

HASHTAGMKE

ASSOCIATES PROGRAM

FOR BUSINESSES





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

- Nearly 20 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
 - **CEO/Founder** (of a healthcare org with 30+ clinics)
 - **DJ Shawna** (official DJ of the Bucks)
 - **Riggs** (formerly of 103.7 KISS-FM)
- 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

- Minimum of 20 hours/month (*can be increased*) by Associate
- Associate works with you:
 - Implements social media strategy prepared by HashtagMKE
 - Updates strategic approach based on performance and research
 - Content planning and calendar management
 - Draft content and post copy for approval before posting
- Associate receives ongoing support from HashtagMKE
 - Monthly check-ins to provide feedback
 - Provide additional training (as needed)





○ **Onboarding Meeting**
Meet with JMatt to discuss brand's goals, current branding, and overall needs



○ **Develop Strategy**
Social media audit with defined content pillars and optimization recommendations



○ **Launch Meeting**
Introduction to Associate while reviewing social media audit and strategic recommendations

SETUP TIMELINE

1-2 weeks prior to projected start of Associate

PRICING

20 Hours/Month for 6 Months: \$3,800*

- Invoiced at the end of each month
 - One-Time Program Setup Fee: \$500
 - Months 1-6: \$550*/month

40 Hours/Month for 6 Months: \$5,600*

- Invoiced at the end of each month
 - One-Time Program Setup Fee: \$500
 - Months 1-6: \$850*/month

**If Associate works under allotted hours, invoice will be adjusted accordingly*





LET'S GET STARTED!

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