



RAG.

Automotive Content Creator

I'm an automotive enthusiast interested in cars, tech, modifications and everything in between. I make product reviews, demos, real installs and honest explainers, all filmed on my own G80 M3 and B8.5 S5.

Let's create a partnership that helps boost your business. My audience is enthusiast men who already spend money on their cars, and I put products in front of 6.6 million views a month.

- 2025 BMW M3 Competition xDrive, G80
- 2016 Audi S5, B8.5

🎵 @real_rag

263K

📷 @really_rag

77K

📺 @real_rag

33.4K

📘 Reallyrag

41.6K

415K

FOLLOWERS
ALL PLATFORMS

6.6M

VIEWS
LAST 30 DAYS

13.3%

AVG. ENGAGEMENT
RATE

27.1M

TIKTOK
LIFETIME LIKES

🎵 TIKTOK

\$5,000

Dedicated video · from \$1,400

📷 INSTAGRAM

\$2,850

Reel, dedicated · from \$750

📺 YOUTUBE

\$2,250

Short, dedicated vertical · from \$1,750

📘 FACEBOOK

\$900

Reel, standalone · from \$450

Starting rates. Full card, usage licensing and add-ons on page 2.

Minimum engagement \$2,500

GENDER Source: TikTok Analytics · last 28 days

Male **82%**

Female **17%**

AGE

18-24 **47.5%**

25-34 **39.6%**

35-44 **7.5%**

45-54 **3.7%**

55+ **1.7%**

United States first, English speaking throughout

Every video is made for a US and English speaking audience. That is who I shoot for, who I talk to, and who buys the parts I put on my cars.

RATE CARD

What it costs

Every rate covers concepting, filming, editing and organic posting on my channels. Paid amplification, buyouts and category exclusivity are licensed separately below.

🎵 TikTok

PRIMARY PLATFORM

Dedicated video	\$5,000
Brand integration (segment within a video)	\$2,750
Photo carousel / TikTok story	\$1,400

📺 YouTube

Short, dedicated vertical	\$2,250
Integration, 60 to 90s within a long form	\$1,750
Dedicated video, 5 to 7 min	\$3,000
Dedicated review or install, 10 min plus	\$4,500

Usage, paid media & exclusivity

Organic reposting on your channels, 30 days	Included
Organic reposting, per extra quarter	\$500
Spark / Partnership Ads, 30 days	30% of fee
Spark / Partnership Ads, 90 days	50% of fee
Spark / Partnership Ads, 6 months	75% of fee
Spark / Partnership Ads, 12 months	100% of fee
Whitelisting, ads run from @real_rag	\$1,000 + usage
Full paid buyout, all channels, 6 months	100% of fee
Category exclusivity, 3 / 6 / 12 months	+25/40/60%

📷 Instagram

Reel, dedicated	\$2,850
Reel, adapted cut (booked with TikTok)	\$1,750
Feed post, photo or carousel	\$1,500
Story set, 3 frames plus link sticker	\$750

📘 Facebook

Reel, standalone	\$900
Reel, add-on to any TikTok or IG buy	\$450

Add-ons

Raw / unedited b-roll delivery	\$750 per video
On camera install labour, by complexity	\$1,000 to \$2,500
Link in bio, 30 days	\$750
Discount code plus Linktree placement, per quarter	\$1,500
Event or show appearance, per day plus travel	\$3,500
Rush delivery, under 7 days	+25%
Brand supplied script	+15%
Additional revision round, two included	\$350

PACKAGES

Bundled, and cheaper

Every package is priced below the sum of its parts. Custom builds welcome.

MOST BOOKED

Quick Hit

\$6,400

Save \$800 vs. à la carte

One idea, three platforms. The efficient way to put a product in front of my audience.

- 1 × TikTok dedicated video
- 1 × Instagram Reel (adapted cut)
- 1 × Facebook Reel
- 30 days organic usage on your channels

Signature

\$10,250

Save \$1,550 vs. à la carte

Full width launch coverage across every channel I run.

- 1 × TikTok dedicated video
- 1 × Instagram Reel (dedicated)
- 1 × Instagram feed post or carousel
- 1 × Instagram story set (3 frames plus link)
- 1 × Facebook Reel
- 90 days organic usage
- Link in bio, 30 days

Deep Dive

\$22,500

Save \$3,450 vs. à la carte

The long form review or install on YouTube, then cut down and pushed everywhere.

- 1 × YouTube dedicated review or install (10 min plus)
- 2 × TikTok dedicated videos
- 2 × Instagram Reels (adapted cuts)
- 1 × Instagram feed post or carousel
- 1 × Instagram story set
- 1 × Facebook Reel
- 30 days Spark Ads usage on both TikToks
- Link in bio, 90 days

Ambassador

\$37,500

 per quarter

Save \$8,375 vs. à la carte

Ongoing presence. Your product stays in the rotation all quarter.

- 3 × TikTok dedicated videos
- 3 × Instagram Reels (adapted cuts)
- 1 × YouTube integration
- 3 × Instagram story sets, one per month
- Facebook cross posting throughout
- 90 days Spark Ads usage, TikTok plus Meta
- 3 month category exclusivity
- Link in bio plus discount code for the full quarter

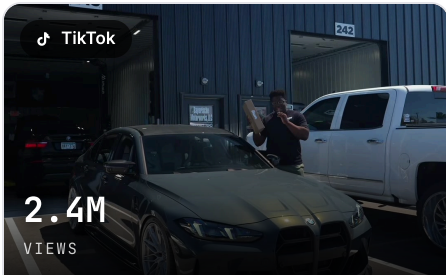
Need a different shape?

Swap deliverables, add platforms, or build a multi month programme. Tell me the budget and the goal and I will put a custom scope together. Minimum engagement \$2,500.

BRAND WORK

What it looks like when it works

Three recent partnerships and what they actually returned.

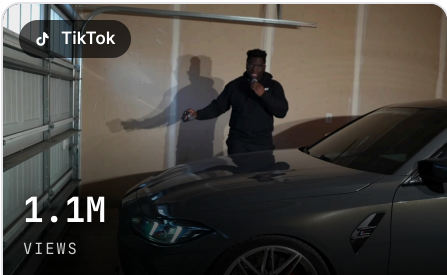


2.4M VIEWS

Vusi Studios
DOT animated badge

Over \$100K in sales within a month

186K 1.4K

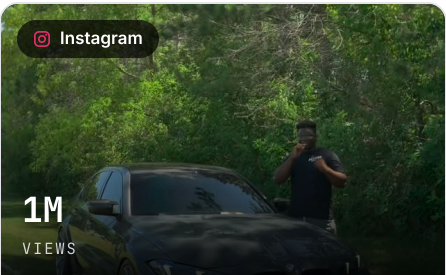


1.1M VIEWS

Carista
OBD2 scanner

1.1M views on a paid partnership

12K 82



1M VIEWS

Midwest Bimmer Supply
Front mount intakes

1M views on Instagram, 2.9M on the TikTok cut

SELECTED PARTNERS

Brands I have worked with

BMW
Cinematic feature, run on their Instagram

Carly
OBD2 diagnostics

Vusi Studios
DOT animated badge

Carista

Vantrue

Yonristic Performance

Midwest Bimmer Supply

Carbon Xtreme

Mirror Finish Detailing

Stratix Wheels

A selection. Plenty more over the years, from one off product drops to season long partnerships.

CHANNEL BREAKDOWN

Where the audience lives

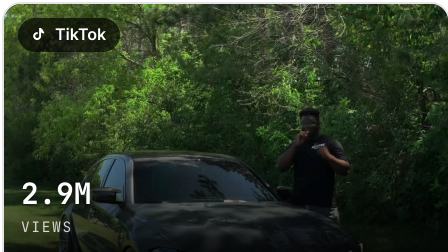
PLATFORM	FOLLOWERS	VIEWS / 30D	AVG. / POST	ENGAGEMENT
TikTok PRIMARY	263K	4.7M	540K	13.5%
Instagram	77K	1.5M	265K	13.6%
YouTube	33.4K	264K	512K	—
Facebook	41.6K	137K	—	1.9%

Instagram. Reels are 97.8% of views; 90.5% reach non-followers. YouTube. Shorts average 512K. Long form averages 38K and holds attention past 5 minutes. Facebook. Runs on content crossposted from Instagram, so a per post average is not meaningful

LAST 90 DAYS

Top-performing content

What is landing right now across all three platforms. Refreshed continuously on the live kit.



TikTok

2.9M
VIEWS

Turning my M3 into a jet, front mount intakes

♥ 491K

💬 2.8K

↗ 49.4K

Watch on TikTok →



TikTok

Shallow Car Enthusiasts

1.4M
VIEWS

The Shallow Car Enthusiasts, why the Urus gets flipped

♥ 126K

💬 1.8K

↗ 9.1K

Watch on TikTok →

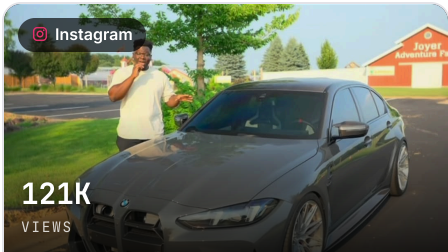


TikTok

1M
VIEWS

Best BMW sound settings, it does sound meh stock

Watch on TikTok →



Instagram

121K
VIEWS

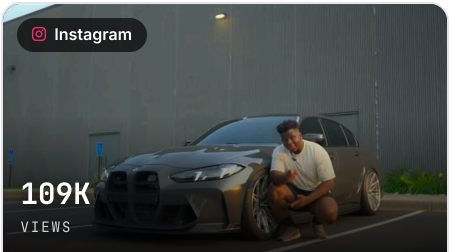
Making my M3 engine bay lighter, and adding more carbon

♥ 13.6K

💬 73

↗ 566

Watch on Instagram →



Instagram

109K
VIEWS

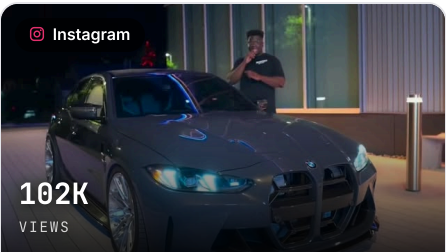
Carbon Xtreme engine strut brace on the G80

♥ 7.9K

💬 56

↗ 350

Watch on Instagram →



Instagram

102K
VIEWS

This has to go, rear wing delete

♥ 8.5K

💬 124

↗ 171

Watch on Instagram →



YouTube

\$30,000

62K
VIEWS

How I Spent \$30,000 on My BMW G80 M3

Watch on YouTube →



YouTube

PIPE + DOWNPIPES

39K
VIEWS

The Most GODLY Sound For The BMW G80 M3, Yonristic Vanta Gold

Watch on YouTube →



YouTube

Gold & Carbon Store

13.1K
VIEWS

I Spent \$10,000 Installing Gold & Carbon On My BMW G80 M3

Watch on YouTube →

THE FINE PRINT

Terms

Nothing unusual. Everything here is negotiable in writing before we start.

- Minimum engagement \$2,500.
- 50% due on signature, 50% on delivery. Net 15.
- Two revision rounds included; concept and script approved before filming.
- Rates cover organic posting only. Paid amplification requires a usage licence above.
- Content remains my intellectual property; brands receive the licence purchased.
- Travel beyond 100 miles billed at cost, agreed in writing in advance.
- Cancellation: 50% after concept approval, 100% once filming has begun.
- Gifted only collaborations considered at \$2,500 plus product value, subject to fit.
- Quotes valid 30 days from issue.

AT A GLANCE

The short version

 TIKTOK \$5,000 Dedicated video · from \$1,400	 INSTAGRAM \$2,850 Reel, dedicated · from \$750	 YOUTUBE \$2,250 Short, dedicated vertical · from \$1,750	 FACEBOOK \$900 Reel, standalone · from \$450
--	---	---	---

PROCESS

How a collab runs

No surprises, no scope creep. You see and approve the idea before anything is filmed.

01 Brief You send the product, the goal, and any must hit talking points.	02 Concept I come back with a hook and a shot list, usually inside 48 hours. Nothing gets filmed until you approve it.	03 Film & test Shot with the actual product, used the way a customer would use it. Two revision rounds are included.	04 Deliver & post Final cut sent for sign off, then posted natively with your links, code and tags.
---	--	--	---

Let's build something.

Tell me the product and the goal. I come back with a concept, a timeline and a flat quote, usually within 48 hours.

BOOKING

randy@ragspec.com
 collabs.ragspec.com