

Meddies & Pit



Jay Jay Ghatt

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Hello

Who am I? What Do I Do?

My Name is Jay Jay Ghat. I am a former journalist and attorney, and a veteran multi-platform content creator and social media branding consultant, specializing in Pinterest marketing, YouTube education and content creation.

I reach millions each day through Clubhouse, YouTube, Facebook, Twitter, Pinterest, Medium & 5 Blogs.

I also help creators and StartUp brands establish a social media and digital presence. In addition, I help Creators and influencers convert followers and influence into income.



Platforms Used



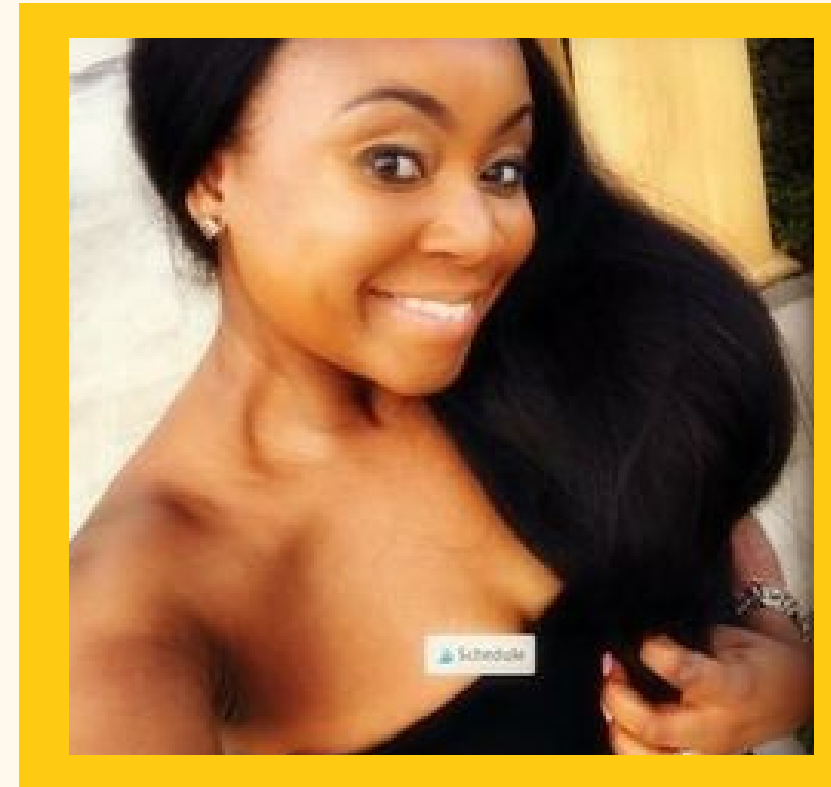
Clubhouse

I co-run two clubs, with a combined 10,000 members that focus on YouTube, including one as a creator partner for the vidIQ browser extension. I co-host rooms weekly and have developed a trusted reputation among rising/new/veteran YouTubers since 2020.



YouTube

I publish 1-2 videos weekly inside my Pinterest Social Media & YouTube Education YouTube channel and membership. Occasionally, I publish videos on the other four channels I own and/or manage, including my YouTube official verified Bellyitch channel and another one owned by Grammy nominee, Wayna.



Pinterest

I have 411,000 followers and reach between 3-10M people monthly on Pinterest via my main account, parenting site Bellyitch and on other accounts I own and manage. I use platform to help elevate brand recognition, create repeatable touch points, encourage engagement and lead generation opportunities for myself and clients

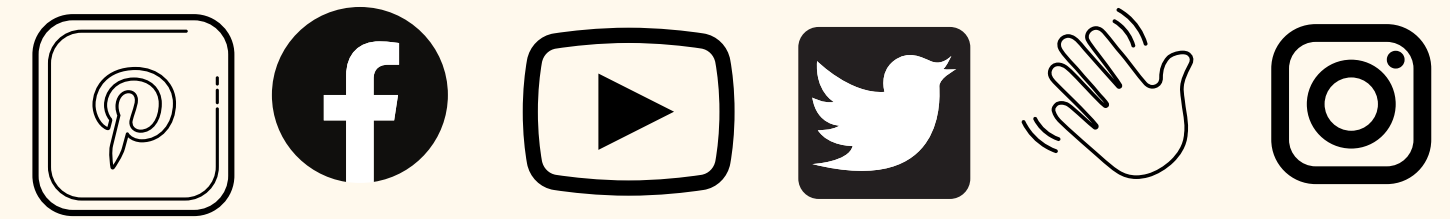


Blogs

I publish on 5 self-hosted blogs and on Medium and LinkedIn on topics ranging from tech, parenting, beauty, lifestyle fashion and weekly, I promote content published on them on their associated social media accounts: Facebook, Instagram, Twitter, Pinterest.

How I Differentiate from Others

- I Close Caption and Use Alt Text to benefit the Disability Community and to enhance content SEO discoverability.
- I create my own social media branding videos and photos or source, with credit, the highest quality visual content available online.
- I use my knowledge & experience from my extensive Legal, Public Relations & Digital Marketing education and work background in content strategy.
- I use my awareness of branding to relay a cohesive aesthetic, clean, minimalistic and polished using branded fonts and colors.



83,833
followers

Target Audience



- Parents
- Millennials
- GenZ
- Generation X

- MicroBiz Owners
- ECommerceShopkeepers
- Influencers
- Content Creators
- C-Suite Executives
- Small Corporations

+3M

Reach

+3.5-10%

Click Thru Rate

+4.5M

Impressions

+67,000

Engaged Audience

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General Stats

BLOG

60%

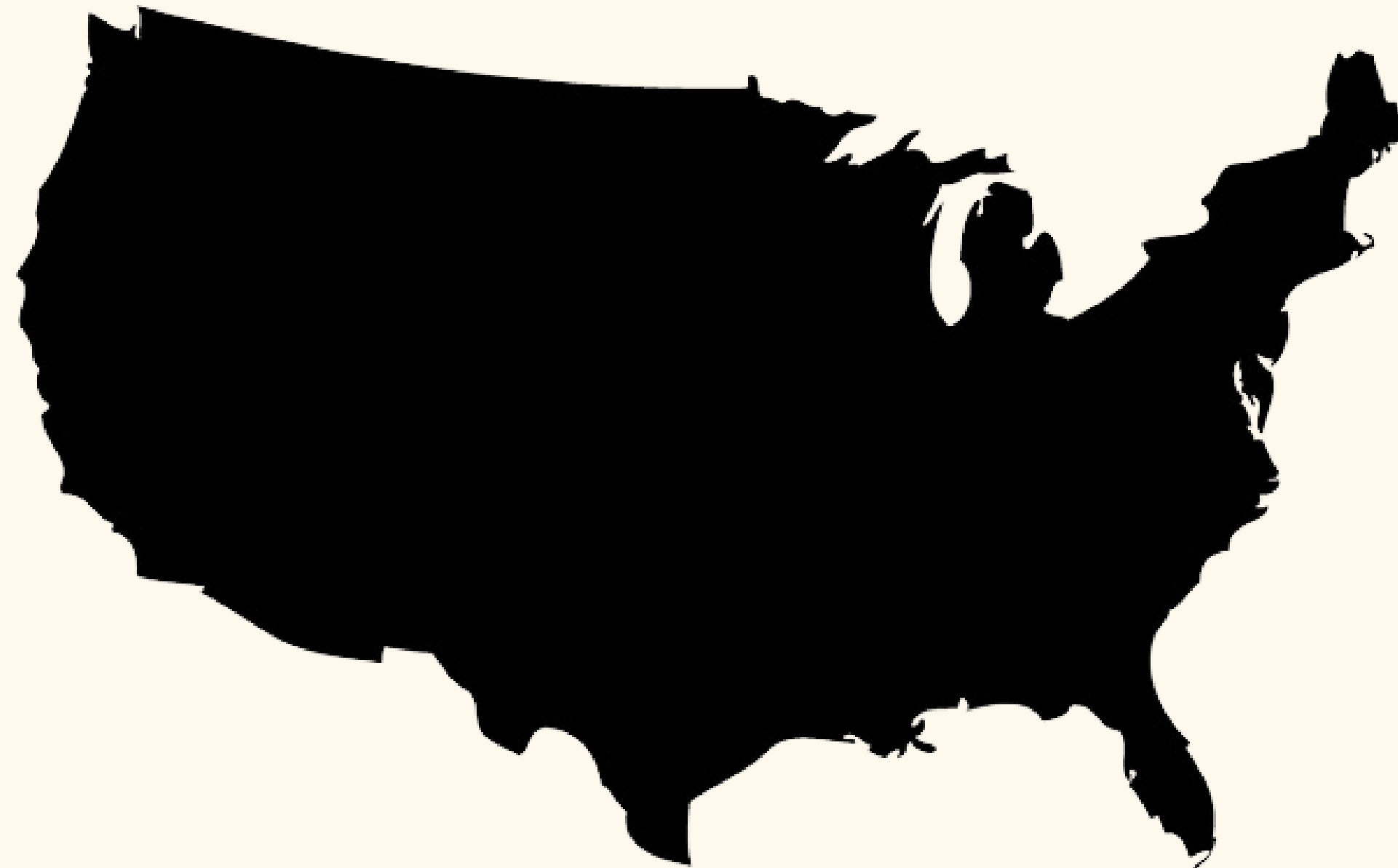
SEO Organic
Traffic

27%

Social Media
Traffic
(90% Pinterest)

72%

Traffic from
Mobile



Social Media Audience

55%

Traffic from
Google Search

67%

Traffic from
Female audiences

50%

Traffic from
Safari/iOS devices

25-34

Age for All Content

68%

of the public
is in the United States

NY/LA

US Cities delivering
audiences

UK/CA

Non US countries
delivering most
traffic

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Pinterest Stats

63% iPhone
45.9% age 35-34
90.5% female



YouTube Stats

1.5M Impressions
275K Views
40% Average Video View Duration on longform YT & Pinterest content

3.4M-10M

Monthly Views

50K

Followers

65k

Engaged Audience

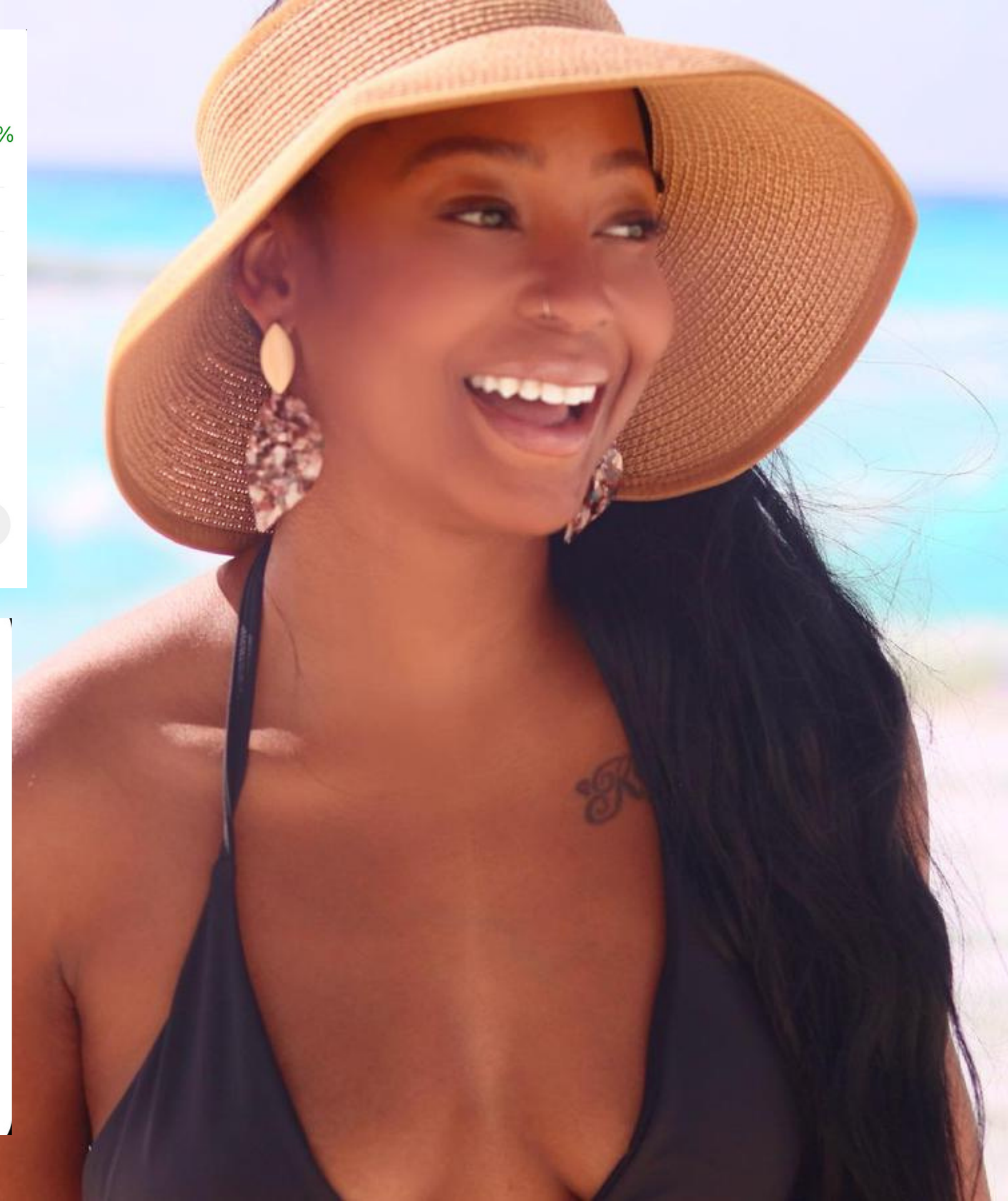
2.5M

Audience

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Case Study: Hawa Lewis Pinterest

- Hawa Lewis is a Lifestyle nano Influencer and YouTuber who has 15k followers across various social media platforms, w/ the most engaged on Instagram.
- She wanted to expand her Pinterest Reach.
- I launched her campaign in Oct. 2021, and within 2 months of working w/her, she now had a half million monthly views.



Case Study: Scope Property

- Scope Property Management manages multi-family housing and wanted to use social media to drive attention to active listings and its capacity to manage properties to expand its portfolio.
- Withing one month, I and my staff launched a new Instagram & reignited a stale LinkedIn account & 10X engagment, follows and reach.
- We had the most dynamic impact on its LinkedIn account which saw a 3,450% increase in followers and a 616% increase in page views



*616% Increase in
page views*

*364% increase in
unique views*

*30% New Followers
are in Business
Development*

*3,450% increase in
followers*

66% of new followers

71 ▲3,450%

New followers in the last 30 days Nov 8, 2021 - Dec 8, 2021



Ecommerce Conversions

- **Engagement Rate** As a nano influencer, I have an average engagement across all platforms of 3.2% which is more than double the average for all influencers (1.5%). My monthly engaged audience on Pinterest is 76,000.
- **Conversion Rate** I have a trusted relationship with my audiences and able to convince them to make purchasing decisions based on my reviews, endorsement and by example .
- **Reputation** Because I have been an attorney, a PR pro, a columnist & a leader and trusted coach & guide on platforms like Clubhouse, I have developed a reputation where I am respected & followed by industry leaders and others like Barack Obama, Martha Stewart, E!, BravoTV, and many other notable accounts.



How can we work together?

If you have a new company, product or campaign ready to launch, I can help you amplify your announcement and offering in two ways. I will:

1) produce content on your behalf & present it to the 83K followers & subscribers to my blogs & social media accounts; and/or arrange for professional content creators to produce copyright free organic native content for your use in advertising campaigns.

2) give you the benefit of my knowledge of SEO to maximize reach beyond my and your network, and upgrade your existing presence to create a cohesive and aesthetic appeal.

Both efforts will get new markets & audiences to your offering.

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Sponsorship/Brand Deals



Pinterest

3 Month Minimum Engagement

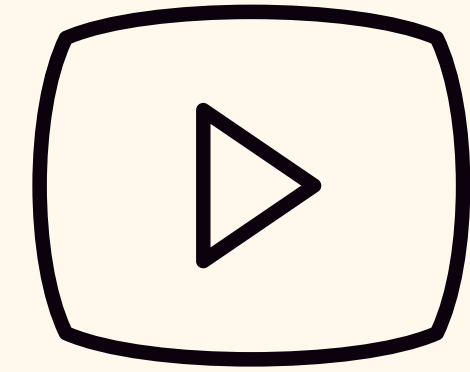
- Create 4 Idea Pins
- Create 2 Vertical Videos
- Create 4 Static Pins
- Create 1 YT video or Blog Article promoting client/target site for Pinterest pins



Mixed Platform

Most comprehensive and Robust Promotion Package
10 Mentions Per Month

- Search Engine Optimized Blog Article (cross posted on Jenebaspeaks, Techyaya & Medium)
- Giveaway (Blog or YT hosted)
- Pinterest Idea Pin
- Pinterest Video Pin
- YouTube Videos
- Instagram Video Post
- Twitter Post
- Facebook Page Post
- Clubhouse Room



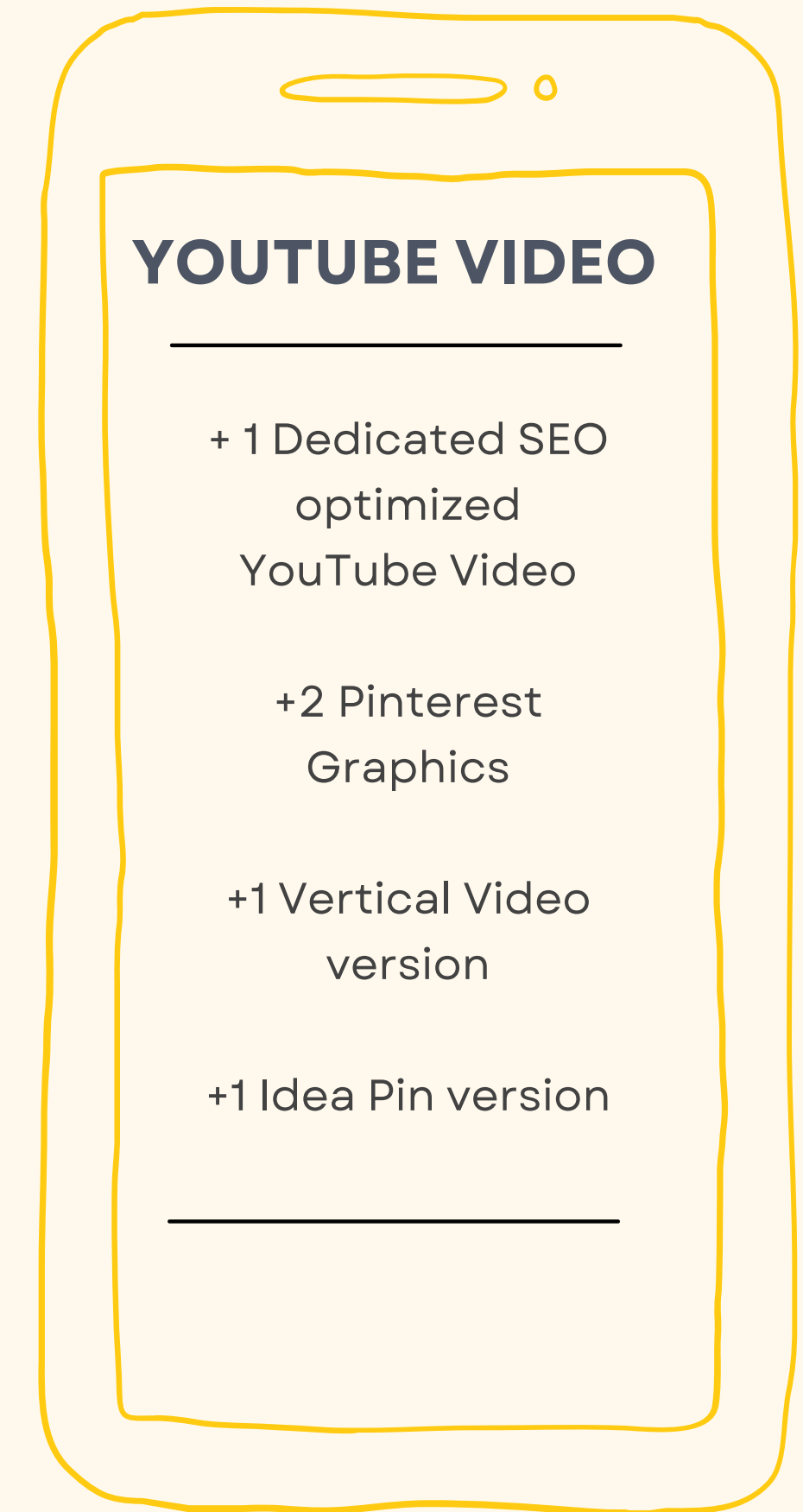
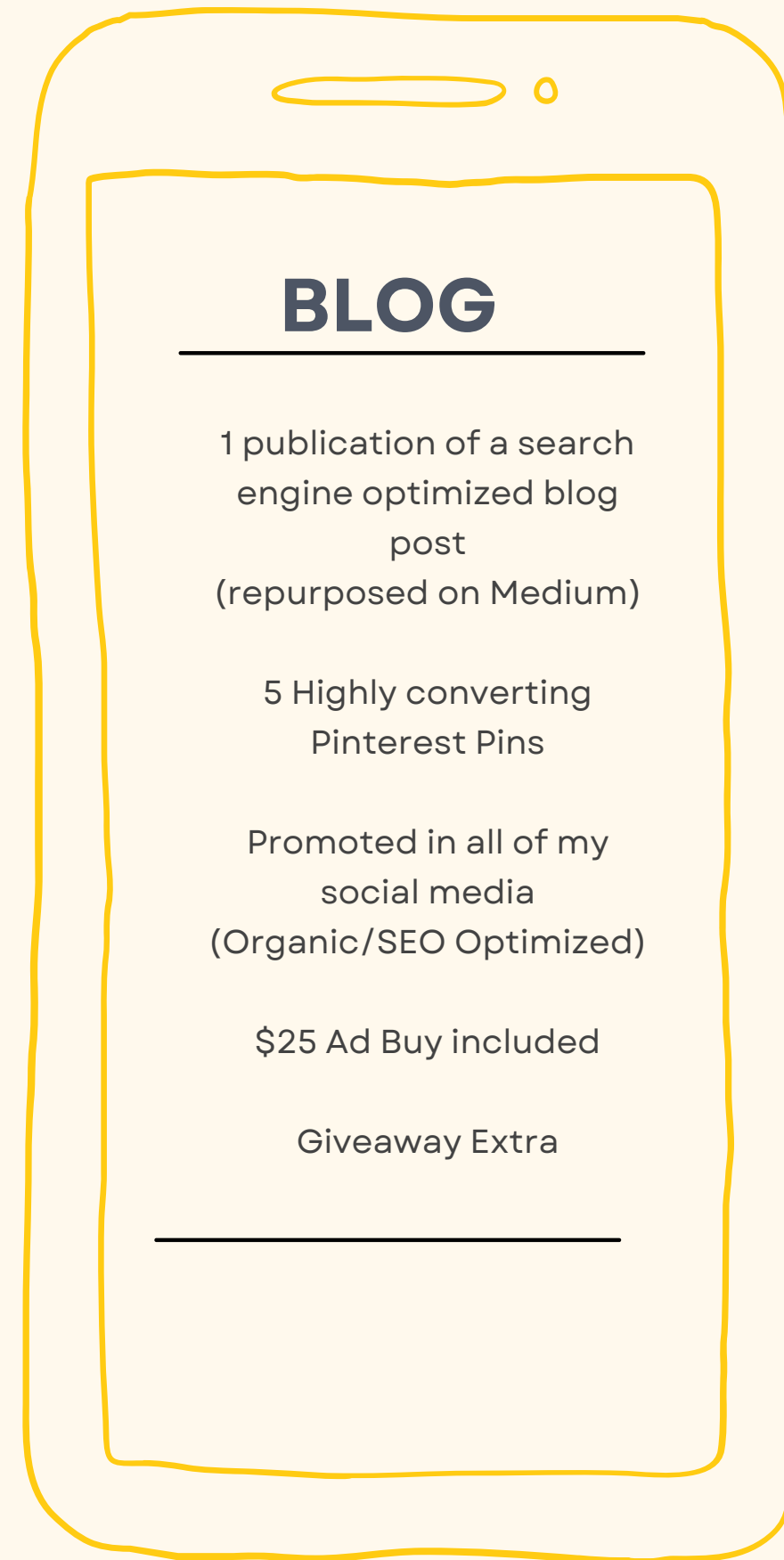
YouTube

3 Month Minimum Engagement

- Create 2 YouTube Videos
- Cross promote each video my on IG, Pinterest, Twitter, FB & Clubhouse
- One 1-hour Strategy Session
- Create 1 Short Vertical Video for Reels, TikTok, Idea Pins & YT Shorts

A La Carte Offerings

Although I recommend a minimum engagement of 3 months, I offer one-time service offerings to meet your needs.



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**I expect
see you
soon!**



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Thank you!

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