

Tanya Hayles

2022
BRAND
PARTNERSHIPS



BIO

Tanya Hayles is an award-winning creative storyteller using various mediums to evoke emotions, create change, build movements, and color in white spaces.

Tanya Hayles

SOCIAL INFLUENCE

@BlackMomsConnection



21,000+ active members
40+ posts a day



5900 followers



1000+ monthly site visits

@TanyaHayles



4,100 followers



1400 followers

Tanya Hayles

PRESS

ESSENCE®

Today's
Parent

HUFFPOST

teenVOGUE

TORONTO STAR

 **CBC**

The Washington Post

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AUTHENTIC OUTREACH

Without building trust with the community - fans, friends, or followers, there can be no partnership.

"With a combination of digital prowess, social savvy, and voracious media consumption, Black women have very unique media habits and preferences." -Nielsen, 2017

You want to reach this highly engaged, highly impactful, highly targeted community, in a way that puts them at ease and translates into hitting your goals (sales, views, or other metrics)

Let me help you do that.

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PREVIOUS PARTNERS

facebook



Bank



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TYPES OF COLLABORATIONS

WRITTEN

- Sponsored blog posts
- Editorial articles

RATES

All content created will be especially for each campaign. Rates will vary depending on the scope of work, usage, and exclusivity. The minimum budget for all partnerships is \$1,500, but please reach out to see if our visions and mission align.

VISUAL

- Sponsored social media posts
- Social media giveaways
- Sponsored live conversations (Facebook, Instagram)
- Brand ad campaigns (photo, video shoots)

OTHER/IN-PERSON

- Ambassadorships
- Events (panelist, host, red-carpet, live-tweet, BTS)

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MAKING THE CASE

- Across 13 markets surveyed by Ipsos, the majority of people want to see brands post fun (55%) real (53%), and creative (53%) content on Instagram. Perfectly coiffed and curated posts are out, untouched and real is in.
- 80% of moms on social media say they turn to it for product recommendations, and 58% of moms on social media said Facebook is the platform they turn to first for product recommendations.
- Top mom interests on Instagram: food, travel, fashion, beauty, and parenting tips
- According to Nielsen, Facebook (72%) is the top social media networking site used by Black women.
- According to Forbes, Black women are the fastest growing group of entrepreneurs, increasing their disposable income
- Black Girl Luxury (spas, trips, clothes, purses) is the latest trend, sure to continue into 2022

LET'S GET STARTED



Tanya Hayles

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