



The image features a group of approximately 15 women of various ethnicities and hair colors posing in white and light-colored outfits against a brown background. The women are arranged in several rows, some standing and some sitting. The central focus is the large white logo for 'THE COLORED GIRL'.

THE COLORED GIRL®

BEAUTIFULLY DISRUPTING THE STATUS QUO



Who We Are

COMMUNITY FOR WOMEN SINCE 2016

The Colored Girl is a global community of 82,000 Black, Latinx, Indigenous & Asian womxn (BIWOC) whom we serve through immersive experiences, creating safe spaces and curated content.

WHAT WE DO

We bridge the gap between brands and people of color. We create authentic content & experiences that resonate with People of Color to be engaged with and spark conversations.



CUSTOM
CONTENT



INFLUENCER
MARKETING



EXPERIENTIAL
MARKETING



CORPORATE DEI
STRATEGY &
PROGRAM
DEVELOPMENT

WE FOCUS ON THE EMOTIONAL, PHYSICAL, SPIRITUAL, INTELLECTUAL,
SOCIAL, ENVIRONMENTAL, AND INTERPERSONAL WELL-BEING OF BIWOC.



PERSONAL
DEVELOPMENT



COMMUNITY
ENRICHMENT



PROFESSIONAL
DEVELOPMENT

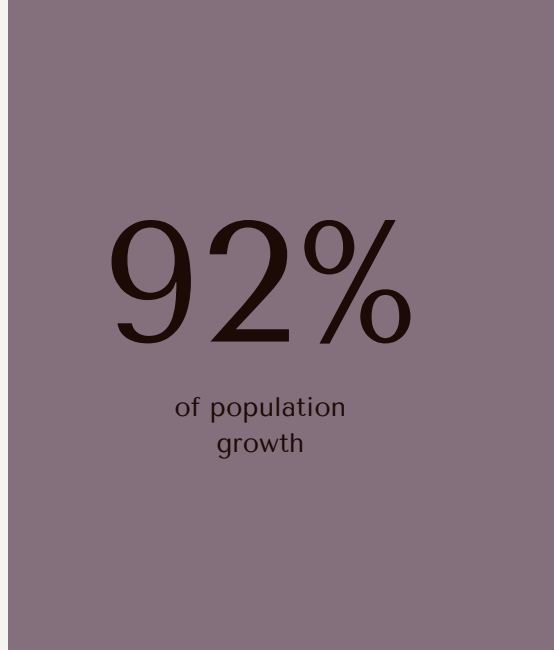
OUR AUDIENCE MATTERS

WHY

- Have a combined buying power of \$3.9 Trillion.
- Expect brands they buy to support social causes.
- They are trendsetters and brand loyalists who support ecological sustainability.
- Want culturally relevant content.



I STAND FOR EQUALITY.



92%

of population
growth



I STAND FOR MY BELIEFS.



\$3.9
buying power
Trillion



I STAND FOR FREEDOM.



60%

will pay more for
safe products

AUDIENCE

profile

Black, Indigenous, and Womxn of Color ranging from age 25 to 54. She is a go-getter that is seeking more from life. She values sisterhood and integrity and is intentional in all she does. She is multi-faceted!



85%

Corporate Professionals



80%

North America Based



75%

\$150K + Salary

WE REACH OVER 1M BIWOC



82K

Members



95.1%

Millennial &
Gen Z



74K

IG Followers



32.5%

Newsletter
Open Rate



Top 3

Countries
US, UK, Brazil



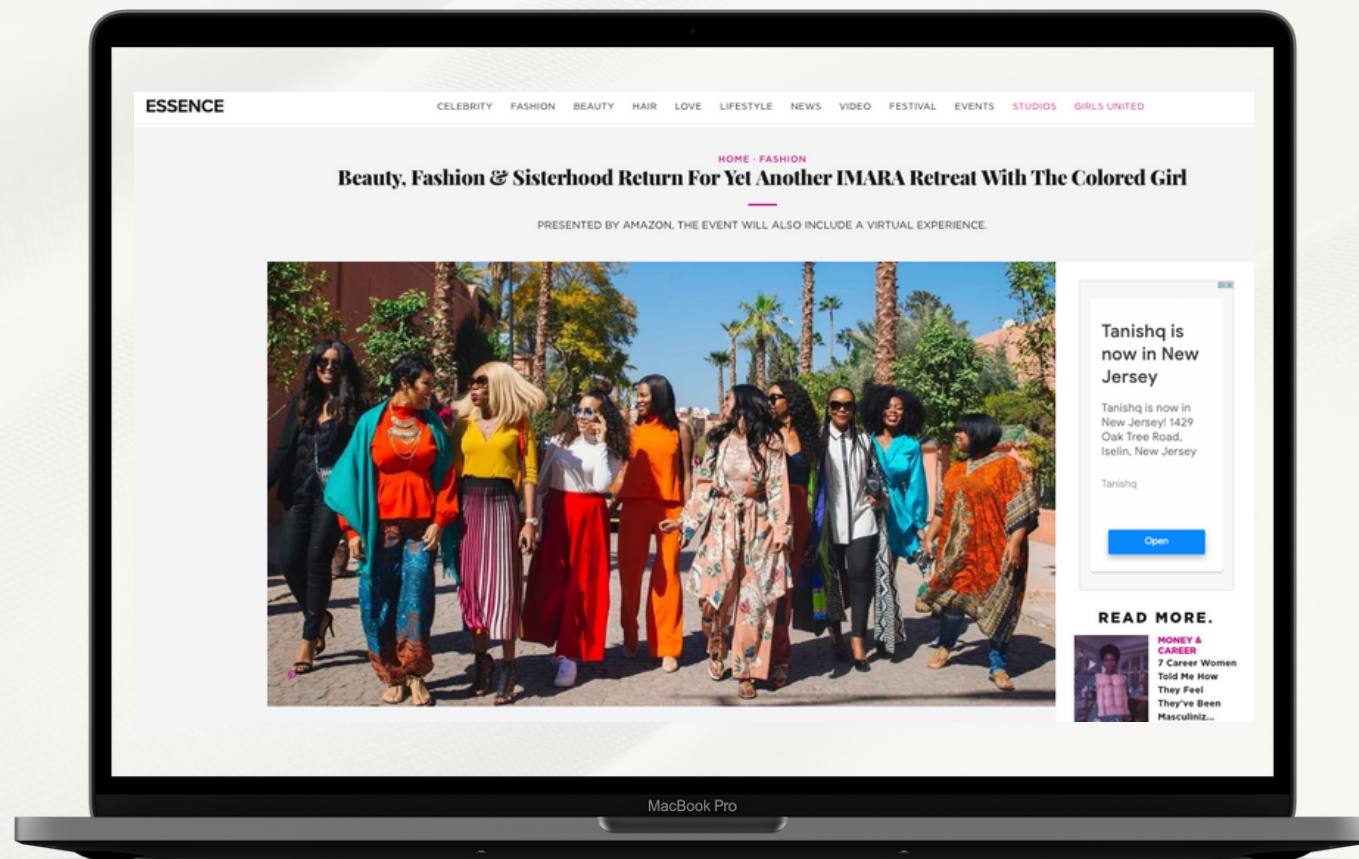
7.3%

Social
Engagement



PRESS IMPRESSIONS

3 Million



BRANDS WE TRUST

OUR PARTNERS

We highly value the community we serve & the integrity of our brand. Therefore, we take on a select number of partners whose ethos aligns with our mission & core values to ensure partnerships will provide mutual value to our community and your brand.

amazon



Uber

LVMH

Neutrogena®



 THE IMARA RETREAT

ELEVATION

rise to the occasion

A wide-angle, high-angle photograph of a bustling outdoor market at night. The market is filled with numerous stalls and vendors, many of which are illuminated by warm, yellow lights. In the background, a tall, dark minaret with a small dome is visible against the dark sky. The overall atmosphere is vibrant and lively.

MOROCCO | 11.10-11.16

07 days

05 speakers \ facilitators

80 attendees

IMARA is a dynamic retreat created by the Colored Girl that connects the Daughters of the Diaspora in Africa and Virtually. It is one of a kind comprehensive & holistic experience, that bridges the gap between established and emerging women in a safe space; to support the journey of each woman as she taps into her full potential to create the life she truly desires.

IMARA is a sacred space, with a focus on wellness, personal & professional development that both invigorates & educates simultaneously.



THIS IS IMARA

THE ELEMENTS

CONDITION | CULTURE | COMMUNITY

MENTAL, PHYSICAL, SPIRITUAL, HEALTH | CUSTOMS, GASTRONOMY, HISTORY | NETWORKING, SERVICE, RELATIONAL HEALTH



We bring together people doing the work of healing and growth to create space for women to connect deeper with themselves, each other and the continent of their ancestors so that they can experience true elevation.

Reporting

ENGAGEMENT & TRACKING

Metrics include but are not limited to:

- Overall Performance
- ROI
- Engagement Rate
- CTR
- Conversion Rate
- Visits
- Reach
- Impressions

Sample Insight Reports Available Upon Request

KEY REASONS TO PARTNER

Exposure and access to over 20 Million + Impressions

- ALIGN WITH THE COLORED GIRL - A TRUSTED AND INFLUENTIAL MOVEMENT FOR WOMXN OF COLOR.
- HIGH MARKETING VALUE BY TAPPING INTO A VERY HIGHLY ENGAGED DEMOGRAPHIC THAT HAS SIGNIFICANT REACH & SPENDING POWER.
- SUPPORT AN UNPRECEDENTED & IMPACTFUL COMMUNITY THAT UTILIZES MULTIPLE OUTLETS FOR SIGNIFICANT MEDIA EXPOSURE.
- INCREASED BRAND VISIBILITY AND AMPLIFICATION VIA ORGANIC QUALITY CONTENT BY MAJOR INFLUENCERS & PROFESSIONALS IN THEIR FIELDS.
- UNIQUE OPPORTUNITY TO REACH DEI OBJECTIVES ACROSS MULTIPLE TOUCH-POINTS, INCREASE EMPLOYEE RETENTION, BUILD GREATER BRAND AWARENESS & AFFINITY WITH BIPOC COMMUNITY, INCREASE DIVERSITY TALENT POOL.