

A Brand Strategist's Portfolio and Works

Works by:

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Brand Strategy

What can a BRAND STRATEGIST do for your brand?

THEY CAN HELP YOU FIND YOUR BRAND VOICE

Brand strategy can help you uncover who you are and what your brand stands for through voice. Unveiling your story in a relatable, human way is a strategic concept to show your potential clients your *WHY*.

Your *WHY* is who your business is, why you started it, and what you can do that makes you unique.

Having a deep and strategic understanding of your brand voice will allow you to approach your business decisions and outreach clearly and cohesively.

This is a great step in being able to differentiate who you are from your competition. Finding what makes your brand special is what will ultimately make customers trust your brand over others.

THEY CAN HELP YOU BECOME RELATABLE

Understanding your target audience allows you to cater your content to them. This will help you form a deep and meaningful connection with them.

Having a deep level of connection is what will bring you success!

This connection leads to your ideal audience seeing you with higher recognition, trust, growth, and loyalty over time.

You want your audience to relate to your brand not just because you sell them something they want, but because you made it possible for them to relate through strategy.

THEY CAN HELP YOU STAND OUT IN INDUSTRY

Having a good product or service is a great start, but not enough to guarantee your success with today's social media empire.

A brand strategist will help you position yourself uniquely in the marketplace, separating you from your competition.

Become a trustworthy and knowledgeable expert in your industry through a good brand strategy.

You WANT to be the odd-one-out in your branding. Make waves, push the norm. The sea of bland salesy posts and nonsense is too vast to fall into. A brand strategist can help you float to the top.

Before & After

Pottery Painting Studio

BEFORE



HOW BRAND STRATEGY HELPED THIS BUSINESS

Brand is feeling:

Unoriginal, Text-Heavy, lacking focus

Brand is looking for:

A more robust social presence that highlights all the crafts one can do at the studio from candle making to canvas painting to ceramics. Positioning as a casual night out with heavy focus on events and special offerings.

Our KPI's:

Reach, Engagement Rate, Website Taps, Business Address Taps

The Strategy:

Celebrate all the different people that come into the studio because it's the perfect craft for all ages and groups. Reach new audiences through introducing video content. Show that anyone can paint by highlighting customer creations more aesthetically- group together similar pieces to bring inspo for those needing creative help.

AFTER



HOW BRAND STRATEGY HELPED THIS BUSINESS

KPI Overview:

KPI (Key Performance Indicator) is “a quantifiable measure of performance over time for a specific objective.”

KPI	Before Nov & December 2022 Totals	After One Month: Jan 2023
Reach	1,005	8,738 +722%
Engagement Rate	73	509 +505%
Website Taps	17	26 +85.7%
Business Address Taps	3	6 +100%

Campaign Example

Pottery Painting Studio

ORGANIC CAMPAIGN EXAMPLE

GOAL: Get Reservations for Valentines Day Event



Performance:

Link Clicks	Reach	Post Engagement
21	1,026	81

*Included social organic posts as Static Posts and IG Reels

*Included Flier for in-store promotion

**Brand Strategy is a
job in itself...**

LOCAL SMALL BUSINESS OWNERS ARE THEIR OWN

- Graphic Designers
- Copy Writers
- Brand Photographers
- Creative Directors
- Business Coaches
- Web Designers
- Book Keepers
- Social Media Managers
- Video Editors
- Content Creators

ONTOP OF ALL THEY DO TO RUN THE BUSINESS ITSELF

Take some of this off of your plate to focus on the parts of your business you love most. Small business owners are powerful, but shouldn't be expected to do it all alone.

Let's Chat!

Brand strategists can do more than just increase your online presence. We help you get back to the parts of running a business you actually love.

Reach your target audience, find your voice, and hone in on your craft. All without lifting a finger yourself.

If you are looking for a social media brand strategist to help your business reach it's full potential, send me a message!

I look forward to hearing from you!

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