SOMADMEDIA

Turning real stories into purpose-driven content that builds loyal communities.

Henri Somadjagbi · Founder & Creative Director

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The Business

SomadMedia is a content management firm that connects content creators and celebrities with established businesses, institutions and organizations that need marketing, content creation, advertising or communication.

Our edge: the firm is ran by working creators, so we speak both languages, the creator's and the brand's.

PODCAST HIGHLIGHT

Interview with ProjectSupreme

A sit-down with a YouTuber followed by 4 million subscribers, one of many conversations with established, purpose-driven creators.

CERTIFICATIONS

Google News Initiative

Training Center Certification: 9 courses, including Multimedia Storytelling, audience building and Intro to Machine Learning.

Competition & Market Trends

WHO WE COMPETE WITH

Viral Nation · direct
Full-service creator agency with 1,200+ creators and clients like the NBA and Apple.

In-house brand teams · indirect
66% of brands run influencer marketing themselves.

Self-serve creator platforms · indirect
Software like CreatorIQ that lets brands search and book creators.

Our opening: most firms are business-first. SomadMedia is led by a creator who has worked both sides of the deal.

WHAT THE MARKET SAYS

$37B — U.S. creator ad spend in 2025, up 26% and growing 4x faster than media overall

1 in 3 — brands say finding the right creators is their biggest challenge

95% — of advertisers worry about AI in creator marketing, led by fear of losing human connection

So: brands are spending more on creators but struggle to find the right ones, so SomadMedia sells the match plus authentic, purpose-driven stories.

Sources: IAB, 2025 Creator Economy Ad Spend & Strategy Report; Influencer Marketing Hub benchmark report and agency profiles.

Target Audience

BIG TECH BRANDS

Microsoft, Sony, Google, YouTube

Need: product launches told by creators people trust, not another ad.

EDUCATION

High Schools, Colleges

Need: buzz for big moments like homecoming, with known creators and celebrities on campus.

CREATIVE BUSINESSES

Beauty Salons, Gyms, Clothing Brands, Studios

Need: steady content that grows a loyal local following.

WHO THEY WANT TO REACH

Viewers aged 18 to their 50s: Viewers scrolling past obvious ads but stop for a relatable, friendly face.

Why SomadMedia: Authentic creators tell each story as entertainment, not a sales pitch. We aim to bring back the human touch AI can’t fake.

Integration Strategy

How my channels work together to turn viewers into clients

1 · ATTRACT

My social media

TikTok, Instagram and YouTube following of over 1 Million, see the work daily.

→

2 · PROVE

Portfolio

Personal/Business Website displays finished work and results for personal projects and current clients.

→

3 · BUILD TRUST

Podcast + Credentials

The ProjectSupreme interview, Google News Certification, and Mass Communication education.

→

4 · HIRE

SomadMedia

Brands, schools and businesses book campaigns run by the firm.

THE ENGINE

Business-minded partners run operations while creators lead the creative network, scaling the firm.

Marketing & Growth Plan

ACQUISITION CHANNELS

Portfolio client page: past and current client work with analytics and the ROI of every campaign

Plus my own social posts · client referrals · outreach to college and brand teams

RETENTION TACTICS

Monthly content packages: a report after every campaign on follower growth, engagement and each creator's results

Plus a dedicated agent clients can reach out to whenever they want to reconnect

KPIS WE TRACK

Per campaign: reach, views, engagement and follower growth

Business: new clients, renewals, outreach success and lead sources · **Talent:** engagement and analytics of the creators we represent

PARTNERSHIPS & COLLABORATIONS

Agencies & platforms: big agency and creative agency firms, plus major platforms like YouTube, TikTok and Meta (Facebook, Instagram)

Plus established creators like ProjectSupreme and campus organizations

MONETIZATION STREAMS

Campaign Fees · Monthly Management · Creator Booking · Sponsored Podcast / Content

Role of Certifications

Certifications are outside proof: they show clients I've been trained, not just that I say I can do the work.



Google News Initiative Training Center Certification · 2026

WHAT I HAVE NOW

Google News Initiative certification

9 courses that prove I can build an audience and understand how to use AI when communicating

WHAT I'M PURSUING NEXT

Content production and editing certificates · entrepreneurship certificates · a master's or PhD in digital communication

Impact on pricing: the more established SomadMedia looks, the better results we deliver, and the more leverage we have to raise our rates.

Financials & Resources

REVENUE MODEL

Four ways we get paid

- Campaign fees per project
- Monthly management retainers
- Commission on every creator booking
- Sponsored podcast episodes

STARTUP COSTS (ESTIMATES)

LLC filing (N.C.)	**$125**
Legal fees and contracts	**$500–1,500**
Website, domain and hosting	**$300–1,000**
Launch marketing	**$500–2,000**
Office space (first year)	**$6,000–18,000**
First-year total	**≈ $7,500–22,500**

Resources & time: business-minded partners to run operations, my creator network and equipment, and about 3–6 months to set up the office, site and paperwork.

Risks & Mitigations

01 · MARKET

Brands cut budgets or take creator marketing in-house

HOW WE MANAGE IT

Prove ROI with a report after every campaign, and spread revenue across retainers, bookings and the podcast

02 · CONTENT

A creator scandal or platform change hurts a campaign

HOW WE MANAGE IT

Backgrund check every creator, use contracts with approval and conduct terms, and run campaigns across more than one platform

03 · OPERATIONAL

Spreading myself too thin, or losing an account to a hack

HOW WE MANAGE IT

Partners run day-to-day operations, and every client account gets two-factor login and a password manager

Next Steps: The First 90 Days

30

DAYS · BUILD THE NETWORK

Reach out to established creators to join our roster, file the LLC, and add new client results to the portfolio

60

DAYS · LAND THE BRANDS

Pitch brands, colleges and local businesses that need content marketing, and launch our first campaigns

90

DAYS · PROVE IT AND GROW

Send every client a results report, turn campaigns into monthly retainers, and bring on a business partner

Our asks: creators, join our network · brands and schools, book a campaign · agencies and platforms, partner with us

Henri Somadjagbi
hoo.be/henri
Portfolio, podcast, certifications and contact, all in one link

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