

Aesthetica Social

Social Media Marketing Specialist

MY WORK CONTENTS:

- 03. Absolute Britney - Social Media Management
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Absolute Britney

Service: Social Media Management

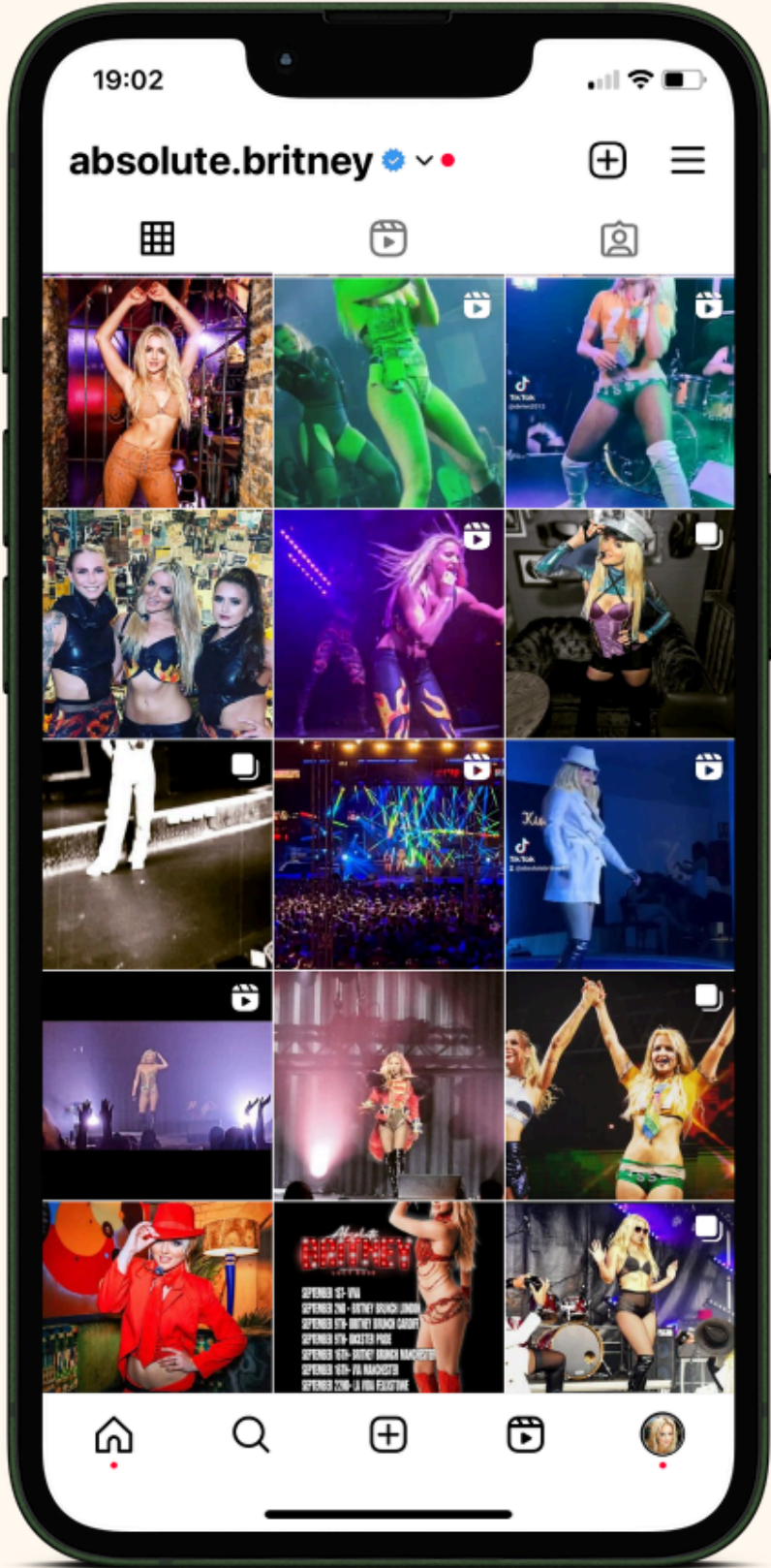
Lucy at Absolute Britney came to Aesthetica Social because she wanted to increase her Instagram engagement and bring more personality to the brand.

To achieve this, I implemented more behind-the-scenes, interactive content including a day in the life, dance challenges, costume collections and more to give her audience more of an exclusive look into her life as a tribute performer.

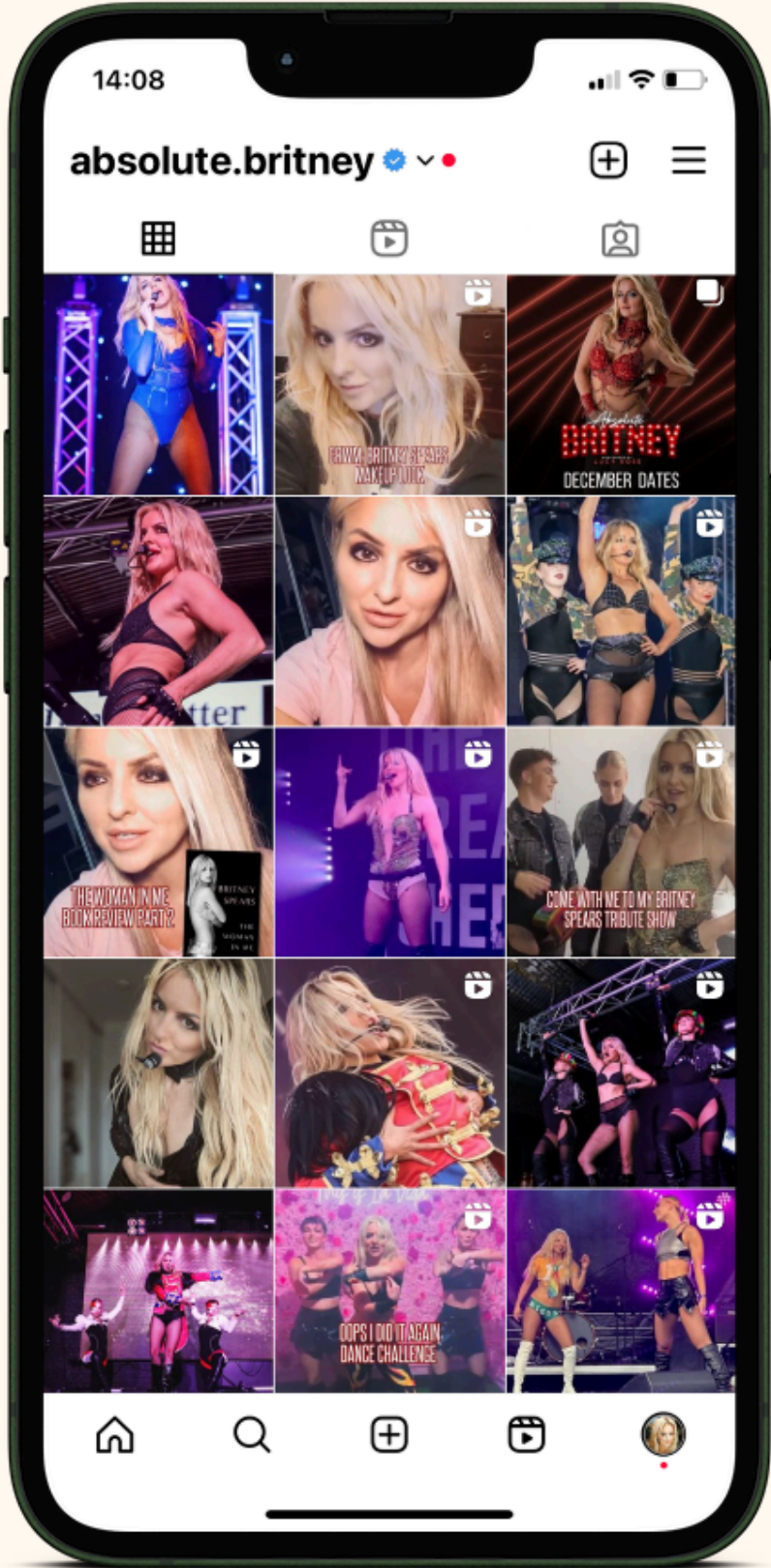
After just 4 months of working together, Absolute Britney's reach increased from 7,000 to +40,400.

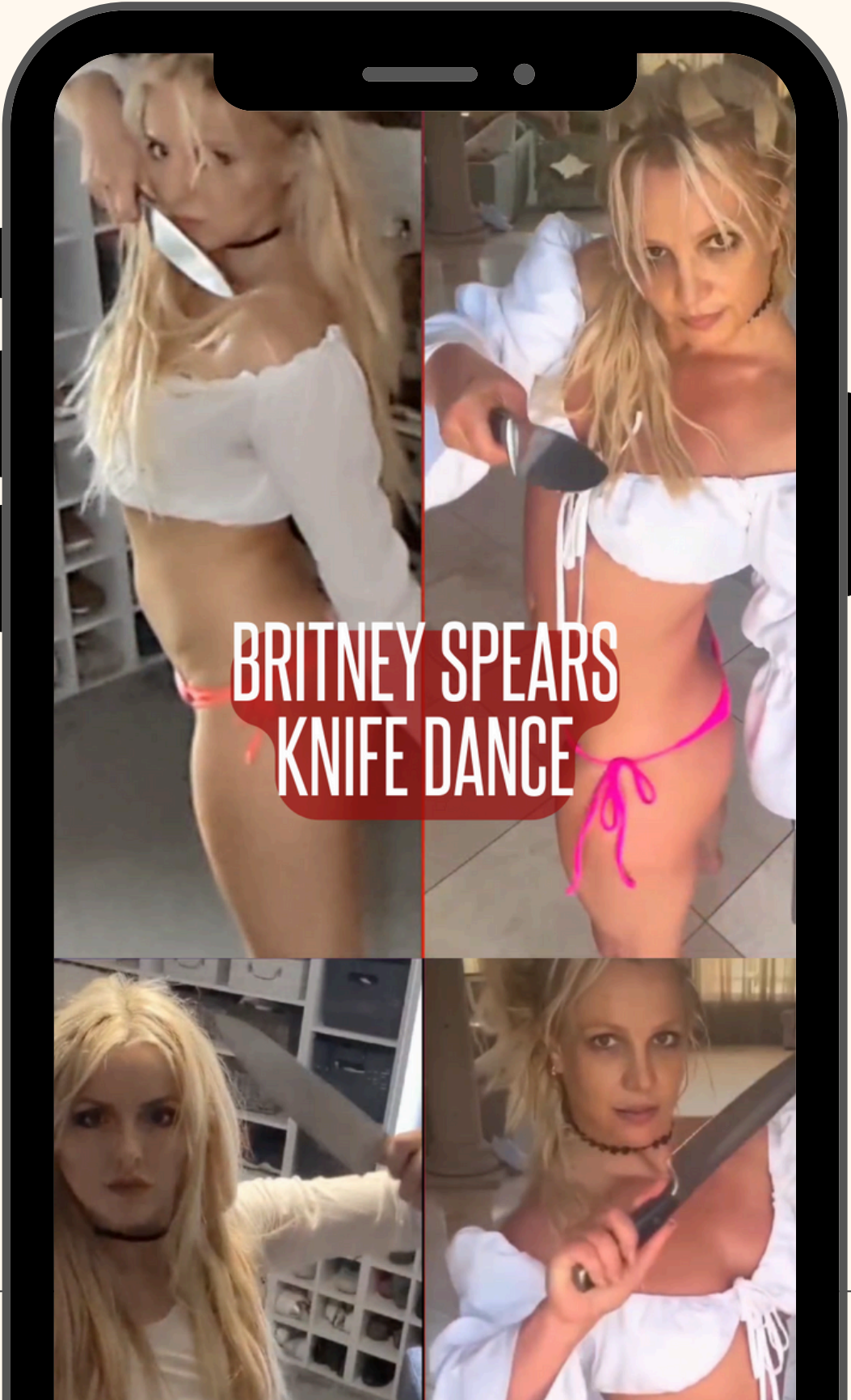


BEFORE



AFTER






AFTER 2 WEEKS

Insights

9 Sep - 8 Oct



Your post is high performing

135 accounts engaged with this post, more than your other posts.

>

Accounts reached

9,520

+11.8%

>

Accounts engaged

863

+45%

>

Total followers

6,970

+3.3%

>

AFTER 1 MONTH

Insights

25 Sep - 24 Oct



Your reel is getting played more

Congrats! This reel received 55% more plays than any of your last 5 reels.

>

Accounts reached

12.2K

+61.6%

>

Accounts engaged

1,014

+52.7%

>

Total followers

7,028


+2.2%

>

AFTER 4 MONTHS

<

Professional dashboard



Insights

27 Dec - 25 Jan

Accounts reached

40.4K

+95.7%

>

Accounts engaged

1,236

+52%

>

Total followers

7,296

+1%

>



“Lauren is very attentive, I fully trust her with my socials. She has inspiring ideas and a fresh approach. I wanted a social media manager who could inspire and motivate me to create content that I didn't have the confidence to do before and in Lauren I found that. Lauren is a very hard working passionate person and delivers the highest levels of professionalism all round. I would 100% recommend her services to anyone wanting a complete package.”

Lucy, Absolute Britney



Make Music Day UK

Service: Social Media Management

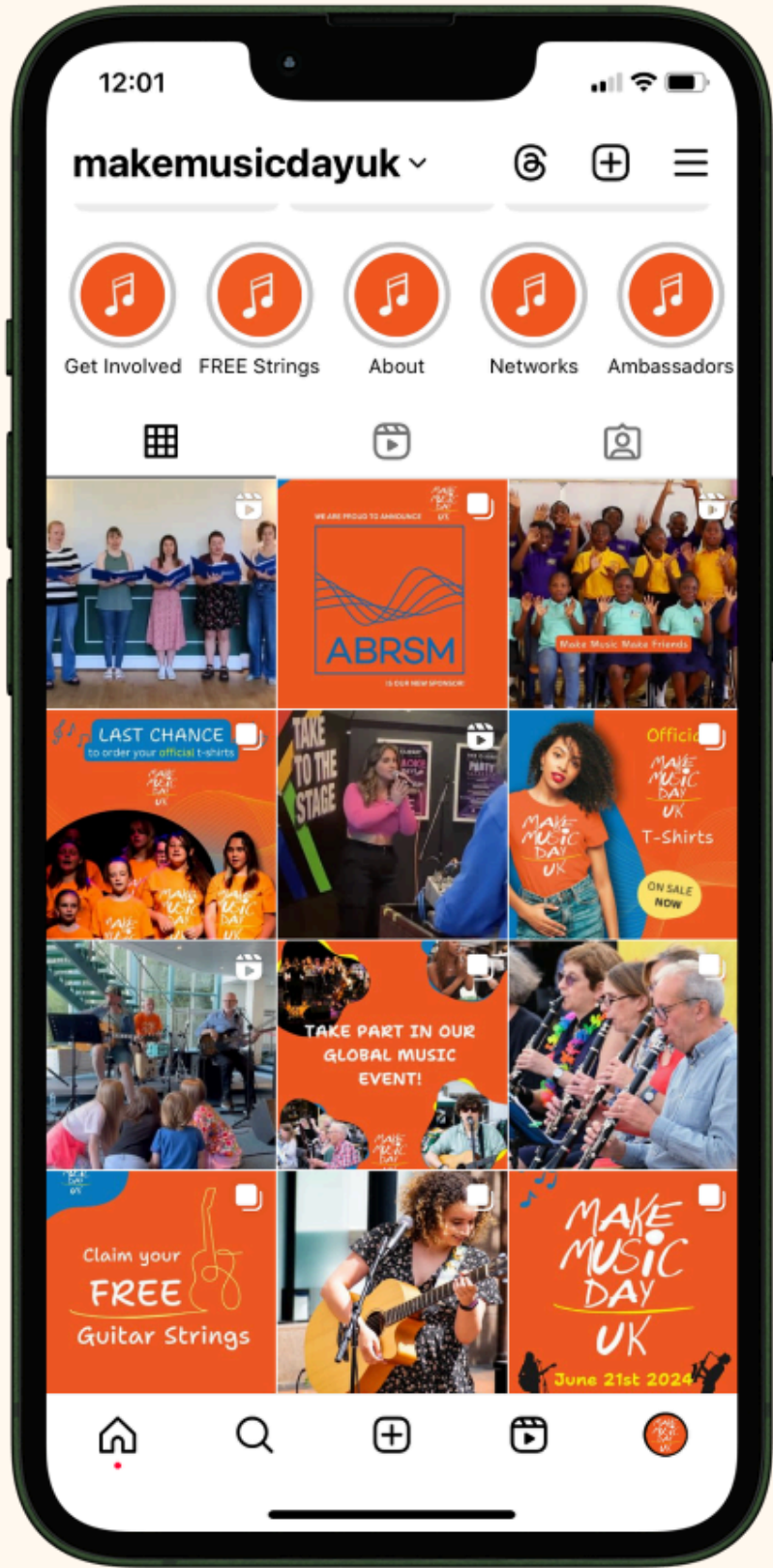
Make Music Day UK is an independent not-for-profit organisation associated with the global music company: Make Music Day. Their mission is to encourage musicians to unite and make music together every June 21st to celebrate and enjoy music as a community.

They came to Aesthetica Social because they wanted marketing support for their upcoming 2024 Make Music Day. To achieve this, I implemented a content strategy for Instagram, Facebook & X with a variety of content types including a range of videos from musicians, graphics to inspire DIY events and more!

BEFORE



AFTER



Strings Together



- Matchetts Music**
Belfast, Northern Ireland
- GM Music**
Cardiff, Wales
- Strum & Bass**
Gillingham, England
- Jimmy Egypt & Sons**
Glasgow, Scotland
- B&T Music**
Hastings, England
- The Music Shop**
Inverness, Scotland
- Intasound Music**
Leicester, England
- A Strings Ltd**
Treforest, Wales
- Symphony Music**
Wigan, England

HAPPY 2024

MAKE MUSIC DAY



21ST JUNE 2024



Official
MAKE MUSIC DAY UK
T-Shirts

ON SALE NOW


INSTAGRAM BEFORE

Insights	6 Apr-5 May
Accounts reached	16 -27.3% >
Accounts engaged	1 -50% >
Total followers	1.7K +0.5% >

AFTER 1 MONTH

Insights	6 May-4 Jun
Accounts reached	937 +6,146.7% >
Accounts engaged	49 +4,800% >
Total followers	1.8K +0.5% >

AFTER 2 MONTHS

Insights	4 Jun-3 Jul
<div></div> <div>Your post is high performing 204 accounts engaged with this post, more than your other posts. ></div>	
Accounts reached	10K +999.8% >
Accounts engaged	500 +920.4% >
Total followers	1.9K +5.5% >

FACEBOOK BEFORE

Reach ⓘ	3-second views ⓘ	1-minute views ⓘ	Minutes viewed ⓘ	Content interactions ⓘ
700 ↓ 53.6%	36 ↓ 56.1%	4 ↓ 55.6%	21m 13s ↓ 68.3%	6 ↓ 81.3%

AFTER 1 MONTH

Reach ⓘ	3-second views ⓘ	1-minute views ⓘ	Minutes viewed ⓘ	Content interactions ⓘ
5.8K ↑ 731.4%	290 ↑ 705.6%	14 ↑ 250%	2 h 14 m ↑ 535.8%	153 ↑ 2.5K%

AFTER 2 MONTHS

Reach ⓘ	3-second views ⓘ	1-minute views ⓘ	Minutes viewed ⓘ	Content interactions ⓘ
6K ↑ 4.3%	518 ↑ 133.3%	22 ↑ 69.2%	2 h 33 m ↑ 28.3%	323 ↑ 148.5%



“We really enjoyed working with Lauren. Her clear, no-nonsense approach to promoting Make Music Day was exactly what we needed, and the results were clear to see. More people engaging, more profile, more music-making activity. We would very much welcome the opportunity to work with Aesthetica Social again, and would highly recommend Lauren to other.”

Rob Guest, Make Music Day UK

Without Limits Media

Service: Content Creation

Without Limits Media specialises in video production, they came to Aesthetica Social because although they create content for their clients, they struggle to create content for themselves whilst they're on set.

I regularly attend their sets to capture content for them to use on their social media pages - people enjoy feeling part of something, and allowing Without Limits' audience to get behind-the-scenes exclusive access has helped them to increase their engagement.











"We rely on Lauren from Aesthetica Social for her exceptional photography expertise. Her services provide a valuable resource for creating behind-the-scenes content for our social media needs. Lauren consistently delivers work of the highest quality, and her final assets are always promptly delivered following each project. I would unquestionably choose Lauren's services again."

Archie James, Without Limits Media



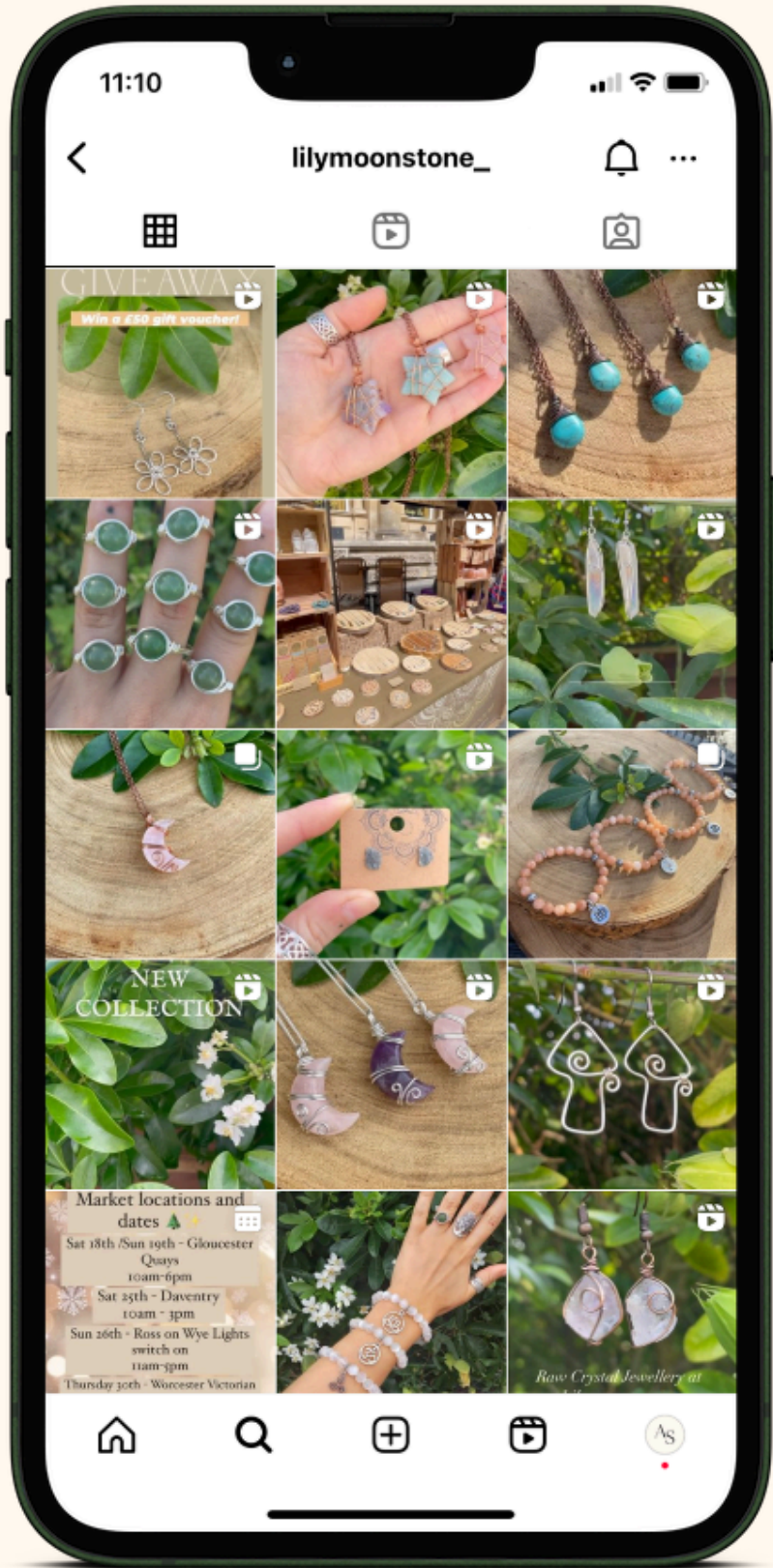
Lilymoonstone

Service: Content Calendar Subscription

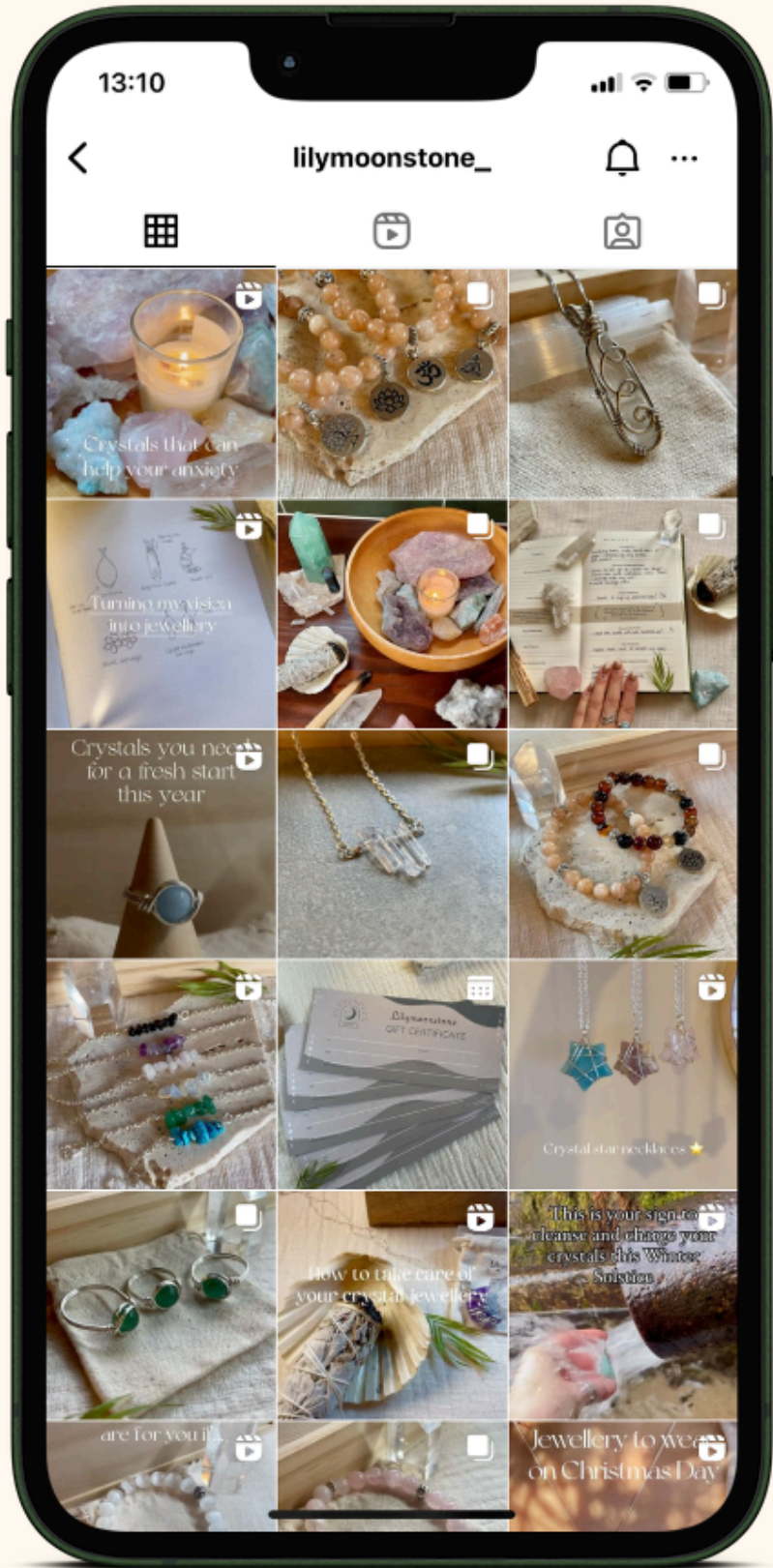
Lilymoonstone was struggling to regularly think of new ideas to engage, attract and sell to her audience. In subscribing to my Content Calendar Subscription, she now receives a new content calendar full of captions, hashtags and content ideas each month.

To begin, I looked over Lilymoonstone's current page and provided a new concept for styling her content to make her jewellery the main focus - now, her content looks a look cleaner, elegant and professional.

BEFORE



AFTER





“I've been working with Lauren with the content calendar subscription for just over 2 months and I am so relieved! I feel much more confident with moving my business forward and not so overwhelmed when posting. Lauren has came up with a complete new layout for my products, making them look more professional and more attractive to buyers, and I am pleased with the new direction. If you are feeling overwhelmed by social media and where to start, Aesthetica Social will definitely put you on the right track!”

Liz Pingree, Lilymoonstone



Hair By Ayesha

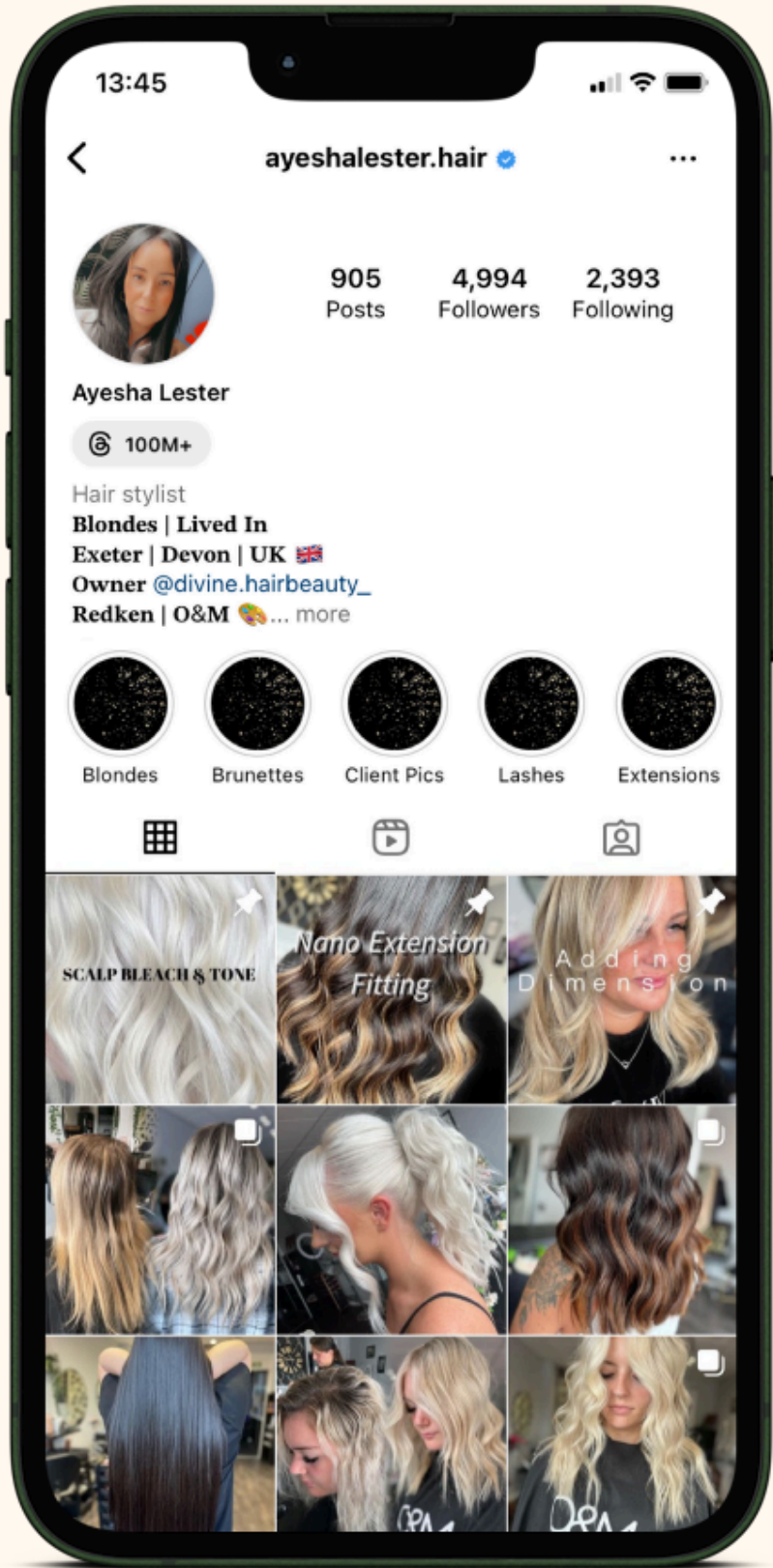
Service: Instagram Health Check

Ayesha was looking for new ways to get higher engagement and reach on her Instagram page.

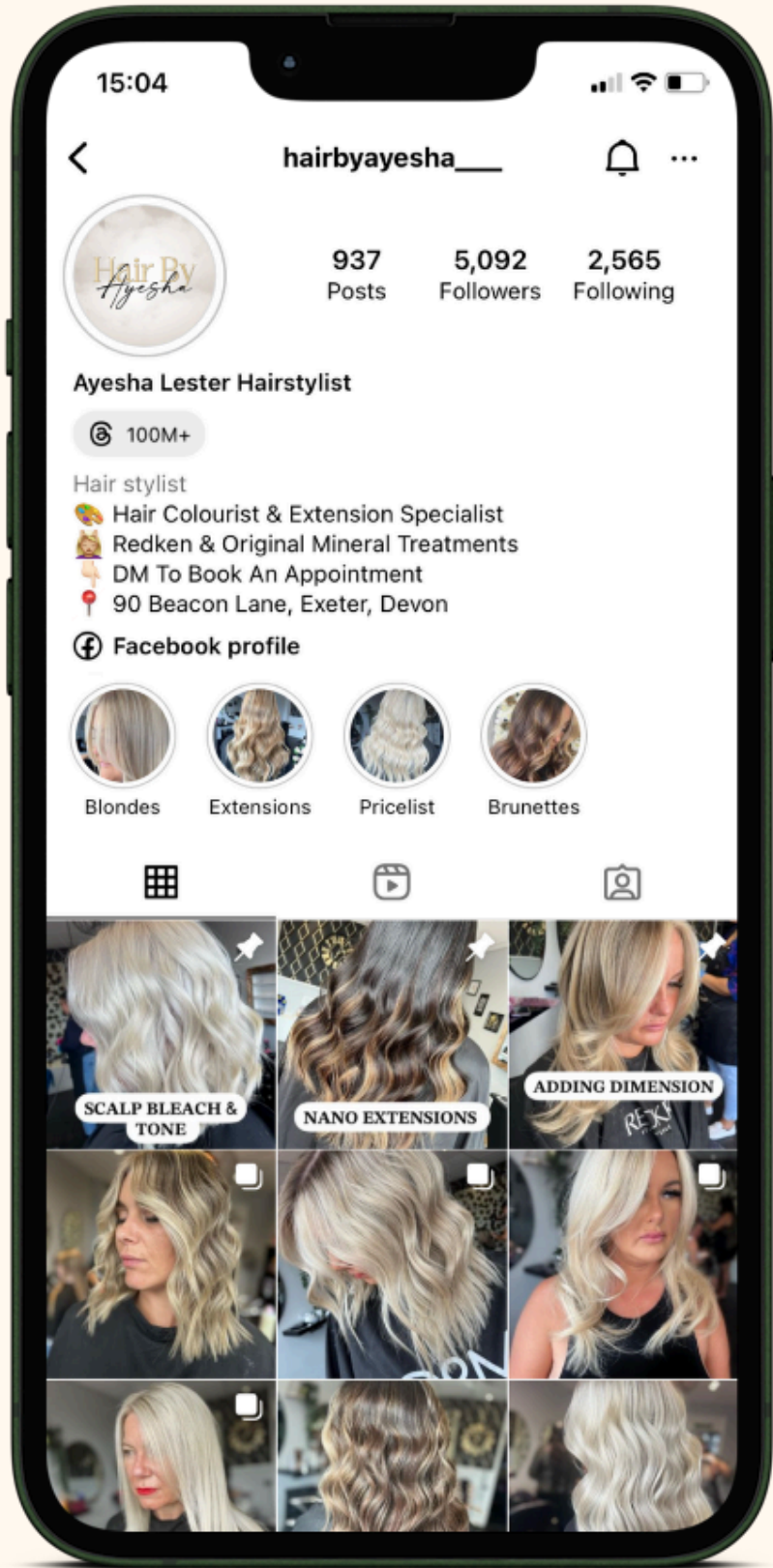
Ayesha purchased my 'Instagram Health Check' which gave her page a thorough examine highlighting areas to improve and providing next steps to take to work towards achieving her goal.

I provided Ayesha with new content ideas, and I re-vamped her profile, as a result of making these changes she started to see results within just 1 week of implementation!

BEFORE



AFTER



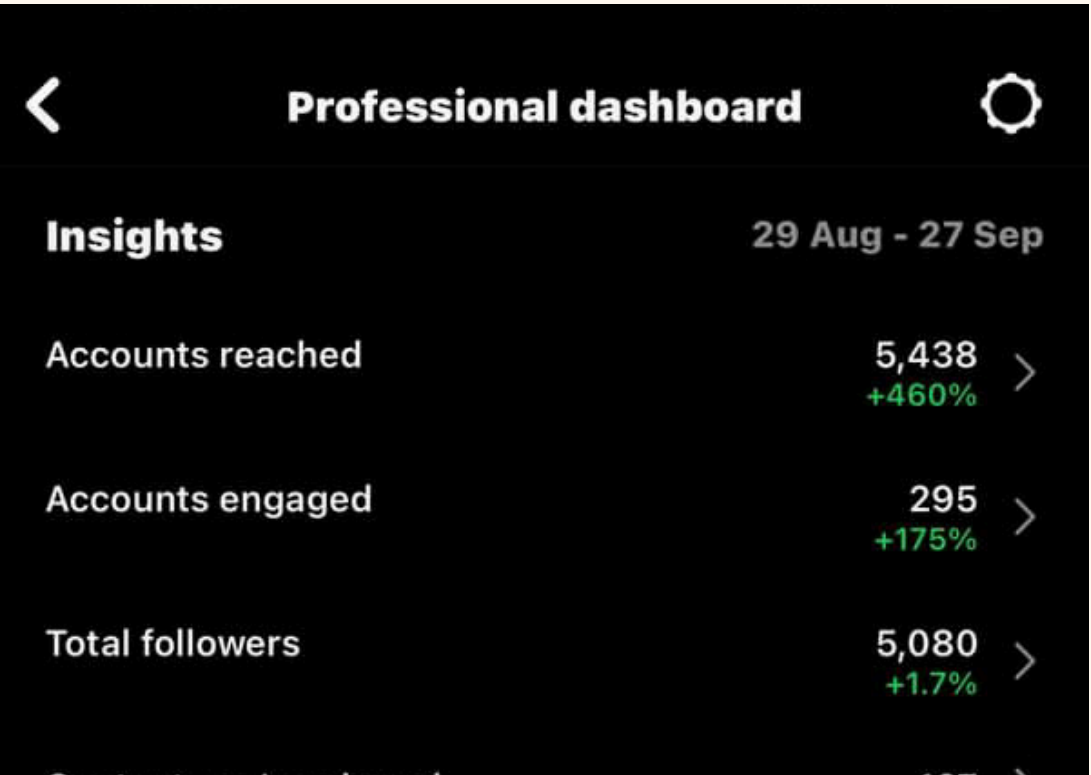
AFTER 1 WEEK



AFTER 2 WEEKS



AFTER 3 WEEKS

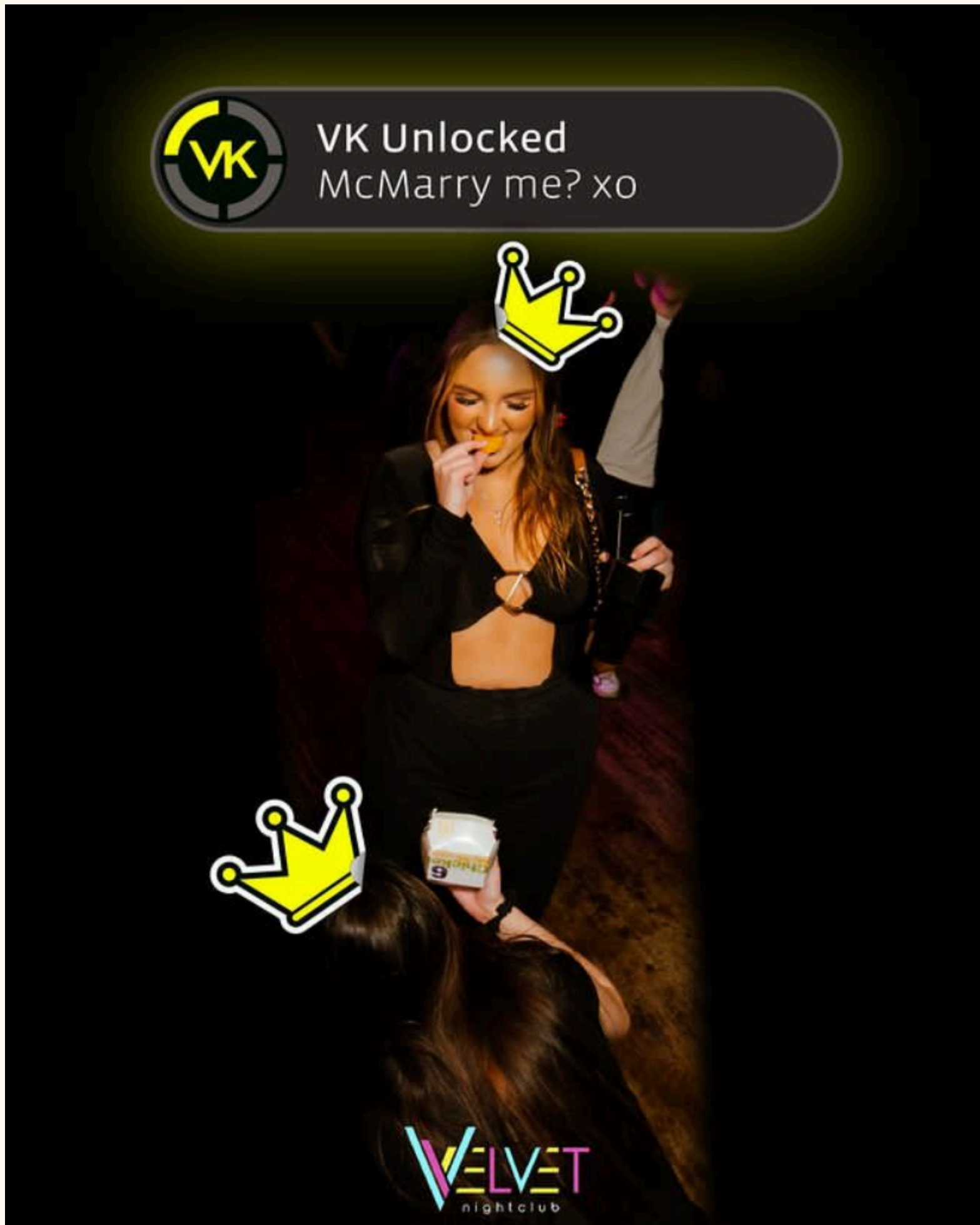




"I've had around 5 new people enquire this week, 2 have made appointments so far, my reach is over 5K as well! I'm so happy & can really see a difference in my account already. I've paid people for help before & not seen much difference, but your audit was so easy to understand & the changes I made were easy to do but been very effective thanks again!"

Ayesha Lester, Hair By Ayesha

Testimonial written 3 weeks after receiving Instagram Health Check



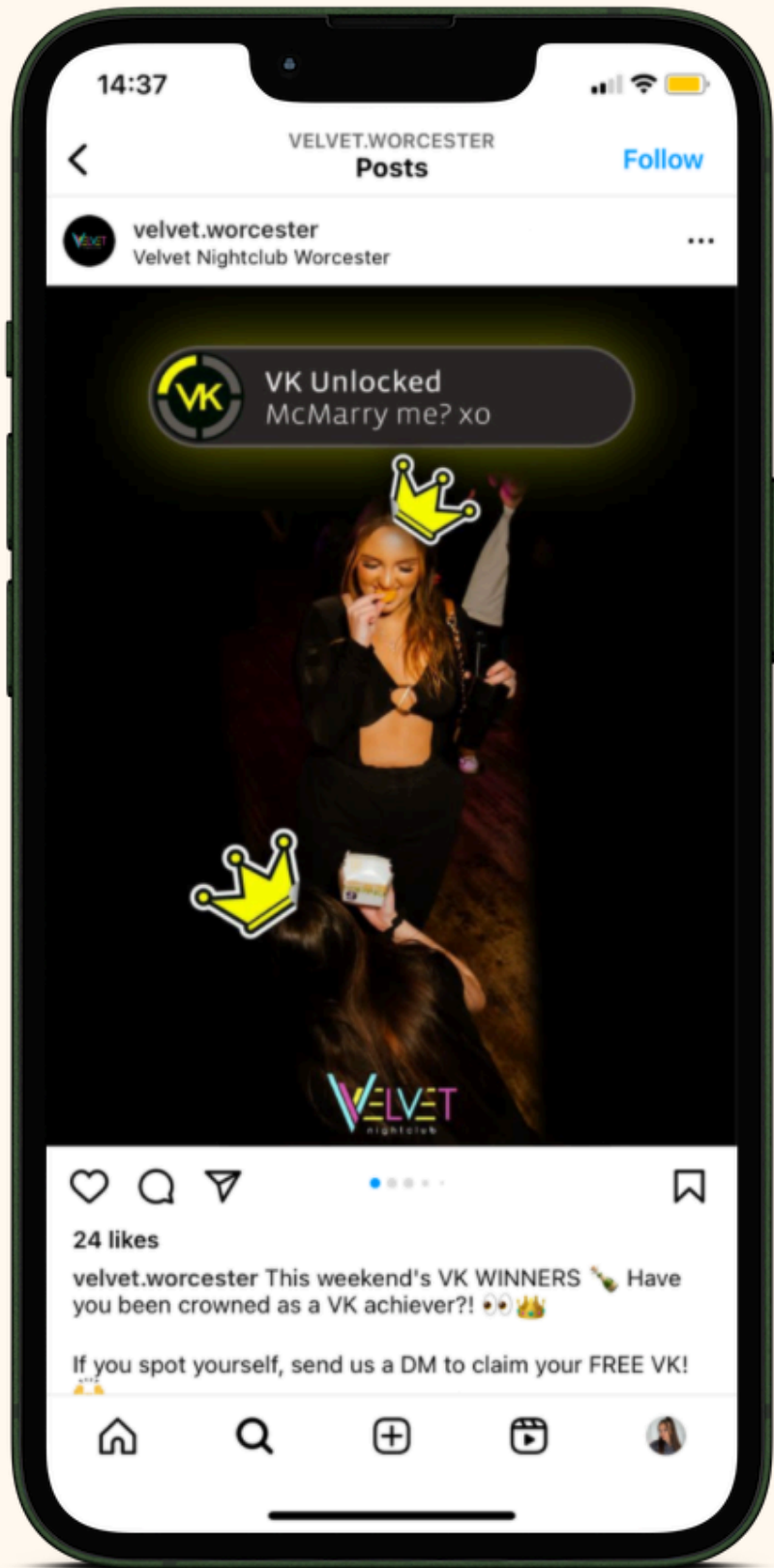
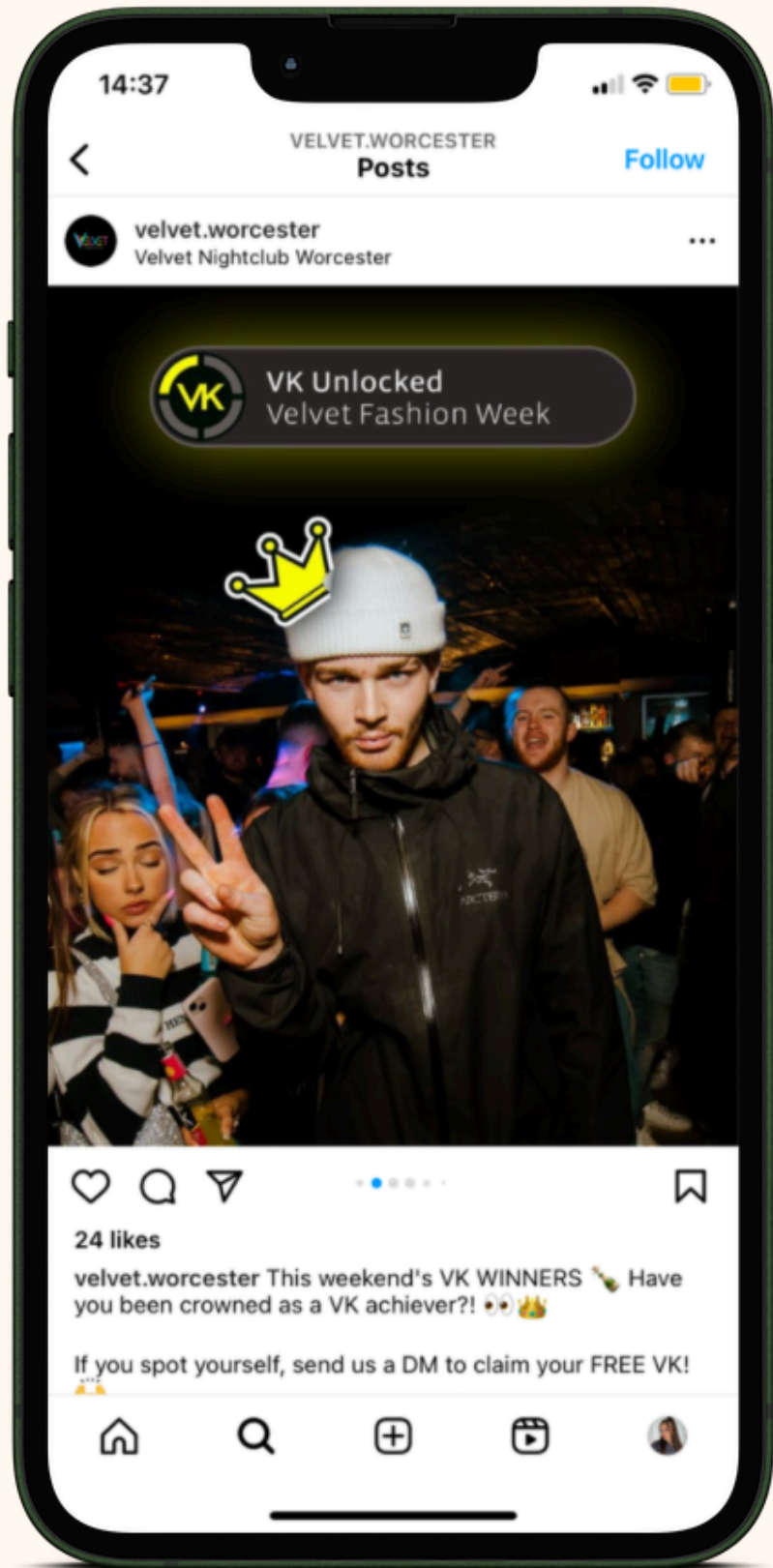
Velvet Nightclub

Service: Social Media Management

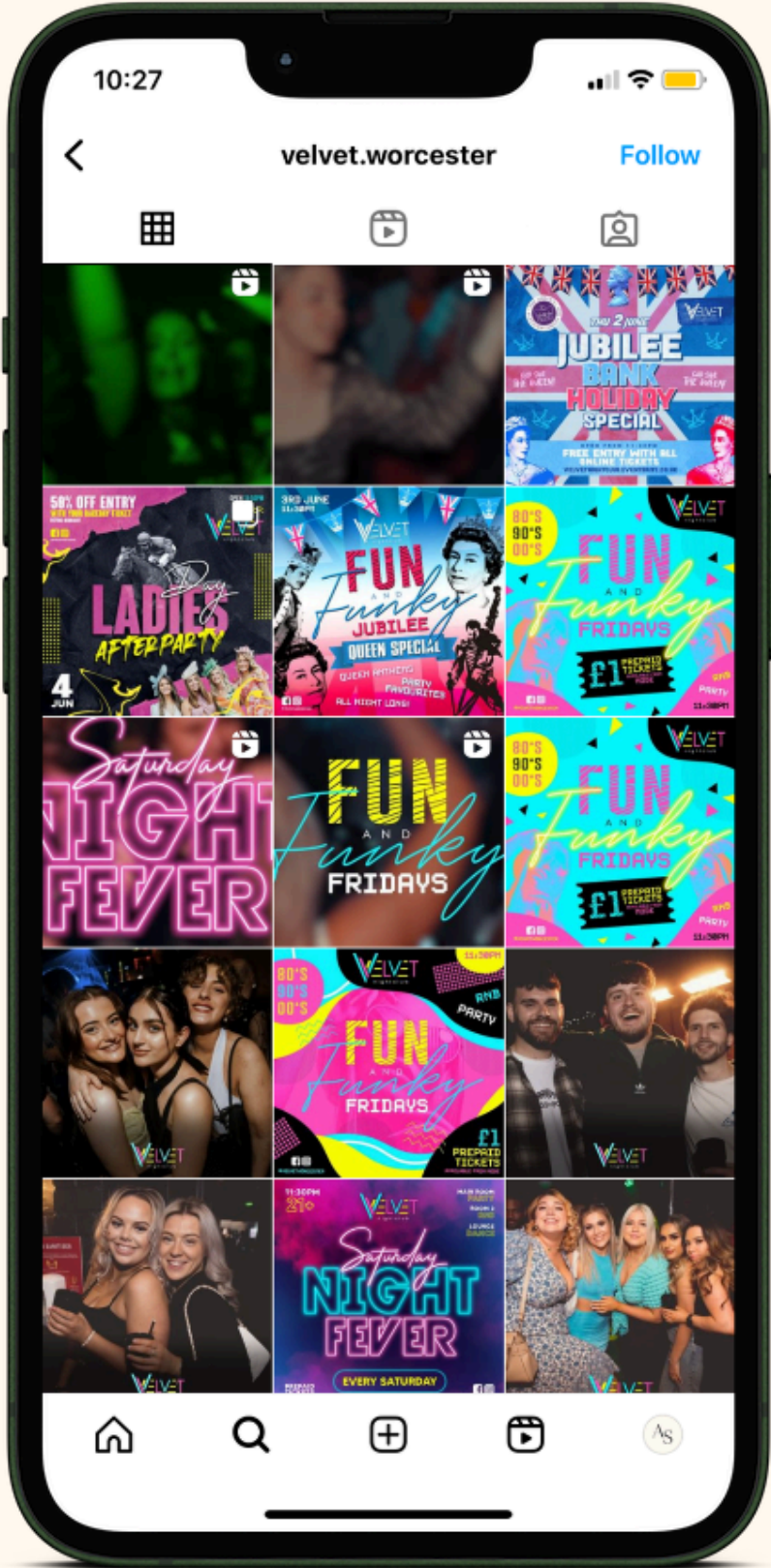
Velvet Nightclub were looking for new ways to attract their target audience, increase their Instagram engagement and attract customers to the venue.

I wanted to create a new concept for them that would engage their audience and be memorable. As a result, we launched our VK Unlocked campaign.

Instead of just posting regular club photos we took it to a different level by creating captions and awarding those who caught our eye - if they won, they were awarded free entry into the venue and a free VK - this was a great campaign for attracting customers back into the venue. We received a high interaction with lots of people claiming their VK prize.



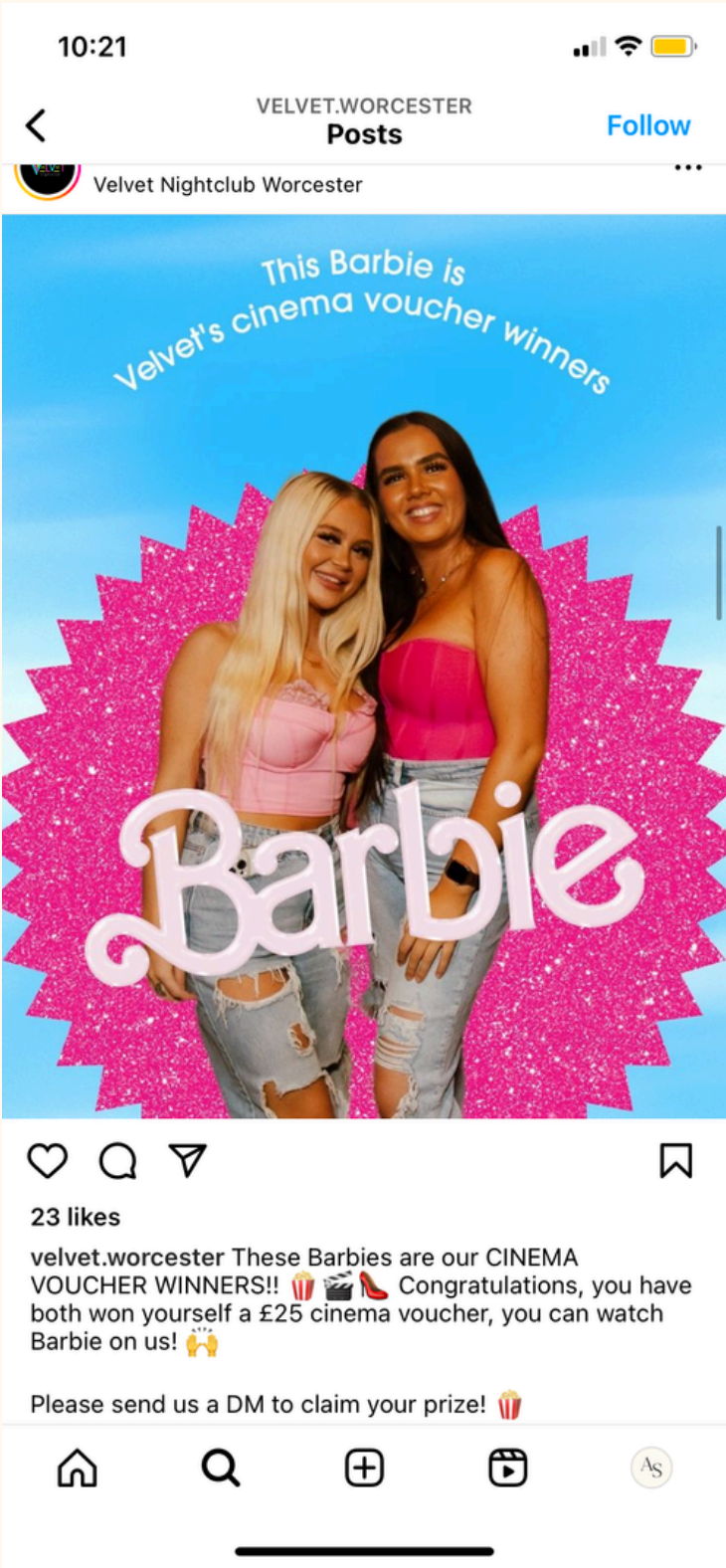
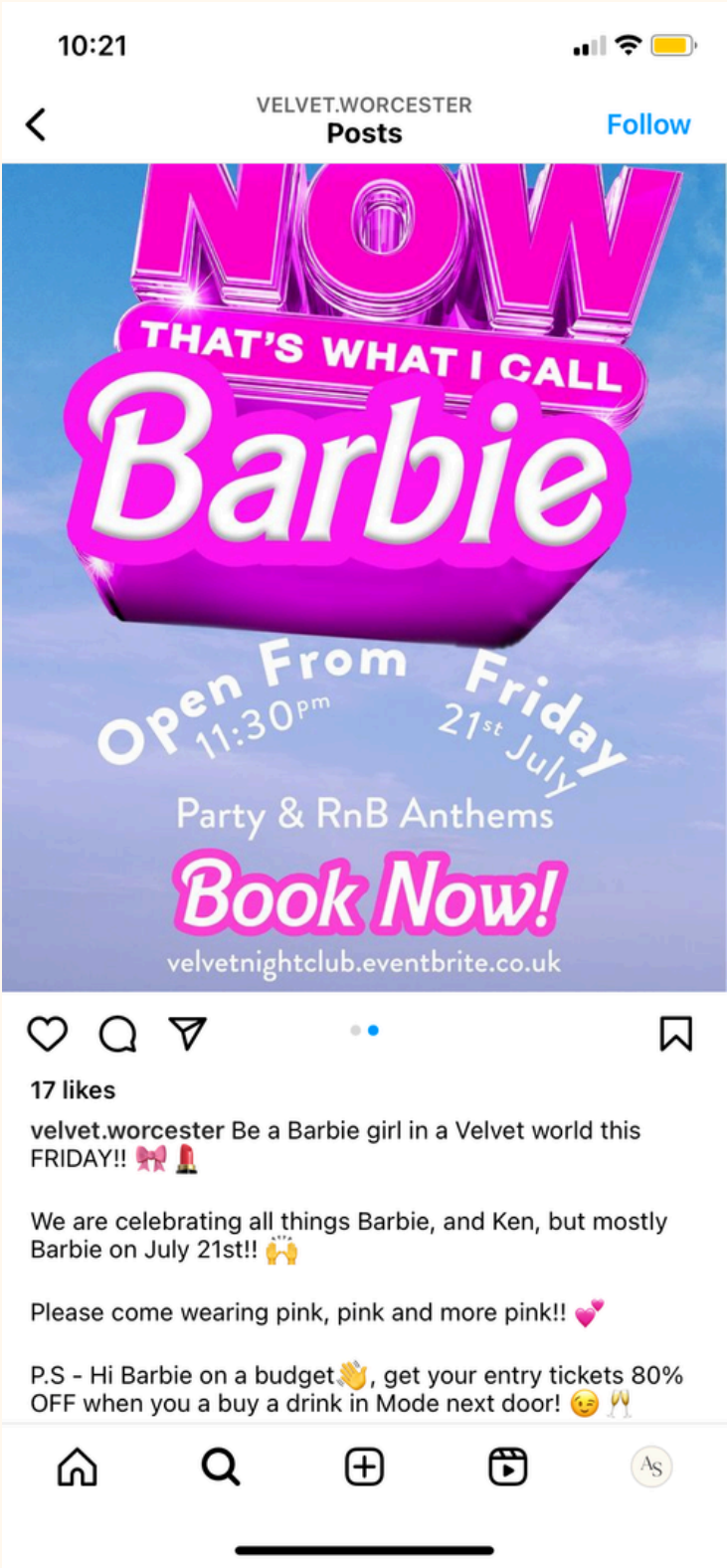
BEFORE



AFTER



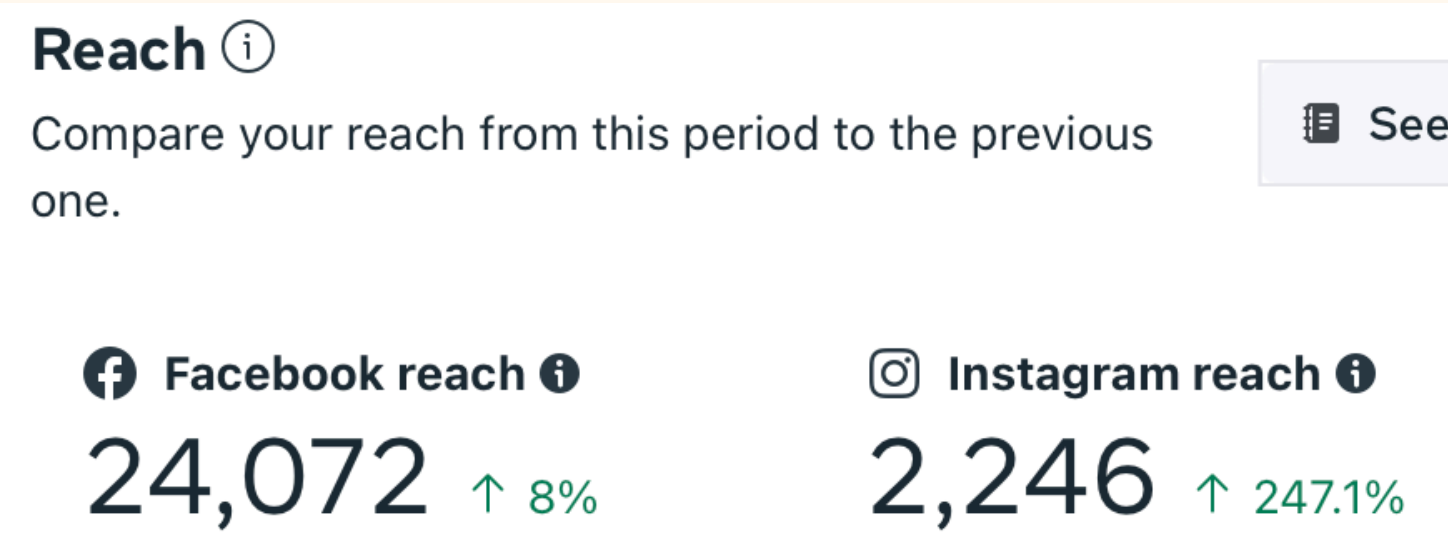
With the release of the new Barbie movie, I wanted to create hype for the venue by hosting a Barbie campaign. As a result, Velvet Nightclub's Reach and engagement on Instagram and Facebook increased.



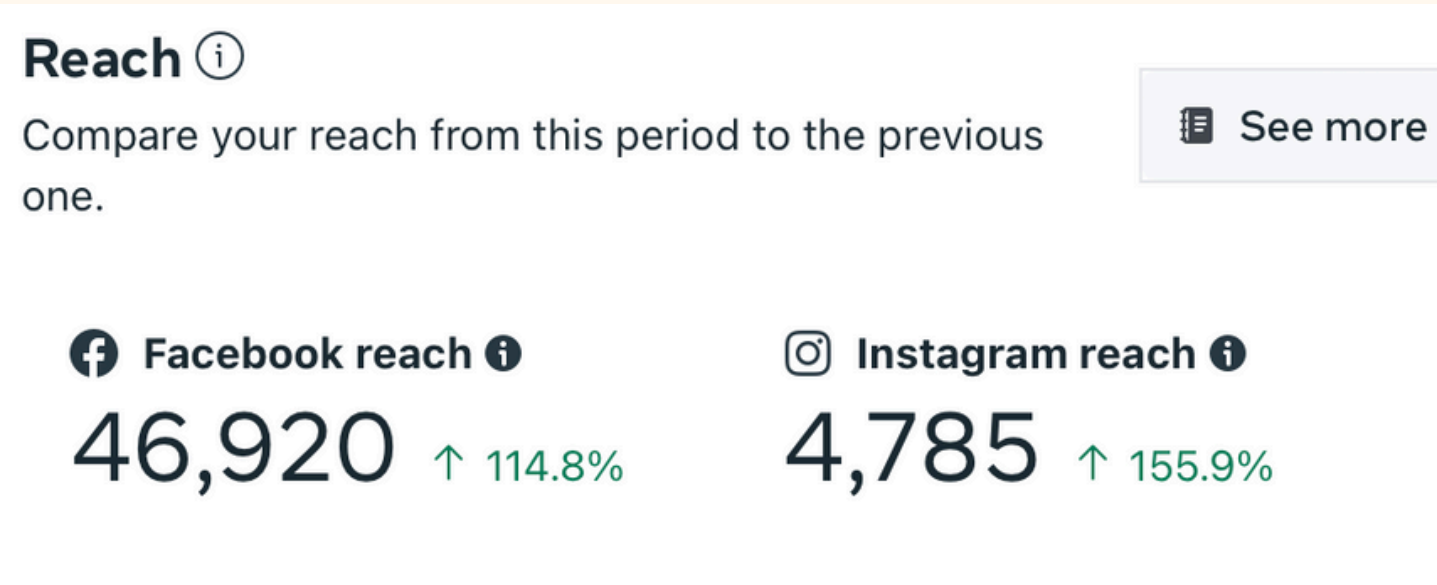
STORY CONTENT



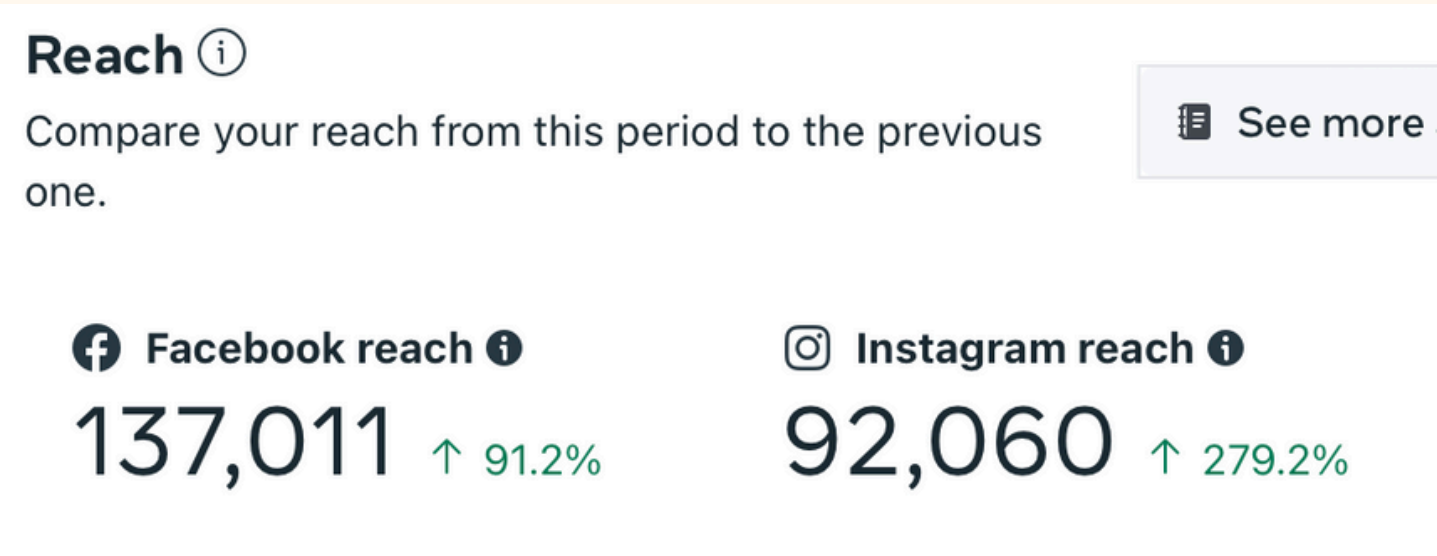
AFTER 1 MONTH



AFTER 4 MONTHS



AFTER 8 MONTHS





"Lauren worked for the company for just over 12 months, during this time she has been a huge asset. She is creative, imaginative and highly professional in all that she does. Lauren takes great pride in keeping her knowledge up to date of all current digital marketing platforms which she then uses within her role to drive the business. She has done a brilliant job of modernising the way we market our business and has dramatically improved our digital media presence. She is leaving us as by far the most professional and effective business when it comes to digital marketing in this area. She has put us head and shoulders above our competitors.

Lauren is an excellent communicator and a very popular member of the team. Lauren is highly proficient in Facebook, Instagram, TikTok, Airship, and Eventbrite. I am sure she will be a huge asset to anyone who uses her services. I highly recommend Lauren for all your digital marketing needs."

Nathan Tinker, Velvet Nightclub | Tramps Nightclub | Mode Bar

Previous Employer

“

"It has been an absolute delight working with Lauren. She is punctual, efficient and fun to work with. She instantly understood the vision and messaging behind the brand and was very fast to deliver ideas! She has made my life so much easier and I have already recommended her to my small business friends!"

Mehv Khan, Grapeviine

“

"Amazing coach! I have been using Lauren for a number of months now and she is honestly amazing at her job. I'm so pleased I was passed on her details. Lauren has been amazing and given me the best guide to help with content! So impressed with how much more reach I'm getting and engagement. Cannot thank you enough! Will definitely carry on using Lauren."

Alex Carswell, Alex Carswell Hair



Get In Touch

lauren@aestheticsocial.co.uk

aestheticsocial.co.uk

[@aestheticsocial](https://www.instagram.com/aestheticsocial)