

PORTFOLIO

**SOCIAL MEDIA,
MARKETING,
CONTENT, &
GRAPHICS**

MineLifeMedia.com 



Hello there!

First off, thank you so much for taking the time to check out this portfolio and consider MineLife Media for your needs!

I'm Jess, the owner and founder of MineLife Media LLC. My degree is in Geological Engineering from Montana Tech (Go Orediggers!), with a geophysics minor and a mining option. While I was in school, I discovered a deep passion for the mining industry and sharing it with others, which I carried through to my career as an underground mine geologist.

I later decided to see where that passion would take me, and got a job running "new media" for a mining based technology company. It was here I learned just how much the mining industry can improve with social media and communication, and got the inspiration to start MineLife Media.

Jess Scanlan

Founder, MineLife Media LLC



Why Social Media?

Why should you even consider leveraging social media?



COMMUNICATION

Be seen, be heard, be known



EXPERIENCE

Engage, interact, improve

Awareness

Social media platforms provide an extensive reach to a vast audience, allowing businesses to increase their brand exposure.

Engagement

Social media platforms offer powerful targeting options that enable businesses to reach specific demographics and interests.

Traffic & Leads

By strategically promoting your content on social media, you can drive traffic to your website and generate qualified leads, ultimately boosting conversions and sales.

Customer Relationships

Social media platforms provide an opportunity to engage directly with customers, allowing you to build stronger relationships and provide real-time customer support.

Insights

Social media platforms offer valuable insights into your industry, competitors, and target market. This knowledge can guide your strategic decision-making process and help you stay ahead in the market.

Cost Effective

Compared to traditional advertising methods, social media marketing offers a cost-effective approach. You can optimize your marketing budget, reach a broader audience, and achieve better return on investment (ROI) through targeted campaigns and measurable results.

Why Work with Me

If you're seeking social media services tailored specifically to the mining industry and industrial marketing, look no further. With a deep-rooted passion and background in the mining industry and geosciences, combined with my extensive experience in content creation and social media campaigns management, I offer a unique perspective and approach to social media marketing. Recognizing that industrial marketing requires a specialized strategy, I take the time to understand your unique needs and targets. I then infuse my expertise and creative twists to help you craft precisely what you're looking for, whether it's a visually stunning graphic or a comprehensive content strategy with seamless platform management. Together, we can elevate your online presence and effectively connect with your target audience in a way that resonates with your specific nuances and requirements.





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 graphic or logo, 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

Logo & Graphic Design

MineLife Media is proud to bring in our previous graphic design services through Mine Design Creations! From logos to sticker designs, and social media graphics to full presentation overhauls, we are here to help with any graphic needs!

2

Social Media Management

We handle all aspects of your social media presence, from account setup and optimization to content scheduling, community engagement, and performance tracking. Let us take care of the day-to-day management, so you can focus on your core business.

3

Content Creation

Whether you're hosting an event that needs coverage, looking for some eye-catching videos to enhance your social media, have a blog to be written, or interested in leveraging influencers in your marketing - we are your one stop service provider!

Additional Services



Strategy Consultation

Have your social media up and going with time to manage it, but looking for ways and ideas to get more engagement or create unique content? Let's chat and go over ideas and ways to improve!

Getting Started

You want to leverage social media, but don't know where to start? MLM will help you get your platform started, teach you how to manage a content calendar to save time, and let you in on some tips and tricks to get you off the ground!

Influencer & UGC Marketing

Need another voice in your marketing, or just need to save some time temporarily? Leverage influencers and freelance content creators! MLM has a built-in brand ourselves, or connections to great industry influencers to match your brand goals.

How It Works

01 BOOK A DISCOVERY CALL

Contact me or book your discovery call online! We will chat about your needs and goals, and discuss ideas.

02 CHECK & SIGN PROPOSAL

After the discovery call, we will send you a proposal with our recommendations that fit your goals and budget. This is negotiable and can be adjusted to your preferences! Once we both agree on a proposal, we will sign it.

03 PAY YOUR INITIAL INVESTMENT

We offer flexible payment schedules, from monthly retainers to per-project and hourly invoicing. Payment is done through a safe and secure portal or invoicing system.

04 START WORK!

We will start working according to the agreed service schedule!



COMMUNICATION

CONTACT DETAILS

+1-406-263-1681

MineLifeMedia@gmail.com

OFFICE HOURS

M - F 9:00am - 5:00pm MST

Sa - Su 11:00am - 2:00pm MST

WEBSITE

MineLifeMedia.com

SOCIAL MEDIA

@minelifemediallc



What You'll Get

1 Tailored Solutions

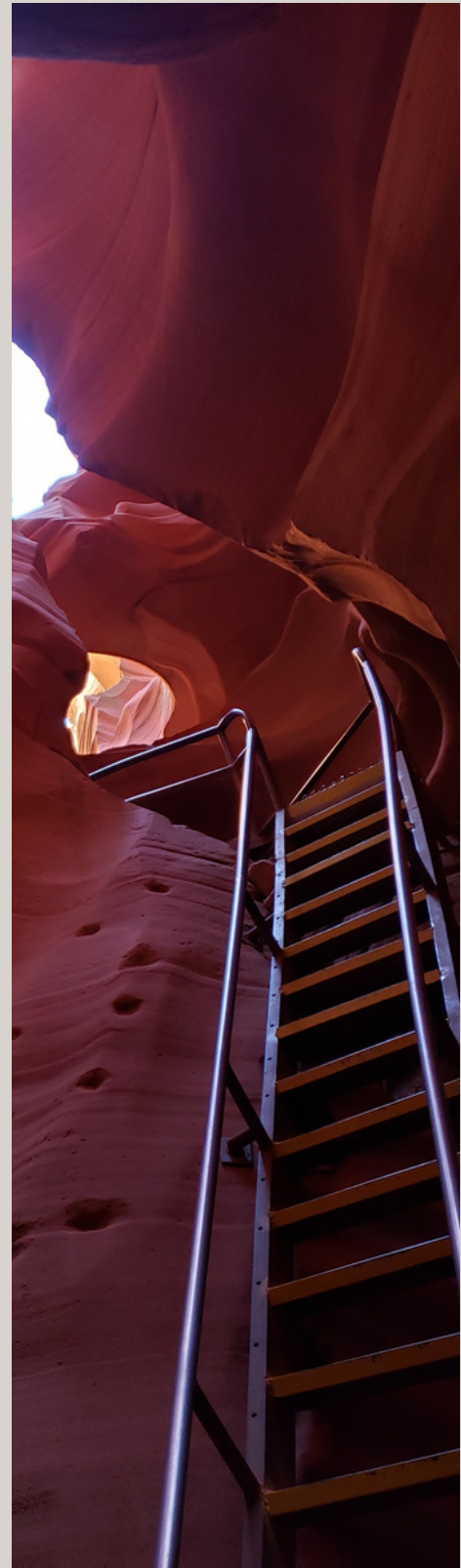
We understand that every client is unique, which is why we provide customized social media solutions that are tailored to your specific needs, goals, and target audience. Our approach ensures that your social media strategy aligns perfectly with your business objectives.

2 Engaging Content

As an experienced content creator, we will develop high-quality, engaging content that captivates your audience and sparks meaningful interactions. From compelling visuals to informative articles, we'll craft content that resonates with your brand and keeps your followers coming back for more.

3 Consistent Branding

Maintaining a consistent brand image is crucial for establishing credibility and recognition. We'll ensure that your social media profiles, graphics, and messaging are cohesive, reflecting your brand's values and personality across all platforms.



Previous Clients



Prospector

Role: Head of New Media

At Prospector, MLM created content for, managed, and analyzed all "new media" marketing, including a blog, 8 social media platforms, a podcast, and newsletter.

Juno Jones

Role: UGC & Influencer

At Juno Jones, I did a "TikTok Takeover" for one month to help get the platform off the ground and leverage it for their sales. This resulted in an increase of almost 1500% in followers.



Mine Design Creations

Role: Owner & Designer

We are proud to be bringing MDC into the services offered by MLM. Mine Design Creations has had a wide variety of previous support, from large scale mining companies to small businesses and organizations.

FAQ's

How much does it cost?

MLM tailors each experience to fit the client needs, goals, and budget. Pricing varies based on services provided.

What businesses do you work with?

While MLM specializes in mining, construction, 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.

How will you manage my social media?

If you are already using a social media management platform, we will incorporate into that, no need to change! We always recommend at least a free or basic management platform to help with post approvals, so if you don't have one we can help you find one that fits your needs and budgets and assist with the set up.

Where can we learn more?

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