

KYLIE EPPERSON

FARMING · MOTHERHOOD · STYLE

Grounded in gratitude, Kylie shares her family farm, cultivating community by highlighting the imperfect blend of being a rural business owner, mother and farm wife.



42.5K

INSTAGRAM
FOLLOWERS

INSTAGRAM
STATISTICS:

425K+

ACCOUNTS REACHED
DEC 2023 - FEB 2024

25,000

AVG IMPRESSIONS
PER POST

16,900

IMPRESSIONS
PER STORY

4.3%

ENGAGEMENT RATE
vs. 3.1% for other
influencers her size

CONTACT

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ABOUT KYLIE

Kylie Epperson is a Northeast Missouri farmer, raising row crops, pigs and three children with her 4th generation farmer husband, Jordan.

Coming from the education field, her role on the farm stretches from raising kids, to parts runner, to office bookkeeper, to financial manager and more. Kylie is the co-host of the Midwest Farm Wives Podcast and has been sharing her farm story both on social media and in person on a regular basis.

OPPORTUNITIES TO WORK TOGETHER

With pride, I passionately create content for my partnering brands. I firmly believe in authenticity for both your brand and my own and build content accordingly. I look forward to working with you!

CONTENT CREATION

- blog articles
- social media photo + captions + 3-4 stories
- reel + 3-4 stories
- takeovers

AFFILIATE MARKETING

sponsored posts, giveaways, stories

SPEAKING + FACILITATING

conference keynote speaker, workshop facilitator, podcast guest

*Deliverables can be adjusted to meet the needs of your brand/campaign. Please reach out with any questions.

