



One of the UK's best-known and  
in-demand social media consultants

[PROFILE](#) • [SERVICES](#) • [RATE CARD](#)

This document is confidential. Please do not share with third parties.





# Profile

Matt Navarra is one of the UK's most well-known and in-demand social media consultants.

With 15+ years of industry experience, Matt has worked with some of the world's most popular brands.

Earlier in his career, Matt was Director of Social Media at global technology news and events company The Next Web, and was a Digital Communications Advisor for the UK Government.



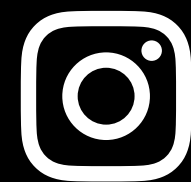
@mattnavarra ✓

100k+  
followers



@matthewnavarra ✓

15k+  
followers



@mattnavarra ✓

7,5k+  
followers



@mattnavarra

20k+  
followers





# Previous clients

∞ Meta

Google

moz://a

 Hootsuite

itv

monzo

BBC

*Pinterest*

 United Nations





# Media appearances

Matt Navarra is one of the world's well-known social media industry experts. His expert opinions and insights are frequently sought by top international TV, radio, and online news channels.

## PREVIOUSLY APPEARED ON



sky news



● USA TODAY



The New York Times

THE VERGE




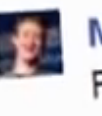
BuzzFeed

The Guardian





 **Matt Navarra** • 'Facebook is not a news / media business' - Not sure you can keep up the denial here. You need to accept the power and influence Facebook has and use independent editors to deal with the issues here.  
Like · Reply · 880 · Yesterday at 7:27pm  
View previous replies

 **Mark Zuckerberg** • People share and read a lot of news on Facebook, so we feel a great responsibility to handle that as well as we can. But remember that Facebook is mostly about helping people stay connected with friends and family. News and media are not the primary things people do on Facebook. I find it odd when people insist we call ourselves a news or media company in order to acknowledge its importance. We are also serious about building software for companies, but we don't call ourselves an enterprise software company. And we are serious about building planes to beam internet access, but we don't call ourselves an aerospace company. We care deeply about all these things. We are a technology company because the main thing we do is build technology to enable all

**ELECTION OF DONALD TRUMP**

**FACEBOOK, "FAKE NEWS" & FREEDOM**  
TRUMP, ZUCKERBERG ADDRESS SOCIAL MEDIA'S ROLE IN ELECTION



 TikTok parent company to divest US operations after Trump declares ban on app

 A video player showing a man in a brown shirt speaking. The video is paused. In the background, another person is visible sitting at a desk.

MORE VIDEOS

2:57 / 4:25

YouTube



# Media commentaries

**The  
Guardian**

**Oh heck – when politicians become  
unwanted brand ambassadors**

READ

**BBC  
NEWS**

**Can celebrities control their  
image online?**

READ

**VICE**

**No Evidence for ‘Injection Spiking’ in  
UK, Police and Security Experts Say**

READ





# Pricing

## CONSULTANCY

Day rate

£on request

Half day rate

£on request

## BESPOKE SOLUTIONS

Enquire for details

## SPONSORED POSTS



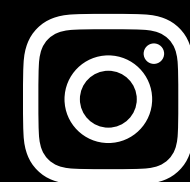
Twitter (100k+ reach)

£on request



Facebook Group (25k+ reach)

£on request



Instagram feed or story (7.5k reach)

£on request



LinkedIn (20k+ reach)

£on request





# Event speaker

Matt Navarra is a lively, opinionated social media industry personality on the conference and events circuit. His fast-paced, high-energy delivery style makes him a crowd-pleasing figure at many of the world's most popular social media and technology conferences.

Matt is also available to book as a guest speaker or panel member for online events and webinars.



## PREVIOUS EVENTS

Social Media Week, Social Day, TNW Conference, and more.

## PREVIOUS WEBINARS

Hootsuite, SocialBakers, ContentCal,

## PRICING

Upon request

[WATCH A WEBINAR](#)





# Testimonials



**TAMI HOFFMAN**

*Head of News & Archive*

ITN Productions

Matt knows what he is talking about! In a field weighed down by jargon and buzzwords he is refreshingly direct and grounded by real world experience. We worked together on a digital consultancy project – running focus groups, interviewing experts and costing up practical options. It was a really positive experience with great client feedback, and I would happily work with Matt on future projects.



**CATHERINE CHEW**

*Deputy Director*

FDA Division of Drug  
Information

Matt was recommended to us at a social media event we attended. He was very responsive with communications and accommodating our needs, restrictions, and timeline. His experience and industry knowledge were key to providing us with actionable recommendations on how we could adjust our future strategy. It was a pleasure working with him and we highly recommend him to anyone looking for social media guidance.





# Testimonials



**KAREN TOWNSEND**

*Social Strategy Lead*

*EMEA*

*TikTok*

As an influential and highly regarded social specialist, Matt brought his experience and knowledge to an event I organised with such energy and professionalism. Our attendees walked away inspired and felt they gained really valuable insight (and tips!) they could implement on their own channels. I'd highly recommend Matt, he's engaging, knowledgeable and a very talented speaker.



**JUSTINE BOWER**

*Director of*

*Communications*

*Global*

We were lucky enough to have Matt join our Social Media Week at UKTV and talk to the team about the future of social media. Matt is extremely knowledgeable and insightful about both the big picture and the working detail of social and digital communication. He creates forums for sharing knowledge and best practise, which is very welcome in a fast moving industry.





# Testimonials



**MARIE MUSTEL**

*Global Head of Marketing*  
Google

We had the chance to meet with Matt through our creative agency in the context of a Social Media event in Paris. With the ambition to get an expert's council, we collaborated with Matt in the form of a 1-month consultancy. By means of a full audit, he provided valuable insights and actionable recommendations, in particular on how to enhance our operations. As a social media expert who understands the needs and standards of large corporations, working with Matt was a positive and worthwhile experience that we'd recommend to anyone looking for social media consultancy work.





# Love you too Twitter 🥰

**Twitter Marketing** 🌱 @TwitterMktg · 14 Jan  
tag a marketer who should mentor you in 2022  
298 77 478

**çbç** @mukavvatnikbin · 14 Jan  
[@MattNavarra](#) 🙄  
1 10

**Twitter Marketing** 🌱  
@TwitterMktg

Replying to [@mukavvatnikbin](#) and [@MattNavarra](#)

the king

4:11 pm · 14 Jan 2022 · Sprinklr

---

1 Retweet 1 Quote Tweet 12 Likes





# SOCIAL MEDIA GEEKOUT

NEWS • COMMUNITY • SUPPORT

*Geekout is Matt Navarra's popular suite of content channels for social media professionals and geeks.*

Founded in 2018, Geekout now includes Matt's popular 'Geekout' group on Facebook, the hit 'Geekout with Matt Navarra' podcast, and his fast-growing, free, weekly Geekout Newsletter.



+



+



Newsletter

Podcast

Facebook Group





# Geekout Newsletter

**The World's Most Useful Newsletter for Social Media Professionals**

Geekout is the most comprehensive weekly roundup of all the latest social media industry news, tips, tricks, new tools, and features.

It includes Matt's expert analysis, insights, and opinions on the biggest stories making headlines each week.



16k+  
subscribers



50%  
open rate



30%  
click rate



Weekly  
frequency

[PREVIEW GEEKOUT NEWSLETTER](#)



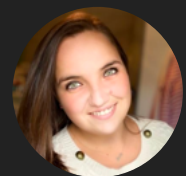


# Geekout Newsletter



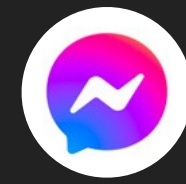
**Nadia Ivanova**  
@Hope\_NeverDies

If I had to recommend one newsletter to follow for any social media or digital marketing manager, it would be this one! I wait for it each week and it has never failed to impress me 😊  
@MattNavarra is amazing, and that's a fact 🤪



**Jade Hill**  
@JadieHill

Absolutely fab first newsletter from the brilliant @MattNavarra. Literally every social media managers dream with all content (which is relevant for everyone!) in one place! I'll look forward to checking my emails on Friday's now! 🧐



**Messenger** ✓  
@messenger

Your newsletter makes our Friday mornings. 💙



**Mari Smith**  
@MariSmith

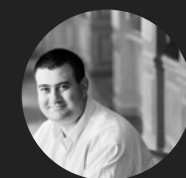
Haha, @MattNavarra 🙌! Your email newsletter is one of the very few regular ones that I skim fully. 🤪

<https://getrevue.co/profile/geekout...>



**Emma York** 💙 Fresh Approach  
@FreshApproachPR

The Geekout newsletter from @MattNavarra is not the best thing since sliced bread  
It is the sliced bread 🍞



**Ben Shute**  
@Ben\_Shute

If you're not subscribing to @MattNavarra's Geekout newsletter, you should be. One of the most comprehensive social media wrap ups every week.





# Geekout Newsletter

Geekout Newsletter has a range of sponsorship options available.

## BENEFITS

- Industry-leading newsletter open (50%) and click (30%) rates.
- Your branding in Geekout newsletter header
- 1x premium ad spot every week
- New sponsor @mentions across all @MattNavarra social channels (150k+ followers)
- Previous sponsors: Khoros, Hootsuite, SkedSocial, Emplifi
- Previous Advertisers: MarketingBrew, BrandWatch, Social Media Week

## RATES

- 4 issues / 1 month  
*Price on request*
- 12 issues / 3 months  
*Price on request*
- 24 issues / 6 months  
*Price on request*
- 48 issues / 12 months  
*Price on request*





# Geekout Newsletter *Ads*



A MESSAGE FROM OUR SPONSOR, EEMPLIFI

## Emplifi Summit '21: The Infinite Experience

Don't miss the first ever Emplifi Summit, a virtual event for digital marketing, commerce, and customer experience professionals.

Hear all about: Omar Johnson on the anatomy of big ideas; Mark Zablan on the power of empathy in business; Transforming the customer experience with Bath and Body Works Arabia and Facebook, and How Mercy Ships increased its social media presence... and lots more.

[summit.emplifi.io](https://summit.emplifi.io) • [Share](#)

### STANDARD AD

Make your product stand out with a letterbox graphic and space to let Geekout readers know exactly what you have to offer, in a box that highlights your message.

£ *Price on request*

- Best value ad
- Middle section
- 50 words
- Include an image (optional)

[VIEW ONLINE](#)





# Geekout Newsletter *Ads*

## **Tool of the week**

Free and Private Image Redaction in the Browser

 REDACT · PHOTO

### **redact.photo**

Want to share an image but need to hide private info in it first? This tool takes the pain out of a problem we've all had at some point. And the creators assure us that editing happens in your browser, so you don't need to share the original image with them.

[redact.photo](#) • [Share](#)

### **SPOTLIGHT AD**

Whatever you're promoting (an app, an event, a report etc), Geekout can highlight it as its featured product of the week.

£ *Price on request*

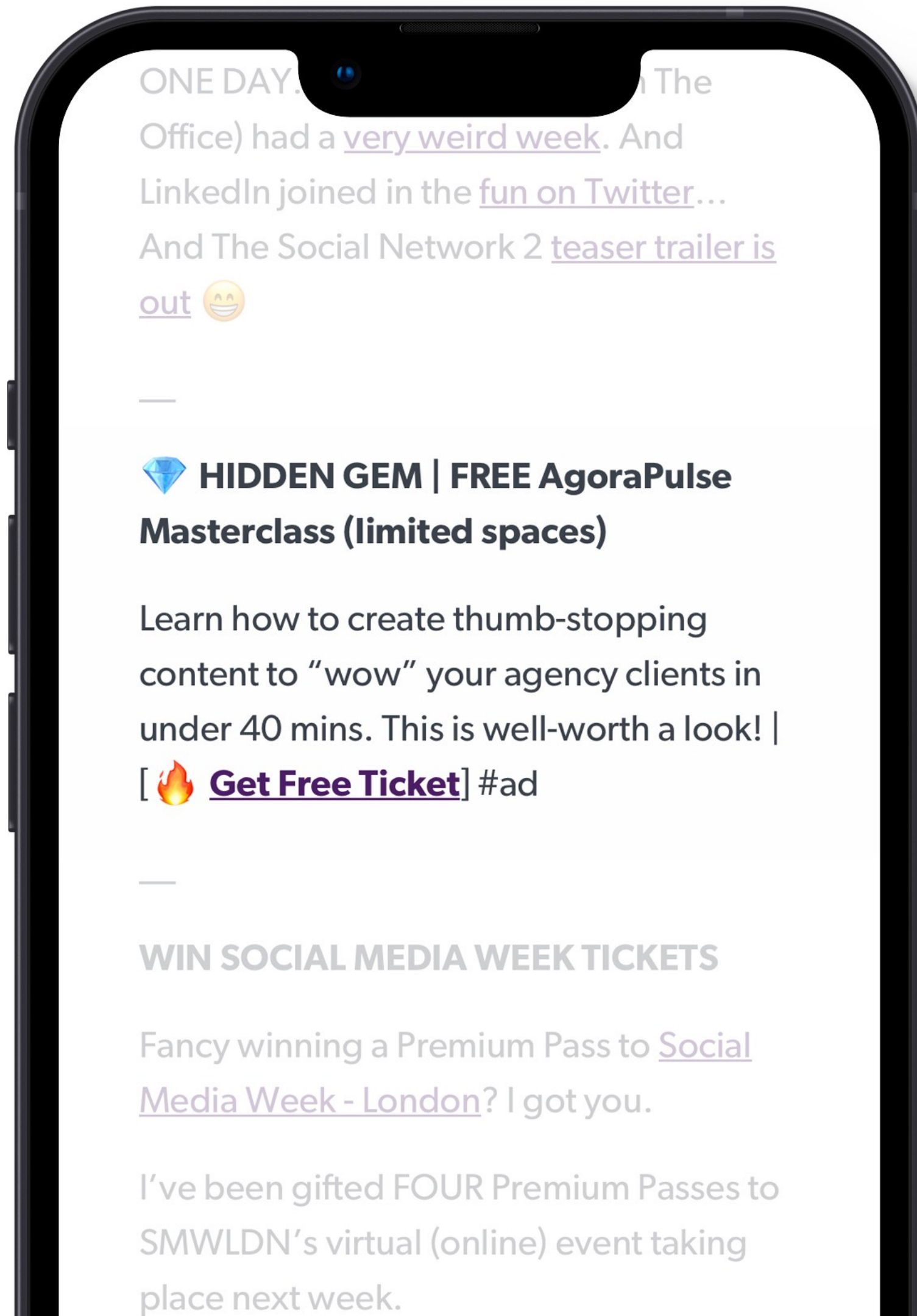
- Middle section
- 50 words
- Include an image (optional)

**VIEW ONLINE**





# Geekout Newsletter *Ads*



## HIDDEN GEM AD

Break cover on something our readers might not otherwise have heard about, with this stand-out text-only ad format.

£ *Price on request*

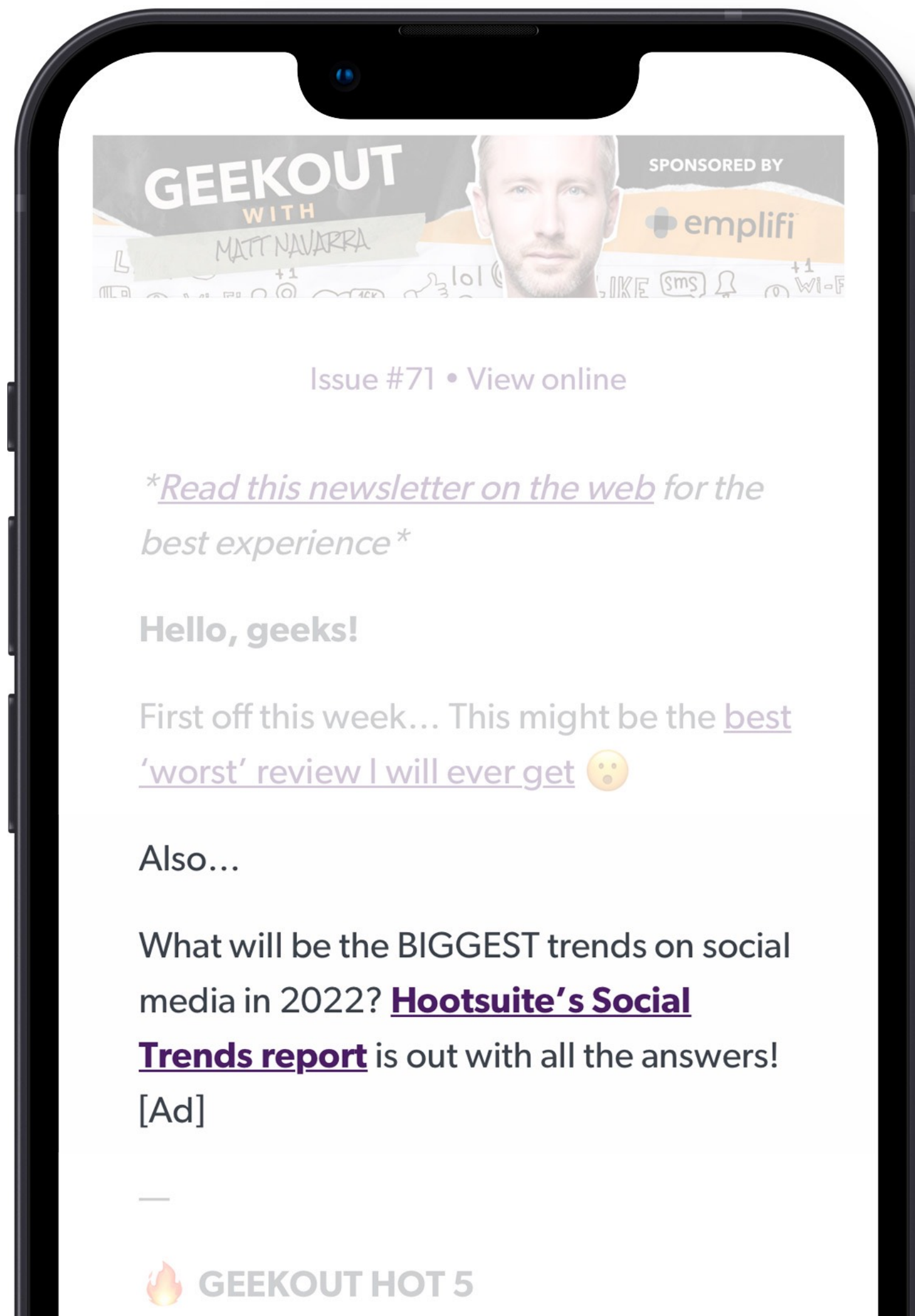
- Most popular ad spot
- Top section
- 25 words
- Optional 2:1 image

[VIEW ONLINE](#)





# Geekout Newsletter *Ads*



## FIRST CLICK AD

Grab our readers' attention as soon as they open the newsletter and you could be their first click out from that week's edition.

£ Price on request

- Most clicked ad
- Very top of newsletter
- 25 words

[VIEW ONLINE](#)





# Geekout Newsletter *Ads*



## A global look at the State of Digital in 2021

*This section of the newsletter is sponsored by Hootsuite*

[www.hootsuite.com](http://www.hootsuite.com) • [Share](#)

There are plenty of reports out there that give you a narrow view of the state of social media, but Digital 2021 from Hootsuite and We Are Social takes a truly global approach. It analyses digital, social, and mobile data from every

### EDITORIAL AD

The perfect format for telling your story in more depth with a concise, branded article that blends naturally into the flow of the newsletter.

£ *Price on request*

- Most impactful ad spot
- Middle section
- 150 words
- Include an image (optional)

[VIEW ONLINE](#)





# Geekout Podcast

## The Hit Podcast for Social Media Professionals

The 'Geekout with Matt Navarra' podcast dissects the latest social media platform news, featuring interviews with some of the biggest names in the industry.



35k+

Downloads



45–60

minutes



6

episodes / season

Featured on Apple and Spotify as **New & Noteworthy** and **Top Tech Podcast**.

Peak Apple Podcasts chart positions: Top 5 UK & Ireland, Top 10 Europe, Top 20 U.S & Canada.

[LISTEN ON ANCHOR.FM](#)





# Geekout Podcast

## PAST GUESTS INCLUDE



**Andrew 'Boz' Bosworth**  
Chief Technology Officer  
Meta



**Taylor Lorenz**  
Journalist  
The New York Times



**Will Cathcart**  
Head of WhatsApp  
WhatsApp



**Damian Collins**  
Member of Parliament  
UK Government



**Sara Beykpour**  
Director of Product  
Twitter



**Vishal Shah**  
Head of Product  
Instagram





# Geekout Podcast

## Sponsorship

### BENEFITS

- Associate your brand with a critically-acclaimed podcast
- Sponsor's branding on all podcast artwork
- 1x 60 sec presenter-read ad spot in every episode
- Sponsor mention at the start and end of every episode
- Sponsor mention and link in podcast episode description
- Sponsor @mentions across all @MattNavarra social channels every week (150k+ followers)

### RATES

- Flagship season sponsor (6 episodes)  
*Price on request*

### BESPOKE OPTIONS

- Branded / Sponsored Twitter Spaces events hosted by Matt Navarra  
*Price on request*





# Geekout Podcast

## Advertising

### BENEFITS

- Feature your ad in a critically-acclaimed podcast
- Choose from a range of podcast ad spot options to achieve your objectives
- Expert ad placement and copy advice included

### RATES

- 30 second ad spot  
£ Price on request
- 60 second ad spot  
£ Price on request





# Geekout Facebook Group

The Social Media Geekout is one of the most popular groups for social media managers + marketers on Facebook.

With over 25k+ members, Geekout is a buzzing community of social media / digital marketing professionals discussing all the latest industry news, updates, tools, apps, features, tips, tricks, and more.



20k+

active members  
per month



1k+

community posts  
per month



5k+

comments  
per month



10k+

reactions  
per month

[VISIT FACEBOOK GROUP](#)





# Geekout Facebook Group

## Advertising

### BENEFITS

- Reach up to 25,000+ engaged community members
- Get your message in front of leading social media professionals from across the world.
- Community members manage social for the world's biggest brands including: McDonalds, Red Bull, L'Oréal, Marvel, Disney, Netflix

### RATES

- Sponsored post (pinned to top of group)

£ *Price on request*

### BESPOKE OPTIONS

- Available on request  
e.g. Facebook Live events in the community







Get in touch for further information,  
bookings, and media requests.

Email: [matt@mattnavarra.com](mailto:matt@mattnavarra.com)

Mobile: [\(+44\) 07714 337072](tel:+447714337072)

Twitter: [@mattnavarra](https://twitter.com/mattnavarra)

