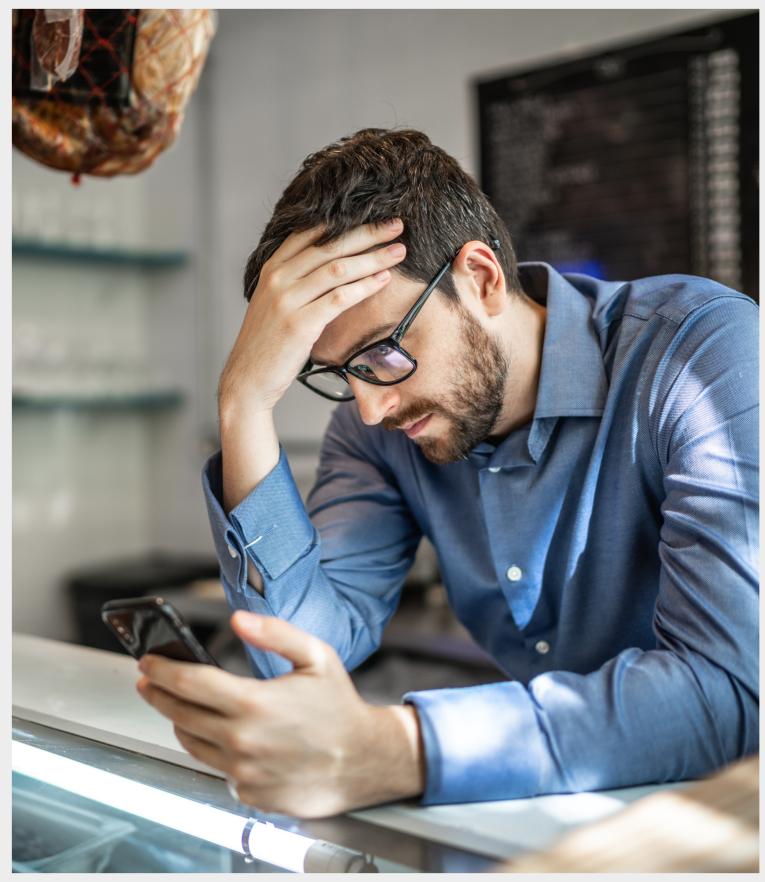
### HASHTAGMKE

# ASSOCIATES PROGRAM

FOR BUSINESSES





#### HASHTAGMKE ASSOCIATES PROGRAM

## THE STRUGGLE

A small business hires someone connected to the latest trends to help with social media content.

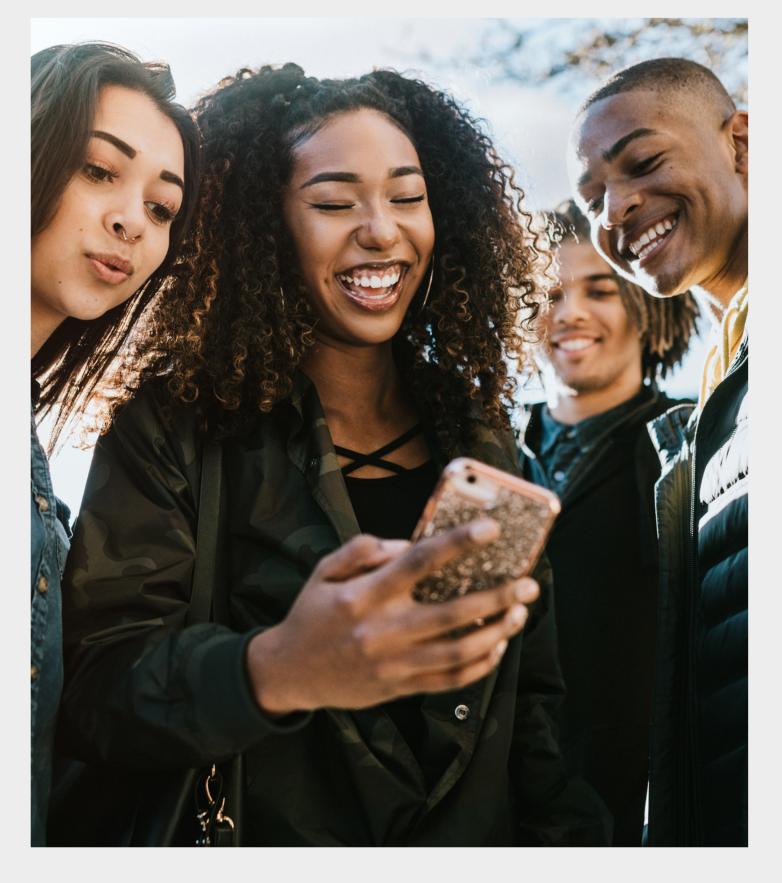
While the part-timer may be cheap, they don't have much (if any) experience managing social media for a business.

The business owner and part-timer go through a lot of trial and error, trying out 'best practices' from quick searches.

Results are limited, but at least there's someone to offload social media needs onto, right?



## WHAT IF THERE WAS AN OPTION WITH SKILLED SUPPORT?





## HASHTAGMKE CAN HELP

We train recent college graduates (or soon to be grads) with social media skills to apply to your business goals.





## HASHTAGMKE FOUNDER

#### **JMatt**

- 15+ years of digital marketing experience
  - o 180,000 followers on TikTok and 17,000+ on Instagram
- Coach of c-suite executives, content creators/influencers, entertainers, and radio personalities
  - DJ Shawna (official DJ of the Bucks)
  - Riggs (formerly of 103.7 KISS-FM)
  - Aaron Carreno (formerly of 99.1 The Mix)...
- Strategic planning for agencies, government organizations, media outlets, non-profits, and more
  - SaintA (now Wellpoint Care Network)
  - Shepherd Express
  - Wisconsin Economic Development Corporation (WEDC)...



## ASSOCIATES PROGRAM

- Paired with a HashtagMKE Associate for a minimum of 20 hours/month (can be increased)
- Associate works with you:
  - Strategic planning based on your brand's goals
  - Content calendar management
  - Posting content to social media accounts
  - Short-form video and static content assistance
- Associate receive additional training from HashtagMKE as needed depending on your needs
- Quarterly check-ins with JMatt of HashtagMKE to review social media performance





#### **Onboarding Meeting**

30-minutes to discuss brand's goals, current branding, and overall needs



#### **Setup Work**

Social media audit with optimization recommendations

Content calendar creation with content pillars

Hashtag research (platform-specific)



#### **Launch Meeting**

1-hour to review social media audit, strategic planning, and content calendar

## SETUP TIMELINE

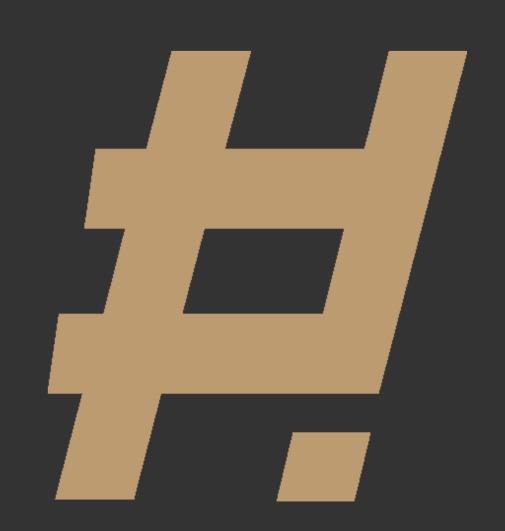
2-3 weeks prior to projected start of Associate

## PRICING

## 6-Month Package: \$3,800\*

- \$500 one-time setup fee
- \$300/month for Associate's time
  - \*Based on \$15/hour, 20 hours/month
- \$250/month for program fee
- Invoiced at the end of each month
  - One-Time Setup Fee: \$500
  - Months 1-6: \$550/month





## LET'S GET STARTED!

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