

WELCOME!



SOCIAL
Strategic Social Media & Content Marketing
MARKET

..... WHAT'S MY MISSION?

**MY MISSION IS TO BE YOUR SOCIAL MEDIA VOICE;
TO BRING AWARENESS TO YOUR BUSINESS & CAPTURE YOUR AUDIENCE.**

.....

I specialize in customized social media content & love this field because it gives me the opportunity to study specific industries—like yours!

By learning your industry's characteristics, capturing your company's personality & understanding your viewpoint, I am able to develop a voice to communicate with clients, customers & potential contacts!

Through this process, representing you & reflecting your company through insightful, simple & timely content, as much or as little as you need.

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WHAT DO I DO?

CONTENT MARKETER

Develops relevant content [written + visual] that becomes an invaluable voice to the overall marketing strategy, communicating & attracting social followers.

SOCIAL MEDIA PLANNER

Initiates a personalized strategy to integrate industry knowledge, brand identity & use of [written + visual] content to plan an effective on-line [social media] presence.

SOCIAL MEDIA ANALYST

Observes the [social media] on-line activity of a particular client by tracking analytics [measuring effectiveness & efficiency of content].

Provides insight & suggestions for improved plans towards reaching objectives.

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SERVICES

Stock Girl

Do you already have social media platforms, but need someone to effectively maintain them?

With expertise in writing, design and communication—I'm your gal! Once we determine what your wants, needs and goals are, we can set you up with a plan that works for your company and grow your on-line presence!!

- Create social media content to fit your industry
- Create and maintain weekly social media posts
- Create and/or maintain a monthly e-newsletter
- Create a process of procedures for social media practices
- Maintain analytic procedures for practices
- Create and/or maintain report to record analytic insights, measure effectiveness, assist in providing solutions and reach objectives.

Personal Shopper

Don't have the resources or time to maintain a website or social media campaigns?

I can assist you in creating or revising content to fit your company's needs, aesthetics and budget!

- Develop or update a basic WordPress site
- Set-up a company blog, social media platforms, emailing systems, etc.
- Develop or refine company branding
- Create e-newsletter template
- Write procedures manuals for office policies or step-by-stem guidelines for social media management

Marketplace Ed

Do you want to keep your marketing in-house, but don't know where to start?

With a background in teaching—I'm your gal! I'll step in for a couple of weeks, teach someone in your office the ropes by creating content side-by-side and leave needed tools to carry on without the continuing expenses of hiring a consultant!! Options for in-house consultations with you [the employer] or an employee to:

- Develop a social media plan and a social media content template
- Create an e-newsletter template
- Create a personalized template for your company's e-newsletter
- Develop a step-by-step manual to maintain and produce following social media
- Develop a step-by-step manual to maintain and produce following newsletters

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CLIENT TESTIMONIALS

RACHEL GRANT, M.A. | Rachel Grant Coaching

"I reached out to Darla in the hopes that she could save me from the draining day-to-day of finding great content to share with my community. I had been doing this work on my own for some time, and had reached a place in my business where I could no longer give this important task the attention it needed.

I'm so glad I found Darla! She's been very flexible, willing to learn about my business, what's important to me, and adapt her process to fit my needs. She was able to quickly get a sense of my voice and perspective, so I can feel confident that the content she is choosing will be great for my community. I couldn't do it without her!"

JOHN SWALES | QRF Technology, Inc.

"I contacted Darla as our business started to grow but our marketing materials were just not up to par. Darla came in and completely wrote up and designed our entire marketing packet and strategy. Along with redesigning and developing our company website, Darla turned our bland presentations and proposals into exciting documents that not only spoke to our customer about what we do but also as to why we do it.

As Brian Halligan, CEO and co-founder of HubSpot famously said, 'To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products.'

Darla will take your marketing dreams and turn them into a reality.

WENDY HEAVNER | Commonwealth Mobile Notary, LLC

"I love it!!! My friends and family love it!! I have ordered my business cards, car magnets and pens and couldn't be more pleased and excited! I now feel ready to start my business! Thanks so much again!"

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GET TO KNOW ME

From a young age, Darla dreamed of becoming an interior decorator, a professional musician or an artist. She has always enjoyed music, writing, rearranging furniture, painting... and creating lists for everything.

With a passion for classical saxophone, Darla pursued a Bachelor's Degree in Music Performance. While in college, she also earned a Bachelor's Degree in Graphic Design. Later, after leaving a professional career in education [having taught art, music and theater to students from head start to university level], Darla pursued her dreams of entrepreneurship, writing and design with her company, The Social Market.

Darla is a highly capable, creative and conceptual woman with high standards of loyalty, strong work ethics and a willingness to learn from and collaborate with others. She enjoys establishing, maintaining and creating procedures for tasks, working in a self-directed environment yet working independently, as part of an innovative, big-thinking, service-oriented team member. Darla effectively manages time and is detail-oriented.

A mid-West girl turned southern mommy and currently lives in Chesterfield, Virginia with her husband & four children.



..... **TAKE A BREAK!**

Refer a client to me.

*If a referred client signs a 6-month agreement,
you'll receive a customized
Facebook Cover Image.*

FREE!

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#SOCIALSHARE

Offer valid until May 1, 2016

WAKE UP & SMELL THE COFFEE

AS WINTER PASSES, HOT COCOA & MITTENS FIND A RESTING PLACE UNTIL NEXT SEASON,
IT'S THE PERFECT TIME TO WAKE UP YOUR PRESENCE ON SOCIAL MEDIA!

*When you sign a 3-month agreement for content marketing,
you will earn a FREE week of posts!!*



#BEBOLD

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