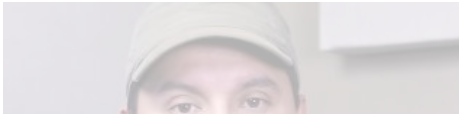


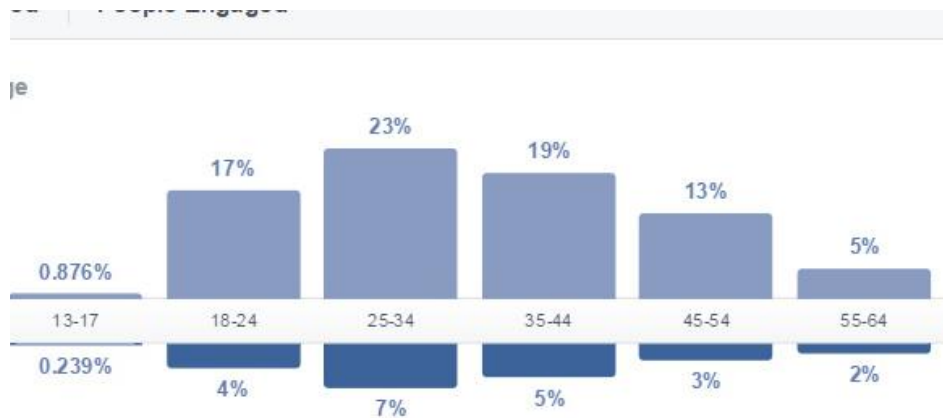
# SOCIAL MEDIA MANAGER

# RICHARD GARCIA





Enchantments  
@EnchantmentsID

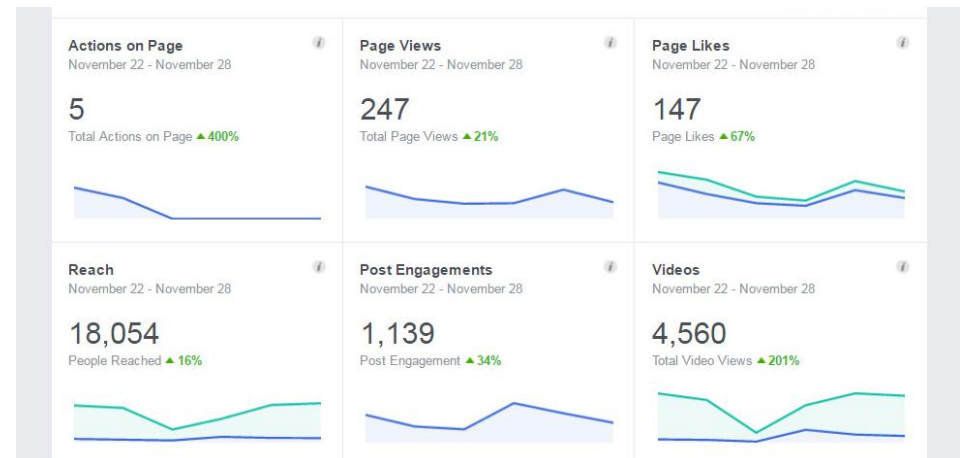


## Research And Planning

Reviewing previous posts, engagements and insights revealed that the average customer was spiritual yet not religious, between 18-54, and predominately female.

## Current State Of Page

**PAGE LIKES:**  
**REACH: 18,054**  
**PAGE VIEWS: 247**  
**POST ENGAGEMENTS: 627**





# Learn More About Us

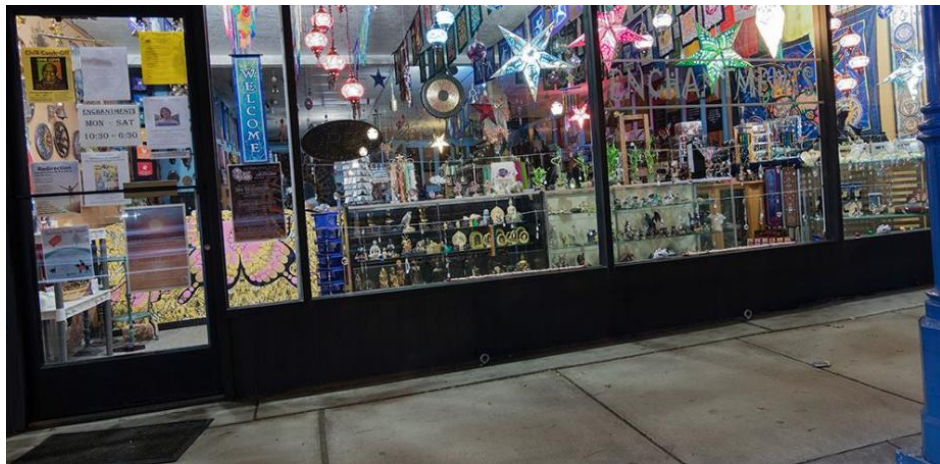
**DATE:** 11/26/2016–12/23/2016

**AMOUNT SPENT:** \$40.00

**AD TYPE:** Video

**REACH:** 10,553

**VIDEO VIEWS:** 9,253



# Creating Brand Awareness

**DATE:** 11/20/2016–11/25/2016

**AMOUNT SPENT:** \$40.00

**AD TYPE:** Video

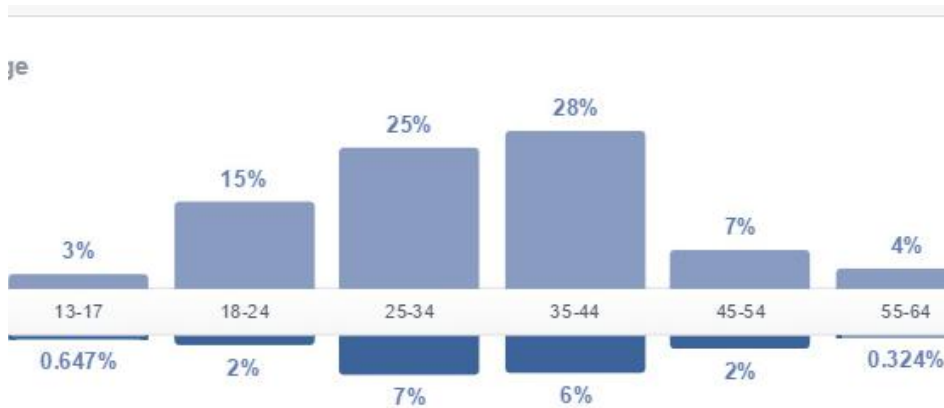
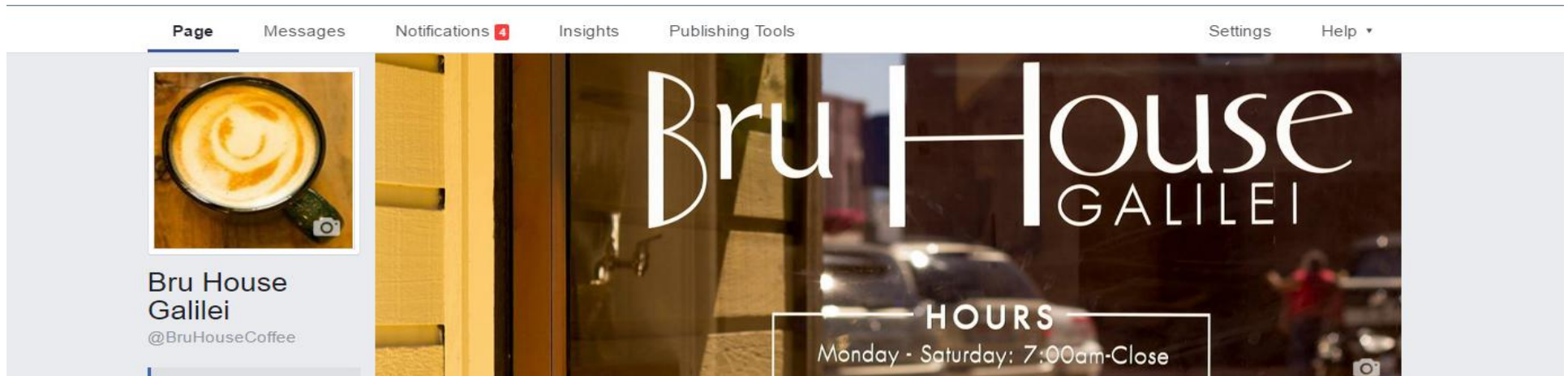
**REACH:** 7,340

**VIEWS:** 3,733



# Leveraging Organic Growth

Seeing the positive response from viewer, it was decided to advertise this post with a modest budget of \$7.00. The result was tremendous engagement. Over 214 likes, 3 shares, and many followers were gained. Small ads are continuously put out on posts that do well in addition to posts designed specifically as ads.

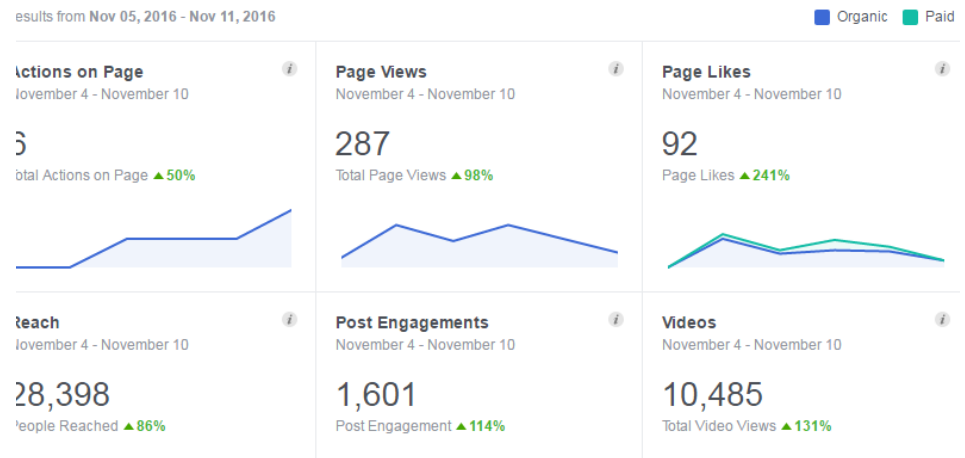


## Current State Of Page

**PAGE LIKES: 704**  
**REACH: 18,444**  
**PAGE VIEWS: 184**  
**POST ENGAGEMENTS: 627**

## Research And Planning

By visiting this coffee shop in person and then reviewing the main audience, women 25-44 years old, a decision to focus on a feminine tone could be made. Page focus is on artistic lifestyle vs. selling a product.





## Selling Community

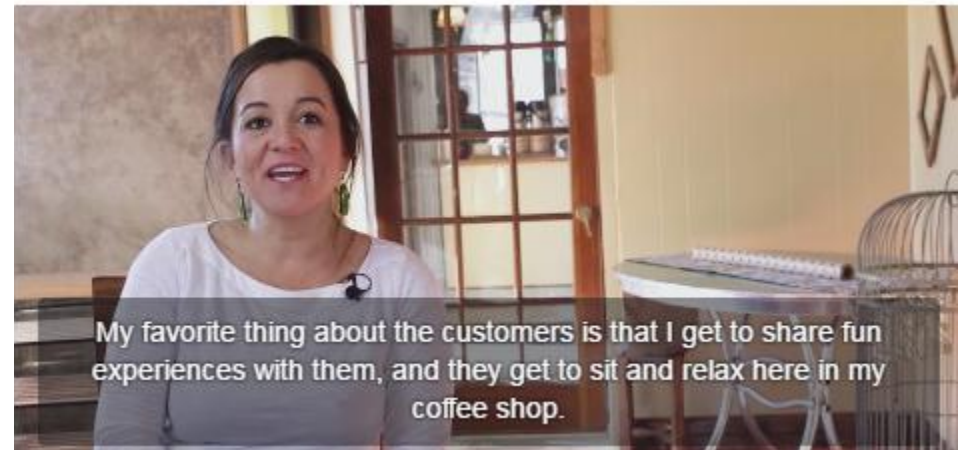
DATE: 10/06/2016–10/14/2016

AMOUNT SPENT: \$80.00

AD TYPE: Video

REACH: 17,572

VIDEO VIEWS: 11k



## Getting Recognition

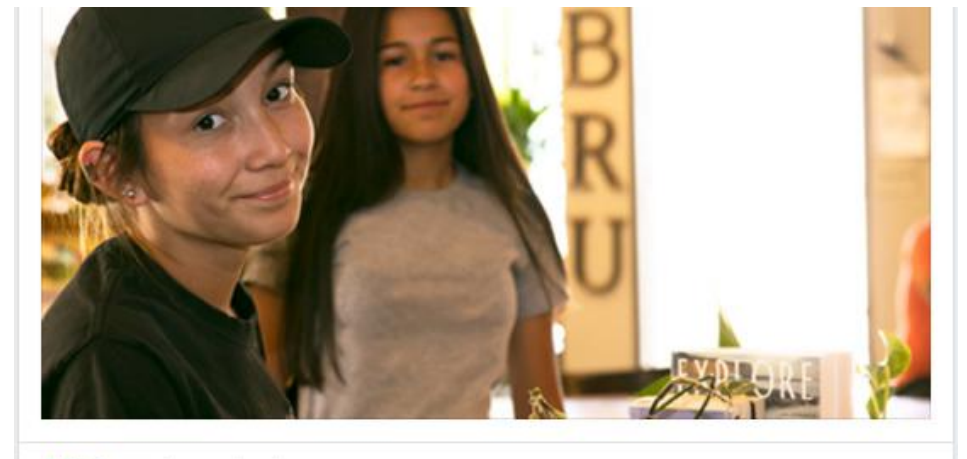
DATE: 09/15/2016–09/18/2016

AMOUNT SPENT: \$27.59

AD TYPE: Single Image

REACH: 5,632

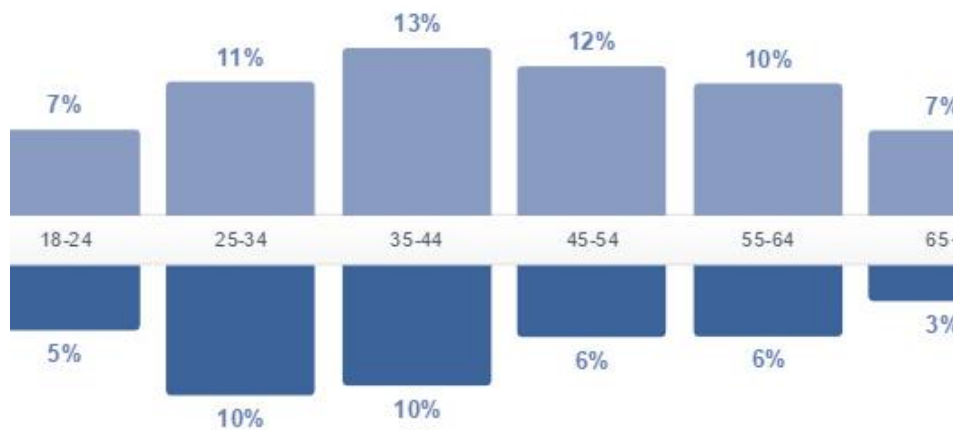
AD RECALL LIFT: 670 v





Merlins TV

@merlins



## Research and Planning

Upon receiving this client it came to my surprise that 60% were women. Keeping this in mind, I will occasionally add a slight feminine feel to my posts on furniture.

## Current State Of Page

PAGE LIKES: 2,287

REACH: 9,943

PAGE VIEWS: 26

POST ENGAGEMENTS: 71

results from Nov 05, 2016 - Nov 11, 2016

Organic Paid

### Actions on Page

November 4 - November 10

3

Total Actions on Page ▲50%



### Page Views

November 4 - November 10

287

Total Page Views ▲98%



### Page Likes

November 4 - November 10

92

Page Likes ▲241%



### Reach

November 4 - November 10

28,398

People Reached ▲86%

### Post Engagements

November 4 - November 10

1,601

Post Engagement ▲114%

### Videos

November 4 - November 10

10,485

Total Video Views ▲131%

## Clearing Out Old Inventory

DATE: 10/07/2016–10/10/2016

AMOUNT SPENT: \$29.99

AD TYPE: Carousel

REACH: 5,848



## On Brand Humor

Using a meme in conjunction with short direct text about the TV show “The Office,” encourages brand awareness without over selling.

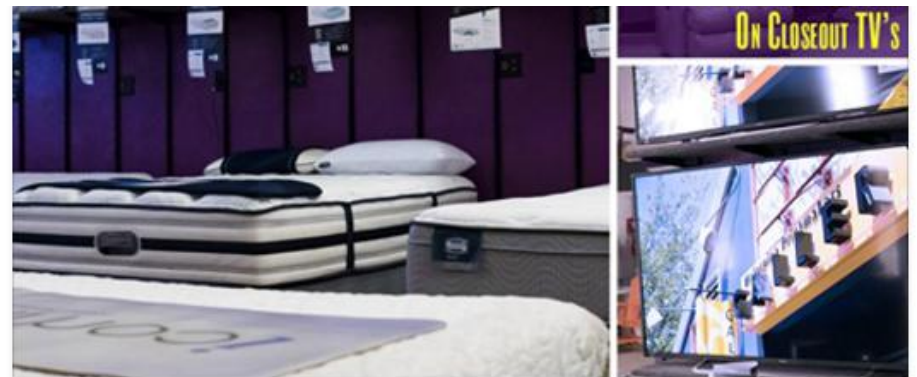
## Selling With Layout

DATE: 9/30/2016–10/03/2016

AMOUNT SPENT: \$29.99

AD TYPE: Single Image

REACH: 5,187



Come See The Savings For Yourself.

With up to 70% off on mattresses and 4yr service plans for TVs on closeout, it's A





Janie Hall,  
Realtor -



## Research and Planning

Unlike previous clients, Realtors primarily use Facebook to push ads with little focus on likes and organic engagement. This is because of the high ticket price of homes. There is little need to remind clients to “buy again.” Focus is instead focused on Realtor’s city demographics.

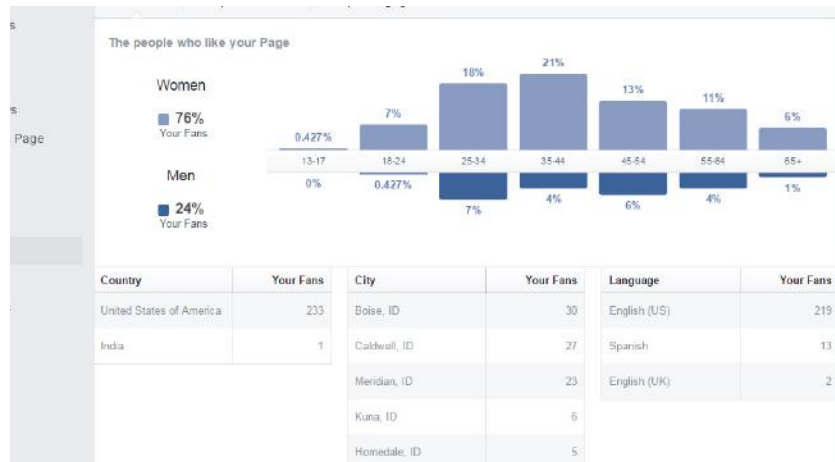
## Current State Of Page

**PAGE LIKES: 234**

**REACH: 3,493**

**PAGE VIEWS: 6**

**POST ENGAGEMENTS: 201**



### Actions on Page

November 22 - November 28



We don't have data to show you this week.

### Page Views

November 22 - November 28

6

Total Page Views ▼25%



### Page Likes

November 22 - Novemt

1

Page Likes ▼75%



### Reach

November 22 - November 28

5,173

People Reached ▼24%

### Post Engagements

November 22 - November 28

201

Post Engagement ▼44%

### Videos

November 22 - Novemt

10

Total Video Views ▲23%



## High Purchase High Detail

DATE: 10/06/2016–10/09/2016

AMOUNT SPENT: \$29.99

AD TYPE: Carousel

REACH: 3,523



Fallon gives shout-out to Farmstead Corn Maze

## Making Something Out Of Nothing

DATE: 09/22/2016–09/25/2016

AMOUNT SPENT: \$26.14

AD TYPE: Carousel

REACH: 2,923

## Watching Local Trends

Scouring Google's news tab can yield high quality, sharable content. This post received higher engagement than average.



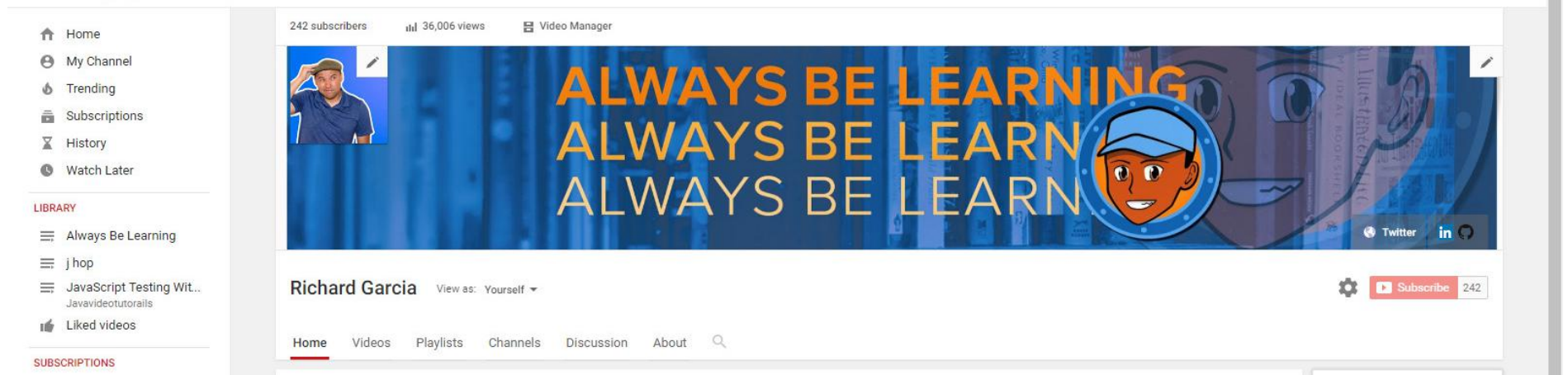
Picture this, we're building your dream home.



With 1.31 acres of space, you

# ADDITIONAL SKILLS



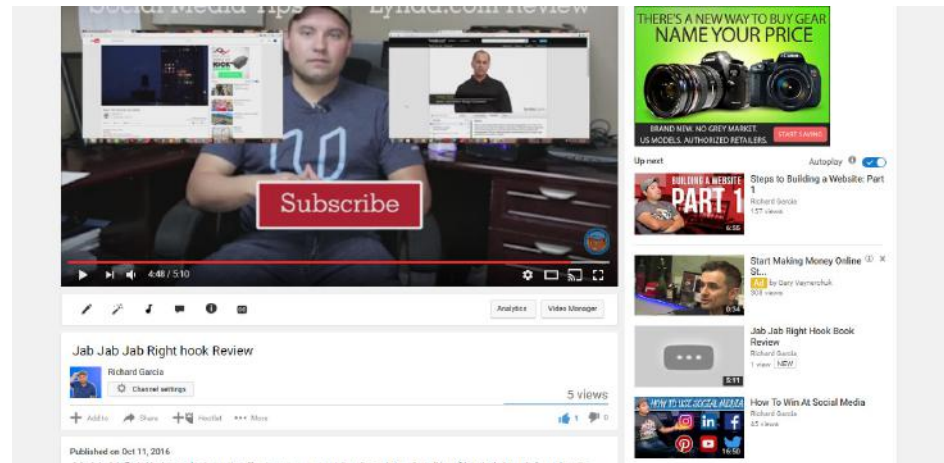


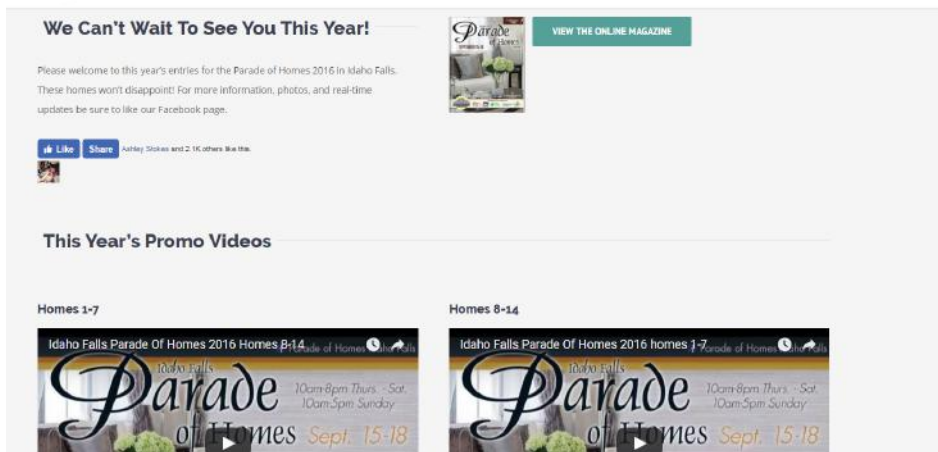
# Always Be Learning On YouTube

Welcome to my YouTube Channel where I share my passion for learning and improve my video editing. Becoming a content creator provides me the opportunity to learn about marketing and analytics on YouTube.

## Gaining Popularity

In 8 months I've amassed over 52,000 views and gained 317 subscribers. With only 43% of my audience coming from the US, this is truly an international channel.





## Getting Resourceful

Briefing for this project was, brief. A few pamphlets, an Illustrator file of the logo, and a url to a flicker account containing photographs of the homes was provided. Every file was compressed to optimize performance and additional photos were gathered from Eastern Idaho Homebuilders Facebook page.

## Building with WordPress

The project was made with only two weeks notice and was expected to be completed in addition to social media duties. It was finished on time and used customized with CSS and some JavaScript snippets.

