

Logan
Lehrman

Social Media Portfolio

Personal Fashion & Lifestyle Blogger Account



Adventures of a girl chasing her dreams...

Begin Date: 05/16/20

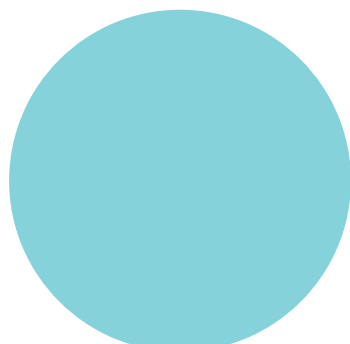
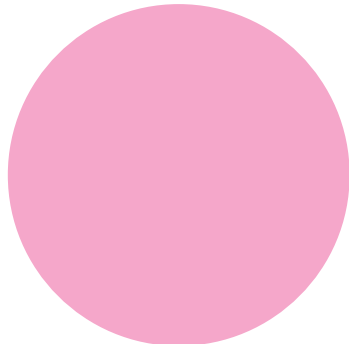
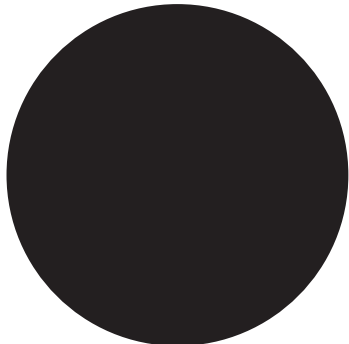
Project Goal: 20K Followers on Instagram

Brand Statement: Forever making ideas come to life through words and pictures.

Attributes: Entrepreneurial, Determined, Bold, Authenticity.

Target Audience: 15-30.

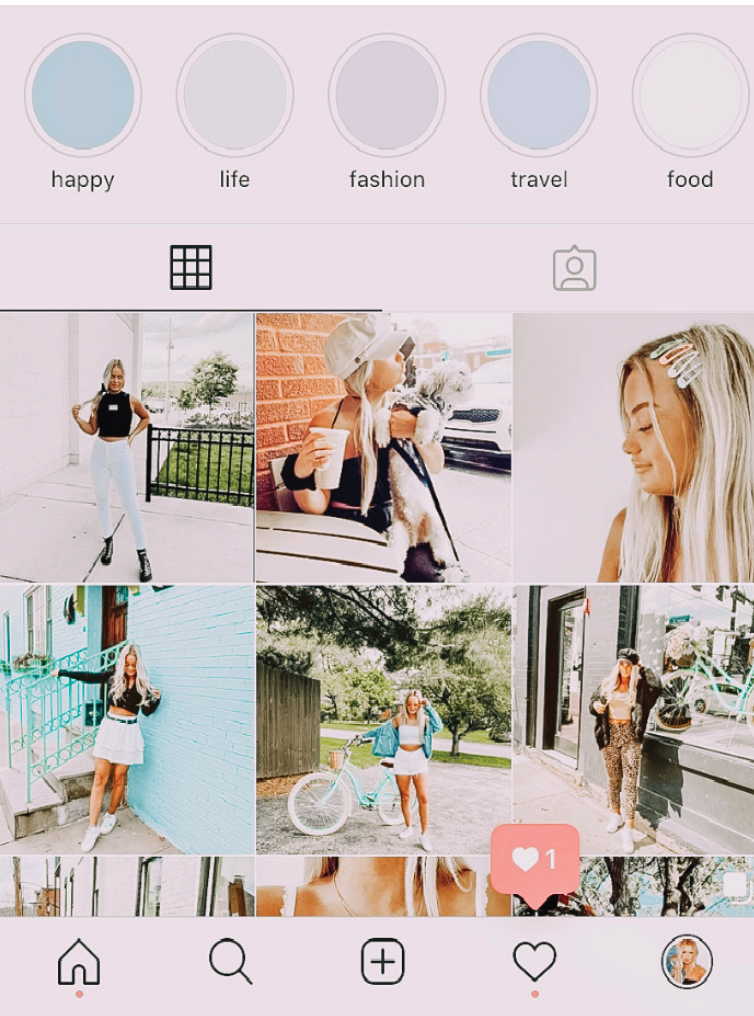
Vision: Take people along on my journey through life navigating through the job market, personal development, and marketing myself.



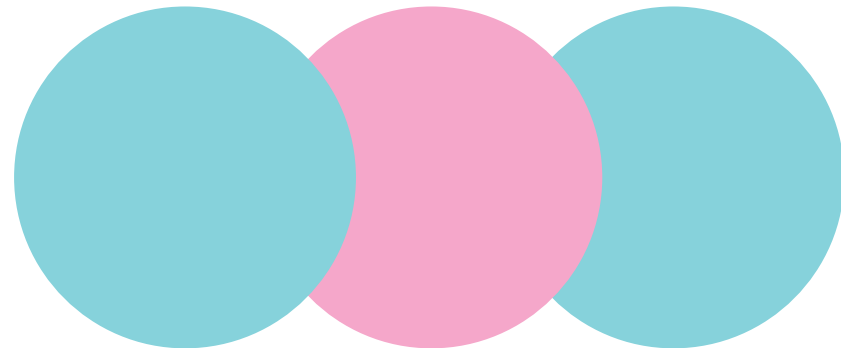
Post Overviews



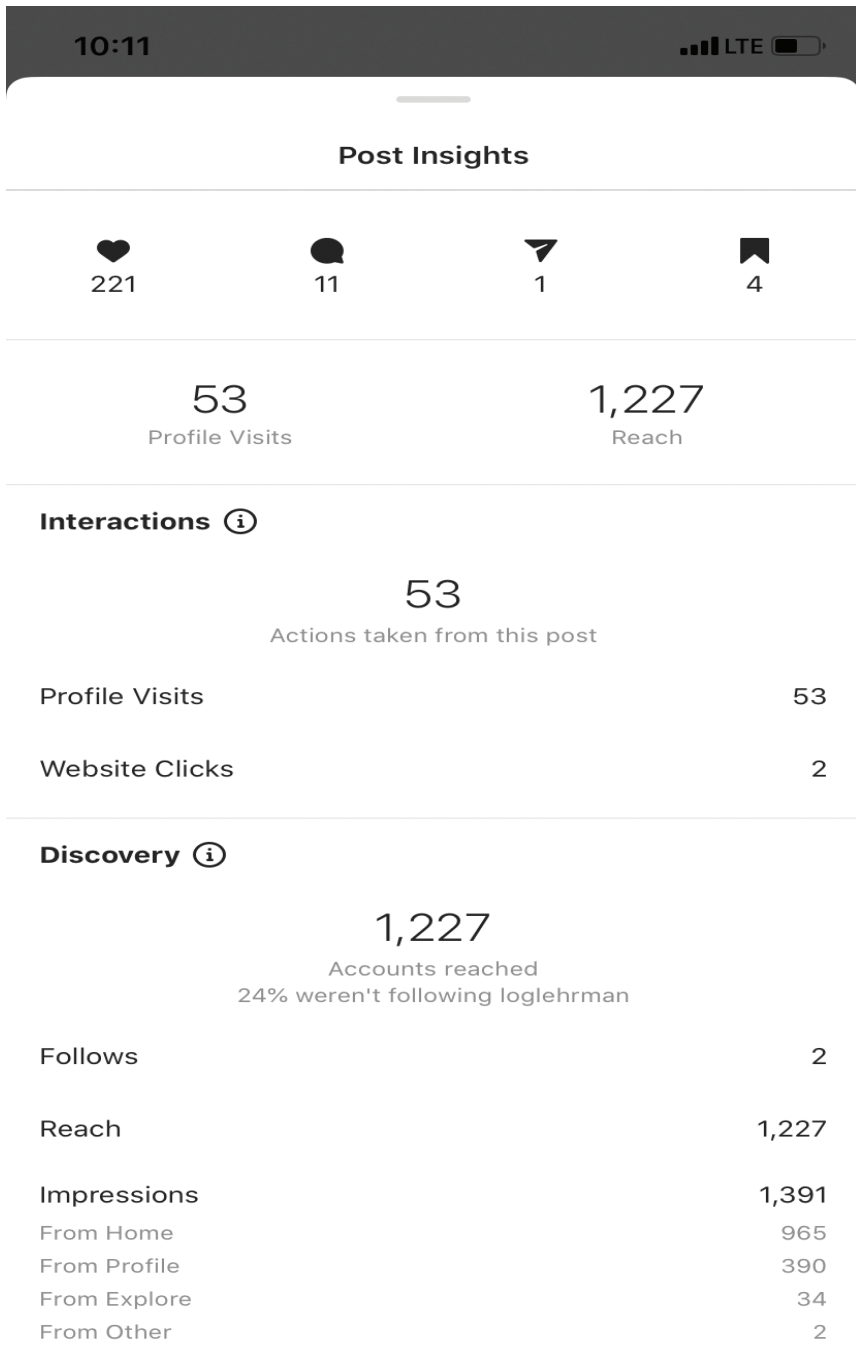
Strategies:



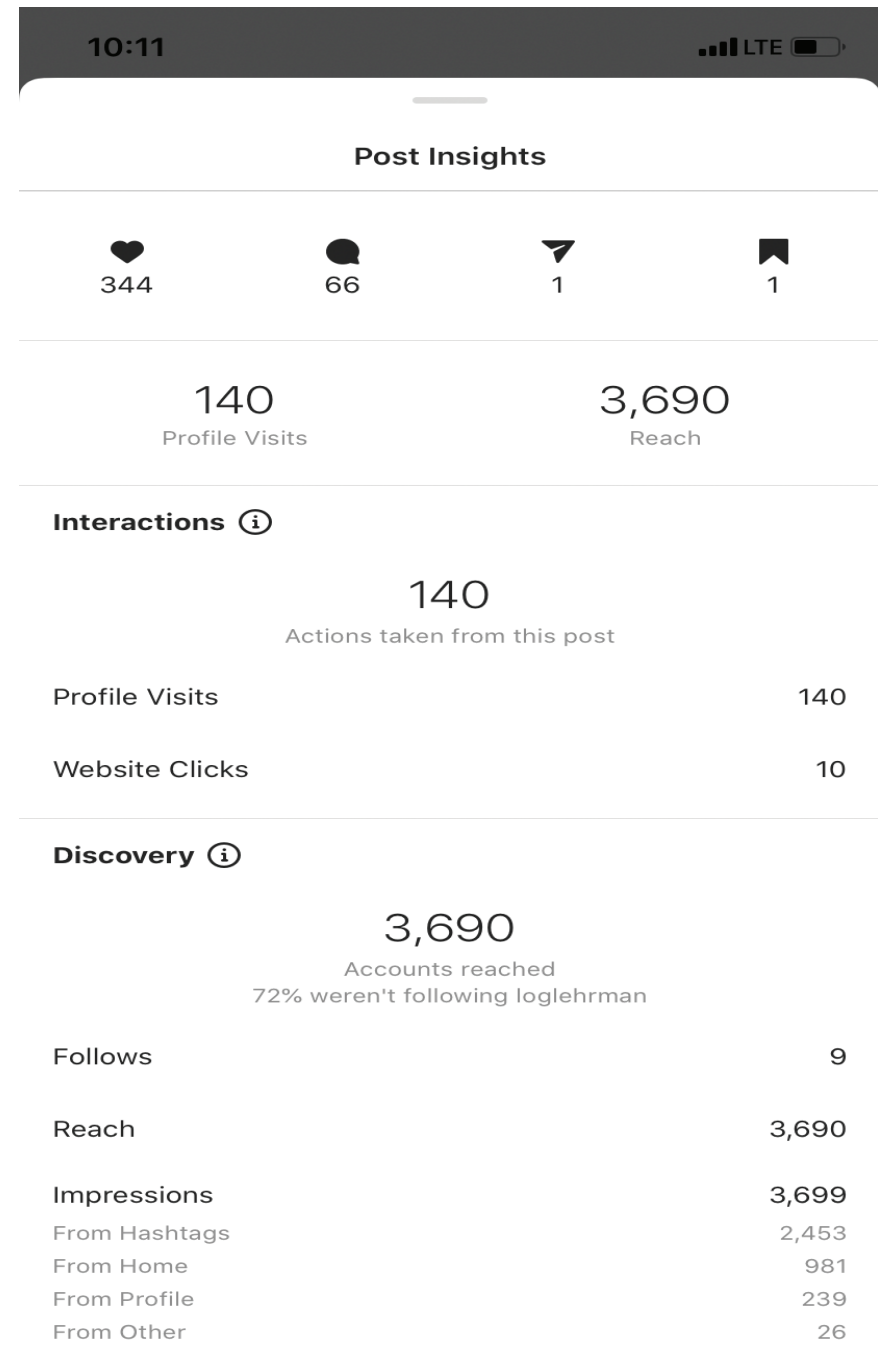
- Post a picture every other day
- Post a story every day
- Change your name to something someone would search for.
Ex: LOGAN I content creator
- Use an Instagram Business account
- Use presents & build your "aesthetic"
- Utilize #hashtags, majority of my likes & profile visits come from the hashtags I use
- Use #hashtags on your story's & hide them in the background
- Switch up your #hashtags for every post
- Tag all items in the picture & local news/magazines
- Reply & like all comments on your post
- Reach out to similar accounts, often times they will promote your account if you promote theirs
- Engage with your audience
 - Thank new accounts for following you
 - Ask what content they want to see
 - Use interactive stories (polls, questions, etc.)



2 Weeks of Growth



This is where your post was seen the most. It got the most impressions from



This is where your post was seen the most. It got the most impressions from

Dom's Pizza Campaign



★ ★



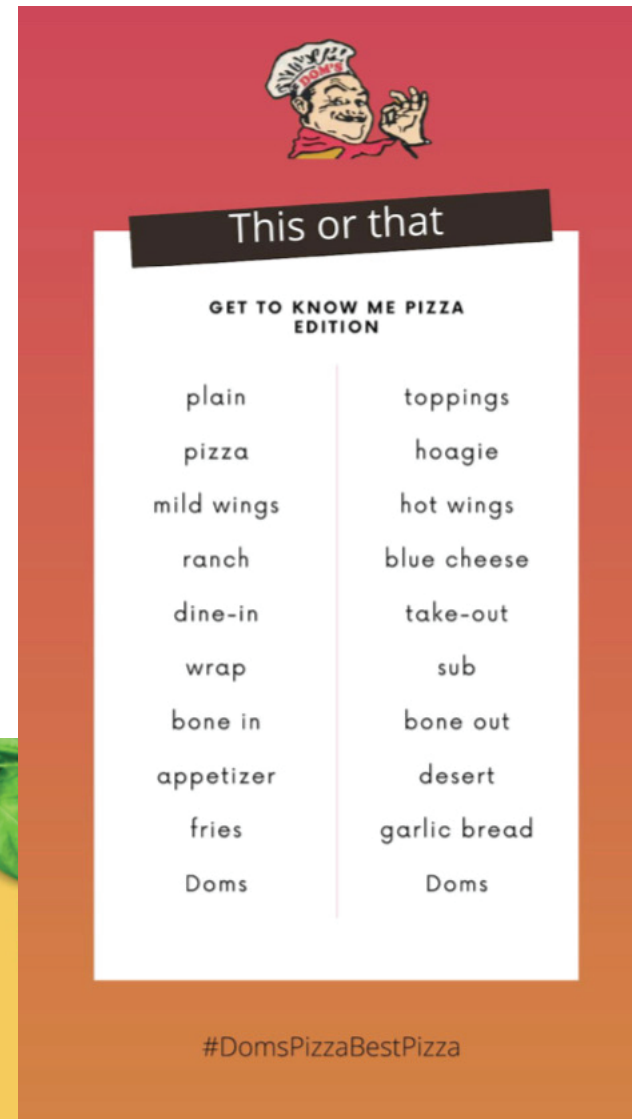

LET'S CELEBRATE OUR HEROES

DOM'S PREMIUM PIZZA SUBS & WINGS



★ ★

Heroes please top in this weekend and enjoy 15% off your purchase.





This or that

GET TO KNOW ME PIZZA EDITION

plain	toppings
pizza	hoagie
mild wings	hot wings
ranch	blue cheese
dine-in	take-out
wrap	sub
bone in	bone out
appetizer	desert
fries	garlic bread
Doms	Doms

#DomsPizzaBestPizza

ESTABLISHED 1980

DOM'S PREMIUM PIZZA SUBS & WINGS

ONLY THE FRESHEST



#DOMSTRIVIATUESDAY

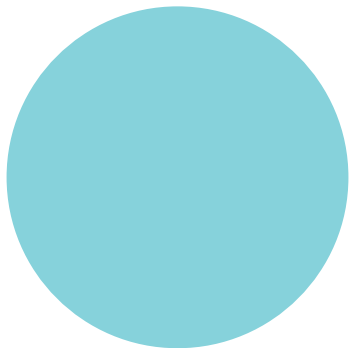
What year were we established?

Comment the answer below!

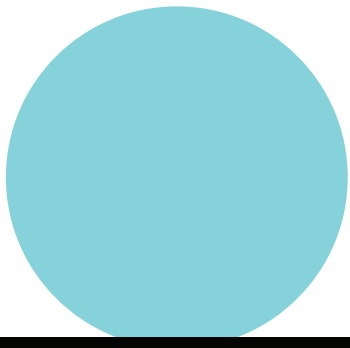


The Buckle Marketing Internship

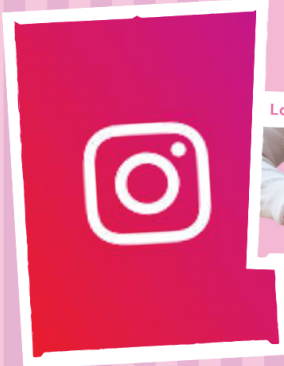




My Blog



LITTLE L&L



Increasing your reach 101 ↷

Logan Lehrman
Marketing & Social Media



Tips + Tricks
for
LinkedIn



ALL THINGS GOFFEE



LOGAN LEHRMAN

LITTLE L & L BLOG

COFFEE ORDERS & MORE

Logan
Lehrman



**Logan
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