

A close-up portrait of a young man with short, dark hair, looking slightly to the right. The background is a blurred city street at night with warm orange and yellow lights. The overall mood is cinematic and moody.

# ALEXANDER BORMANS

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WOLVES TALENT AGENCY

**Micro-Creators Around The World Telling  
Amazing Stories About Awesome Brands.**

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# Media Kit

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Brief summary of what's inside this **Media Kit**.

 **About Wolves Talent**

 **Why Micro-Creators**

 **Micro Vs. Large**

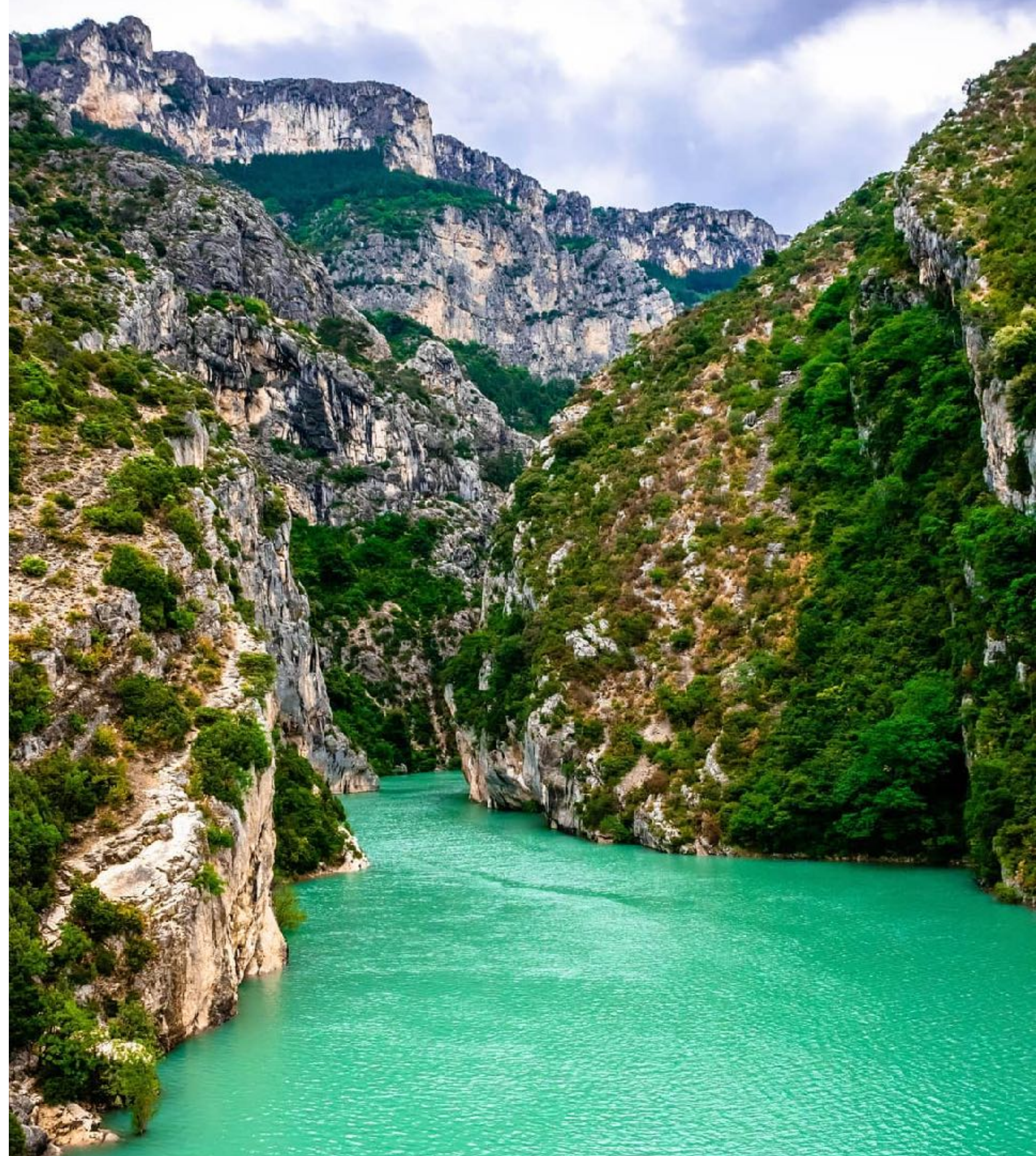
 **Brand Case Studies**

 **Benefits**

 **Social Stats**

 **Worldwide**

 **Get In Touch**





THE AGENCY

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# Wolves Talent Was Founded By Creators With Brands In Mind.

**We believe every brand has a story that needs to be heard.**

The goal at Wolves Talent is to provide brands an opportunity to get premium storytelling content for a fraction of the price. All of our Micro-Creators are hand picked, producing commercial level media while giving brands the targeted exposure they need for success.

[LEARN MORE](#)





**216k**

YouTube

**223k**

Instagram

**10m+**

Total Views



M E E T T H E F O U N D E R  
O F W O L V E S T A L E N T

## **ADAM HORWITZ**

Awarded as the Top 100 Young Entrepreneurs in the United States, Adam has achieved a ton in the Social Media world. Not only starting many companies in this industry but also being a well-followed Creator himself.

**Having many years of experience taking brands of all sizes to the next level using Social Media.**

*“We believe every brand has a story that needs to be heard.”*

A stylized, handwritten signature in black ink, consisting of a vertical line that curves into a horizontal stroke at the top, followed by a few sharp, sweeping lines.



WOLVES TALENT

# WHAT ARE MICRO- CREATORS



HERE ARE  
THE  
BENEFITS



# The Benefits Of Micro-Creators.

*A Micro-Creator is unlike any other typical Social Media Celebrity, Expert, or Public Figure.*

These Creators are focused on more specialized Demographics. Unlike your traditional large Influencers, Micro-Creators have more active niche-based followers typically in the thousands with much higher engagements.

For example, a gym Influencer might boast millions of followers with 3% engagement and cost \$15,000 for a branded Instagram post. A Gym Micro-Creator may only have only 8,000 followers but their average post receives a healthy 20%+ engagement and cost only \$150. **The typical micro-creators following ranges from 1,5k to 50k followers.**





## MICRO-CREATORS

# More Engagement. More Conversions. More Effort.

Our Agency specializes in Micro-Creators. We feel that working with large Creators is becoming saturated and expensive. Focusing on Micro-Creators with high engagement allows us to deliver better results for a portion of the price. Instead of doing a brand deal with one creator at 250k+ followers, we'll bring you 25+ hand picked, niche related, high quality content Creators for less.

**Stats Don't Lie.**





# The Value Of Micro-Creators

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## MORE TARGETED AUDIENCE

Micro-Creators have more targeted followers compared to larger influencers who have **300,000+ followers**.

Focus on working with 100 Micro-Creators in your niche compared to one celebrity influencer who has a wide demographic with majority of their followers **not interested in the brand**.

**82% of customers surveyed by Experticity** said they would be very likely to follow a recommendation from a Micro-Creator.

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**Higher Conversions.**

## MORE AFFORDABLE

Celebrities & big Influencers can charge up to **\$300,000+ for a post across all their Social Platforms**.

Paying the top 10 Micro-Creators in your niche an **average of \$200 with 1k-20k followers** will have much more of an impact for your brand or product.

**97% of Micro-Creators** charge less than \$500 for an Instagram post.

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**Much Cheaper.**

## MORE AUTHENTIC

**Instagram recently changed their algorithm to mirror Facebook's**. Now, posts from profiles users follow and interact with are shown first, and authentic, quality content is prioritized over promoted content from big brands

**Followers can connect easier with Micro-Creators** compared to high celebrity influencers.

**Micro-Creators behave more genuine with their followers**, by responding back to their comments and having a organic interaction with them

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**Better Relationships.**





# ALEXANDER BORMANS

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Lint, Belgium  
*Travel*

A young photographer with a dream to make a living out of what he loves; traveling and photography.





**490**

**Instagram**

**208**

**Twitter**



S O C I A L  
S T A T S

# ALEXANDER BORMANS

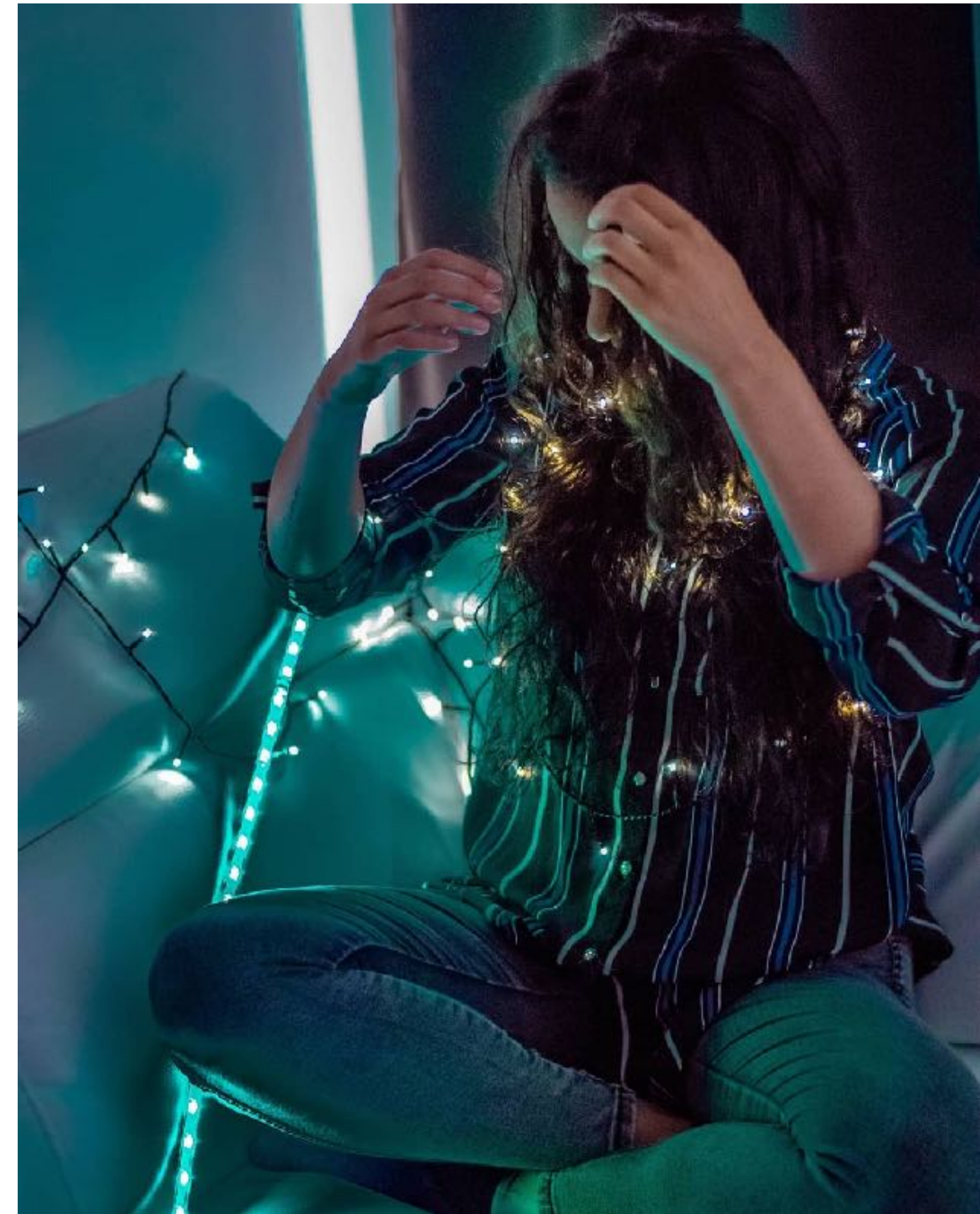
Alexander had an Instagram account before he started photography but didn't use it that much. When he bought his first camera in 2017 his love for creating began. Now he tries to share his passion with his followers. His Instagram work is filled with moody portraits and landscape photography.

**Instagram**

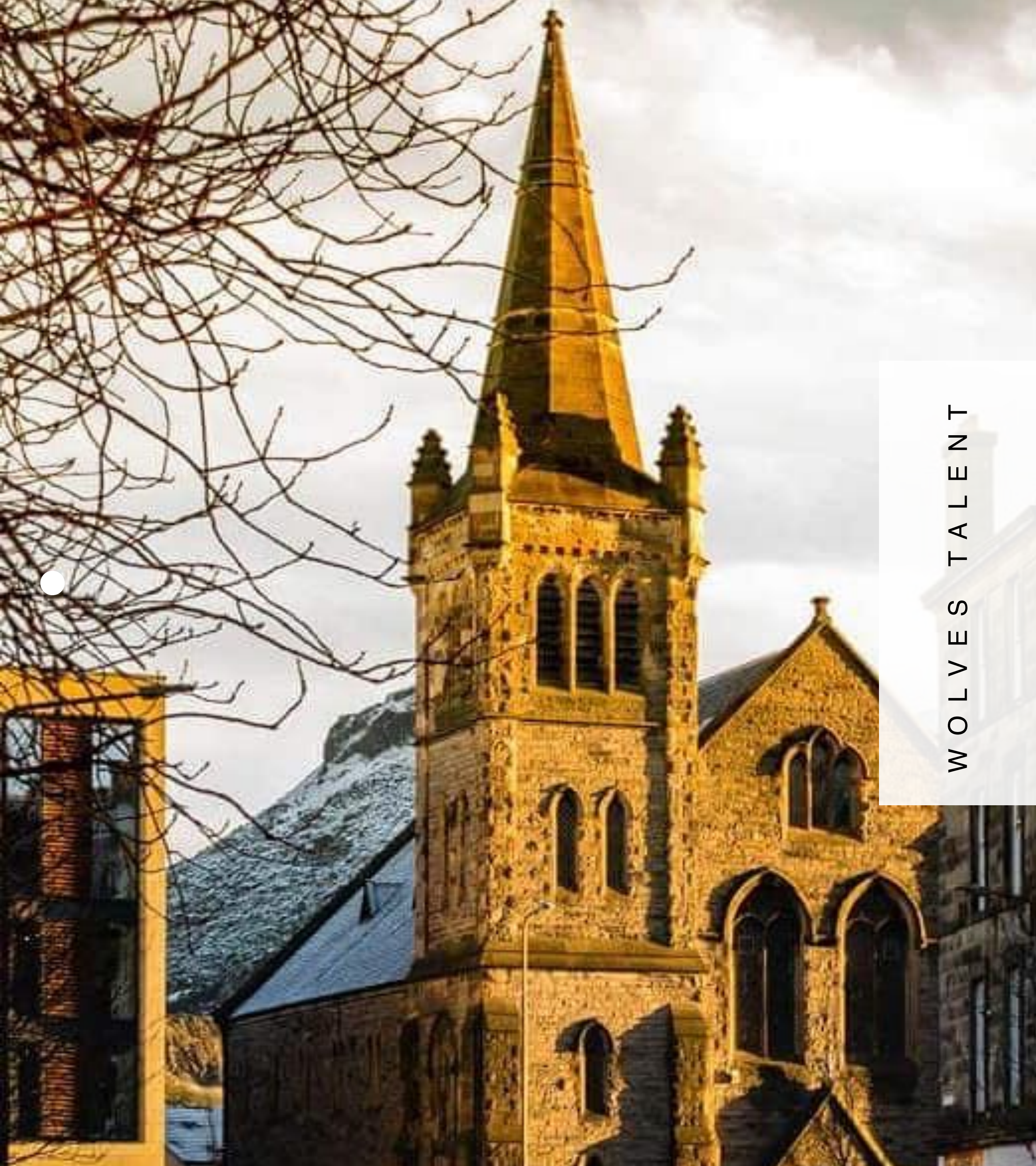
Avg. Likes: 70-140



# Alexander's Portfolio Travel







WOLVES TALENT

WHY WORK WITH  
ALEXANDER  
BORMANS

## We Provide The Solutions To Grow

Alexander Bormans (@alexanderbormans) would be the appropriate choice for your company and will help you expand your market share. He started photography as a hobby in 2017, but the longer he used the camera, the quicker Alexander realized this is what he wanted to do for the rest of my life.

He will ensure that your brand will continue to reach its potential that would benefit you in the long term, and only for a small cost.



# Get In Touch

Are you interested in working with **Alexander Bormans**?

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**Contact us  
today to work  
with Alexander.**

[Work@WolvesTalent.com](mailto:Work@WolvesTalent.com)

**Alexander Bormans**

Travel

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