

2026 MEDIA KIT

SHAN FOURIE

CONTENT CREATOR

SPEAKER

MARKETING STRATEGIST

LIFESTYLE | TRAVEL | BEAUTY
FAMILY | WELLNESS | EVENTS

35.3K INSTAGRAM COMMUNITY



MEET SHAN



CREATIVE INSTINCT. COMMERCIAL THINKING.

Shan Fourie is a South African content creator, speaker and marketing professional based in Ballito, KwaZulu-Natal. With more than 14 years of marketing experience, she combines strategic campaign thinking with relatable storytelling and polished content creation.

Her audience follows her for honest conversations around lifestyle, motherhood, travel, beauty, wellness and rebuilding life through its different seasons. Shan's long-term partnerships are built on credibility, audience trust and her ability to translate brand messaging into content that feels natural rather than scripted.

WHY BRANDS WORK WITH SHAN

- 14+ years of marketing experience
- Creative direction and campaign development
- Trusted, engaged female audience
- Proven sales and booking conversion
- Professional content production and delivery
- Experienced speaker and event host

REACH & PERFORMANCE

35.3K

INSTAGRAM FOLLOWERS

1.53M

90-DAY VIEWS

71.2K

ACCOUNTS REACHED

22.3%

NON-FOLLOWER VIEWS

80.1%**OF ACCOUNT VIEWS
COME FROM STORIES**

A highly engaged format for launches, recommendations and direct response.

AUDIENCE PROFILE

A predominantly South African, female lifestyle audience that values trusted recommendations, real-life storytelling and considered brand discovery. Shan's content performs particularly well through Stories, where consistent daily engagement supports strong brand recall and action.

LIFESTYLE

Home, family, everyday life

TRAVEL

Hotels, destinations, experiences

BEAUTY

Skincare, fashion, wellness

EVENTS

Launches, hosting, community

PARTNERSHIP OPPORTUNITIES

CONTENT PARTNERSHIPS

- Instagram reels and story campaigns
- Static posts and carousels
- Giveaways and product launches
- Brand ambassadorships
- Travel and hospitality campaigns
- Event coverage and appearances
- Website and editorial features



SPEAKING & EVENTS

- Guest speaking and keynote talks
- Panel participation
- MC and event hosting
- Corporate and community events
- Workshops and masterclasses

MARKETING & CREATIVE

- Campaign concepts and creative direction
- Brand storytelling
- Event concepts
- Influencer strategy
- Social content planning

RESULTS & TESTIMONIALS

CASE STUDY: THE CAVERN

65 BOOKED BED NIGHTS

Generated over five months following Shan's authentic family travel campaign.

"Her stories and content exposed our business to a new market and her endorsement of our product led to new bookings. Shan's authentic portrayal of our resort was really important."

MEGAN BEDINGHAM - OWNER, THE CAVERN

TESTIMONIAL: CLARINS

"Working with Shan is always such a pleasure. Her creative direction and attention to detail in creating content for campaigns is effortless. She invests a lot of time in researching and understanding not only the brand but its products. She understands her audience and therefore tailors her content for both the brand and her followers."

DEBORA SIYAYA - COMMUNICATIONS SPECIALIST, CLARINS

SELECTED RECOGNITION

- Top-selling influencer for The Harvest Table, 2019-2021
- Top-performing influencer for Saint&Summer, 2020
- Mrs South Africa finalist, 2022
- CANSA ambassador, 2023

2026 PARTNERSHIP RATES

INSTAGRAM CONTENT

Reel	R6 500
Static feed post	R4 800
3-frame story sequence	R3 200
5-frame video stories	R4 800
Reel + 3 stories	R8 500

CAMPAIGNS & APPEARANCES

Giveaway campaign	FROM R6 500
Event appearance + stories	FROM R5 500
Full-day campaign	FROM R10 000
Website blog feature	FROM R5 500
Facebook add-on	R1 500

SPEAKING & HOSTING

Guest speaker	FROM R6 500
Keynote / public talk	FROM R10 000
MC / event host - half day	FROM R10 000

COMMERCIAL TERMS

- Rates cover organic content creation and publication.
- Paid usage, boosting, whitelisting and exclusivity are quoted separately.
- Travel, accommodation, raw footage and expedited turnaround are additional.
- Content featuring children is subject to separate approval and rates.
- Custom packages are available for retained and long-term partnerships.

LET'S CREATE SOMETHING THAT CONNECTS.

For campaign enquiries, speaking engagements and partnership proposals:

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