



# MOGFISH MARKETING PORTFOLIO

Take a look inside to find out the results that have exceeded client expectations, my services and how I can grow your business.





# Feeling Overwhelmed?

- ✓ Are you struggling to make time to think of new content ideas, let alone have the time to post, engage and entice new clients?
- ✓ Is marketing becoming too complicated to manage too many things at once while you're running your business?
- ✓ Are you creating content regularly, yet you are not seeing the results you were hoping for and your content is not gaining any traction?
- ✓ Is it becoming difficult and too time-consuming to find new innovative ways to keep your audience engaged and attract new customers at the same time?
- ✓ Have you tried a few different things but somehow it all just doesn't work and you start to feel discouraged?

**I'm here to help!**



# Hi There!

I'm Lauren and I'm a Digital Marketing, Social Media Marketing, Graphic Design, Content Creator and Growth Strategist. I help global businesses, grow their brand, increase their awareness and develop long-lasting online communities. My proven growth strategies have helped businesses, brands and organisations successfully grow their awareness and revenue.

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# **I am eager to help you get the results that YOU DESERVE**

My mission is to help you grow your business to the next level. Whether it's to expand your social media, develop a powerful growth strategy, create captivating content or design visually appealing marketing material, I want to help you exceed your marketing and business goals.

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# Services



## Social Media Management

Tailored packages are available upon request. Whether it's engagement, content creation, strategies only or the whole package, let's design something according to your needs.

Social media channels include Instagram, Facebook, Pinterest, LinkedIn and Twitter.

- **Full Social Media Management:** The whole lot, as outlined below
- **Content Creation:** Graphics, photo editing, caption copywriting, strategic hashtag implementation.
- **Social Media Strategy:** Strategy includes a research project, branding, market + competitor analysis, content strategy, growth strategy (all designed based on findings, trends and goals) and more.
- **Social Media Engagement:** Engaging with audience, responding to messages, monitoring comments, outreaching beyond audience and more.

## Content Creation

I offer a range of content creation packages which include:

- Newsletter development
- Blog writing
- Social media content creation
- Adverts and promotions
- Catalogues, brochures
- Copywriting
- Graphic Design

## Marketing Strategies

All marketing strategies are tailored and created for your business. An in-depth research project will be carried out with all strategies to ensure plans will be designed to ensure growth for your business.

- Social Media Marketing Strategy
- Digital Marketing Strategy
- Hashtag Strategy
- Content Development Strategy
- Branding Development

**1**

## **Generate An Understanding**

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First off, I want to get to know you and your business through a complementary call. We'll discuss your goals, what you want to achieve when working with me and your growth aims in marketing.

**2**

## **Conduct Research**

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I will conduct an in-depth research project of what will work well for your business and what you need to do to generate best growth results. This will give us both an extensive understanding of the methods and actions we need to take to ensure maximum growth.

# **MY PROCESS**

## **Getting to know you to grow your business.**

**3**

## **Strategy Design**

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From the research and your business goals, I'll design a strategy that ensures highest growth for your business with the marketing options that you've selected.

**4**

## **Implement Strategies and Create Content**

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Personalised strategies will be implemented into your business and actives will be carried out as specified within actions and methods within the strategy. Analytics will be taken regularly and strategy will be tailored accordingly to ensure maximum results. Content will be designed according to trends, business goals and audience insights.

# Why Mogfish Marketing?



You're maybe thinking...how is Mogfish Marketing any different to any other business out there providing digital marketing services?

- I am constantly keeping on top of digital marketing trends. This ensures that you will have a higher success rate on social media so your business will continue to grow.
- I am highly driven and determined to achieve great results for your business.
- Being creative and innovative means that I can come up with exciting new ways to improve your marketing.
- I have developed marketing strategies that have proven to increase company reach, awareness and convert leads into customers. **See next pages for my client results.**

**Take a look for yourself in my client results and case studies...**



**Melanie Mottice, Owner Grassroots Creative Co**

*"Lauren is fantastic and is SO easy to work with! Her creativity and knowledge shine through her work. I was struggling to manage my Instagram account for my web design business consistently, and my engagement levels dropped as a result. Lauren has helped me rebuild by developing quality, engaging content that has put things back on track, allowing me to reach more potential clients who now see me as a resource. Each month she is armed with new ideas that connect with my niche market. I honestly don't know what I'd do without her at this point. She has my highest recommendation, and I'll be sure to send business her way. Thanks, Lauren, for all that you do!"*

Mogfish Marketing

# CLIENT RESULTS AND CASE STUDIES

Results that have  
exceeded client  
expectations.





# Highlights

These are a few highlights that I have gained for my clients through my innovative strategies, design and content creation.

- Doubled client's following of targeted, ideal customers within first two months of working with me.
- Increased open rate on Mailchimp newsletters from 30% to 73%.
- Increased website visitors by developing keyword-rich blogs.
- Increased client's following on Instagram by an average of 1000 per month using targeted growth strategies.



- Client gained up to three sales per product promotion on Facebook by posting smart, targeted and engaging promotions.
- Increased client's post reach by 1700% from the first post using my growth and hashtag strategies.
- Generated over £18,000 of sales from just one post.
- Increased account's engagement rate from 3.33% to 20.29% by implementing my growth strategies (Instagram average is 3%).
- x5 client's engagement within one month of working with me by producing valuable, engaging and interactive posts.



*Paul Cox, Managing Director at The Shark Trust*

"We started working with Lauren to give our Instagram feed a boost and establish a new way of engaging support for our work. Lauren picked up the brief and ran with it. She's super-organised, flexible and fun to work with. And she's getting great results."

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**I believe that to achieve the best results, we have to think outside the box. Let's get creative and develop an awesome digital marketing strategy to get your business to where it deserves.**

Every business is unique, that's why I make sure that I make time to get to know your business. From there, we can decide on what digital marketing tools and techniques your business would benefit from the most.

I have worked on projects from email marketing campaigns to website management. So if you have a specific project in mind, let's have a chat! I'm happy to discuss your digital marketing requirements.

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01.

# Client Number 1.

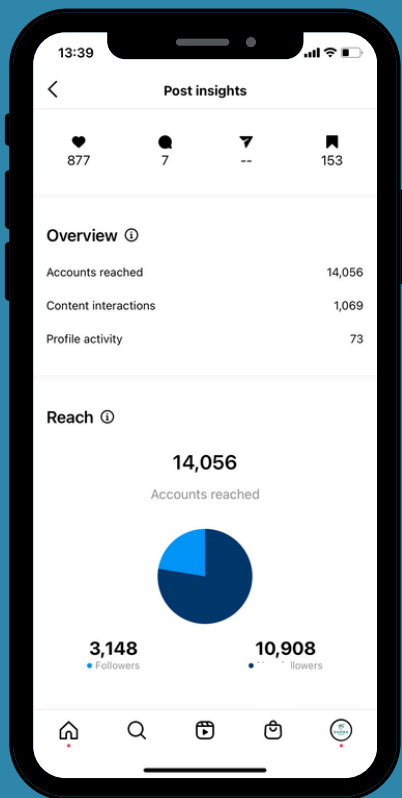
## The Challenge

I started with this client back in June 2020. They came to me with the challenge that they wanted to **grow their membership sign-ups** and **increase community awareness**. While they already had an established audience, they wanted to increase their reach and engagement. Services include Social Media Marketing Strategy, Facebook Management, Instagram Management, Newsletter Development.

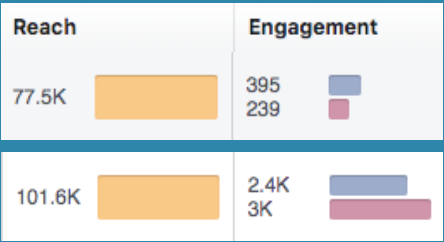
## The Results

After conducting an in-depth, tailored designed strategy, implementing the plan and designing content, they've increased membership sign-ups, sustained members, enhanced community engagement and obtained an increase of funding.

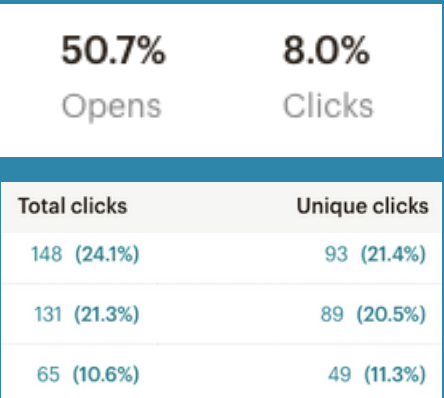
### Instagram



### Facebook



### Newsletters



## 02.

# Client Number 2.

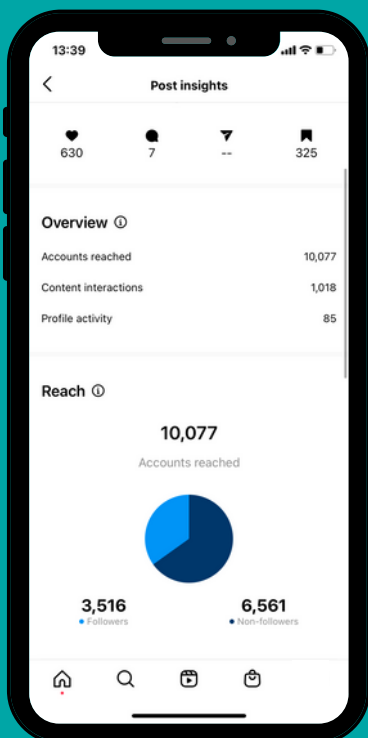
### The Challenge

I started working with this client in February 2021. Their goal was to increase bookings, customer base and increase member sign-ups. They didn't have a huge following on social media so they wanted to grow their accounts and expand their reach to increase awareness of their business. Services include: Social Media Marketing Strategy, Facebook Management, LinkedIn Management, Instagram Management and Blog Writing (SEO, Keyword rich blogs).

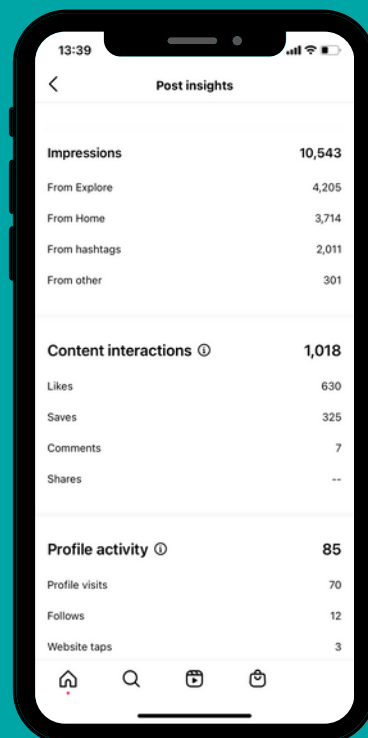
### The Results

After conducting an in-depth, tailored designed strategy, implementing the plan and designing content, they've increased their following, engagement and website views. The average reach per post is 8,000, average content interactions per post are 800. Hashtags and implementing captivating content into their strategy have been the main growth factors. All screenshots were taken one month after account takeover.

Instagram



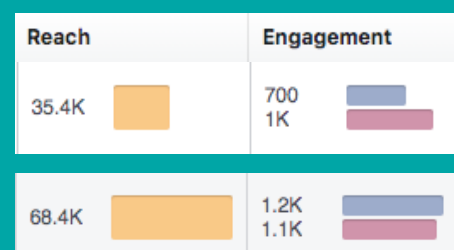
Instagram



LinkedIn



Facebook



# 03.

# Client Number 3.

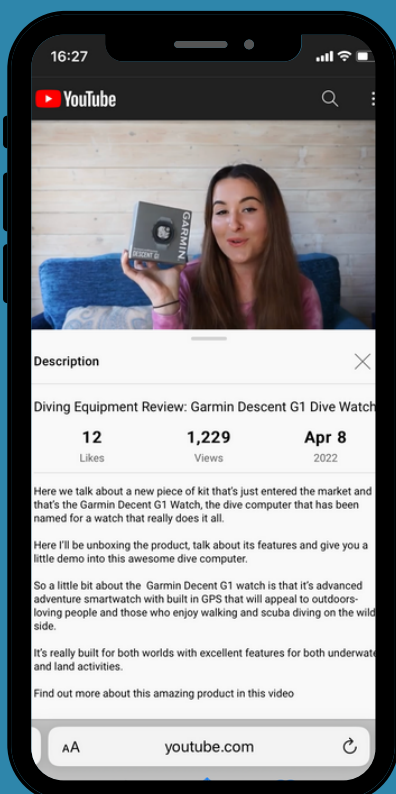
## The Challenge

I started with this client in January 2022, a product-based company based in the UK. They came to me with the challenge that they wanted to increase product sales, develop their customer community and stand out from competitors. While they already had an established audience as they are the number.1 store in the UK for their products, they wanted to increase customer retention and loyalty, as well as increase interest from leads. Services include: Marketing Strategy, Facebook, Instagram and Twitter Management, Youtube Content Creation and Blog Writing.

## The Results

After conducting an in-depth, tailored designed strategy, implementing the plan and designing content, they've increased website visits, social media engagement, reach up to

### Youtube



### Google Analytics: Blogs

Analytics taken within 2-week timeframe

/blogs/mikes-london-dive-store-blog/full-snorkelling-masks-vs-regular-snorkelling-masks	190 (0.74%)	160 (0.79%)	00:02:12
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### Youtube

Analytics taken within 7-day timeframe

Views	Watch time (hours)
20.6K	639.4

### Facebook

18,091 People Reached		
376 Reactions, comments & shares		
238 Like	127 On post	111 On shares
25 Love	14 On post	11 On shares
2 Wow	0 On post	2 On shares
40 Comments	18 On Post	22 On Shares
72 Shares	72 On Post	0 On Shares
838 Post Clicks		
354 Photo views	34 Link clicks	450 Other Clicks

Posts reach up to 18,000 accounts.



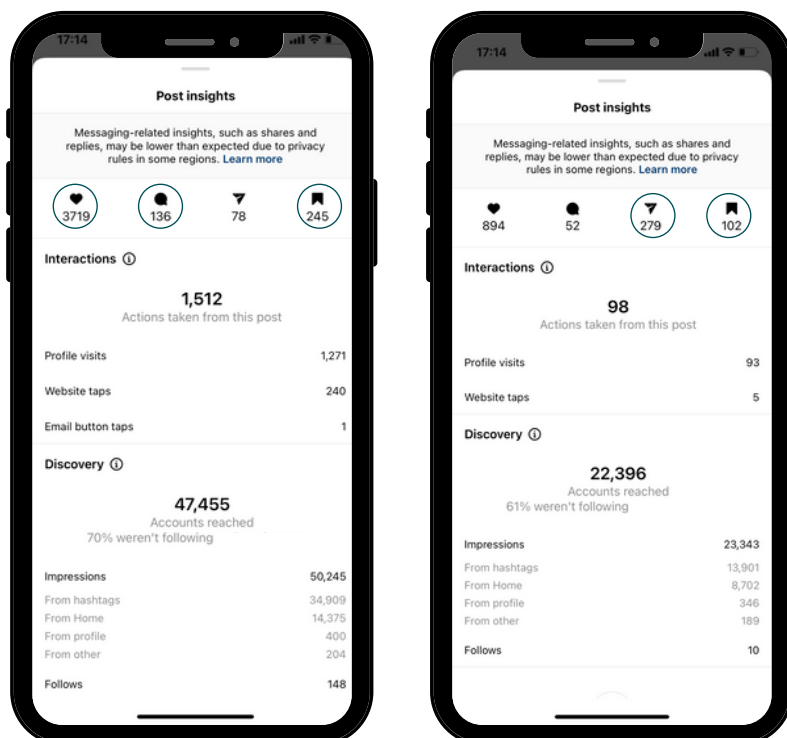
# 04. Client Number 4.

## The Challenge

I started working with this US-based client in September 2020. They came to me to help them grow their Instagram community and product sales. While they already had an established audience, they wanted to increase their reach and engagement. When I started working with them, they had just under 10,000 followers on Instagram. Services include: Social Media Marketing Strategy and Instagram Management.

## The Results

After conducting an in-depth, tailored designed strategy, implementing the plan and designing content, their following has increased to just over 21,000, their engagement has significantly improved and their product sales have accelerated by integrating shop on Instagram, creating regular content and adding important 'engagement factors' into their captions and graphics.



- Both posts reached 34,900 and 13,901 people just using hashtags.
- Posts became sharable, saveable and likeable - it shows that the posts were engaging and interactive. People even visited the profile, followers increased and they visited the website - just through one post.
- The reach went beyond their audience, both posts were discovered by 70% and 61% of people that did not already know about this business.
- This was achieved because I set a strategy in place and designed content that I knew would become shareable, likeable and engaging.

# Customer Satisfaction Testimonials

"We started working with Lauren to give our Instagram feed a boost and establish a new way of engaging support for our work. Lauren picked up the brief and ran with it. She's super-organised, flexible and fun to work with. And she's getting great results."

- **Paul Cox, Managing Director of The Shark Trust**

"Her copywriting and design skills coupled with her beautiful drawing skills make her a great asset in the marketing field. Her varied duties included content creation, scheduling weekly content, regular engagement, and monthly blogging. I have gotten to know Lauren as a responsible and hard-working person and I can confidently recommend Lauren to join your team."

- **Anna, Owner of Paradise Interns**

"Lauren has added a new dimension to our business. She is highly motivated and motivates us! She has been our social media marketing consultant for over a year now. First, Lauren undertook in-depth research on our business aims and objectives and provided an eye-opening report on her findings. She then created a strategy and medium-term plan, including a hashtag strategy. She regularly generates exciting and engaging ideas and flexes with market trends. She brings structure to the visual content, culminating in analytics and regular de-briefings. She is a real asset to any business. Lauren has put us on the social media map!."

- **Sue Clarke, CEO of Wordshop**

"I can highly recommend Lauren, as she would undoubtedly prove to be a valuable asset to any company. Her key responsibility was that of managing our Instagram and Facebook profiles by ensuring their upkeep through daily postings, post/story planning, editing, and scheduling."

- **Cinzia, Owner of Flores Diving Centre**



## LET'S GET IN TOUCH!

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**Mogfish Marketing**

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