



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

PROFILE • SERVICES • RATE CARD 2024

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Profile

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

With 20+ 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 ✓

175k+

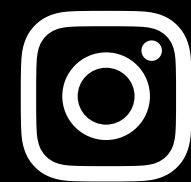
followers



@matthewnavarra ✓

16k+

followers



@mattnavarra ✓

12k+

followers



@mattnavarra

70k+

followers + connections



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

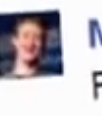


BuzzFeed

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

A video player interface showing a man in a brown shirt speaking. The video is paused. Below the video is a progress bar and a "MORE VIDEOS" button.

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 COLLABORATIONS

Enquire for details

SPONSORED POSTS



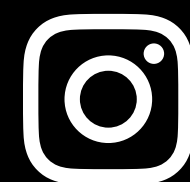
Twitter (175,000+ followers)

£on request



Facebook Group (35,000+ members)

£on request



Instagram (12,000+ followers)

£on request



LinkedIn (70,000+ followers + connections)

£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, OMR Festival and more.

PREVIOUS WEBINARS

Hootsuite, SocialBakers, Adobe, TalkWalker

PRICING

Upon request

[WATCH A WEBINAR](#)



Testimonials



BRANDON HATTILONEY

Deputy Head of Digital

10 Downing Street

Matt is one of the best in the business.

We were lucky enough to have him sit down with the team and discuss his thoughts on the latest developments in social media.

We walked away inspired with new ideas and new perspective on how we might tackle some of the strategic issues we face, as well as some great tactics for increasing our performance on social media in the short term.



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.



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.



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, his fast-growing, free, weekly Geekout Newsletter.. And the NEW 'Geekout PRO' community on WhatsApp.



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+



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Newsletter

Podcast

Facebook Group

WhatsApp Community



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.

30,000+ social media professionals ❤️ it!



30k+
subscribers



50%
open rate



15%
click rate



Weekly
frequency

👁️ [PREVIEW GEEKOUT NEWSLETTER](#)

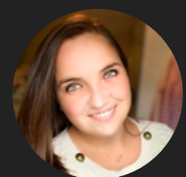


Geekout Newsletter Fans



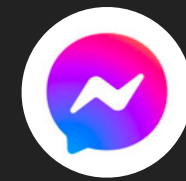
Nadia Ivanova
@Hope_NeverDies

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 form 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

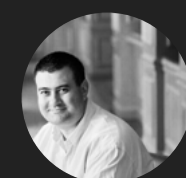
Haha, [@MattNavarra](#) 🙌! Your email newsletter is one of the very few regular ones that I skim fully. 🤩

<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 Group on Facebook

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

With 30,000+ 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.



35k+

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 35,000+ 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



NEW!

Geekout News Alerts on WhatsApp

Geekout PRO Community on WhatsApp is a NEW service recently launched by Matt Navarra.

The Geekout Community channels on WhatsApp provide social media professionals a real-time breaking social media news alerts service. And NEW WhatsApp chat channels to network with other social media industry VIPs.



1k

active members



15-20

news alerts /
messages per day



\$6

per month

REQUEST ACCESS





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

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Website: mattnavarra.com

