



The community for human
connection and learning

Capabilities Kit

2023



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The Future of Work

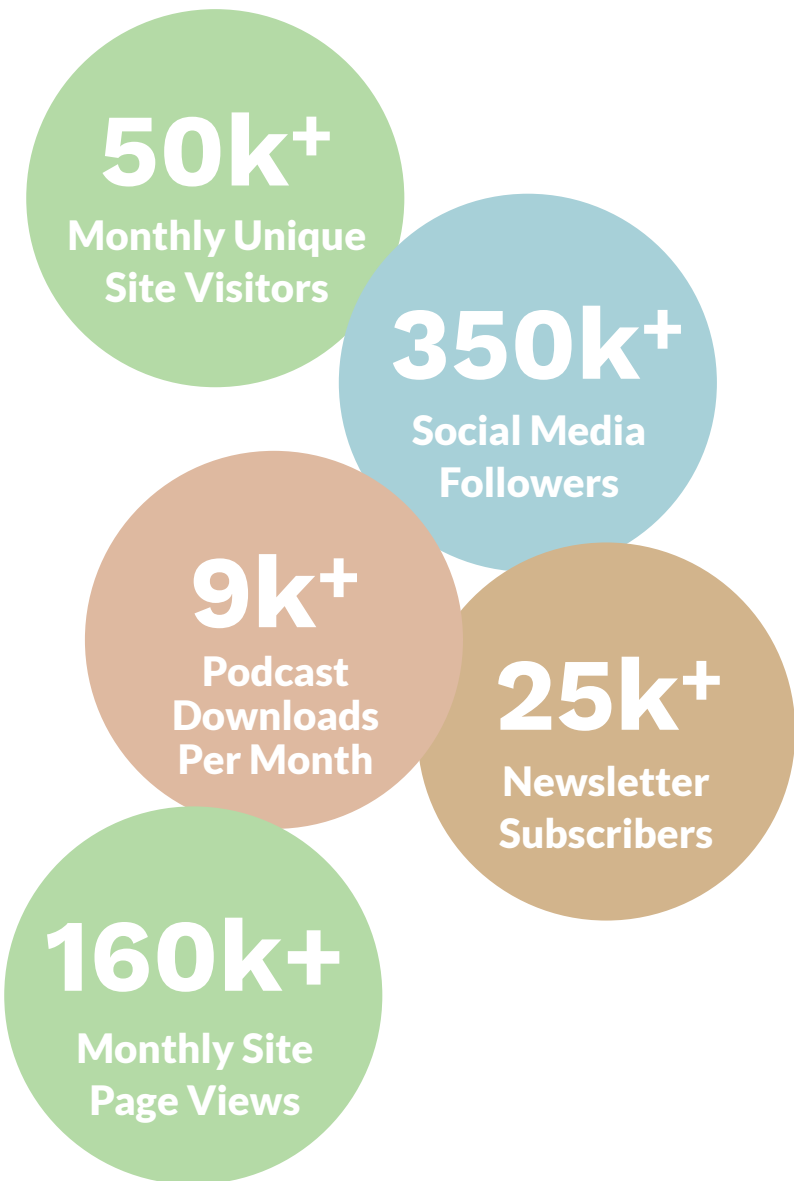
What began thirteen years ago, in a space where social media wasn't at the forefront of connection quite yet, was a blooming community of talent experts. Meghan M. Biro found her passion and voice leading the way for HR and Tech leaders in a burgeoning space on Twitter chats. An information-thirsty market responded and thirteen years later now with over half a million-community members, TalentCulture has grown into a powerhouse of resources designed to educate and advance.

Our community members engage with us seeking insight, human connection and empowerment. We're proud to be the conduit connecting thought leaders and visionaries with those seeking growth and advancement. Today, TalentCulture leads the way to inform on the topics and discussions that matter most to our content consumers and members.



Meghan M. Biro
Founder and CEO

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.

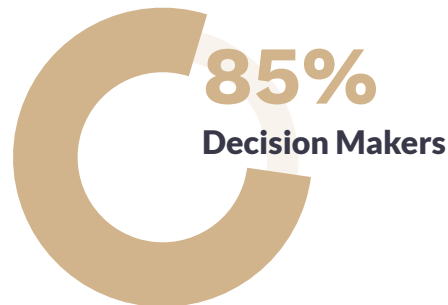
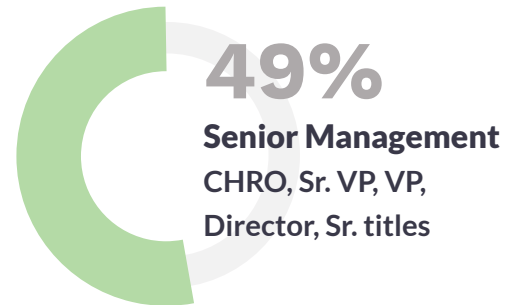


Includes International Reach Across Web and Social

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/Collaboration Tools, Generative AI, Culture, Wellbeing, Employee Engagement, Onboarding Candidates and the Candidate Experience, Talent Management, Effective Recruiting, and much more.



What We Offer

TalentCulure brings the most relevant content and conversations to the forefront of a connected community in the HR, tech talent and human-driven workforce. Our custom content programs create social awareness and influence, sparking massive growth. Take a look at our media, research, social promotions, executive and corporate branding via our global learning community.



Brand Visibility

- Strategic Brand Partnerships
- Paid Social Promotion
- Video or Multi-media Content
- Sponsored Podcast Ads
- Featured Blog Posts
- HR Technology Award



Lead Generation

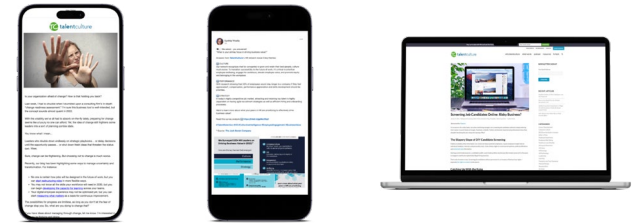
- Technology Product Spotlight
- Webinars
- Panel Chats
- Qualified Sales Leads
- HR Technology Award



Thought Leadership and Recognition

- #WorkTrends Podcasts & Twitter Chats
- Webinars & Panel Chats
- Custom eBooks/White Papers
- Research
- Authors & Books Promotion Programs

You Will Be In Good Company



[VIEW RECENT PROJECTS!](#)

accurate

Achievers

A|M|S

Clinch



 eightfold.ai

ivanti

/LEAD
with indeed

meQuilibrium

onalytica 

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 with your topic and overview.

 January Recruiting & Talent Acquisition	 February Digital Workplace
 March Learning & Development	 April Wellness & Productivity
 May Employee Experience & Retention	 June Organizational Change & Culture
 July Diversity, Equity, & Inclusion	 August Management & Leadership
 September HR & Work Technology	 October Benefits & Well-Being
 November Careers & Professional Growth	 December Future-Forward Work

Social Brand Alliance Program

Starts at: **\$5,500/month**

The **TalentCulture Social Brand Alliance Program** is designed to elevate your brand visibility and complement your ongoing marketing efforts. Adhering to a strategic, personalized approach to social promotion, TalentCulture will introduce a qualified audience to your product/service offerings at the top of your funnel.

Understanding the benefits, ROI, product/service attributes, differentiators, what pain points you solve, and your overall brand value proposition, TalentCulture will act as an extension of your company's voice by endorsing your products/services to our large audience of over half a million engaged and influential followers.

Monthly reporting on impressions and engagement generated on the content shared via channels used for your program.

*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.

Available on:    



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 through social media. Collectively offering an organically-grown community of 500k+ members.



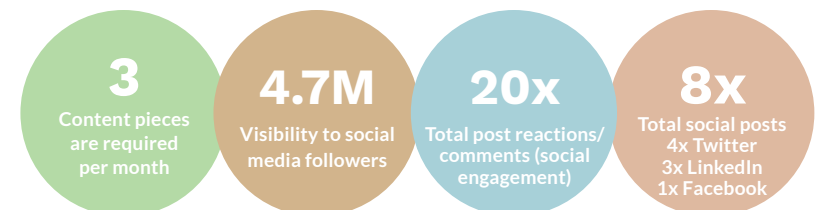
Optimization

Ongoing performance testing optimized toward the highest-performing content.



Results

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



Market-Ready Bundles

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.

Cost: **\$6,500**

Small Business Marketing Program

This *introductory marketing program is a great way for a small or start-up company to access the half a million and growing TalentCulture Community. Working with the professionals at TalentCulture, your company's brand will be positioned to a large audience of influencers, buyers and decision-makers.

If you are looking to grow your brand, gain visibility, advance your company's thought leadership and attract potential buyers, this program offers four great options.

Product Selection

Pick one selection from Column A and one from Column B.

Column A

***Sponsored Article/Video**

Your company-bylined article or video will be featured on the TalentCulture blog and promoted on social media and the TalentCulture newsletter to 25,000 opt-in subscribers.

***HR Tech Award**

Once your brand qualifies for this award, your company brand will be promoted on a dedicated webpage of all our winners, along with promotion on social media and the TalentCulture newsletter.

Column B

***Newsletter Inclusion**

Reach our audience of 25,000 opt-in readers with an ad promoting your brand or product, an upcoming event, or an industry announcement.

***Authors & Books Promotion**

Have a thought leader in your organization that wrote a book? This offering will position this key person and book to our information-thirsty website visitors and social media followers.

**Eligibility rules apply. Qualifying companies must be first-time TalentCulture clients with fewer than 50 employees and be able to demonstrate proof of eligibility.*

#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](#).

Check out our amazing TalentCulture Podcast:



9k+
Downloads
per Month
On Average

850+
Podcast Guests
Interviewed

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

240k+
All-time Podcast
Downloads

1M+
#WorkTrends
Tweets

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**

#WorkTrends Podcast Ad

Event Marketing Program

This is a great program to promote your webinar, conference, panel discussion and any event that needs to increase awareness for registrations and attendance.

Using the TalentCulture social channels, our social team will amplify and post your content on our Twitter, Facebook, and LinkedIn platforms. Need more customization? Ask us how this program can work for your marketing goals!



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 over half a million members. Distribution quantities are subject to change based on content performance.

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



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

2-4 weeks lead up to your event

- 5k** Total Social Media Posts per Week
 - 2x** Twitter (blend of influencers)
 - 2x** LinkedIn (blend of influencers)
 - 1x** Facebook
- 1x** Promotion in the TalentCulture Newsletter

\$500 rush charge if less than 1 week to event

Ask about our Customized Social Media Programs!

25k+

NL Subscribers
with a *20% Avg
Open Rate

Distributed on:   

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:

salary.com

eightfold.ai

Virgin pulse

indeed

PAYCHEX

Cangrade



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
- Optional: Add a 2-3 minute overview of your product to your recognition on the TalentCulture website.

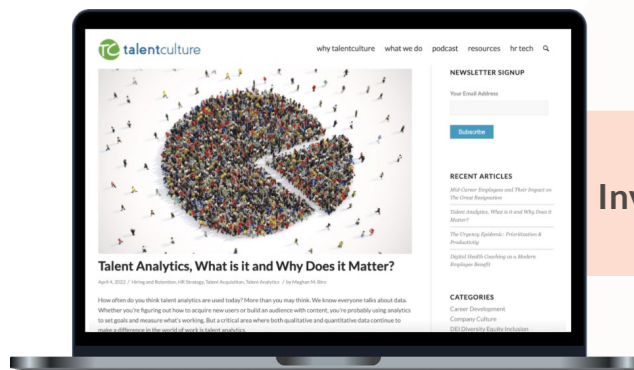
50k+
Monthly Unique
Site Visitors

350k+
Social Media
Followers

25k+
Newsletter
Subscribers

Requirements: Must conduct a private product demo.

Featured Articles, Video and Multi-media Content



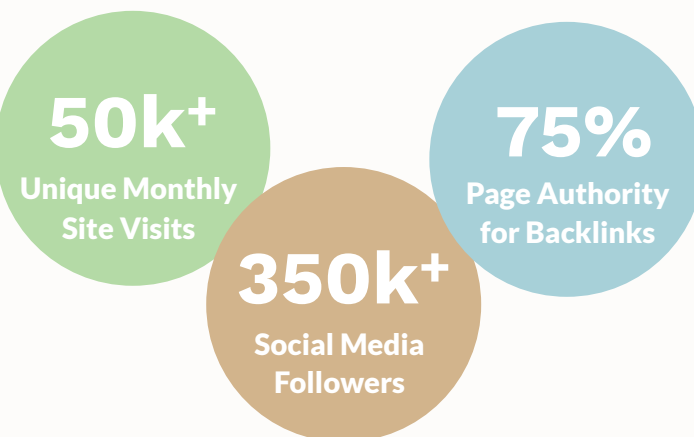
Investment: **\$2,500 - \$3,500/per ad**

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.



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



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.



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+

Unique Monthly
Site Visits

350k+

Social Media
Followers

25k+

Newsletter
Subscribers

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. Viable case study of your product is required.*



Investment: **\$6,000**



25k+
Newsletter
Subscribers

50k+
Unique Monthly
Site Visits

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.



Investment: **Starting at \$8k**



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.

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.*



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

Authors & Books Promotion Program

Using the power of the TalentCulture Community, you'll extend your reach and thought leadership to an information-hungry audience. We offer three program options to satisfy anyone's budget. The Authors & Books landing page will also be promoted in the TalentCulture newsletter and social media properties.

**Cost does not include subsequent updates to author pictures, book images, or links. Requests to update will be billed at the hourly rate of \$150/hour with a quote provided before service.*

Platinum Package

Cost: \$19,750

- Podcast Appearance on #WorkTrends
- Blog Post (thought leadership article)
- Three months of promotions (one monthly post on social media highlighting the book, excerpt/concept from the book, article, quote, etc.)

Gold Package

Cost: \$9,250

- Podcast Appearance on #WorkTrends
- Blog Post (thought leadership article)
- Presence on the Authors & Books landing page (includes your picture, up to two social icons, and a link and thumbnail to your book)

Silver Package

Cost: \$2,500

- Presence on the Authors & Books landing page (includes your picture, up to two social icons, and a link and thumbnail to your book)

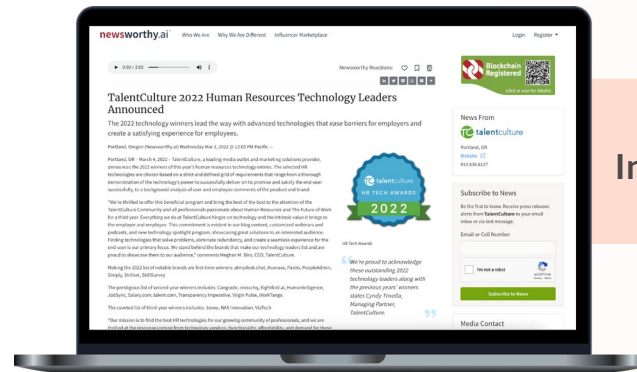
Press Releases

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
- Self service access to the platform

50k+

Unique Monthly Website Visitors

25k+

Newsletter Subscribers

The Team

Meghan M. Biro, Cyndy Trivella, and their team know 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 is a talent management visionary, workforce innovator, digital catalyst and podcaster. As founder and CEO of TalentCulture, Meghan has empowered thousands of companies - from early-stage ventures to global brands like Microsoft, IBM and Google – engaging the human connection between recruiters and stellar talent for the betterment of work. Meghan has been a guest on numerous podcasts, radio shows and online forums, and has been a featured speaker at global business conferences. She is a regular contributor at Forbes, SHRM, and several other media outlets. Meghan regularly serves on advisory boards for leading HR and technology brands.



Cyndy Trivella
Managing Partner

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ctrivella@talentculture.com

Cyndy is the Managing Partner at TalentCulture and a Forbes Human Resources Council member, where she maintains a strong presence in the digital space. She has been recognized as one of the most influential people in the HR and HR tech space by the Huffington Post, PeopleHum, and Onalytica. Cyndy's multiple years of employer branding and communications strategy experience in the HR space drives her interest in all facets of the world of work, where technology plays a role, and how culture drives the workplace.