

MARC DORCEUS

MEDIA KIT

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Brief summary of what's inside this **Media Kit**.

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MARC

Alberta, Canada
Lifestyle

Motivational Speaker & Life Coach

At 23, Marc is a Motivational Speaker & Lifestyle Content Creator. Born in the Caribbean islands, & having the opportunity to live in both the U.S. & Canada has given Marc a passion for traveling and culture. He also has a strong passion for music & helping others achieve their dreams. Being a true entertainer, he knows exactly how to inspire an audience and keep them highly engaged with his content. He has dedicated himself to living his life to the fullest, full of adventure with his family, friends and loved ones while helping others do the same for themselves. Doing so through his company “Luxury Coaching” where he puts his Life Coaching experience to good use. Marc looks forward to continuing his traveling endeavors while working with different brands achieve their desired results.



PORTFOLIO Travel



PORTFOLIO Lifestyle



Luxury coaching
BECAUSE QUALITY COACHING IS WHAT YOU NEED



HERE ARE
THE BENEFITS

WHAT ARE
MICRO
CREATORS?



MICRO CREATORS

**More Engagement.
More Conversions.
More Effort.**

The typical micro creators following ranges from 500 to 10k followers. A micro creator's following is likely to be made up of people who are genuinely interested in, and inspired by, the content they create. A micro creator's followers may also feel like they know the creator personally. Additionally, many micro creators spend time responding to comments and reciprocate likes, creating a bond between themselves and their followers.



THE BENEFITS OF MICRO CREATORS

A micro creator is unlike any other Social Media Celebrity, Expert, or Public Figure.

These creators are focused on more specialized demographics. Unlike your traditional large Influencers, micro creators have more active niche-based followers typically in the thousands with much higher engagements.

For example, a gym Influencer might boast millions of followers with 3% engagement and cost \$15,000 for a branded Instagram post. A Gym micro creator may only have only 8,000 followers but their average post receives a healthy 20%+ engagement and cost only \$150.

Stats Don't Lie.





S O C I A L S T A T S

MARC



21.3K

Engagement:Rate: 11.3%

Avg. Likes: 2,518

Avg. Comments: 50

@marclorymusic



4,685

Personal Reach: 4,685

Followed by: 185

<https://www.facebook.com>

[/marc.dorceus](https://www.facebook.com/marc.dorceus) /link

THE VALUE OF MICRO CREATORS

MORE TARGETED AUDIENCE

Micro creators have more **targeted** followers compared to larger influencers who have 300,000+ followers.

Focus on working with 100 micro creators with loyal followers in your niche compared to one celebrity influencer who may have a wider demographic, but the majority of their followers **not interested in the brand.**

82% of customers surveyed by Experticity said they would be very likely to follow a recommendation from a micro creator.

Higher Conversions.

MORE AFFORDABLE

Celebrities and big Influencers can charge up to **\$300,000+ per post across all their social platforms.**

Paying the top 10 micro creators in your niche an **average of \$200 with 1k-20k followers** will have much more of an impact for your brand or product.

97% of micro creators charge less than \$500 for an Instagram post.

Cost Effective.

MORE AUTHENTIC

Instagram recently changed their algorithm to mirror Facebook's. Now, posts from profiles users follow and interact with are shown first, and authentic, quality content is prioritized over promoted content from big brands.

Followers can connect easier with micro creators compared to high celebrity influencers.

Micro creators are more genuine with their followers by responding back to their comments and having organic interactions with them.

Better Relationships.

CONTACT ME TODAY TO START CREATING

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Motivational Speaker



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INTERNATIONAL ASSOCIATION OF PROFESSIONS CAREER COLLEGE

The Faculty and Board of Trustees of the College hereby confer on

Marc Dorceus

this certificate in recognition of successful completion of the
academic requirements of the certificate program

MOTIVATIONAL SPEAKER

as witnessed and certified by the seal of the International Association of
Professions Career College this 13th day of July, 2015.

Academic Director



Chair of the Board of Trustees