



Powers Plants

Gardening Influencer

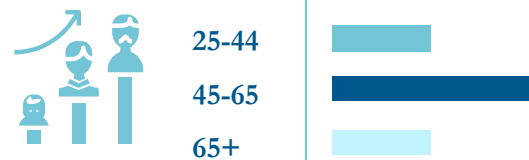
Hi! I'm Amy Powers – a gardening influencer passionate about helping homeowners garden smarter through science-backed education, native plants, and climate-resilient design.

Demographics Audience

Gender



Age



Brand Collaborations

Cobrahead
Spearhead Spade
OtO Lawn

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Get In Touch

 www.powersplants.com

 amy@powersplants.com

 [@powers_plants](https://www.instagram.com/powers_plants)

 PowersPlants

Total Followers

831K+

Average Views
Per Video Across
All Platforms

419K+

Engagement
Rate

4.7%

Featured In
GMA
FOX32
WGN

Television, Press & Podcast

FOX 32 Chicago — gardening segment	fox32chicago.com/video/1703488
Good Day Chicago — live on FOX 32	fox32chicago.com/video/1698090
FOX 32 Chicago — gardening segment	fox32chicago.com/video/1684843
WGN — television appearance	
Good Morning America — featured	
House Digest — quoted garden expert	housedigest.com/2248065
Hunker — spring soil-prep interview	hunker.com/2160498
Everyday Environment podcast — Univ. of Illinois Extension	
“Working Hand in Hand with Nature in Your Garden”	

Speaking & Expertise

Panelist, The Age of Stewardship: A Rewilding Symposium (Oct 2026), with Doug Tallamy · Paid speaking for garden clubs and green-industry events · Univ. of Illinois Extension Master Gardener · B.S. Chemistry, Dalhousie

Platform at a Glance

Audience & Engagement		The P Hive Email Newsletter	
Video views, past year	175M+	Subscribers (Sept 2026)	3,019
New followers, past year	340K+	List growth since July	+59%
Engaged accounts (IG)	1.5M+	Open rate (norm ≈ 40%)	69.8%
Audience aged 45+	72%	Click-through rate	20.5%
Content save rate	2× norm	Owned monthly channel	growing

Where Her Audience Lives

United States		84%
Canada		11%
UK / Australia / Ireland		3%

Annual Video Views	Newsletter Open Rate	New Followers / Year	U.S. & Canada
175M+	69.8%	340K+	95%