



Media Kit Updated March 2019

pretty  **BROWN** *nomad*

A Travel & Lifestyle Blog

About ME

GET TO KNOW ME MORE

I'm Tali Love Creator & Operator of Pretty Brown Nomad | A Travel & Lifestyle Blog. 1 Year after launching PBN, I'm ready to partner with brands such as yours, allowing me to entertain, intrigue and grow our audiences together. I have a work history that gives me an edge. I know what you and your team seek when partnering with marketers. I think ROI from the minute we close the deal, up until I've completed the final social media post.

I look forward to creating stories, where I am the lead character, and your accommodations, establishment, services and or products are the backdrop and ultimate focus. I attract and compel audiences through the use of research, keywords, hashtags, images and the proper flow of words.

www.prettybrownnomad.com



"Over the past year I've grown at a rapid rate while proving myself."

NOW, ALL I NEED
IS YOU!

But don't fret...you need me too. Collaboration and Partnerships are vital to the growth and success of all businesses large and small. My passion and dedication, matched with your brand and business objectives, is the perfect recipe for a successful and rewarding marketing campaign



A few of the brands that I've partnered with!



NEW ORLEANS
CONVENTION & VISITORS BUREAU



KEY WEST
ATTRACTIONS ASSOCIATION



airbnb



Social Stats



PRETTY BROWN NOMAD

18.7k Followers



1,000 + Visitors Per Week

Handle: @prettybrownnomad



1.8k Visitors Per Month

Handle: Pretty Brown Nomad



3788 Followers

Handle: Pretty Brown Nomad



1,418 Followers

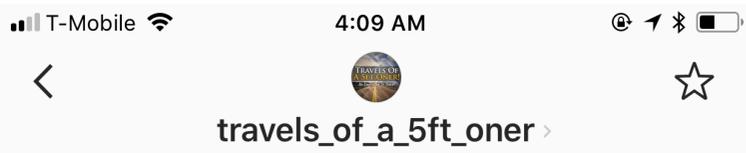
Handle: prettybrn_nomad



1,072 E-mail List

What People Are Saying

★ i inspire ★



Hey, thought I would reach out to you and say that you have given me the confidence I need to definitely move to SE Asia next year. I'm planning to take a career break and spend at least 6 months in SE Asia and 6 in South America. I doubted myself mainly would I be safe as black person. I appreciate that social media doesn't show the good, the bad and the ugly but your blog is showing there is an element to finding oneself there. Thank you 😊😊

Well Wow! Thank you so much. Do you mind if I share



Nellwyn

★ i persuade ★

September 29, 2017 at 3:22 pm

I've been wanting to go to Cuba for a few years now and this post makes me want to get serious about booking a trip!



Pat

May 11, 2018 at 1:47 am

first, i super love your smile! even just looking at the photos, i can say you have a vibrant and positive energy naturally! second, im glad that u went for the holiday! somethings are just beyond our control and the only thing we can do is to have fun and make the most out of it!

REPLY

★ i engage ★



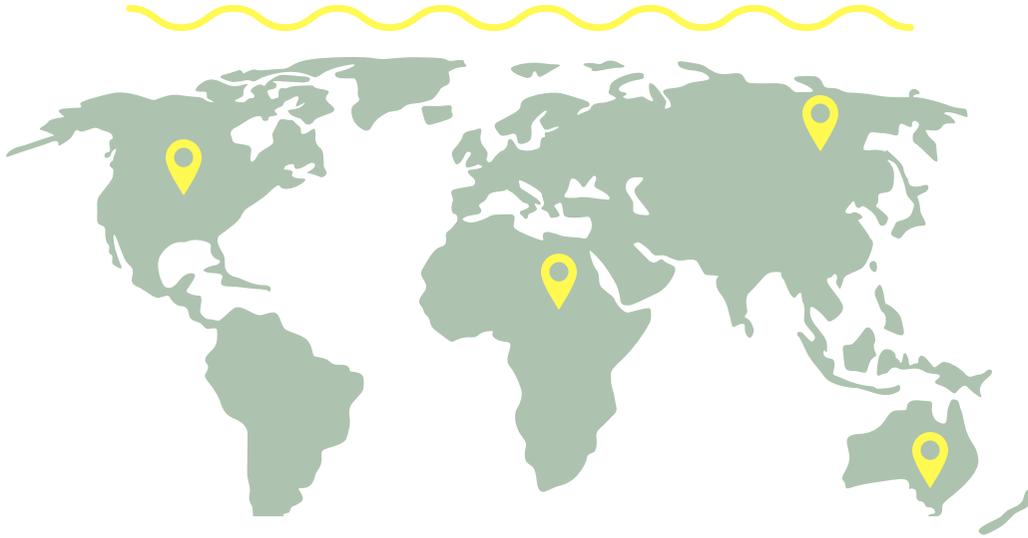
tali

September 29, 2017 at 1:17 am

Thank you 😊

Market

MY AUDIENCE IS FULL OF DREAMERS



Hi I love your post!

I would like to know how I could travel like you are

Its my dream to travel the world



MAJORITY
U.S. FOLLOWING

U.S. Citizens currently spend 836.6 billion U.S. dollars on domestic travel alone.

SINGLE
WOMEN

Single women are typically very cost conscious. They look to influencers like me to give them honest feedback on products and services.

MINORITY
WOMEN
& THIER
FRIENDS

It's no surprise that I target and connect with lots of women who see themselves in me According to a new Neilson report, black women alone hold in the estimated \$1.2 trillion spending power of black people overall.

MODERN DAY
NOMADS &
LONGTERM
TRAVELERS

I am a hub for long-term travelers. I love to share things that are easily taken and or used on the road, in short-term rentals and abroad.

Objective

TO INFORM & ENGAGE IN A NATURAL WAY



KEYWORD RICH STORYTELLING

I approach campaigns armed and ready with the proper keywords to offer your brand authority and longevity on the world wide web.

The message has to be clear and concise while speaking directly to your target audience. A good marketing campaign should expand well beyond my brand's reach.

HI-RES IMAGES

I have grown to love and appreciate good photography. I am happy to work with your stock photos or produce new content that I will gladly make available to you and your team. Let's work together to create images that give your campaign more meaning.

LIVE FEED INTERACTION

People love to feel connected via live video. I enjoy connecting with my audience on Instagram Stories, Instagram Lives, Facebook Live and Snapchat. Social Media Takeovers are fun. Let's create some boomerang magic.

Strategy

HOW WE WORK TOGETHER TO MAKE A DIFFERENCE

"I've learned that nothing in this business can be done haphazardly."

CLEAR OBJECTIVES

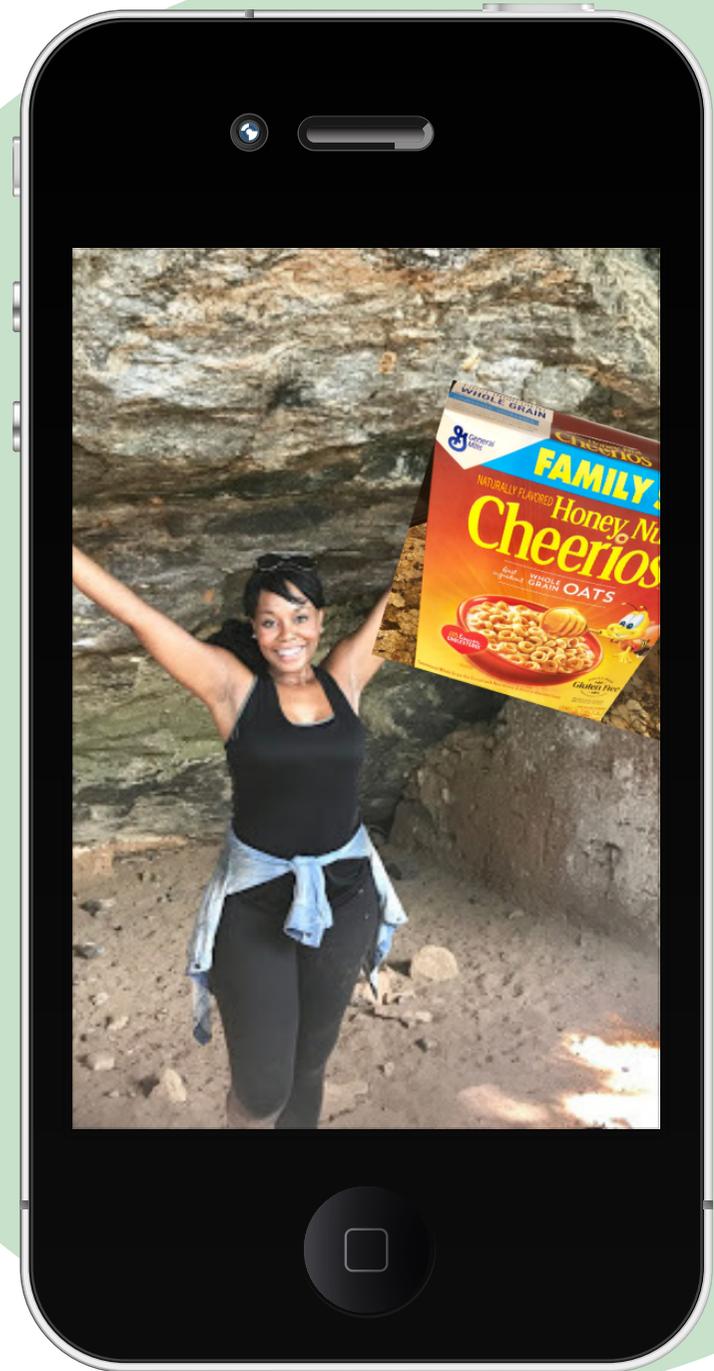
Before accepting the responsibility of carrying out your campaign, I make sure that the objectives are clear across the board. Only then can we effectively work towards reaching our goals.

DOCUMENTED PLAN

Once we are clear about our objectives, I will work with you to settle on a documented plan of action. We will detail each parties responsibility along with benchmarks and deadlines.

TIMELINE & EXECUTION

I will work closely with you and your team to stick to a timeline that works best for all parties and the nature of the campaign. I pride myself in offering flawless execution of tasks while striving to go over and beyond for both my clients and my readers.





Thank You



Pretty Brown Nomad/ Media Kit / 2019