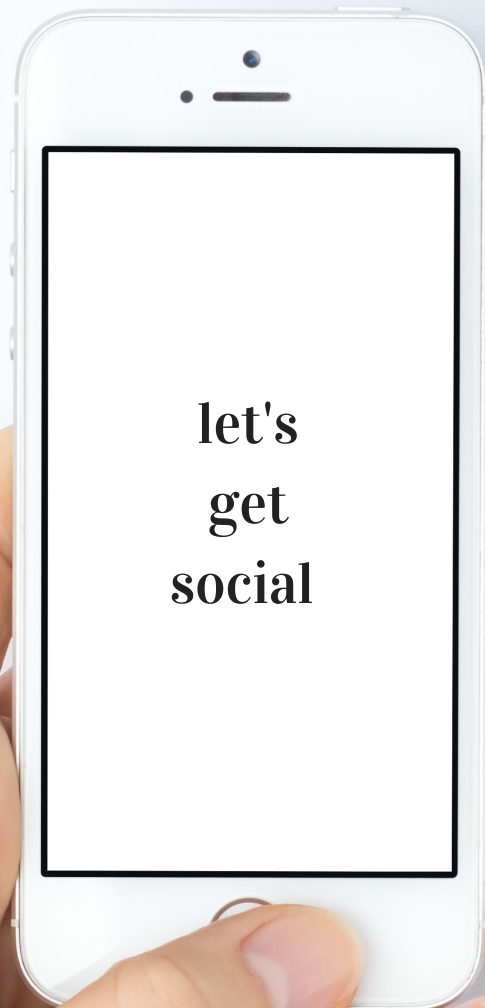


# **lindsay ashcraft**

## **social media specialist**

2018



# *portfolio*

ISSN 22



# the foundation

## background stats:

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4 + YEARS

SOCIAL MEDIA AGENCY EXPERIENCE

3 YEARS

LIFESTYLE/TRAVEL BLOGGER

3 YEARS

FREELANCE BRAND PHOTOGRAPHY

## tools that are second-nature:

---

HOOTSUITE / SPROUT SOCIAL /  
LATER / UNION METRICS/ SLACK/  
ASANA/ TRELLO/ GOOGLE APPS/  
TWEET DECK/ ETC.

# sample social strategies

## lead listening

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Scout potential leads (customers) and stay on top of user feedback to increase brand loyalty.

## leveraging UGC

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Results in an increase in authentic brand champions and ambassadors.

## hashtag research/engagement

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Mapping out the most relevant hashtags to increase engagement and find niche audiences.

## targeting niche audiences

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Leverage PeopleMap tool to find niche audiences for specific brand markets. Grows the most engaged following.

# delivering results

Created social strategy, content and community outreach for a brand new lifestyle content destination starting at zero.

first quarter engagement rate:



- Gained 1,500 authentic followers in Q1

weekly engagement post sample:





# aesthetics: elevating visuals

*CB*

lifestyle content



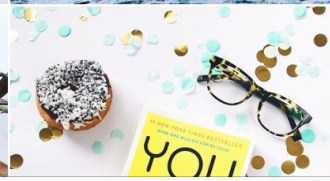
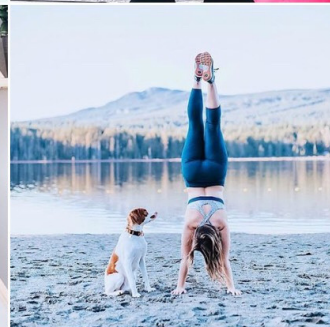
Do no harm, but  
take no sh\*t

PURPOSE playbooks



"If you're serious about  
changing your life, you'll find  
a way. If you're not, you'll find  
an excuse."  
— Jen Sincero

PURPOSE playbooks



food industry





# story content campaigns

## Holiday "Baker Boxes" campaign

- created holiday product photography
- launched two week, daily "baker box" highlight such as "Netflix, bake and chill"
- sold out boxes earlier than expected, redirected traffic to Amazon on the fly.



## "Show us your cookies" campaign

- UGC campaign to create awareness for supporting metastatic breast cancer research
- Raised over \$500 in donations through IG likes and UGC content

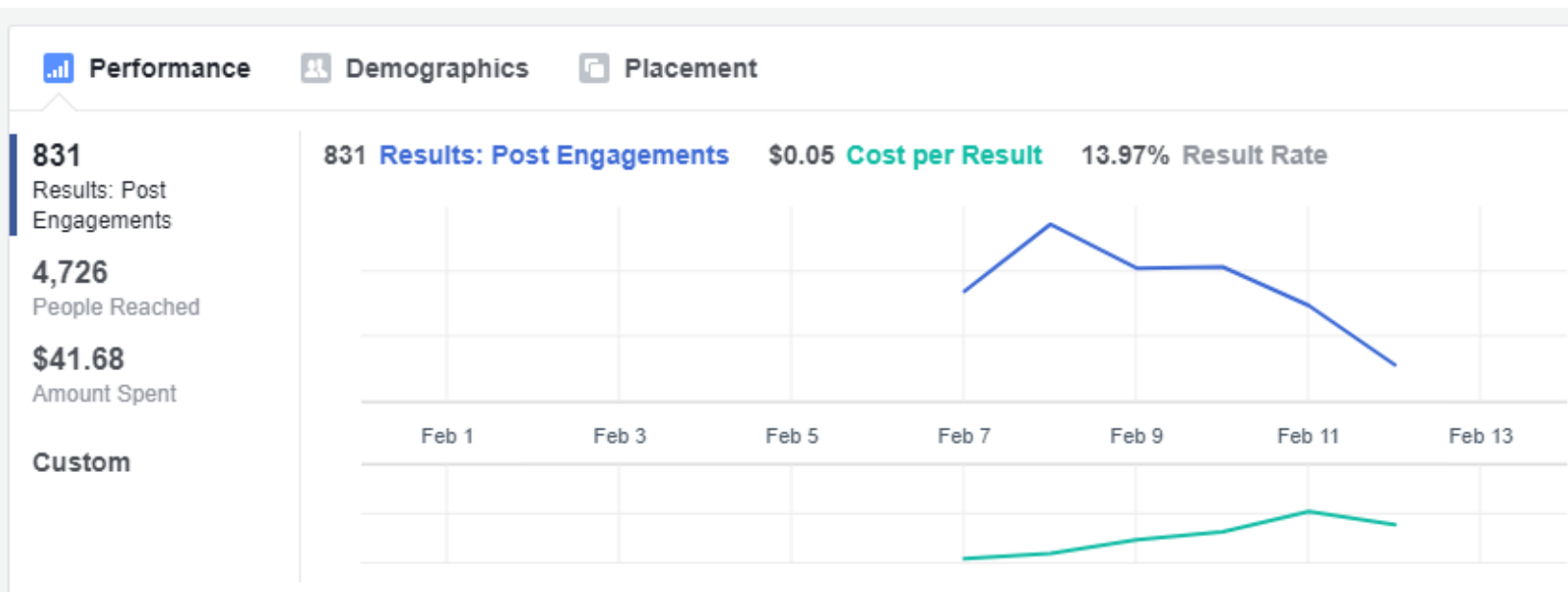


# facebook ad results: small budget, big impact!

Ad spend:  
\$41.68

Engagements:  
831

Reach:  
4,726



Want to see more? Head to [NorthernDaisy.com](https://NorthernDaisy.com)  
or find me at @northern\_daisy on IG!