

Logan
Lehrman

Social Media Portfolio

Personal Fashion & Lifestyle Blogger Account



Adventures of a girl chasing her dreams...

Begin Date: 05/16/20

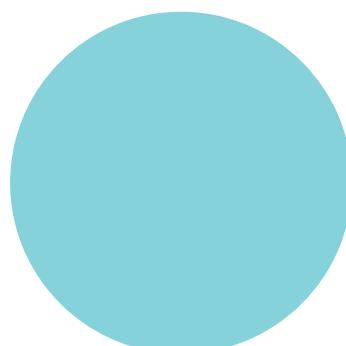
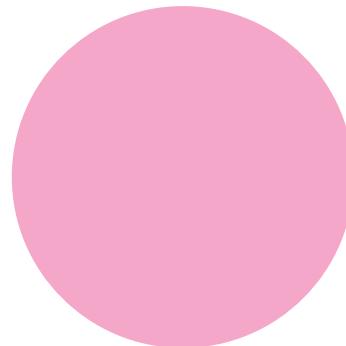
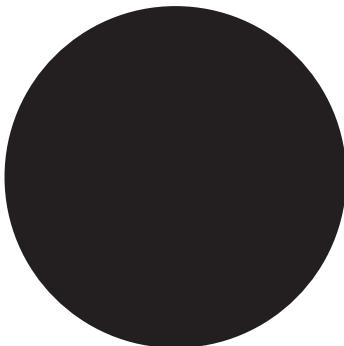
Project Goal: 20K Followers on Instagram

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.

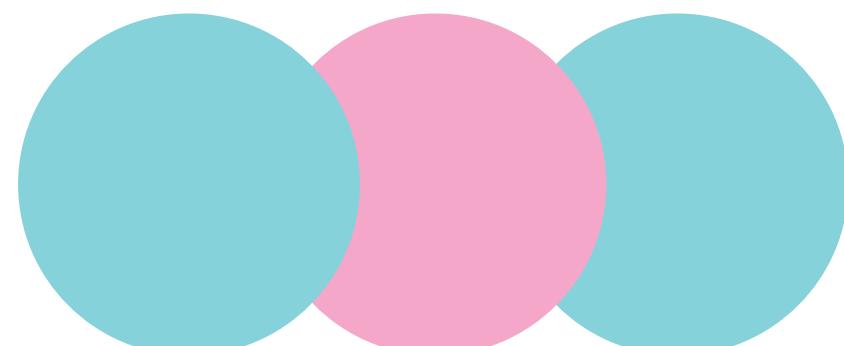
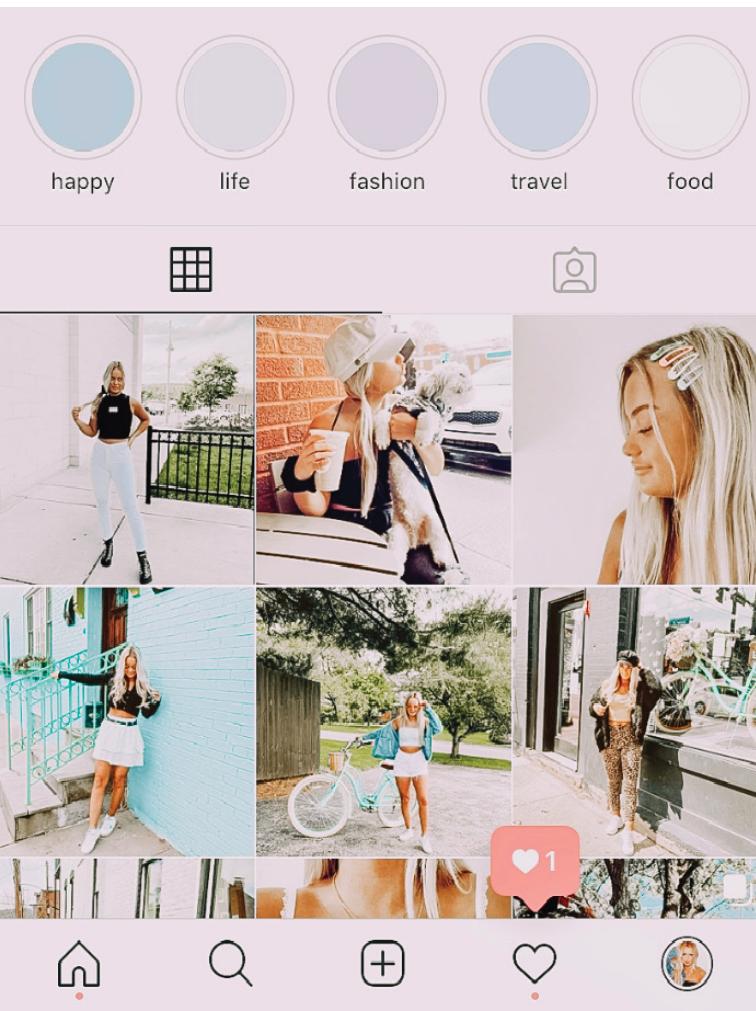


Post Overviews



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

10:11

■■■ LTE

Post Insights

221

11

1

4

53

Profile Visits

1,227

Reach

Interactions i

53

Actions taken from this post

Profile Visits

53

Website Clicks

2

Discovery i

1,227

Accounts reached
24% weren't following loglehrman

Follows

2

Reach

1,227

Impressions

1,391

From Home

965

From Profile

390

From Explore

34

From Other

2

10:11

■■■ LTE

Post Insights

344

66

1

1

140

Profile Visits

3,690

Reach

Interactions i

140

Actions taken from this post

Profile Visits

140

Website Clicks

10

Discovery i

3,690

Accounts reached
72% weren't following loglehrman

Follows

9

Reach

3,690

Impressions

3,699

From Hashtags

2,453

From Home

981

From Profile

239

From Other

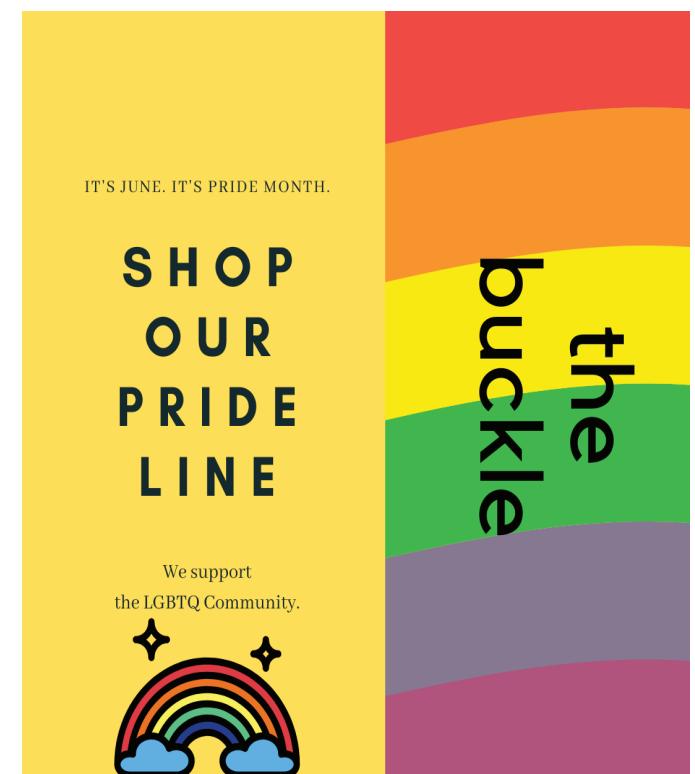
26

Dom's Pizza Campaign



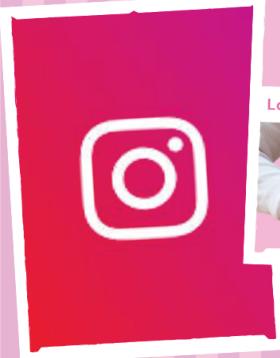
The Buckle

Marketing Internship



My Blog

LITTLE L&L



Increasing your
reach 101

Logan Lehrman
Marketing & Social Media



LOGAN LEHRMAN

ALL THINGS GOFFEE



COFFEE ORDERS & MORE

LITTLE L&L BLOG

Logan Lehrman



Logan Lehrman

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