

We've done it before

L'ORÉAL



groupme

The Black Sheep has worked with over 20 national clients and 150 local and regional businesses to help them access the college market.



The New York Times

college pro

Join the herd



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THEBLACKSHEEP



Your gateway to college students

We're The Black Sheep

Founded at the University of Illinois as The Booze News and rebranded as The Black Sheep in 2009, The Black Sheep is a collegiate content and marketing company that allows local and national brands a one-stop shop to reach the collegiate demographic.

On the editorial side, The Black Sheep develops strong campus teams who create unique, local content that focuses on the social and entertainment side of college, written by students, for students.

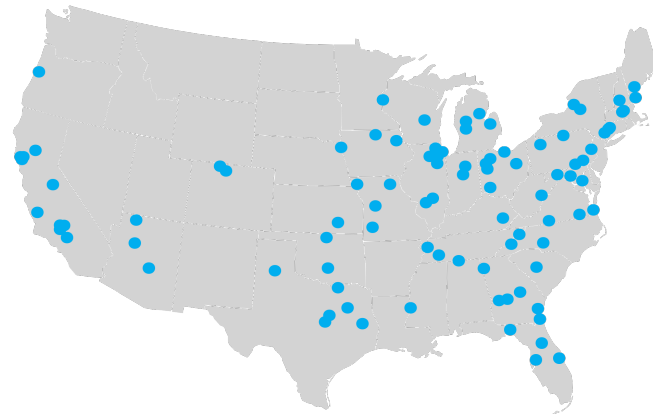
On the marketing side The Black Sheep is able to execute any campaign from lead generation, user acquisition, hosted events, and other strategic methods to ensure a strong return for their clients.

The Black Sheep has a presence at more than 65 universities powered by structured campus teams comprised of students gaining experience in editorial, marketing, sales, operations, and other areas.



We're in with the college crowd

With a presence on over 100 campuses, The Black Sheep provides brands and business the opportunity to strategically market to college campuses across the nation.



50%
CAMPUS SATURATION

95%
OF CORP. TEAM CAME FROM CAMPUS TEAMS

1000+
CONTRIBUTING AUTHORS

We want to help you get there too

We're here to provide you with strategically planned and executed experiential marketing tactics including:

- User acquisition
- Product distribution
- Target campus events
- Digital ads
- Social media marketing
- Customized content
- Focus groups
- Insight development
- Data collection