

We sold everything for an extraordinary life

Welcome to our adventure! 🌲 We are Jesson, Gabriëlle and Frenky, and we left our busy lives in the Netherlands behind to make a dream come true: a free and conscious life in the beautiful Swedish nature. From our forest house in Sweden, we share our journey, full of creativity, home renovation and outdoor adventures, with our fast-growing community on YouTube, Instagram and TikTok every week.

With almost 17,000 followers on Instagram and thousands of viewers on YouTube, we are building an engaged audience that loves nature, lifestyle and authentic stories. Perfect for collaborations around living, outdoor clothing, creative projects and more. Will you join our story?

 **16K** 52,5% ↗
Active followers

 **5,7K** 45% ↗
Subscribers

 **6,7K** 15% ↗
Active followers

Statistics

1,6M
Views per month

232K
Accounts reached

53,06%
Engagement percentage

52,5%
Monthly growth

Topics

Honest and real

Outdoor adventures

Creativity and hobbies

Living, renovating and gardening

Sustainability and self-sufficiency

Inspiring lifestyle

Target groups

Outdoor enthusiasts

Creatives and hobbyists

DIY and gardening enthusiasts

Contact

info@huemansquest.com @huemansquest



Instagram

1,4M	232K	53,06%	52,5%
Views per month	Accounts reached	engagement	Monthly growth
75,8/24,2	22,1%	21,4%	22%
Woman Man	25-34	45-54	55-64

Youtube

64K	759K	6,5%	23%
Views per month	Reach	CTR	Monthly growth
47,6/52,4	17,2%	30,2%	32%
Woman Man	45-54	55-64	65+

TikTok

224K	5K	3,4%	
Views per month	Profile Views	Betrokkenheid	
60/28/12	29%	20,8%	18,4%
Woman Man Other	25-34	45-54	55+

Countries

87,9%	6,3%	3,5%	2,3%
The Netherland	Belgie	Sweden	Other

* The figures shown are for the month of December 2024



Target groups

Garden lovers

- Garden enthusiasts looking for inspiration for natural and sustainable living projects.
- People interested in self-sufficiency and growing food.

Creatives and hobbyists

- People who enjoy creative projects like photography, writing, or crafts.
- Fans of inspiring content about balancing work and passion.

Adventurers and travel enthusiasts

- People who dream of a life off the beaten track. Followers of camper travel and alternative living.

DIY and renovation community

- Homeowners or DIYers looking for inspiration for renovations and creative home projects.
- Lovers of forest house or tiny house inspiration.

Outdoor enthusiasts

- People who like to hike, camp or explore nature.
- Enthusiasts for durable and comfortable outdoor clothing and equipment.

Conscious consumers

- People who appreciate brands with an authentic story.
- Buyers of sustainable, quality products that fit a conscious lifestyle.

Minimalists and sustainability enthusiasts

- People interested in a simple, self-sufficient lifestyle.
- Fans of sustainable living, reuse, and mortgage-free living.

Families and animal lovers

- Families who value quality time in nature.
- Animal lovers who are inspired by Frenky and a pet-friendly lifestyle.

Camper Life and Travel

- Life in a camper: challenges and highlights.
- Tips for long trips with a camper.
- Inspiration for road trips and camping experiences.

Animals and Family Life

- Daily life with Frenky (pet content).
- Finding a balance between work, family and nature.
- Quality time outdoors with loved ones.

Swedish Life and Culture

- Integrating into Swedish culture: traditions, language and customs.
- Tips for emigrating to Sweden.
- The contrast between life in the Netherlands and Sweden.



Topics

Renovte, gardening and outdoor projects

- Renovation of the forest house: from planning to execution.
- Creating and maintaining a garden in a wooded area.
- Self-sufficient gardening: vegetable garden, herbs, and edible plants.

Creativity and Hobbies

- Creative projects like DIY, crafts or painting.
- Photography and capturing moments in nature.
- Making time for passion and creativity in a busy life.

Outdoor Adventures

- Hiking in the Swedish nature.
- Outdoor lifestyle: clothing, gear and tips.
- Canoeing, Bushcrafting.

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