



What can we do for you?



About



Let's tell your story.

Ginger Red is an innovative digital marketing agency specialising in social media management with clients across a variety of sectors. We know how to create a bespoke social media strategy to effectively communicate your brand values and get your story heard by your target audience.

Elevate your digital profile.

We offer a range of bespoke services and can create packages tailored to your brand's needs in order to best expand your audience and reach your target market.

What we do.

Social Media Management

Social media strategy across a variety of platforms. A well thought out social strategy taking into account current events and national days will generate higher engagement. Regular posting schedule along with relevant hashtags and optimum posting times is the best way to get your brand heard.

Content Creation

Professional photoshoots and videography to communicate your brand story and create a cohesive feed that will attract consumers. We will create professional graphics to promote key events and use User Generated Content.

Influencer Campaigns

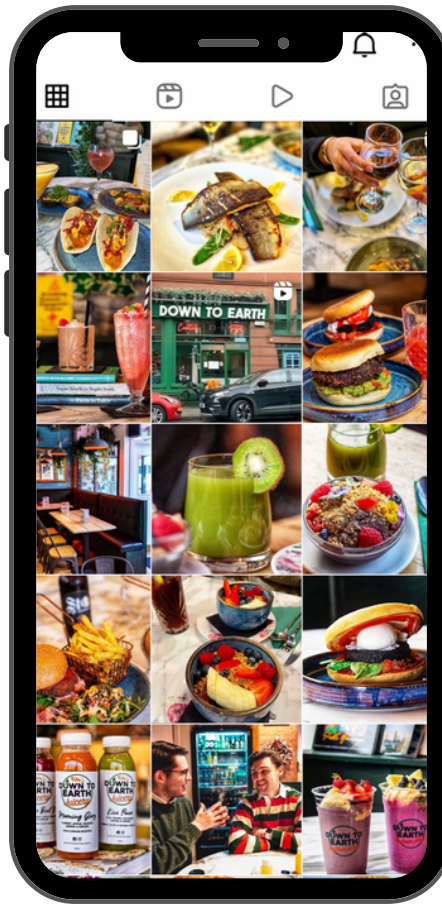
Hand-picked influencers that represent your brand and have an engaged following that are in line with your target audience. We will develop a campaign concept, communicate with influencers to arrange and present analytics after the campaign.

Event Strategy & Co-ordination

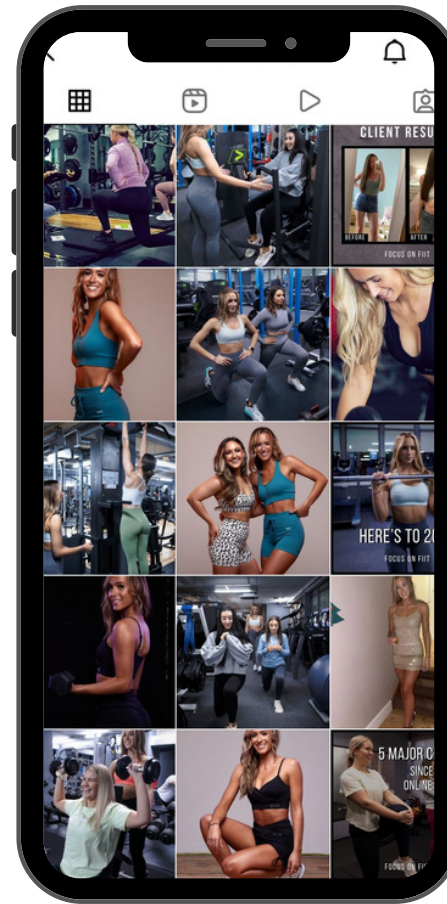
From event concept to making sure everything runs smoothly on the night, you can count on us to create a great event filled with top influencers and plenty of content opportunities.

Social Media

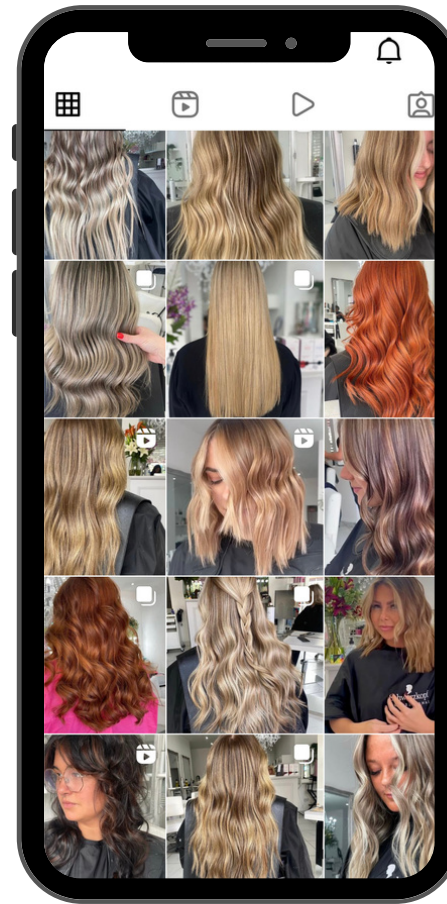
We work with clients across a wide range of sectors and create social media strategies to increase brand exposure and communicate brand message.



@downtoearthglasgow



@focuonfiit

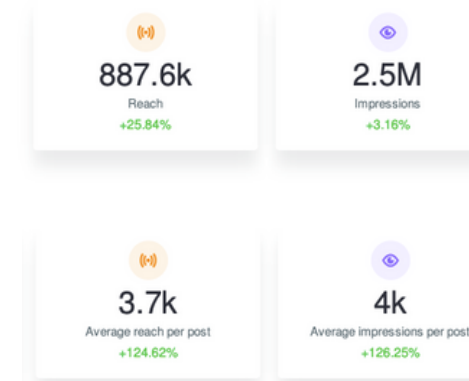


@teasehairmakeup

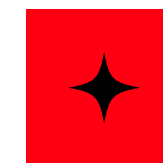
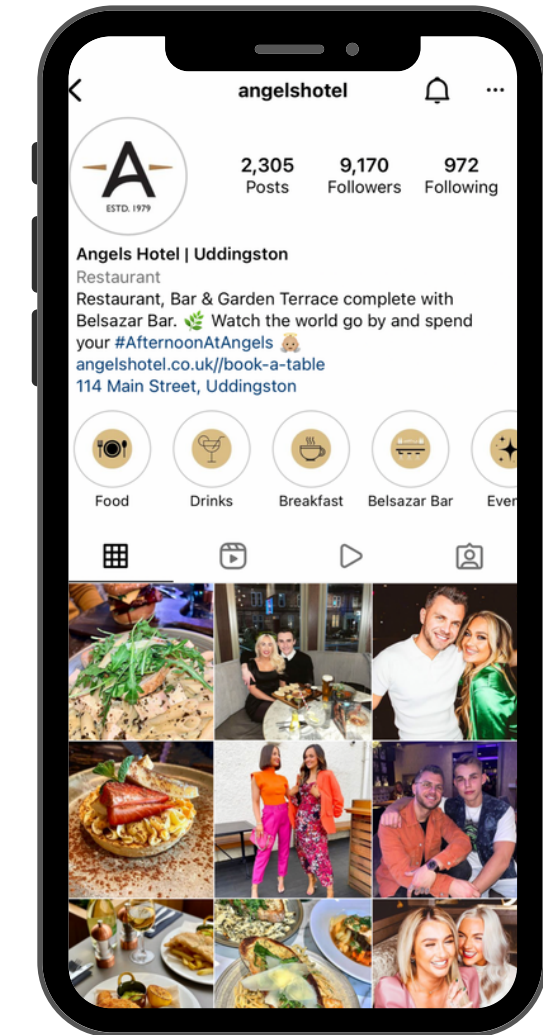
Creating beautiful cohesive feeds using curated content, user generated content and reels for clients across a range of industries.

Angels Hotel 2021 Instagram Analytics

Reach & Impressions



- Social Strategy
- Content Creation
- User Generated Content
- Influencer Activation
- Events



Client Results

Client Performance Measures- Data shown 1 month after takeover

Client 1

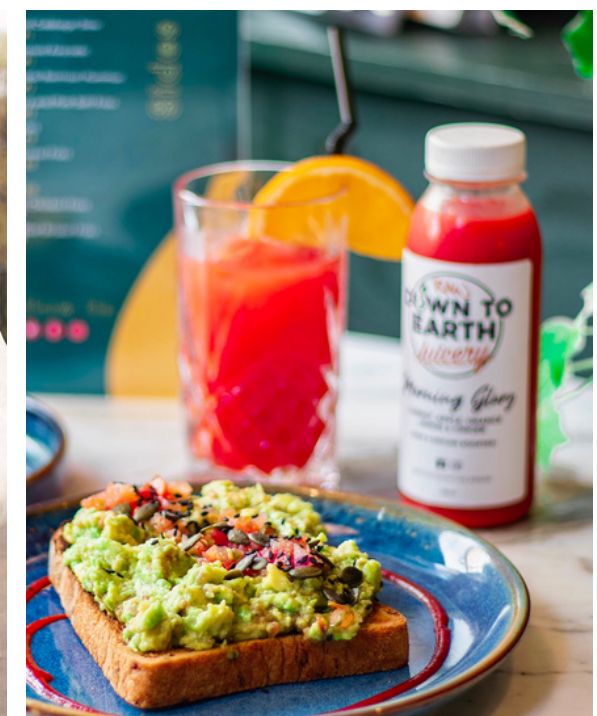
- Impressions: 26,614 (+267%)
- Content Interactions: 947 (+2,769%)
- Profile Visits: 1,847 (+35.8%)
- Website Taps: 158 (+56.4%)

Client 2

- Followers Gained: 1130 (+28%)
- Impressions: 141,858 (+201%)
- Website Taps: 527 (+86%)

Content Creation

- *High quality, ready to post imagery*
- *On-trend reels and TikToks*
- *Creative direction from our team*



Influencer Marketing

Handpicked influencers to get your business seen by your target audience



Campaign Concept | Influencer Briefs | Collating Content | Campaign Insights

Events

From event concept to making sure everything runs smoothly on the night, you can count on us to create a great event filled with top influencers and plenty of content opportunities.



Event Concept | Co-ordination | Curated Invite List | Top Influencers | Content Opportunities

Facelift

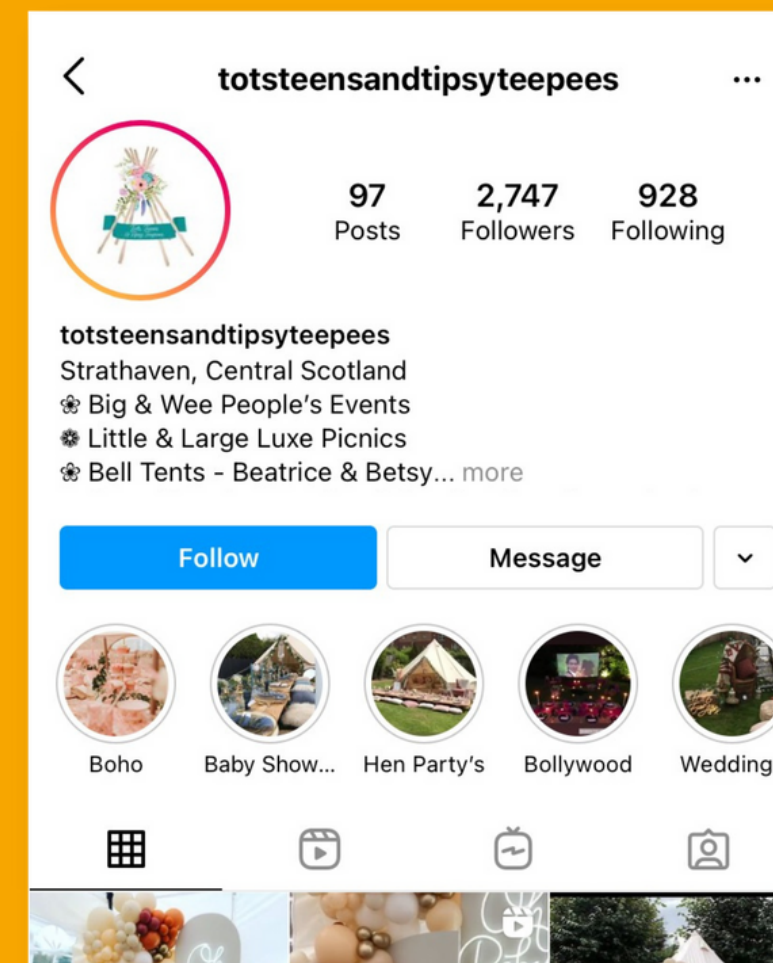
Give your profile the Ultimate boost

Signature Facelift

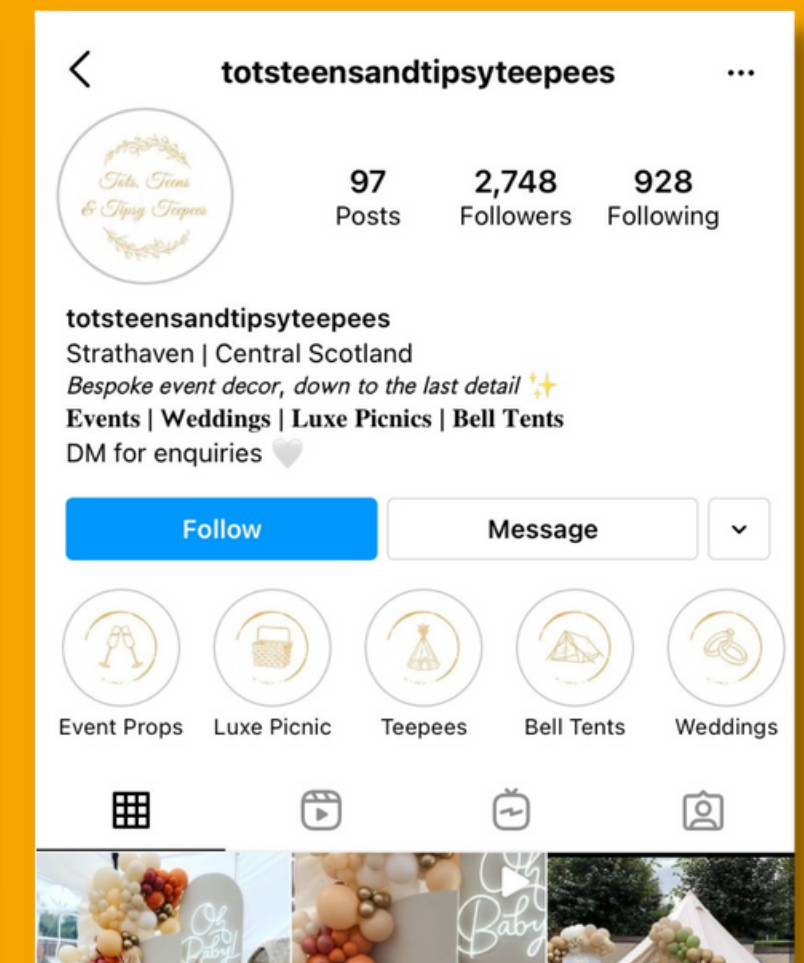
- ***Bio updated with keywords***
- ***Branded highlight icons***
- ***Handpicked influencers***
- ***Brand emojis***
- ***Key hashtags***

Ultimate Facelift

- ***Signature Facelift***
- ***Logo creation***
- ***Half-day content shoot***
- ***Profile + Strategy advice***



Before



After

Ultimate Facelift Example