



# INVERSE

CONNECT TO IMPACTFUL CULTURES

NETWORK





# Let's Change The Way We Connect With Diverse Audiences

We help brands and agencies connect to diverse audiences at all touchpoints.

The InVerse Network by Bold Culture takes a divergent approach to talent management by connecting brands and agencies to **multicultural media companies, influencers and multi-level talent**. Now, Planners, Marketing Directors and HR Recruiters have one vast and diverse database for their outreach needs.

Our network consists of creative & influential talent focused on the following communities:

- **Black**
- **Latinx**
- **LGBTQIA+ (minority focused)**





# Our Capabilities

- Influencer Campaign Scouting, Development & Execution
- Social-First Digital Advertising Network
- Branded Content Marketing
- Recruiting Freelance Diverse Creative Talent

# Our Products

- |   |                       |
|---|-----------------------|
| • Talent Scouting                         | • Talent Mangement    |
| • Diverse Audience Development Consulting | • Content Production  |
|   | • Analytics Reporting |





# How we work - Influencers

From reposting existing brand creatives with new and resonate messaging to developing custom content of their own for the brand, our influencer network ensures you're reaching impactful communities authentically.

## **STRATEGY**

We work with your campaign brief to choose the best influencers based on their experience, connection to the campaign's goals and the overall campaign budget. We will provide a list of candidates with their audience metrics and samples of previous campaigns and/or the work that they have produced. As those options receive final approval, we move to the outreach stage. Secondary targets will be chosen dependent on influencer availability or interest in Outreach stage\*

## **OUTREACH**

We will confirm availability, interest, budget and creative capabilities with our influencer(s).

## **DEVELOPMENT**

Where necessary, our influencer will be a part of the creative development strategy, working to produce treatments and moldboards for the campaign. Our influencers will produce any necessary content for the campaign as agreed and outlined within the strategy and development portions of the process. Execution includes copywriting, photography, videography and more.

## **EXECUTION**

InVerse will work to ensure all influencer media posts are posted at the designated day and time with the client-chosen creatives.

## **RESULTS**

We will compile a post campaign analysis for your review, including all key social metrics with user feedback where applicable



# Influencers

Our influencers are creating and expanding culture and building actionable, engaged audiences while at it.

The Network is comprised of influential **Black, Latinx and LGBTQIA+** creators who champion authentic inclusion in their lives and in the brands they promote.

**SCALABLE INFLUENCER DATABASE**

**OVER 100 MILLION+ ACCOUNTS REACHED**

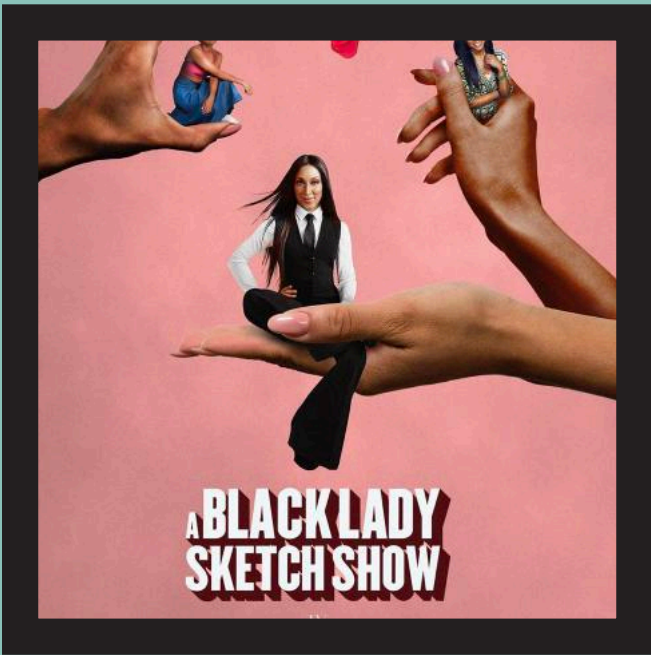
**ABOVE AVERAGE ENGAGEMENT METRICS**

**LEADERS OF CULTURAL MOVEMENTS**

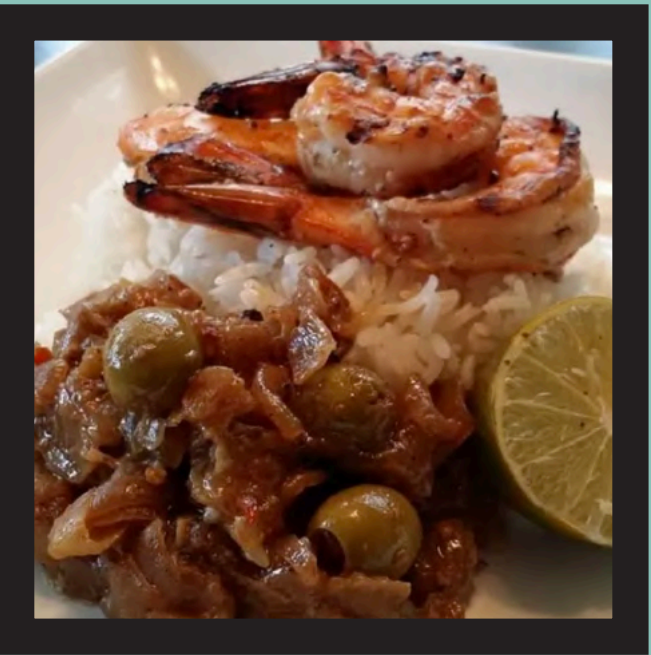
**Niches:**

- |           |                 |
|-----------|-----------------|
| Travel    | Entertainment   |
| Fashion   | Business & Tech |
| Lifestyle | Food            |
| Beauty    | Motherhood      |
| Fitness   | Art & Activism  |

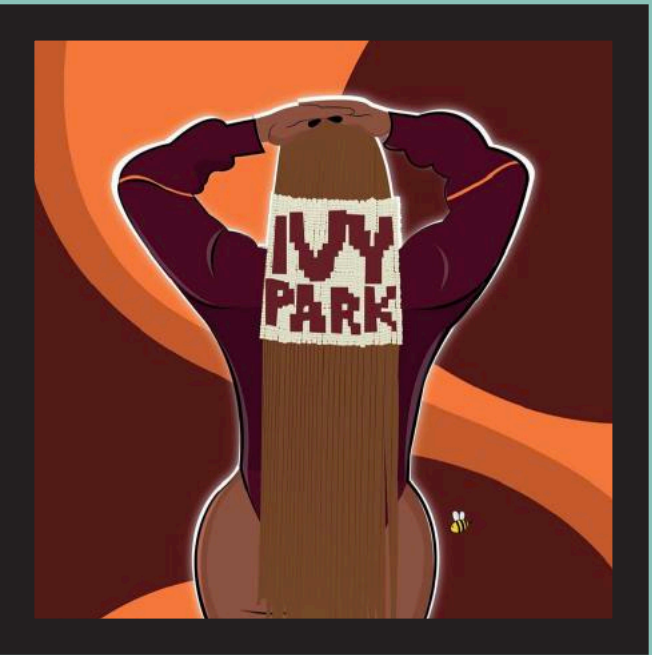
## A snapshot at some of our influencers:



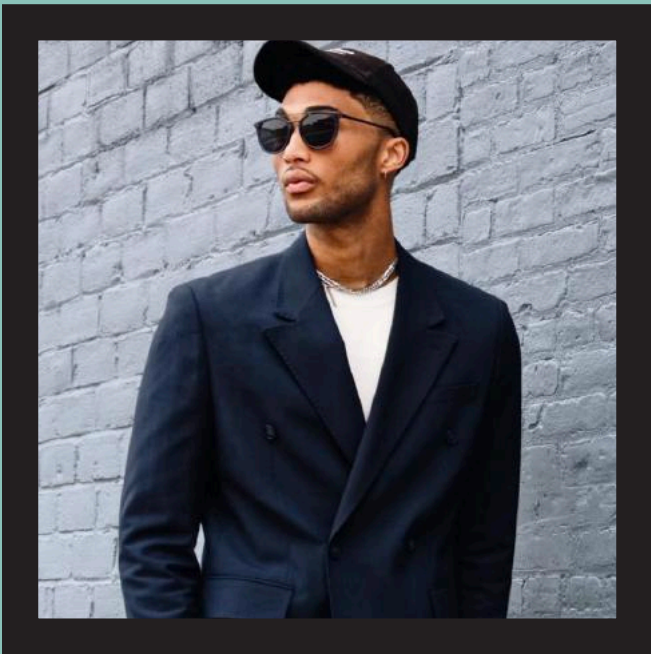
Ivormerlyknowas



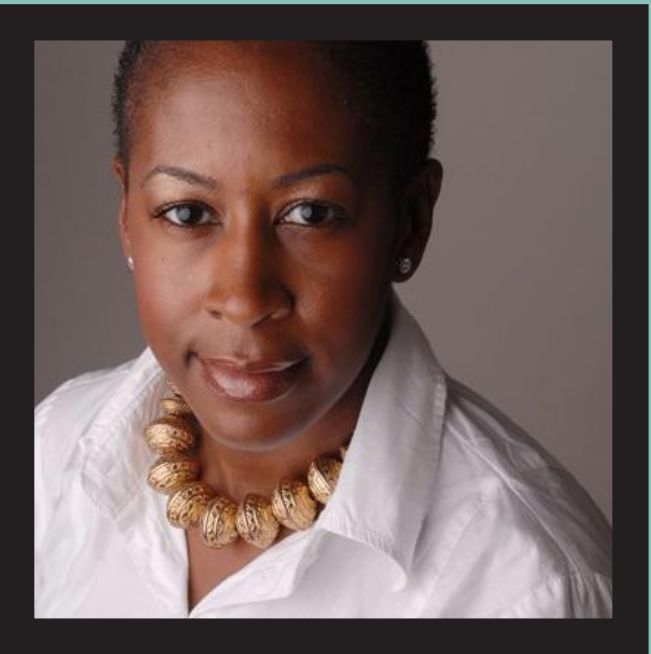
Kiratiana Freelon



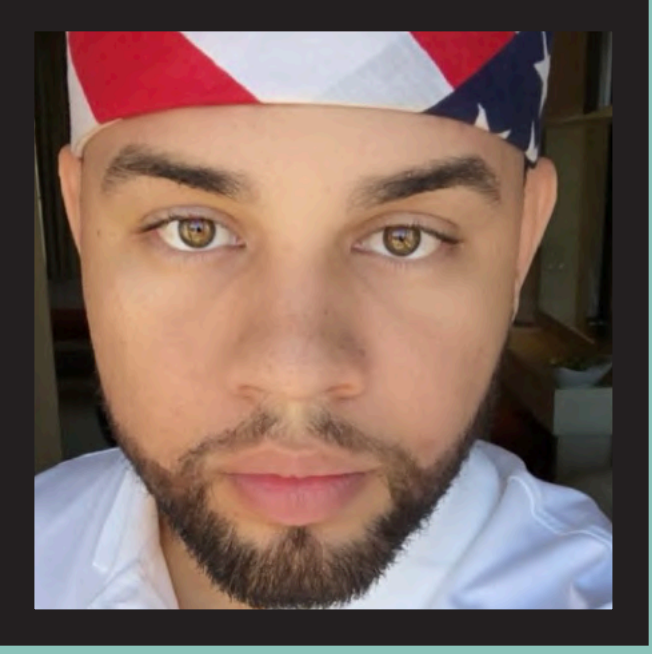
Hippy Potter



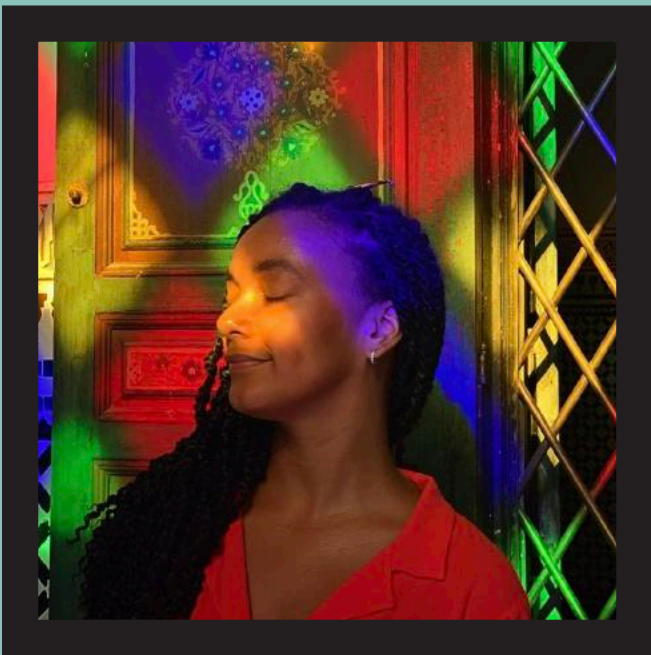
Jovel Roystan



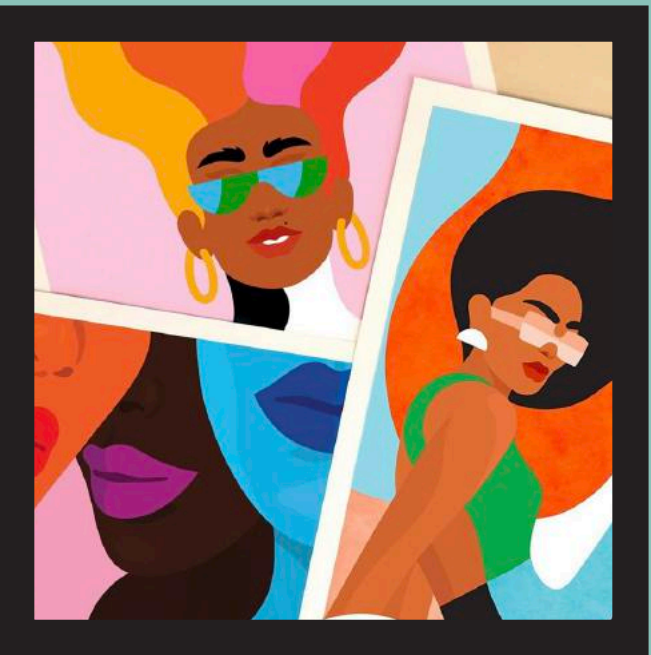
Julia Coney



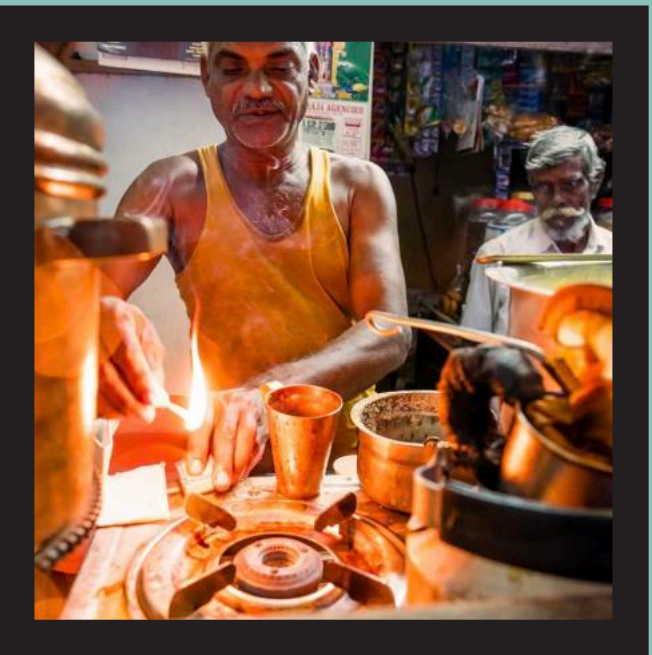
Lejuan James



O. Christine



Jade Purple Brown



Erick Temple





# Media Companies

## Let Us Plan & Execute A Digital Campaign That Resonates

Social. Mobile. Web. We don't care about the channel, we care about the impact. Our plans span across digital advertising tools, expanding your potential to reach influential audiences.

With our Network of Diverse Niche and Mass Audience Digital Media Companies We Have:

**Planned and Executed 100+ Campaigns**

**Have Over 150 Digital Media Partners (Social, Mobile, Web)**

**Over 50 Million Combined Social Media Followers**

**Over 15 Million Monthly Unique Visitors**

*All of our influencers are Black, Latinx, LGBTQIA or represent the intersection of the communities\*\**

**A snapshot at some of our media partners:**





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# Who We've Worked With







**Ready to work?**

803.269.1372

network@streamlinedmedia.co

