

LAUREN KIRSTY GOUWS ("MOMAPOCALYPSE")

RELATABLE "MOMLIFE" CONTENT CREATOR



ABOUT ME

I'm Lauren – mom of two, full-time copywriter, and the chaotic creative behind Momapocalypse, where motherhood meets mayhem (and memes). With a loyal and growing audience of 11K+ real moms - and millions of views monthly - I create relatable, entertaining content that shines a light on the unfiltered side of parenting. And your brand!

Total Followers

19K+

Lifetime Views (And Counting)

50M+

Monthly Interactions

484K

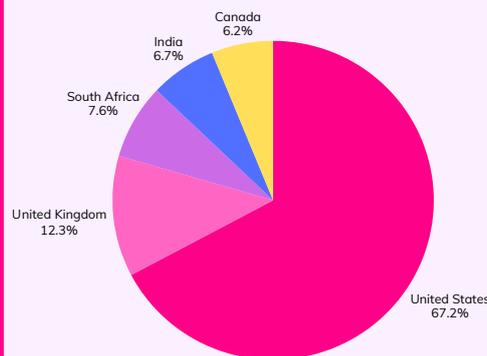
Average Monthly Views

2M

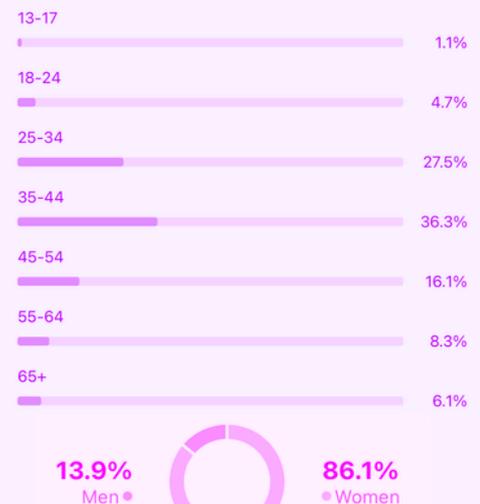
SERVICES

- Reels
- Stories
- Tutorials
- Product Placements
- Try-On Hauls
- Product Reviews
- Contests & Giveaways
- Brand Ambassadorships
- Event Representation

GEOGRAPHICS



DEMOGRAPHICS



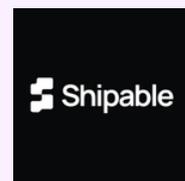
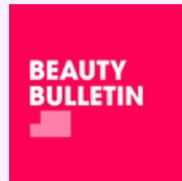
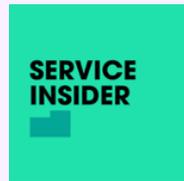
Let's work together!

✉: lauren@momapocalypse.com

🌐: www.momapocalypse.com

🌐: All My Links (<https://linktree.com/momapocalypse>)

BRANDS I'VE WORKED WITH:



Deliverable	Details	Rate (USD)
30s Reel	30-sec sponsored reel in my signature honest, relatable parenting style	\$150
60s Reel	60-sec sponsored reel in my signature honest, relatable parenting style	\$250
Carousel / Post	A branded image or multi-slide post with an engaging, story-driven caption	\$100
Story Series	3-5 frames with voiceover or captions + swipe-up/link	\$80
Content Bundle	60s Reel + Stories + Carousel Post	\$400 (\$30 discount)
Custom Package	Let's discuss your unique package requirements!	POA

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A La Carte Add-Ons

Deliverable	Rate (USD)
Paid Ad Usage (30 days)	\$120
Paid Ad Usage (90 days)	\$250
Paid Ad Usage (6 months)	\$400
Whitelisting / Spark Ads	\$150 per 30 days
Raw Footage	\$80
Hook Variations (2-3 additional intros)	\$60
Additional Revision Round	\$40
Rush Turnaround (48 hours)	\$75
Category Exclusivity (30 days)	\$150

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