



Collaborating in the Wild

Influencer-Government Collaboration Demystified

Jenny Anderson

Girl of 10,000 Lakes
Content Creator, Author, Blogger





Talking Points

01

About Jenny

02

Benefits of
Working with
Influencers

03

Examples of
Partnerships

04

Getting
Influencers to
Work with You



01.

Hi,
I'm Jenny 🙌



@GIRLOF10000LAKES

MSLIDES.COM

Journalism Background

- B.A. in Broadcast Journalism, University of Wisconsin-Eau Claire
- Anchor, Reporter at WEAU 13 News, NBC Affiliate in Western Wisconsin
- Translating that experience to my Girl of 10,000 Lakes work

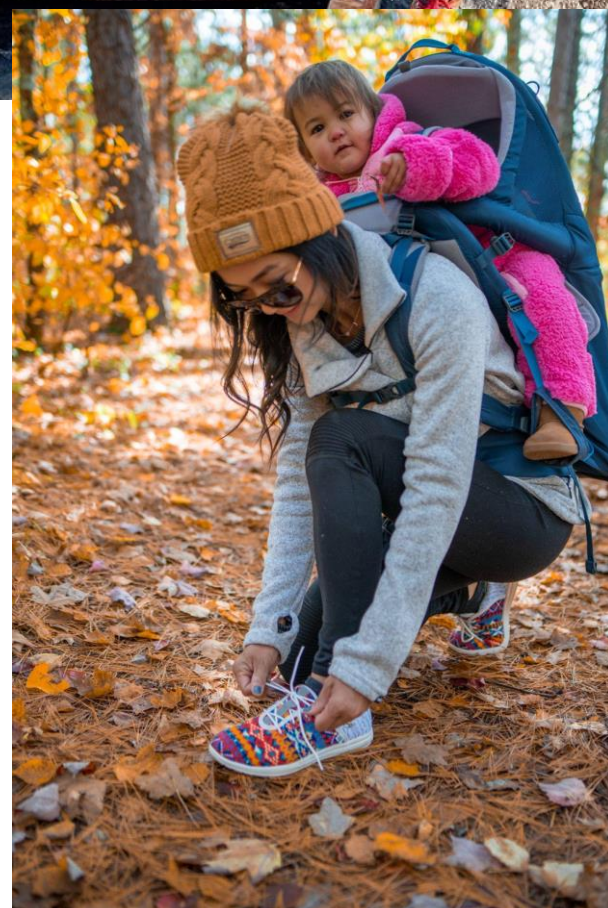


Girl of 10,000 Lakes

OUTDOOR & TRAVEL

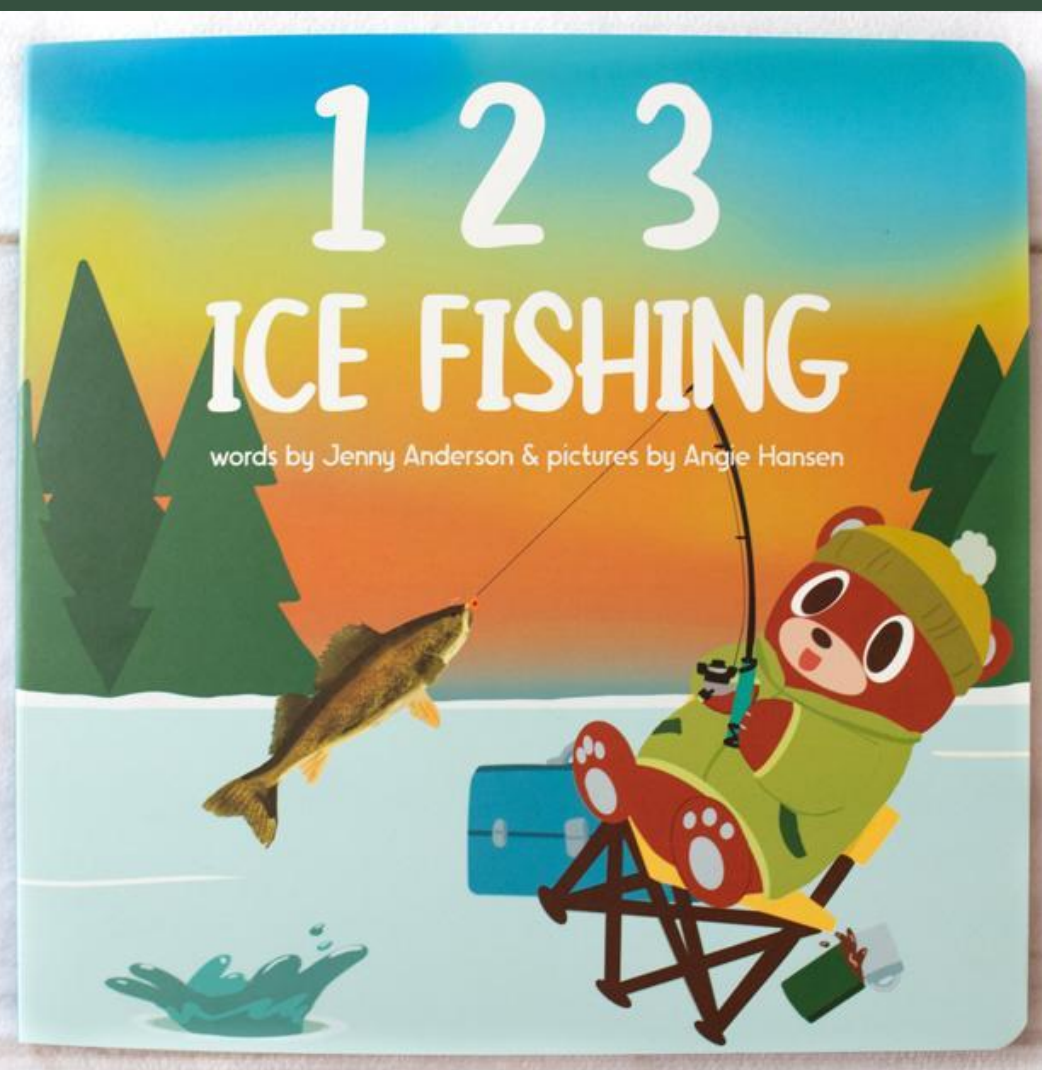
CONTENT CREATOR AKA “INFLUENCER”

- Launched Girl of 10,000 Lakes in 2017
- Manifesto: Evoking inspiration and wonder through the beauty of the great outdoors, inviting everyone, no matter what season of life they're in, to embrace the transformative power of travel and the outdoors.
- Content focus: Instagram, Facebook, YouTube, TikTok, Blog, other brand/organization blogs





Turning Passion into Pages with '123 Ice Fishing'



Fishing was my gateway to the great outdoors

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02.

Benefits of Working With an Influencer





JENNY ANDERSON



27.9k

Instagram followers
@girlof10000lakes

1.2k

Twitter/X followers
@girlofioklakes

1.26k

YouTube subscribers
@girlof10000lakes



6.6k

Facebook followers
Girl of 10,000 Lakes

5k

Blog views per month
girlof10000lakes.com

Most Obvious: Audience Reach

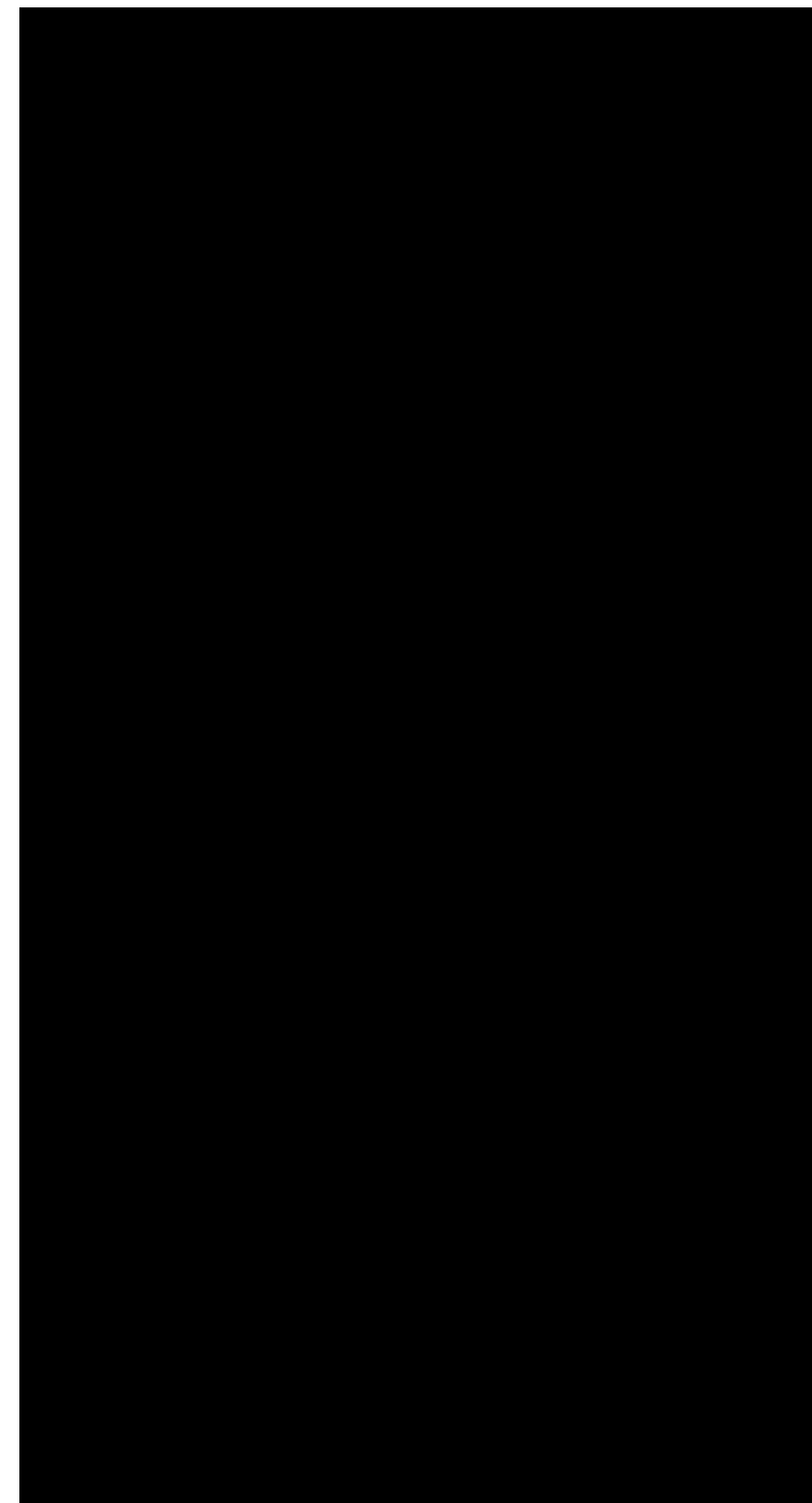
- Loyal and engaged audience; active and involved community with two-way communication
- Built-in trust
- Helps organizations tap into targeted niche audience and boost presence
- Strong presence on various social media platforms
- Potential for more exposure; could go viral

@girlof10000lakes



Authenticity & Credibility

- Genuine passion for their niche (typically)
- Can enhance credibility for organizations
- Humanizes an organization
- Positive brand associations
- Example video: Partnership with Minnesota Department of Natural Resources promoting Minnesota Moms Fishing Challenge



Creative Content Producers & Storytellers

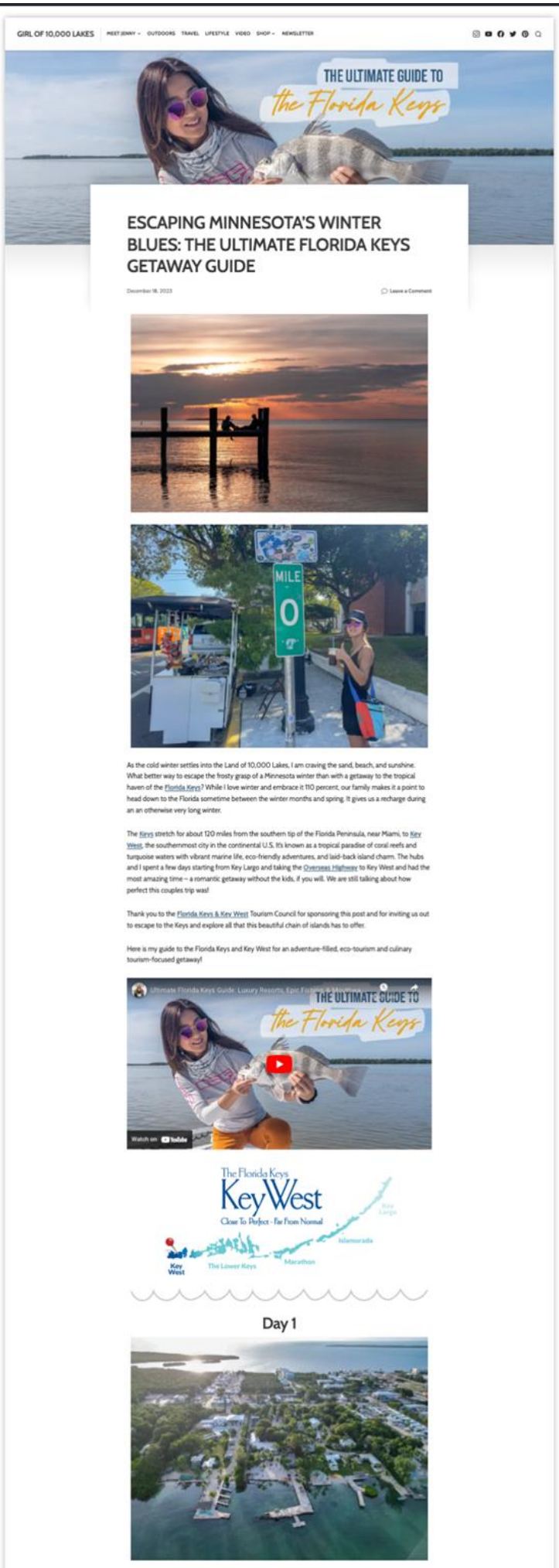
- Like hiring photographers & videographers with a social presence
- Often skilled storytellers who can tell your story with engaging content
- Example: Travel Wisconsin partnership promoting fishing on the St. Croix River; “come along with me” story





Creating Engaging & Effective Content

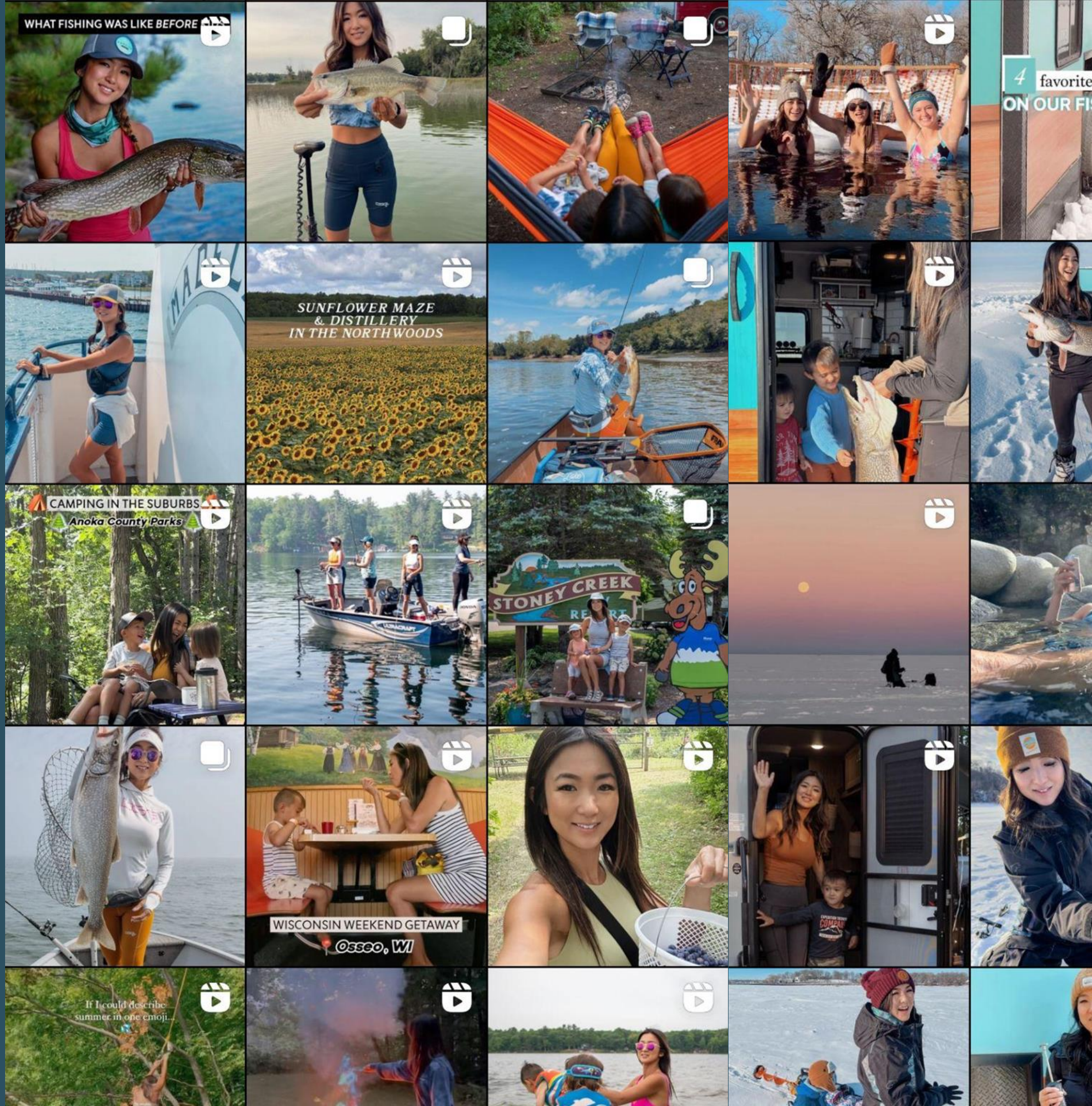
- They know their audience well; what works, what doesn't
- Often quick to adapt to new trends and technologies
- Example 1: Trending transition to promote eco-tourism in Florida Keys & Key West
- Example 2: Recipe video combined with fishing and beautiful scene





03.

More Examples of Partnerships!





Take Me Fishing

- Simple tips to make ice fishing more enjoyable for families with kids
- Content created for: Instagram Reel, Instagram Stories, Facebook, TikTok, and YouTube



- 2 minutes
- Clickable links in description
- Plays: 300



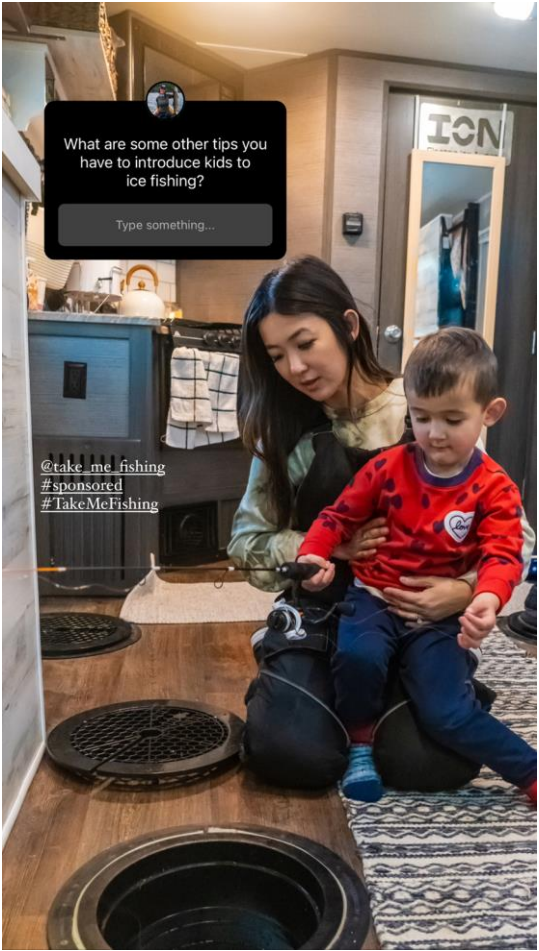
- :40 seconds
- Link in bio
- More engagement
- Plays: 15k

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Instagram Stories






Minnesota Department of Natural Resources

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A photograph of three young women standing on a wooden pier or dock by a lake. The woman on the left is wearing a brown shirt and black leggings. The woman in the middle is wearing a purple patterned shirt and denim shorts. The woman on the right is wearing a light blue shirt and black leggings. They are all smiling and looking towards the camera. In the background, there is a calm lake and a line of trees under a cloudy sky. A fishing tackle box is visible on the pier in the foreground.



girlof10000lakes

Paid partnership with minnesotadnr




Minnesota

Can you guess when we each first started fishing?

We're actually all across the board! I got hooked about 8 years ago. It's been about a decade of fishing for @nattieupnorth. And @expeditionkristen fished with us for the first


View insights

Boost post



Liked by ali_upnorth and 728 others

May 12, 2022

Add a comment...

Post

- Promoting Minnesota Fishing Opener
- Hooking people with a question, featuring other “influencers”
- Content created for: Instagram, Instagram Stories, Facebook



Ramsey County Parks & Recreation

- Clean In, Clean Out: Clean Your Boats to Stop the Spread of Aquatic Invasive Species
- Push for new web app to help boaters prevent the spread of AIS
- Content created for: Instagram Reel, Instagram Stories, Facebook, and YouTube





Conservation Corps

- Recruiting youth and young adults for Conservation Corps Minnesota & Iowa
- Showing what a day in the life of a corps member looks like
- Content created for: Instagram Reel, Instagram Stories, TikTok

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Travel Wisconsin

- Promoting outdoor themed tourism in northern Wisconsin
- Push people to local trails, restaurants, resorts, and attractions in the area
- Content created for: Instagram Reel, Instagram Stories, Facebook, YouTube, Girl of 10,000 Lakes blog



04.

Getting Influencers to Work with You



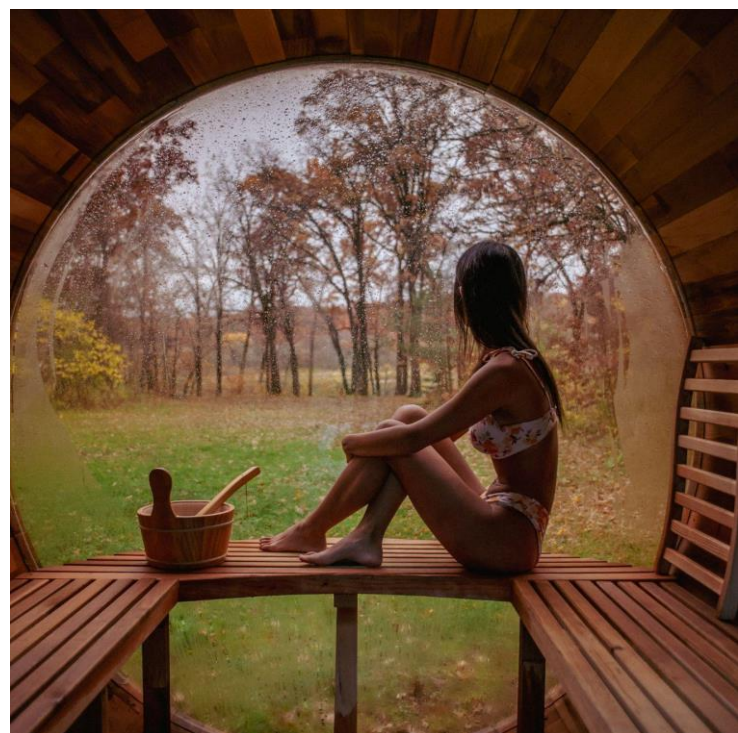
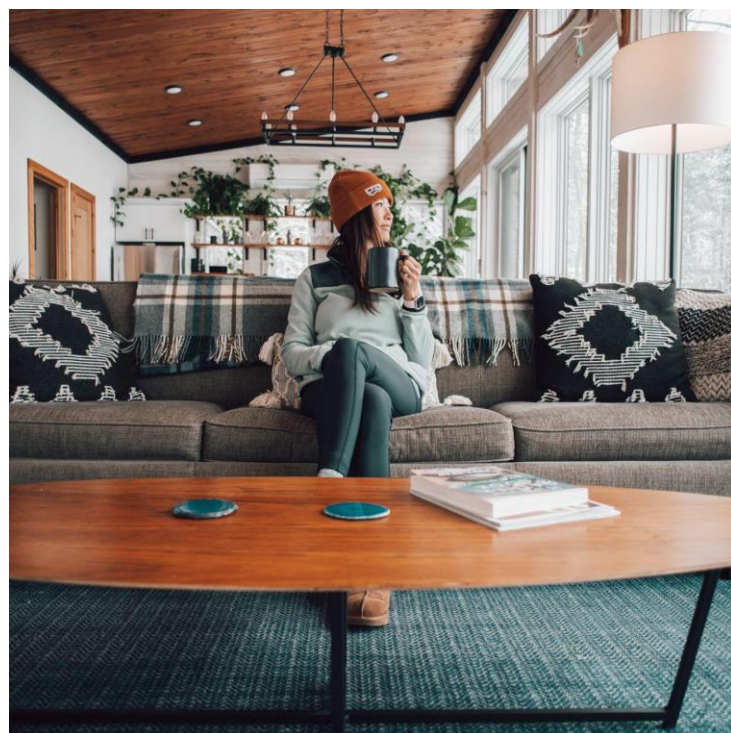


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Do We Vibe?

- Authentic alignment with organization's goals and values
- Shared passions
- Content and style that feels authentic based on past work with public organizations
- Is their audience the audience you want?





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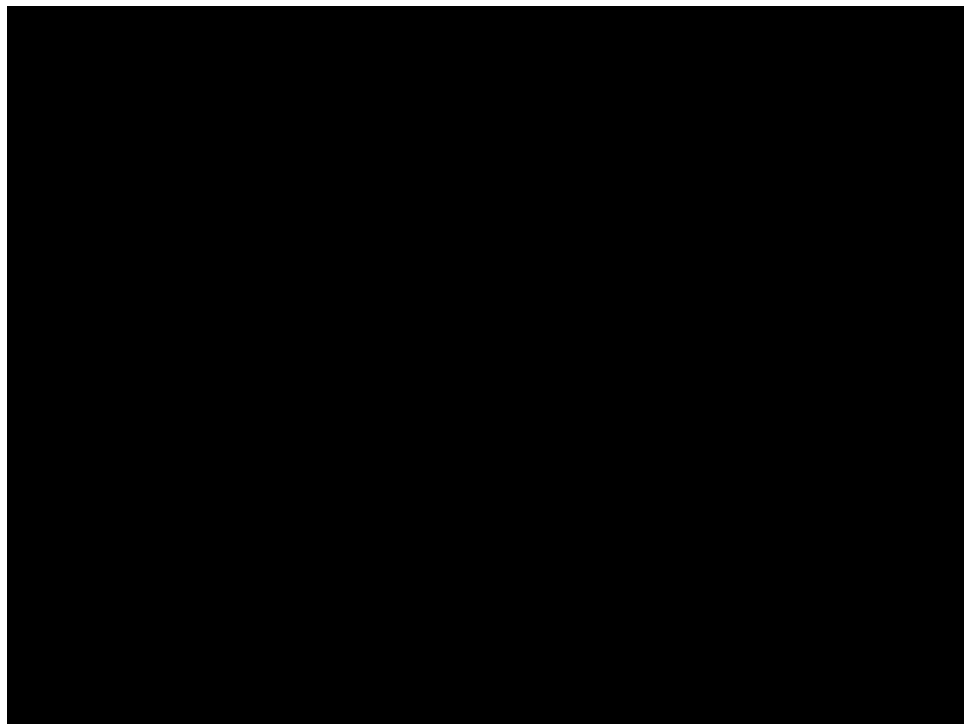


Be Clear About Your Goals

- Brand awareness
- Product launch
- Increased engagement
- Conversions
- Educational content or PSA
- User-generated content
- Event promotion

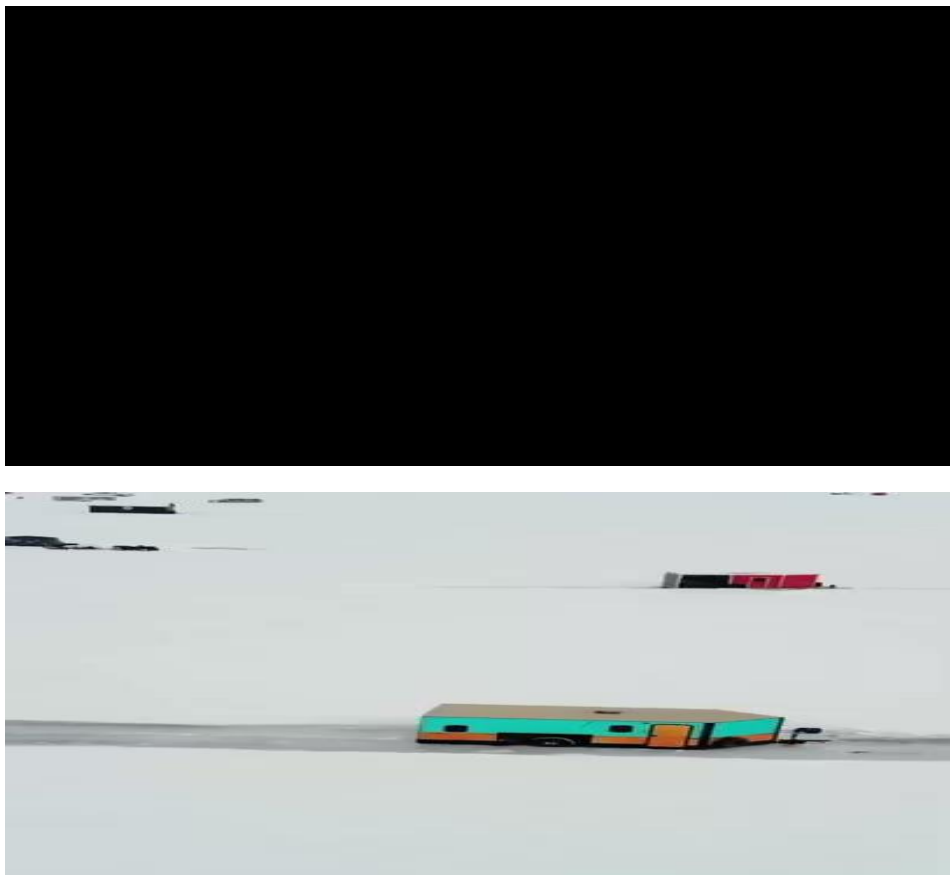


Money Talks



Creators want to be paid their worth

Example: Explore Oak Ridge, TN tourism promotion in an area known historically for producing enriched uranium during WWII for the atomic bomb



But creators are willing to negotiate

Example: Fish house & remodel trade to promote Camping World's camping and outdoor lifestyle



Figure out what they value other than cash

Example: Anoka County Parks content in exchange for season pass to outdoor waterpark



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Peek into my media kit!



MEDIA KIT 2024

Jenny Anderson

Digital Content Creator
Author
Blogger
Public Speaker

girlof10000lakes.com | [@girlof10000lakes](https://www.instagram.com/girlof10000lakes)



Hi, I'm Jenny! Welcome to my neck of the woods.

Hello there! I'm Jenny Anderson, an outdoor and travel content creator best known as the Girl of 10,000 Lakes. As an avid "outdoorser," I'm passionate about getting people connected with the great outdoors. My mission is to inspire and empower families to spend a little more time in nature, be bold and try new things outside of their comfort zones, and enjoy the outdoors no matter the season.

While getting people outside is my passion, my personal inspiration is my family. Helping my son reel in his own fish, showing my daughter the changing colors of the season, and going camping on the ice or in the woods with my husband - these are the moments that keep me going.

Since 2017, I've had the opportunity to work with amazing brands, businesses, and organizations that want to reach a loyal audience who is interested, curious, or fired up about the outdoor lifestyle in the midwest and beyond.

I'm excited that you're here because there's nothing I love more than a passion-driven team collaboration! I hope that together, we can make big things happen and support one another in our goals.

Available for

Outdoor and Travel Content Creation
Social Media Campaigns,
Speaking Engagements
Social Media Content & Collaborations
Photography/Videography

Contact

girl10000lakes@gmail.com

651 983 7801

[@girl10000lakes](https://www.instagram.com/girl10000lakes)

Based in Minneapolis, Minnesota



Social Statistics

JENNY ANDERSON



27.9k

Instagram followers
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Twitter/X followers
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LET'S GET SOCIAL



@girlof10000lakes

60% male
40% female
25-45 years old

Top Locations
84% US
7% Canada
9% Various Others

INSTAGRAM

27.9k **10%** **303k**
followers average post engagement rate monthly impressions

FACEBOOK

6.6k **10%** **72k**
followers average post engagement rate monthly impressions

YOUTUBE

1.26k **5.6k** **81**
followers monthly views watch hours

JENNY ANDERSON



Blog

JENNY ANDERSON



Girl of 10,000 Lakes

girlof10000lakes.com

girlof10000lakes.com

[@girlof10000lakes](https://www.instagram.com/girlof10000lakes)

TRAFFIC PER MONTH

5k
visits

4k
unique visits

298k
all-time views

AUDIENCE

95% US
5% Canada

TOP PERFORMING POSTS

29 Must-Stay Cabins in Minnesota & Wisconsin

Weekend Packing List for a Cabin Getaway

Perks of a Truck Camper



Brand Partnerships + Collaborations

JENNY ANDERSON

Camping World	Tuscarora Canoe Outfitters	Little Lazy Lodge	Minnesota DNR
Take Me Fishing	Tarpon Time	Experience Rochester	Chopper Mill Inc.
Ski-Doo	Fishin' Magician	Washburn County Tourism	Adventuress Magazine
Polaris	Lift Bridge Brewing	Athleta	Ice Palace
Ramsey County Parks & Recreation	Travel Wisconsin	Minnetonka Moccasins	Visit Fort Dodge
Gander Outdoors	Minneapolis Boat Show	Mille Lacs Tourism	Conservation Corps
Bass Pro Shops/Cabelas	Northwest Sport Show	Mission Boat Gear	
T-Mobile	Primus	Wisconsin Dells	
Fleet Farm	Cascade Vacation Rentals	Surly Brewing	
Columbia PFG	Lutsen Mountains	Razr Ice Augers	
Caribou Coffee	Gunflint Lodge	Florida Keys Tourism Board	
Keen	Rainy Lake Houseboats	Schuler Shoes	
DSG Outerwear	Coborns Delivers	Beacon Harbor Resort	
Duluth Trading Co.	Eelpout Festival	St. Paul Ice Show	
Explore Minnesota	Excellence Resorts	King of Christmas	
Ramsey County Parks & Recreation	Quarterdeck Resort	Wild Mountain Retreat	
Washburn County Tourism	Live Infinitely	Valley Fair	
Minnesota Wild	Blondeluxe	Minnesota Harvest	
Minnesota Timberwolves	Urbana Craeft Kitchen	Northern Lights Resort	
Duke Cannon	Lake Time Supply Co.	Cenex	
Paddle North	Humble Apparel Co.	Anoka County Parks	
Heimie's Haberdashery	MNimalist Goods	Explore Oak Ridge	
Up North Trading Co.	Urban Growler Brewing Co.	Friends of the Boundary Waters	
WSI Sports	Voyageur Canoe Outfitters	Wild Rivers Conservancy	



In the Media

JENNY ANDERSON

MIDWEST LIVING MAGAZINE



EXPLORE MINNESOTA 2019-20 FISHING GUIDE



STAR TRIBUNE ARTICLE ON NORTHWEST SPORTSHOW



MINNESOTA CONSERVATION VOLUNTEER



FEBRUARY 2021 EDINA MAGAZINE



THE 4 OUTDOORSMEN PODCAST

The 4 Outdoorsmen Show
The 4 Outdoorsmen: Melissa Bachman & Jenny Anderson



TWIN CITIES COLLECTIVE PODCAST



STAR TRIBUNE A LOOK BACK AT 2019



FISH HOUSE NATION PODCAST BY CATCHCOVER

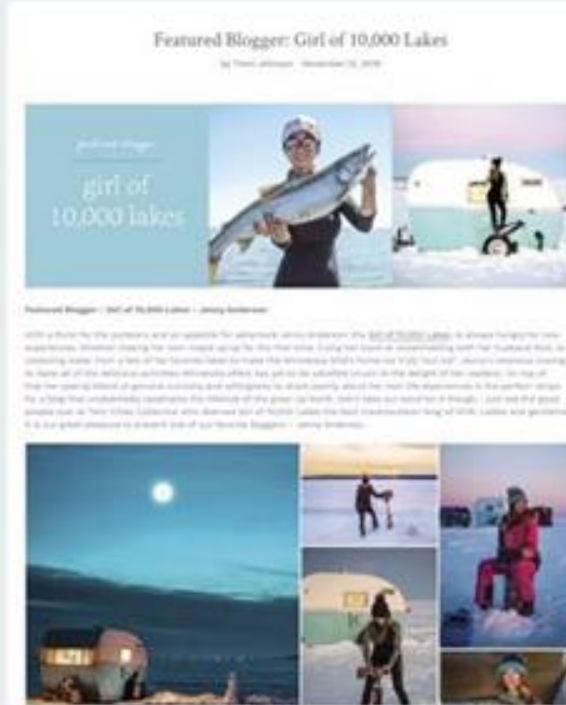


Currents: Jenny Anderson, outdoorswoman, #girlsof10000lakes



STAR TRIBUNE CURRENTS

UP NORTH TRADING CO. FEATURED BLOGGER



WOMEN'S OUTDOOR NEWS REVIEW OF 123 ICE FISHING



PANORAMIC OUTDOORS PODCAST - EPISODE 74 - Jenny Anderson Girl of 10,000 Lakes



THEIR OUTDOOR LIVES

When asked about the people who inspired her, Jenny said:



SEGMENT GUEST ON:

Fox 9
WCCO
KARE 11



Rate Sheet

JENNY ANDERSON

SOCIAL MEDIA POST/ENDORSEMENT

- per photo post
- per Reel/video post
- Plus any traveling expenses involved

INSTAGRAM STORIES

- per slide for stand-alone
- per slide for add-on to a post

SPONSORED GIVEAWAY

- per giveaway
 - » A sponsored giveaway must be combined with a social media endorsement or Instagram story

SPEAKING ENGAGEMENTS

- per speaking engagement (1 day) + travel
 - » How it works: Email girl10000lakes@gmail.com with your event information and dates. I'll get back to you shortly to begin the conversation on topics or event booking.

SOCIAL MEDIA PACKAGE

- + travel (for a 2-night, 3-day stay)
 - » Blog post on Girl of 10,000 Lakes or as a guest blogger on brand's website
 - » One Instagram Reel, :15-:45
 - » Two Instagram posts
 - » 20 Instagram stories
 - » Share blog post to social channels
 - » Rights to 10 images (each additional image:)

EVENT PROMOTION

- + travel (for a 1-night, 2-day stay)
 - » Three Instagram stories before event
 - » Five Instagram stories on day of event
 - » One Instagram post before event
 - » One Instagram Reel after event
 - » Three Instagram stories after event

Notes:

- If content requires product featured in post, brand is responsible for providing product
- If content requires overnight stay or travel, brand is responsible for expenses required for stay and travel
- Brand/product must align with Girl of 10,000 Lakes and/or add value to outdoor community or travel lifestyle
- Payments accepted via check or ACH
- All posts will include a disclosure #ad/#sponsored as required by the FTC



JENNY ANDERSON

Let's Work Together

girlsof10000lakes@gmail.com

[@girlsof10000lakes](https://www.instagram.com/girlsof10000lakes)



Q&A

Jenny Anderson,
Girl of 10,000 Lakes

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Social: [@girlof10000lakes](https://www.instagram.com/girlof10000lakes)

Email: girlof10000lakes@gmail.com



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