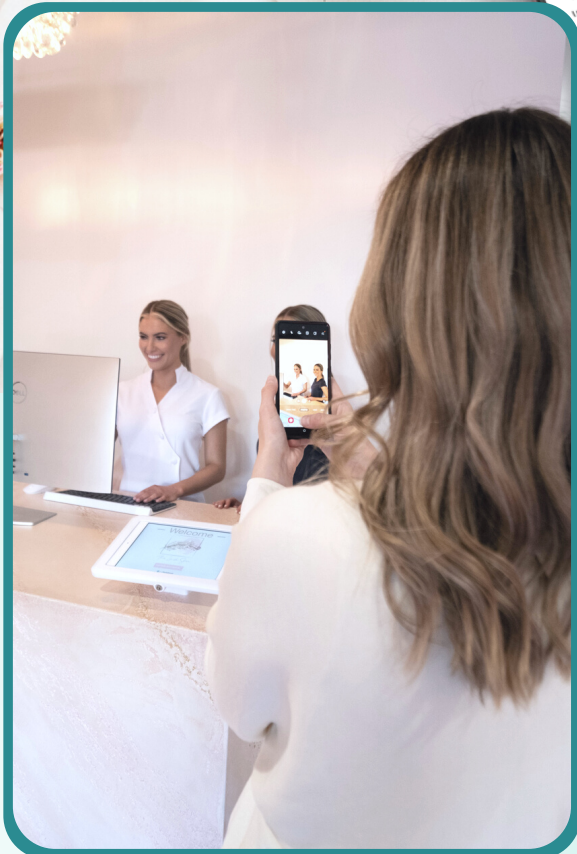
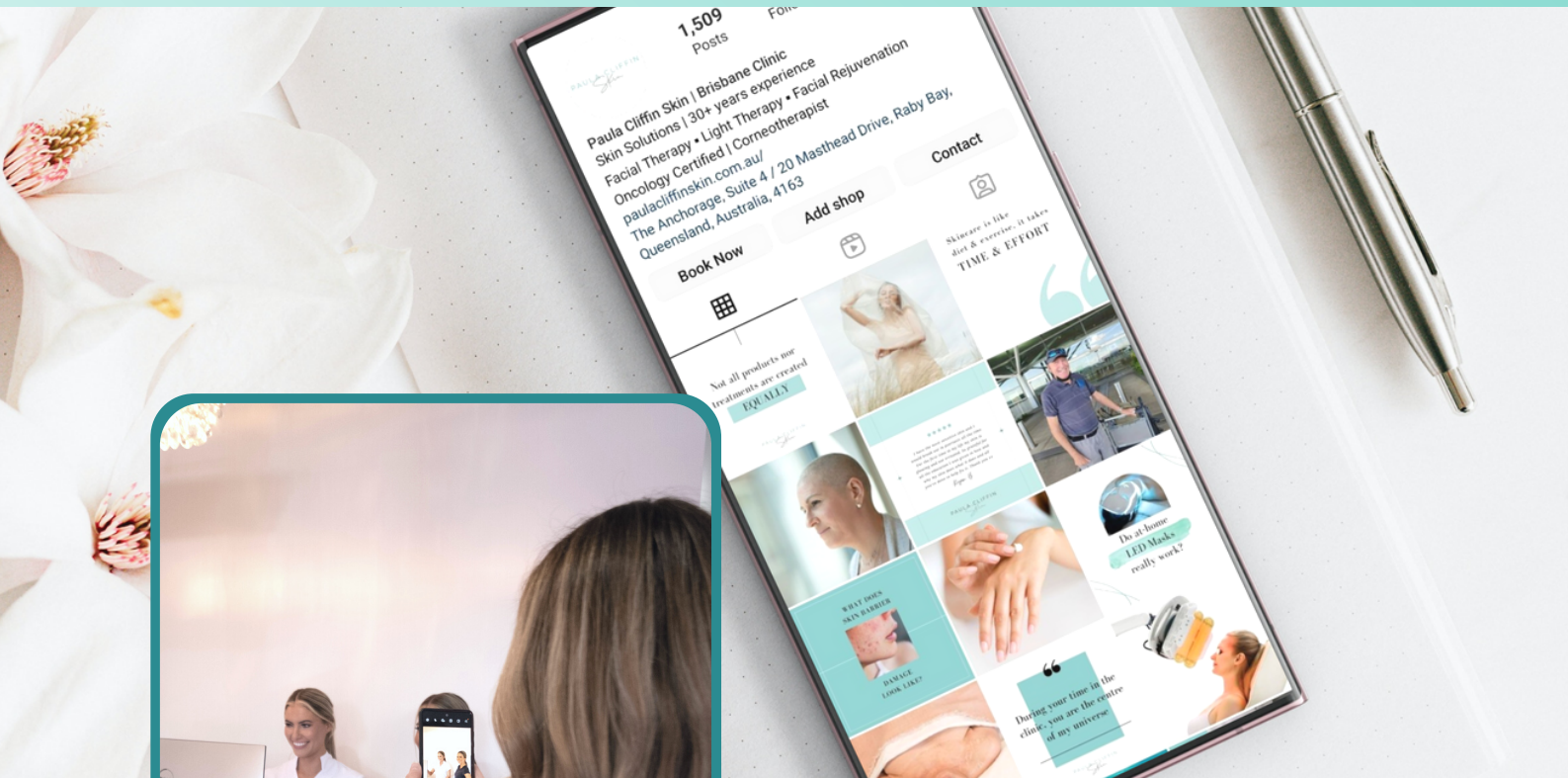


Social Wise co.

CLIENT PORTFOLIO

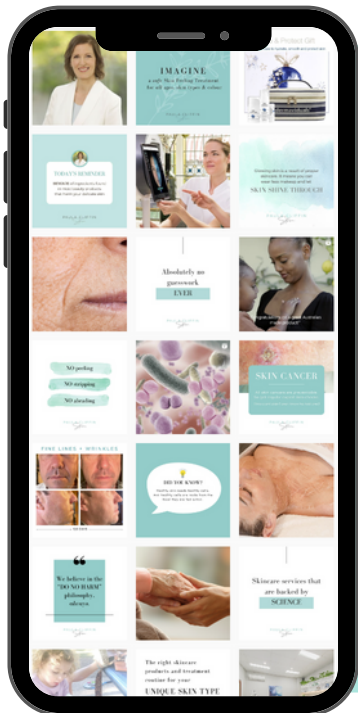


Social media management,
strategy and content
creation with proven
successful results.

BY ZARA OXBOROUGH

Paula Clifflin Skin *(February 2022 - present)*

Brisbane specialised skin clinic. Paula is a Integrated Facialist, Practising Corneotherapist Certified in Oncology Aesthetics with over 30 years of experience.



Instagram

I completely refreshed the Paula Clifflin Skin social media to reflect the branding, provided value to followers & clients through skincare education, whilst increasing brand awareness and promoting the services available.

I spend time researching each specialised skin topic in detail and create Canva assets for social media. This has been my favourite project to date and we are seeing such positive results.

Reach

Facebook Page

reach
368 ↑ 755.8%



Instagram

reach
1,732 ↑ 224.3%



Accounts reached

1,277 +213%

Accounts engaged

56 +700%

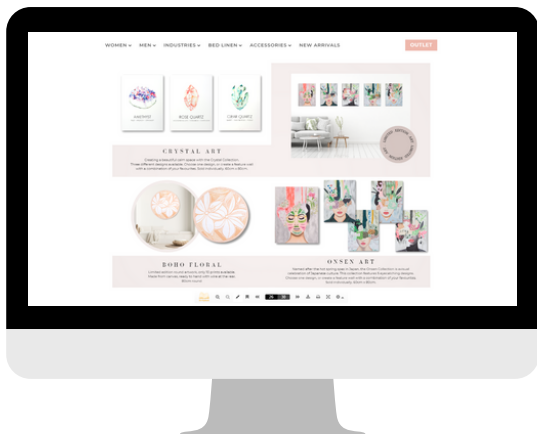
Spring Spa Wear (April 2019 - present)

Australia's favourite spa uniform supplier, designed and made in Brisbane. As my longest standing client I provide a variety of creative marketing services for them:



1. Full service monthly social media management including custom design branded posts.

2. Monthly email newsletters to promote sales and new product launches.

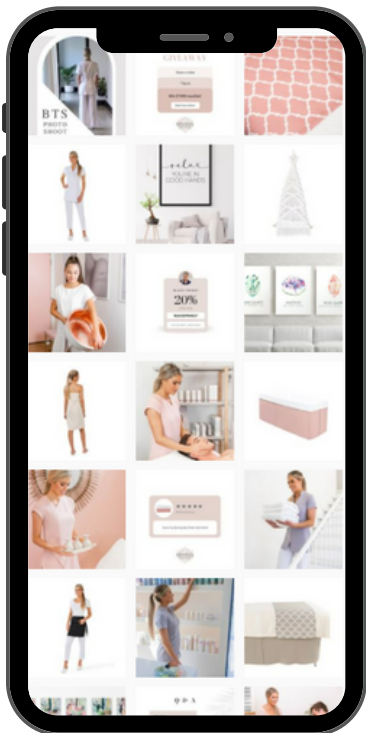


3. Custom design work including web banners, brochures, posters, leaflets and magazine ads.

“

You always do an amazing job for me with our social media, emails, leaflets and everything that you design. I'm so happy to have you as an important part of my business.

Spring Spa Wear (April 2019 - present)

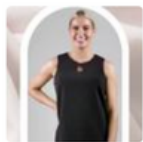


Instagram

I've been working with Spring Spa Wear for over 3.5 years and since posting consistently and implementing clear branding and strategy their following has increased from 2.5k to over 10k.

Even after so long, and with the ever growing challenges from Instagram to stand out and keep up with new features, positive insights are still being seen. Video content, such as stories and Reels are also an important part of this. I attend shoot days regularly with Spring Spa Wear where I direct, shoot and edit Instagram Reels, but also edit additional video content that is provided to me to keep up with the latest trends.

Highest reach on a post



Instagram post
Black White or Pink available! Our dreamy sleeveless Spa 08 tunic with...
12 Sep 2022, 23:11

This post reached 1,077% more people (3,954 people) than your median post (336 people) on Instagram.

Instagram reach

6,765 ↑ 76.2%



Reach

Post reach

1.8K ↑ 13%

Total from last 90 days vs 90 days prior

Reach

Facebook Page reach

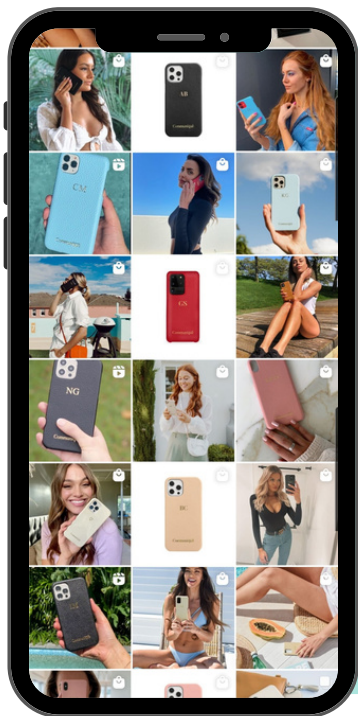
1,284 ↑ 20.8%

Instagram new followers

152 ↑ 49%

Communique the Brand (November 2021 - October 2022)

Gold Coast based, luxury leather phone case brand that offered personalisation services. This brand was successfully grown and sold on to new owners.



Instagram

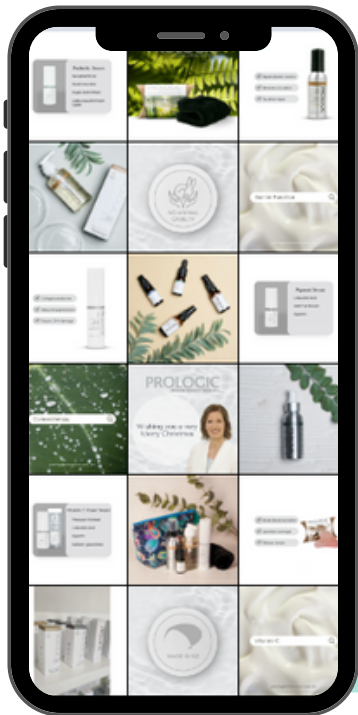
The strategy was all about creating an exciting and relatable feed (*before had no variety or interest and was like a photo album*). By mixing campaign shots, product images with real life influencer/ customer images we built the know, like, trust factor.

Full management services included sharing to stories and interacting with Instagram audiences to build rapport. This is key to building trust and being remembered by potential customers.



Prologic Australia (October 2021 - January 2022)

Progressive and sustainable advanced skin care range created in New Zealand. Scientifically formulated from natural ingredients without harsh or unnecessary additives.



Instagram

I started working with Prologic Australia on the 1st October, since then +102.9% reach increase on Facebook and +285.8% reach increase on Instagram. The cohesive brand feed included custom designed posts about each products key features and benefits.

Results

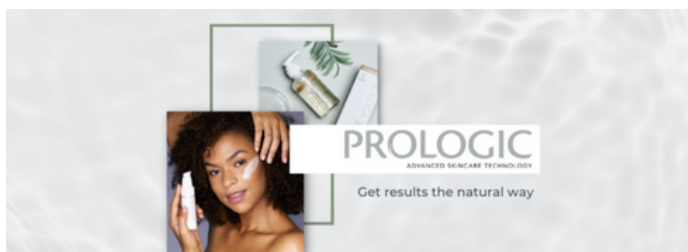
Facebook Page reach ⓘ

71 ↑ 102.9%



Instagram reach ⓘ

1,223 ↑ 285.8%



Prologic Australia *(October 2021 - January 2022)*



Oh my gosh Zara, I LOVE them!

I am loving working with you and the end result.

We are definitely on the same page.

Thank you so much for everything.

Design Work

As Prologic had newly launched in Australia I undertook a number of other additional design projects.

The previous page shows a carousel Facebook cover image design.

Other projects included business card and sticker designs, specialised training presentations and posters, plus magazine ads that were published in BeautyBiz.





Thank you!

*If you have any questions about
insights or services offered don't
hesitate to get in touch.*

*I'm happy to discuss your unique
business requirements and get you on
the road to socials success!*

hello@socialwiseco.com

Social *Wise co.*
