

HASHTAGMKE

SOCIAL MEDIA COACHING





THE STRUGGLE

No follower growth.

Little to no post engagement.

Hard to come up with new content ideas.

Lacking a consistent look from post to post.

Posting on social media is so time consuming.

Platforms are constantly changing and adding new features.

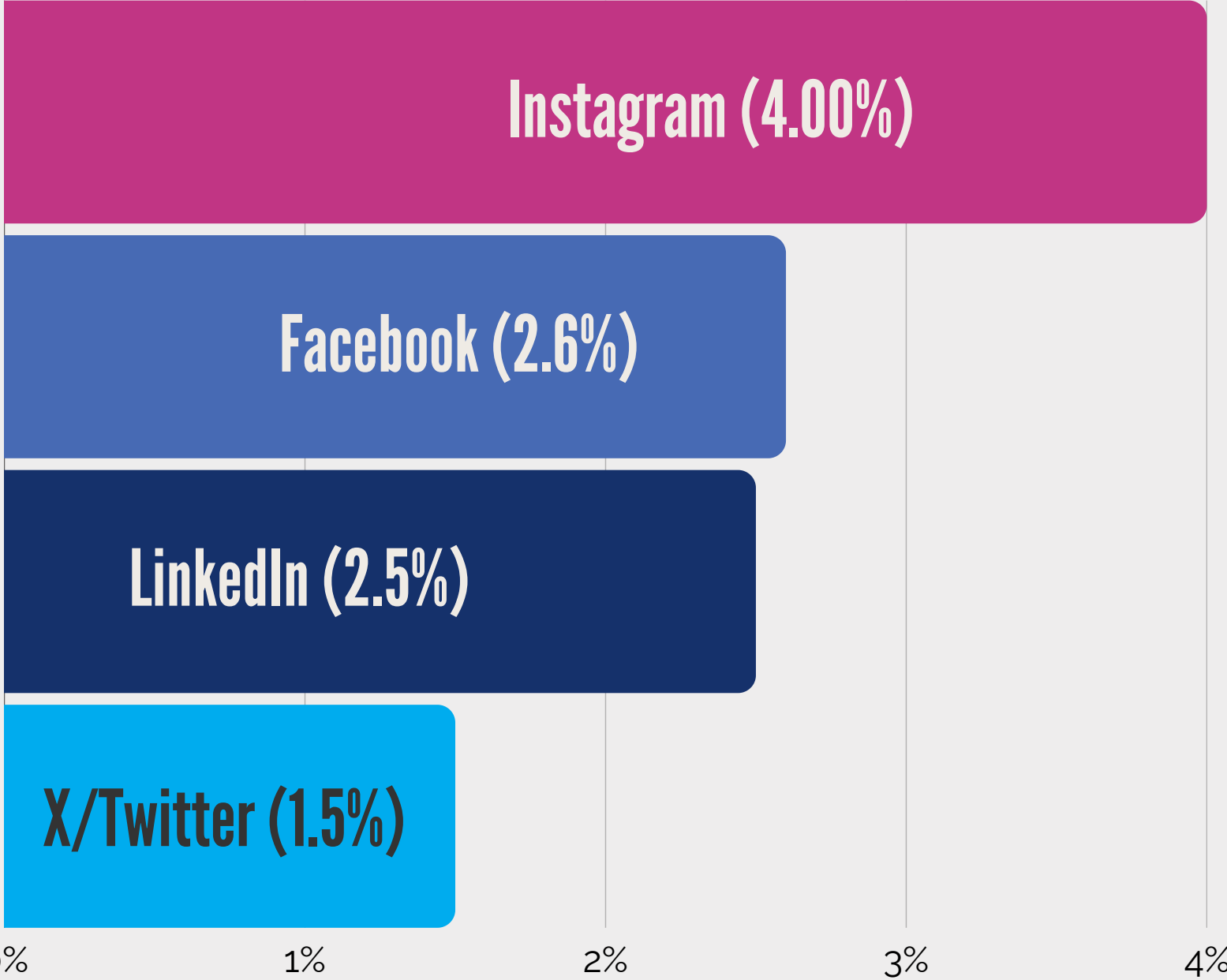
Expensive to constantly pay to boost posts for improved results.



THE BAD NEWS...

Average post reach (compared to follower count)

Source: 2024 Social Media Follower Reach Analysis by Umbrex (cross-referenced with Socialinsider)



It's not just you, many brands struggle to reach their followers!



THE GOOD NEWS!



56% of Americans use social media to research brands and products they're considering buying



HASHTAGMKE CAN HELP

Our goal is to empower you to confidently manage your social media presence independently within 6 months of coaching, then phase us out!



YOUR COACH



JMatt (HashtagMKE Founder)

- 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)**...



COACHING PACKAGE

Work directly with JMatt of HashtagMKE for:

- Strategic social media coaching based on your goals
 - Monthly/bi-monthly sessions (based on your preference)
 - to share best practices, answer questions, and provide training
- Content planning (aided with custom content calendar)
 - Feedback on content and post copy
- On-demand crisis management support (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

Review social media audit and strategic recommendations

SETUP TIMELINE

1-2 weeks prior to start of monthly coaching

INVESTMENT

You're investing in the confidence to manage your social media presence long after HashtagMKE's coaching ends!

6-Month Coaching Plan: \$6,500

- Invoiced at the end of each month
 - One-Time Program Setup Fee: \$500
 - Monthly: \$1,000





LET THE COACHING BEGIN!

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