

LADYINBLACK1970

MEDIA KIT

Experience-led travel storytelling that turns discovery into saved plans.

Authentic visits. Shareable stories. Measurable reach.



26.5K

FOLLOWERS

2.1M

TOTAL LIKES

13.6M

60-DAY VIEWS

267.9K

60-DAY SHARES

TRAVEL | HOSPITALITY | DINING | RECREATION | TOURISM | ALIGNED BRANDS

CREATOR POSITIONING

LadyInBlack1970 helps destinations and experience-based businesses become places viewers can picture, save, and share. Charlotte Livingstone documents genuine visits - from Mid-Atlantic hidden gems to destination travel - through natural, editorial-style storytelling that feels native to TikTok rather than scripted advertising.

WHY IT CONNECTS

- 92%+ For You distribution expands reach beyond the follower base
- Saves and shares turn discovery into planning and word-of-mouth
- An authentic voice that supports trust for stays, dining, attractions, and destinations

PARTNER VALUE Organic reach, high-intent engagement, and content that protects audience trust.

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WHAT I DOCUMENT

TRAVEL & DESTINATIONS

Hidden gems, waterfront towns, scenic routes, day trips, and destination travel beyond the usual vacation circuit.

FOOD & HOSPITALITY

Restaurants, cafés, local food, hotels, resorts, inns, B&Bs, boutique stays, and memorable lodging experiences.

RECREATION & CULTURE

Fishing, charter boats, marinas, zoos, aquariums, museums, historic places, outdoor attractions, and family experiences.

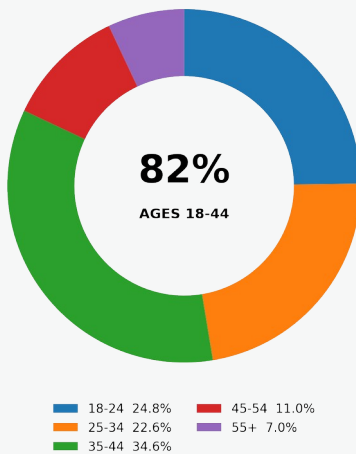
"I document the experience first - then give viewers a reason to save the place."

AUDIENCE, REACH & ACTION SIGNALS

TIKTOK PERFORMANCE

13.6M POST VIEWS 60 DAYS	10.5M NEW VIEWERS 60 DAYS	267.9K SHARES 60 DAYS
77.7K PROFILE VIEWS	92.3% FOR YOU TRAFFIC	24.9K NET FOLLOWERS
RECENT 7-DAY MOMENTUM	2.0M POST VIEWS	232K LIKES
		+2,883 NET FOLLOWERS

AUDIENCE AGE MIX



Largest segment: ages 35-44 (34.6%)

WHY THIS AUDIENCE MATTERS

- 82% are ages 18-44 - a strong fit for travel planning, dining, lodging, recreation, and family experiences.
- The largest segment is ages 35-44, an audience with meaningful decision-making and purchasing influence.
- More than 92% of recent traffic came through the For You feed, extending discovery far beyond the follower base.

TOP FOLLOWER LOCATIONS

U.S. 54.9%	U.K. 3.1%	Canada 2.3%	Australia 1.1%	Philippines 1.0%
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PARTNER VALUE

The value is not follower count alone. It is scalable discovery followed by saves, shares, profile visits, and sustained follower growth - signals that a destination or experience is moving into consideration.

O1

DISCOVER

Reach new audiences

O2

SAVE & SHARE

Build intent and word-of-mouth

O3

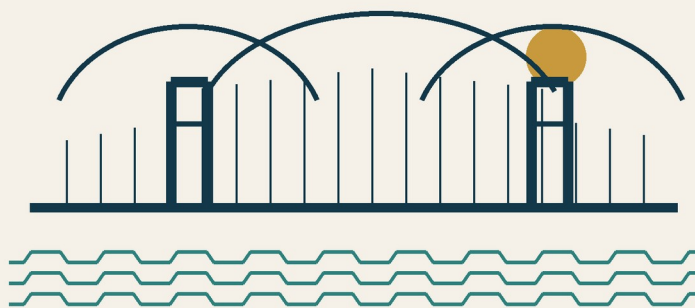
PLAN & BOOK

Turn curiosity into action

THE OPPORTUNITY: place your experience in front of new viewers, give them a reason to save it, and make the next step easy.

PERFORMANCE PORTFOLIO

Views, saves, and shares are presented as indicators of reach and planning value



FEATURED CASE STUDY

CHESAPEAKE BAY BRIDGE

Maryland travel experience

11.7M views

2.0M likes

8,166 comments

361.4K saves

251.2K shares

WHY PARTNERS SHOULD CARE A familiar landmark became a relatable travel moment. The 612.6K combined saves and shares show that the post did more than attract views - it prompted viewers to keep, discuss, and pass along the experience.

SELECTED RECENT CONTENT

Beyond the breakout case study, selected travel, lodging, dining, and destination posts have generated 8.2K-74.3K views.

CONTENT	PARTNER TYPE	VIEWS	ENGAGEMENT / NOTE
The Lodge at Great Oak Landing	Waterfront lodging	74.3K	428 likes • 202 saves • 57 shares
The Secret Door, Chestertown	Destination / nightlife	18.6K	1,027 likes • 276 saves • 443 shares
Martha's Hidden Treats	Food / local business	15.2K	541 likes • 101 saves • 73 shares
Bel Air hidden-gem dining	Restaurant / local food	13.4K	Dining discovery content
Chestertown Freeze	Dessert / local business	11.6K	Small-town food discovery
Sugar Doodles, Chestertown	Dessert / small business	8.9K	541 likes • 41 saves • 107 shares
Breakfast in Easton	Restaurant / hidden gem	8.2K	291 likes • 61 saves • 88 shares

Additional lodging examples: Great Oak Landing summer getaway 15.4K • Smith Island lodging 8.7K

PERFORMANCE SIGNALS

612.6K

COMBINED SAVES + SHARES

Top-video engagement shows exceptional planning and pass-along value.

8.2K-74.3K

SELECTED RECENT VIEWS

Repeatable reach across lodging, dining, and destination content.

92.3%

FOR YOU DISTRIBUTION

Organic discovery extends performance beyond the existing follower base.

The portfolio shows both breakout potential and repeatable relevance. A pilot collaboration lets a partner test that value around one stay, meal, attraction, or itinerary.

PARTNERSHIPS

Flexible hosted and paid collaborations built around real experiences

BEST-FIT COLLABORATIONS

HOSPITALITY

Hotels, resorts, inns, B&Bs, boutique stays, and short-term rental properties

DESTINATIONS

Tourism boards, visitor bureaus, county travel offices, downtown associations, and destination marketers

TRAVEL

Airlines, cruise lines, transportation partners, travel services, and itinerary-based experiences

FOOD & DINING

Restaurants, cafés, bakeries, dessert shops, waterfront dining, and local food destinations

RECREATION

Zoos, aquariums, museums, parks, marinas, fishing guides, charter boats, and outdoor experiences

ALIGNED BRANDS

Travel, outdoor, fishing, family, lifestyle, food, and local-discovery brands

CHOOSE A COLLABORATION PATH

HOSTED EXPERIENCE

A stay, meal, admission, or activity provided in exchange for an agreed organic content scope.

PAID STORYTELLING

A defined content package with deliverables, timing, usage terms, and campaign objectives.

DESTINATION SERIES

A multi-stop itinerary or multi-video series connecting several experiences into one travel story.

WHAT A PARTNER CAN RECEIVE

- Dedicated TikTok video or photo carousel
- Multi-video destination or property series
- Story concept tailored to the partner objective
- Location tagging and search-focused caption

- Post-campaign performance report
- Organic reposting when included in scope
- Optional usage rights negotiated by term
- Clear disclosure for paid or hosted content

HOW I WORK

Each collaboration begins with the real experience. I document what makes a place memorable, useful, beautiful, or worth saving, then shape the story around the audience and the partner's objective without turning it into a scripted hard sell.

PROFESSIONAL TERMS

Hosted and paid collaborations are scoped by timing, travel, deliverables, and usage. Paid media, whitelisting, exclusivity, raw footage, and extended licensing are negotiated separately. Custom scope and rates follow a brief discovery exchange.

01

ALIGN

Confirm the objective, audience fit, experience, dates, and deliverables.

02

EXPERIENCE

Visit, stay, dine, or participate so the story remains genuine.

03

PUBLISH & REPORT

Share the content, tag the location, and report agreed performance metrics.

LET'S CHOOSE THE EXPERIENCE.

Send the destination or property, preferred dates, and objective. I will respond with a tailored story concept, deliverables, and collaboration package.

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Mid-Atlantic home base | Available for domestic and international travel



VIEW TIKTOK