FRESH AND FELICIA

Just Like Heaven in ’27!

Fresh and Felicia are the Gen-X power couple making waves across digital platforms with their honest product reviews, engaging lifestyle content, and trusted recommendations.

Take advantage of their broad audience reach, content specialties, and the various ways your brand can collaborate with them to create authentic connections with consumers who are ready to purchase.

Discover why brands are choosing Fresh and Felicia as their trusted partners in the digital marketplace, and how their multi-platform approach delivers real results for collaborators.





About Fresh and Felicia

Experience & Expertise

With over 20 years in corporate communications, Fresh and Felicia bring professional polish to every collaboration. Their specialized knowledge in trade shows and website development translates into content that not only engages but also drives conversions.

Authenticity

As a Gen-X power couple, Fresh and Felicia connect with audiences across generations through their relatable approach and genuine personalities. Their universal appeal stems from their straightforward communication style and practical perspectives.

Trusted Voices

What sets Fresh and Felicia apart is their commitment to honest, objective product reviews. Their audiences know they can trust their recommendations, creating a valuable platform for brands seeking authentic representation in the marketplace.

Our Platforms and Reach

Amazon Live

They host live streaming sessions directly on Amazon's platform, reaching shoppers at the point of purchase. These interactive broadcasts allow for real-time engagement with viewers actively looking to make buying decisions.

YouTube Channels

Multiple specialized channels targeting different interest groups with in-depth content, tutorials, and extended reviews. Their video content provides comprehensive coverage that builds trust through detailed demonstrations.

Social Media

Active community engagement through Facebook, Instagram, TikTok, and YouTube, creating opportunities for relationship building with followers who regularly interact with their content and recommendations.

Blog

freshandfelicia.com serves as a content hub with detailed articles, buying guides, affiliate links, and permanent placement for sponsored content that continues to drive traffic long-term.

Content Specialties



Product Reviews

Comprehensive assessments of consumer products across various categories. Reviews include thorough demonstrations that showcase products in real-world applications, helping consumers make informed purchasing decisions.



Travel Adventures

Engaging travel content featuring cruise destinations, onboard experiences, and practical tips for travelers. This popular content category attracts audiences planning their next vacation and looking for trusted recommendations.



Crafting & DIY

Creative projects and tutorials that showcase products in action. These hands-on demonstrations provide compelling visual content that highlights product benefits through practical application and creative expression.



Health & Wellness

Approachable content focused on practical wellness solutions for everyday people. This category connects with audiences seeking balanced approaches to health and self-care products that fit into busy lifestyles.

Audience Demographics

YouTube · last 12 months (Nov 2025 – Nov 2026)

129.8K

subscribers · 13.8M views

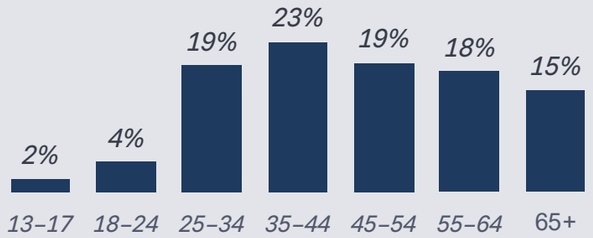
Admiral Tim Cruise

@admtim

27.8K	1.57M	3:04
Subscribers	*Views (12 mo)*	*Avg. view*

69% male *31% female*

Age (% of viewers)



Top markets (share of views)

US 63% · CA 5% · IN 4%

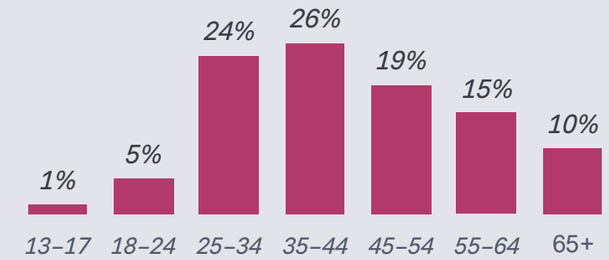
Craft With Felicia

@craftwithfelicia

65K	2.21M	3:01
Subscribers	*Views (12 mo)*	*Avg. view*

52% male *48% female*

Age (% of viewers)



Top markets (share of views)

US 56% · IN 8% · UK 6%

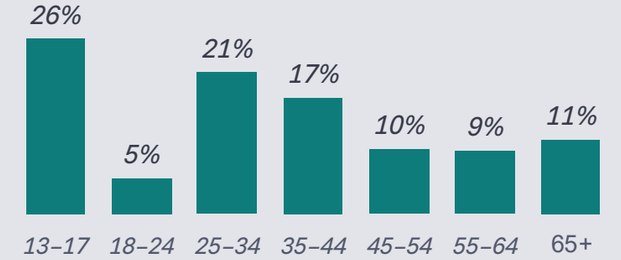
Fresh & Felicia

@freshandfelicia

37K	10.0M	1:29
Subscribers	*Views (12 mo)*	*Avg. view*

59% male *41% female*

Age (% of viewers)



Top markets (share of views)

UK 46% · US 16% · CA 1%

Source: YouTube Analytics (via vidIQ), Nov 5, 2025 – Nov 4, 2026. Subscriber counts as of Nov 5, 2026.

Collaboration Opportunities

1

Amazon Live Features

*Get your products showcased in **dedicated Amazon Live streams** where Fresh and Felicia demonstrate features and benefits directly to consumers ready to purchase. These high-conversion opportunities place your product in front of motivated shoppers at the point of sale.*

2

Sponsored Content

*Commission **custom UGC videos, blog posts, or social media content** tailored to highlight your brand's unique selling propositions. These in-depth features provide comprehensive coverage that educates consumers while showcasing your products.*

3

Brand Partnerships

*Fresh and Felicia now offer **brand ambassador** relationships featuring consistent representation across multiple platforms. These long-term partnerships build consumer trust through repeated, authentic exposure for your products and messaging.*

4

Custom Content Creation

*Utilize Fresh and Felicia's professional production capabilities for **custom content** that can be used across your own marketing channels. Leverage their expertise to create compelling materials beyond their platforms.*

Performance Metrics

$30M+

Amazon Sales Influence

Fresh and Felicia have helped generate over thirty million dollars in product sales through their Amazon influencer channels, demonstrating their significant impact on consumer purchasing decisions.

1.1M+

Monthly YouTube Views

Across their three YouTube channels alone, their videos average more than 1.1 million views a month, giving brands substantial exposure to qualified potential customers.

7.8%

Conversion Rate

Their content achieves a significantly higher conversion rate than the industry average for similar influencer marketing campaigns in comparable product categories.

6+

Platforms

With regular broadcasts and content published across Amazon, YouTube, Facebook, Instagram, TikTok, and their blog, they offer multi-platform exposure that reaches consumers at different stages of the buying journey.

These metrics demonstrate Fresh and Felicia's ability to drive measurable results for their brand partners. Their professional approach to content creation combined with their authentic connection to their audience creates an ideal environment for effective product promotion.

Contact and Next Steps

Reach Out

Contact us via email at hello@freshandfelicia.com to discuss your brand's specific needs and goals. We will schedule an initial consultation to learn more about your products and marketing objectives.

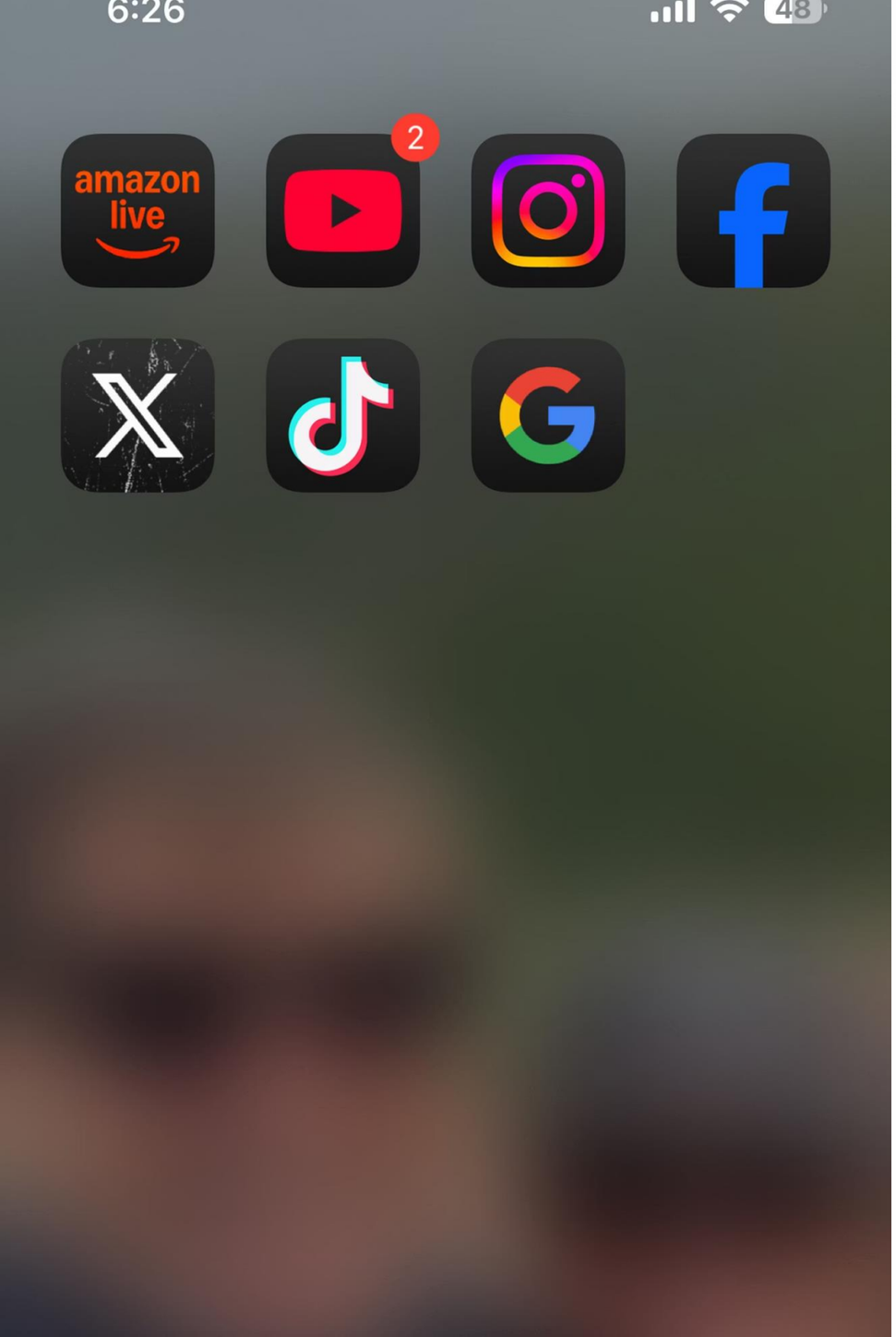
Custom Proposal

After understanding your needs, we'll develop a custom collaboration package tailored to your specific products, target audience, desired outcomes, and preferred timeline.

Content Development

Once we've aligned on approach, we'll create compelling content that authentically integrates your products into our established formats and platforms, designed to resonate with our engaged audience.

Let's create compelling content together that authentically connects your products with our engaged audience of ready-to-buy consumers. Our professional approach ensures a smooth collaboration process from initial contact through to measurable results.



Find us everywhere!

@craftwithfelicia for UGC crafting, lasers, printing, heat press videos and educational tutorials

@freshandfelicia for UGC featuring electronics, e-bikes, furniture, kitchen and home product reviews

@admtim for cruise and travel advice and accessories

@givethemwell for health and wellness UGC, product reviews, and education