

HASHTAGMKE

ASSOCIATES PROGRAM

FOR BUSINESSES

2025





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
 - 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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