



LUKE TOBIN

Entrepreneur, Growth Expert and Investor

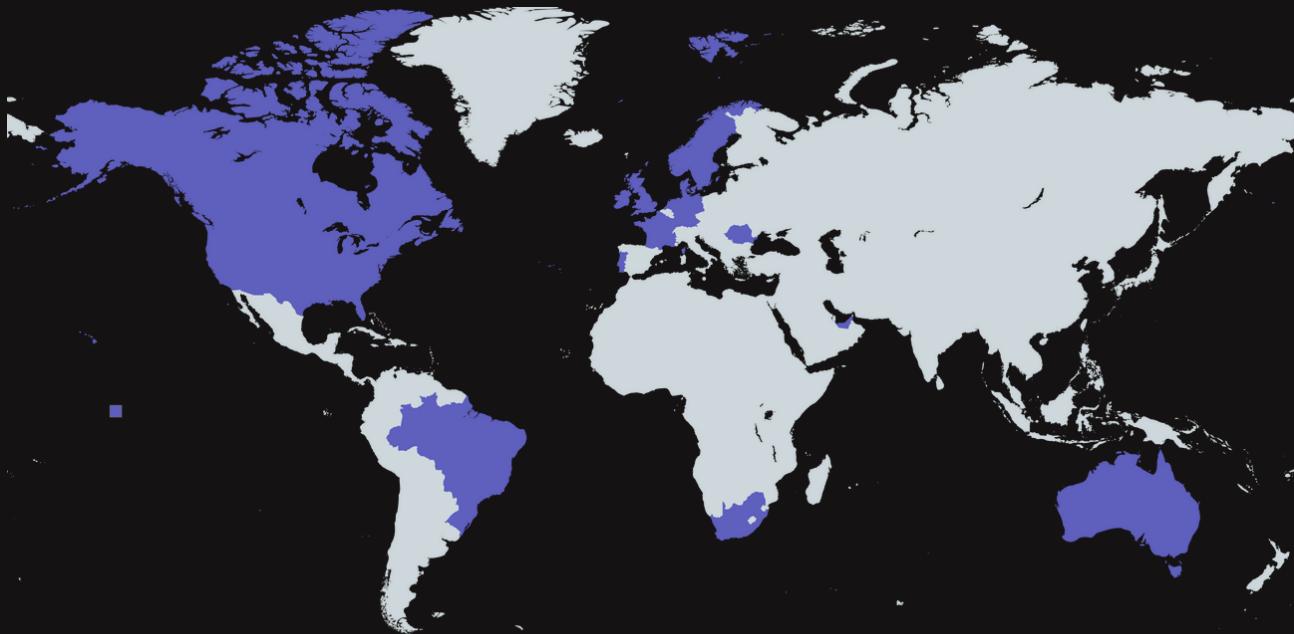
Luke Tobin, founder of Tobin Capital, is a UK-based entrepreneur known for scaling businesses and globalising innovation. He recently sold his business in a multimillion-pound deal and won the Great British Entrepreneur Awards (GBEA). Through his newsletter, The Success Method, he shares expert advice for entrepreneurs aiming to scale and achieve successful exits. With over 550,000 followers across social media, Luke continues to inspire and guide the next generation of business leaders.



[View Rates](#)



LOCAL PRESENCE, GLOBAL KNOWLEDGE



70,000

Subscribers

The
Success
Method
Newsletter

6.2%

Click-Through Rate

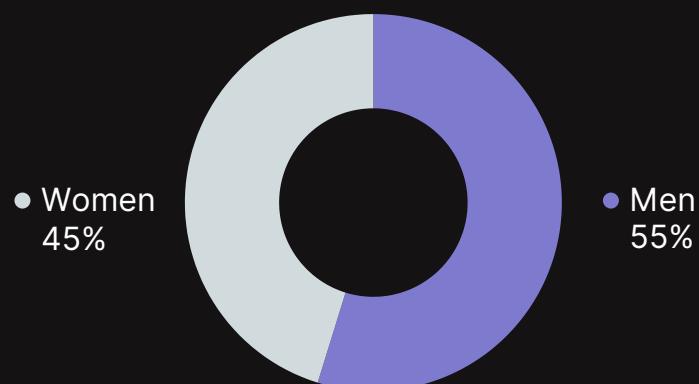
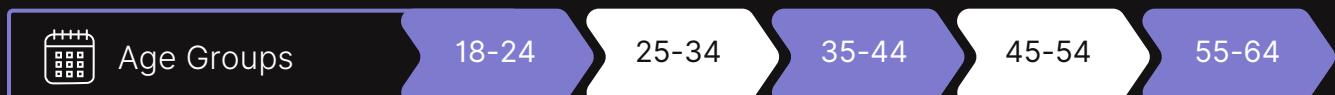
	LinkedIn	Instagram	TikTok	X	Facebook	YouTube
Total Views (Last 90 Days)	8,704,307	7,611,304	194,917	139,352	14,332	28,344
Followers	148,369	265,982	6,336	51,200	1,374	8,644
Engagement (Last 90 Days)	166,579	204,517	8,038	5,718	2,600	10,144
Average Views Per Post	96,714	84,570	2,165	1,548	1,407	5.4% CTR

AUDIENCE DEMOGRAPHICS



Job Title	Locations	Industries
Founder	London	Advertising
Co-founder	Greater Leicester Area	IT Consulting
Chief Executive Officer	Manchester	Software Development
Managing Director	New York	Business Consulting
Owner	Los Angeles	Financial Services

Instagram



Countries	United Kingdom	United States	Canada	Australia	Ireland
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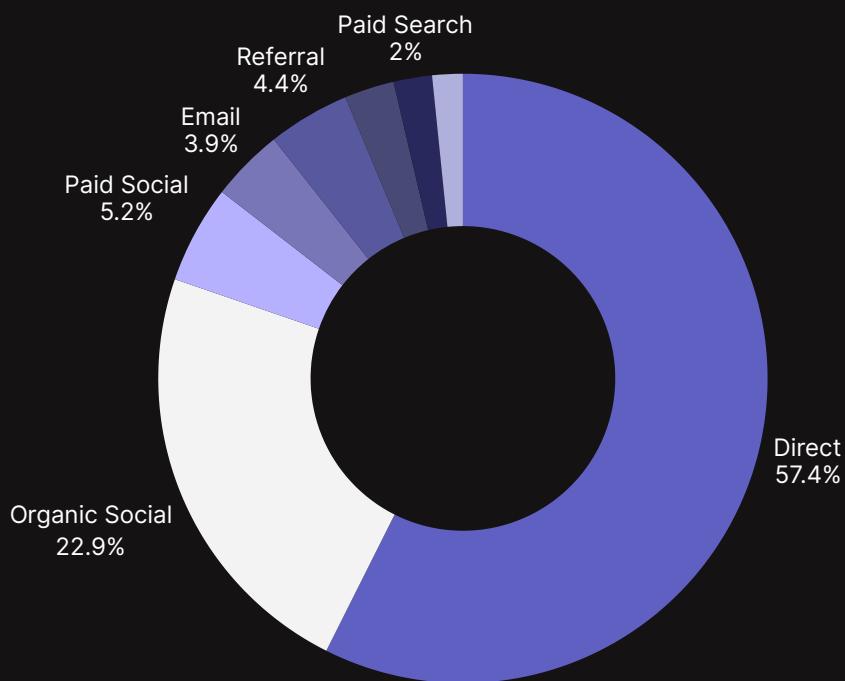
WEBSITE ANALYTICS

Based on a 90 day trend

Total Website Views

48,273

User Acquisition



Top 5 Traffic Sources

Direct

LinkedIn

Instagram

Newsletter

Organic Google Search

BRANDS I'VE WORKED WITH:

Fyxer.ai 

DELL BetterMe **aiApply** 

 **InvestEngine** **LinkedIn** 

GROUND
News



Particle

 **Gamma**

 **Wellows**
Simplifying Complexity

 **Lightyear** **GAMMA** **Scribe** 



Genspark.ai



makeugc

PLAUD.AI **Revolut Business**



botdojo



Alibaba.com

 **synthesia**

CAMPAIGN INSIGHTS:

2,181,023 Impressions

234,111 Reactions

10,021 Comments

1,925 Reposts

LUKE TOBIN

Sponsorship and Collaboration Rate Card

	1 x LinkedIn Post	\$ 2,000
	1 x Newsletter Feature (one week)	\$ 1,000
	1 x Newsletter Feature (one month)	\$ 3,000
	1 x IG Feed Post	\$ 5,000
	1 x X Feed Post	\$ 1,000
	1 x TikTok Post	\$ 1,500
	1 x YouTube Post	\$ 1,500
	Website Partnership Listing (one year)	\$ 2,500
	1 x Video based post	\$ 1,500

20% discount if all channels are booked.

Brand Ambassador Collaborations

Custom pricing based on requirements (please contact for rates).

Thank you and I look forward to working with you!

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