

Black Girl Digital

Black Girl Digital is a Digital Content Creator Agency designed to help marketers target Black and multicultural communities authentically through the lens of Black Influencers and/or Creators. We are also the only agency with an influencer marketing platform, iLINKR, that allows you to book multiple Black female influencers at scale. You let us know where you are in your journey, and we'll stop at nothing to get you to your destination successfully.

Primary Target: Black and Multicultural communities, specifically Black women

Creators & Platforms:

- Black Millennial creators, specifically Black women
- 600+ Black & Multicultural creators
- General categories of interest include fashion, entertainment, finance, and wellness

Content:

- 1st Annual Black Creator Appreciation Holiday Brunch: December 2021, in-person event that connects BGD's influencers with brands at scale, with sponsorship & digital media opportunities
- 1st Annual Summer Under the Sun, Creator Picnic Series: 3Q22, A summertime, in-person series to create branded content and experiential integration, with sponsorship and digital media opportunities

Opportunities for Teams & Brands:

- Consumer and creator experiences: on and offline events
- Brand integrations: product placement, giveaways, editorials, product shots and custom content
- Programmatic digital and audio
- Custom video production