



MATT SHOUP

SOCIAL MEDIA

Personal social media management for Matt Shoup, author (Painted Baby), podcast host, retreat guide, and serial entrepreneur (M&E Painting, M&E Roofing Solutions, Noco Jiu-Jitsu).

CLIENT GOALS

Grow Instagram, TikTok, Facebook, YouTube, and LinkedIn pages to expand the reach of Matt Shoup in both followers and exposure.

STRATEGY

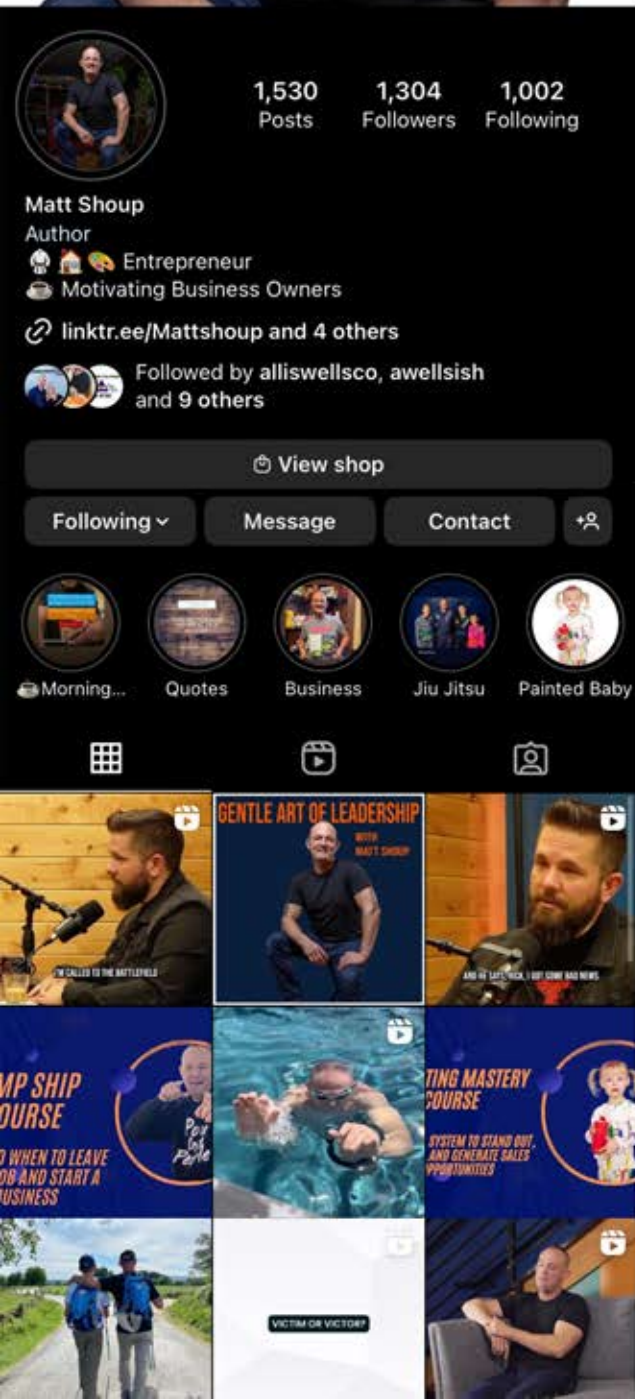
Posting a majority of videos (reels/tiktoks style) with heavy keyword emphasis that help reach the target audience in mind. Utilize businesses and hosted experiences to educate and establish trust with the target audience.

FREQUENCY

7x per week (S-S)

NOTES

Matt has been posting consistently for months (if not years) and has fallen into a place where the algorithm no longer rewards content it used to. Matt enjoys brainstorming with the Imprint team to collaborate on out-of-the-box ideas and watching his engagement rates soar.



METRICS

+5.30% **+1.35%** **+0.69%**
 INSTAGRAM TIK TOK LINKEDIN

+11.19%
 YOUTUBE

IMPRINT
 DIGITAL