABE.CO)

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

# brand partnerships



ecobabe  
monica richards

# working with monica

*"Monica thinks outside of the box and creates truly engaging content in a way that is rare and refreshing. She's always top of our list for new initiatives."*

- Caroline Heerwagon, Chief Brand Officer, Oral Essentials

*"What I love most about Monica is her connection to her audience - and the products she shares with them - is genuine and comes from her heart. For those of us who deeply believe in the products we are sharing with the world by collaborating with her, this matters so much."*

- Katie Toumazou, Brand Director, CoreSelf

*"The ecobabe brand brings positive energy, value and community to each of our collaborations, and honestly is just a dream to work with."*

- Samantha Heapps, Director of Brand Marketing, Woo More Play

*"The quality of Monica's work is fantastic and she always comes to the table with great ideas. She has a very clear understanding of her social following, what works from a marketing standpoint and what can move the needle for a brand."*

- Staci Levine, Owner, SLPR

DISCOVER  
WWW.ECOBABE.CO

CONNECT  
MONICA@ECOBABE.CO

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

# the ecobabe collective

BECAUSE WHAT WE [ALL] DO MATTERS

We are a community of 20k+ modern women who are committed to living more sustainably via connection, education and inspiration.

The ecobabe collective receives exclusive content including giveaways, tutorials + resource guides, as well as promotional pricing on ecobabe branded and eb approved products, invitations to special events + one-one-one sessions with me, where we can either green up her home or just chat about... life!

The result? A full detox from the inside out, an abode that promotes health + wellness, confidence knowing that her choices matter, that SHE matters. And that je ne sais quoi that accompanies spreading goodness for all.

DISCOVER  
[WWW.ECOBABE.CO](http://WWW.ECOBABE.CO)

CONNECT  
[MONICA@ECOBABE.CO](mailto:MONICA@ECOBABE.CO)

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

# ecobabe tv

48% of consumers report that convenience, lack of awareness + availability are top obstacles to sustainability. They want to make the change, but they don't know how.

Enter: education that's clear + easy to digest.

After years of red carpet interviews, plus writing + hosting for AOL, I understand exactly what the viewer wants.

ecobabe TV takes viewers on a journey of learning the importance of sustainability + discovering new ways of conscious living via tutorials, travel guides + interviews with people + brands who are doing incredible things for our Planet.

It's simple: Viewers stay engaged. They learn. They apply. They change the world.



<https://www.youtube.com/ecobabe>



ecobabe  
monica richards

# brand consultancy

66% of people (and 73% of Millennials) say they're willing to pay more for products + services from companies committed to positive social + environmental impact.

## **That's where I come in:**

I'll help you bridge the gap between consumer + brand in the sustainability space via practices, finishes + marketing.

My international, accredited interior design career makes me a stickler for scale, the most important pillar in aesthetic. And I truly believe with a few simple adjustments in style + messaging, a brand can elevate its trajectory entirely.

DISCOVER  
[WWW.ECOBABE.CO](http://WWW.ECOBABE.CO)

CONNECT  
[MONICA@ECOBABE.CO](mailto:MONICA@ECOBABE.CO)

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

# travel & hospitality consultancy

As sustainable stays become more popular with 73% of global travelers looking to book eco accommodations, destinations need to jump on board.

Not only do I transform rooms + villas into beautifully curated ecobabe suites, with local finishes + decor, but I also aid hotels in qualifying for green certifications.

Because sometimes all it takes is a natural refresh and someone to help you get the word out!

DISCOVER  
[WWW.ECOBABE.CO](http://WWW.ECOBABE.CO)

CONNECT  
[MONICA@ECOBABE.CO](mailto:MONICA@ECOBABE.CO)

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

# ecobabe annual ig stats

## **followers 21.9k**

### **static feed**

10742 impressions | 755 likes | 8969 reach | 53 shares  
212 comments | 846 engagement

### **story**

824 impressions | 494 reach | 12 link clicks | 23 sticker taps

### **video**

5348 impressions | 520 likes | 4267 reach | 3 shares  
61 comments | 590 engagement

### **audience**

women ages 25-44 nyc + la

### **blog**

16K page views | 7138 unique visitors | 7892 page visits  
USA, CA, UK

DISCOVER  
[WWW.ECOBABE.CO](http://WWW.ECOBABE.CO)

CONNECT  
[MONICA@ECOBABE.CO](mailto:MONICA@ECOBABE.CO)

SOCIAL: IG | FB @THEECOBABE | YT @ECOBABE



ecobabe  
monica richards

contact ecobabe

available for: brand partnerships  
design collaborations + tv hosting

email

monica@ecobabe.co

web

www.ecobabe.co

social

@theecobabe

x, *Monica*



ecobabe  
monica richards