



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.



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MY STORY

Hey there! I'm Lauren and I'm a Digital Marketing, Social Media Marketing, Graphic Design, Content Creator and Growth Strategist. I help global businesses, brands and organisations 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.

1

Generate An Understanding

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

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

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

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.

SERVICES

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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

Skills

- Copywriting
- Content creation
- Graphic design
- Growth strategies
- Hashtag strategies
- Videography
- Photography
- Website management
- Email marketing
- Strategy creation, implementation and analysis
- Blogging
- Video editing
- Community management
- Illustration
- Branding

Software

- Social media - Instagram, Facebook, Twitter, LinkedIn
- Adobe Creative Cloud - Photoshop, Illustrator, Premiere Pro, Indesign and Lightroom
- MailChimp
- WordPress
- Wix
- Canva
- Facebook Business tools
- Later, Buffer and Hootsuite, Sprout Social
- Google Analytics
- Social media analytics

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MY CLIENT RESULTS AND CASE STUDIES

Results that have
exceeded client
expectations.



HIGHLIGHTS

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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.



Case Studies

01.

CLIENT NUMBER 1.

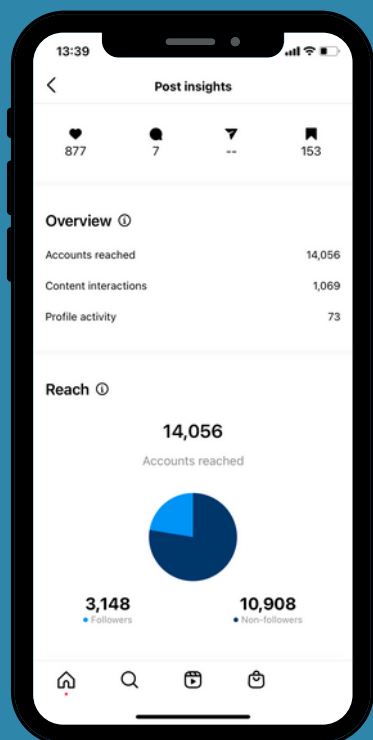
The Challenge

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.

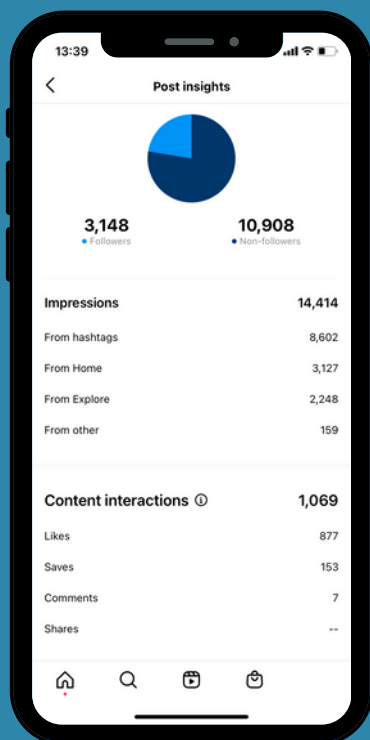
The Results

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.

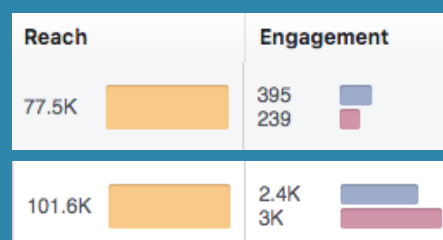
Instagram



Instagram



Facebook



02.

CLIENT NUMBER 2.

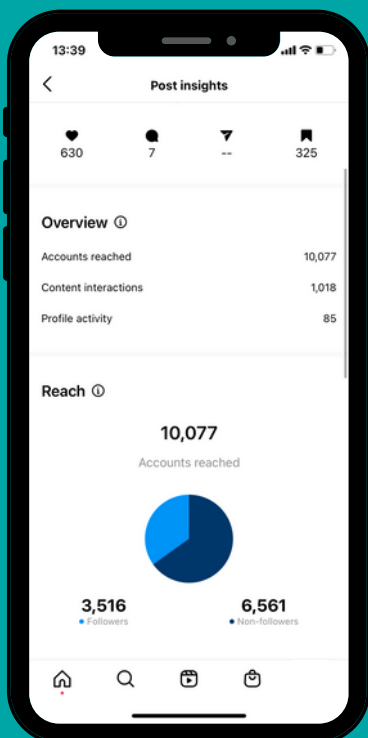
The Challenge

I started working with this client in February 2020. Their goal was to increase holiday bookings, customer base and increase member sign-ups. They didn't have a huge following on social media (under 500) so they wanted to grow their account and expand their reach to increase awareness of their business. Services include: Social Media Marketing Strategy, Facebook Management, Instagram Management and Blog Writing (SEO, Keyword rich blogs).

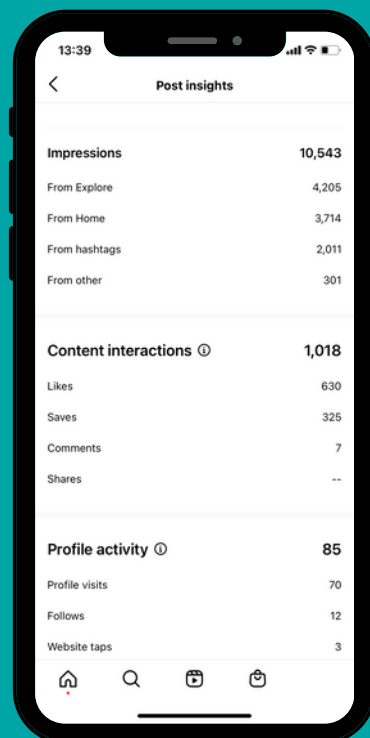
The Results

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 is 800. Hashtags and implementing captivating content into their strategy have been the main growth factors.

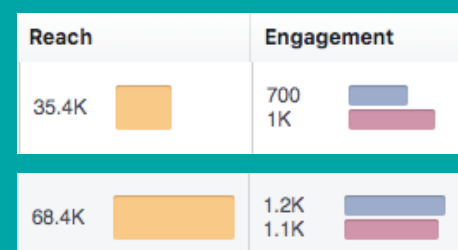
Instagram



Instagram



Facebook



03.

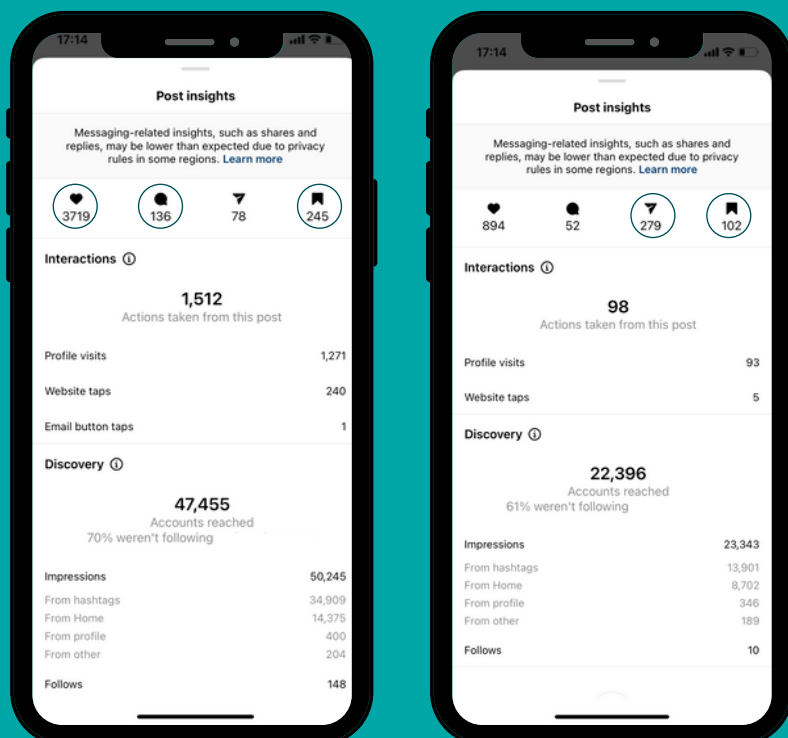
CLIENT NUMBER 3.

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.

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THE WORK

Here are a few examples of graphics and grids I have created on Instagram. This is to demonstrate and highlight the graphic design, editing and work that I complete that make feeds look visually pleasing, professional and on-brand. To find out more about my copywriting skills, visit my website where you'll find a section dedicated to blogs.



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

Email: mogfishmarketing@gmail.com
Web: mogfishmarketing.com
Phone: 07508811995

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WWW.MOGFISHMARKETING.COM