

Digital Marketer - Content Creator



Sarah Brooks
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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

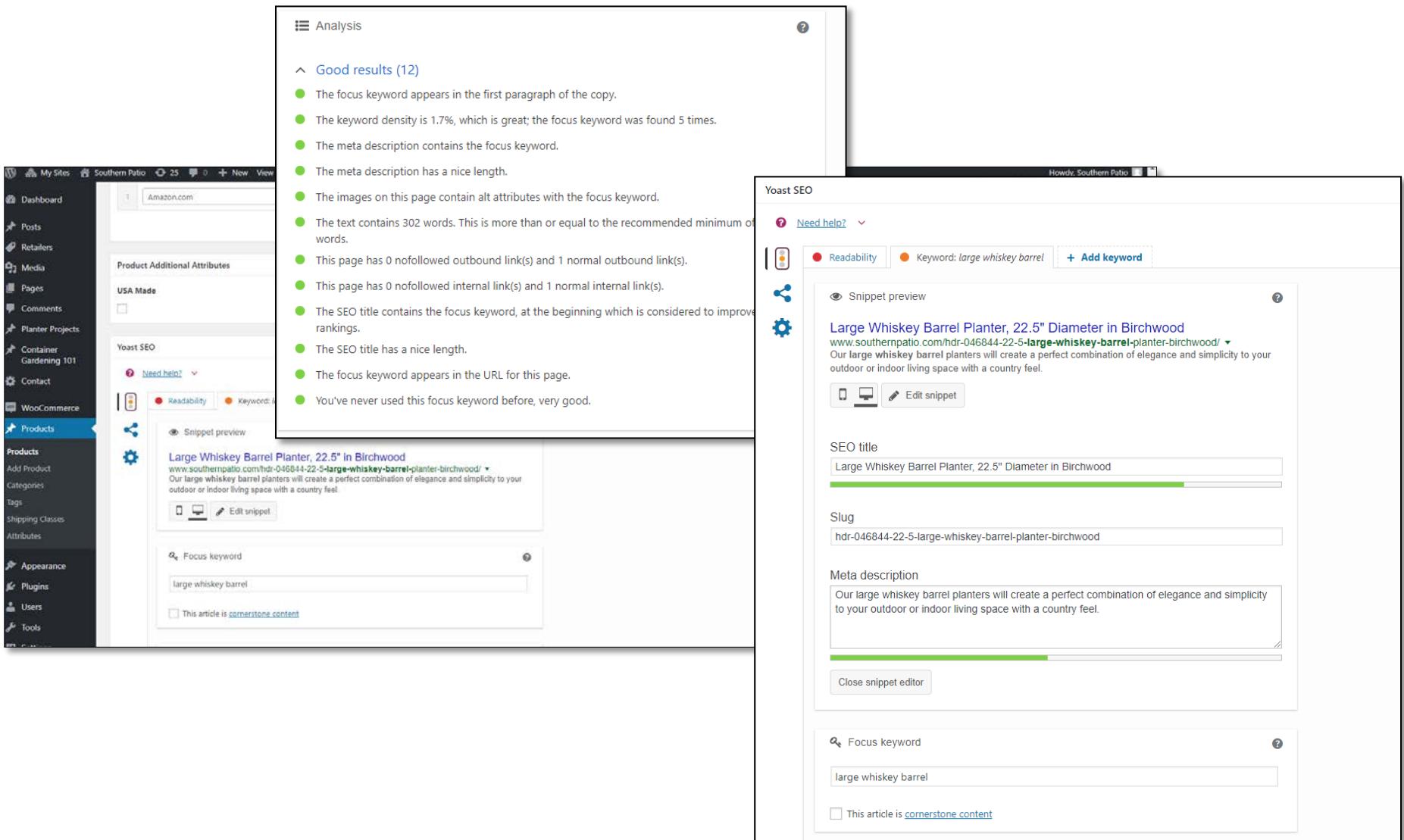
S.M.A.R.T GOALS

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



The screenshot displays the WordPress dashboard with the Yoast SEO plugin active on a product page for a "Large Whiskey Barrel Planter".

Left Sidebar (Products):

- My Sites
- Southern Patio
- 25
- New
- View
- Dashboard
- Posts
- Retailers
- Media
- Pages
- Comments
- Planter Projects
- Container Gardening 101
- Contact
- WooCommerce
- Products**
- Add Product
- Categories
- Tags
- Shipping Classes
- Attributes
- Appearance**
- Plugins
- Users
- Tools

Product Page Content:

Product Additional Attributes: USA Made

Yoast SEO: [Need help?](#)

Readability: **● Readability** Keyword: **● Keyword: large whiskey barrel** [+ Add keyword](#)

Snippet preview: Large Whiskey Barrel Planter, 22.5" 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: [Edit snippet](#)

Focus keyword: **large whiskey barrel** This article is [cornerstone content](#)

Yoast SEO Settings (Right Panel):

- 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.
- 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.
- 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 | 

 \$19.98 

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 decor, 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

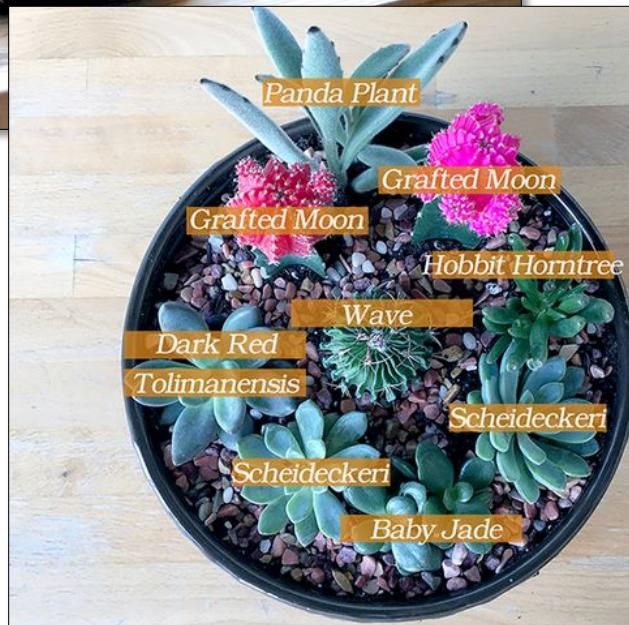
You will need [Adobe® Acrobat® Reader](#) to view PDF documents. Download a free copy from the [Adobe Web site](#).

CONTENT CREATION

Photography - Graphic Design



succulent
garden



CONTENT MARKETING

Yearly Planning - Editorial Calendar

EDITORIAL CALENDAR			SOUTHERN COMPATI
Publish Month	Type of Content	Auth.	"Go Big" / Push / Evergreen
JAN	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Go Big
FEB	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Go Big
MAR	Facebook page promotion to acquire more target followers	Chelsea	Push
APR	Terracotta Pot Herb Garden Topiary	Chelsea	Push
MAY	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
JUN	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
JUL	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
AUG	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
SEP	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
OCT	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
NOV	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
DEC	"How to Create a Thrill, Fill, Spill" succulent hanging basket	Sarah B.	Push
JANUARY: 2017 Year in Review - compilation of projects Southern Patio			
Promote as needed			
peak garden			

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

SOCIAL MEDIA MARKETING

Facebook Highly Engaging Content

Post Details

Ann Ferrell Snowden Melissa Schaffhauser Ferguson look I need to do this

Like · Reply · Message · 8w

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

View more replies

Amanda Strickland Fouraker Susan Kittrell Strickland

Like · Reply · Message · 8w

Jimmy Debbie Mote Love this picture!

Like · Reply · Message · 8w

Susan Beesley Very creative!

Like · Reply · Message · 8w

Michelle Ball Grogard Jennifer Ball Carfagno

Like · Reply · Message · 4w

Write a comment...

Press Enter to post.

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

125 Post Clicks

0	51	74
Photo Views	Link Clicks	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](#)

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

 **Southern Patio**
Sponsored

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



Suggested Page

 **Southern Patio**
Sponsored

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	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



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 

 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	18,496
Saves	60	60
Clicks	42	42
Web Site Conversions	3	3

SOCIAL MEDIA MARKETING

Instagram Highly Engaging Content

southernpatio1 Edit Profile

128 posts 108 followers 156 following

Southern Patio 🍎 Atlanta, Georgia-based home and garden décor company. Tag your photos featuring #southernpatio planters.

thd.co/2IZ2Pgc

POSTS SAVED

southernpatio1 southernpatio1

southernpatio1 Find a hook. Any old hook! Our Wave hanging baskets bring your container gardening to a higher level. Check out our other colors, link in bio!

southernpatio1 #southernpatio #planters #outdoorgardening #garden #gardening #plant #plants #instaplants #instagardeners #instahome #plantsofinstagram #plantstagram #plantlove #greenthumb #homedecor #homedesign #decoration #springplanting #springgardening #spring #springdays #summer #summersdays #containergarden #containergardening #containergardeningideas #thriller #filler #spiller

25 likes MARCH 27

Add a comment...

97 96 96

Verizon 11:06 AM

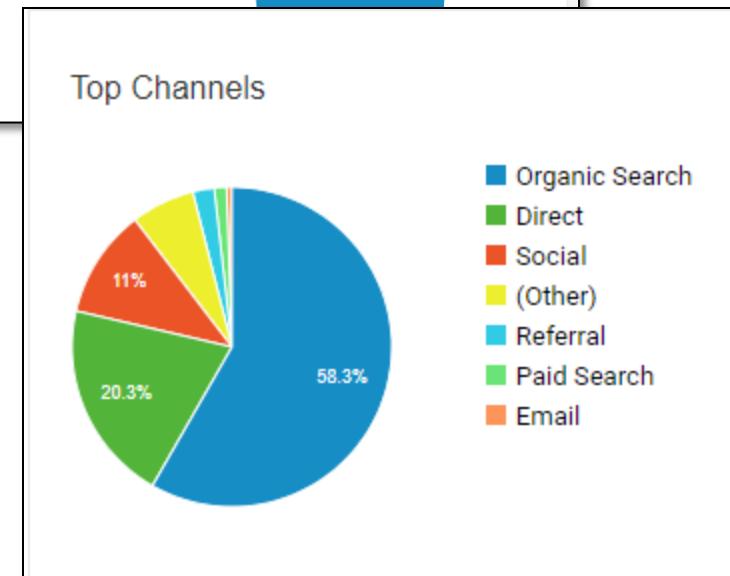
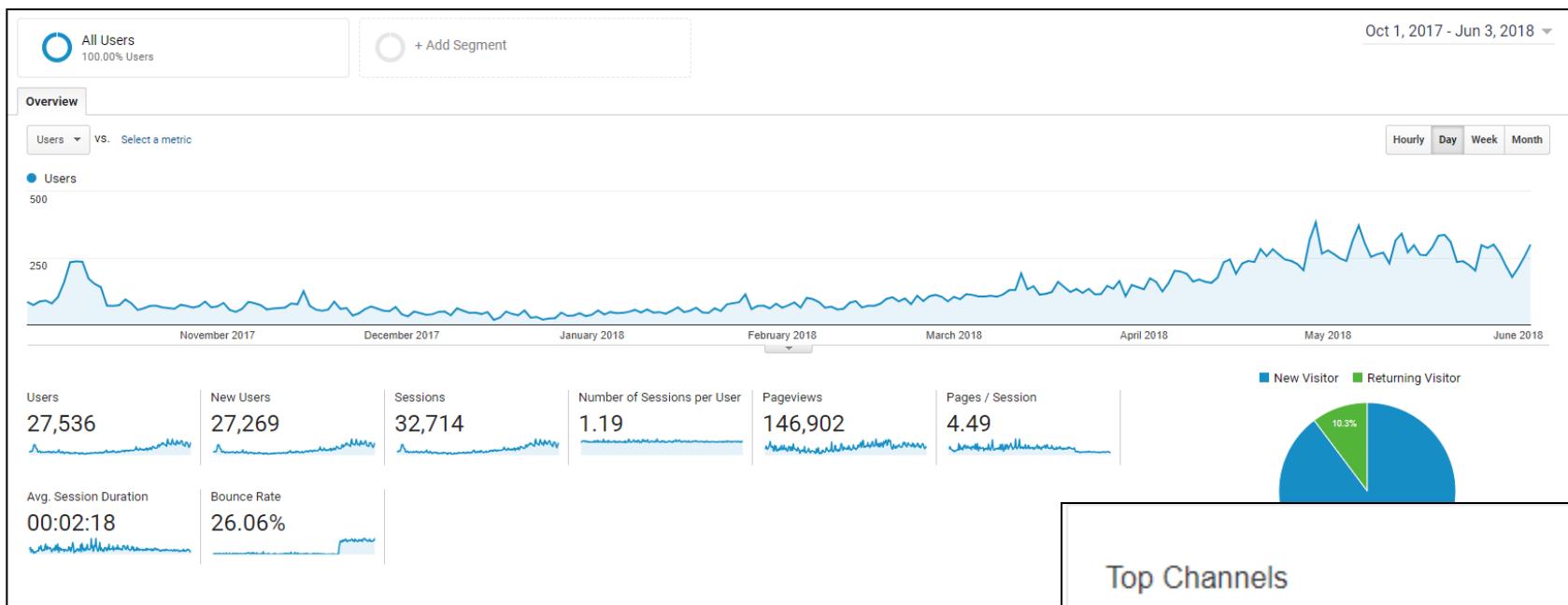
Feed Posts

Showing All posted in the past 1 year sorted by Impressions

Impressions	Post Preview
108	
108	
107	
107	
106	
101	
100	
100	
98	
97	
96	
96	

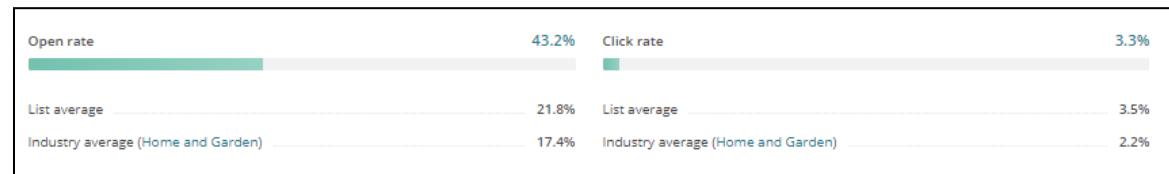
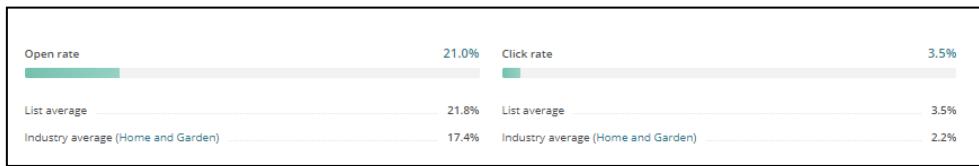
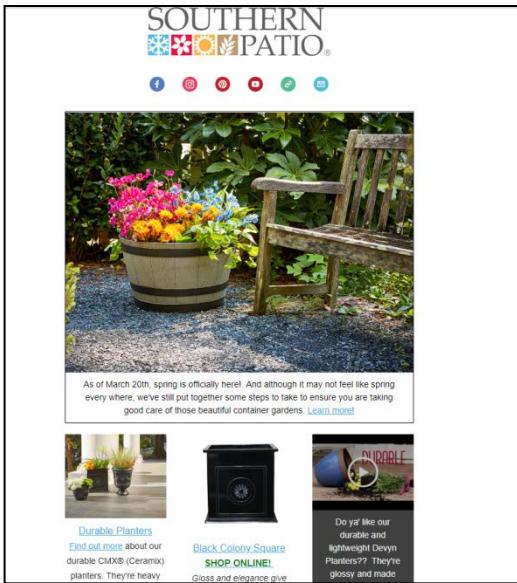
ANALYTICS

Google - Social Media



EMAIL MARKETING

Monthly Content - Item Promotion



TECHNOLOGY



Google Analytics



MailChimp



bitly



Hootsuite™