

# Ember Conversations Ignite that Spark Growth

A Rose + Ember original micro-series designed to spotlight entrepreneurs, creators, and experts who spark growth through fresh ideas, creativity, and innovation. All while optimizing a piece of content across platforms for an algorithm & SEO boost. Each short-form episode shares valuable insights on marketing, e-commerce, mindset & small business strategy — made to educate, inspire, and ignite action among our audience of small business owners and creatives.



## WHY COLLABORATE

- **Get in front of new audiences** — our network spans Australia, the U.S., Canada, and the U.K., with thousands of monthly views across YouTube, Instagram, Facebook, and TikTok.
- **Dual promotion** — each episode is shared across both our channels and yours, doubling exposure and algorithm juju.
- **Timeless reach** — your feature lives on through our SEO-optimized blog (evergreen) and newsletter distribution (18k).
- **Easy collaboration** — short, relaxed filming with an authentic, conversational tone to showcase you & your topic.
- **Professional content** — we handle production, editing, and graphics — you simply share your brilliance.

## HOW IT WORKS

1. **Quick pre-call** to define your topic and key talking points.
2. **Filming session** (1–2 hr) either in person or virtually.
3. **We produce a polished reel** (90 sec – 3min each) optimised for IG/FB Reels, TikTok, and YouTube Shorts.
4. Reel is **published + embedded** in an SEO feature blog + email.
5. We **collab the post** to your channels for dual visibility.
6. **SMM follow up** with a pull-quote carousel or BTS reel (also collabed)

## CONTENT

- 1–2 Reels (90 sec – 3 min)
- Focus on one topic
- SEO-Optimized Blog Feature
- Email Campaign Feature to our subscriber base (you're welcome to email it out too)
- Optional behind-the-scenes story content and/or carousel

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## SERIES SNAPSHOT



- YouTube: 79,300 views
- Instagram: 19,200 views
- Facebook: 44,900 views
- TikTok: 15,400 views

Audience demographics: Entrepreneurs, small business owners, creators aged 25–44, in Australia, the U.S., Canada, and the U.K.

Updated: 12/19/25