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## Siri Buskes

CONTENT CREATOR

I'm a mum to two boys who inspire my mission to uncover Melbourne's best and most unique (family-friendly) activities. With 15+ years of digital marketing experience, incl. running my own successful business Siri The Agency since 2020, I've now combined my passion for family adventures & supporting local businesses into Melbourne With Siri.



29.3K+  
FOLLOWERS

32MIL+  
TIKTOK VIEWS



34.4K+  
FOLLOWERS

12MIL+  
IG VIEWS

### Key stats of my combined 60+k community

91K

AVG. TIKTOK VIEWS

61K

AVG. IG VIEWS

11.7%

AVG. ENGAGEMENT  
RATE

### Audience

18-44

AGE RANGE

65%

FEMALE

35%

MALE

\*My TikTok was actively launched on 27 Sep 2024 and Instagram on 1 Dec 2024. These above stats represent those starting dates to late March 2025.



# Packages

## TIKTOK OR IG POST

20-40 second voice-over video + reposted on Stories

**\$495**

+ gst

## TIKTOK + IG POST

20-40 second voice-over video posted across Instagram and TikTok plus reposted on Stories incl. min. 3 individual story frames with tags and location.

**\$895**

+ gst

## TIKTOK + IG + WEB

- TikTok & IG
  - 1x 30-40 sec voice-over video
  - 1x 20 second vibe video
  - Promoted on Stories: 5 individual Story frames with tags and location
- Post added to the homepage on [melbournewithsiri.com.au](http://melbournewithsiri.com.au) for 2 weeks with link to your own website
- Optional: Deal / discount added to Deals page + Bio page

**\$1,295**

+ gst

# Add-ons

## CONTENT LIBRARY

Google Drive with video snippets and images for you to use.

**\$200**

+ *gst*

## USAGE RIGHTS FOR ADS / BOOSTING

Use my video/Reel in your own ads account or post it on your own feed to boost or use as an ad. Costs are paid per week for the duration of your ad campaign.

**\$200 per week**

+ *gst*

## FULL RELEASE RIGHT

Use my video on your feed or in your campaigns without any time restrictions. You will have the full rights to use the video in your campaigns or leave it on your feed for as long as you like.

\*credits required or remove credits for \$250 extra.

**\$500 per week**

+ *gst*

## LET ME DO THE BOOSTING!

I will boost the video under my own account(s) and set up the ad(s), audiences and provide screenshots of the reports.

\*pre-payment is required as I won't advance the ad budget.

**\$350 per week**

+ *gst*

+ *advertising budget*

# What to expect

High-quality, engaging, creative video content to showcase your brand!

From storytelling to eye-catching visuals, I'll create TikTok and Instagram videos that connect with my audience and highlight your product or service in an authentic and relatable way.

In general, you can expect:

- Brand awareness: High video views and increased social media following.
- Action: For small businesses, this often means increased foot traffic or enquiries and sales/bookings within 1–3 weeks of the content going live (depending on reach).
- Credibility: A trusted recommendation from someone who has built genuine relationships with their audience.
- High-quality content: A professional, engaging piece of content that highlights your business and encourages shares and saves.

## Brands I've worked with

Royal Botanic Gardens

IMAX

Melbourne Park

Museums Victoria

Federation Square

United Airlines

Funfields Theme Park

SuperPark

Funtopia

The Dinner Ladies

Goldie + Ace

Japanese Mountain Retreat

## Businesses I've worked with

(via Siri The Agency)

Bondi Vet

Toni + Ryan

Health Lab

and 350+ others!

# FAQs

## **Do you personally visit the places you recommend?**

Yes! I personally visit and experience every place I share to ensure my recommendations are genuine, helpful, and honest. I want you to trust that what you see is exactly what you'll get.

## **Do you charge businesses to create content?**

For collaborations or content creation, I do have the above packages available. This reflects the time it takes to plan, visit, film, edit, and create high-quality, engaging content. If you're a business interested in working together, feel free to contact me. Note that I also accept gifts or invites in exchange for social media promotions, so if I can combine a visit with my schedule, then a contra deal like this can be made as well without extra payment.

## **Do you accept gifts or invites in exchange for social media promotion?**

Yes, I occasionally work with businesses on sponsored posts or gifted experiences, but I only collaborate with brands and places I genuinely believe my audience will love.

I'm pretty selective, and if it doesn't align with my values or audience, I will politely decline. I also disclose all paid partnerships clearly by adding "Invite", "Ad" or "Paid Partnership" to the post. Note that this shouldn't hold you back though – you can always reach out because I won't bite! 😊

## **Why should I partner with Melbourne With Siri?**

With over 15 years of experience in digital marketing and content creation, I bring a wealth of knowledge to every collaboration. I've built a genuine, highly engaged community of parents and people who trust my recommendations.

When you partner with me, you're not just getting a video or post—you're getting:

- A marketing strategist
- A videographer, editor, and copywriter
- A professional with a deep understanding of creating impactful content

Every potential partner is carefully selected, and I only work with businesses I truly believe in. You can trust that your story will be told authentically and in a way that connects with your audience.

# FAQs

## **Do you only visit family-friendly places?**

While family-friendly activities, places, and events are definitely my main focus, I do occasionally share experiences that aren't strictly for kids. Think fun date night ideas, wellness spots for some much-needed me-time, pampering sessions for mums, or even a relaxing spa day with friends. My goal is to inspire parents to not only make amazing memories with their kids but to also take time for themselves and enjoy all that Melbourne has to offer!

## **How do I get featured on Melbourne With Siri?**

If you're a business, you can reach out to me via [email](#), DM, or through the contact form on my website. Please note that I carefully plan visits around my busy schedule (running my other business, Siri The Agency, and parenting two young kids!), so there may be a short wait time. However, I always try to accommodate everyone as quickly as possible.

## **Do you only recommend places in Melbourne?**

Most of my content focuses on Melbourne and the surrounding suburbs, but I also share fun family-friendly places and activities around Victoria, especially for day trips and weekend adventures.

That being said, we do go on holidays too, and I've recently shared content in the Sunshine Coast that performed really well as well! So who knows what's next 😊

## **Do you share free activities?**

Absolutely, this is my best-performing content! I love highlighting budget-friendly or free things to do. Family outings don't have to break the bank, and I'm always on the lookout for fun, affordable adventures that everyone can enjoy.

## **How do I know your recommendations are honest?**

I am very direct, straight-up and no BS (that's the Dutch in me). I never recommend anything I don't truly believe in, and I've turned down opportunities that don't align with my values. Whether I've paid for the experience or it's been gifted, I'm always upfront and transparent in my posts and with my audience.

# Editorial policy

Trust is everything to me—it's what Melbourne With Siri is built on. I'm here to share honest, authentic recommendations that I genuinely believe will make (family) adventures in Melbourne amazing.

I personally visit every location or experience I recommend so I can give you real, helpful insights and tips. All opinions expressed in my content are 100% honest and genuine. I never recommend anything I don't believe in, and I'm not afraid to turn down paid partnerships that don't align with my values or my audience's interests. Staying selective and true to my word is more important to me than accepting opportunities that compromise my authenticity.

If I've been engaged for a paid partnership or gifted an experience, I will always disclose this by clearly stating "Invite", "Ad" or using the Paid Partnership label.

For all other content, I personally fund the the visit or experience with my own money. Transparency is non-negotiable - it's how I continue to build a trusted, meaningful connection with my community.

As a mum of two little ones, juggling daycare, kinder, and my other full-time business (Siri The Agency), I carefully plan all my visits around our busy schedule. There may be a short wait for me to get to your spot, but I always try to fit everyone in as soon as I can because I know how eager you are to share your story with the world!