

JO JACOB BENELLA HOME ORGANISATION



ABOUT ME

I'm a practical content creator and professional organiser with a sense of humour and a love of home and life everyday hacks, tips and tricks.

I share relatable organising tips, digital tools and products along with real life stories that help people feel less stressed, more sorted and more in control.

My trusted voice has built a loyal audience who value no fuss advice, tried and tested tools, and solutions that feel doable.

	Instagram	TikTok	Facebook	Total Followers (as of May 2026)
Followers	49,555	11,500	76,600	
Views	1.4M	55.5K	36K (PER MONTH)	137,655
Engagement	6.1% (REACH)	11.3% (VIEWS)		

DEMOGRAPHICS

Primary audience:
Women 45-65+

Engagement rate: 6.1% on reach
Accounts reached/month: 107,543

Top locations:
UK, USA, Australia

SERVICES & RATES

Static Post - £350
Reel - £550
Carousel - £400
Story set (3 frames) - £250
Reel + Stories bundle - £750
Facebook cross-post: £150 per deliverable
Usage rights: 20% of base fee per month
Blog Post - £300

BRANDS I HAVE
RECENTLY
PRODUCED
CONTENT FOR:

Photomyne

Instant Pot



MOTHER * ROOT

Good Housekeeping