# JO JACOB
# BENELLA HOME ORGANISATION










## ABOUT ME

I'm a practical content creator, professional organiser and home moving expert 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 |
|---|---|---|---|
| Followers | 54,100 | 11,500 | 76,300 |
| Views | 1.2M | 55.5K | 269K |
| Engagement | 7.48% (REACH) | 11.3% (VIEWS) | Over past 3 months |

**Total Followers (as of August 2026)**

**142,000**

## DEMOGRAPHICS

**Primary audience:**
**Women 45-65+**

**IG Engagement rate: 7.48% on reach**
**Accounts reached/month: 539.9K**

**Top locations:**
**UK, USA, Australia**

## BRANDS I HAVE RECENTLY PRODUCED CONTENT FOR:

Good Housekeeping
Instant Pot
insinkerator
MOTHER ROOT
Inspired VILLAGES
Photomyne
Bower Collective
STACKERS

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