

OUR house

“Our House is an online platform dedicated to providing homeschooling content and resources to parents around the world. Our content is energized, positive and educational. Our audience is a community of homeschooling families who are actively engaged and inspire the content I create.”



karen rodriguez

about the brand

- Created by Karen Rodriguez, a homeschooling mother of 6 children, who has been filming educational and encouraging homeschooling videos since 2017.
- Our House serves an audience of over 2,000 homeschooling parents.
- Our House is backed by the Robinson Curriculum, a national homeschooling program used by over 60k families.
- Karen serves as a brand ambassador for the Robinson Curriculum which she implements in her home.
- Our House is an upbeat and encouraging channel for families, that has brought together a highly engaged community.
- The main content topics include homeschooling, organization, books, the Robinson Curriculum, and family life.
- All mediums feature content in a supportive style with helpful recommendations at the core and optional personalized coaching.
- YouTube is the most popular medium for the brand, followed by the website, Facebook, Instagram, blog and Patreon.
- Our House is driving, supporting and educating the next generation on the benefits of home education, focusing on raising a family, and creating readers in an increasingly screen-driven world.

channel stats

YouTube

- 2.5K Subscribers
- 241K Views
- 938K Total Watch Time
- 10K Visitors Per Month
- 60K Minutes Monthly Avg



Instagram

400+ Followers



Facebook

400+ Followers

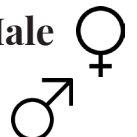


demographics

62% Female, 38% Male

Top 3 Age Groups

- 18–24 years 32%
- 25–34 years 44%
- 35–44 years 23%



the mission

“The goal of Our House is to equip parents with the tools they need in their home education journey, taking them *from questions to confidence.*”

partnerships

A partnership is an excellent way to promote your services or product to our audience. You can reach out to nearly 10,000 unique monthly visitors and an engaged, dedicated and active community.

Current and previous partnerships include MEL Chemistry, Robinson Curriculum, Eucerin and Kraft.

Are you ready to see what “Our House” can offer you?

By sponsoring Our House, we offer a positive view of your company or experience to our audience. I am committed to developing engaging content for all my social media platforms. Let's work together and create an upbeat experience with a long shelf life.

What will I receive if I sponsor Our House?

- ‡ High Quality YouTube Video
- ‡ Blog Review on Our House Website Blog
- ‡ Live Social Media Posts (Facebook & Instagram)
- ‡ Featured in our Our House weekly newsletter

contact us

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what people are saying....

“Coach Karen shared her wisdom and tons of Robinson Curriculum insight with me during our telephone coaching session. I’m so thrilled to have chosen the RC for my family and with Karen’s coaching, I’m confidently moving forward and feeling prepared to give my children the best home education available. Karen’s services are invaluable and I’m excited for another session!” M.H.

“I am so glad I was able to talk with you. It helped me to have someone to plan out the process for RC with my littles. You helped me see the whole picture of our school week and how to get started while I work 2 days per week. Thank you for your help!” A.R

“Love love love Our House ! The blog and YouTube channel have practical and informative content .Best part is she keeps you updated with all the good homeschool deals!” C.T

