

ONE STRONG SOUTHERN GIRL



ABOUT

The One Strong Southern Girl blog was created by Mickie Carter, a former personal trainer, certified and licensed Physician Assistant, mom of 5 and avid lifetime fitness enthusiast.

She started the blog in 2016 to help motivate and encourage women to not only exercise regularly but to find workout programs, exercise equipment and fitness apparel that are fun and a perfect fit for every unique fitness goal and personality.

Mickie's goal is to help women realize that while life is complicated fitness doesn't have to be.

She hopes to inspire her audience to create a fun and effective exercise routine using products and services that she believes in. She loves to share quality brands with her audience in an authentic manner so they can see how certain products and services can make exercise a fun and permanent part of their lives.

Since 2016 she's established the One Strong Southern Girl brand as a reputable resource for exercise-related reviews, information and fitness tips and has expanded her business to include an e-commerce store.

SITE TRAFFIC

Monthly Pageviews: 90K

Monthly Visits: 28K

73% female audience

74% from the US

62% ages 25-44

Email Subscribers: 800+

SOCIAL MEDIA



1.1K



1.5K



300+

*just getting started!

CONTACT INFORMATION & MORE

WEB: www.onestrongsoutherngirl.com

EMAIL: business@onestrongsoutherngirl.com



@1StrongSouthernGirl



@1StrngSthrnGirl



@onestrongsoutherngirl