

# 555 Marketing

Alyssa Fitch  
Digital Strategist





# Hi, I'm Alyssa!



As a digital strategist, I have a niche for developing comprehensive data-driven strategies that guide businesses toward success in the digital landscape. My personalized approach of letting my clients lead the way for what they believe is right for their brand or business ensures that they are being understood and catered to.

As a solopreneur, I've enjoyed working with entrepreneurs & other solopreneurs, social media influencers, and small businesses. I am deeply passionate about expanding my clientele and helping more companies to achieve their digital goals.



Welcome to my portfolio, where you will view my personal market research outcomes, examples of my content creation, and a great showcase of the diverse clientele I've had the privilege of partnering with.

My portfolio is a testament and a proud display of my expertise and creativity in the marketing industry. I am confident in my exploration of the ever-changing and expanding marketing world, and I am happy to showcase my interactions here!





# Market Research:

## Post On Your Story!

Story posts are a way to stay active on social media without committing to posts that will stay up longer than 24 hours. Infrequent posting can reach a handful of followers at a time. In contrast, consistent posting will expand reach to more retained and potential followers.

To test my theory and understand the potential reach of story posting, I undertook a 30-Day Song Challenge over the course of April and May, posting a favorite song every day. The goal was to see how many accounts would engage with me in 24 hours, demonstrating the power of story posts in reaching a growing audience.





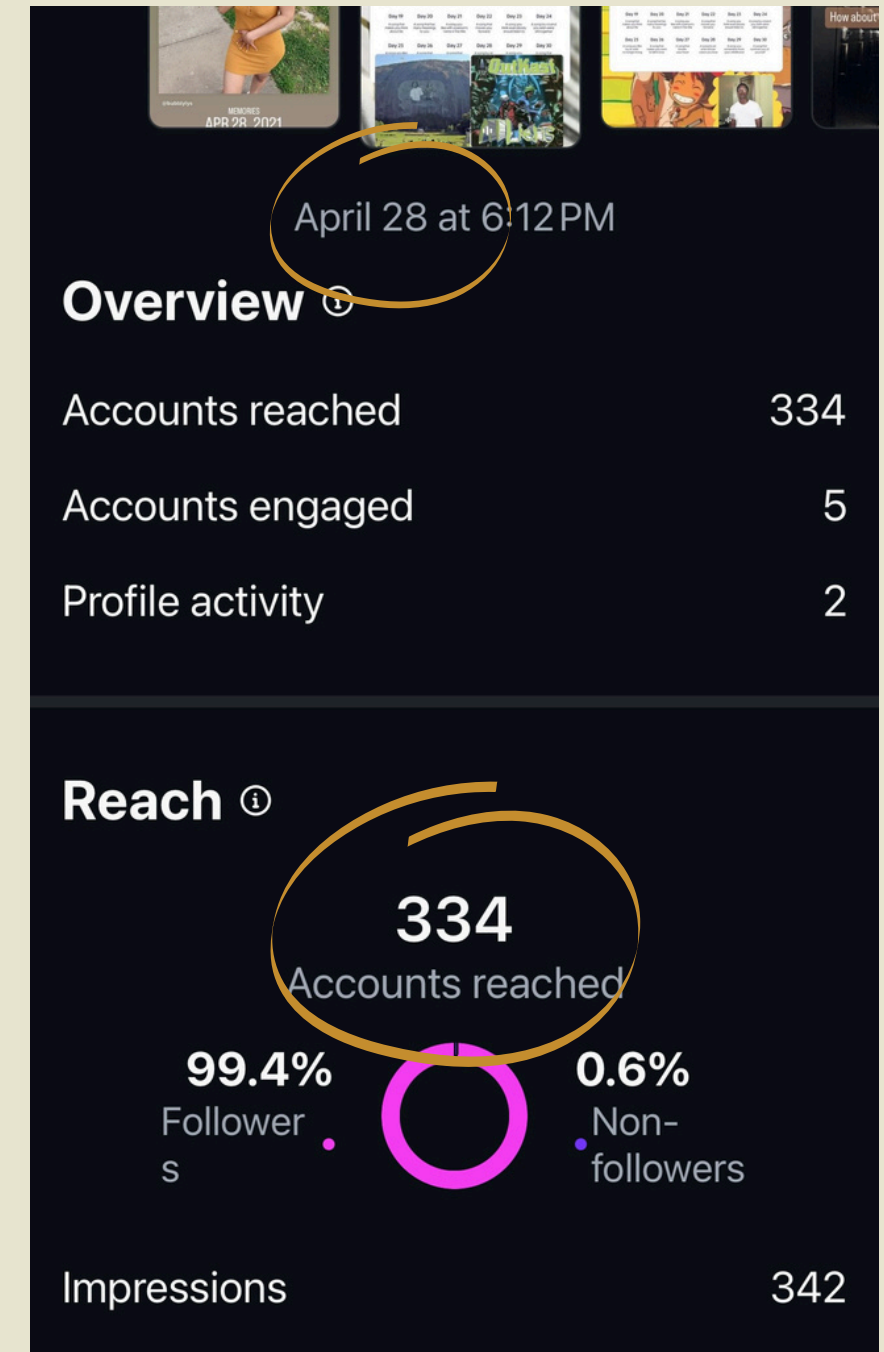


# At A Glance

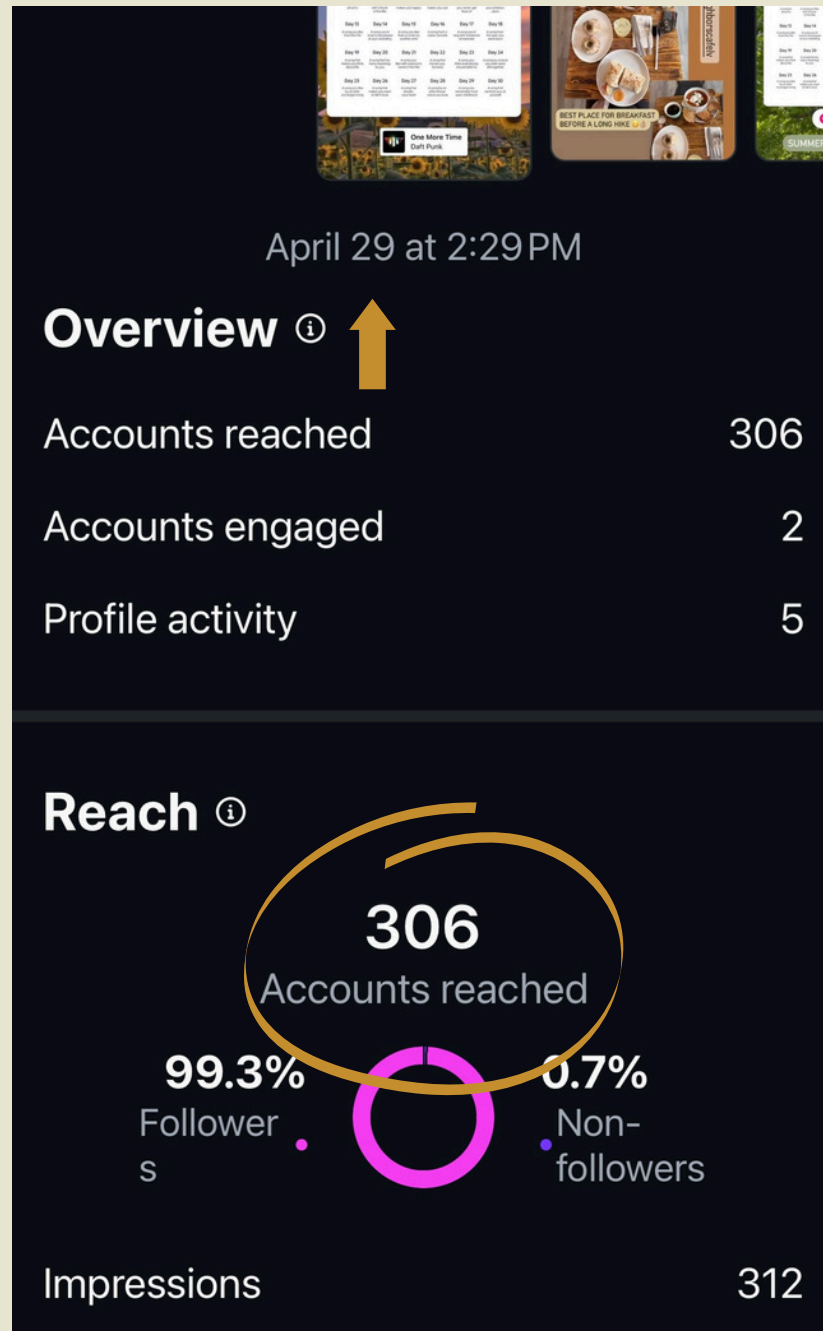
Instagram @Bubblylys

During the course of this research, my story viewership increased from an average of 57 views to an average of 300 views since starting the challenge on April 24th. My highest viewing day for content related to the challenge occurred on April 28th, with 334 views, five days after the start of consistent posting. This brought my account to the suggestions of more accounts that follow me and non-followers as well.

On the following pages, you will see the data displayed, alongside Insights with actionable Insights.



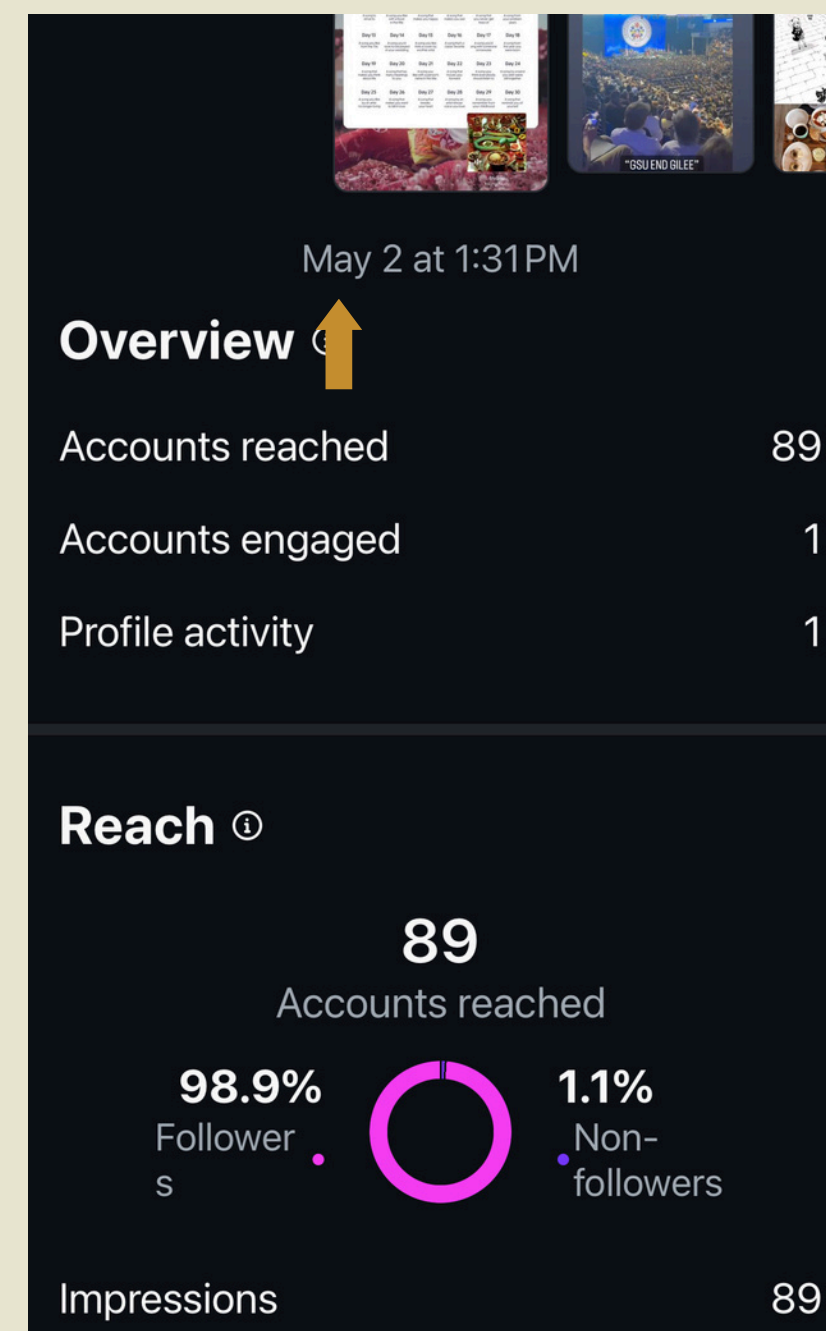
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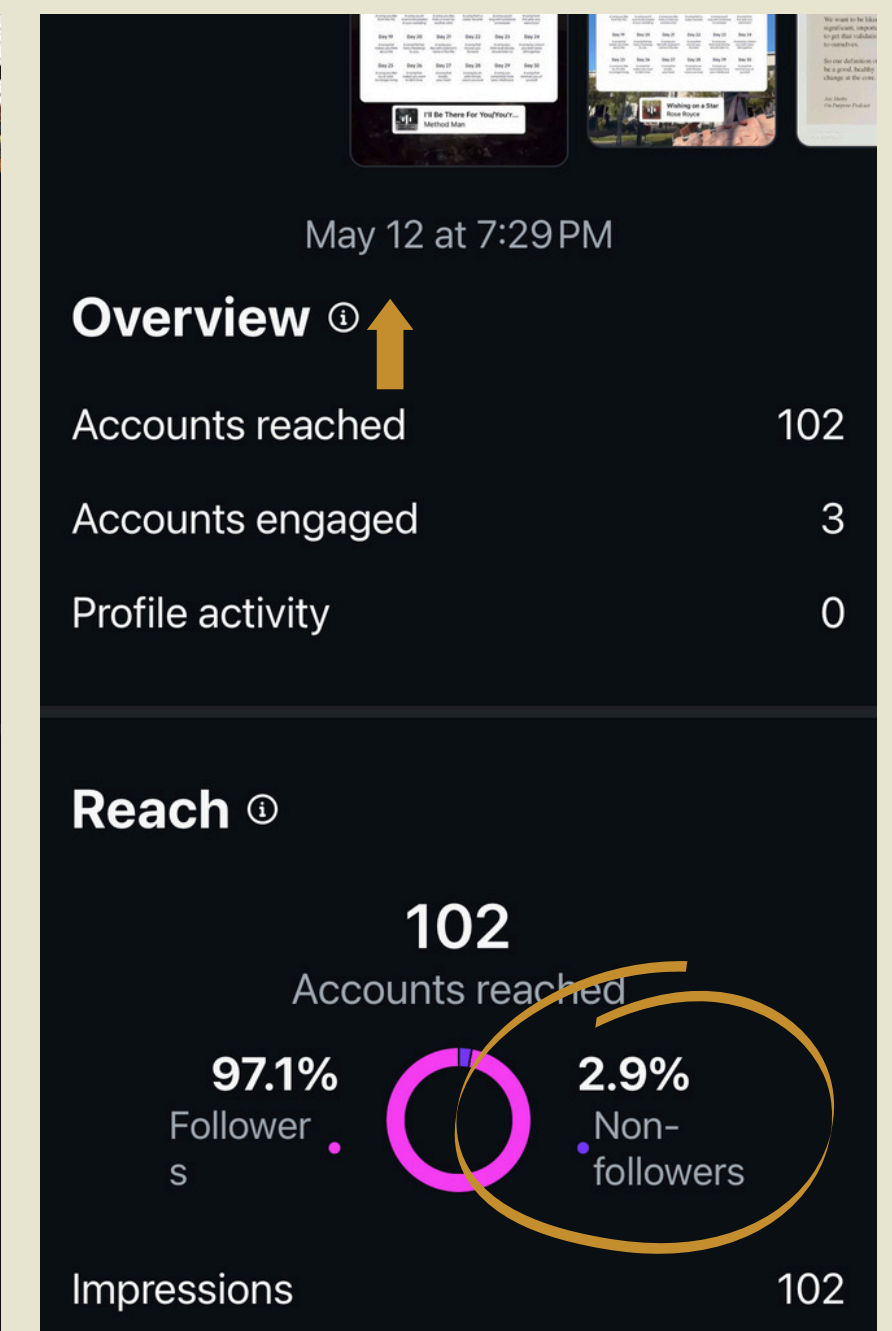
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3



4



This is a short timeline with select data points to showcase how the fluctuation in posting consistency can affect viewership. In April, I experienced my highest average viewership of 300, averaging just under 1% of non-follower reach. Compared to May, where I saw an increase in the average percentage of non-followers viewing my story with a decrease in overall accounts reached.

(Content is confidential + proprietary. Please do not share these samples externally without permission.)



# General Insights of the Analytics

## 1. Non-Follower Reach as a Growth Opportunity

Despite a noticeable decline in overall impressions, my Instagram stories consistently reached a percentage of non-followers, with an increase from 1.1% on May 2 to 3.7% by May 25. This upward trend demonstrates that my stories are reaching a wider audience outside of my current follower base. It suggests that my content is being surfaced in the discovery feeds of non-followers, presenting a growth opportunity to expand my audience. With this reach, I will move to capitalize on this exposure by creating more targeted and engaging content that converts these viewers into followers.

## 2. Engagement Strategy

Although non-follower reach grew, my engagement remained low, with only 1-8 accounts interacting with my stories during this period. This suggests that while my content is being viewed, it's not compelling enough to elicit active responses or interactions. To address this, I will focus on ways to increase engagement. By doing so, I can encourage more active participation from both followers and non-followers, improving overall story performance.





# General Insights Continued

## 3. Optimization Potential

The consistent Profile Activity metric of "1" indicates that very few viewers are navigating to my profile from my stories, missing an opportunity to drive deeper engagement or conversions. To optimize this, I will continue to experiment with the timing and frequency of my stories and enhance my calls to action. Simple additions like encouraging profile visits, linking relevant content, or promoting featured posts can incentivize non-followers to learn more about my profile and convert into long-term followers. Additionally, leveraging Instagram's algorithm by posting at peak times can help ensure that my stories reach a larger and more engaged audience.

With a general understanding of the collected data, and recognizing the steps I can follow to Improve my Instagram presence, I Identified specific actions I will take.

In the following pages, I have laid out an action plan for the stories section of my profile. Much like I would give to my entrepreneur/solopreneur clients when they are looking for ways to Improve their social media presence by doing It themselves.





# Actionable Insights

## 1. Non-follower reach as a growth opportunity:

- Content Hook: I will create visually engaging and shareable content to increase my odds of being featured or re-shared by other users.
- Hashtag and Location Tags: I will utilize trending and relevant hashtags and location tags to increase organic discovery by non-followers.
- Targeted Ads: One path to consider is using Instagram's ad targeting tools to reach more non-followers, specifically leveraging "Lookalike Audiences" based on current followers. As I provide digital analyst services, I could promote my business using this feature.

## 2. Engagement opportunity

- Interactive Elements: I will start adding Instagram story features such as polls, question boxes, and quizzes, which invite viewers to interact. These can be fun, low-pressure ways to engage non-followers.
- Calls to Action: At the end of each story, I can include a clear call to action, such as "Swipe Up," "Ask Me A Question," or "DM for Details." Encouraging viewers to take the next step can increase interaction.
- Story Highlights: I will continue to save highly engaging stories to my profile highlights to give non-followers and current ones another reason to explore my profile.



# Actionable Insights cont.

## 3. Optimization Potetnial

- Enhance Visual Appeal: Adding visually striking content to my stories has increased my story engagement. I will take it further by linking directly to something valuable on my profile, such as new posts or announcements. Creating teasers or cliffhangers in stories to encourage viewers to visit my profile for the full details will increase my profile visits and post-engagement.
- Incorporate Strong CTAs: I can direct traffic with stronger calls to action, such as “Check out my latest post.”
- Pin Top Posts: I like to tell my clients to find their top three posts to pin, and I can benefit from following my own advice. By pinning my most engaging and informative posts to the top of my profile, I will bring attention to the posts that represent who I am and keep non-followers who check my profile engaged.



## Final Conclusion for Market Research:

Despite declining total impressions, I am successfully increasing my non-follower reach, which opens up the potential for audience growth. However, the gap between reach and engagement is notable, indicating that users are seeing but not interacting with my content. These factors require a strategy shift toward creating more interactive, engaging content. Furthermore, the lack of profile visits suggests an opportunity to direct my audience better to take action by implementing stronger calls to action and optimizing my stories and profile for conversion. I can leverage my growing non-follower reach to drive higher engagement and convert viewers into active followers and customers by addressing these areas.

My current Instagram study involves me implementing actionable insights to improve my social presence. My updated reporting will be found here! 😊





## Work Examples

- Profile Audits
- Campaign Strategies
- Created Content







# Social Media Profile Audit Example

A profile audit is a first-look observation of a profile and its current standings. I take note of the content posted, the frequency of posting, engagement on posts, bio content, following, and more. With these notes, I call out areas for improvement and give suggestions for changing the look and feel of one's media existence for my clients to improve their social presence.

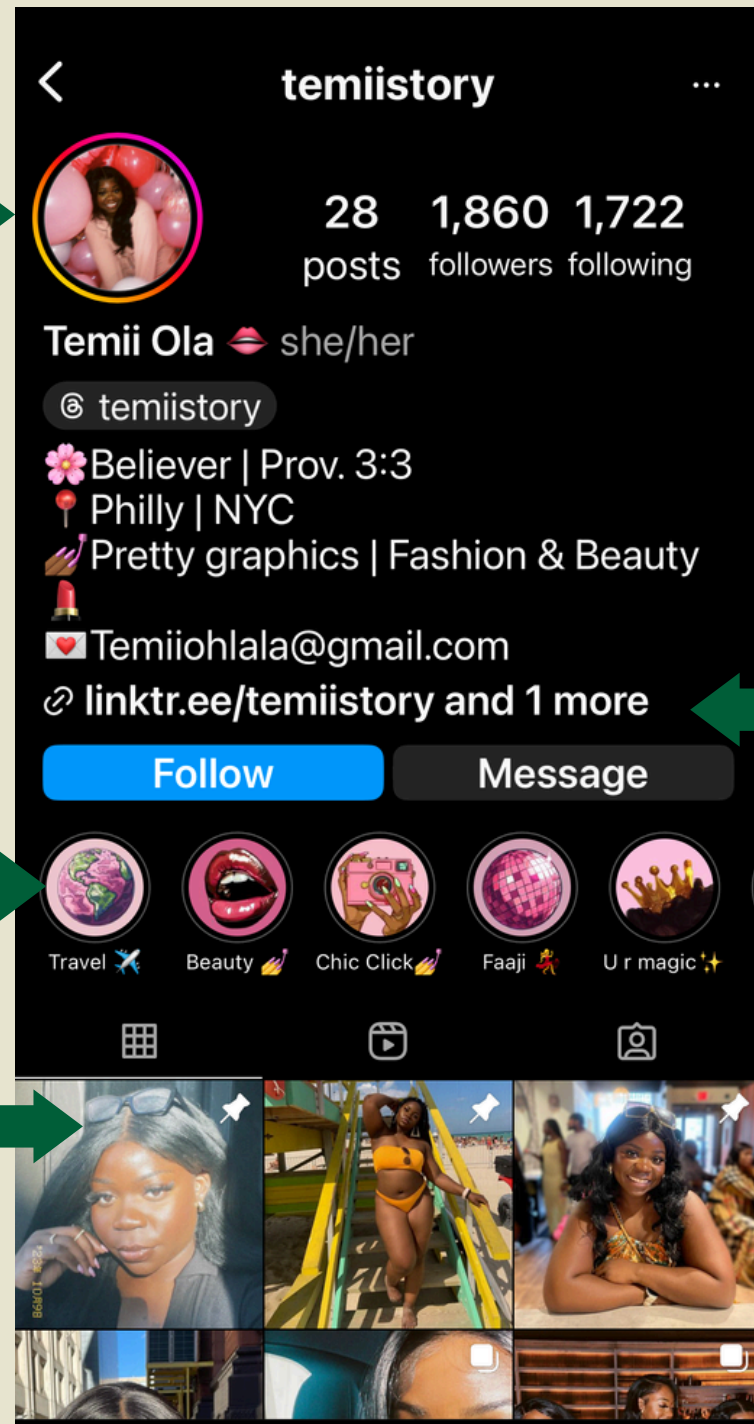
Temii Ola is a micro-influencer who aims to find and connect with more of her desired audience. I performed profile audits for her on various platforms, including Instagram, TikTok, and Pinterest, ensuring a comprehensive analysis.





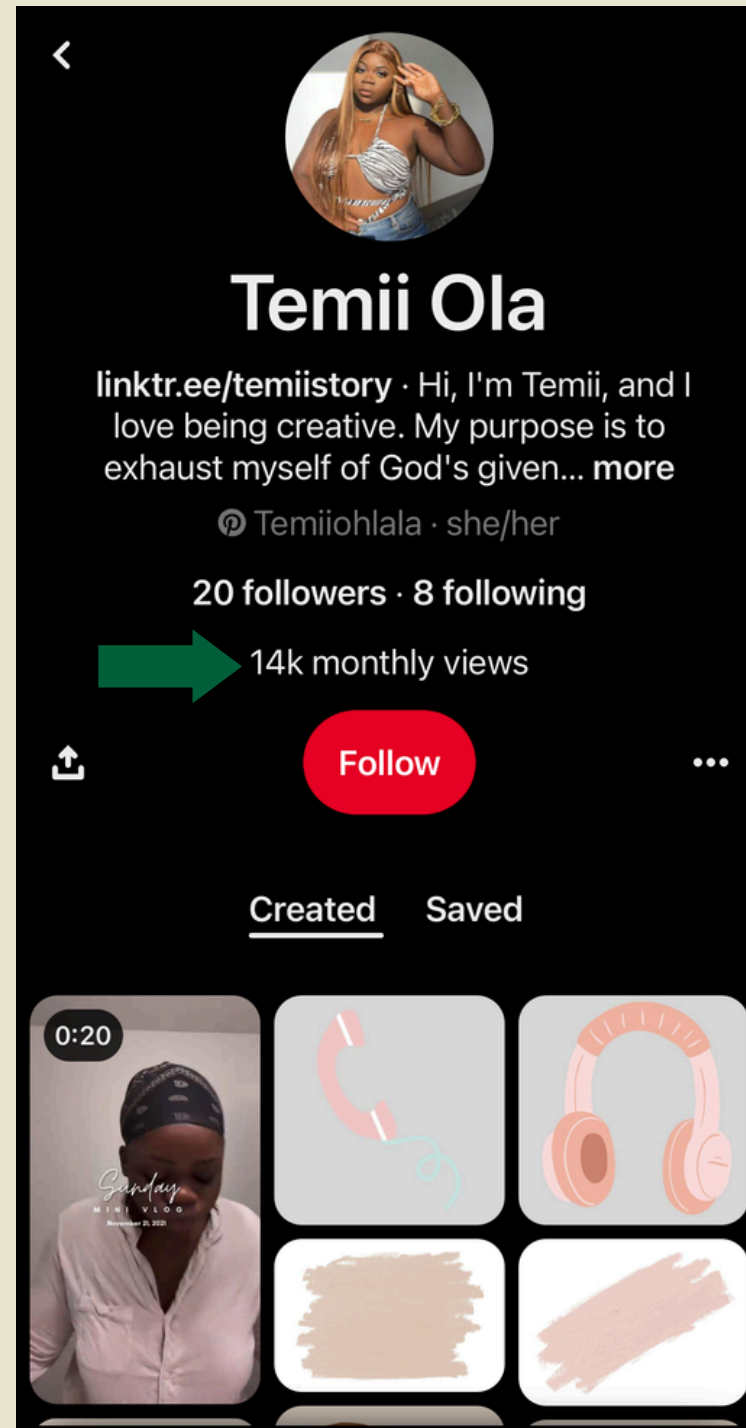
# Results of Taking Advice from the Audit

Temii Ola



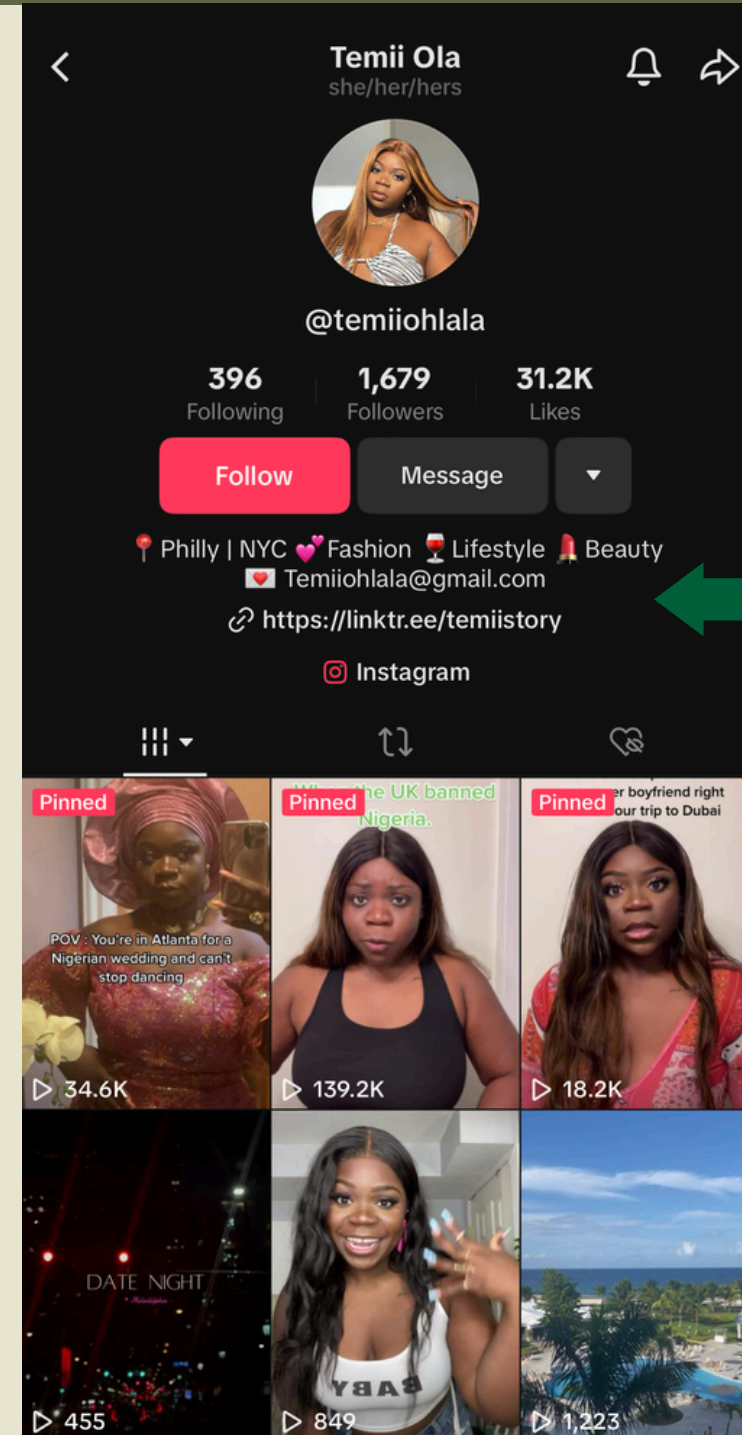
## Instagram

- Active story posts.
- Pinned posts.
- Graphics for highlights.
- Updated social sharing link.



## Pinterest & Tik Tok

- Updated bios.
- Updated social sharing link.



These are the profile fronts for the client's accounts account after the suggestions from the profile audits were Implemented.

(Content is confidential + proprietary. Please do not share these samples externally without permission.)



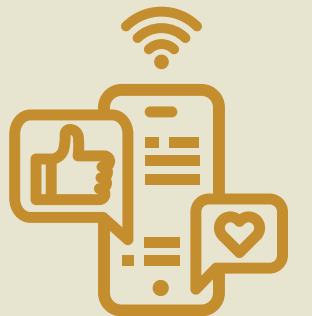


# Social Media Profile Audit Example Cont.



Sunzen Home is a small fragrance and decor business based in Houston, Texas. It is a solopreneur, women-owned business.

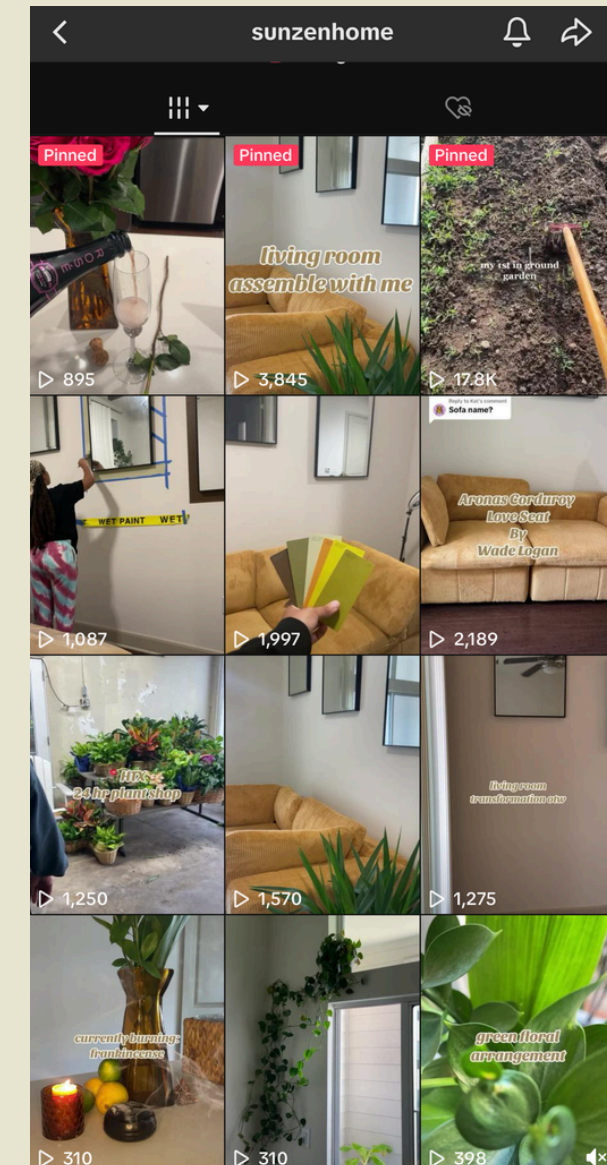
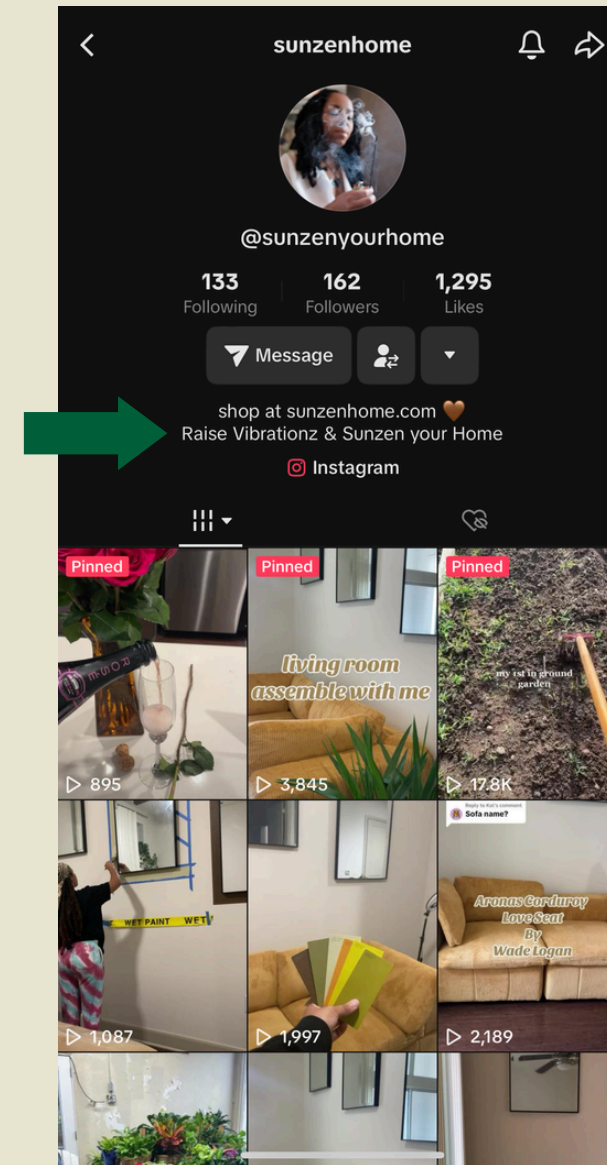
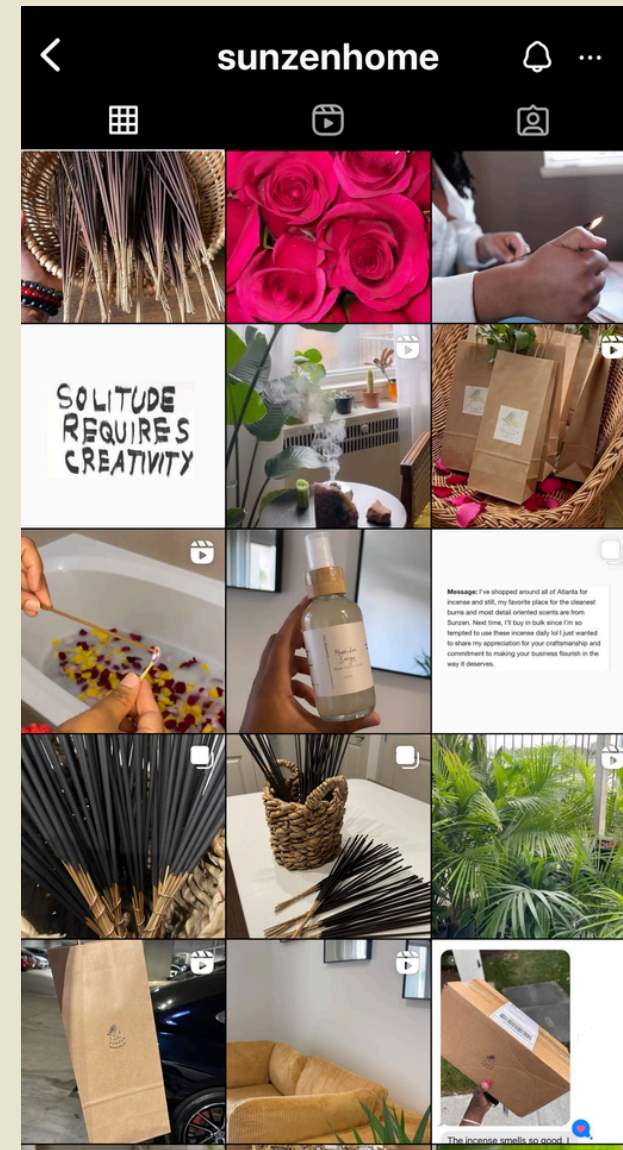
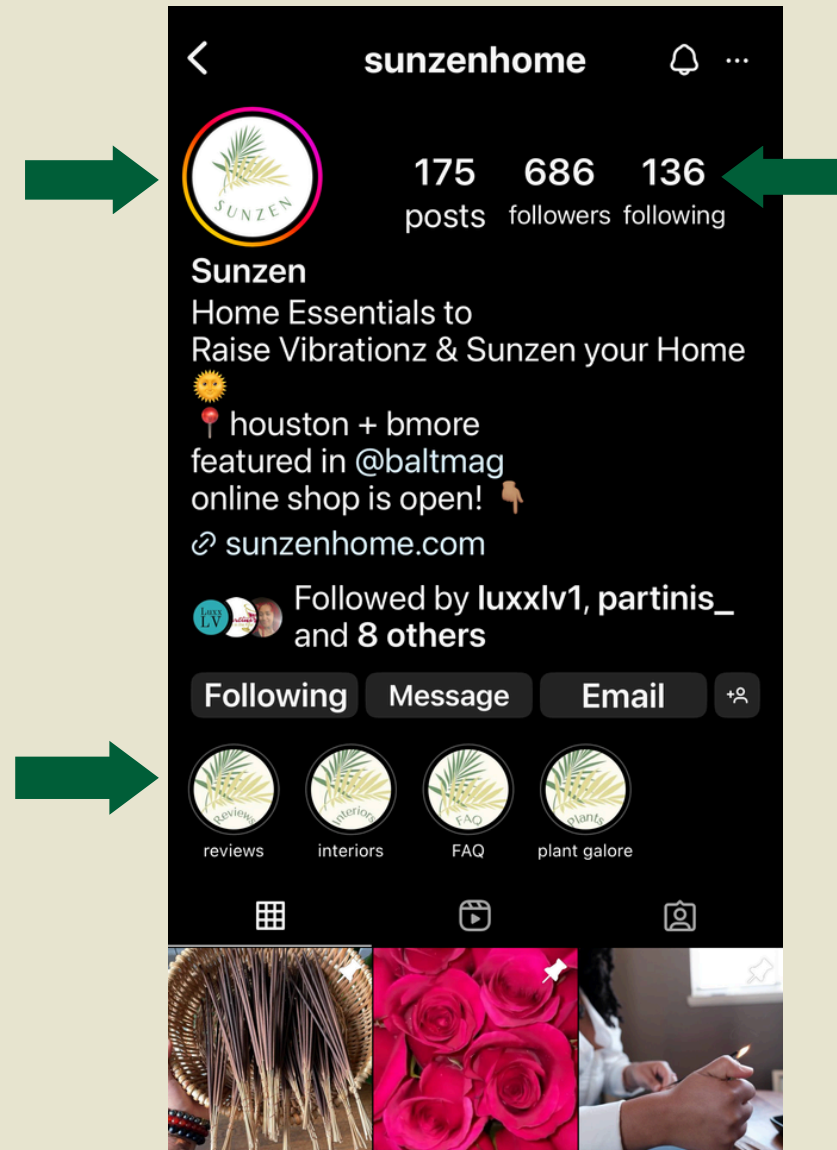
I performed profile audits for this client for Instagram and TikTok.







# Results of Taking Advice from the Audit



## Instagram

- Active story posts.
- Pinned posts.
- Graphics for highlights.
- Updated the following list.
- New creative direction for the feed.

## Tik Tok

- Updated bio.
- New creative direction for the feed.

These are the profile fronts for the client's accounts account after the suggestions from the profile audits were Implemented.

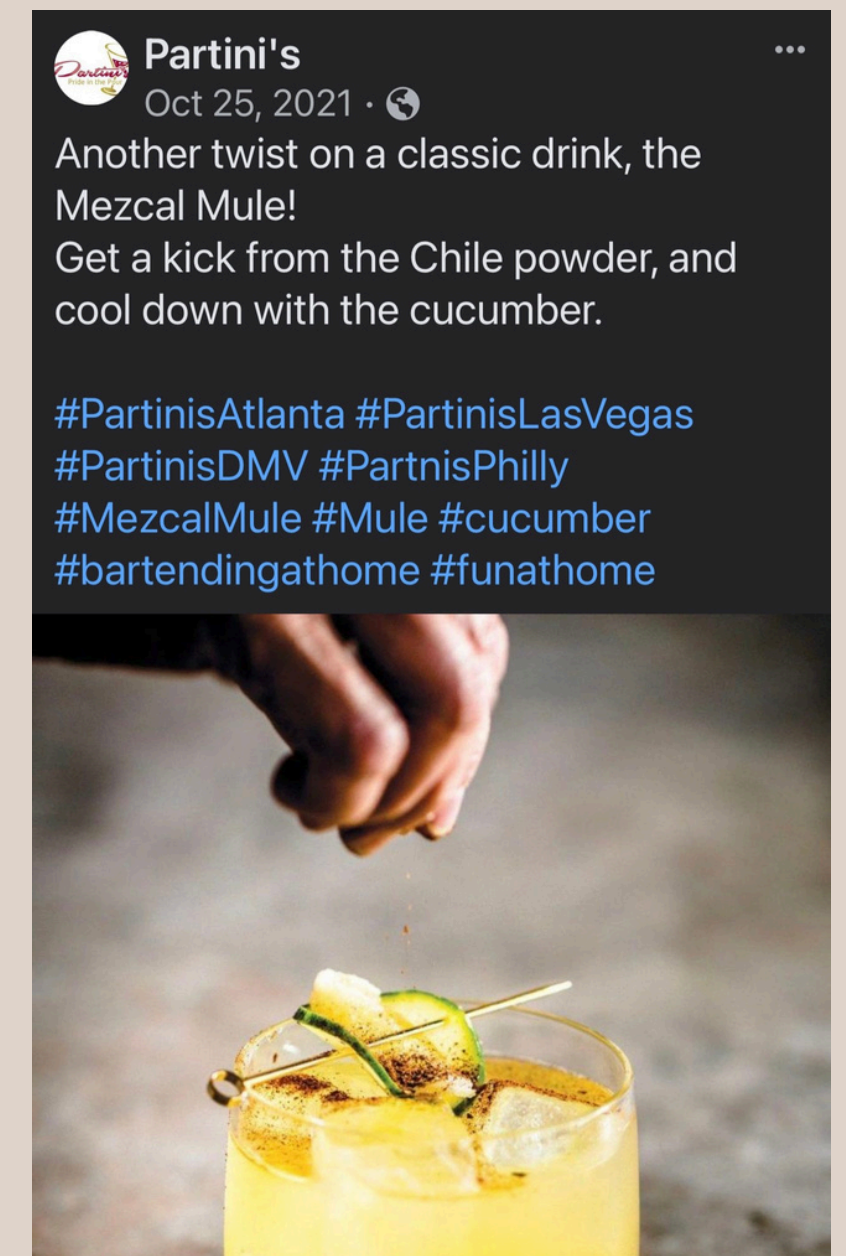
(Content is confidential + proprietary. Please do not share these samples externally without permission.)





# Campaign Strategy

Partini's is a liquor catering business seeking to reach and maintain audiences by posting content aside from encouraging bookings. I designed this campaign to boost brand awareness and effectively engage the audience. I crafted these posts for this client, complete with compelling copy and carefully sourced images.





# Campaign Strategy

When working in corporate, I had the opportunity to strategize two campaigns to increase brand awareness, drive conversions, and boost foot traffic for one of the regional properties in my portfolio. I developed two strategies for this property: one focused on entertainment and the other on food & beverage.





A small collection of content that I have created.

I have made content for my client, Partini's, for my brand, and I create content for the Las Vegas Junior League chapter. I have been on the content creation committee for two league years.







# THIS Or THAT

Share this post & mark your favorites!



### Cocktails Edition

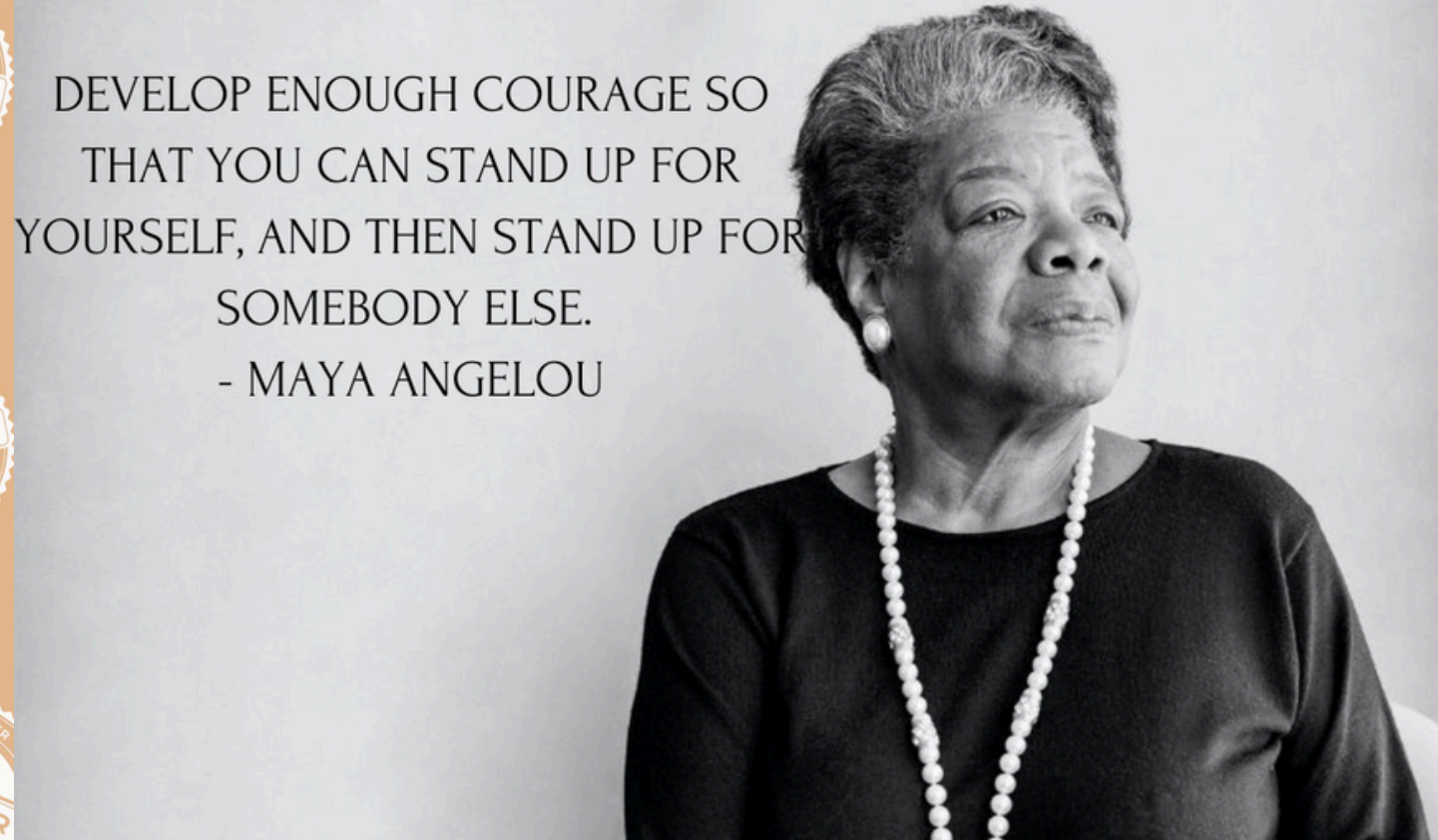
MIMOSA	PIÑA COLADA
WHITE RUSSIAN	MUDSLIDE
TEQUILA SUNRISE	COSMOPOLITAN
MARGARITA	OLD FASHIONED
NEGRONI	MOSCOW MULE
MARTINI	MOJITO
WHISKEY SOUR	SPRITZ



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- Save 10% more as a member.
- NO enrollment fees upon sign up
- NO deposits, or long-term contracts for events
- Loyalty rewards program , \$1 = 1 point

SIGN UP BEFORE WE BOOK UP!



# FREE SOCIAL PROFILE AUDIT!

NEED INSIGHT?

I'M SEEKING THREE PEOPLE TO WORK WITH!

→ **LOOKING TO BUILD YOUR SOCIAL PRESENCE?**

TAKING A LOOK AT YOUR INSIGHTS GIVES YOU THE DATA NEEDED TO STRATEGIZE YOUR SOCIAL MEDIA EFFORTS.

→ **I CAN HELP WITH THAT :)**

I'LL LOOK AT THE INSIGHTS FOR ONE OF YOUR PROFILES AND GIVE YOU AN ASSESSMENT OF STRONG AND WEAK POINTS AND PERSONALIZED GOALS FOR YOU TO REACH.

→ **LET'S HELP EACHOTHER!**

IN RETURN, I ASK FOR A TESTIMONIAL FROM YOU WHERE YOU SHARE YOUR EXPERIENCE WORKING WITH ME AND THE WORK I PROVIDED.



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EST. 2018







# TESTIMONAILS


**Makeup lover**  
2 reviews

 22 hours ago **NEW**


Alyssa does an amazing job with the social media feed back she gives. She gives you all of her attention and responds quickly. She's extremely friendly and super trustworthy. As a small business owner it's we need! Thanks Alyssa!


 1


**Luxx LV**  
1 review

 22 hours ago **NEW**


Alyssa's initial consultation was very informative and accommodating. Building our brand for our small online boutique is now much easier for us. Definitely will stick with what works.




 1

**Ashley Childs**  
1 review


 23 hours ago **NEW**




Alyssa was EXTREMELY helpful with marketing tips & tricks. As a new business owner marketing can feel very overwhelming so I truly appreciated the feedback regarding my business socials & website.







 1


**Partini's**  recommends **Alyssa Fitch.**  
November 13, 2022 · 


Alyssa has done outstanding marketing for Partini's. The creative campaigns she implemented, not only kept current clients engaged, but generated traffic and an increase in business. Thanks Alyssa 🥰🥰

 2 1 share



 Like  Comment  Share

**Syd Fitch**  
5 reviews

 4 hours ago **NEW**

555 Marketing has been able to help me visualize the necessary steps to take to build my business social media awareness to the next level & provided tools and insight to do so!

 Reply  1



# CLIENTS I'VE SERVED



PARTINI'S  
LIQUOR CATERING SERVICE.  
@PATINIS\_



SUNZEN  
HOME ESSENTIALS BRAND.  
@SUNZENHOME



TEMII OLA  
INSPIRATIONAL LIFESTYLE INFLUENCER  
@TEMIISTORY



EMPOWERED WAXING  
BEAUTY BODY CARE SERVICES  
@EMPOWERED\_\_WAXING



SOFIE AWARDS  
INTERNATIONAL FILM AWARD SHOW  
@SHORTFILMAWARDS

# Let's Work Together

***I appreciate your time and Interest In my work!***

***Contact - I strive to respond within 24 hours.***

afitch.work@gmail.com

## **Web Sites**

**<https://www.linkedin.com/in/alyssafitch/>**