



CONNIE PETERS

***Social
Portfolio***

Social Media Marketing: 2008-2020

Connie Peters

Meet the digital marketing maven

With a previous career in information technology, Connie turned to entrepreneurship in 2008 and created a national brand using digital marketing reaching thousands of women across Canada daily. After selling that business in 2019, she has been a freelance social media consultant since.





Modern Mama



FACEBOOK

11,000+ Fans



TWITTER

15,000+ Followers



INSTAGRAM

10,000+ followers

Yoga Studio

***GOAL: Grow LOCAL audience
in 3 months***

- Increased local following by 43%
- Increased impressions by 53%: from 11,400 to 38,000 per month



Coffee Subscription Box

Grew Instagram
following
0-1000+ in
under 3 months
using a brand
ambassador program
strategy with targeted,
local influencers in a
specific customer
geographic location





A Girls Guide to Cars

Social Lead + Ads

- Increased Facebook reach by 300% using targeted ad spend
- Led team in social strategy for 2020
- Led Auto Show Influencer Program

TESTIMONIALS

NICOLE B. -BUTZIKIDS

Connie's expertise and proven track record with digital media marketing is why I sought out her services. In working with her, I definitely gained a great deal of insight into both Instagram and Facebook and how I could best use these platforms to help promote my business. From the get-go, Connie was always responsive and helpful and I was impressed with her social media strategy guidelines that she presented me with and guided me through.

AMBER S. -PARENTING WITH A TWIST

Connie helped me define my digital marketing strategy to reach my ideal customer online. I found Connie to be very open to talking through the strategies to ensure there is a solid understanding of them. This openness translated into an easier implementation of the strategy.

NICOLE J. -SOCIAL EFFECT

Connie helped me develop a powerful social media strategy that resonates with my target audience. She helped me to see and fix my 'blind spots', which has resulted in an increase in both followers and engagement who fit the profile of my target customer.

BOIRION CANADA

We have been collaborating with Connie for several years now, but we had the pleasure in seeing her work firsthand when she helped us organize an event in Vancouver with bloggers and influencers of the area. She took care of everything including the venue, the decor, the speaker and the guest list which was of great comfort to us as we were on the other side of the country. We definitely wouldn't hesitate to call upon her services again for future events!



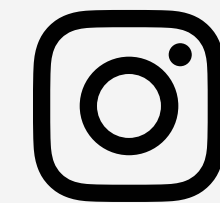
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