

cgf clever girl finance

Partnerships Overview



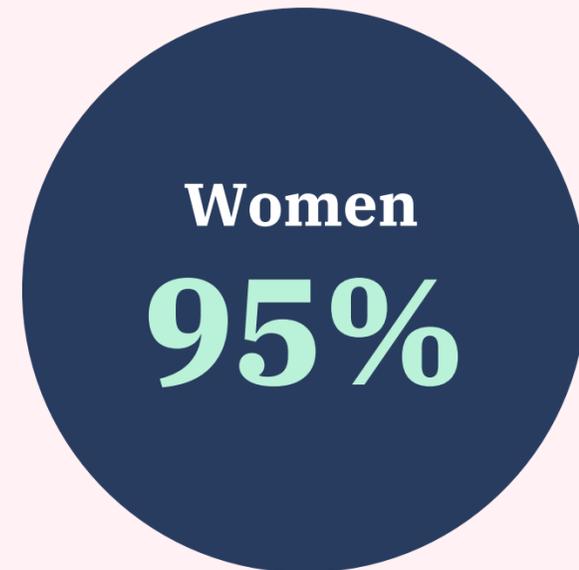


What we do

As one of the largest personal finance platforms for women in the US, our focus is on empowering our community of women to **pursue and achieve financial wellness** so that they can live life on their own terms. Our approach is fun, relatable and non-judgmental.

Our topics and content are in high demand with over 80% of our traffic being driven by organic search.

Our community



70% of whom are women of color

(Black or African American, Hispanic, Latino or Spanish origin, Asian or Asian origin)



- 8% are 18 -24
- 43% are 25 -35
- 32% are 35 - 44
- 15% are 45 to 64
- 2% are 65+

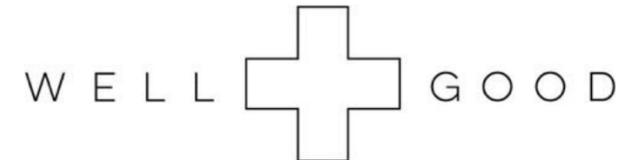


- **Dual income households**
- **Sole breadwinners**
- **Single mothers**

Who we work with & past partners

We partner with financial institutions, financial service providers, health & wellness companies as well as lifestyle, beauty and fashion brands.

clever girl finance



T.RowePrice



How we work:

Our approach

Because we offer **category exclusivity**, each partnership is unique. Within our community your brand receives the maximum exposure and engagement and your focus towards their financial wellness is never understated.

- Tell us what your goals are, the audience you want to reach and your budget.
- We develop a custom partnership proposal for you to review.



Partnership experiences

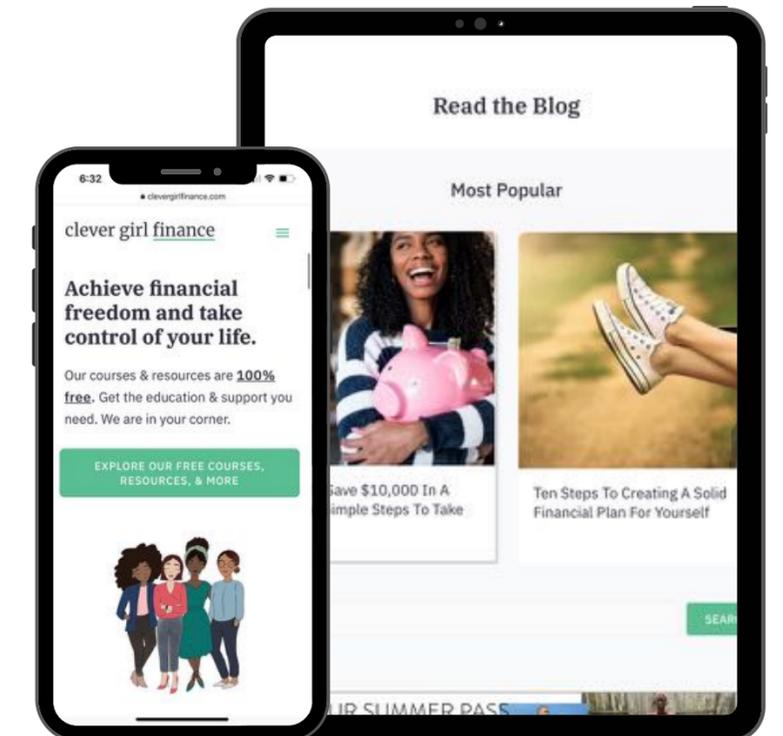
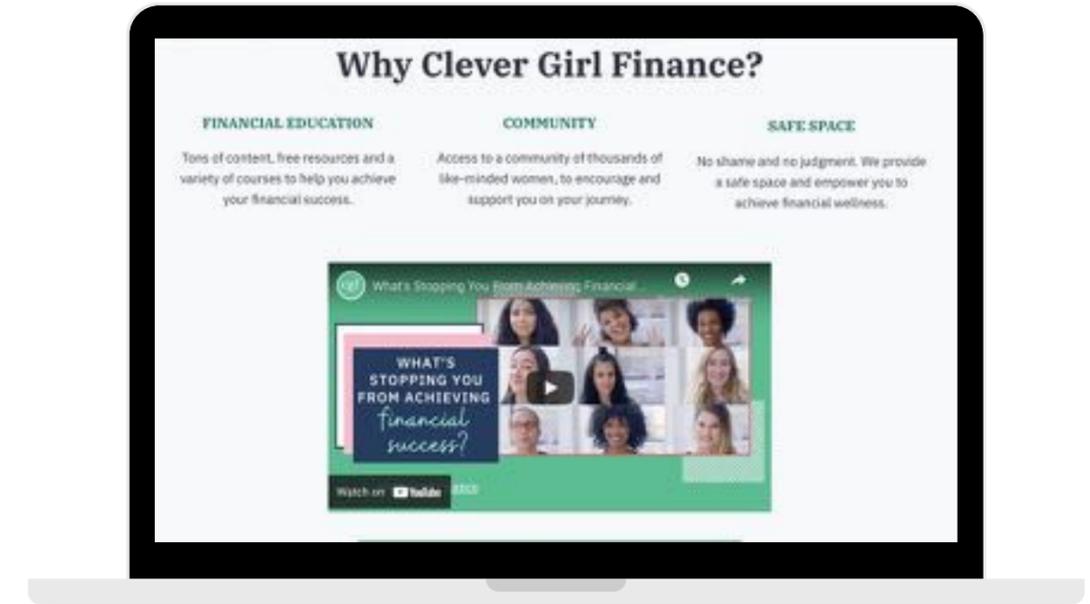
We provide sponsored content integration across the Clever Girl Finance platform and custom content for use on brand platforms.

Sponsored Content: Clever Girl Finance Platform

- Instagram feed & stories
- Instagram giveaways
- IGTV/YouTube videos
- Sponsored blog posts
- Podcast episodes
- Newsletter promotions
- Workshops & speaking

Custom Content Creation: Brand Platform

- Content creation for partners distribution network including:
- Content strategy
- Advisory services



Sponsored Content: *Clever Girl Finance Platform*

Instagram Feed posts

- Multi-image swipe through posts
- Brand handle and hashtags in caption
- Call to action for CGF audience

Instagram Stories

- Multi-image swipe through stories
- Brand handle tagged
- Swipe up link to brand content
- Call to action for CGF audience

Sponsored Blog Posts

- Custom topic researched for SEO
- Social media amplification
- Weekly newsletter amplification

IG/YouTube Videos

- Individual video or video series
- Fully produced and hosted on CGF IGTV
- Social media amplification
- Weekly newsletter amplification

Podcast Episodes

- Individual episode or series of episodes
- Fully produced and hosted by CGF
- Social media amplification
- Weekly newsletter amplification

Newsletter Promos

- Custom styling and copywriting
- Direct link to brand content or products
- Can include offers, sales, events, product releases, giveaways and more

Workshops & Speaking

- Topic and promotion co-ordination with brand
- Social media amplification
- Weekly newsletter amplification

Custom designs and content are developed by Clever Girl Finance.

Metrics are provided post-campaign.

Ready to get started?

Contact Us!

hello@clevergirlfinance.com

* We are happy to provide current metrics and more specific details on each partnership option.