



Media Info


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Chica and Jo are fearless DIYers who have been best friends for years. We focus on creative and budget-friendly projects that inspire our followers to tackle home decor challenges on their own. Our full tutorials provide all the details needed to give them the confidence to go create something truly amazing.




 109K followers

 24K followers

 59K followers

 4K engaged pinners / day

 39K followers

 92K blog pageviews / mo

WHY PARTNER WITH @CHICAANDJO ?

We always start by asking what YOUR goals are, then we brainstorm for unique project ideas that will meet them. We deliver unique “wow moment” projects that you won’t find already on Pinterest. It’s those quirky differences that really engage our followers. They love our creative take on the DIY world and trust us to provide in-depth tutorials and honest evaluations of products and brands. Working with us, you’ll always get back a little more than you asked for. DM @chicaandjo or email to get started!

COLLABORATION OPPORTUNITIES

INSTAGRAM - feed posts, reels, and stories

BLOG POSTS - step-by-step tutorials with product links

TIKTOK - videos featuring projects, tips, or products

PHOTOGRAPHY - exclusive high-res project/product pics

RAW FOOTAGE & UGC - video for brand-built content/ads

