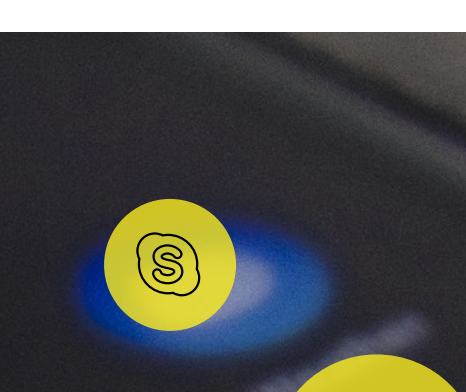
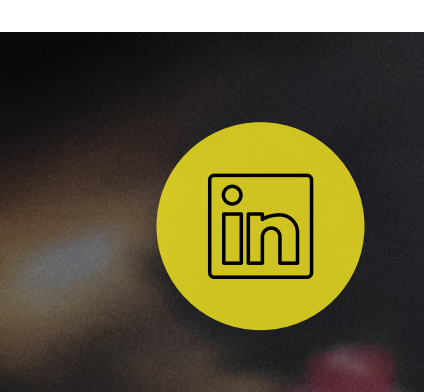
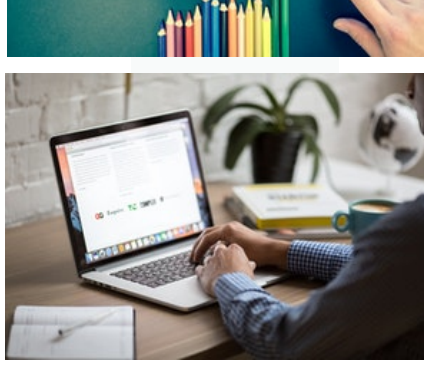


Janine Griffiths

► Copywriter



SOCIAL MEDIA

► Social Media Ads

PITCH

I specialised mainly in finance, real estate and business ads.

These ads were created while I worked at Markateur.

I have included a few examples of the ads I created in the next few pages.

Facebook Sponsored Posts



Pitch is a company that specialises in creating beautiful presentations on behalf of its customers.

It was one of the first clients I created an ad for at Markateur.

This ad was a Facebook sponsored post that I put together on behalf of Pitch

It received 465 likes, 69 shares and generated 30 sales.

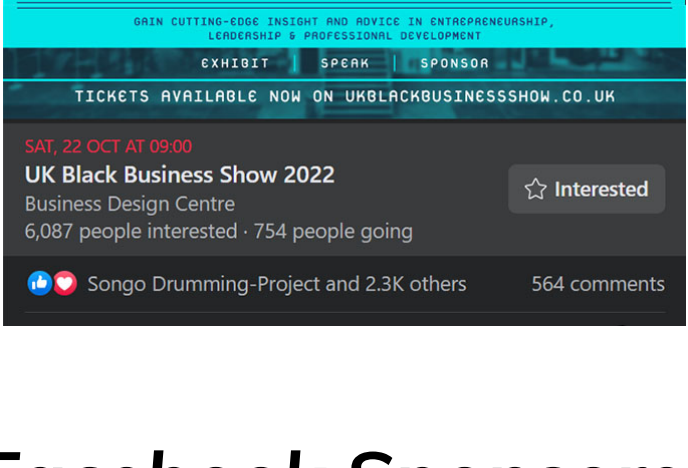
► Social Media Ads

UK Black Business Show

The UK Black Business show is a client that aims to inspire business owners of color all over the UK.

Their aim was to sell tickets to their show and generate new email subscribers.

Facebook Sponsored Posts



Another client I created ads for was the UK Black Business Show.

I created a series of Facebook ads, email newsletters and blogs.

More than 6,000 signed up and it generated 564 comments.

► Social Media Ads

Welcome Loans

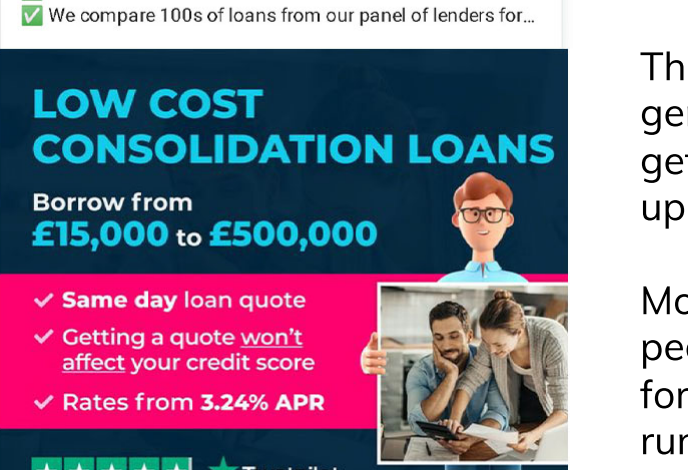
I represented many financial services companies during my tenure at Markateur.

One of these companies was Welcome Loans.

I created a series of Facebook ads for them, along with an email marketing campaign.

Their aim was to generate new leads.

Facebook Sponsored Posts



This is one of several ads I created for Welcome Loans.

The aim was to generate leads and get people to sign up for a quote.

More than 500 people signed up for a quote after running a Facebook ad for three weeks.

► Social Media Ads

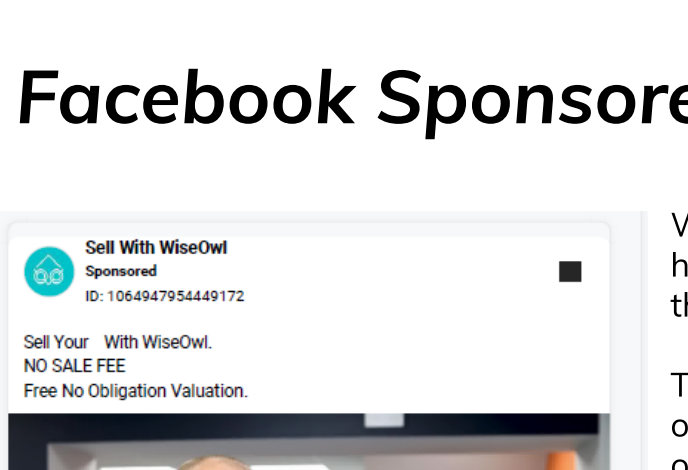
WiseOwl

This is a video ad I created on behalf of WiseOwl.

The aim was to get people to sign up for further information.

More than 20,000 viewed the ad, and 6,000 signed up for further information, within a month of the ad going live.

Facebook Sponsored Posts

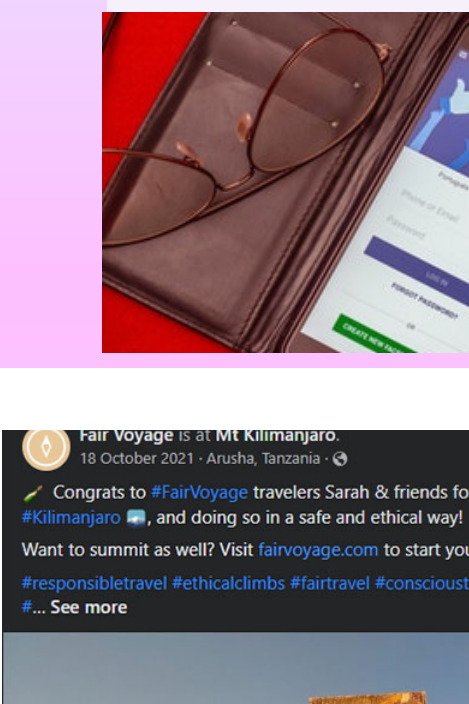


WiseOwl helps homebuyers to sell their home.

This Facebook ad was one of several I created over a period of 3 months and this ad was the most successful ad.

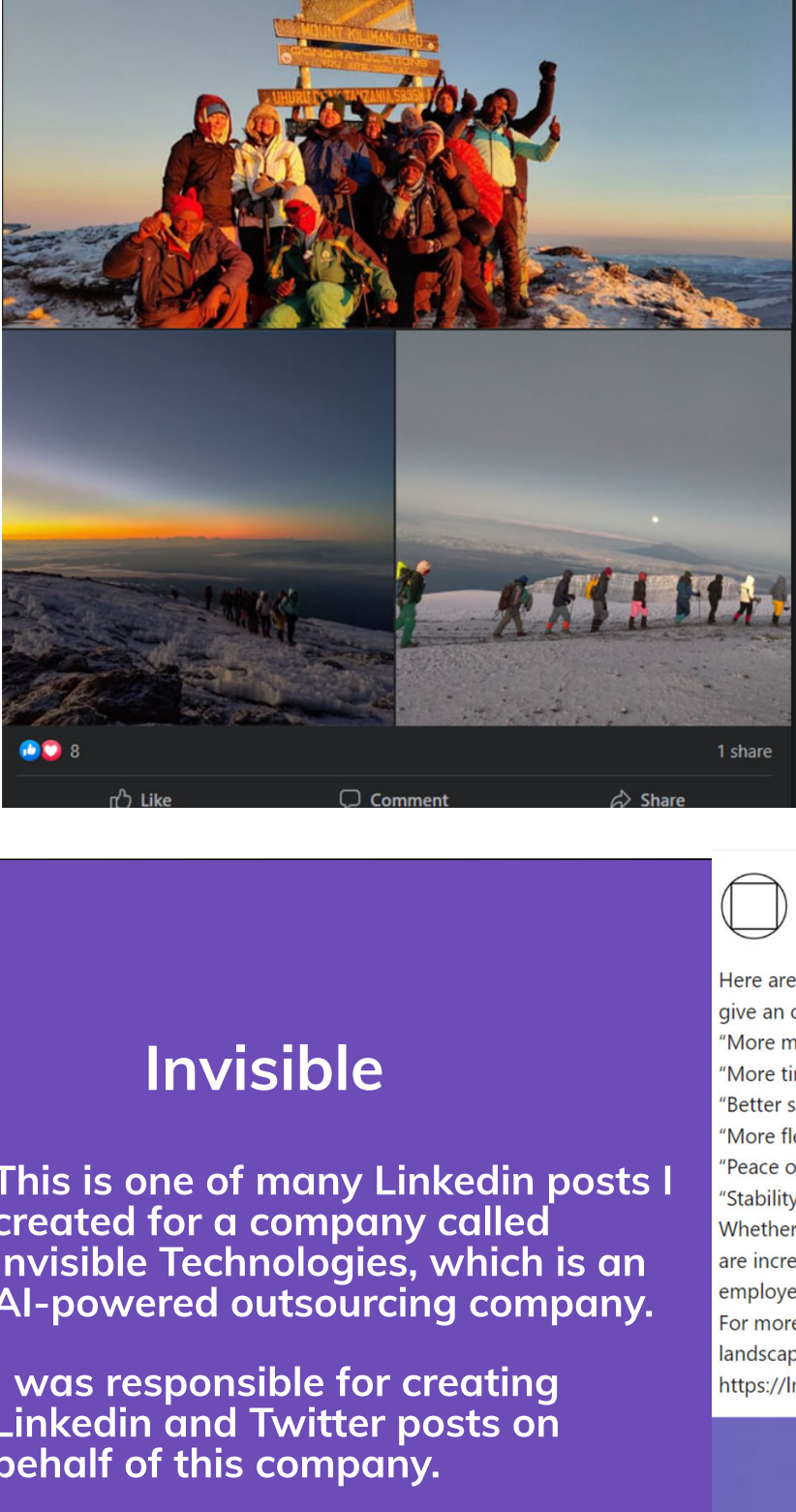
What made this campaign successful was the short and highly engaging video clip, the benefits highlighted clearly at the top and the minimalist design

► Social Media Posts



Organic Social Media Posts

The posts below are a sample of organic social media posts that I wrote on behalf of clients.



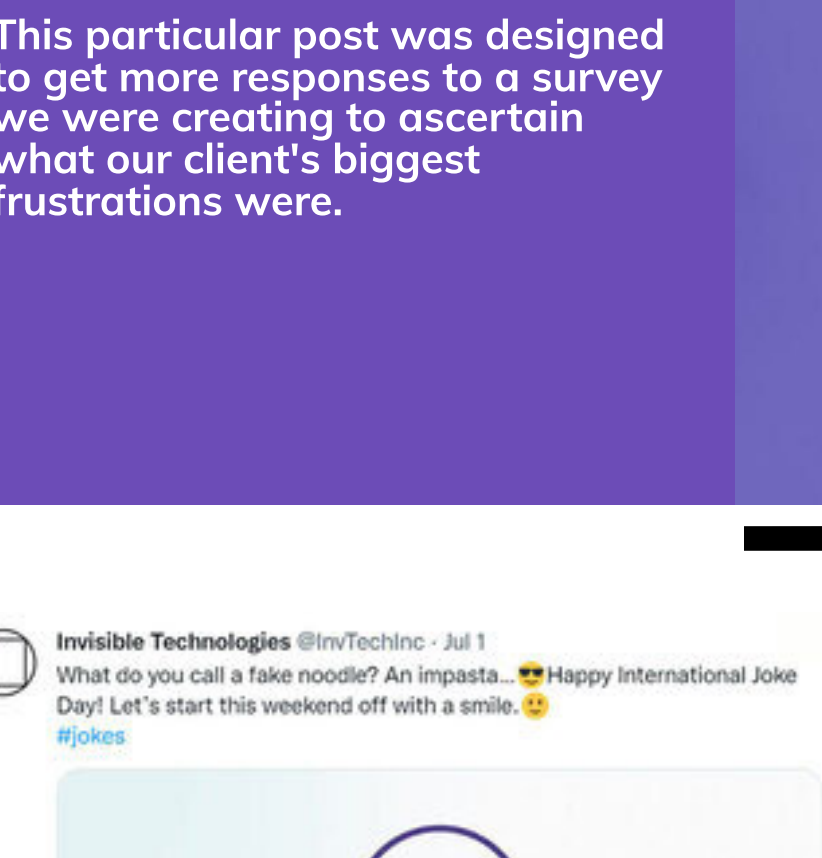
Fair Voyage

Fair Voyage is an ethical travel company, that specialises in African safari tours.

I created a comprehensive marketing strategy that including organic Facebook posts, Twitter posts and LinkedIn content.

(Left) is an example of a Facebook post I created for Fair Voyage.

I helped generate more than \$25,000 for Fair Voyage within a year of creating the campaign.



Invisible

This is one of many LinkedIn posts I created for a company called Invisible Technologies, which is an AI-powered outsourcing company.

I was responsible for creating LinkedIn and Twitter posts on behalf of this company.

This particular post was designed to get more responses to a survey we were creating to ascertain what our client's biggest frustrations were.

Invisible Technologies Inc.

Here are some of the powerful responses we heard when we asked respondents to give an open-ended answer to the one thing they wish they could offer their team:

- "More money"
 - "More time off"
 - "Better support"
 - "More flexible hours"
 - "Peace of mind"
 - "Stability"
- Whether they're forced to due to market conditions or do so by choice, businesses are increasingly operating lean. Unfortunately, this can raise the pressure on employees.
- For more insight and solutions on navigating the complexities of current business landscape...
- <https://lnkd.in/dYzt-TrZ>

Invisible - Twitter

I was also helping to manage Invisible's Twitter page.

The main purpose was to improve brand awareness and keep users engaged.

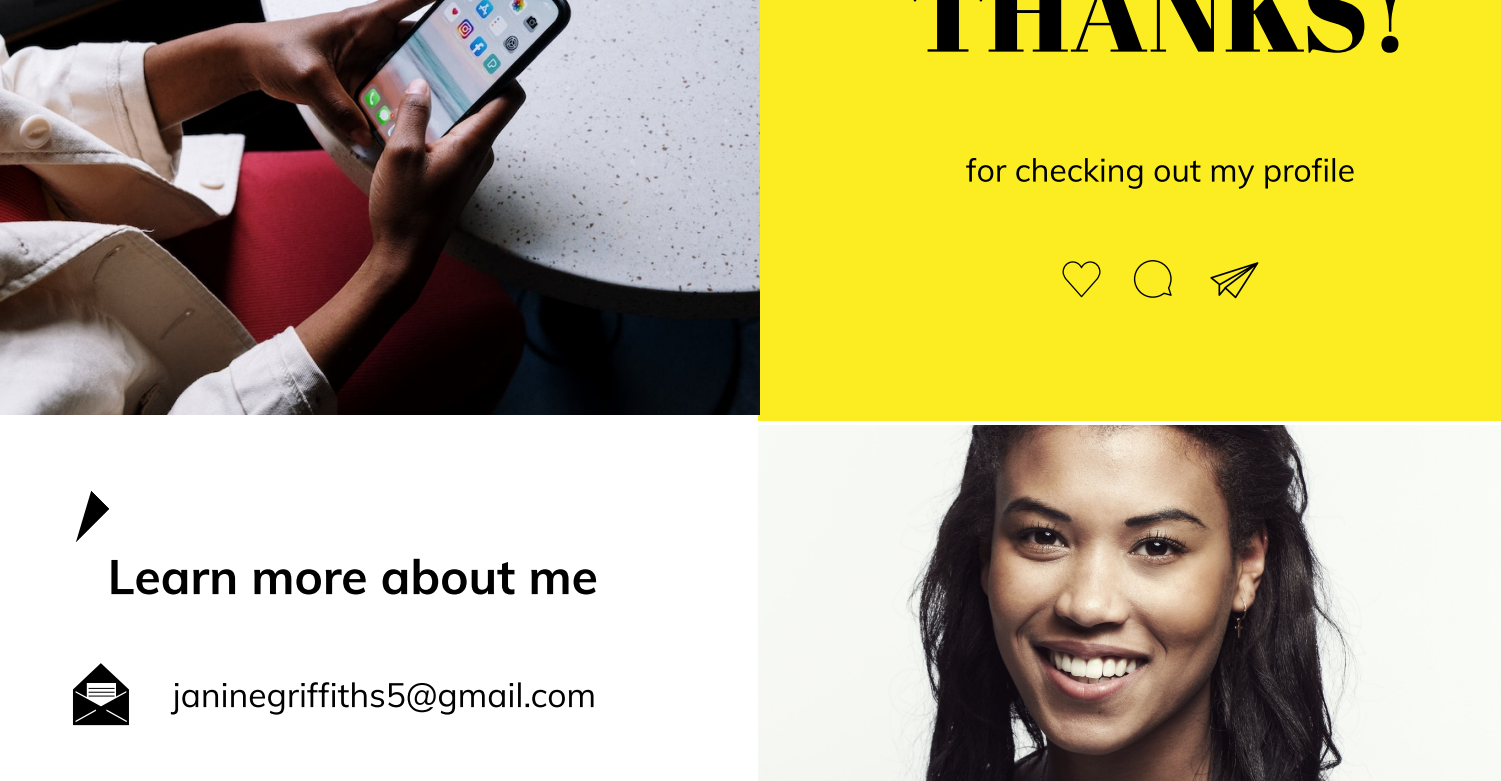
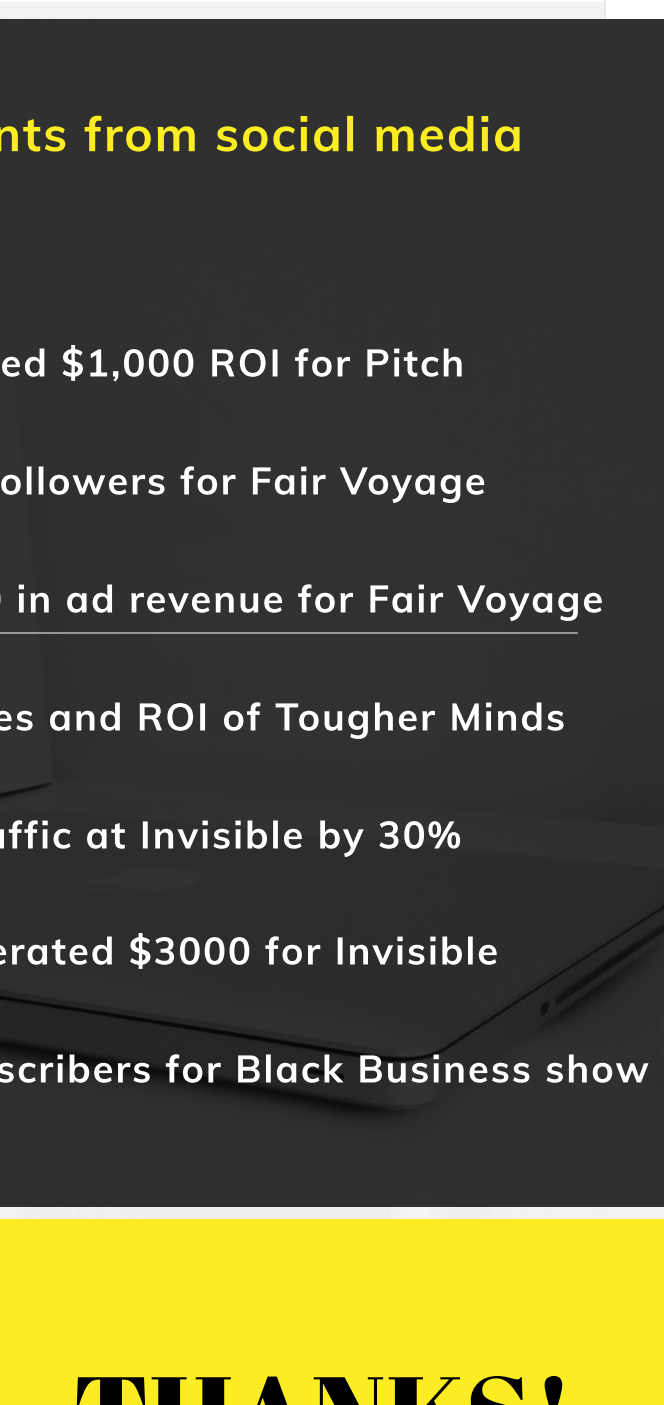
The strategy was to use a combination of blogs, humorous content and resharing tweets.

Tougher Minds

I also created a series of LinkedIn posts for a coaching company called Tougher Minds.

On the right, is an example of the kinds of posts I would create.

This post generated a lot of traffic to the landing page and created a small uptick in book sales.



THANKS!
for checking out my profile

Learn more about me

janinegriffiths5@gmail.com

janine_jg

janinegriffiths.org



- Ad series generated \$1,000 ROI for Pitch
- Gained 300 new followers for Fair Voyage
- Generated 12,000 in ad revenue for Fair Voyage
- Boosted book sales and ROI of Tougher Minds
- Increased web traffic at Invisible by 30%
- LinkedIn ads generated \$3000 for Invisible
- Gained 6,000 subscribers for Black Business show