

CHLOE WHITE

Digital Marketing & Social
Media Portfolio. Freelance &
professional highlights

For business enquiries
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SOCIAL MEDIA COURSE

WSHBT and Beautia Aesthetics Academy were both really impressed with the success of their socials since I had taken over, so were keen to have me teach a class of their budding business students a 40-minute course on using Social Media for business. This included hints and tips on how to get started and the best practices. From here I met my second client, Danielle (Etta & Elle Aesthetics).

5 WAYS TO BUILD YOUR BRAND

1. Name your brand.

- Your name should represent what your service/product is, with a personal touch from you. E.g., I offer my freelance services under the name "Dingo Digital". This represents my Digital Marketing background and Dingo is my pet Degu. Alliteration also helps the name stick in people's minds.
- But before you stick with any name, you should scout out whether it is being used by anyone else first. There are loads of free sites <https://checkuser.org/>

2. Choose your channels

There are an abundance of channels to choose from now, but you should only focus on the ones relevant to your industry/brand as Social Media can be extremely time consuming! I would recommend sticking to Facebook, Instagram and possibly Tik Tok.

3. Patience

You aren't likely to see results straight away. I would suggest waiting to build up a healthy following and loyal client base before doing any paid media. When you do go down that route, my favorite, and sometimes the cheapest is re-marketing.

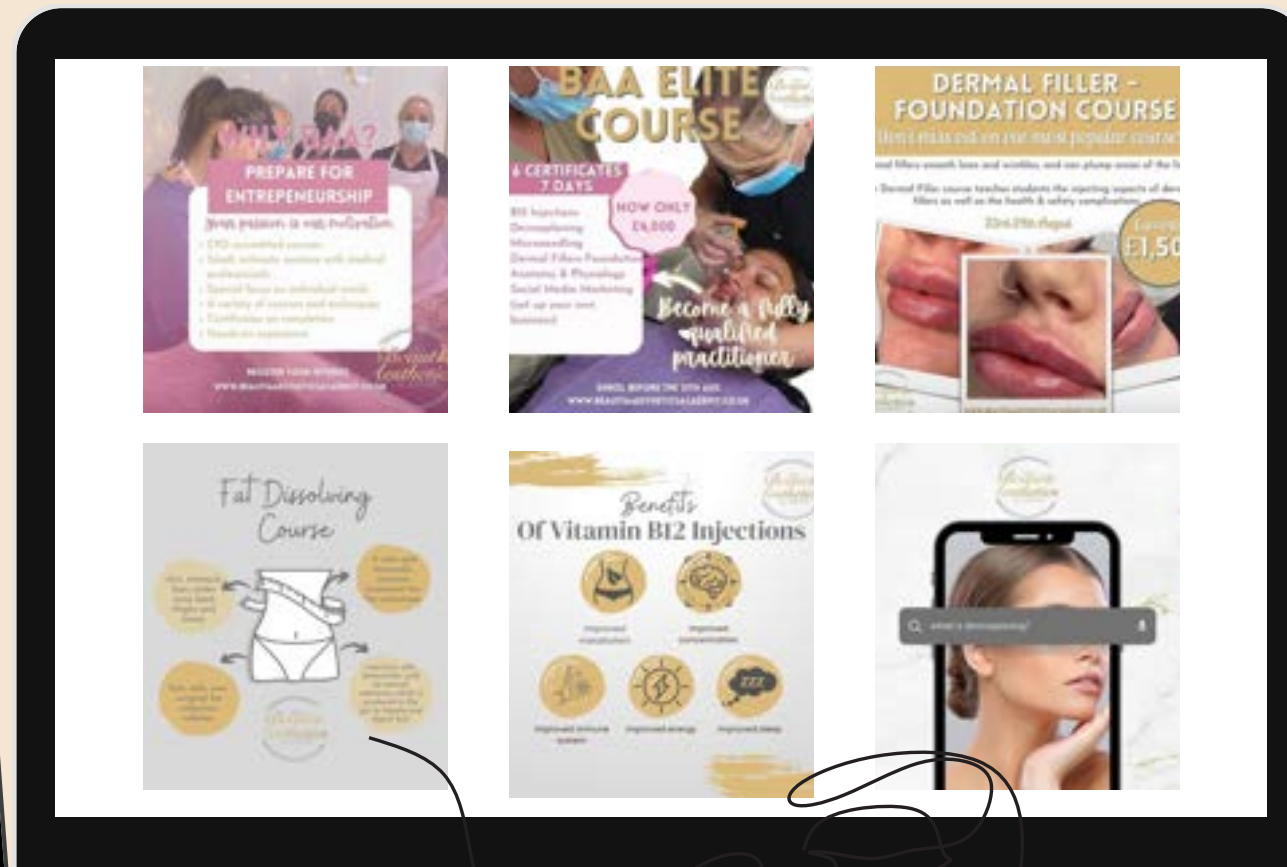
4. Consistency

When you're creating your brand, you will need to be consistent with your colours, fonts and tone-of-voice. You want to be recognised amongst the hundreds of posts in a feed. The best way to achieve this is to have clear brand guidelines and also include your logo on all of your material.

5. Website

Your website should be the central place clients go for information and to register their interest. Websites don't have to have lots of pages. It could be as simple as one page, but this will set you apart from the competition as having a website makes you look more trustworthy and you're able to keep on top of everything in one place.

BEAUTIA AESTHETICS ACADEMY

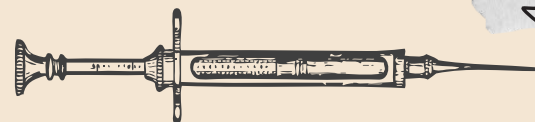


SOCIAL MEDIA

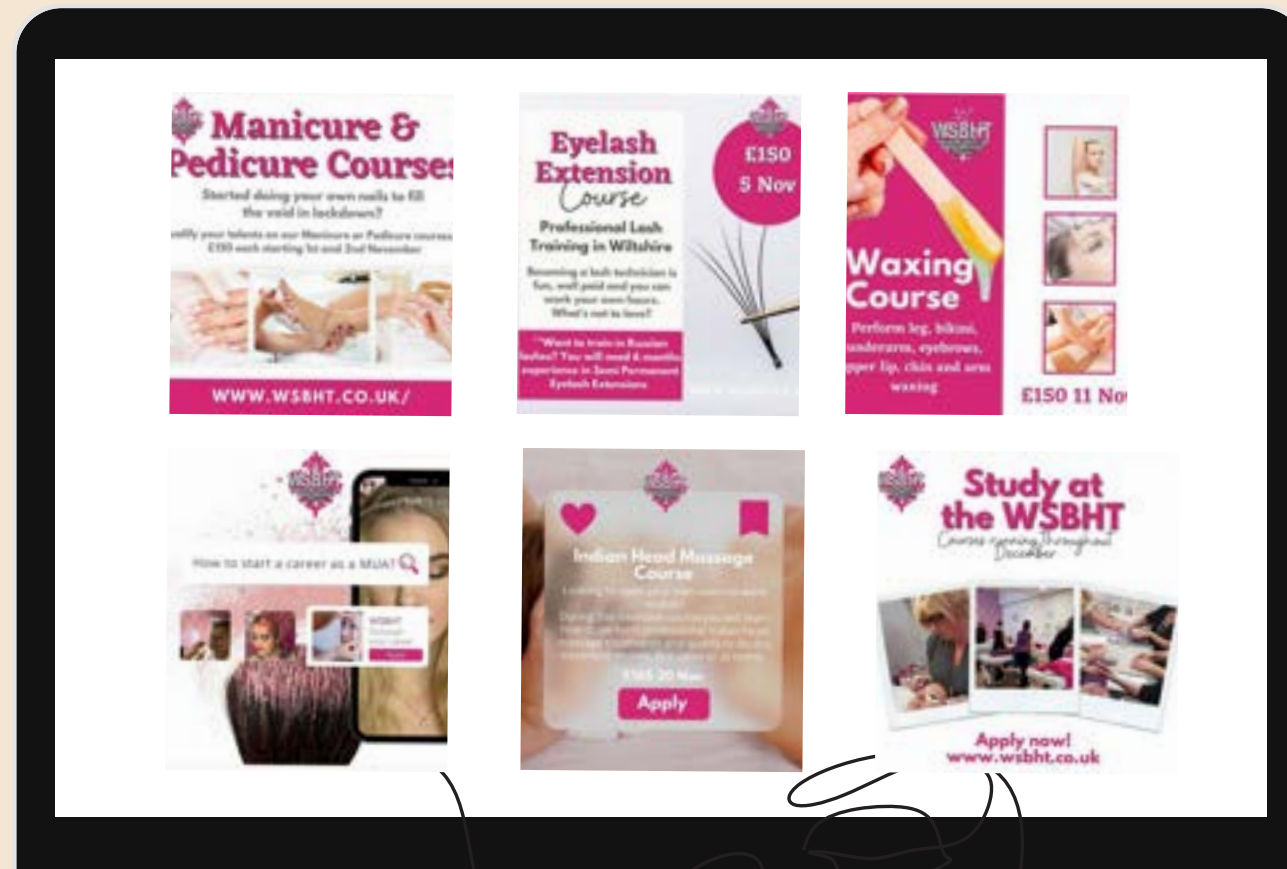
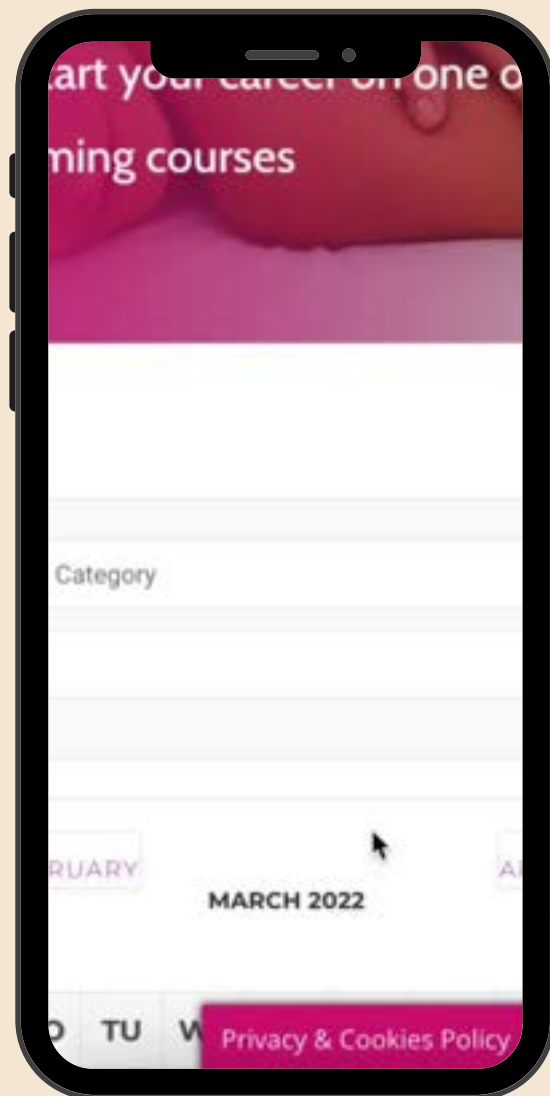
- Two re-brands
- Responding to comments and sometimes dms
- Creation of images
- Caption text
- Hashtag bank
- Alt text on IG images
- Weekly/monthly reporting
- Stories on FB and IG

WEBSITE

- Add meta descriptions and weave SEO throughout the pages
- Improve the design of pages
- Keep content constantly updated
- Update the course calendar
- Add forms to reduce the amount of time spent answering messages



WSBHT



SOCIAL MEDIA

- Creation of images
- Caption text
- Hashtag bank
- Alt text on IG images
- Weekly/monthly reporting
- Stories on FB and IG

WEBSITE

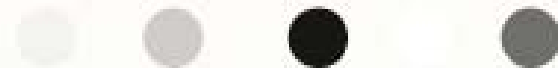
- Add meta descriptions and weave SEO throughout the pages
- Improve the design of pages
- Keep content constantly updated
- Update the course calendar
- Add alt text to all images on the site and make user-journey sleeker

LOGOS

Nails By Nicky

Nails by Nicky

LOGO CONCEPTS | BUSINESS CARDS



COLOUR CHANGES



SHORTER VERSION (USE AS WATERMARKS, ETC.)



NATURAL GEL NAILS (SLOGAN ADDED TO ORIGINAL LOGO)



Logo Variations

Brief: Something neutral and simple.
Goal: create logos and business card concepts for a nail business

We went through many variations of the logo as each time there was something that was missing, but the client wasn't too sure what they wanted. This was a difficult brief to fulfil with little to go off, but in the end she was extremely pleased leaving the following feedback:
"you're a very talented young lady"



FINAL LOGO

LOGOS

Etta & Elle Aesthetics



Logo Variations

Brief: Nothing pink and fluffy, mustard and red/burgandy

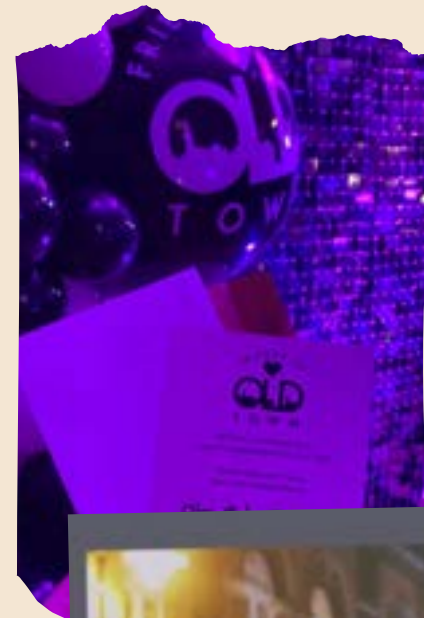
Originally Danielle was looking for a whole social media package, including highlight covers, logos, content creation, reporting and everything in between. However, she did not have the budget as she was just starting off with her business. I met Danielle at a social media course I taught. In the briefing stage, we discussed competitors, her skills, her goals and her target audience



FINAL LOGO

CONTENT CREATION

I joined a local committee in my town, volunteering my marketing skills towards a large incentive to get more people to shop locally. My time was spent shooting and posting social media content, firing ideas back and forth, improving the websites SEO rankings, offering creative advice and working towards building a newsletter. Some of the images below showcase the behind the scenes social media content and the launch of the 'Friends of Old Town card'.



ADROIT DATA & INSIGHT

Build and market X2 white papers with the goal of increasing our mailing list. This was well-researched gated content, made using social listening tools such as TalkWalker and Audiense. I used Canva to design the reports I used this digital research to showcase what our team could do using the tools for businesses.



The most recent whitepaper 'Does student satisfaction impact university choice' used social listening and storytelling to build our opt-in list and raise awareness of the digital space and how digital tools can be used to build brand awareness and customer satisfaction

