



ROBERTO BLAKE

MEDIA KIT
2019

ROBERTO BLAKE / ENTREPRENEUR / SPEAKER / CREATOR



ROBERTO BLAKE | OPPORTUNITIES FOR INTEGRATIONS

As a content creator, Roberto has built a strong presence online with a variety of formats that offer opportunities for brand integrations. Listed you will find some of the best opportunities to partner with Roberto around content that resonates with the audience he has built among creators, entrepreneurs and professionals.

PRODUCT/BRAND MENTION | YOUTUBE

AMPLIFICATION | TWITTER

FULL BRAND INTEGRATION | YOUTUBE

AMPLIFICATION | EMAIL LIST

EVENT/ACTIVATION VIDEO | YOUTUBE

MEET-UP/ACTIVATION | EVENT

BRAND MENTION | PODCAST

SPONSORED PRESENTATION | EVENT

BRAND MENTION | INSTAGRAM STORY

SPONSORED ARTICLE | LINKEDIN

BRAND MENTION | INSTAGRAM POST

LIVE STREAM MENTION | YOUTUBE

INCLUDED IN ALL BRANDED VIDEO INTEGRATIONS

- HUMAN CLOSED CAPTIONS FROM REV.COM
- SOCIAL MEDIA POST AND BRAND AMPLIFICATION
- HIGH QUALITY VIDEO PRODUCTION AND EDITING
- HIGH QUALITY THUMBNAILS AND PHOTOGRAPHY
- CALL TO ACTION LINK IN DESCRIPTION
- FEATURE IN NEWSLETTER TO EMAIL LIST
- OPTIONAL: AUDIO PODCAST INSERT
- OPTIONAL: ADDITIONAL LICENSING



ROBERTO BLAKE | CONTENT AND AUDIENCE ALIGNMENT

Alignment is the most important aspect of working with a content creator. The creator, brand audience values have to align properly in order for the content to have any impact. In the case of Roberto's audience, they value the information and the transparency with which it is offered and the positive and empowering message behind it. This audience tends to be older 24-44 being the strongest concentration, working professionals or small business owners, who tend to travel and use a variety of hardware and software brands in the career.



ROBERTO BLAKE | CONTENT AND AUDIENCE ALIGNMENT

The content on Roberto's channel focuses on 5 primary pillars of content: Online Business, Social Media Marketing, Content Creation, Career Development, and Personal Development.

Here are some of the content formats available for integrations:

**TOP 10 LIST / PRODUCT SHOWCASE / EVENT OR EXPERIENCE SHOWCASE / SOFTWARE TUTORIAL /
HARDWARE TUTORIAL OR DEMO / HOW TO / TOP 5 LIST / INTERVIEW / PODCAST / GIVEAWAY /**



ROBERTO BLAKE | AUDIENCE & DEMOGRAPHIC BREAKDOWN

Understanding the audience is a priority so that the content can provide them value and is likely to lead to engagement and conversions. Here is a breakdown of the audience that consumes Roberto's content on YouTube. This information can be requested for any other platform as well.

AVG AGE 18-34 | 68%

UNITED STATES | 64%

UNITED KINGDOM | 8%

CANADA | 6%

AUSTRALIA | 3%



27%

73%

ROBERTO BLAKE | SOCIAL MEDIA PLATFORMS AND REACH

AVG YT COMMENTS | 350

AVG IG COMMENTS | 50

AVG YT VIEWS | 10,000

AVG IG VIEWS | 2,500

AVG YT VIEW DURATION | 5MINS

AVG IG STORY VIEWS | 1,300

EMAIL LIST | 12,000+

AVG LINKEDIN VIEWS | 2,200

EMAIL OPEN RATES | 28%-42%

AVG PODCAST EP DOWNLOADS | 2,700+

**MEDIA
REACH**



400K



30K



17K



9K



9K

ROBERTO BLAKE | PREVIOUS SPONSORED INTEGRATIONS

Throughout his career Roberto has had the privilege of working with great brand partners. Many of these partners have been a constant presence in Roberto's content through various campaigns and events.



ADOBE / HP / DELL / SAMSUNG / SONY / VIDIQ / TUBE BUDDY / PAYPAL / ANCHOR
STORYBLOCKS / TURBO TAX / TEACHABLE / WESTERN DIGITAL / SEAGATE /
BH PHOTO VIDEO / WIX / BLUEHOST / LEXAR MEMORY / TRANSCEND / YOUTUBE

ROBERTO BLAKE | OPPORTUNITIES & SPONSORSHIP RATES

Roberto offers multiple options and rates to brand partners, these rates are negotiable and should be considered as part of a larger conversation around deliverables and the specific needs for your brand integration and content.

FULL SOCIAL MEDIA CAMPAIGN PACKAGE | \$20,000+

YT VIDEO INTEGRATION EXCLUSIVE | \$5000

YT VIDEO INTEGRATION NON EXCLUSIVE | \$3000

YT VIDEO MENTION EXCLUSIVE | \$2000

YT VIDEO NON EXCLUSIVE | \$1200

SPONSORED LINKEDIN ARTICLE | \$1000

4X SPONSORED PODCAST MENTIONS | \$3000

ROBERTO BLAKE | CONTACT AND FOLLOW UP INFORMATION

Thank you for taking the time to go over this media kit. We hope the information provided helps you in your consideration. If you have further questions please feel free to use the contact information provided to reach out.

EMAIL INFO@ROBERTOBLAKE.COM

WEBSITE ROBERTOBLAKE.COM

INSTAGRAM [@ROBERTOBLAKE](https://www.instagram.com/ROBERTOBLAKE)

TWITTER [@ROBERTOBLAKE](https://twitter.com/ROBERTOBLAKE)



- THANK YOU FOR YOUR TIME -