

Latasha James



ENTREPRENEURSHIP, MARKETING, CONTENT, VIDEO

As well as running a successful marketing business, James and Park, Latasha is an educator, host of The Freelance Friday Podcast, and founder of The Online Business Launch Lab. Latasha has built a thriving community, on YouTube, her podcast, social, and newsletter. They come to her for advice on video creation, social media marketing, entrepreneurship, and productivity.

Audience Profile

From the side-hustler, to the CEO: entrepreneurs, social marketers, and content creators of all sizes trust Latasha's recommendations. They care about tools that will streamline their business, and products that help them live a productive life.



Identify as Women
70%



Age Bracket
27 - 44



Based in US, UK, & Australia
65%+



Channels

YouTube is Latasha's most prominent channel, where she posts about content creation, scaling, productivity hacks, and marketing. Her Podcast is 5 star rated, and her newsletter receives an average of 40% open rate—well above industry average.

Statistics



YouTube Subscribers
216K



365 Day YouTube Views
2.6M



YouTube Average Watch Time
6 minutes



Podcast Subscribers
20K+



Newsletter Subscribers
31K



IG + TikTok Combined
37K



Work With Latasha

Here are a few ways you can work with Latasha—but we are always interested in new ideas!

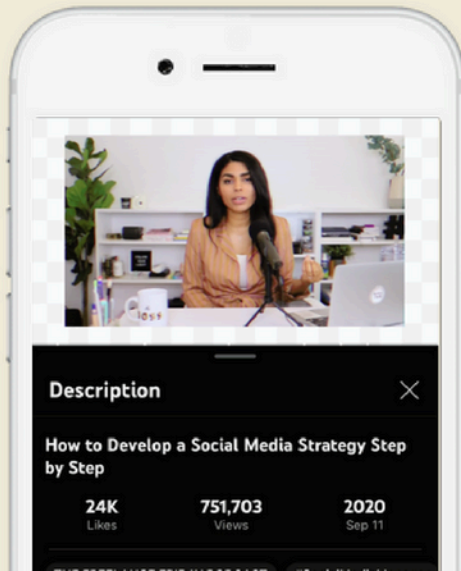
- YouTube Integrations
- YouTube Reviews
- Video creation or UGC
- Newsletter Ads
- Speaking engagements
- Podcast ads & interviews
- IG + TikTok posts
- Custom Webinars

Partnerships

Latasha is no stranger to brand collaborations, working with notable both technology and lifestyle brands, such as Meta, Hubspot, Thinkific, HoneyBook, and Metricool, Partnerships have included YouTube integrations, Podcast ads, newsletter features, and monthly integrations. Latasha regularly produces pre-recorded workshops, and speaks at live in-person and virtual events.

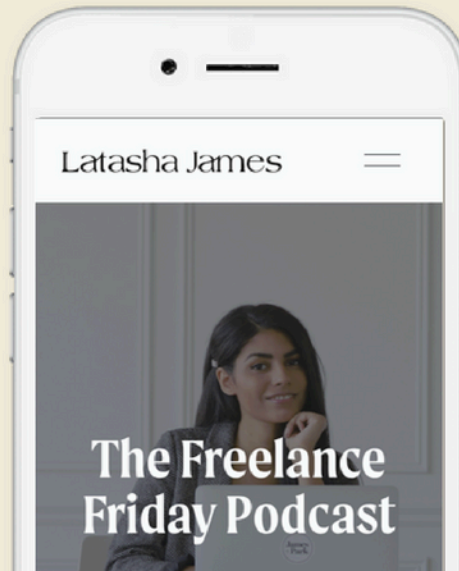
YOUTUBE

This post hit over 750k views, 24k likes, 750 comments.



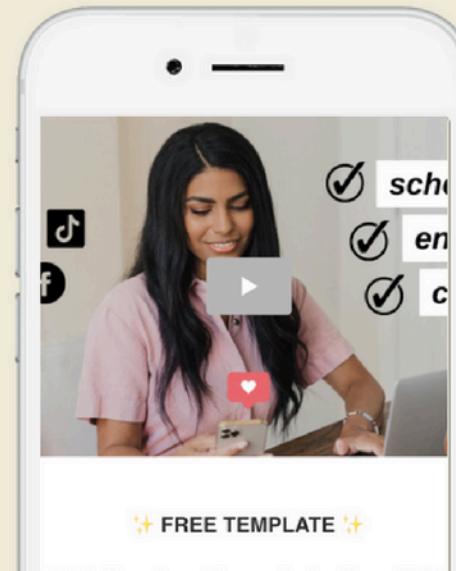
PODCAST

20k+ subscribers, 5 star reviews, 4k weekly plays.



NEWSLETTERS

28K subscribers, 40% average open rate, 3% average CTR.



HubSpot


Meta

HoneyBook

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 thelatashajames

 The Freelance Friday Podcast

 thelatashajames



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Now What?

Every brand that Latasha works with praise her for communication, and her ability to organically integrate into her content. Expect exceptionally well produced content, geared toward positioning your brand authentically. Content is always sent to you for review before being posted.

Contact Us

Get in touch to discuss rates, availability, and bookings!

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