



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

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

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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 ✓

120k+

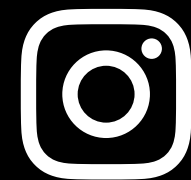
followers



@matthewnavarra ✓

15k+

followers



@mattnavarra ✓

8.5k+

followers



@mattnavarra

21k+

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

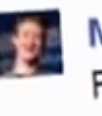


BuzzFeed

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 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

 Watch Later Share

MORE VIDEOS

2:57 / 4:25

YouTube

Media commentaries

**The
Guardian**

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

READ

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NEWS**

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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



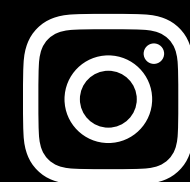
Twitter (120k+ reach)

£on request



Facebook Group (28k+ reach)

£on request



Instagram feed or story (8.5k+ reach)

£on request



LinkedIn (21k+ 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.

19,000+ social media geeks ❤️ it!



20k+
subscribers



50%
open rate



30%
click rate



Weekly
frequency

[PREVIEW GEEKOUT NEWSLETTER](#)

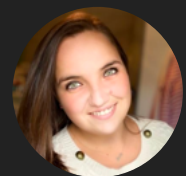


Geekout Newsletter



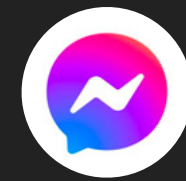
Nadia Ivanova
@Hope_NeverDies

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

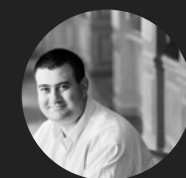
Haha, [@MattNavarra](#) 🙌! Your email newsletter is one of the very few regular ones that I skim fully. 🤪

<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 • [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.

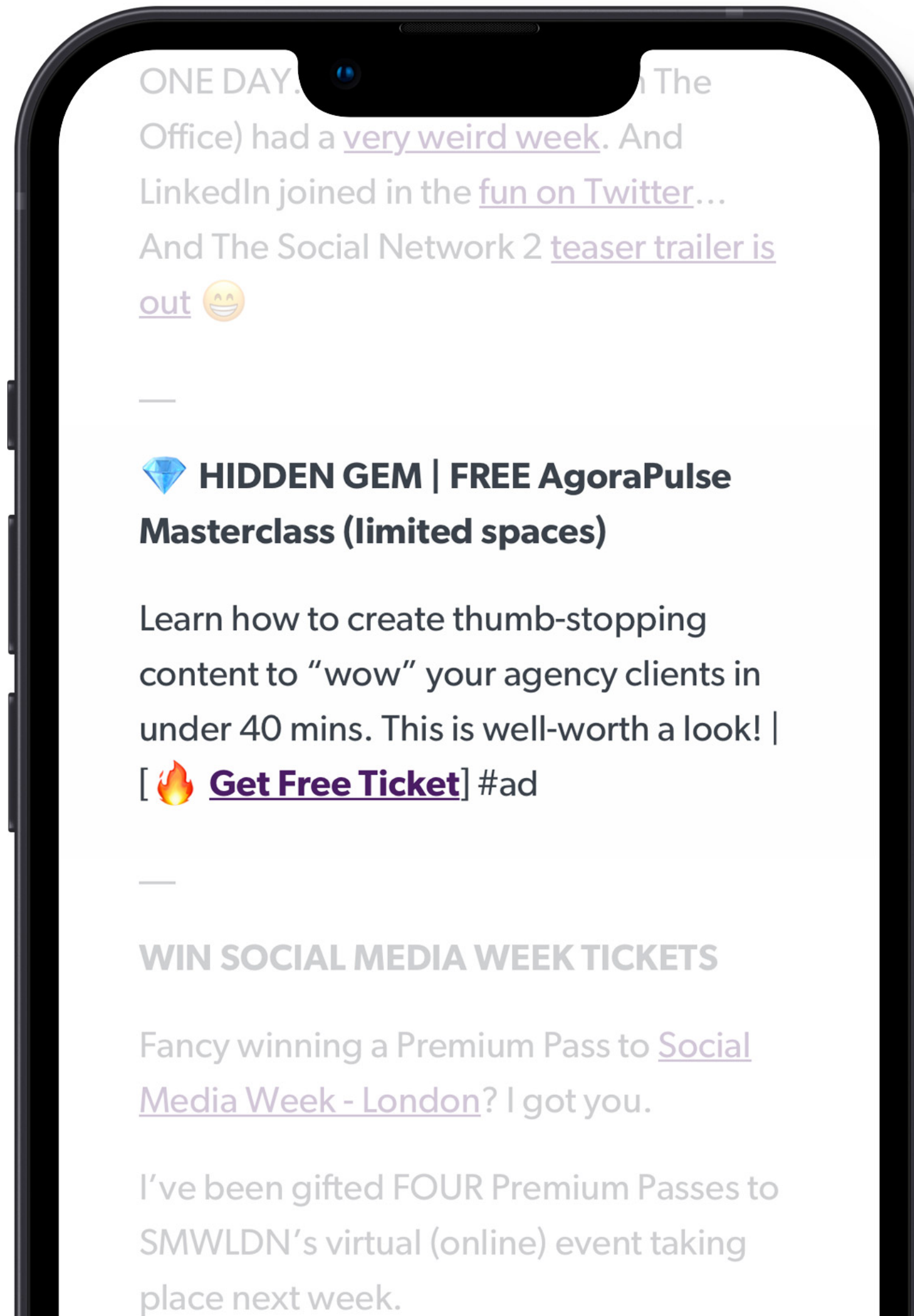
£ *Price on request*

- 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.

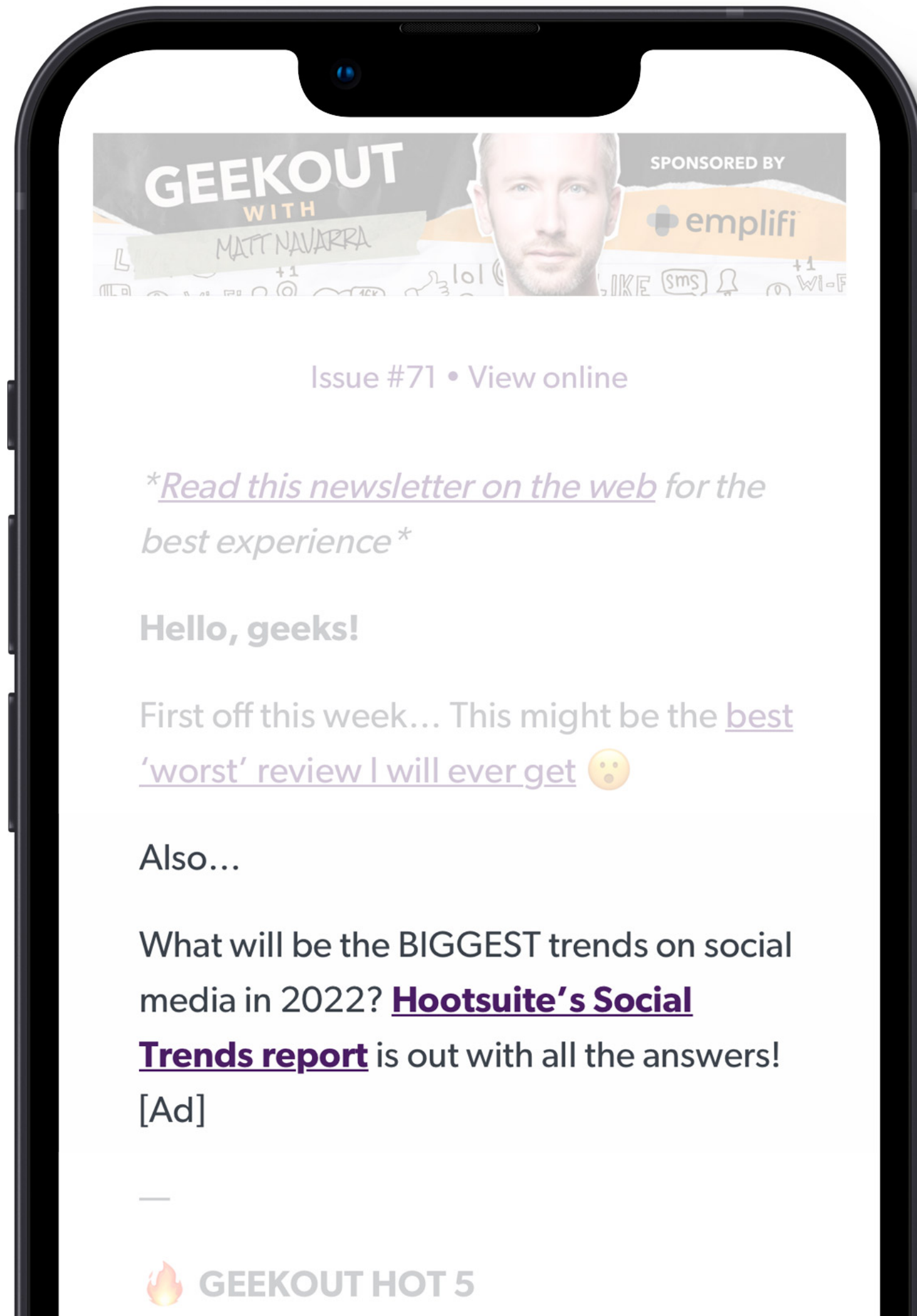
£ *Price on request*

- 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 • [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 28,000 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.



28k+

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 28,000+ 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

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

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

