

# SOCIAL MEDIA MARKETING



# ABOUT US

## Company History

Inspire Marketing are a freelance marketing company helping businesses in the UK to elevate their online presence and grow their community. Since we began 2018 our mission has been to empower businesses to shine brightly, connect authentically, and realise their fullest potential through digital marketing.

## Founded by Hattie Williams

With a passion for connecting businesses with their audiences, I've spent the five years mastering the art of social media marketing. My journey has been marked by staying ahead of trends, crafting compelling content, and tracking analytics for informed strategies. I've harnessed the power of social media to drive engagement, growth, and success. My expertise is your key to navigating the ever-evolving world of digital marketing, achieving your goals, and reaching new heights.





# CASE STUDYS

**MEET THE TEAM**  
Alan Dovey

**BUSINESS SERVICES**

**MINDFULNESS TIPS**  
Take note of the positive  
Be aware of your thoughts  
Focus on the now

**WHAT DO WE DO?**  
Working Health has been operating for over 10 years as a highly experienced and specialist business coaching and personal development service for entrepreneurs, small businesses, and start-ups.

**PANIC ATTACKS**  
what you need to know  
You get a rush of intense mental and physical symptoms.

**3 SIGNS**  
your mental health is improving  
Accomplishing goals  
Having a stable appetite  
Sleeping better

**Reduce the sickness**  
absence in your workplace

**GRIEF**  
All Working Health, we provide support to those suffering with grief looking for ways to understand and accept our loss. We create personal treatment plans to suit those individual needs, as well as to help manage and accept your emotions to guide you through those difficult circumstances.

**FREE RESOURCES**  
Download to your device  
The Role of Work

**Inhale**  
Speak it into existence.

**Take what you need today**

**mindfulness**

**What's your favourite card trick?**

**TESTIMONIAL**

**UPCOMING AVAILABILITY**

**ENERGY BOOST**

Laughing 100 times is equivalent to 15 minutes of exercise on a stationary bike.

How are your hormones?  
Take my online hormonal health questionnaire today.

**TESTIMONIAL**

**GET IN TOUCH**  
Here's where you can find us.

**5 tips for healthy eating on a budget**

**Read this**  
10 Reasons to Do a DUTCH Test

**WHAT'S YOUR FAVOURITE CARD TRICK?**

**"CURIOSITY IS ONE OF THE GREAT SECRETS OF HAPPINESS"**

**TESTIMONIAL**

**CARD MAGIC HYPNOSIS COIN MAGIC**

**UPCOMING AVAILABILITY**

**OUR SERVICES**

**Will I make it?**

**60 MINUTE SELF-CARE**

**Take what you need today...**

**Worry is a thought**

**What is CBT?**

**My thoughts are facts**

**Pin your best performing posts**

**Checklist**

**JOIN OUR FACEBOOK COMMUNITY**

**How to gain confidence on camera**

**What's your feel good song?**

**SLEEP MANAGEMENT**

**FAQ: WILL OUR SESSIONS BE CONFIDENTIAL?**

**CBT for anxiety & depression**

**CLIENT TESTIMONIAL**

**WELLNESS**

**DO YOU STRUGGLE WITH STICKING TO your diet?**

**Benefits of CBT**

**Engagement and community building**

**The proof is in the insights**

**Marketing 101**

**SOCIAL MEDIA TIP**

**Our packages.**

**Our mission.**

**Three reasons your posts aren't getting likes**

**Inspire by name, inspired by nature. Let's grow.**

**client TESTIMONIAL**

**Several self-care tips**

**Who are we?**

**you asked**

**we answer**

**DAILY CHECK-IN**

**How can CBT help you?**

**If you were talking to your best friend**

**realhannahchan**  
2,433 Posts 13.9 k Followers 611 Following

**Hannah Chan**  
Entrepreneur  
Ex GB Powerlifter  
Sharing what I learnt after growing 2 6&7 figure businesses by 26 y/o  
Testimonials  
[www.fitnessscalingsystems.com/testimonials/](http://www.fitnessscalingsystems.com/testimonials/)

**Recent Highlights**  
You reached +2,098.6% more accounts in last 7 days compared to Sep 24 - Sep 30

**Overview**  
10K Accounts Reached +2,098.6%  
209 Content Interactions +231.7%  
534 Total Followers +5.5%

**Insights overview**  
gained 879 more followers compared to 17 Nov - 14 Feb.  
38.9K its reached  
1,083 Accounts engaged  
920 Total followers +2,143%

**What do our delegates think of our webinars?**

**Upcoming webinars**  
Clinical Depression or Menopause - WHICH IS IT?  
Testosterone Q&A  
Premature Ovarian Insufficiency and Early Menopause

**Out of 14% of women taking HRT:**  
54% felt HRT had given them their life back  
36% felt HRT helped productivity at work  
18% felt HRT didn't help reduce symptoms  
2% planned to stop because of the side effects

**NHMS Annual Conference**  
16 DAYS TO GO

**Blog post**  
Hormone therapy: why we should no longer be afraid of the breast cancer risk, says new literature review

**Confidence in the Menopause Course**  
A programme for healthcare professionals

**NHMS Annual Conference**  
Feeling better, staying healthier - Here to optimise care for our patients

**NHMS Annual Conference**  
23 DAYS TO GO

**Are you experiencing low mood due to the perimenopause or menopause?**  
Here are some ways to help

**TAKE A LOOK AT OUR #FREQ23 PROGRAMME**

**MEET HATTIE**  
Marketing Manager

**INTER/HER**  
RECOVERY ZONE & CAMPUS ZONE

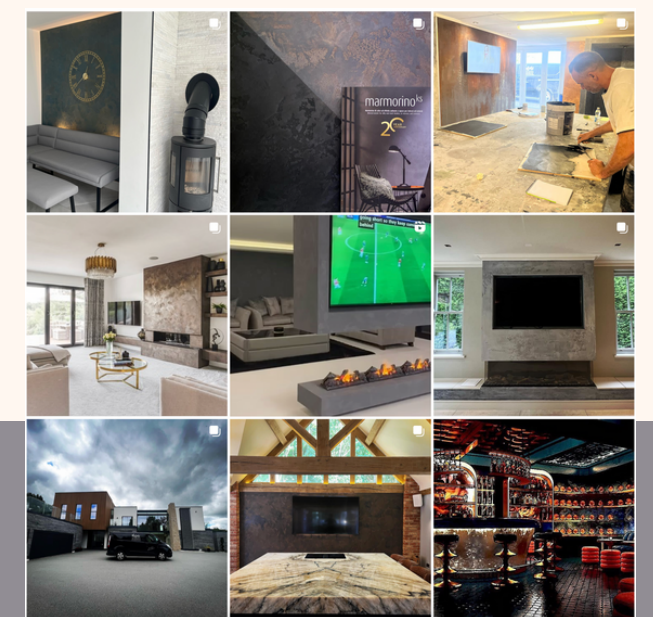
**JOIN THE TEAM!**

**DISCOVERY ZONE**

**JO WHILEY**  
BBC RADIO 2

**MEET CATHERINE**  
Assistant Producer Intern

**1 MONTH #FREQ23**





# TESTIMONIALS

“Wow! What an improvement is all I can say really.

Hattie took over our online material 6 months ago and both clients and professionals have commented on how professional and articulate our posts are.

Hattie has collaborated on all stages of the process and made me as the Director, with little understanding of the delivery of online materials feel very at ease and comfortable with her expertise. Highly recommend her for her services/consultancy.”

“I manage a complex business in terms of public health and Hattie has met with me and senior colleagues to gain an understanding of our business.

She strives to gain an understanding of your business in order to plan marketing strategies and she is always open to meeting up and discussing ideas.

I highly recommend her to you and your businesses of all shapes and sizes.”

“I have worked with Hattie for quite a while now. She has really helped me to get my social media pages off the ground.

Her posts look professional and relevant and people often comment on them. She is very reliable always gets the work out on time.

I would highly recommend Hattie to anybody.”

# FULL SOCIAL MEDIA MANAGEMENT

This is the age of social media. It's the cheapest and fastest way to reach a limitless number of potential customers. Our team has lived through the rise of social media, so we really do know it down to a T.

We work with clients across the globe to help them reach a larger audience and deliver great content that's not only on-brand but on-trend, too.

- Research and Discovery
- Strategy Development
- Content Creation
- Content Scheduling and Publishing
- Community Management
- Advertising Campaigns
- Performance Tracking and Analysis
- Reporting and Client Communication

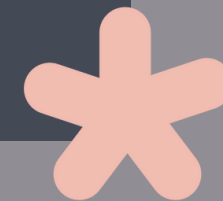
**To find out everything we do, click here.**



# BENEFITS

A dedicated social media marketing manager (that's me) is your strategic partner in navigating the dynamic world of digital marketing. I bring a wealth of benefits to your business, including expert content creation, audience engagement, data-driven insights, and a streamlined approach to achieving your marketing goals.

Having a social media marketing manager is the key to unlocking the potential of your online presence, driving growth, and enhancing your brand's reputation.



- Expert strategy
- Quality content
- Consistent branding
- Audience engagement
- Data analysis
- Adaptability
- Time efficiency
- Cost-effective
- Targeted campaigns
- Brand growth
- Measurable results

# WHY CHOOSE US?

Choose Inspire Marketing because we are more than just social media managers – we're your digital marketing partners. With a wealth of experience in the ever-evolving world of social media, we understand the nuances of each platform and how to leverage them for your unique goals.

Our approach is not one-size-fits-all; we tailor strategies to your brand's voice and objectives. We offer a creative edge with content that captivates, and we're data-driven to ensure every decision is backed by insights. Your success is our success, and we're committed to achieving it together, one post, one campaign, and one follower at a time.



# READY TO MAKE YOUR MARK?

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