



mConnexions

THE ART OF
**SOCIAL MEDIA
MARKETING**

MASTERCLASS FOR CREATIVES

JULIE HOLTON | PRINCIPAL STRATEGIST | MCONNEXIONS MARKETING AGENCY

marketing STRATEGY

develop a brand | define your audience | devise a plan


marketing STRATEGY



mConnexions



mConnexions.com

A close-up, artistic photograph of a human eye. The eye is looking directly at the viewer. The iris is a light, shimmering blue. The eyelids are heavily made up with vibrant, iridescent colors in shades of blue, purple, and pink. The eyelashes are long and dark, with some appearing to have a shimmering or metallic finish. The overall lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and texture.

**you are
who you *think*
and say you are**



**you must *be*
who you think
and say you are**



you must *be*
who you think
and say you are
that is your brand

DEVELOPING YOUR *brand*



mConnexions



mConnexions.com



mConnexions



mConnexions.com

BUYER

persona



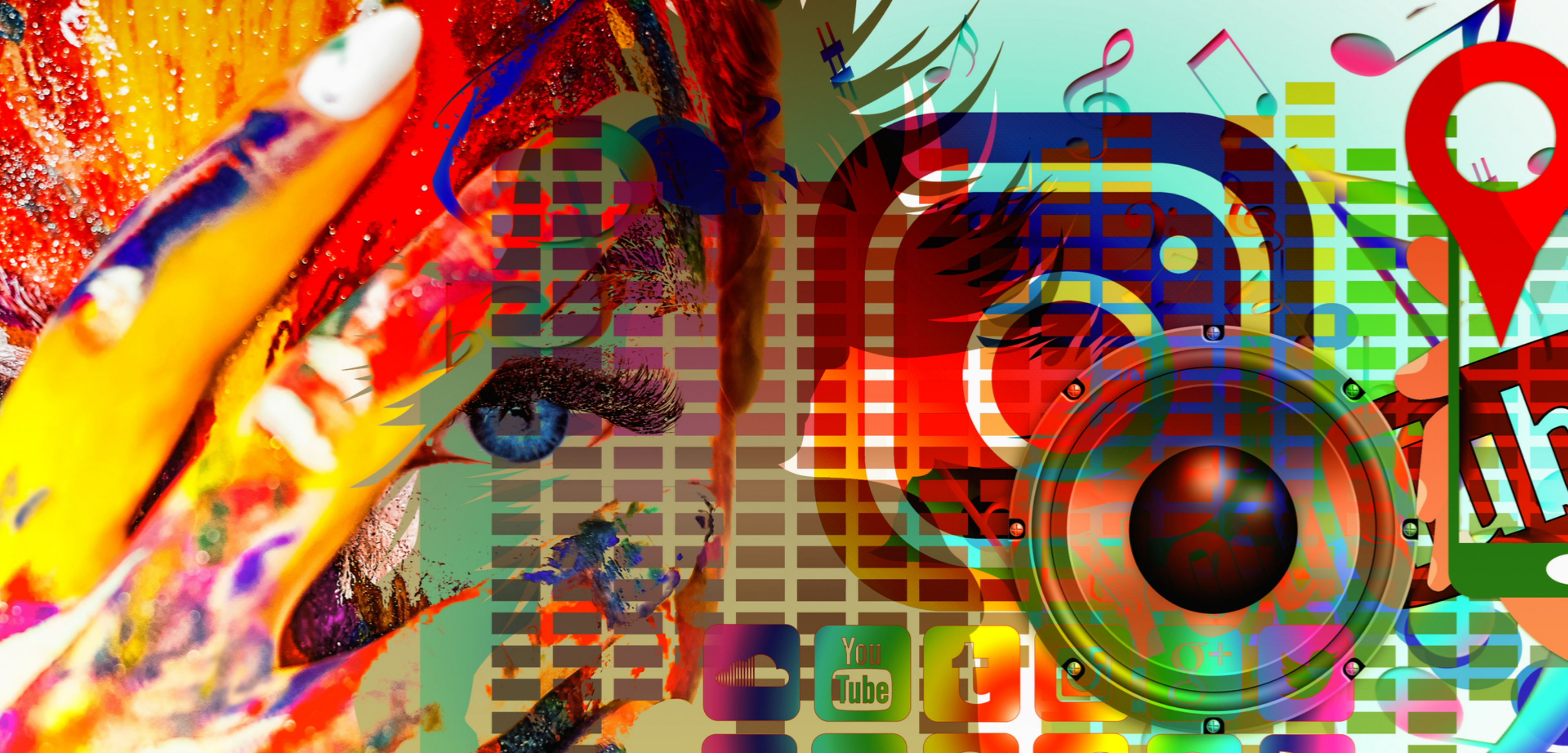
mConnexions



mConnexions.com



the art of
**SOCIAL MEDIA
MARKETING**



mConnexions



mConnexions.com

SET YOUR MARKETING

objectives

PICK YOUR
platforms



mConnexions



mConnexions.com



mConnexions



mConnexions.com

optimize YOUR PROFILES

quality
OVER QUANTITY

messaging MATTERS

consistency
IS KEY

engagement WINS

mConnections



mConnections.com