



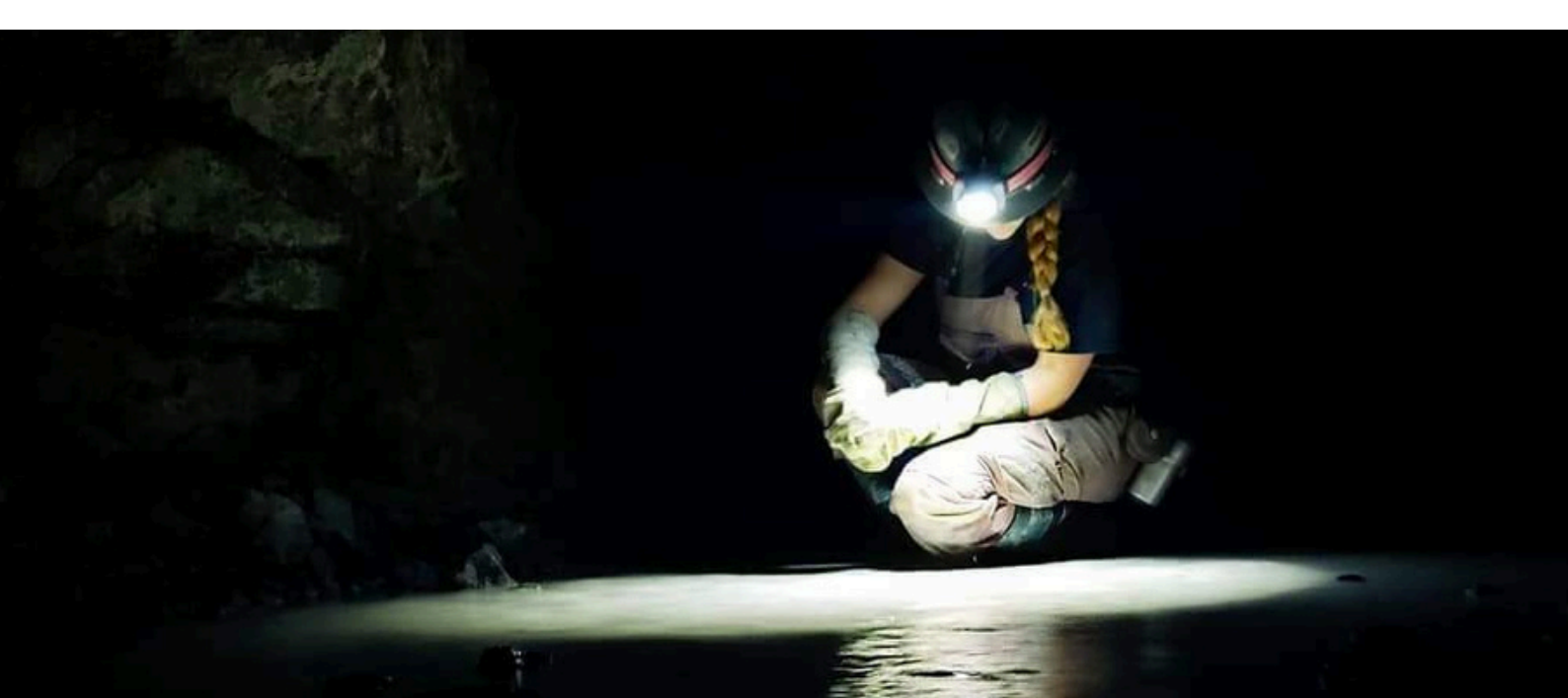
2025

# **MINELIFE MEDIA LLC**

# **PORTFOLIO**

**SOCIAL MEDIA  
MARKETING,  
STRATEGY, &  
CONTENT**

MineLifeMedia.com 



# Hello there!

Welcome to MineLife Media, where we're working to revolutionize social media marketing for the mining industry and its supporting sectors. We blend deep industry knowledge with cutting-edge social media expertise to create strategies that resonate with your audience and drive real results.

Our mission is simple: to help mining, exploration, and related companies leverage the power of social media to build authentic connections, showcase their expertise, and drive business growth.

**What sets us apart?** We're not just another social media agency. We speak your language because we've been in your shoes. With roots in geological engineering and years of experience in the mining industry, we understand the unique challenges and opportunities you face in the digital landscape.

*Jess Scanlan*

Founder, MineLife Media LLC

# Our Team

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## JESS SCANLAN

Jess brings over 5 years of hands-on mining experience to her role as Principal of MineLife Media. Her unique background as a geologist, combined with over 5 years in digital marketing, allows her to bridge the gap between technical mining operations and effective online communication. Jess's authentic understanding of the industry's challenges and opportunities enables MineLife Media to create compelling, accurate content that resonates with both insiders and the public, making her a trusted partner in elevating mining companies' digital presence and public perception.

## STEWART BOUNDS

Stewart is our resident freelance extraordinaire! He has been writing professionally since 2020, starting as a blog writer and helping organizations enhance their website presence by incorporating industry-relevant search queries and unique brand voices. He blends narrative creativity into brand development and has film industry experience, earning credits as an assistant director, camera operator, grip, and writer on feature films, advertisements, and web series.





# Services Offered

At MineLife Media (MLM), we understand that every mine or mineral deposit is unique and requires customized analysis and exploration. That's why we adopt a similar approach, tailoring our services to each client individually. Whether you're in need of a simple social media audit or advice, or require comprehensive social media management and content creation, we've got you covered. Our services are designed to meet your specific needs, budget, key performance indicators (KPIs), and target audience. Some of the popular services we offer include:

- 1 Social Media Strategy**

We'll dig deep into your business goals, target audience, and industry positioning to craft a tailored social media strategy that hits pay dirt.
- 2 Social Media Management**

Let us handle the day-to-day grind of posting, engaging, and analyzing, so you can focus on what you do best – running your operations.
- 3 Content Creation**

From eye-catching graphics to compelling videos and blog posts, we'll create content that educates, entertains, and drives engagement.
- 4 “From the Ground Up” Strategy Workbook & Audit**

Not ready for full management? No problem. Our "From the Ground Up" service gives you a comprehensive social media audit and strategy session to set you on the right path.
- 5 Additional Services**
  - **Graphics & Design:** Infographics, logos, and more that capture the essence of your brand.
  - **Influencer Marketing:** Leverage Jess's brand to amplify your message.
  - **Event Coverage:** We'll make your conference or site visit buzz on social media.

# Why Choose MineLife Media?

## **We Know Your World:**

Our team has boots-on-the-ground experience in mining and geology. We understand the technical jargon, the regulatory landscape, and the unique challenges of the industry.

## **Authenticity is Our Goal:**

We believe in showcasing the real people and stories behind your company. No more stuffy corporate posts – we're here to bring out your company's personality.

## **Education-Focused Content:**

We specialize in breaking down complex mining concepts for the public, investors, and potential clients alike, all while making it engaging!

## **Tailored Solutions:**

Whether you're a junior explorer or a major mining company, an outreach focused organization or ramping up your business, we'll craft a strategy that fits your unique needs and goals

## **Cost Effective:**

Our plans are made to be cost effective. We know there isn't always a large budget for social media marketing, so we aim to help you put your best foot forward on social media without the large cost!



FREE COMMUNICATION TRAINING

# Geocommunication 101

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At MineLife Media, we believe that effective communication is the bedrock of success, not just for your business, but for the entire mining industry. That's why we're thrilled to offer an exclusive benefit to all our clients: free access to "Geocommunication 101," a specialized short course developed in partnership with Geologize Ltd.

That's why MineLife Media has partnered with [Geologize Ltd](#) to bring an exclusive short course to our clients and their employees - **for FREE**. This mini-course will teach you the essential principles of geocommunication so that you can more effectively collaborate with our MineLife media services and enhance your social media.

## Why We Offer This

We're committed to your success beyond just managing your social media. By providing this course, we aim to:

1. Empower you & your employees to become more effective communicators
2. Help you generate ideas for engaging social media content
3. Contribute to improving the overall public perception of the mining industry
4. Provide added value that goes beyond our core services

This free course is our investment in your success and the future of the industry. We believe that by improving communication skills across the board, we can all contribute to a more informed, engaged, and positive public discourse about mining and related industries.



**GEOLOGIZE**

**GEOCOMMS 101**

**HELPING YOU WORK BETTER**



# Our Process

## 01 DISCOVERY

We start with a deep dive into your business, goals, and current social media presence.

## 02 STRATEGY DEVELOPMENT

Based on our findings, we craft a customized social media strategy aligned with your objectives.

## 03 IMPLEMENTATION

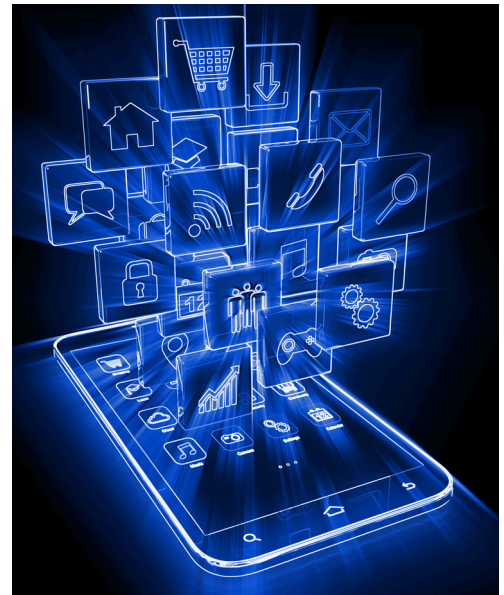
We hit the ground running, creating content and managing your social media channels.

## 04 OPTIMIZATION

We continuously analyze performance and adjust our approach to maximize results.

## 05 REPORTING

Regular updates keep you in the loop on your social media success.



## COMMUNICATION

### CONTACT DETAILS

+1-406-263-1681  
Jess@MineLifeMedia.com

### OFFICE HOURS

M - F 9:00am - 5:00pm MST  
Sa - Su 11:00am - 2:00pm MST

### WEBSITE

MineLifeMedia.com

### SOCIAL MEDIA

@minelifemediallc



# Case Studies

For a full list of current clients working with MineLife Media, please visit <https://www.minelifemedia.com/our-clients>

## Stardust Power

 STARDUST POWER



**Goal:** Energizing Investor Relations Efforts

**Challenge:** Stardust Power needed to boost investor awareness during their "go public" process.

**Solution:** We implemented a targeted LinkedIn strategy, focusing on investor-centric content and engagement.

**Results:**

- Over 300% growth in LinkedIn audience
- 8% average engagement rate
- Successful completion of public offering

## Dahrouge Geological Consulting

**Goal:** Unearthing Talent & Business Opportunities

**Challenge:** Dahrouge sought to improve their employer brand to attract top talent while simultaneously boosting their visibility to potential clients.

**Solution:** We developed a multi-faceted content strategy that showcased company culture, employee experiences, and industry expertise. This approach aimed to appeal to both potential employees and clients.

**Results:**

- 28% growth in primary audience on LinkedIn
- 700% increase in LinkedIn impressions
- Significant boost in job applications from qualified candidates



## Montana Bureau of Mines and Geology

**Goal:** Excavating Public Interest

**Challenge:** The Montana Bureau of Mines and Geology (MBMG) needed to improve their community outreach and public education efforts, with a particular focus on establishing a presence on Instagram and growing their LinkedIn audience.

**Solution:** We crafted a multi-platform strategy focused on creating engaging, educational content tailored to each social media platform's unique audience.

**Results:**

- Successfully launched and grew the MBMG's Instagram presence
- Over 150% growth in LinkedIn audience
- Increased public engagement with MBMG's educational content





# UGC & Influencer Work

At MineLife Media, we understand the power of authentic, engaging content. Our User-Generated Content (UGC) and Influencer Work services leverage personal branding and real-life experiences to create compelling narratives that resonate with audiences. Here are some examples of our success in this area:



## Copper Game Instagram Takeover: Connecting Industry with Community

**Client:** Montana Resources

**Challenge:** Montana Resources wanted to increase Instagram engagement and following to better interact with the local community during the annual "Copper Game" at the local college.

**Solution:** We leveraged UGC and Jess's personal brand as a Montana Tech alumna for a "day in the life" Instagram takeover leading up to the Copper Game.

**Results:**

- 18% increase in Instagram following
- Some Instagram Reels reaching over 2,000 views
- Average Reel engagement rate of 4.8% for the day

## Kickstarting TikTok Presence

**Client:** Juno Jones

**Challenge:** Juno Jones needed to establish a presence on TikTok and leverage the platform for sales.

**Solution:** We conducted a month-long "TikTok Takeover" to jumpstart the client's presence on the platform.

**Results:**

- Nearly 1500% increase in TikTok followers
- Established a strong foundation for ongoing TikTok marketing
- Increased brand awareness among TikTok's younger demographic



## Comprehensive Event Coverage

**Client:** Montana Mining Association

**Challenge:** The Montana Mining Association needed comprehensive content coverage and social media management for their 2024 Annual Meeting.

**Solution:** We provided end-to-end event coverage, including photography, videography, content editing, and social media management.

**Results:**

- Over 75 new LinkedIn followers gained in just 3 days
- Significant increase in impressions and engagement on both Facebook and LinkedIn
- Stress-free social media management for the client during the busy conference
- Creation of a content library for future marketing use

# Client Testimonials

We're proud to work with a diverse range of clients in the mining and related industries. From junior explorers to established consultancies and educational institutions, we're equipped to handle the unique social media needs of any organization in the mining ecosystem.



### Rare Earth Ridge Resources

“Jessica and her team at Mine Life Media are addressing a critical gap in our industry. As the need for distinct investment strategies and project differentiators grows, their approach of crafting tailored, brand- and ethos-centric communication strategies, especially through social media, stands out as both unique and essential for the industry.”



### World Museum of Mining

“Jess is a pleasure to work with. She creates content unique for our business and does a great job with consistent branding. She is open to our feedback and helps our staff look at social media and its impact from a different perspective. It's a relief to know our message is getting out there and staff does not have to dedicate hours and hours to creating content, publishing and follow up.”



### Montana Bureau of Mines & Geology

“Jess/MLM has significantly boosted our social media presence, is professional, proactive, and easy to work with, and perhaps most importantly, she knows the geosciences/industry!”

“Jess and the MineLife Media team are effective and fun to work with. The content they produce is crafted to be in line with our mission and is fun and informative for the public we serve.”

# Now Available!

## *From the Ground Up: MineLife Media Strategy Session & Workbook*

We get it - not everyone needs full social media management services! We are now offering strategy calls to those who may just need a revamp, fresh perspective, or optimization ideas!

Our Strategy Session and the included Workbook are designed to provide you with the guidance and tools necessary to elevate your social media presence without committing to a full management package. Whether you're looking to refine your current strategy, explore new ideas, or gain insights into best practices, this session is tailored to meet your specific needs. We'll dive deep into your brand, audience, and goals, helping you uncover opportunities for growth and engagement.

With our Strategy Session and Workbook, you'll gain actionable insights and practical advice that can be immediately implemented to improve your social media efforts.

Let us help you leverage the power of social media to connect with your audience, showcase your expertise, and drive meaningful results!

### **FROM THE GROUND UP**

**\$150**

- Social Media audit
- 2-hour virtual strategy call
- Strategy call recording
- Strategy call summary and notes
- In-depth strategy workbook
- Strategy call follow up and advice
- Actionable items for your social media



# Ready to Dig Deeper?

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Are you ready to unearth the full potential of your brand's online presence?

At MineLife Media, we're passionate about helping mining and related industries strike social media gold. Our unique blend of industry expertise and digital savvy allows us to create strategies that resonate with your specific audience, whether that's investors, potential employees, local communities, or fellow industry professionals.

Whether you're looking for full-scale management, a strategy overhaul, or just some expert advice to get started, we're here to help you navigate the digital landscape and make your brand shine bright!

## Communication

### Contact Details

✉ [Jess@MineLifeMedia.com](mailto:Jess@MineLifeMedia.com)

☎ +1-406-263-1681

🌐 [MineLifeMedia.com](http://MineLifeMedia.com)

### Office Hours

📅 M - F 9:00am - 5:00pm MDT

### Response Time

🕒 24 - 48 hours except weekends



# FAQ's

## How much does your service cost?

Our management pricing starts at \$500/month, but we tailor our services to fit your specific needs and budget. We'll provide a custom quote after our initial consultation.

## Which social media platforms do you specialize in?

We focus on the platforms most relevant to the mining industry, including LinkedIn, Twitter, Facebook, and YouTube. We're also experienced in leveraging platforms like Instagram and TikTok for reaching younger audiences.

## Can you help with investor relations on social media?

Absolutely! We have experience in crafting social media strategies that support investor relations efforts, including communicating company milestones, financial results, and growth strategies in a compliant and engaging way.

## What businesses do you work with?

While MLM specializes in mining, construction, geoscience, and industrial supply our unique perspective can bring benefits for a wide variety of customers.

## What software and equipment do you need or provide?

At MLM our services are all inclusive, meaning the customers only pay for special equipment and software needs. We bring our own cameras, the Adobe suite of products, etc.

## Where can we learn more?

Check out [MineLifeMedia.com](http://MineLifeMedia.com) to learn more about our business, or check out our shop at [MineDesignCreations.com](http://MineDesignCreations.com) to get some stickers and see more graphic design examples! We also are on all major social media platforms!