

# Digital Marketer – Content Creator



Sarah Brooks  
brooksby08@gmail.com

## PORTFOLIO

- **Goal Planning**
- **Website Management**
- **Content Creation**
- **Digital and Social Media Execution**

# CREDENTIALS

- ❖ 10+ years of writing experience
- ❖ 2+ years of social media marketing experience
- ❖ 1+ years of teaching digital marketing
- ❖ Eager to learn new marketing concepts and digital trends!!!

# WORK FLOW

---

- ❖ Learn about company's overall objectives
- ❖ Understand customer and competitor profiles
- ❖ Provide S.M.A.R.T goals based on company's objectives and current challenges
- ❖ Brainstorm tactics to achieve marketing goals using social media and email marketing
- ❖ Create online content calendar that aligns with company objectives
- ❖ Establish KPIs for organic and paid marketing
- ❖ Analyze data for future posting and paid campaigns
- ❖ Create reporting for executives

# S.M.A.R.T GOALS

---

## Company Examples



Increase traffic to the website by 20% in order increase outbound clicks to retailer sites.



Increase each social media platform by 10% in order to direct more people to the web site.



Increase the email database by 20% in order to increase e-commerce sales and product awareness

# WEBSITE MANAGEMENT

## Word Press - Maintenance - SEO

### Analysis

^ Good results (12)

- The focus keyword appears in the first paragraph of the copy.
- The keyword density is 1.7%, which is great; the focus keyword was found 5 times.
- The meta description contains the focus keyword.
- The meta description has a nice length.
- The images on this page contain alt attributes with the focus keyword.
- The text contains 302 words. This is more than or equal to the recommended minimum of words.
- This page has 0 nofollowed outbound link(s) and 1 normal outbound link(s).
- This page has 0 nofollowed internal link(s) and 1 normal internal link(s).
- The SEO title contains the focus keyword, at the beginning which is considered to improve rankings.
- The SEO title has a nice length.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.

### Yoast SEO

[Need help?](#)

Readability Keyword: large whiskey barrel + Add keyword

Snippet preview

**Large Whiskey Barrel Planter, 22.5" Diameter in Birchwood**  
www.southernpatio.com/hdr-046844-22-5-large-whiskey-barrel-planter-birchwood/ ▼  
Our large whiskey barrel planters will create a perfect combination of elegance and simplicity to your outdoor or indoor living space with a country feel.

Edit snippet

SEO title

Large Whiskey Barrel Planter, 22.5" Diameter in Birchwood

Slug

hdr-046844-22-5-large-whiskey-barrel-planter-birchwood

Meta description

Our large whiskey barrel planters will create a perfect combination of elegance and simplicity to your outdoor or indoor living space with a country feel.

Close snippet editor

Focus keyword

large whiskey barrel

☐ This article is [cornerstone content](#)

# CONTENT CREATION

## Blogging – Copy Writing





**SOUTHERN PATIO.**  
Products Inspiration About


★ | Inspiration | Container Gardening 101 | Succulent Garden

◀ prev article


### Succulent Garden

posted on 01/23/18 by Southern Patio

share this article  > 4 |  > 78 |  > 0 | 




Succulent gardens are easy to create and maintain during the winter months when you can't go outside to garden. Their **low maintenance status** is attributed to their leaves, stems, and roots where they store water so their upkeep is pretty minimal. As a table centerpiece or a unique addition to your collection of house plants, these container gardens certainly add character to décor.





 **Planter Projects**  



### How to Create a Beautiful Container Garden


A beautiful container garden is a pleasing focal point on any patio and includes varying elements such as color, size, and texture. Creating one that will last all season long shouldn't take a ton of time and also should allow you to explore your creative side. We used the Thriller, Filler, Spiller gardening method for this particular decorative pot and chose flowers with contrasting colors.

get started



share  > 19 |  > 37 |  > 0 | 

 **\$19<sup>98</sup>** 

 Model # HDR-023395 ★★★★★ (22)  
**22-1/2 in. Dia Rustic Oak Resin Whiskey Barrel Planter**

Product Overview Specifications Questions & Answers Customer Reviews

### Product Overview

Bringing a charming look to your décor, this Rustic Oak Resin Whiskey Barrel Planter is the perfect gardening accessory. Boasting a simplistic look, these resin barrel planters feature built-in UV protectors for crack and fade resistance. The perfect way to display your vibrant blooms or vegetable arrangements, these faux-wood planters are weather-resistant to provide long-lasting style and are ideal for large-sized plants.

- HDR construction for a durable planter
- Lightweight design is easy to use
- Weather resistant to prevent warping, splitting and cracking
- UV resilience prevents color fading and discoloration
- 22.5 in. for large-sized plants

**Info & Guides**

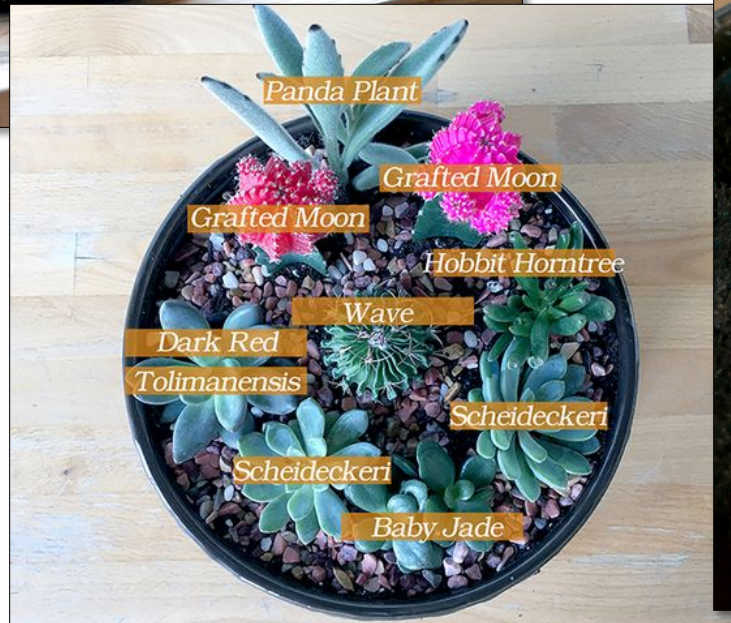
- [Instructions / Assembly](#)

You will need Adobe® Acrobat® Reader to view PDF documents. Download a free copy from the Adobe Web site.



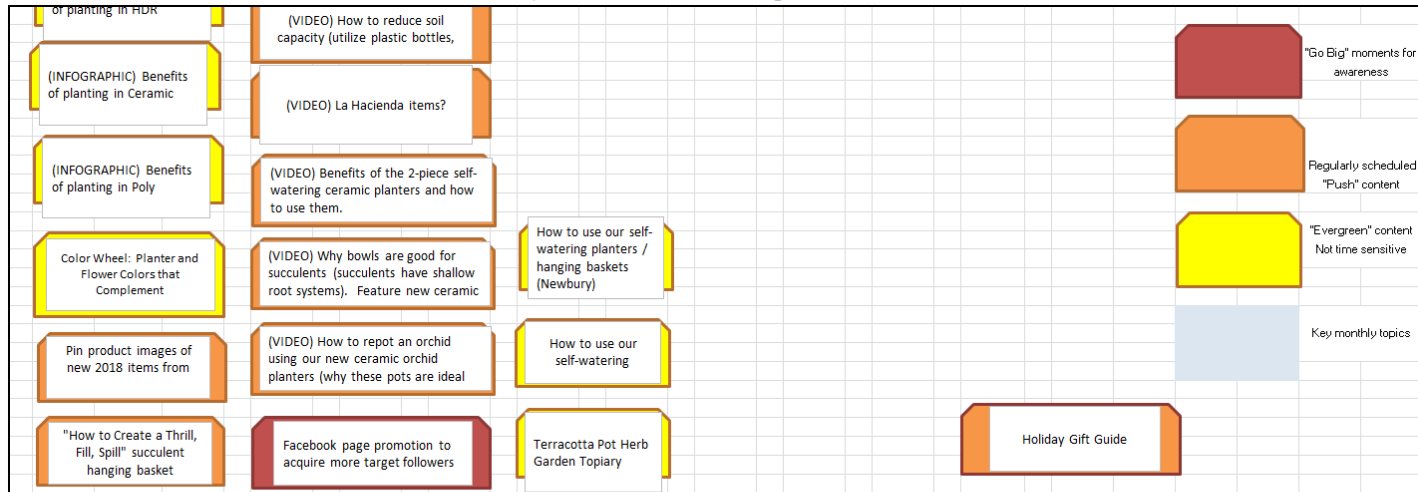
# CONTENT CREATION

Photography – Graphic Design



# CONTENT MARKETING

## Yearly Planning - Editorial Calendar



EDITORIAL CALENDAR				SOUTHERN PATIO			
Publish Month	Type of Content	Author	Go Big / Push / Evergreen	Topic / Title	Assets Needed	Digital Outlets	
Mr. - Mei.	paid campaign	Sarah B.	Go Big	Promote dotcom sku content as needed	Money for campaign	Facebook, Instagram, Pinterest	
Mr. - Mei.	paid campaign	Sarah B.	Go Big	March 1: Facebook page promotion to acquire more target followers	Money for 28-day campaign	Facebook	
Mr. - Mei.	Video	Chelsea	Push	Grower self-watering (tentative)	Grower self-watering pots	Publish on YouTube > Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer sites	
Mr. - Mei.	Video	Chelsea	Push	OPP Self-watering	OPP self-watering pots	Publish on YouTube > Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer sites	
Mr. - Mei.	Video	Chelsea	Push	Benefits of HDR planters	sailor blue devyn planter, bone newland square	Publish on YouTube > Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer sites	
Mr. - Mei.	Video	Chelsea	Push	Benefits of CMX planters	black porter urn, chinchilla colony square	Publish on YouTube > Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer sites	
Mr. - Mei.	Video	Chelsea	Push	Benefits of ceramic planters	gracie bowl, lorna planter	Publish on YouTube > Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer sites	
Mr. - Mei.	Video	Chelsea	Push	Flamingos	pink flamingos, TEAMingos, BABYmingos	Publish on YouTube > Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer sites	
Mr. - Mei.	Web site post	Chelsea	Push	Spring Planter Preparation (March)	Sailor Blue Devyn, Galvanized Square	Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer site	
Mr. - Mei.	Web site post	Chelsea	Push	Avoid these Container Gardening Mistakes (April)	15 gal. Bright Blue Watering Can, 16" Colony Square Planter, Chinchilla, 21" Newland Square Planter, Bone	Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer site	
Mr. - Mei.	Web site post	Chelsea	Push	Create a Hanging Basket Arrangement for Mom (May)	Ames hand shovel, 14in GALLWAY HANGING PLANTER Teal	Publish to sp.com > Pin to Pinterest > Share on Facebook > Share on Instagram > Share in Newsletter > Share on retailer site	



# SOCIAL MEDIA MARKETING

---

## Content – Scheduling – Ads – KPI



Grew company's account to over 1,900 followers.  
Number one referral source to company's web site.



Created a business Facebook page in 2016 in order to engage and more targeted core audience with ads.  
- Grew following to over 7,100 fans



Created a business Instagram page in 2017 in order to appeal with target core audience making online purchases.  
- Millennials

## Facebook Highly Engaging Content

**Post Details**

**Ann Ferrell Snowden** Melissa Schaffhauser Ferguson look I need to do this  
Like · Reply · Message · 8w 2

**Melissa Schaffhauser Ferguson** I have a black pot on the side of the house you can have...over there by Julia's bedroom  
Like · Reply · Message · 8w 1


**Amanda Strickland Fouraker** Susan Kittrell Strickland  
Like · Reply · Message · 8w

**Jimmy Debbie Mote** Love this picture!  
Like · Reply · Message · 8w 1

**Susan Beesley** Very creative!  
Like · Reply · Message · 8w 1

**Michelle Ball Grogard Jennifer Ball Carfagno**  
Like · Reply · Message · 4w

Write a comment...  
Press Enter to post.



**a Spilled Flower Garden Whiskey Barrel**  
whiskey barrel, some shade and a ton of gorgeous...

Reactions, Comments and Shares  
Up to \$30 to reach up to 8,900 people.

**3,187 people reached** Boost Post

Mary Bacskai, Cathy Everidge and 88 others 5 Comments 27 Shares

Like Comment Share

**Performance for Your Post**

**3,187** People Reached

**172** Reactions, Comments & Shares

101 Like	82 On Post	19 On Shares
14 Love	9 On Post	5 On Shares
1 Haha	1 On Post	0 On Shares
29 Comments	11 On Post	18 On Shares
27 Shares	27 On Post	0 On Shares

**125** Post Clicks

0 Photo Views	51 Link Clicks	74 Other Clicks
---------------	----------------	-----------------

**NEGATIVE FEEDBACK**


2 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts


# SOCIAL MEDIA MARKETING

## Facebook Ads

**Southern Patio**  
Sponsored · 🌐

👍 ...


Ready to ship to you! Try our glossy and durable Porter Urn planter on your front porch this season - available online at The Home Depot.



homedepot.com  
**Ivory Porter Urn Planter**  
Buy the durable Porter Urn now ...


LEARN MORE

👍 Like    💬 Comment    ➦ Share

**Southern Patio**  
Sponsored · 🌐

👍 Like Page

How do you create this spilled garden? Sign up to receive updates in container gardening projects and how-to advice.



**Southern Patio Newsletter**  
Everything container gardening!

239 Reactions   6 Comments   1 Share

👍 Like    💬 Comment

**Southern Patio**  
Sponsored

Suggested Page

Whatever the weather, look to the experts in indoor and outdoor container gardening.



**Southern Patio**  
Patio/Garden  
7154 people like this

👍 Like Page


	GOAL	ACTUAL
Reach	12,000	28,735
Link Clicks	220	374

	GOAL	ACTUAL
Reach	6,300	10,362
New Leads	350	345

	GOAL	ACTUAL
Reach	20,000	28,784
Page Likes	4,000	2,058

# SOCIAL MEDIA MARKETING


## Pinterest Highly Engaging Content

 **Planter Projects**  
**How to Create a Spilled Whiskey Barrel Garden**





Outdoor Gardening




Outdoor DIY container gardening projects are straying more from the norm of just setting a planter of mums on a front porch. Whimsical concepts involving decorative planters have been popping up over the past few years, taking ordinary landscaping into the extraordinary.


One concept that we at Southern Patio have been in awe over is the Spilled Garden. This idea essentially involves planting in a container outside so as to create an effect of spilling flowers on the ground. We decided to give it a try with our very own 22.5" HDR® Whiskey Barrel.




[get started](#)

[share](#)  118  2917  0 



**HOW TO**  
**PLANT A**  
**SPILLED**  
**WHISKEY BARREL**  
**GARDEN**



[Send](#) [Save](#)

**15.2k**  
Impressions

**109**  
Saves

**322**  
Clicks

[See more stats](#)

Last 30 days. Only you can see this


**How to Create a Spilled Flower Garden Whiskey Barrel**

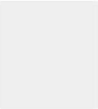
A Southern Patio whiskey barrel, some shade and a ton of gorgeous flowers can create a whimsical looking spilled garden.

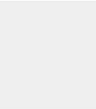
[Read it](#)

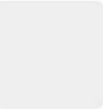
**Photos and comments**

**1 photo** **Comments**










Tried this Pin? Add a photo to show how it went

[Add photo](#)

 **You saved to Planting Creative**  
A Southern Patio Whiskey Barrel, some shade and a ton of gorgeous flowers can create a whimsical looking spilled garden.



# SOCIAL MEDIA MARKETING

## Pinterest Ads



	GOAL	ACTUAL
Impressions	19,000	55,738
Saves	70	54
Clicks	50	75
Web Site Conversions	4	9

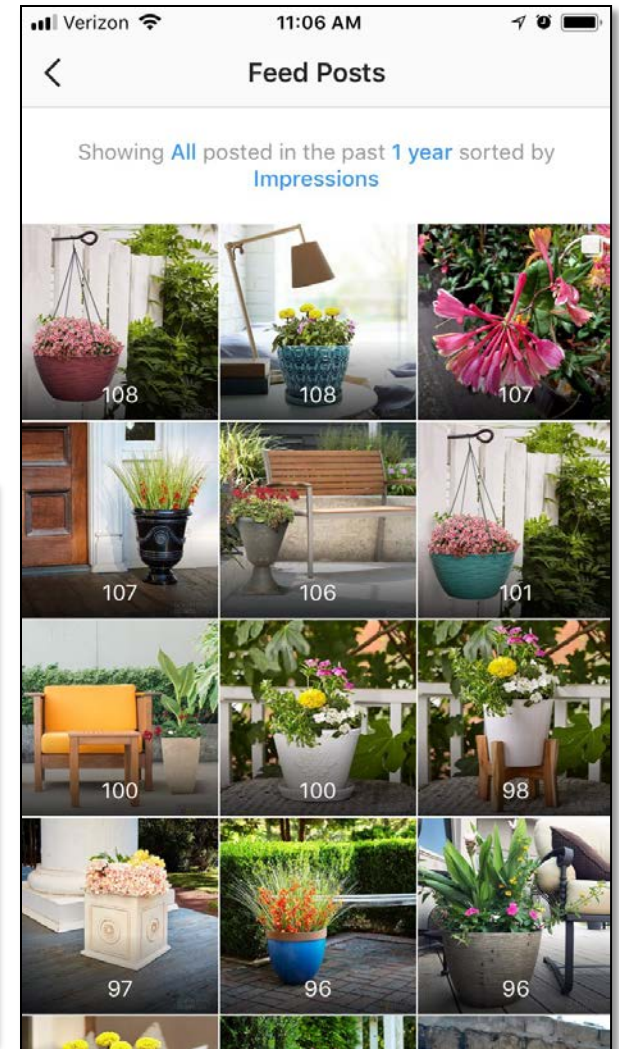
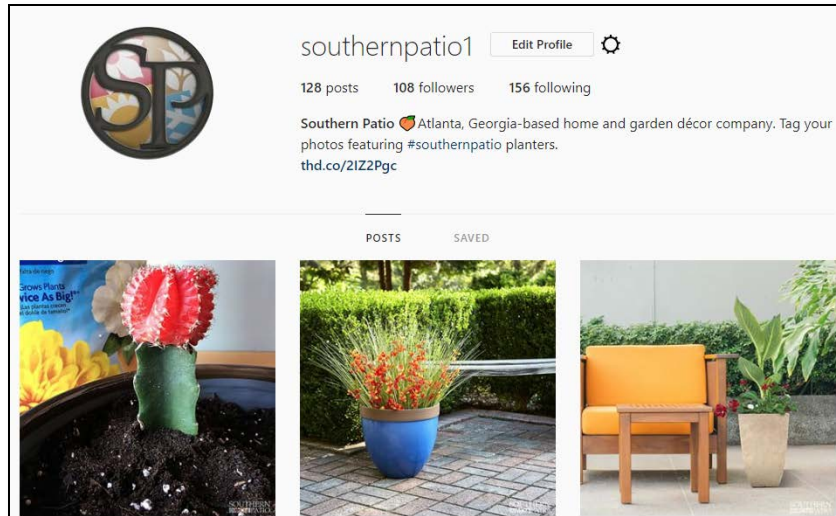


	GOAL	ACTUAL
Impressions		18,496
Saves		60
Clicks		42
Web Site Conversions		3



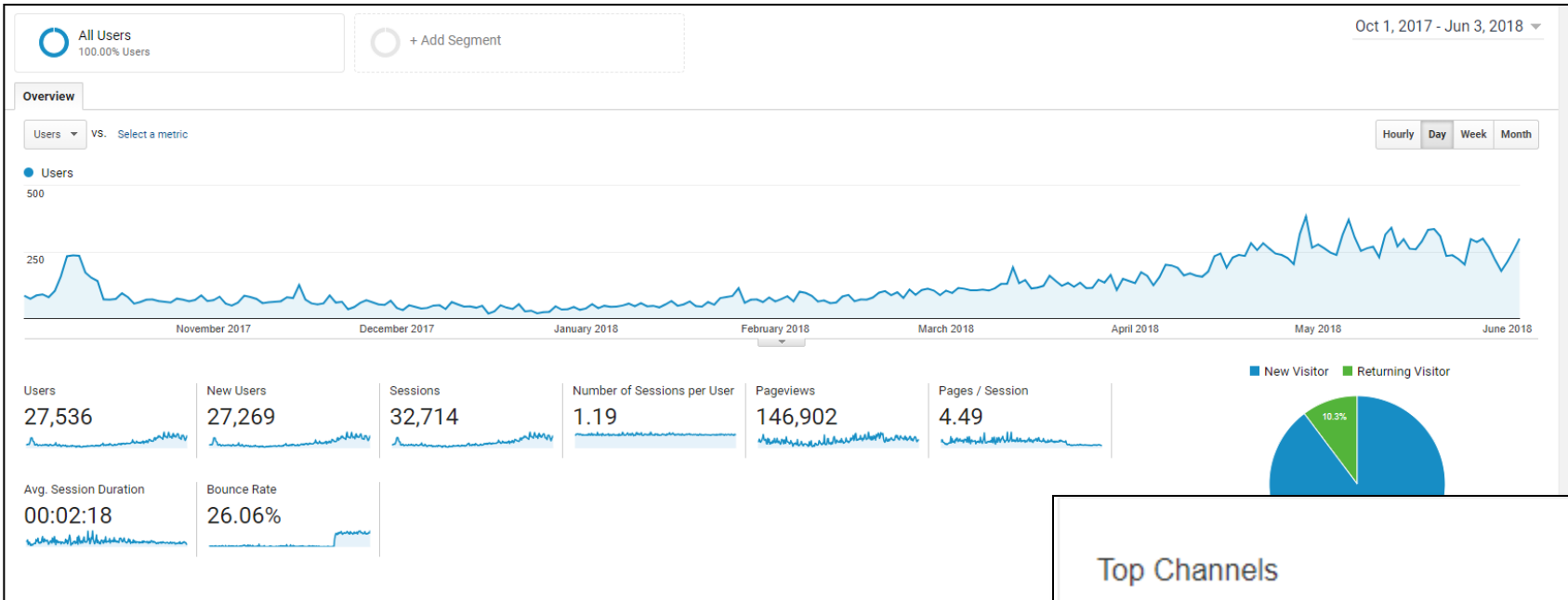
# SOCIAL MEDIA MARKETING

## Instagram Highly Engaging Content

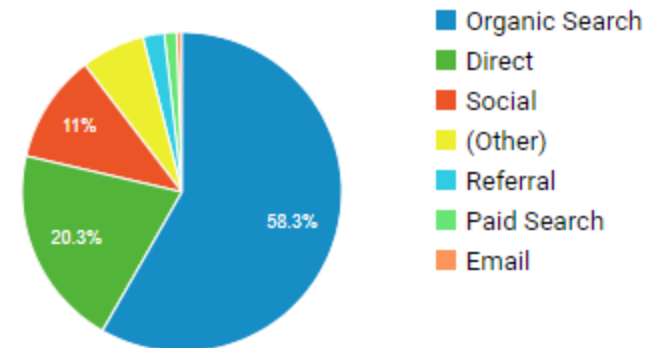


# ANALYTICS

## Google - Social Media

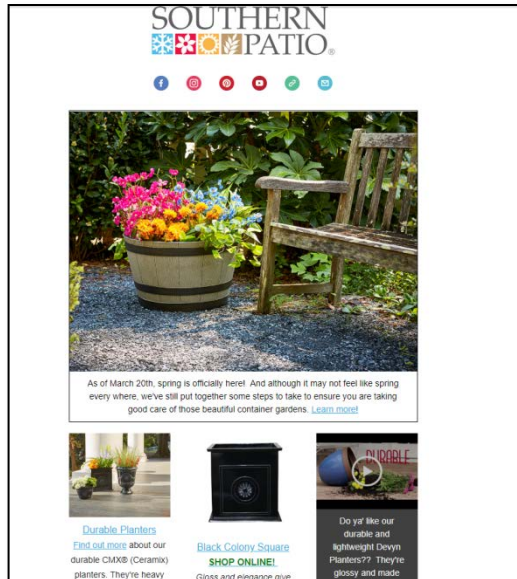


### Top Channels

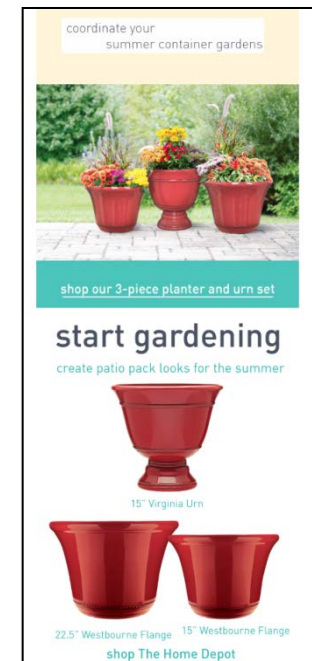


# EMAIL MARKETING

## Monthly Content – Item Promotion



Open rate	21.0%	Click rate	3.5%
List average	21.8%	List average	3.5%
Industry average (Home and Garden)	17.4%	Industry average (Home and Garden)	2.2%



Open rate	43.2%	Click rate	3.3%
List average	21.8%	List average	3.5%
Industry average (Home and Garden)	17.4%	Industry average (Home and Garden)	2.2%

# TECHNOLOGY



Google Analytics



MailChimp

Ps



Id

Pr

bitly

Google

Keyword Planner

Ai

Google  
AdWords



Hootsuite™