



2022

# Partnership Marketing Kit

[sales@talentculture.com](mailto:sales@talentculture.com)



# The Future of Work

TalentCulture is the place where you can easily connect all the dots in your organization to empower HR, leverage HR Tech, and engage with your workforce. TalentCulture offers timely content and custom counsel to help companies of all sizes tailor programs to meet the demands of the modern workplace.

We partner with HR practitioners and marketers in companies across all industries to define and deliver content, advice, and program solutions to help you meet business goals and objectives. You'll gain access to over 500k+ social media followers, community members, website visitors, and newsletter subscribers.



**Meghan M. Biro**  
Founder and CEO

**9k+** Podcast Downloads Per Month

**350k+** Social Media Followers

**160k+** Monthly Site Page Views

**50k+** Monthly Unique Site Visitors

**25k+** Newsletter Subscribers

**Includes International Reach Across Web and Social**  
EMEA, APAC, India, Mexico



# Community Breakout

The TalentCulture community is made up of a diverse group of HR, recruiting, and business professionals, from CHROs to managers. **65%** of respondents said they have more than 20 years of experience. **83%** have at least 10 years of experience.

The TalentCulture Community is comprised of practitioners, big thinkers, problem solvers, as well as seasoned and new talent. They tell us they're primarily focused on the following HR/workplace initiatives: Remote Work, HR Technology and Collaboration Tools, Employee Engagement, Onboarding Candidates and the Candidate Experience, Talent Management, Effective Recruiting, and much more.



# What We Offer

TalentCulture is a trailblazing HR marketing company offering advertising, media, executive, and corporate branding, research, and social promotions via our global learning community to all brands with an emphasis on tech companies. Our custom content programs create social awareness and influence and spark new business growth to help our clients distinguish themselves as industry leaders.



## Brand Visibility

- Influencer Marketing
- Paid Social Promotion
- Video or Multi-media Content
- Sponsored Podcast Ads
- Featured Blog Posts
- HR Technology Award



## Lead Generation

- Technology Product Spotlight
- Webinars
- Panel Chats
- Content-generated Leads



## Thought Leadership and Recognition

- #WorkTrends Podcasts & Twitter Chats
- Webinars & Panel Chats
- eBooks/White Papers
- Research
- Custom Content Creation & Publishing

# You Will Be In Good Company

accurate.

Achievers

A|M|S

Clinch



 eightfold.ai

ivanti

/LEAD  
with indeed

meQuilibrium

analytica 

PAYCHEX

 Reflektive

  
RewardGateway  
the employee engagement people

  
RocketReach

Sage



SAP Concur 

 thoughtexchange

UNIT4

 pulse

WorkTango

# Editorial Calendar

These popular topics are often covered by TalentCulture. TalentCulture editorial content is planned to emphasize high-level monthly themes.

Our blog contributors are practitioners, big thinkers, problem solvers, as well as seasoned and new talent.

To receive maximum impact with our readers, we encourage our contributors to follow the calendar themes. If you are interested in a topic not listed here, please contact our editorial team at [editor@talentculture.com](mailto:editor@talentculture.com) with your topic and overview.

 <p><b>January</b> Hybrid Work</p>	 <p><b>February</b> HR Technology</p>
 <p><b>March</b> Talent Acquisition &amp; Recruiting</p>	 <p><b>April</b> Leadership</p>
 <p><b>May</b> Diversity, Inclusion &amp; Belonging</p>	 <p><b>June</b> Candidate &amp; Employee Experience</p>
 <p><b>July</b> Learning &amp; Development</p>	 <p><b>August</b> Global Talent Trends</p>
 <p><b>September</b> Internal Mobility &amp; Retention</p>	 <p><b>October</b> Modern Employee Benefits</p>
 <p><b>November</b> Workplace Gratitude &amp; Appreciation</p>	 <p><b>December</b> Forecasting the Future of Work</p>

# Influencer Marketing Program

The **TalentCulture Influencer program** is designed to elevate your brand visibility, support your ongoing sales and marketing efforts, contribute to your demand generation efforts and bring a qualified audience into your world and at the top of your funnel.

Using the TalentCulture social channels, our social team will amplify and post your content on our Twitter, Facebook, #WorkTrends Instagram, and LinkedIn platforms.

- 3-5** Content pieces required per month
- 4.7M** Visibility to social media followers
- 10x** Total posts (blend of influencers)  
**4x** Twitter | **4x** LinkedIn | **2x** Facebook
- 24x** Total post reactions/comments (blend of influencers)
- 1500** Guaranteed minimum clicks to your website

**Requirements:** \*Programs start on the 1st and the 15th day of each month. Assets provided by the client are due 10 business days prior to the program start date. 6, 9, 12-month, and custom programs are available.



**Investment:**  
**\$5,500/mo**



## Strategy

Carefully planned distribution dates of targeted content with the right mix of organic and sponsored content, based on your goals. Consistently and memorably imprint your brand with our audience.



## Distribution

The TalentCulture brand, Meghan M. Biro, and Cyndy Trivella will amplify your reach and drive revenue through social media. Collectively offering an organically-grown community of 500k+ members.



## Optimization

Ongoing performance testing optimized toward the highest-performing content. Metrics-based reporting and data inform future efforts.



## Results

Monthly reports and insights delivered before the 15th of the following month.



# #WorkTrends Podcast

## Share Your Story

For over 12 years, #WorkTrends has been the go-to podcast for people interested in the world of work. Our guests showcase their knowledge and thought leadership to an information-hungry audience while gaining visibility and exposure to a global audience.

Our loyal podcast audience will consume your content, learn and gain awareness of your thought leadership and brand.

Extend your brand's reach and influence to TalentCulture subscribers, social media followers, podcast listeners, and website visitors. This is a great way to network and lift your brand to a captive and engaged audience of potential buyers.

Check out the [TalentCulture Podcast](#).

Available on:



**9k+** Downloads per Month  
On Average

**240k+** All-time Podcast Downloads

**850+** Podcast Guests Interviewed

**1M+** #WorkTrends Tweets

**250+** \*Average Twitter Chat Participants  
\*will vary by topic and sponsor

**1B+** Global Reach on Twitter



# #WorkTrends Podcast

We offer three options to suit any budget. Select our #WorkTrends Conversations Podcast and enjoy a custom, singular podcast, or the more robust #WorkTrends Conversations and Twitter Chat. Our other popular option is the 30-minute #WorkTrends Twitter Chat where you'll interact with an engaged and enthusiastic audience discussing the topic of your choice.

## All podcast episodes are:

- Recapped in blog article and posted on [Talentculture.com](https://www.talentculture.com), with links back to your website and shared on our social media channels
- Highlighted in one (1) newsletter, with links back to your website

**Requirements:** 45-minute guest prep; 20-25 minute podcast interview, assets to craft topic discussion.

**1 Investment:**  
**\$8,000**

#WorkTrends Conversations  
& Twitter Chat

**2 Investment:**  
**\$6,750**

#WorkTrends Conversations

**3 Investment:**  
**\$5,000**

#WorkTrends Twitter Chat

**4 Investment:**  
**\$2,000/per ad**

Podcast Ad Sponsorship -  
A 30 - 45 second Sponsored Podcast  
Ad delivered by Meghan M. Biro

# Event Marketing

Using the TalentCulture social channels, our social team will amplify and post your content on our Twitter, Facebook, and LinkedIn platforms.



## Strategy

Carefully planned distribution dates of targeted content with the right mix of organic and sponsored content. Consistently and memorably imprint your brand with our audience.



## Distribution

The TalentCulture brand, Meghan M. Biro, and Cyndy Trivella will amplify your reach and drive traffic through social media. Collectively offering an organically grown community of 500k+ members.

## Looking for a one or two-time ad promotion?

Ask about our TalentCulture \*newsletter inclusions.

- 1 newsletter inclusion - **\$750**
- 2 newsletter inclusions - **\$1450**

**Requirements:** Assets provided by the client. Content specs are provided by TalentCulture immediately following program commitment.

# 1

Investment:  
**\$1,000/week**

2-4 weeks lead up to your event

**8K** Total Social Media Posts per Week  
**3x** Twitter (blend of influencers)  
**3x** LinkedIn (blend of influencers)  
**2x** Facebook

**2x** Promotion in the TalentCulture Newsletter (4 weeks)

**1x** Promotion in the TalentCulture Newsletter (2-3 weeks)

# 2

Investment:  
**\$1,500/up to 1 week**

up to 1 week lead up to your event

**8K** Total Social Media Posts per Week  
**3x** Twitter (blend of influencers)  
**3x** LinkedIn (blend of influencers)  
**2x** Facebook

**25k+** NL Subscribers with a  
**\*20% Avg Open Rate**

# Awards & Recognition

The TalentCulture HR Tech Awards and Recognition Program will drive traffic to your website by showcasing your company and unique solutions to our large and global audience of HR decision-makers.

Current and past winners:



Requirements: Must conduct a private product demo.

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Investment:  
**\$6,500**

## Includes

- Logo placement and product promotion on the TalentCulture HR Technology Leaders web page
- Social promotion of winner's status across our portfolio of channels to drive traffic to your website
- Digital badges for company website and email signatures
- Recognition included in 1x TalentCulture newsletter

**50k+** Monthly Unique Site Visitors

**25k+** Newsletter Subscribers

**350k+** Social Media Followers

# Featured Articles, Video and Multi-media Content

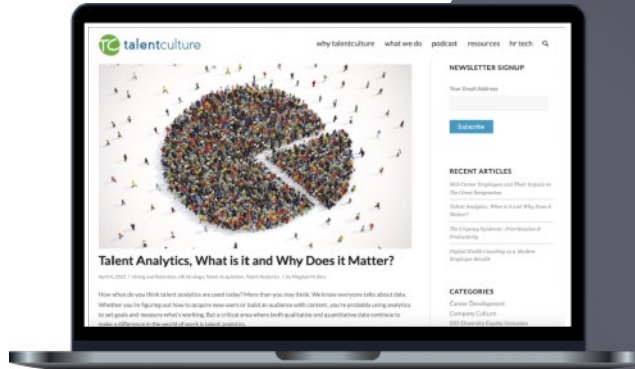
Showcase your thought leadership with content on TalentCulture's articles page. Your content will be placed in the prominent Editor's Picks section of the blog and positioned as our featured article.

Additionally, your content becomes eligible for the TalentCulture Impact Award. This honor is given to the most highly read content, awarded monthly.

We'll even promote your content on the TalentCulture social channels to give your content an added boost.

**Requirements:** Video and content guidelines to be provided. TalentCulture reserves the right to approve all content prior to publication.

sales@talentculture.com



Investment:  
**\$2,500**  
- **\$3,500/per ad**



**50k+** Monthly Unique Site Visitors

**75%** Page Authority for Backlinks

**350k+** Social Media Followers



# Webinars

Get the most of your marketing budget by reaching an interested audience for visibility, reach, increased awareness and top-of-the-funnel leads from your registrations. TalentCulture webinars are the perfect way to grow your database while showcasing your thought leadership. All leads are directed to your registration form so you collect and manage all the leads as they come in.

Expect an audience of 49% upper management decision-makers and 51% in middle management (influencers to upper management).

Audience composition will vary depending on the topic and sponsoring company. TalentCulture does not guarantee attendance.

**Requirements:** Brands must have a presentation platform

[sales@talentculture.com](mailto:sales@talentculture.com)



**Investment:**  
**\$10,000**

## Includes

- Topic, abstract and promotion development
- Meghan M. Biro to be a guest presenter and/or moderator
- Client runs production and lead capture
- Social media promotion: pre- and post-event
- Post-event placement on the TalentCulture site
- Newsletter promotion: pre- and post-event
- Top of the funnel leads, attendees interested in the topic being presented (perfect for showcasing thought leadership), good leads that will need nurturing over a longer period of time

**50k+** Unique Monthly Site Visits

**350k+** Social Media Followers

# Discussion Panel

## Virtual and In-person

Get the most of your marketing spend by reaching an interested audience for visibility, reach and leads.

Gain exposure, leads, and showcase your thought leadership with a 45-60 minute customized 2-3 panelist discussion. We'll develop all the content with Meghan M. Biro as your guest presenter or moderator for an in-person or virtual event.

Fully produced and delivered by TalentCulture based on your choice of topic.

**Requirements:** Sponsoring company provides venue or platform for event.

sales@talentculture.com



Investment:  
**Request a Quote**

### Includes

- Panel Chat held onsite at your place of business, venue of choice or virtually
- Panel Chat preparation for panelists (question and format review, etc.)
- Pre and post event promotion
- Post-event placement on the TalentCulture site
- Newsletter promotion

**50k+** Monthly Unique Site Visitors

**25k+** Newsletter Subscribers

**350k+** Social Media Followers

# The Technology Product Spotlight

Showcase your product to an interested audience in a 30 - 60 minute product overview to showcase your product to an interested audience. Collect registrant details for present and future marketing and sales efforts. TalentCulture will co-sponsor and promote your demonstration to help position your product capabilities via our social media properties and newsletter.

This is a great option for collecting mid-funnel sales leads, gaining visibility, and a solid way to grow your database of contacts. Pre-and post-event promotion on social media, in the TalentCulture newsletter and website are included.

Expect an audience of 49% upper management decision-makers and 51% in middle management (influencers to upper management).

Audience composition will vary depending on the topic and sponsoring company. TalentCulture does not guarantee attendance.

**Requirements:** Brands must have a presentation platform. Product information to be provided by the brand presenting.

[sales@talentculture.com](mailto:sales@talentculture.com)



Investment:  
**\$6,000**

**50k+** Unique Monthly Site Visits

**25k+** Newsletter Subscribers

**20%** Avg Newsletter Open Rate

**350k+** Social Media Followers

# Custom Research

Leave it to the experts at TalentCulture to develop your custom survey with questions and execute quantitative and qualitative research for your brand targeting your specific audience. We'll conduct interviews, collect the data, write, edit and design the research findings for an executive brief, press release, and pitch guide.

Our surveys and research generate quantitative and qualitative data and analysis derived from our community, as well as from interviews with your stakeholders. Let TalentCulture develop custom research on topics that resonate with the modern workforce.



**Investment  
Starting at:  
\$60k**

## Includes

- Survey development
- Distribution to your desired audience
- Creation of the research summary, executive brief, and pitch guide



# Content Creation

## eBooks, Executive Briefs, and White Papers

TalentCulture will develop custom content based on your selected topic and combine the influence of the TalentCulture brand to increase reach and visibility. We'll do the research and writing. Custom layout design is additional.

Using the power and reach of the TalentCulture brand, this valuable asset will showcase your thought leadership and position you / your organization to the brands and people you want to reach.

Minimum 7 - 8 weeks lead time to complete.

[sales@talentculture.com](mailto:sales@talentculture.com)



Investment  
Starting at:  
**\$8,000**



# Cost-per-Lead & Account Based Marketing

The TalentCulture team will deliver qualified leads from our database of **6 million contacts**, based on your target parameters. We can develop unique thought leadership content you want to reach your buying audience or can use your existing content. Either way, you will get the sales leads you need.

## Content

For both Cost-per-Lead and ABM, TalentCulture will develop a white paper or eBook based on a topic approved by you, or use your own content to serve as the asset in your unique leads program. Leads based on your identified criteria, the team at TalentCulture will deliver qualified leads that match your parameters.

**\$60-69/Cost per lead\***

**Requirements:** Asset required. Cost for TalentCulture to develop asset is not included and will be priced out separately. \*Cost per lead will vary based on client's parameters.

[sales@talentculture.com](mailto:sales@talentculture.com)



Investment:  
**Request  
a Quote**

## Includes

- **Guaranteed and qualified top-of-the-funnel sales leads that align with your target buying audience.**
- **Using your target list, TalentCulture will promote your organization and products to the individuals you want to reach.**

**6M** Database  
Contacts

**Hundreds** of Programs  
Successfully  
Delivered

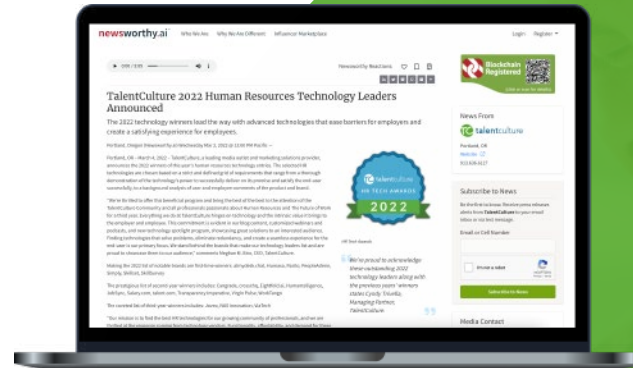
# Press Releases

TalentCulture has partnered with Newsworthy.ai to handle our Press Release intake and distribution.

Our partnership with Newsworthy.ai gives you access to their distribution partners and higher visibility on our site.

Register with:

**newsworthy.ai**




**Investment:  
Special Pricing  
\$299**

## Includes

- Guaranteed premium placement on TalentCulture
- Delivery to TalentCulture newsroom
- Newsworthy distribution to hundreds of online sources
- Included in Google News
- Free access to all Newsworthy's standard tools

**25k+** Newsletter  
Subscribers

**50k+** Unique Monthly  
Website Visitors



## Save 8-18% With Our Bundled Packages

### HR Tech Awards & Product Spotlight

**\$10,250**  
18% Savings

A great choice for any company looking to get the recognition they deserve and the brand exposure they want. Great for young and upstart companies.

### Qualified Sales Leads & Product Spotlight

**\$11,000**  
12% Savings

If you're looking for qualified leads and an opportunity to demo your product to a captive audience, this package has you covered. Great choice for established companies.

### Podcast & Sponsored Content

**\$8,005**  
10% Savings

Do you have a great story to tell? Looking to extend your thought leadership and show your expertise? This package will get you global exposure and recognition on a global podcast and TalentCulture blog. Perfect for all companies.

### Influencer Marketing & Podcast

**\$20,925**  
10% Savings

Extend your thought leadership and knowledge to a broad audience of podcast listeners and social media consumers. A single podcast appearance coupled with a 3-month influencer marketing program will give widespread exposure to a global audience.

### Webinar & Sales Leads

**\$14,812**  
8% Savings

Looking to position your brand and thought leadership to an influential community of buyers who fit your criteria? This package will drive quality registrants to your presentation platform to view your webinar live and on-demand.

### Podcast Platinum Package

**\$7,585**  
18% Savings

Join Meghan M. Biro on the acclaimed #WorkTrends podcast as her special guest to showcase your knowledge. In addition, receive a 30-45 second podcast ad to promote your book, company event, new white paper, upcoming webinar, new product release, etc.



# The Team

Meghan M. Biro, Cyndy Trivella, and their team knows HR tech and modern HR like no one else.

## Women-Owned and Operated

TalentCulture is a woman-owned and operated business. In a world where nearly 50% of workers are female and in which 55% of college graduates are women, Meghan and Cyndy ensure TalentCulture balances the concerns of working women and all people with the technologies reshaping the modern workplace.

**50%** of the Workforce is Female

**55%** of College Graduates are Women



**Meghan M. Biro**  
Founder & CEO

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mbiro@talentculture.com

Meghan M. Biro, a long-time tech recruiter, is a first mover in the HR and HR tech space. Meghan's reputation for influence and insight into the forces shaping the modern workplace has guided leading brands and businesses.



**Cyndy Trivella**  
Managing Partner

(913) 636 6127  
ctrivella@talentculture.com

Cyndy has over 20 years of media planning, employer branding, and HR marketing and communications experience. Her operational record of growing services and business extends the reach and influence of TalentCulture.



Working with companies **since 2008** helping to drive web traffic and boost their brand's authority to our online community of **500k+** (and growing) community members, website visitors, social followers, and subscribers.

**Get Started Today**

[info@talentculture.com](mailto:info@talentculture.com)

