

Social Media & Community Manager | Consultant

Jordan Hong Tai



Who Am I?

- Social media & community manager with over 5 years experience
- Specialized in start-up and mid-sized blockchain and esports businesses
- Over 6 years experience as a professional gamer and content creator



Benefits of Contracting Social Media Management

- Saves you time and headache
- No employee benefits
- End service on short notice
- Up to date marketing strategies
- Expert and custom content tailored to your audience
- Easy to follow reports and analysis
- No training necessary - start growing your audience today!

Brands I've Worked With



THORGUARDS



Cygames

And more

My Services

Social Media Strategy

Social Media
Management

Social Media
Analytics

Content Strategy

Community
Management

Influencer Marketing

Social Media Strategy



Develop or build a new social strategy tailored to your brand



Define your target audience, build profiles and determine which platforms you need to be using, and what the strategy is for each

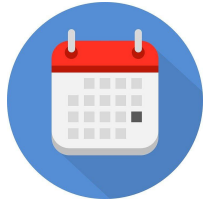


Establish brand tone and language



Plan and create suitable types of content your audience will engage with

Social Media Management



**Organize monthly
social calendar**



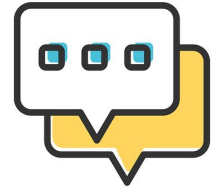
**Schedule social
content**



**Follow daily
events for
content
opportunities**



**Filter comments
and engagements**



**Respond to
comments**

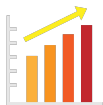
Social Media Analytics



Monthly analytic reports



Competitor reports



Quantitative data on KPIs on each platform



Qualitative analysis

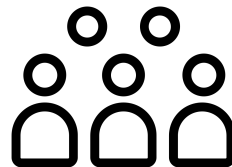
Content Strategy



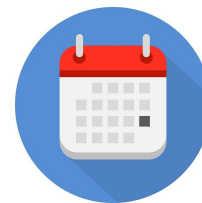
Determine what type of content is most suitable for your audience



Write optimal social copy tailored for each platform



Build social campaigns to grow and engage your audience



Develop a monthly calendar with evergreen content

Community Management



Moderate community servers



Engage directly with the community



Provide a more personal experience to the audience

Influencer Marketing

Build - A list of potential influencers that can promote your brand

Contact - Influencers to start negotiations

Maintain - Genuine relationships with key influencers

Moderate - Social content from influencers

Track - Performance and social media analytics











Case Study: The Graph Growth in 3 Months

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period May 1, 2021 – Jul 31, 2021	130,518 ↗ 34.3%	33,268 ↗ 96%	259 ↗ 123.3%	8,427,573 ↗ 4.8%	151,400 ↘ 35.1%	1.8% ↘ 38.1%	125,004 ↗ 59.9%
Compare to Jan 29, 2021 – Apr 30, 2021	97,205	16,973	116	8,040,075	233,311	2.9%	78,160
 @graphprotocol	125,198	31,071	188	8,338,332	146,841	1.8%	124,819
 graphprotocol	236	198	11	1,670	371	22.2%	185
 The Graph	5,084	1,999	60	87,571	4,188	4.8%	N/A

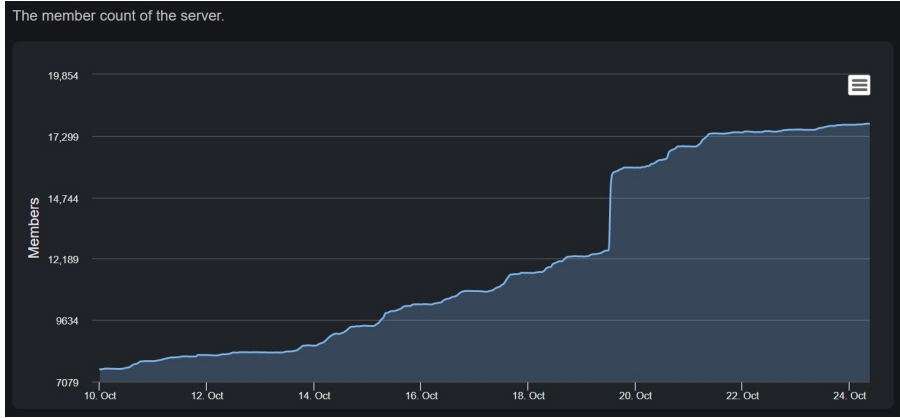


Case Study: Enjin Growth in 3 Months

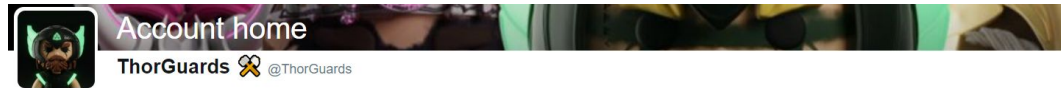
Profile ↕	Audience ↕	Net Audience Growth ↕	Published Posts ↕	Impressions ↕	Engagements ↕	Engagement Rate (per Impression) ↕	Video Views ↕
Reporting Period	356,223	51,598	431	17,151,230	1,016,912	5.9%	1,066,889
May 1, 2021 – Jul 31, 2021	↗ 444.7%	↗ 1,074.6%	↗ 4.4%	↗ 1.5%	↗ 49%	↗ 46.8%	↗ 678.9%
Compare to	65,400	4,393	413	16,904,332	682,517	4%	136,970
Jan 29, 2021 – Apr 30, 2021							
  @enjin	248,978	44,902	265	13,569,292	505,705	3.7%	189,694
  enjin	38,241	3,917	61	802,509	12,090	1.5%	28,959
  Enjin	60,269	886	73	2,680,900	493,625	18.4%	848,236
  Enjin	8,735	1,893	32	98,529	5,492	5.6%	N/A



Case Study: ThorGuards Growth in 1 Month



Discord member growth in October



Twitter stats in October

28 day summary with change over previous period



Pre-built Plans

Custom packages available

Diamond - Lead Social Media & Community Manager

\$10,000 USD/Month

Includes:

- Social media strategy for all relevant platforms
- Daily social media management
- Complete monthly reports
- Complete weekly reports
- Monthly content strategies & content calendars
- Daily community management

Gold - Social Media Manager

\$8,000 USD/Month

Includes:

- Social media strategy for all relevant platforms
- Daily social media management
- Complete monthly reports
- Limited weekly reports
- Monthly content strategies & content calendars
- Limited community management

Silver - Social Media Coordinator

\$6,000 USD/Month

Includes:

- Social media strategy for all relevant platforms
- Limited day-to-day social media management
- Complete monthly reports
- Limited content strategies and calendars
- Limited community management

Bronze - Social Media Associate

\$4,000 USD/Month

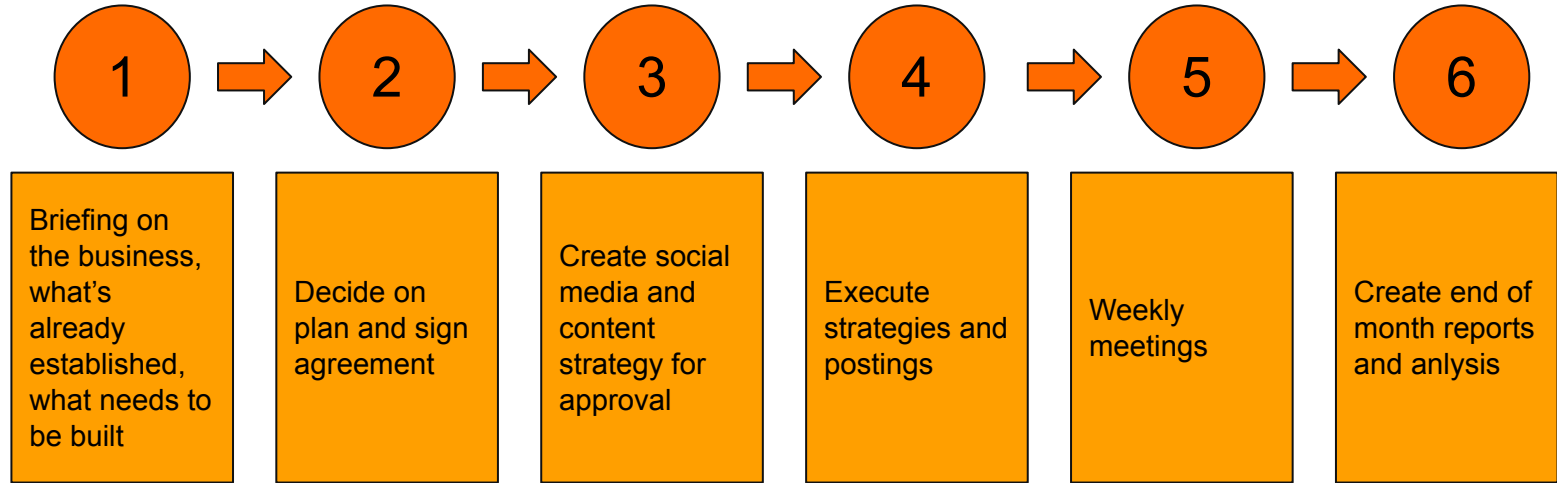
Includes:

- Social media strategy for all relevant platforms
- Limited day-to-day social media management
- Limited monthly reports
 - No qualitative analysis
 - No competitor analysis
- Limited content strategies and calendars

Plan Comparison

	Diamond	Gold	Silver	Bronze
Social Media Strategy	Full	Full	Full	Full
Social Media Management	Daily	Daily	Limited	Limited
Social Media Analytics	Monthly - Full Weekly - Full	Monthly - Full Weekly - Limited	Monthly - Full Weekly - None	Monthly - Limited Weekly - None
Content Strategy & Calendar	Full	Full	Limited	Limited
Community Management	Daily	Limited	Limited	None
Price/Month (USD)	\$10,000	\$8,000	\$6,000	\$4,000

Process



Contact

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Thank you, I look forward to speaking with you further and exploring our opportunities!