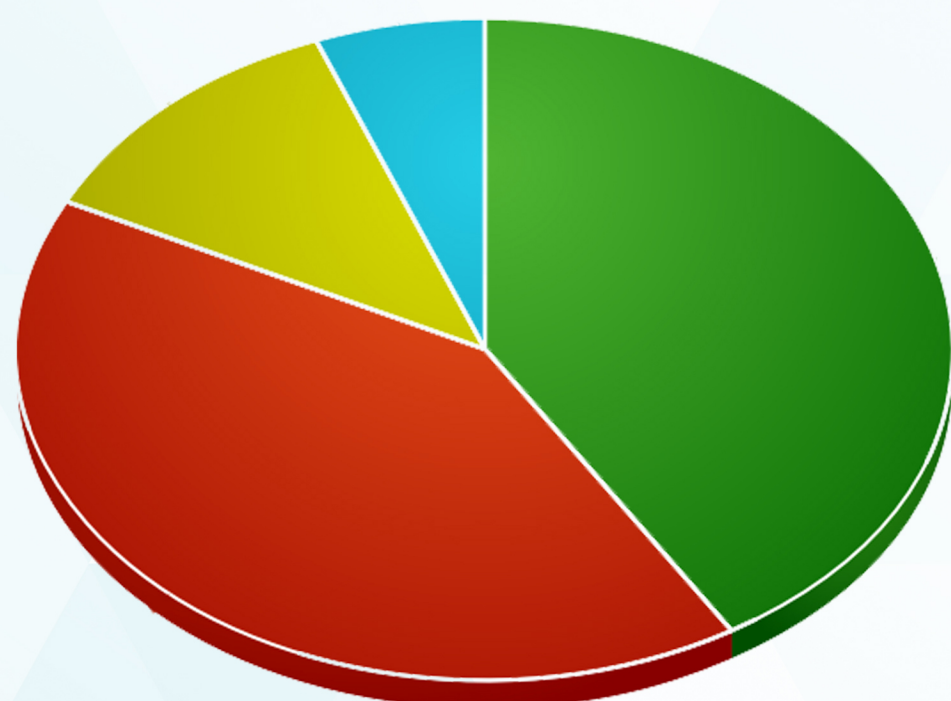


# How This Entrepreneur Increased Her Reach To **160M+** In **8 Months**




Marie Davis, founder and CEO of beauty brand Ria's Beauty Collection, has significantly increased her reach over the last eight months. She's been pitching her brand to the media and getting notable results, such as:

## 17 Features In 8 Months

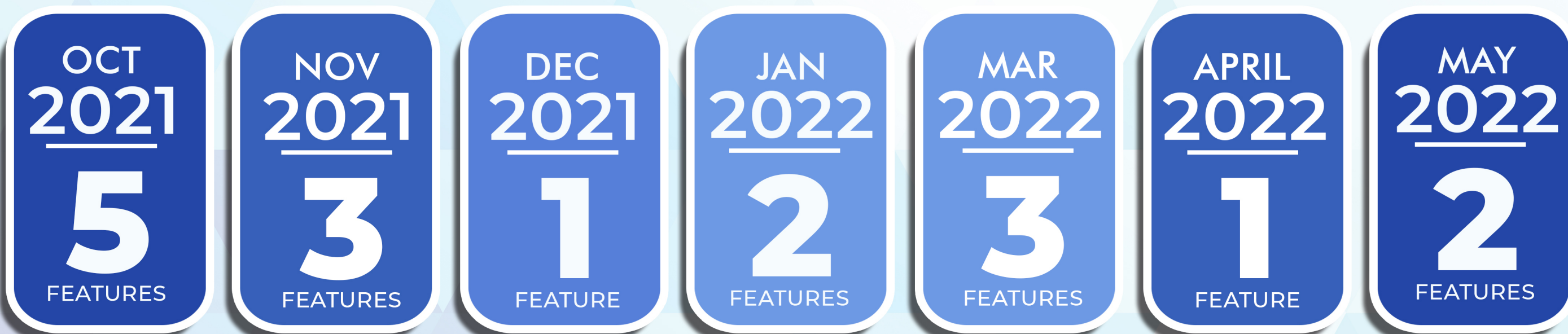


- 7 Entrepreneur Profiles
- 7 Product Features
- 2 Entrepreneur Features
- 1 Business Feature

## Brand Features Across Various Mediums

TV:	Print:	Online:
 <p>Which serves a population of approximately <b>2,104,509</b> and <b>896,850</b> television households</p>	 <p>Audience of <b>4,620,000 Readers</b></p>	 <p>Which is a part of the Hearst Magazines Digital Media portfolio that serves over 60 million readers monthly</p>

## Media Features Timeline



Potential Reach:  
**160,070,000<sup>1</sup>**

### How Did She Do It?

1. Identified suitable media outlets and opportunities
2. Determined the right point of contact
3. Pitched her brand following best practices

### Increase Your Reach

Learn how to get press features and publicity, so you reach more people and have a bigger impact. Watch our, **“How To Get Publicity Without Breaking The Bank,”** case study video today.

<sup>1</sup>Based on monthly visits for March 2022 taken from SimilarWeb