



Ginger red.

Social Media Marketing Experts

About Us

At Ginger Red, we manage and promote Social Media campaigns to build a connection between you and your target market.

With roughly 42% of the population regularly using Social Media, it is essential that you create a strong brand image in order to take advantage of global networks.

Having a positive social media presence enables you to reach new audiences, gain helpful market insights and plot advertising campaigns.



**Social Media
Management**

**Influencer
Outreach**

**Content
Creation**

**Branding,
Photography &
Styling**

**Social
Consultations**

**Ginger
red.**

Our Services

Client Focus - Cut, Bothwell

Cut - is a hugely popular , highly regarded Steak House & Cocktail Bar, situated in Bothwell, just outside of Glasgow.

Ginger Red has developed Cut's social media strategy, elevated their online presence and cultivated a loyal community of customers and followers.

Key Points -

- Content Creation
- Photography
- Influencer Outreach
- Targeted Competitions
- Use of Organic User Generated Content
- Full Social Media Management including Facebook



Influencer Outreach & Blogger Collaboration

Ginger Red collaborates with Influencers and Bloggers on behalf of our clients.

We geo-targeted a selection of mass & micro influencers to dine at Cut.

This approach creates content, increases reach to new customers and helps to effectively brand Cut while developing the restaurant's social status.



@abbieblyth (270K followers) visits Cut in collaboration with Ginger Red

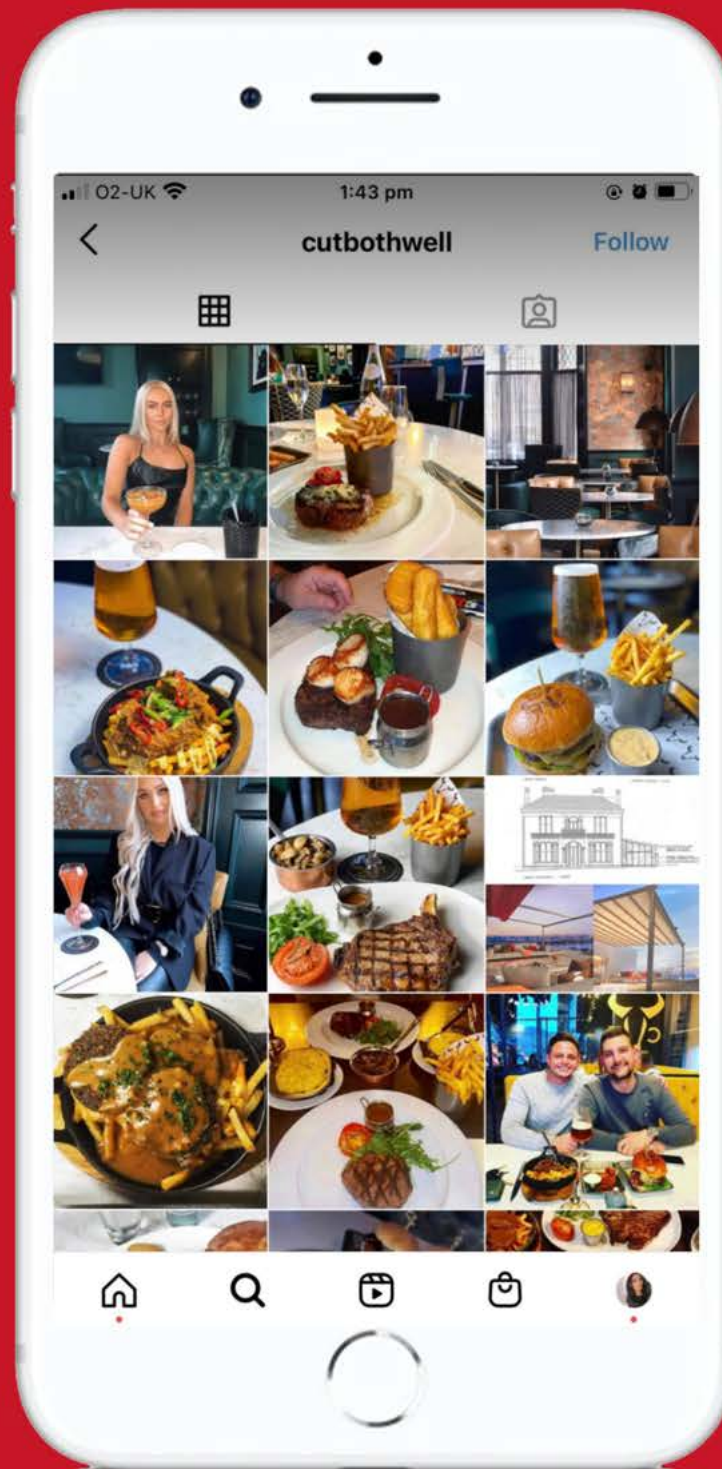
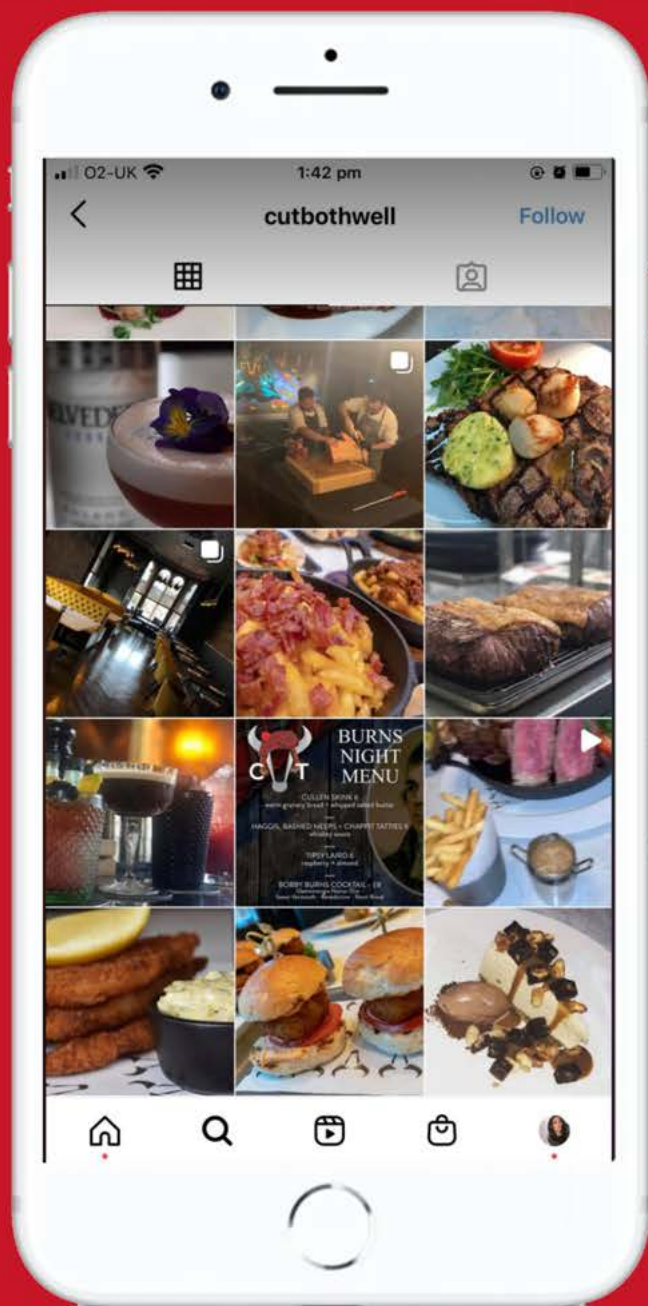
User Generated Content

Ginger Red uses Cut's customer's 'User Generated Content' to give our client's brand a genuine, authentic reputation.

User Generated Content is the best way to build an engaged and active audience. We often use customer photographs from their visit to Cut across the restaurant's social media platforms.



Before & After



The Results

Before working with Ginger Red, Cut only had 9K followers. Currently, Cut has 15K followers due to our Social Media Management techniques.



853
Posts

9,243
Followers

7,478
Following

Cut Bothwell

Family Style Restaurant

Steak House, Bar, Lounge and Private Dining Open until 1am every Friday and Saturday! @1860bothwell

No DMs please!

www.cutbothwell.com

1 Old Mill Road, Bothwell



1,134
Posts

15.6 k
Followers

7,321
Following

Cut Bothwell

Steak House, Bar, Lounge and Private Dining.

www.cutbothwell.com/takeaway/

1 Old Mill Road, Bothwell

Followed by [amymoorex](#), [chloebeth93](#) and 57 others

Following ▾

Message

Contact

Reserve



Brunch



Covid Guid...



Reviews



The Deck



Collabs

Ginger
red.

Client Focus - Cutfish, Bothwell

Cutfish - is the sister restaurant of Cut. This high-end Seafood Restaurant and Champagne Bar was newly developed in 2020 and is situated within Bothwell, just outside of Glasgow.

Ginger Red has developed Cutfish's social media presence and helped to cultivate a loyal community of customers and followers.

Key Points -

- Content Creation
- Photography
- Influencer Outreach
- Use of Organic User Generated Content
- Targeted Competitions
- Full Social Media Management including Facebook



User Generated Content

Ginger Red uses the restaurant's customer's 'User Generated Content' to give our client's brand a genuine, authentic reputation. This content encourages the customer to positively interact with the restaurant and allows the business to show their growing success and consumer base.

User Generated Content is the best way to build an engaged and active audience. We often use customer photographs from their visit to Cutfish across the restaurant's social media platforms.



Influencer Outreach & Blogger Collaboration

Ginger Red collaborates with Influencers & Bloggers on behalf of our clients.

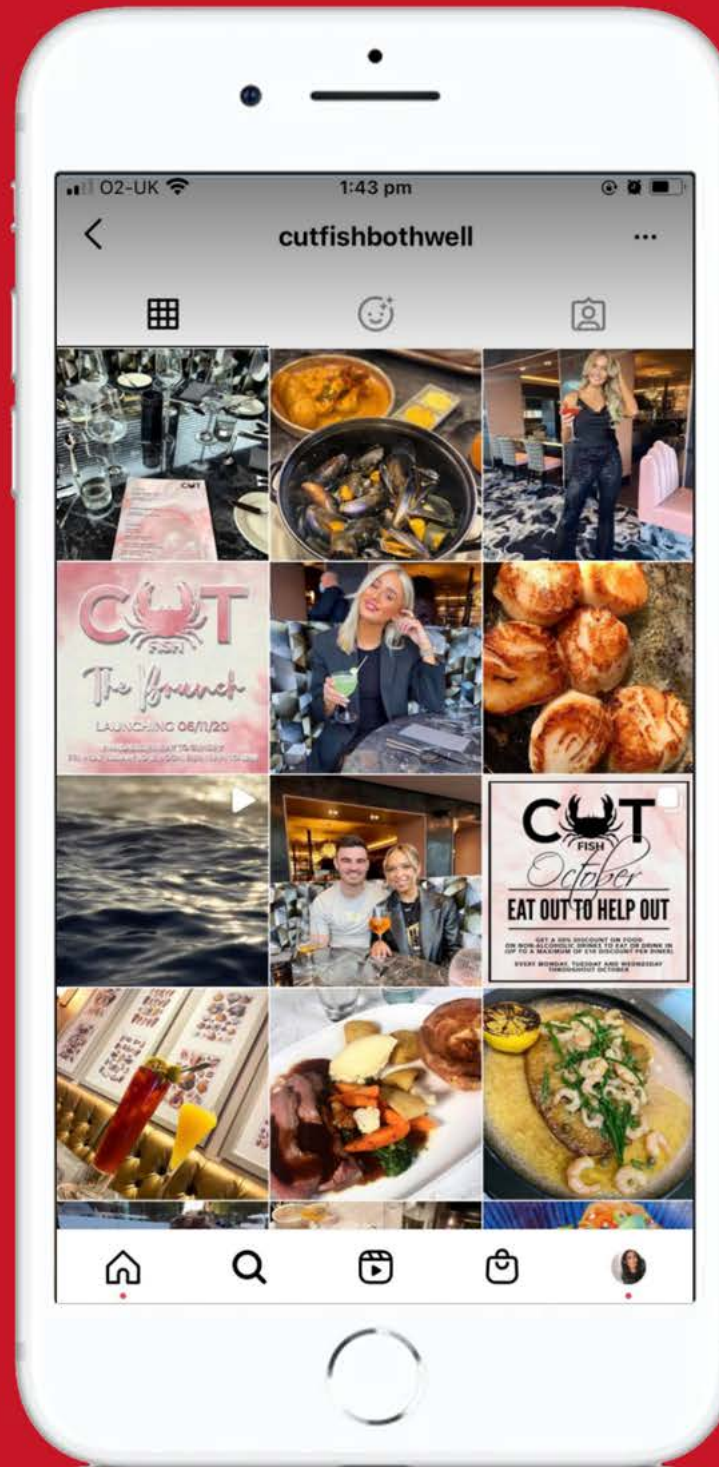
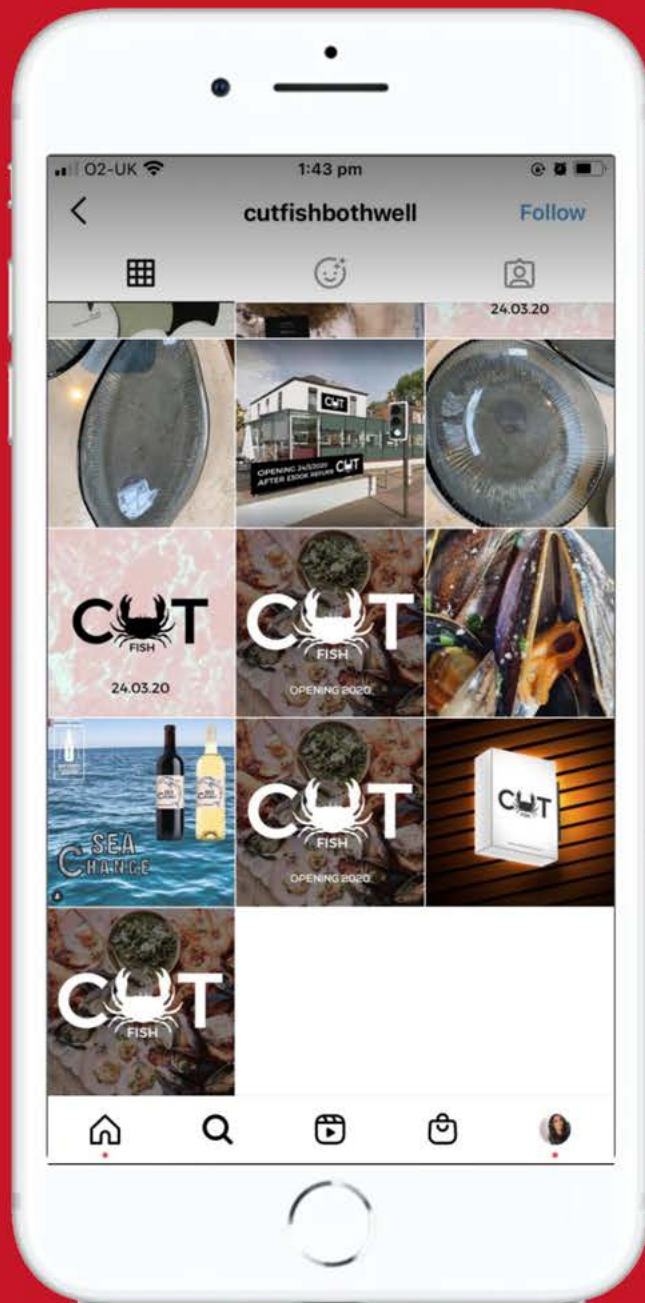
By taking the same approach in strategy as their sister restaurant, Cut, we regularly invite relevant, local Micro Influencers and Bloggers to dine at Cutfish.

This approach again increases reach to new customers & develop the restaurant's social status.



@charlotteleslie (13.1K followers) visits Cut in collaboration with Ginger Red

Before & After



Client Focus - Angels Hotel, Uddingston

Angels - is a well loved hotel, bar and restaurant situated in Uddingston, Glasgow.

Ginger Red worked with Angels to re-brand the hotel's online presence. The focus of this being engaging posts, stunning photography, video content and an emphasis on customer loyalty.

Key Points -

- Content Creation
- Photography
- Use of Organic User Generated Content
- Targeted Competitions
- Full Social Media Management including Facebook
- IGTV Video Content



User Generated Content & Competitions

By using Angel's customers 'User Generated Content' such as tagged images - our client's socials remain current, genuine and authentic. This also shows the popularity of Angels as a local, well loved venue.

The use of positive Tripadvisor reviews and captions along with competitions reinforce this message and encourage positive online engagement.



Before & After



Client Focus - Hank Marvin, Uddingston

Hank Marvin- is a very popular fast food/burger restaurant, delivery and take-away service based in Uddingston, just outside of Glasgow.

Ginger Red developed Hank Marvin's entire profile, and Social Media presence from scratch - taking the business from 0 followers to 11K in the time frame of just 6 months.

Key Points -

- Content Creation
- Influencer Outreach
- Profile Creation
- Product Photography
- Targeted Competitions
- Full Social Media Management including Facebook



Influencer Outreach & Blogger Collaboration

Collaborating with Influencers & Bloggers on behalf of our clients was a key focus when building Hank Marvin's profile.

Ginger Red regularly invited relevant, local Micro Influencers and Bloggers from the Glasgow area. This created content for the profile while increasing reach to new customers due to the influencers tagging & reposting.

We also used Geo-Tagging to boost the profile in the restaurant's region.



@lauragilmour (188K Followers) & @erinmolloy (40.9K Followers) visit Hank Marvin in collaboration with Ginger Red

Targeted Competitions

Ginger Red created Targeted Competitions for the followers of Hank Marvin's social media profiles.

These competitions target the consumer and entry often includes sharing or tagging posts from the brand's profile. This boosts reach and clicks to the original content and profile, while generating organic consumer interest.

Targeted competitions are a fantastic way to create a local buzz around a brand new business.

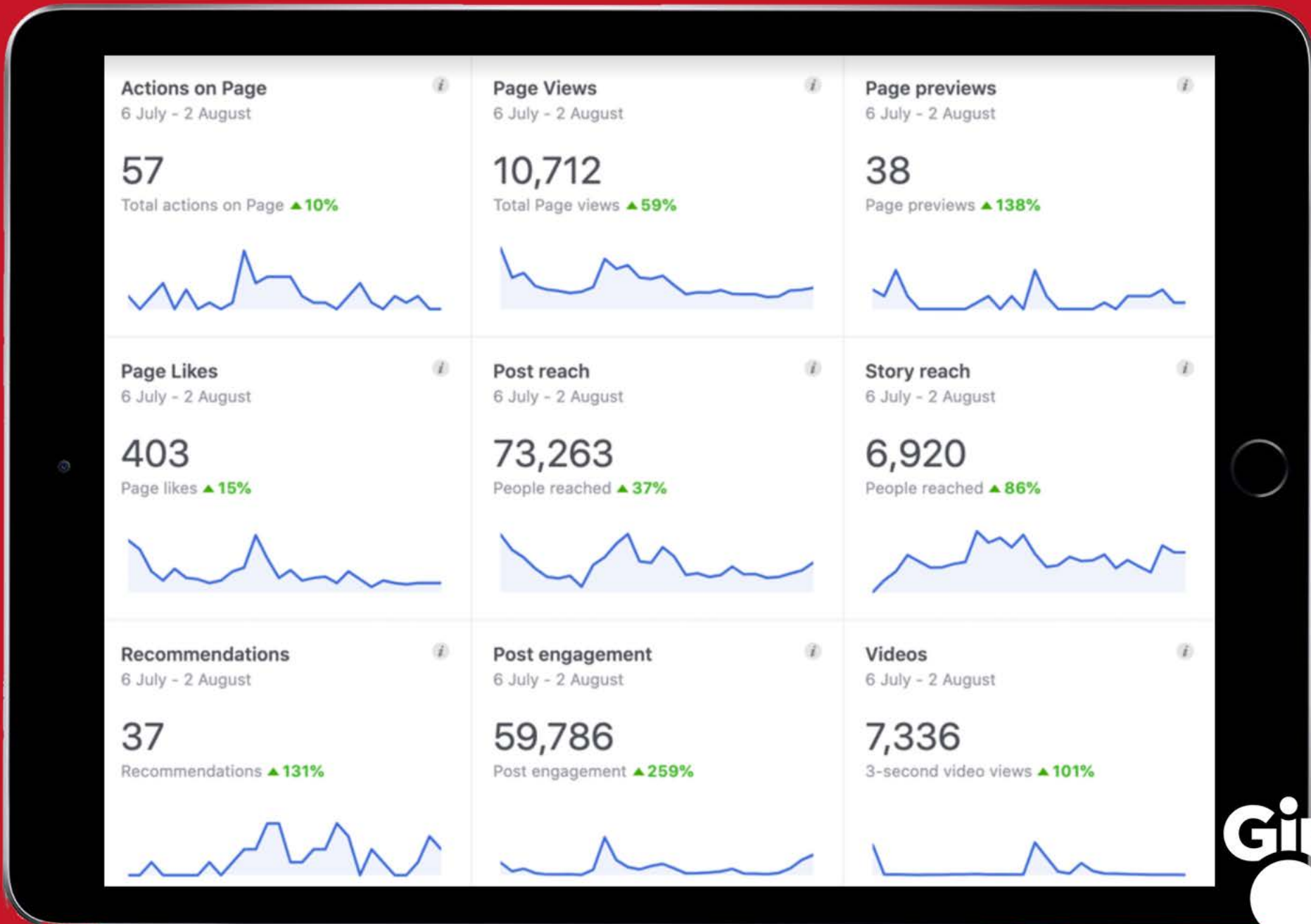


The Results

Targeted Competitions generate fantastic engagement across all channels. This pushes the content and in turn, the business towards the intended audience. This approach works well to develop conversion from followers.



The Results



The Results

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
YOU 1  Angels Hotel	19.6K 	▲ 100%	16	5.2K 
2  Cut Bothwell	11.4K 	▲ 100%	11	5.4K 
3  Bothwell Bridge Hotel	6.8K 	▲ 100%	1	151 
4  Riva Bothwell	6.7K 	▲ 100%	4	2.1K 
5  Rosso Bothwell	5K 	▲ 100%	1	785 
6  Bar Milano	3.6K 	▲ 100%	5	629 
7  Tinto Tapas - Uddingston	3.2K 	▲ 100%	4	350 

3 Month Package

Our 3 Month Package is designed to boost your profile utilising a hugely focussed, intense strategic approach, whilst teaching you how to get the most from Social Media platforms.

We are offering this for the discounted price of £900 (£300 monthly) during these uncertain times. This includes a posting strategy for 4 days per week, tailored to suit your business.