

Welcome

Debbie Assinder, Enterprise Nation

@Debbie_RCL



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Young British Designers: How to Zig in a world that Zags

Alice Chamberlain and Charlotte McCaan, RBH Creative Communications

@RBH_Agency



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WEAR
YOUNG
BRITISH
DESIGNERS

YBD: How to 'Zig' in a world that 'Zags'

It's original. It's daring. It's unique.

It's the future, but not as you know it.

It's nothing you've ever seen before.

It's the UK's best new talent.

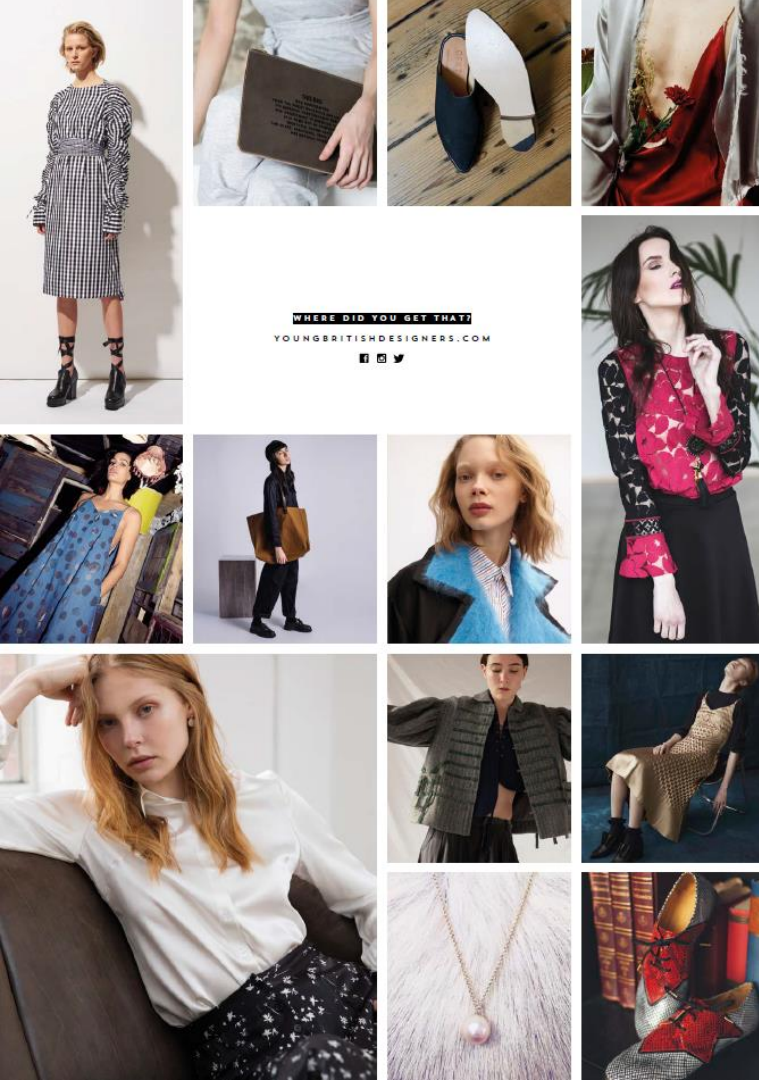
It's insolent and excellent.

It's doing what you only dream about.

It's beautiful. It's bold.

It's what you've been waiting for.





WHERE DID YOU GET THAT?
YOUNGBRITISHDESIGNERS.COM
f i s t

**We're obsessed with
British Fashion.**

**Passionate about the work of young
designers.**

**Thrilled to be showcasing
their talent.**

Not until youngbritishdesigners.com launched in 2010 was there a single platform that represented talent based in the UK.

With our country bursting at the seams with brilliant designers, it's hard to believe no one had thought to bring them together before.

We now have over 60 of them in our stable. Some you will have heard of. Some, maybe not. They have all broken rules and risked everything in pursuit of their dreams.

They share a desire to create singular brands that may not appeal to all people, but resonate deeply with those that they do.



YBD is a
store and
it's more.

MATCHES
FASHION.COM

We joined Twitter in February 2010.

We now have nearly 20,000 followers.

**More and more people started writing to us through
Twitter...and we've found lots of new and exciting
designers this way too.**

**We use social channels to promote all of our designers,
work with bloggers and find new talent.**

You can follow us;

On Twitter @YBDfashion

On Instagram @ybdfashion

On Facebook /youngbritishdesigners



SOCIAL MEDIA



K&H

FASHION · BEAUTY · LIFESTYLE



gemma Carmichael

Following

742 posts 1,204 followers 1,088 following

Gemma Carmichael is a Fashion stylist // London
www.gemmamichael.co.uk



gemma Carmichael
Ibiza, Spain

Following

gemma Carmichael 'Not so squeaky clean' new story out. [📖](#) for @ikemagazine shot in Ibiza with the gorgeous @ohhdiagramm [❤️❤️](#)
Photography @melanieleibaz
Art Director @sashapard3
HMU @gruttfunninmakeup
Styling by & with many thanks to @andicomm @lhr agency @sopa_pr.uk @dustpr @jenniforlisselle @devesallpr @kitty_chips @lindafarrow [❤️](#) tap for credits
[@gemmaMichael](#) [❤️](#) [@gemma Carmichael](#)
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75 likes
2 DAYS AGO

Add a comment...

MailOnline YOU JOE YOU JOE YOU JOE

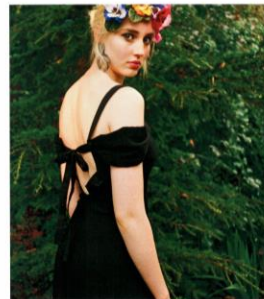
Fashion: Out & Out Winners

By ANNA WOODHAM FOR YOU MAGAZINE and LUCY COGHAN FOR YOU MAGAZINE
PUBLISHED: 00:32, 10 September 2017 | UPDATED: 11:04, 11 September 2017

Our pick of the new-season coats. Buy before they fly!



The Shearling Coat: Coat, £100, Asos; Asos, Polonaise, £15, and Belt, £10, both Next; Dress, £85, Great Plains; Boots, £71, F&S; Shoes, £375, £110 White at youngitaliandesigners.com



Anna Karenina

From Anna Karenina to Kate Winslet, the film has been a hit with audiences and critics alike. It's a story of a woman who is a bit of a rebel, and a bit of a dreamer.

Book review by Rhianna Pops
£20, after mailing by
Daphne C&C Canada, £25,
from the 1st November. Buy
before it's gone.



53

CREATIVE HANDWRITING

Rejina Pops' 'wearable art' combines sculptural silhouettes with functional practicality
By [JAMIE BROWN](#)



13 JUNE 2017 | [BAMBOO 21](#)

VOGUE

The Most Colourful Of Carnival Jewels

Whether you're heading to Notting Hill Carnival over the Bank Holiday weekend or jetting off to summer climes, draw inspiration from the fantastic and bold costumes seen on the West London streets and choose jewellery that shouts just as loudly. If you're planning on being in the mix at carnival - either watching the parade from the sidelines, getting stuck in to the action or dancing the day away at one of the many sound systems - pick from [Vogue's](#) edit of 13 graphic, colourful and embellished pieces of jewellery to ensure you stand out from the crowd.



Eleanor Bolton

Cotton bracelet, £46 at [Youngitaliandesigners.com](#)

TOP TO TOE

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

WITH CHECK

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

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WITH PRINT

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

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WITH WHITE

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

WITH BLUE

LAURENCE, Anna Karenina, fashion designer of the Notting Hill Carnival, at the Notting Hill Carnival. She is wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt. She is also wearing a yellow top and a red skirt.

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COSMOPOLITAN

APRIL 2017

RELATIVE SUBSCRIBER COVER

It's Fearne!
AND JEEZ... HAS SHE GOT A LOT TO SAY

The best ankle boots to wear now

Classic suede styles, block heels, white leather - the high street has plenty of ankle boots to wear in between-season weather

SHOPPING THE

THE BEST ANKLE BOOTS TO WEAR NOW

CLASSIC SUED STYLES, BLOCK HEELS, WHITE LEATHER - THE HIGH STREET HAS PLENTY OF ANKLE BOOTS TO WEAR IN BETWEEN-SEASON WEATHER

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FOUNDED IN 2010 YBD HAS A FIERCE
REPUTATION FOR DISCOVERING AND
SHOWCASING WHITE HOT DESIGN
TALENT. OUR ALUMNI INCLUDE:

ABIES
CHARLOTTE TAYLOR
DRAW IN LIGHT
FELICITY BROWN
IMOGEN BELFIELD
JENA THEO
JOANNE STOKER
KEJINA PYS
KENLI SU
TEIJA EILOLA

ALUMNI

We have built ourselves quite a reputation in the last five years. Allegedly it is said that if you get on YBD then the big name stockists will sit up and take note. And that is just fine by us. Any retailer insisting upon exclusivity at an early stage is cruel to a fledgling brand.

We love that we take a designer, tweet or Instagram their brilliance and they then get contacted by Liberty or Colette.

S U C C E S S



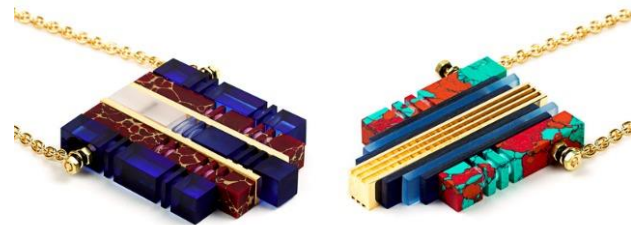
S T O R I E S



Charlotte came to see us at the farm with her macabre, drug image scarves! We took her, then Harrods did (but made her remove drug images!) & now she has a whole RTW collection & is coming to HK with us.



Klements



We were her very first stockist and
now Lily is in Liberty, Tomorrowland &
Colette Paris.

Lily Kamper



Hugely successful & stocked
worldwide.

Rejina Pyo





We took her first collection, she burst into tears as she didn't think she was cool anymore having returned to fashion after having a family & now she's is ***EVERYWHERE*** from Matches Fashion to Liberty to Urban Outfitters!



Aries



We mentored Teija as part of Colin McDowell's Fashion Fringe and had her very first collection; she too has joined **Renli Su** in Dover Street Market this season.



Teija

We're not in London.

Really?

**Yes, we're born and bred in
the Midlands.**

**Our PR Agency is London
based.**

**They make sure everyone
knows about YBD.**

Not just in the UK.



A woman with long dark hair, wearing a blue off-the-shoulder dress and black tights, stands in a room with wood-paneled walls. She is looking out a window on the left. In the foreground, there is a large, low-profile leather sofa with several cushions, including one with a striped pattern. The text "INSIDE THE MIND OF A BUYER" is overlaid in large white capital letters.

INSIDE THE MIND OF A BUYER

What's in a name?

**Who are you?
(7 seconds)**

Who am I?

Who are we?

**Looks aren't
everything**

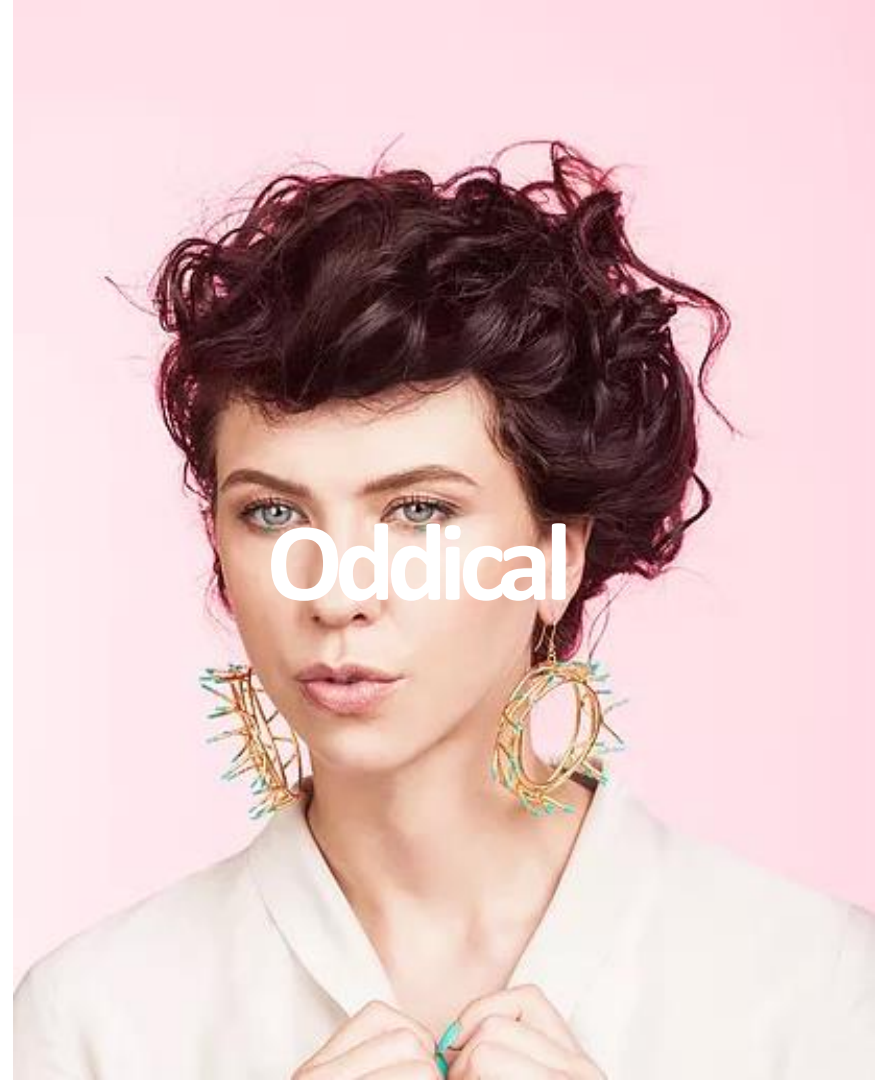
Retail is in the detail

Farrah came to us after last year's presentation.

And we're buying her next collection.

Her collections take inspiration from plant and skeletal structures to create eye catching statement earrings.

Produced using 3D printing technology, individually pieced together and hand-painted in the UK.



FASHION SCOUT
LONDON | PARIS | KIEV

**GRADUATE
FASHION
WEEK**

**LONDON
FASHION
WEEK**

**PARIS
FASHION
WEEK**

YBD Finds





Eudon Choi

**We had Eudon's first
collection.**

**And now he's launched in
John Lewis for Modern
Rarity.**

John Lewis



Hose.

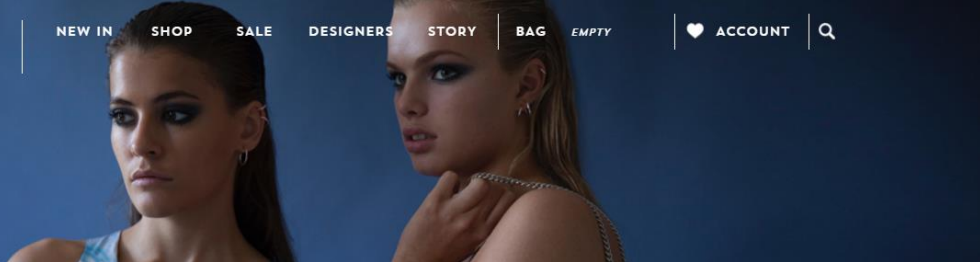
Established in 2012, hose. is run by Rebecca Cluett who works from her beautifully bright home studio.

With a first class honours degree in fashion design and a few years pattern cutting experience, Rebecca turned her hand to tights in 2012 after experimenting with a make-shift screen printing set up and hasn't looked back since.



SHEWEARSWELL





[Home](#) > [Designers](#) > [Outerwear](#) > [Jackets](#) > [Florence Bridge](#) > [GRACE MONGOLIAN LAMBSWOOL JACKET](#) - Last one



CLICK IMAGE TO ZOOM

Florence Bridge

GRACE MONGOLIAN LAMBSWOOL JACKET - LAST ONE

£295 ~~WAS £525~~ LAST ONE IN STOCK

WE THINK

This jacket. Worn over a simple slip dress (also by Florence Bridge) is everything you need for every entrance you make this season. And next. Gloriously glamorous. Photo credit: Facitce Magazine and @MaryMcQueen

DETAILS & FIT

GRACE MONGOLIAN LAMBSWOOL JACKET by Florence Bridge. Short jacket created from 100% responsibly sourced Mongolian lambswool. Boxy shape with open front, baby grey body with burgundy tipped sleeves and lower stripe and powder pink hemline. Fully lined with signature marbled silk Florence Bridge visible panel. Fits true to size. Comprises: 100% Mongolian Lambswool. Specialist clean only. Designed and created in England. Florence Bridge at www.youngbritishdesigners.com

SIZES

8 10 12 14

Not available in your size? [Email us.](#)

☆ ADD TO YOUR WISHLIST

ADD TO BAG



SECURE SHOPPING
All information is encrypted
using SSL Technology



NEXT DAY DELIVERY
Place your order
before 1.30pm
[Read more](#)



RETURNS
Returns, Refunds &
Exchanges.
[Read more](#)

Bespoke Ecommerce System

#Thisis55



ybdfashion

Follow

3,907 posts

5,638 followers

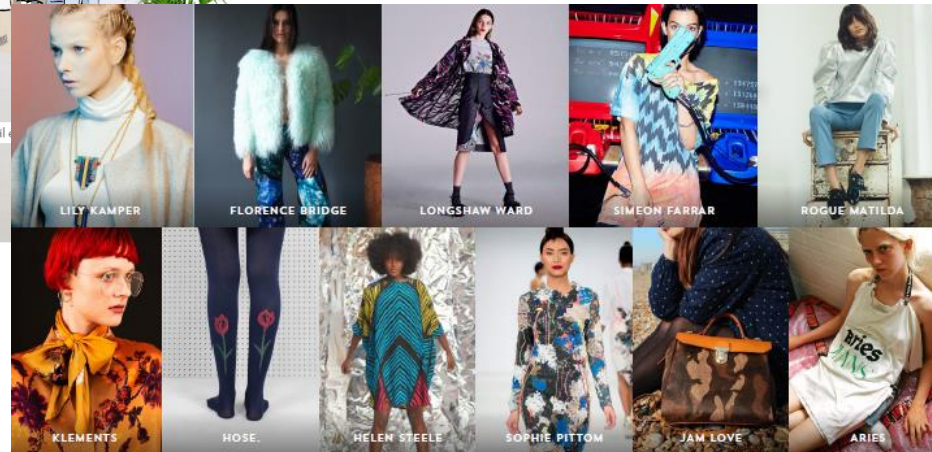
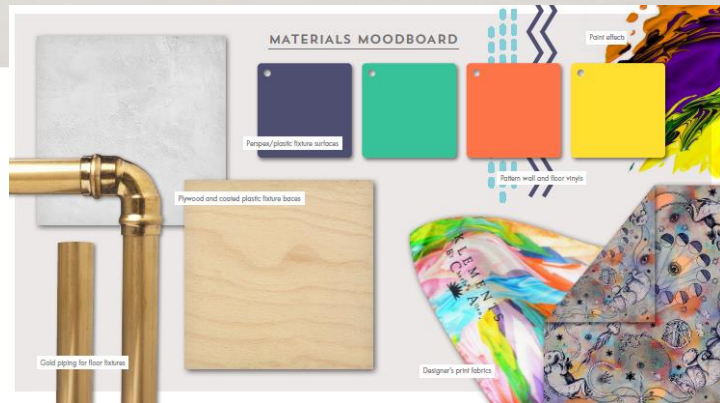
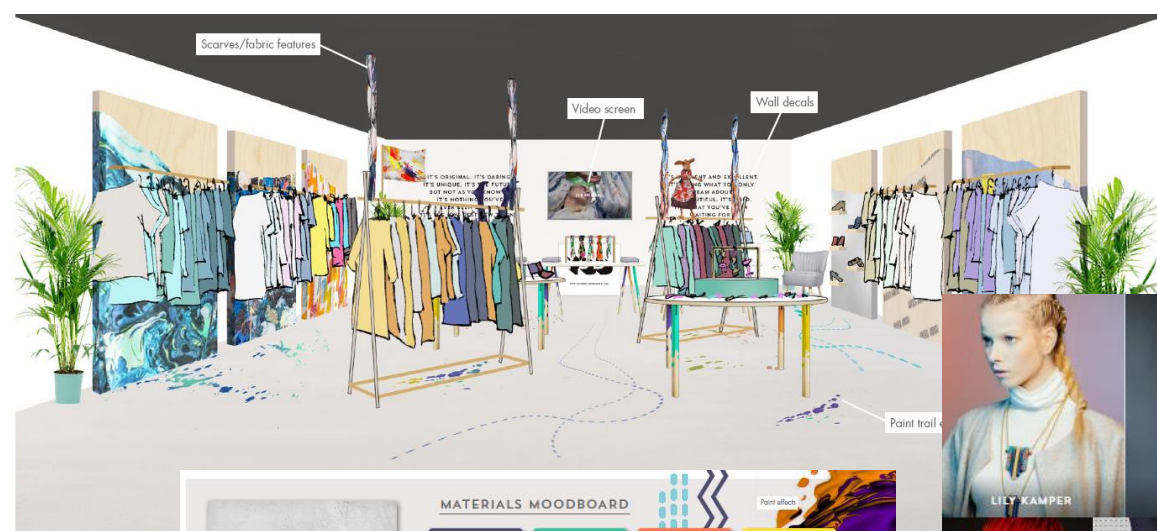
1,222 following

www.youngbritishdesigners.com Sharing our passion for the best of emerging British fashion talent & more. Twitter: @YBDFashion. Shop: www.youngbritishdesigners.com





STYLIST
Live



YBD x Landmark



OFKT



Simeon Farrar

Thank you.

Any questions?

How I did it: Tatty Devine

Rosie Wolfenden, co-founder and managing director of Tatty Devine

@tattydevine



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Tatty Devine®

ORIGINAL, PLAYFUL
JEWELLERY HANDMADE IN BRITAIN

TWEET US YOUR QUESTIONS
@TATTYDEVINE WITH #TATTYTALKS



@TATTY DEVINE



TATTYDEVINEFANPAGE



@TATTY DEVINE



@ROSIEWOLFENDEN



@HARRIETVINE





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"This is as weird as one of our videos"

JANE WILSON

"We should be filming this..."

LOUISE WILSON

#TattyTalks



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TATTY DEVINE



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SOPHIE VON HELLERMAN >

AGE 27

BASE Dalston, London

WHAT SHE DOES Artist (she runs the Hobbypop art collective and Hobbypopmuseum, its gallery in Düsseldorf), actress, model, DJ
CAREER HIGHLIGHTS Participating in the *Cher Painter* show at the Pompidou Centre. Putting on Hobbypop's breakthrough show in



Atlantic Bar & Grill in London

PERSONAL STYLE Simple and

HARRIET FINE AND ROSIE WOLFENDEN, AKA TATTY DEVINE

AGE Both 25

BASE London (Harriet – East London; Rosie – Camberwell)

WHAT THEY DO Designers for and managers of the Tatty Devine label and shop, curators of art exhibitions, musicians in the band Messy Beautiful, stylists for pop videos

CAREER HIGHLIGHTS Karen O from the Yeah Yeah Yeahs, Georgina Starr and Peaches sporting their accessories

FUTURE PLANS Their first clothing collection hits shops this spring. Doing merchandise for Chicks on Speed
PERSONAL STYLE Cute, pop-kitsch clothes. Eley Kishimoto, second-hand bargains and home-made items (“anything no-one else will be wearing”)

ETHOS “We did fine-art degrees, so we keep it art-based. We like being part of a worldwide hub of creative people”

WHY THEY'RE NOW Their designs are huge in Japan and London. They are adept at sparking trends and they're pop-culture catalysts



J. MASKREY

AGE 34

BASE Hoxton, London

WHAT SHE DOES Conceptual des

CAREER HIGHLIGHTS Her first runway show at London Fashion V in 1999. Making skin jewellery for Givenchy, Estée Lauder, Britney S Laurn Hill and Missy Elliot. Making costumes for the next U2 video, starring Samantha Morton

FUTURE PLANS Starting a new accessories line with bags and be Developing a skincare range, to b launched mid-2003

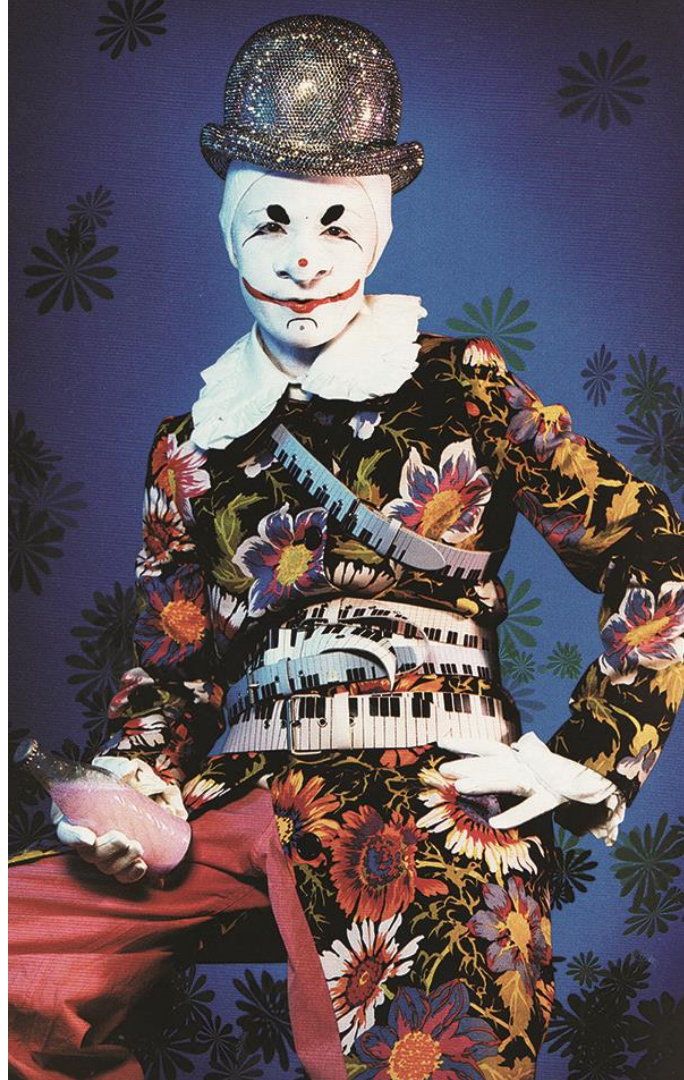
PERSONAL STYLE Vintage, vamp sharply edited and incredibly chic

a dash of Hoxton urban c

ETHOS “My career is not: planning, really. I believe i carry on enjoying it, then: more good will come your

WHY SHE'S NOW For mal





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#TattyTalks



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PLASTIC
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AND MORE...

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NEW YORK NEWS

#TattyTalks



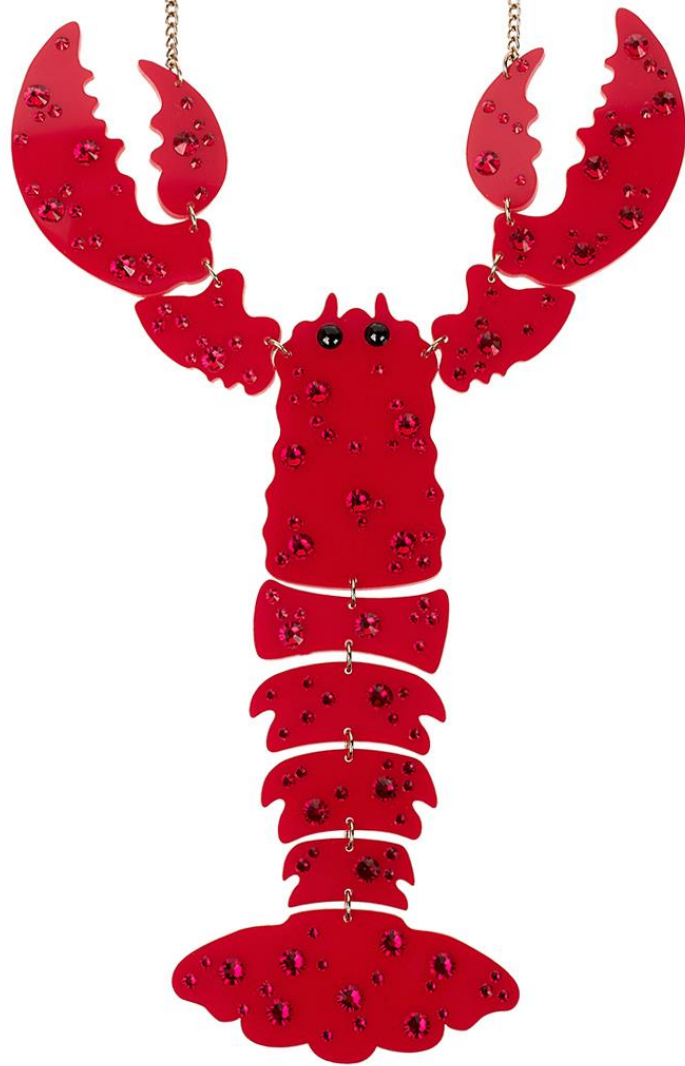
#TattyTalks



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#TattyTalks

COME AND JOIN *Tatty Devine* AT THE OPENING
OF THEIR **NEW SOHO SHOP**

on the 14th February 2004

7pm - 10pm

at 57b BREWER STREET LONDON W1. 0207 434 2257.R.S.V.P BLOW PR 0207 287 0041 or TATTY DEVINE



TATTY DEVINE WILL BE SHOWING THE NEW A/W 04 COLLECTION AT LONDON FASHION WEEK AND EYE 2 EYE.
THE NEW S/S 04 COLLECTION WILL BE PREVIEWING DURING FASHION WEEK AT THE NEW BREWER STREET SHOP.
H.Q. 236 BRICK LANE, LONDON E2 7EB. +44(0)207 7399009 / +44(0)207 729 8762 INFO@TATTYDEVINE.COM

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@TATTY DEVINE



@ROSIEWOLFENDEN



TATTYDEVINEFANPAGE



@HARRIETVINE

ORIGINAL, PLAYFUL JEWELLERY HANDMADE IN BRITAIN

Show me the money!

Alison Lewy, Fashion Angel @FashionAngel1

Rebecca Picton, HSBC @HSBCUKBusiness

Silvia Gaplovska, Startup Direct @Startup_Direct

Michaela Jandova, Midven @Midven



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Time for coffee



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Getting into the mind of a Jewellery buyer:

Oliver Bonas

Rebecca Jones, former Birmingham School of Jewellery graduate and current buyer at Oliver Bonas

@OliverBonas



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OLIVER
BONAS

Jewels in the crown

Henry Deakin, Deakin and Francis @deakin_francis

Michele White, Michele White Jewellery

Neil Grant, Crescent Silver

James Newman, James Newman Jewellery @JamesNewmanLtd

Shabina Shabir, Nidha Fashions



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Meet the buyers: Selfridges

Helen Attwood, head buyer for shoes & accessories and
Hazel North, head of women merchandising

@Selfridges



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SELFRIDGES 2017

FASHION & JEWELLERY EXCHANGE

**HAZEL NORTH & HELEN ATTWOOD
4TH OCTOBER 2017**

GET YOURSELF NOTICED


- Social Presence
- Relevant Trade Shows/Showroom
- Agent or Distributor
- E mail Lookbook



TO BE THE DESTINATION FOR THE MOST EXTRAORDINARY CUSTOMER EXPERIENCE

WE OWN CUSTOMER EXPERIENCE • WE LEAD & INSPIRE • WE TAKE RESPONSIBILITY & DELIVER • WE SHOW RESPECT • WE SHARE OUR KNOWLEDGE

MEETING WITH A BUYER

- Have a vision (but be flexible)
 - Offer something unique; consider exclusives, sustainability
 - Consider the need for continual newness
 - Have a clear pricing strategy
- 



CHALLENGES TO BE AWARE OF

- Importance of delivery windows
- Margin, trade discounts
- SOR agreements
- Promising something you cant really deliver



TO BE THE DESTINATION FOR THE MOST EXTRAORDINARY CUSTOMER EXPERIENCE

WE OWN CUSTOMER EXPERIENCE • WE LEAD & INSPIRE • WE TAKE RESPONSIBILITY & DELIVER • WE SHOW RESPECT • WE SHARE OUR KNOWLEDGE

Pitch to the buyer

Three Enterprise Nation members pitch their products

1. Stacy Chan London
2. Gizelle Renee
3. Roseanna Croft Jewellery

STACY CHAN

@stacychanlondon
www.stacychan.com



GIZELLERENEE

Creativity. Craftmanship. Character



Forget the **LBD**; it's all about the
LRG.



www.gizellerenee.co.uk



gizelle@gizellerenee.co.uk



[@gizellerenee](https://www.instagram.com/gizellerenee)



[@gizellerenee](https://twitter.com/gizellerenee)



Roseanna Croft
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QUALITY

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[@ROSEANNACROFTJEWELLERY](#)



Time for lunch



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Grow your business on Facebook and Instagram

David Glenwright, Accredited Facebook trainer

@OldManGlenners



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Growing your business on Facebook & Instagram



David Glenwright
JC Social Media

0121 631 1838

She Means Business



www.enterprisenation.com/shemeansbusiness

In this session

- The social landscape
- The Algorithm
- Ads Manager
- Instagram
- 3rd Party tools and apps



Why does social media matter?



Why does mobile matter?

- 66 hours of browsing per month on mobile
 - 29 hours of browsing per month on desktop
- 60% of users are 'multi-platform'
- 67% of people 55+ are multi-platform, and 7% are mobile only
- 31% of mobile time spent on social media
 - 19% on Facebook alone
- 80% of time spent on social media is on mobile

A collection of blue and grey hexagons of various sizes, some overlapping, arranged in a cluster on the left side of the slide. A large, faint green 'JC' logo is visible in the background on the right side.

Breaking down the algorithm

THE NEWSFEED



Sue Glenwright shared a memory.



1 hr · 👤

Want to go again Dave Glenwright..... 😞

Steph Morris replied to a comment on this.



Leah Joy Brooks ▶ **Steph Morris**

8 hrs · 👤

Dear lord. They must be freezing!!

Nadine Simpson is going to this event.



Bottle Shed Brum shared their event.

Sponsored · 🌐



HelloFresh

Sponsored · 🌐

Brighten up your weeknights with delicious recipes and all the fresh ingredients you need to cook them.

💎 Get all of the fresh ingredients to cook 3 delicious recipes for 2 people from just £9.99!

ALGORITHM FACTORS

- Relationship
- Last interaction
- Location
- Media use
- Familiarity with website
- Mutual interactions
- Recently used keywords
- Engagement behaviour
- Time and day
- Reaction levels
- Engagement levels
- Post language
- Post intention
- Post frequency

A collection of blue and grey hexagons of various sizes, some overlapping, arranged in a cluster on the left side of the slide. A large, faint green stylized 'JC' logo is visible in the background on the right side.

Creating adverts with Facebook

WHAT MAKES FACEBOOK A UNIQUE DIGITAL PLATFORM?



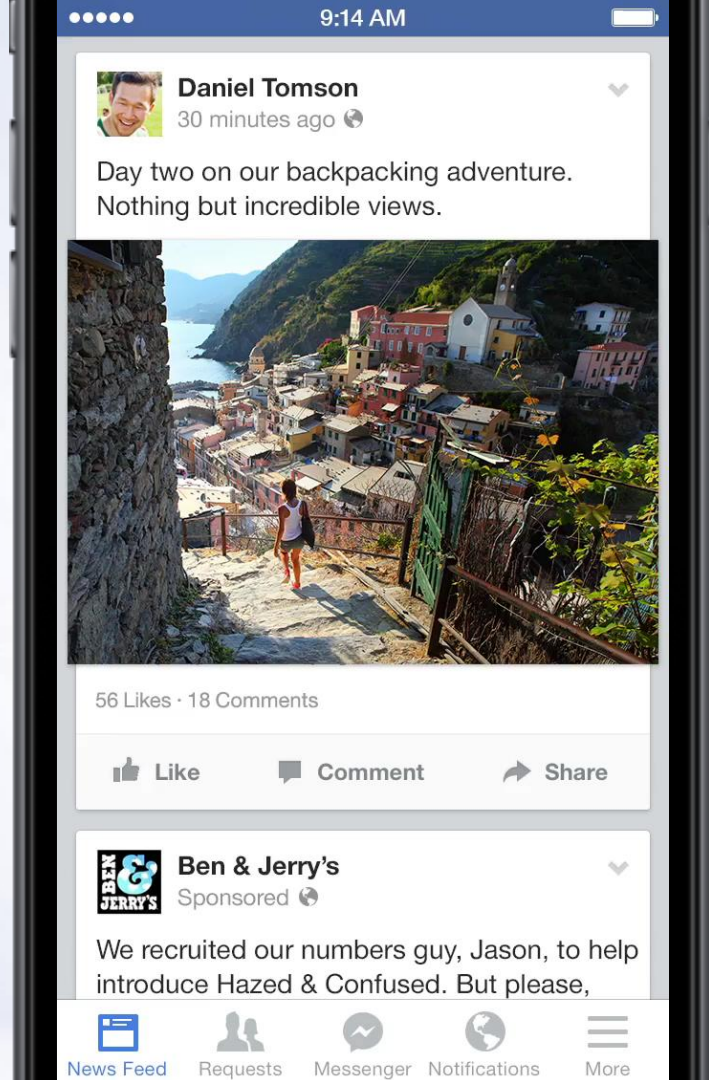
Real people

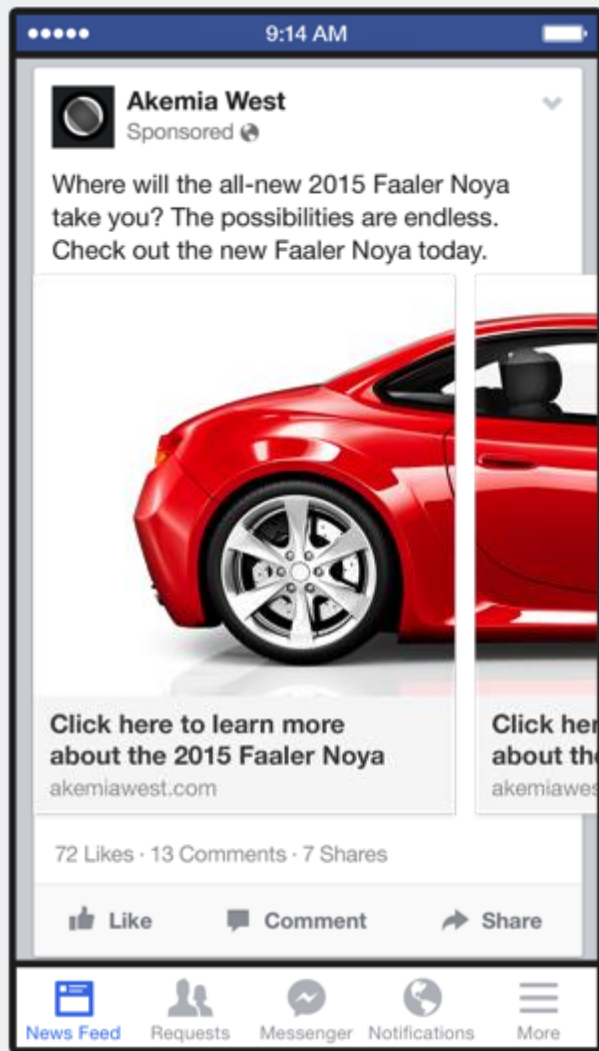
Reach

Action

Results

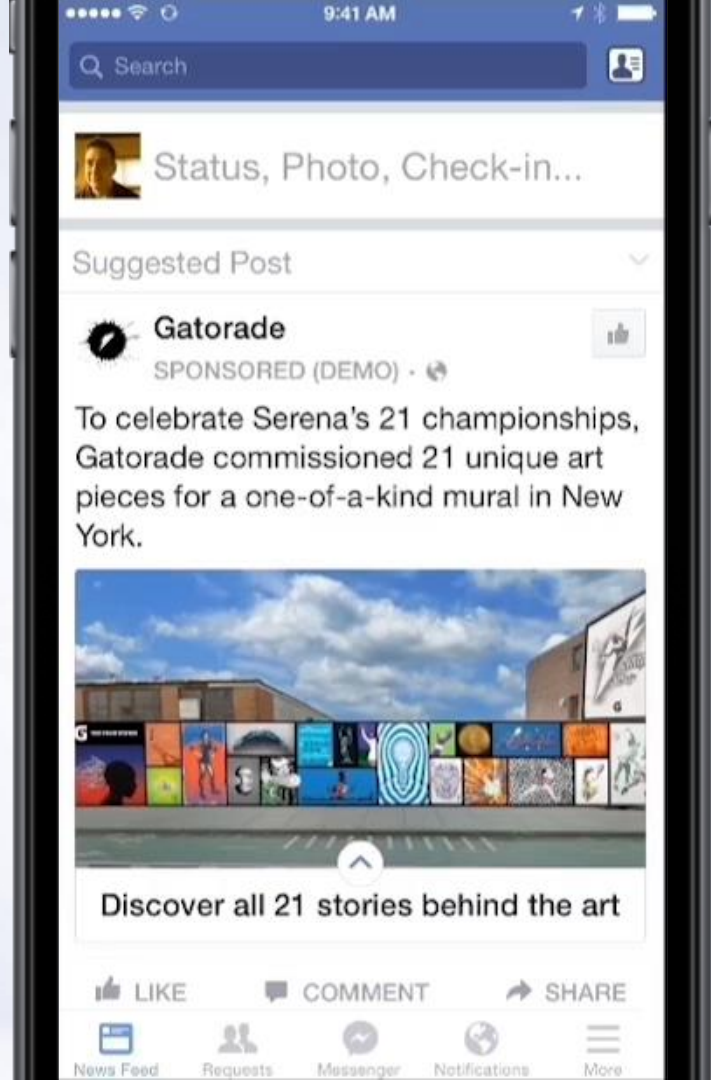
Video ads



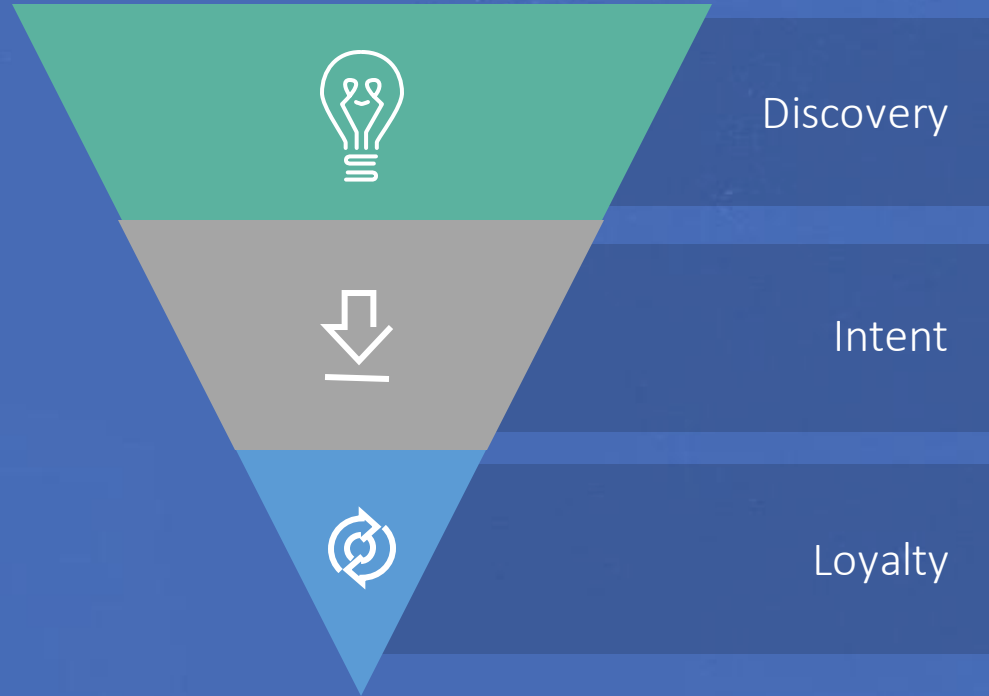


Carousel ads

Canvas



THE MARKETING FUNNEL



WHAT OBJECTIVE TO USE AT EVERY PART OF THE FUNNEL



Creating your audience

[illegible]

Creating your ad

Huntleys (1377257)


Create New Ad

Use Existing Ad

Format

Choose how you'd like your ad to look

✓



Carousel

Create an ad with 2 or more scrollable images or videos

Page & Links

Enter the text for your ad. [Learn more.](#)

Connect Facebook Page

Your business is represented in ads by its Facebook Page.

H Huntleys Shoes

+

or Turn Off News Feed Ads

Instagram Account

This Facebook Page will represent your business in Instagram ads, or you can add an Instagram account.

H Huntleys Shoes (Page) ✓

Destination

WEBSITE

Website URL

MESSANGER

☐ Message Text

☐ Structured Message (JSON)

Headline

Ad Preview


1 of 1 Ad

Desktop News Feed

1 of 9

H Huntleys Shoes shared a link.

Sponsored · €



Headline

News Feed Link Description

DISPLAYURL.COM

Learn More

Like

Comment

Share

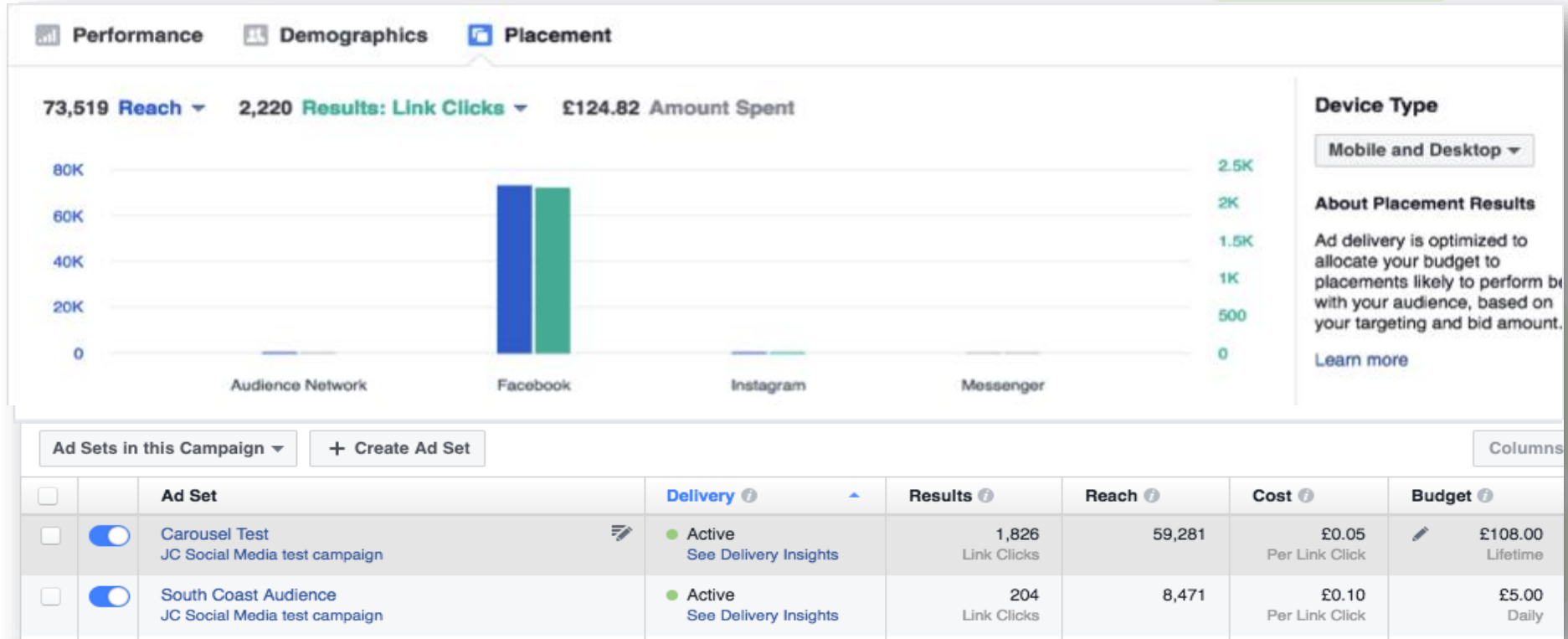
Hootlet

Create Ad

Canvas

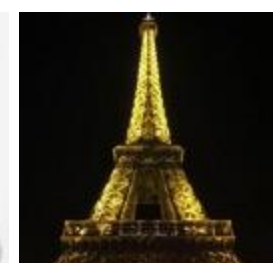
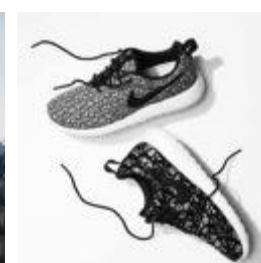
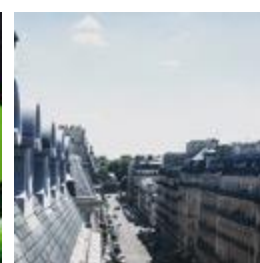
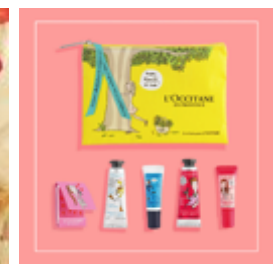
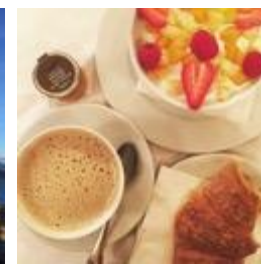
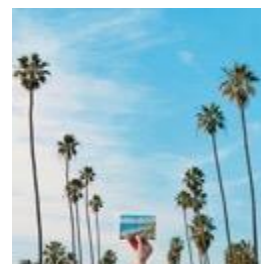
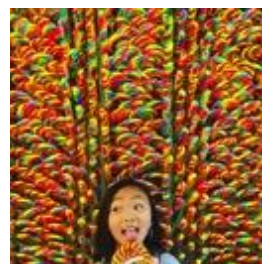
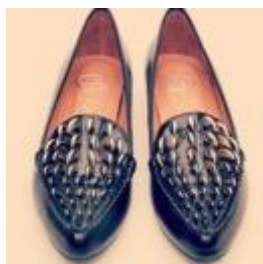
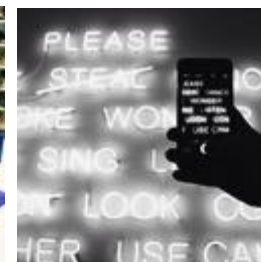
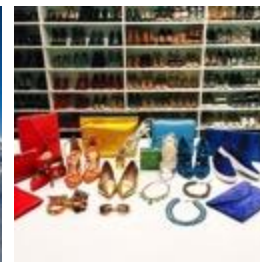
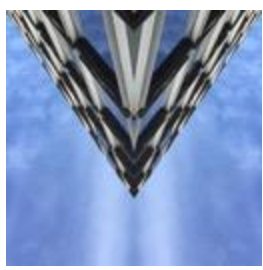
The immersive story of your business, featuring images and videos

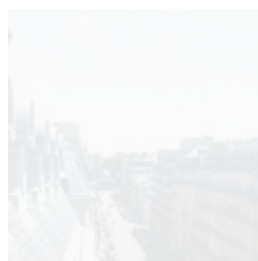
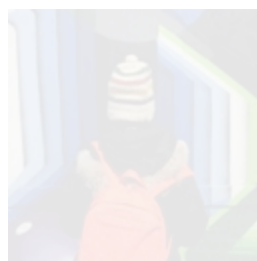
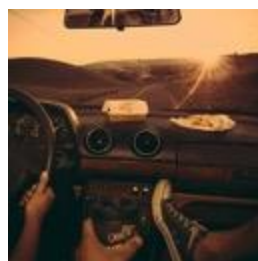
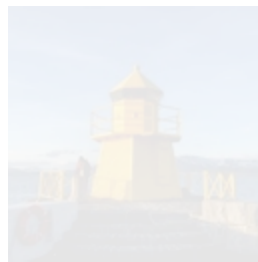
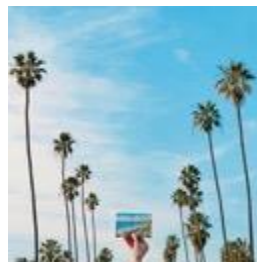
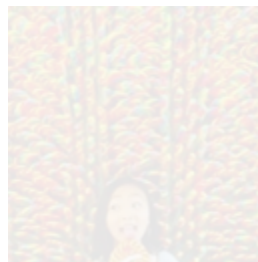
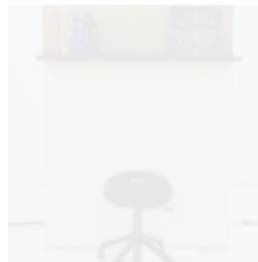
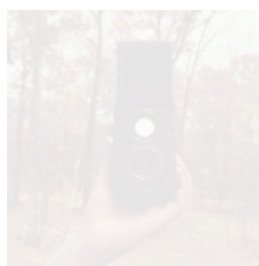
Measuring success



Instant Ingagement







Contextual content



Case Study – Tamiya



tamiyausa

Follow

tamiyausa The Fox returns as a limited re-release as the NovaFox!! #rccars #vintagerccars #offroad #tamiya

tb_moxer 5th time the more chee...

mauc

louie0

nyisla



159 likes

FEBRUARY



tamiyausa

Follow

tamiyausa U.S. Main Battle Tank M1A2 Abrams 1/16 display model kit #tamiya #military #scalemodel

wolfster74 @zaidaf cmon man- you KNOW you want this...

ruzmod OOO orehx xnyy!!!

24dad7 Please please bring a 1:16 RC version. Been waiting over two decades!!

rtblalock68 Where can i get paws on this? asianracecarman What does the rest of the box look like?

mellowhighyu How much?



156 likes

4 DAYS AGO

Add a comment...

...

Case Study – Airfix



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officialairfix Marco Ros sent us this image of his 1st ever Airfix build! We think you'll agree, it's absolutely superb work! Who built what this weekend? .

#modelling #Airfix #PlasticModelling #WW2 #Plane #Aircraft #Model #history #Scalemodelling #plasticmodels #plasticmod

eroseiji



554 likes

JUNE 12

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officialairfix

Follow

officialairfix Bravo Neil Jones, bravo! What an amazing build of the 1:48 Hurricane Mk I! What's your favourite aircraft in 1:48 scale?

massimomariagrassi 1/48 1/32 1/24

caedens21 Folan's gnat

02midget Buccaneer

skull_leader07 Hurricane

caedens21 Folan gnat

kingundorph The Airfix P-40 Warhawk 🇺🇸

tomkinsteve Snitfire Mk1 always looks



610 likes

7 DAYS AGO

Case Study – The challenge



- Increase brand awareness
- Generate new sales
- Establish connections with influencers and new sources of business

Case Study – The plan



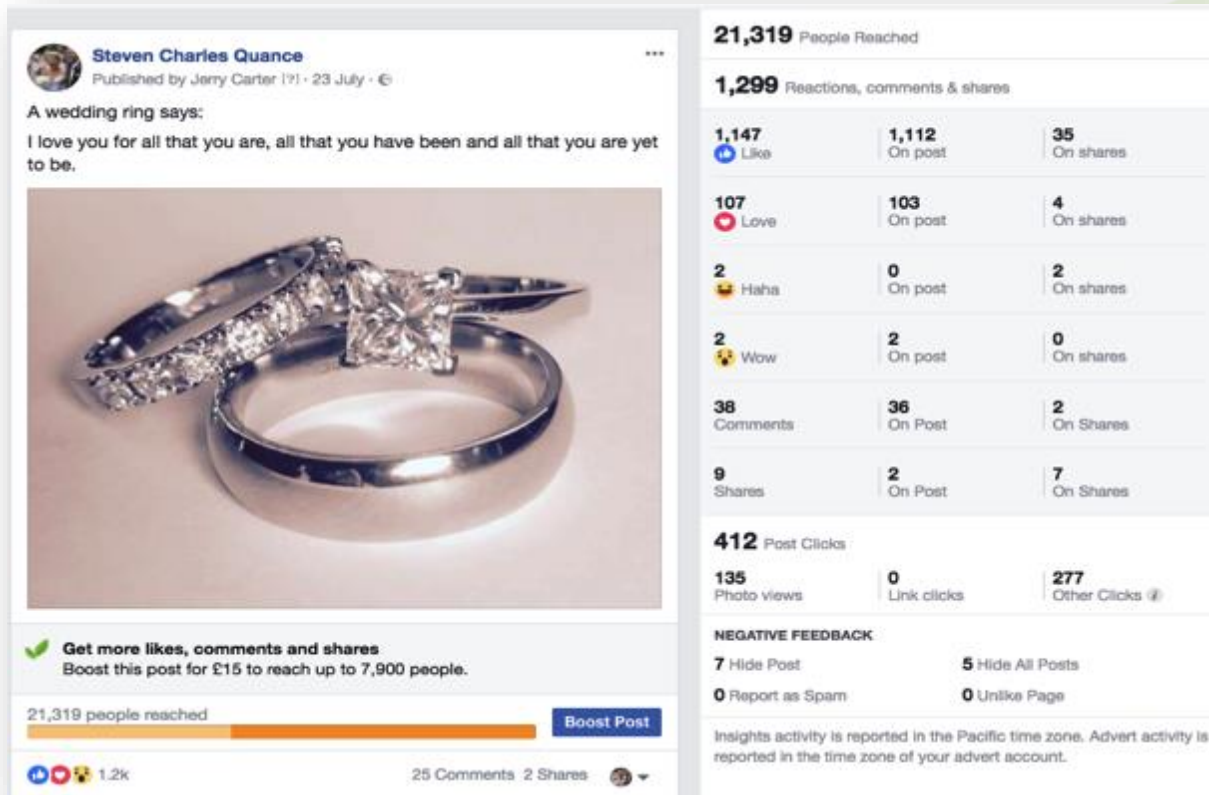
- Multi-platform approach
- Showcase work
- Demonstrate industry authority
- Campaign of active lead generation

Case Study – The results

Total Page Likes as of Today: 1,162



Case Study – The results



Case Study – The results

Account overview


Campaigns 1 selected

Advert Sets for 1 Campaign

Adverts for 1 Campaign

Advert Edit Duplicate Adverts Preview Create Rule More

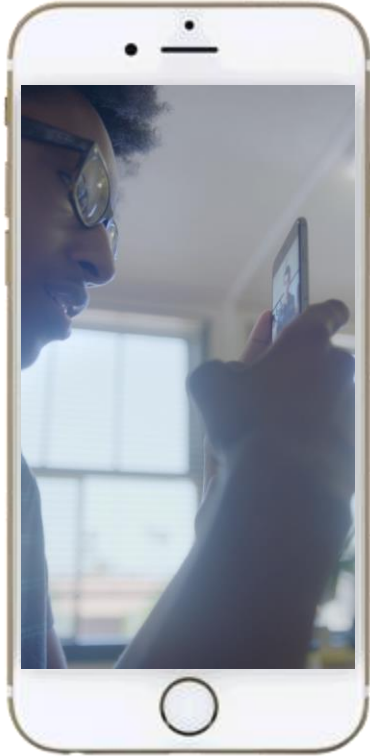
Columns: Performance

Advert name	Delivery	Results	Reach	Cost per re...	Amount spent
 Post: "I have a whole host of ROLEX watches on sale. If	● Not delivering Advert Set Completed	3,078 Post Engagem...	14,227	£0.01 Per Post Engage...	£16.00
► Results from 1 ad		3,078 Post Engagem...	14,227 People	£0.01 Per Post Engage...	£16.00 Total Spent

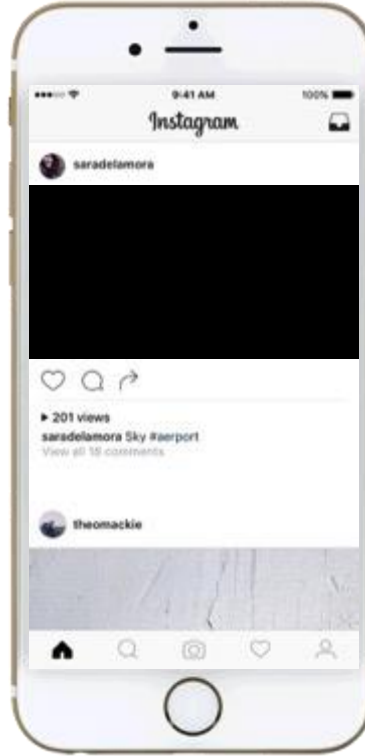
Case Study – The results



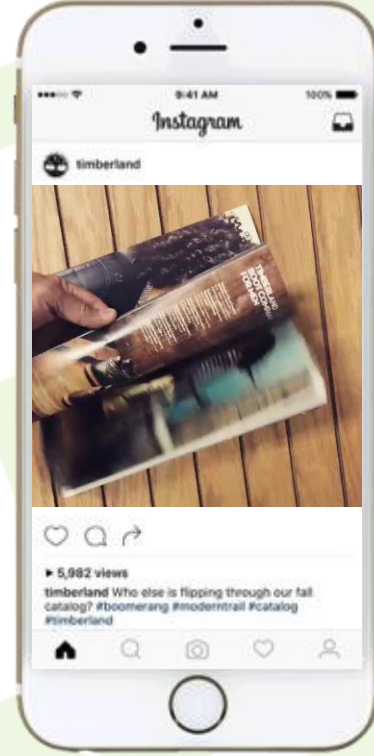
Instagram extras



STORIES



HYPERLAPSE



BOOMERANG

Layout



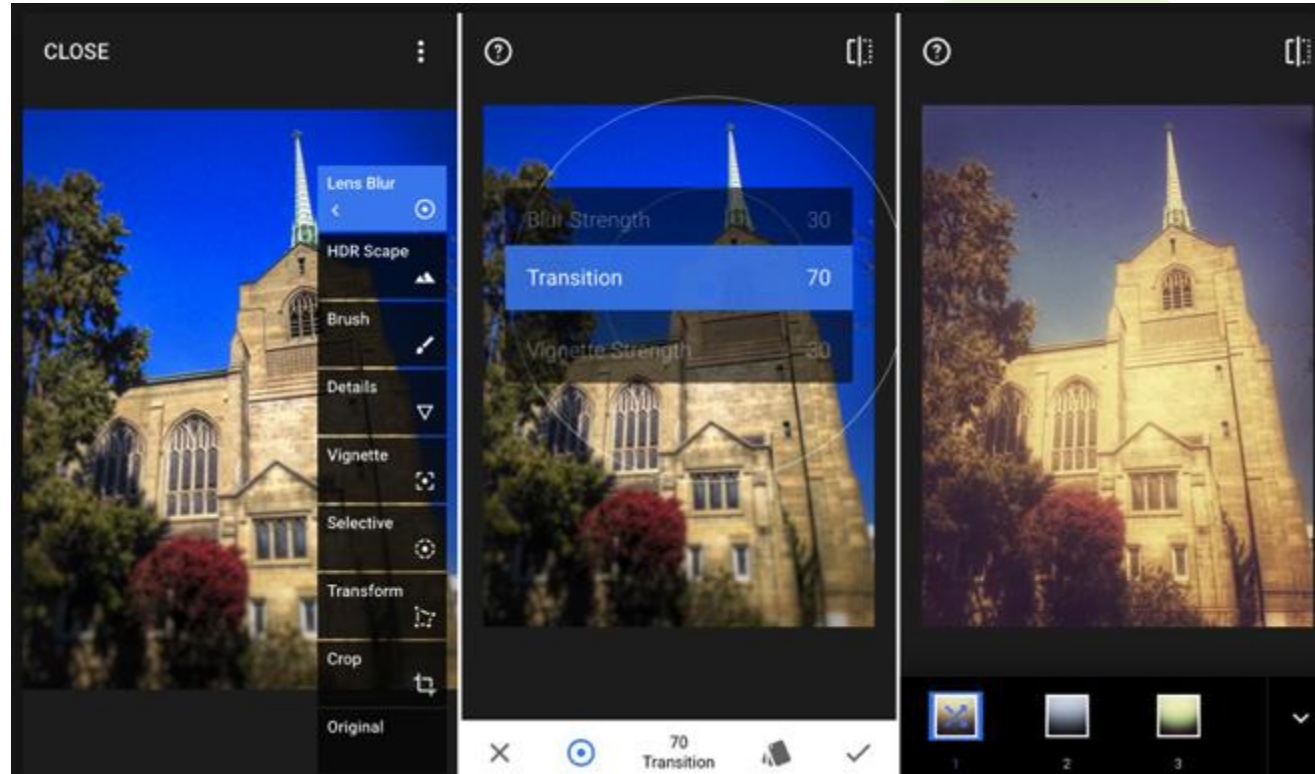
Third Party Apps



Third Party Apps



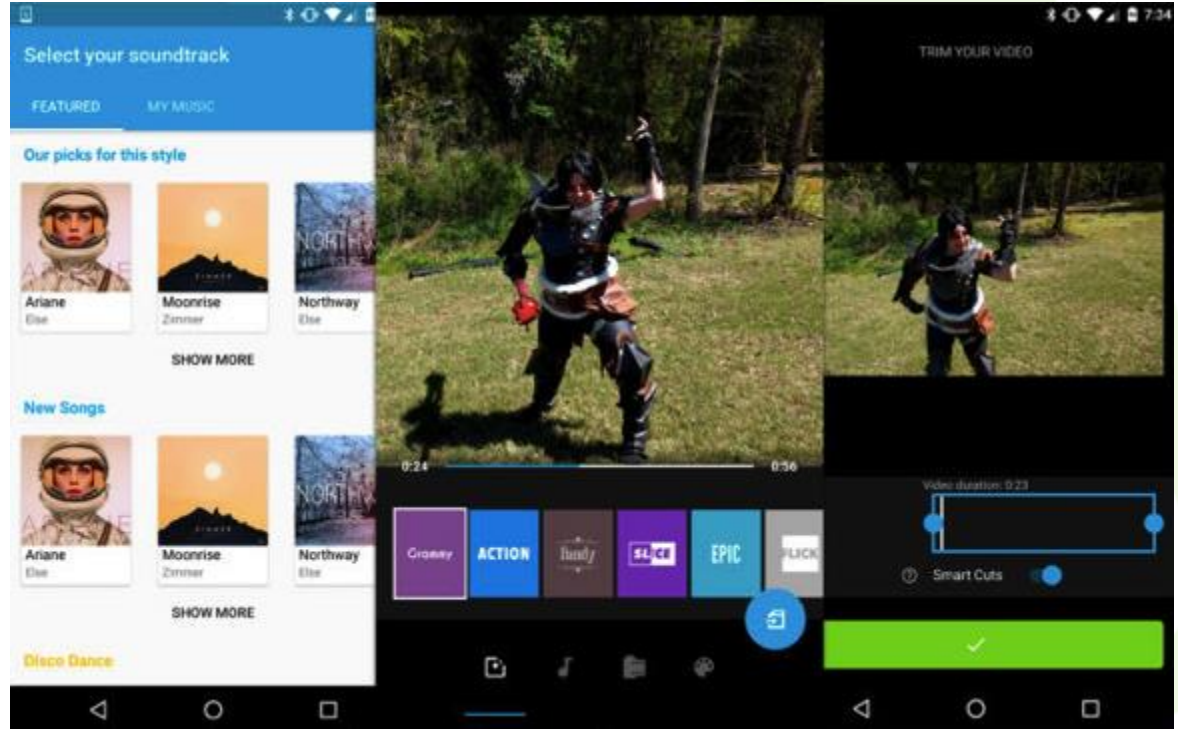
Snapseed



Third Party Apps



Quik



Summary

- Social media is a critical element of any key marketing campaign
- It can be managed exclusively through mobile
- However, social media is not a 'traditional' sales environment
- Content should fit within the context of users' feeds and personal stories
- Showcase yourself – add value and demonstrate your expertise



**Thank you
for listening
Any questions?**

David Glenwright
@OldManGlenners
JC Social Media

www.enterprisenation.com/shemeansbusiness

Top tips on how to create a worldwide fashion brand

Tom Davies, TD Tom Davies

@tdtomdavies



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How to get noticed

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Thank you!

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