



SOCIAL MEDIA MANAGEMENT

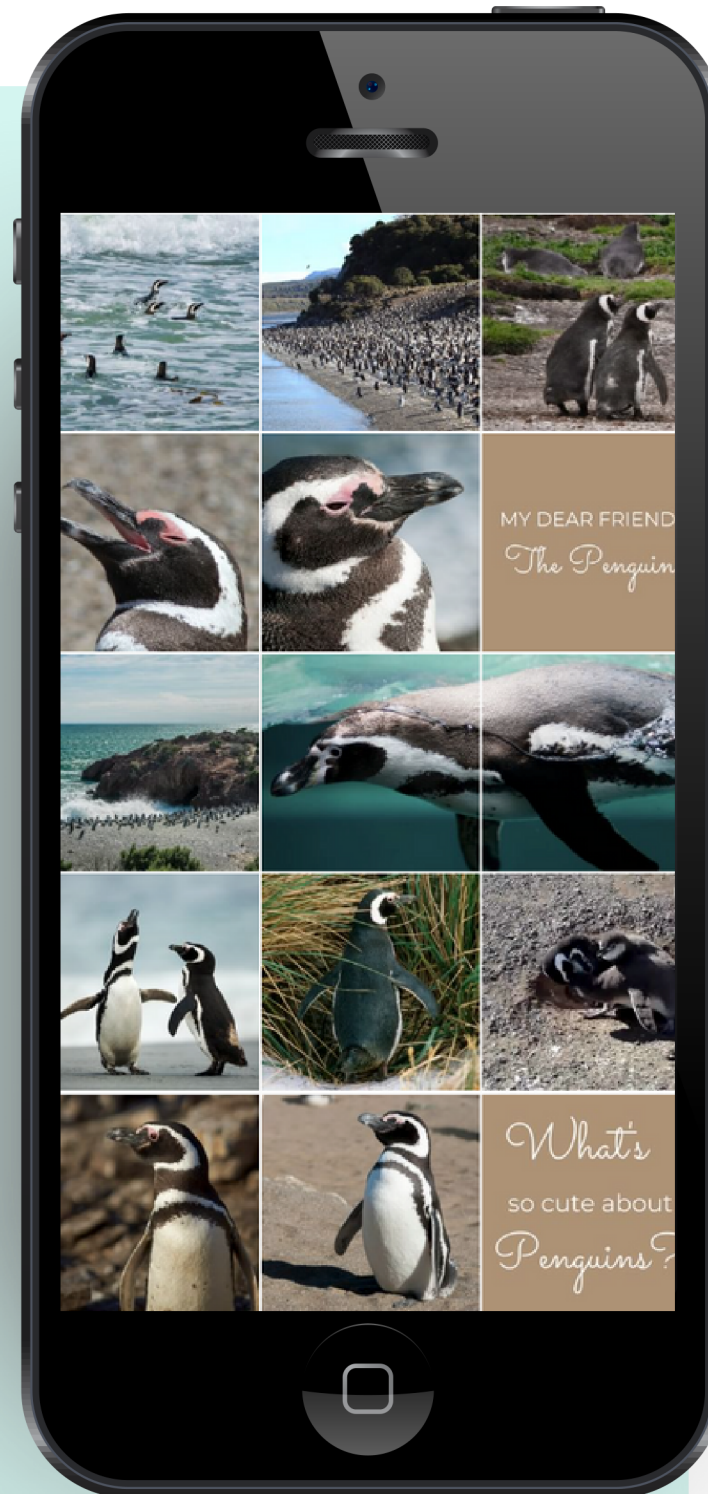


Adopt a Penguin

THE REQUEST:

Using the creation of images and texts for all social media channels such as Facebook and Instagram to encourage people to adopt a wild penguin. Utilizing digital advertising and campaigns to increase reach, number of followers, and engagement.

In addition, a unique corporate identity should be developed to translate the brand strategy into a consistent and recognizable brand experience across all social media channels.





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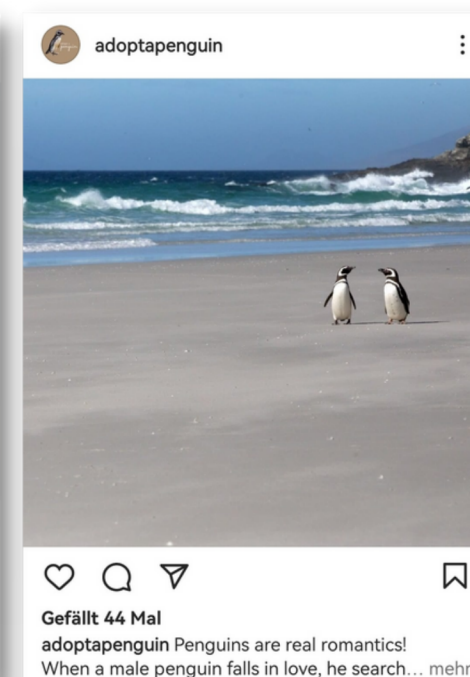
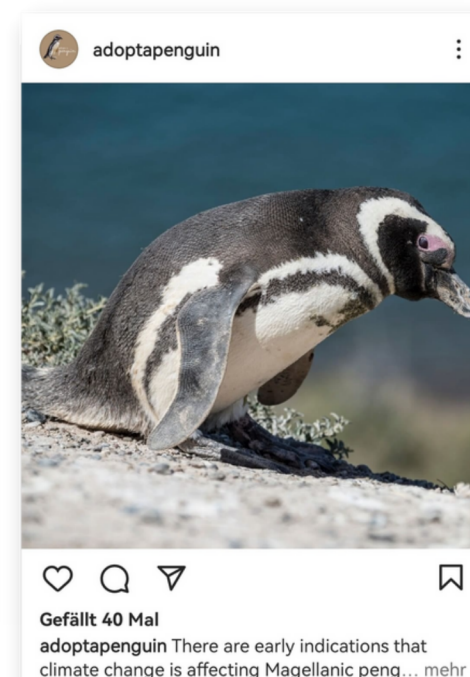
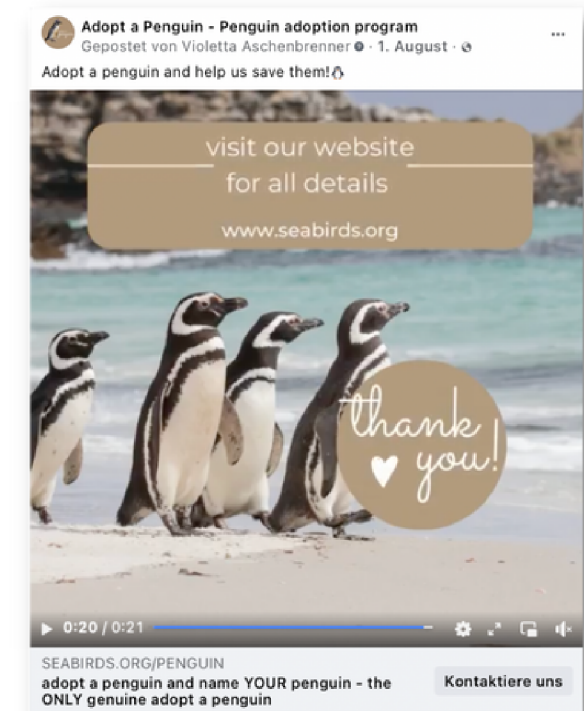
OUR SERVICES

- Content creation for Facebook & Instagram
- Community management
- Campaign and ad creation
- Monitoring & reporting

1067 Link Clicks

for a InstagramAd

0,07 € Cost per link click



1033 Reach

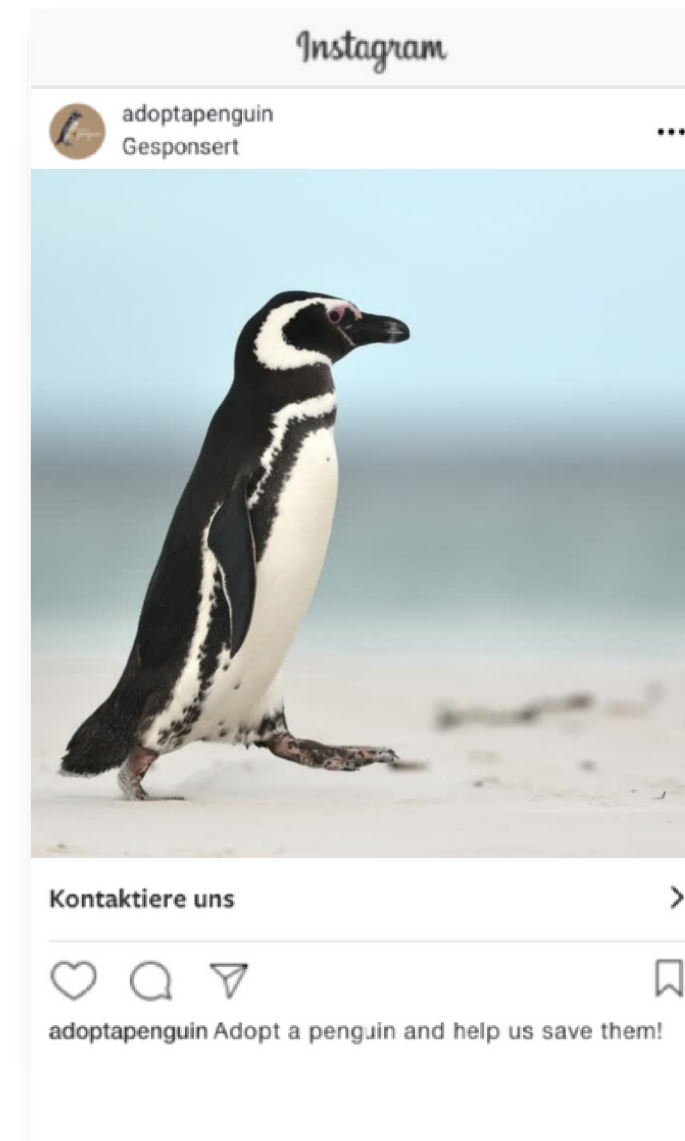
in just 3 months



SOCIAL MEDIA ADS

OUR SERVICES

- Defining the target audience
- Placement of advertisements
- Creation of advertising materials: Design + Text
- Monitoring & Reporting

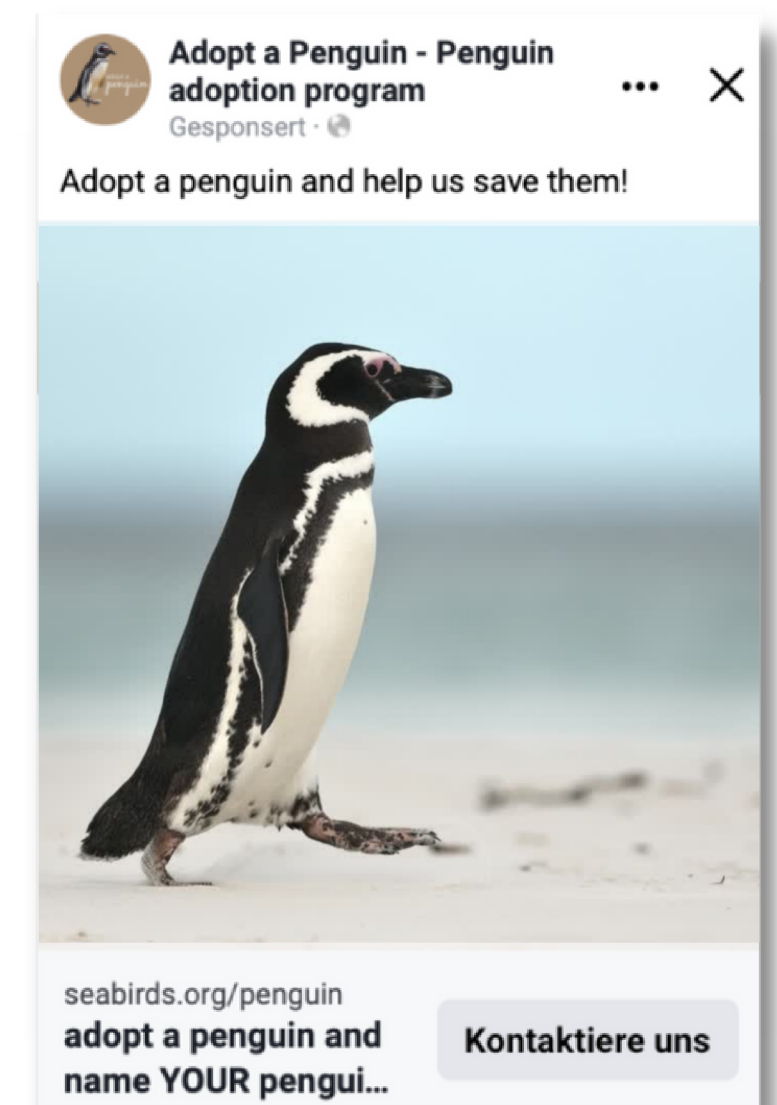


9 630 Reichweite

1 068 Link Klicks

21 027 Impressionen

0.07€ pro Klick auf Facebook





BRANDING



Adopt a Penguin

OUR SERVICES:

- Assessment
- Strategy
- Creation
- Implementation

LARGE HEADING

Sub-heading





An excellent company that has done a great job promoting our penguin adoption program on Instagram. I am a marine biologist and have limited knowledge in social media marketing, so it's wonderful to have a reliable company handling that on our behalf. Despite our work being in English, thanks to Miriam Ernst Consulting, many people from Germany have started adopting penguins.

Mike Bingham / Marine Biologist