

SESSION 3  
28<sup>th</sup> May 2019

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Head of Social Media Advertising, 77Agency

Account Director, GotU

- We created beautiful text ads for Google
- We played around with the powerful targeting tools provided by Facebook
- We started to get familiar with the final assignment

- A Facebook page to showcase your skills and projects
- A Facebook Instant Experience to express yourself and share your personality

How to optimise your LinkedIn profiles

Look at a different kind of client

Checkpoint on final assignment

- Headline that stands out
- Professional looking headshot
- Vanity URL
- Contact information
- Profile visibility settings
- Profile summary

- Rich media
- Showcase your work
- Skills / Endorsements / Recommendations
- Join groups
- Interact with other connections' content
- Produce and share own content

- Oleg Vishnepolsky
- Richard Branson
- Barack Obama
- Jessica Alba
- Ashton Kutcher
- Oprah Winfrey
- Jeff Weiner
- John Doe
- Jane Doe

Let's look at things from a different angle.

When we say “clients” we always think about big brands, big companies, big bucks.

...WHAT ABOUT THE LITTLE  
GUYS???



## **What is a SME?**

An independent firm with up to 250 employees and with revenues up to €50m

## **How many SMEs are there worldwide?**


About 95% on average of firms in most countries are SMEs

## **Why are they important?**



You will not always deal with well-known brands and companies. Smaller clients will be the majority, especially in the beginning.

**So make sure you know what to expect!**

- Produce a Facebook ad for the following clients
- Image / Carousel / Video (it's up to you)

**Beside The Sea Holidays**  
Sponsored

Hand-picked Camber Sands accommodation in award-winning surrounds where you can relax, unwind and simply enjoy spending time with the ones you love. Each home has its own personality, ranging from beach chic and contemporary to warm and cosy. Click now!



All You Need to do is Choose!

Beautiful corners of Britain

**BOOK TRAVEL**

A Postcard-Perfect Pocket of England

Scenic landscape


## Brief:

“Our handpicked portfolio consists of dwellings where you can relax, unwind and simply enjoy spending time with the ones you love. Each home has its own personality, ranging from beach chic and contemporary to warm and cosy. We’re happy to discuss your expectations and match you with the home that will suit you best, so please don’t hesitate to reach out to us.


Images – please select from the website.  
[www.besidetheseaholidays.com](http://www.besidetheseaholidays.com) – 5 images from the our cottages page”.

## STRENGTHS:

- Clear brief & supporting detail
- High-quality images
- Engaging text


 **Simply Gifted**  
Sponsored

Get 10% OFF when you mention this advert! Simply Gifted is a ladies fashion and gift store in the heart of Antrim. For high-quality fashion, stunning jewellery, shoes and gifts, visit us today at Unit 7 Antrim Arcade, High Street, BT414



Ladies Fashion!

Unit 7 Antrim Arcade, BT414



Handbags & Shoes!

Unit 7 Antrim Arcade, BT414

LEARN MORE

### Brief:


“Simply Gifted is a ladies fashion and gift store in the heart of Antrim, they provide ladies fashions, jewellery, shoes and gifts, would particularly like to drive walk ins to the store using a promotional discount message like 10% off when you mention this Facebook advert. Main areas are Antrim, Lisburn, Randallstown, ladies 45 plus.”

### STRENGTHS:


- Clear brief & objective
- Special offer
- Quality photos of products

## Brief:

“Customer wants to show off three wedding venues that they offer - they also would like to begin offering Xmas Party nights & New year party night. They are the leading catering & event organiser in Inverclyde. Flexible Capacity's & sample menus choices. Endless possibilities to make your day special, regardless of budget. Family Run business with a great track record in delivering all events weddings, birthdays & party's nights.”

**ICE Scotland**  
Sponsored

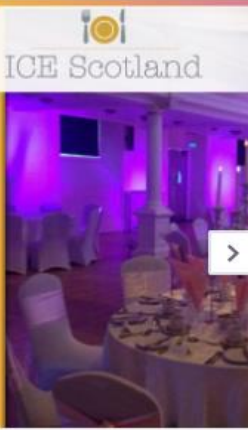
For the perfect wedding venue, consider Greenock Town Hall, Port Glasgow Town Hall or Gourock Town Hall. We are the leading catering & event organisers in Inverclyde. With us your possibilities are endless. We are currently taking bookings for Xmas party nights and Hogmanay Ball, get in touch to book today.



Greenock Town Hall

Your possibilities are endless

[LEARN MORE](#)



Port Glasgow Town Hall

Flexible capacity

## STRENGTHS:

- Clear brief & objective
- Specific focus
- Engaging design

- Club House 1896

Catering Franchise within the Ashley Wood Golf Club in Dorset, England

[www.facebook.com/clubhouse1896](http://www.facebook.com/clubhouse1896)

[www.ashleywoodgolfclub.com/members/lhm-clubhouse-1896](http://www.ashleywoodgolfclub.com/members/lhm-clubhouse-1896)

**OBJECTIVE:**

*Drive reservations and appointments*

**ADDITIONAL INFO:**

- *Open 7 days a week Mon-Fri 9-5 and Sat/Sun 8-5*
- *Club House 1896 serves good food in a relaxed atmosphere*
- *Breakfasts up to 12pm Bar Snack Sandwiches & Light Snacks / Main Courses with a specials menu.*
- *Gluten free & Vegetarian*
- *Build your own burger or hot dog*
- *Monthly themed Evenings 6pm-8pm*
- *Private dining room*
- *Parties catered for - private events - from 10 to 40 guests*
- *Beautiful views across the golf course.*
- *Outside sitting areas*
- *Plenty of free parking*
- *Located between Wimborne & Blandford*
- *Open all year*



- Leicester Appliance Repairs  
Appliance Repairs in Leicester, England

[www.marksappliancerepairleicester.co.uk](http://www.marksappliancerepairleicester.co.uk)

[www.facebook.com/Appliance-Repairs-140480232959967](https://www.facebook.com/Appliance-Repairs-140480232959967)

**OBJECTIVE:**

*Drive reservations and appointments*

**ADDITIONAL INFO:**

*Please design a carousel advert. Please target call to action with headline "Leicester Appliance Repairs" Other usp's are low cost call out charge and helpful advice. Customer deals in washing machines, dishwashers, cookers oven.*

*Therefore these are the 3 sides of the business and need appropriate photo for each.*

*Another USP is Mark works on his own so please personalise call to action to say "Call Mark".*

- Lloyd K. Benedict – Attorney at Law  
Lawyers in Tulsa, OK

[www.benedictlawoffice.com](http://www.benedictlawoffice.com)

**OBJECTIVE:**

*Promote business*

**ADDITIONAL INFO:**

*Call a lawyer Lloyd*

*All Types of Injuries.*

*No Injury Too Large or Small.*

*No office Visit Needed.*

*We can come to You.*

*No Fee if no Recovery!*

*We are a Local Law Firm focused on You & Your Needs.*

- Everything Barbeque  
BBQ equipment and accessories in  
Oklahoma

[www.everythingbbq.com](http://www.everythingbbq.com)

[www.facebook.com/EBBQUE/](http://www.facebook.com/EBBQUE/)

**OBJECTIVE:**

*Promote business*

**ADDITIONAL INFO:**

*Oklahoma's choice for outdoor kitchen equipment and the best selection of grills, smokers, and grilling accessories.*

*Friendly customer service, locally owned, Everything from grills to spices.*

*Visit website for more information*

- Improve and enrich your LinkedIn profile
- Produce the second Facebook post from today's exercise
- Produce mockups for the DEM/email and the landing page for your final assignment

- Guest lecturer: Matteo Di Palma, Head of Design and Creative at 77Agency
- He will share his and his team's experience with an innovative and challenging client
- You will also have the chance to get your hands dirty!



See you on  
Jun 7!

**SPD**