



THE LAUNDRY GARDEN



JENNY WILLIAMS

• GARDENER • INFLUENCER •

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INFLUENCER.

ABOUT

I'm a gardener and influencer who's cultivated a significant following on social media, with **238,000** followers on Instagram and a rapidly growing audience on YouTube. My journey in gardening has blossomed over the years, centered around 'The Laundry Garden' — a walled garden I have lovingly developed together with my husband, Tom. This journey has been documented and shared along the way, evolving to include two self catering roundhouse retreats, immersive garden tours, and talks. I always involve my followers in life at our countryside escape, and lead them through our gardening journey as a friend and mentor. I de-mystify my hobby and passion to make my audience feel comfortable about gardening and creating beautiful spaces.

FOLLOWERS



238K
@thelaundrygarden



6.92K
@TheLaundryGarden



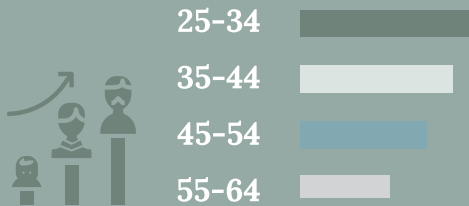
11K
@the laundrygarden

OVERVIEW OF DEMOGRAPHICS

82%
WOMEN

18%
MALE

AGE



INSTAGRAM

Followers	238k
Average likes	1.5k
Engagement	56%
Average comments	50
Views in last 30 days	1.4m

INSTAGRAM DEMOGRAPHIC

UK	35.7%	Female	82%
US	14.2%	Male	18%

YOUTUBE

Subscribers	6.92k
Total views	465k
Average views per month	4.5k

YOUTUBE DEMOGRAPHIC

UK	13%
US	22%

FACEBOOK

Followers	11k
Engagement	32.5k
in last 28 days	

FACEBOOK DEMOGRAPHIC

UK	69%	Female	87%
US	14%	Male	13%

COLLABORATION

Collaboration is a key aspect of my work. I believe in the power of working together with people and brands that share my love for gardening, sustainability, and community engagement.

SERVICES

Content Creation (post/reel)
Product Reviews
Advertising

GET IN TOUCH



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