Portfolio MANNEQU



Michelle MacDonald





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(c) 609-222-3360

H, I'M MCHELLE

I help e-commerce and product-based businesses sell their inventory using Facebook and Instagram.

I offer both management and strategy. Usually in this industry, service providers offer one or the other. But, I believe you can't have one without the other when it comes to success! That is why I provide both for my clients.

Having an Instagram guru like me on your side saves you time, stress, and overwhelm in dealing with making the app work for your business. I'm here to relieve you of these struggles!

The first step is to fill out my client connection form, which only takes a few minutes. This helps me to understand your needs and be able to contact you. Click on any of the "Apply Now" buttons to access the form.

- 5+ years in corporate social media management
- 5+ years as a retail sales associate
- Bachelor's Degree in Journalism and Writing Arts
- The New School Parsons X Teen Vogue Fashion Industry **Essentials** Certified
- I run my own fashion blog and Instagram account geared towards petite fashion on the side
- I live in Norristown, PA with my husband and love to dance and play the ukulele

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- Monthly management combined with content strategy designed to achieve your business objective
- Excellent client service
- Strong partnership in which we work together closely
- Quality writing skills and proofreading
- Full understanding of the retail industry having worked in it firsthand as a sales associate for years
- Proven organic social media results
- Years of experience as a social media professional

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SERVICES

- Content Ideas and Trends
- Social Media Calendar
- Hashtag Strategy

michelle@mannequinsocial.com

- Posting
- Advertising
- Instagram Shop Set-Up
- Coaching

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(@)

- Post Curation
- Caption Writing
- Strategy
- Reply to Comments and DMs
- Profile Optimization
- Instagram Reels
- Employee training









TESTIMONIALS



So— since you gave me that "audit", I changed a few things on my profit and added my highlights ASAP..

And I did ONE reel since + some stories and I gained 9 followers !

Barely doing anything!

Yas gurl!!! That's amazing! 👸 😂 aa



makayla Pogue 20 reviews · 12 photos

★ ★ ★ ★ ★ 7 hours ago

Mannequin Social is amazing! Super thorough with every step of the process. I know personally it's hard to write about my own business, my background and she did her research about my process and personal life and did an amazing job with my biography. Mannequin Social took on my bios, reels, social media posts, reached out to similar businesses and helped me get over my fear of starting my own website. I'm very thankful for Mannequin Social's services. I definitely recommend investing in yourself and your business by hiring her!









TESTIMONIALS



Michelle!! 🐨 🐨 🐨 🐨 🐨 🐨 🐨 🐨

YOU ARE AMAZING!!! I am speechless over your awesome writing!!!! You are better at being me than I am!! Sooo much!! It would have taken me soo long to figure out how to condense my ideas like this!! Oh my goodness!! Oh my goodness!! You have a true gift and I am tearing up over how God has blessed you to do this!!

\star \star \star \star \star 41 minutes ago

I run a construction company and Michelle has greatly increased my social media presence while helping snag a bunch of jobs. I thought that she might have a hard time trying to explain certain aspects of the building process with out constant input from me but she did the research and has more knowledge of construction then some guys that I have hired. I might have to hire her to not only manage my social media but to help me on the jobsites. Hire this ambitious lady to run your social media!









In 3 Months on FB & IG:

- Increased following by 26%
- Increased leads in the DMs by 80%
- Increased brand awareness with 63K reach
- Increased community connection by engaging with over 1K accounts



In 2 Months on IG:

- Instagram shop successfully set up using Shopify
- Increased brand awareness with 29K reach
- Increased community connection by engaging with over 1K accounts





Two of You Declutter Together with Joy

In 3 Months on FB:

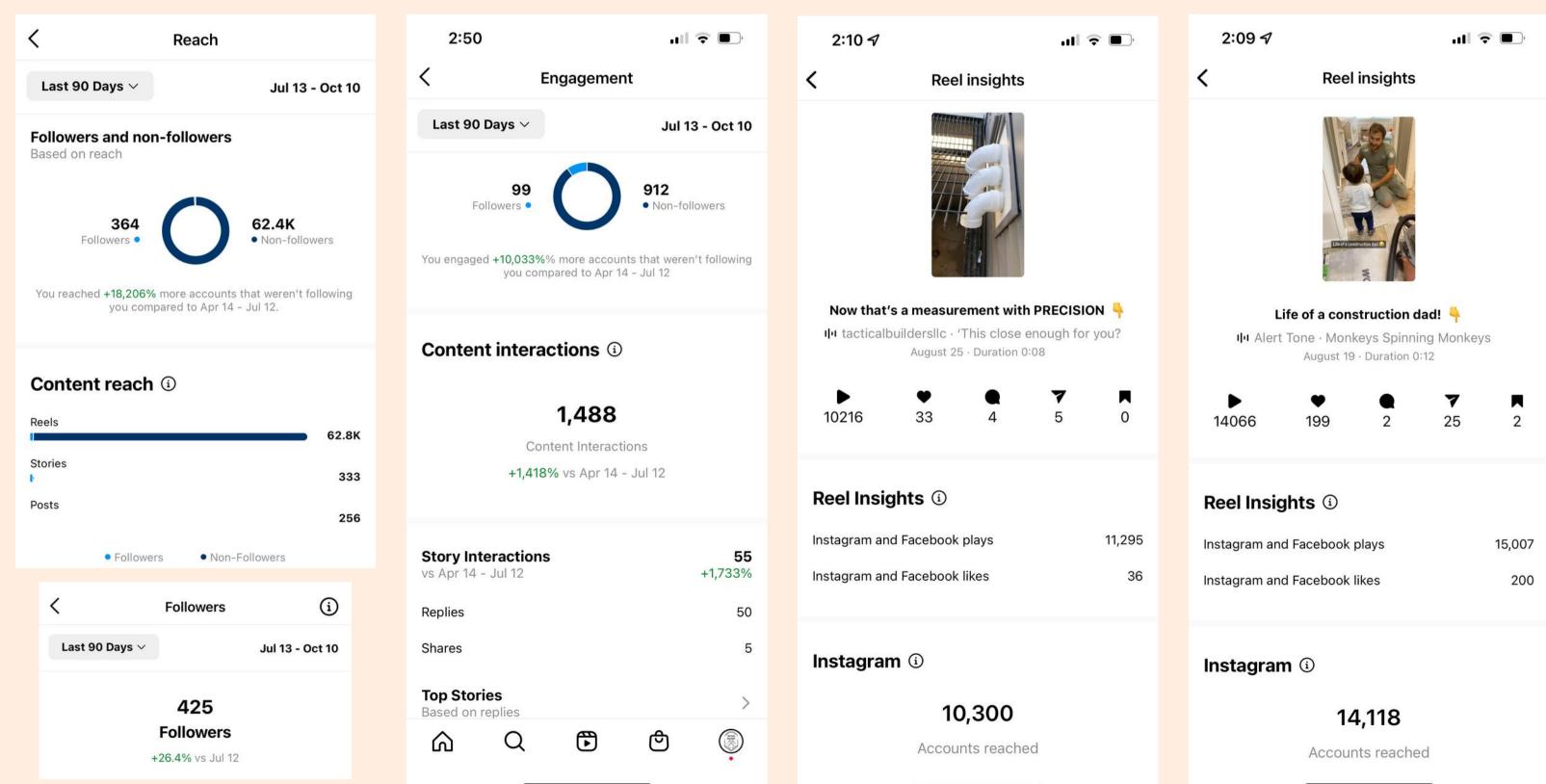
- Increased brand awareness with 14K reach
- Increased following by 90%
- Increased post engagement by 90%



INSIGHTS

Tactical Builders

Instagram





INSIGHTS

Little Fierce Press

Instagram

2:52	.11 🗢 🔳),
<	Insights	ì
Custom V	Jul 17 - Sep	17
You reached +1,0	Overview 079% more accounts compared o May 15 - Jul 16	
Accounts reached	29.3K +1,079%	>
Accounts engaged 958 +1,160%		
Total followers 634		>

Content You Shared



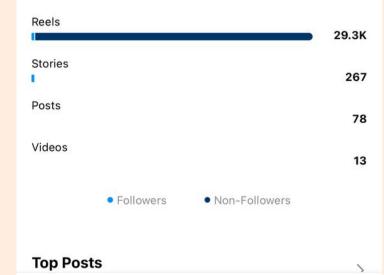


2:52		🗢 🔲
<	Reach	
Custom ~		Jul 17 - Sep 17
Followers and r Based on reach	on-followers	



You reached +1,203% more accounts that weren't following you compared to May 15 - Jul 16.

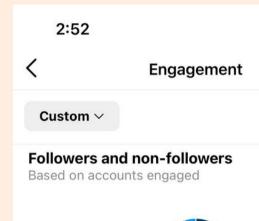
Content reach (i)



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51	
Followers 🔍	

You engaged +2,419%% more accounts that weren't following you compared to May 15 - Jul 16

Content interactions (i)

1,046

Content Interactions +915% vs May 15 - Jul 16

Story Interactions vs May 15 - Jul 16

Replies

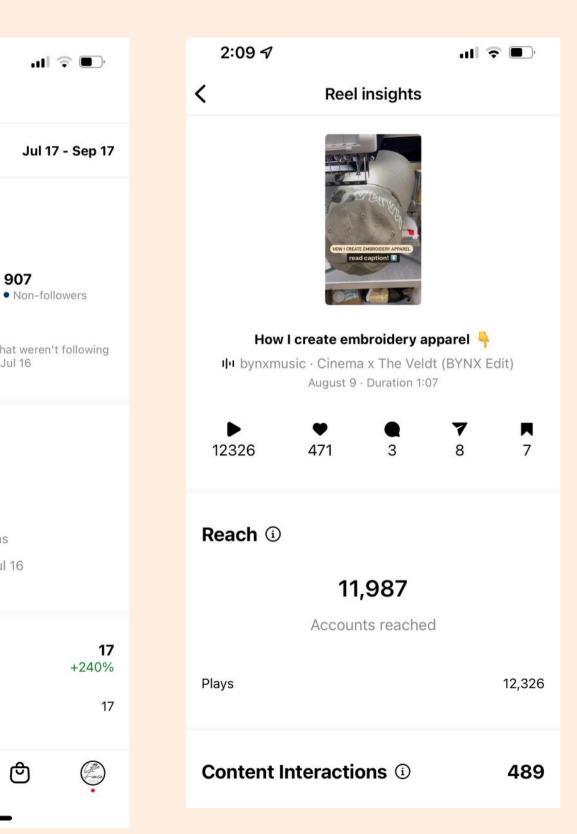
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INSIGHTS

Nov 17

Nov 27

Dec 7

Two of You Coaching

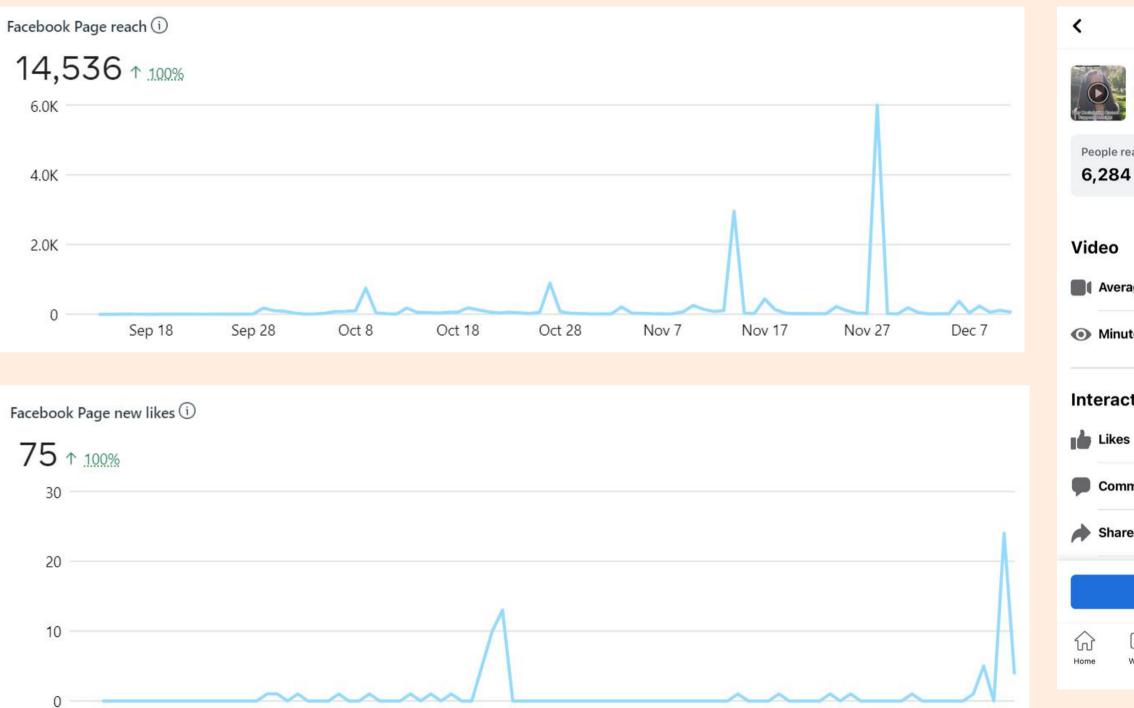
Sep 18

Sep 28

Oct 8

Oct 18

Facebook



Oct 28

Nov 7



Post Insights
If you are just starting

you are just starting your	1927
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Plays 6,674

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actions			
kes	23		
omments	0		
hares	1		

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Watch	O Page	Events	Notifications	Menu

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6



Hello you! It's me again, your declutter coach, Joy Miller! Not too... November 3 at 1:48 PM · 🛛

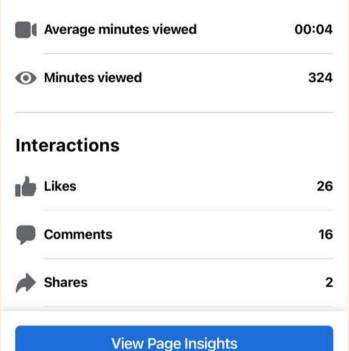
People reached 3,428

Plays 4,109

Video

6

Home



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Events

Notifications

0

Page

Watch



KESULIS STORIES

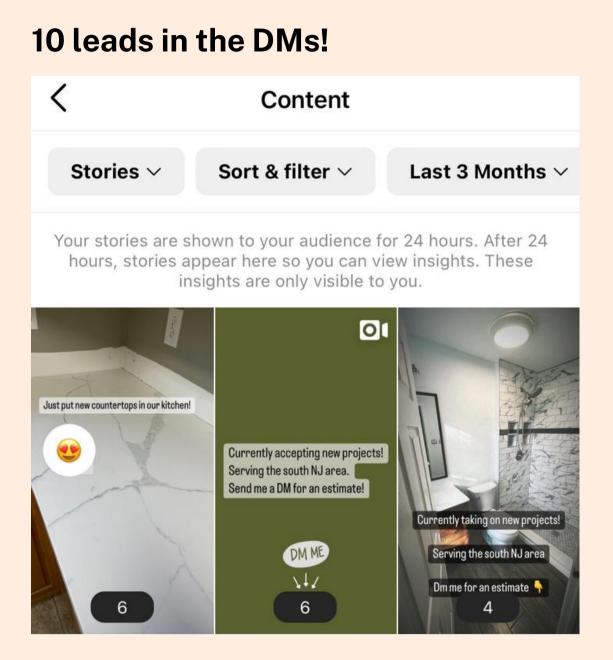
9 link clicks to the blog post! 150+ impressions! < < Stories **Stories** Impressions ~ Last 3 Months \vee Link Clicks V Last 6 Months V Your stories are shown to your audience for 24 hours. After 24 Your stories are shown to your audience for 24 hours. After 24 hours, stories appear here so you can view insights. These hours, stories appear here so you can view insights. These insights are only visible to you. insights are only visible to you. New Blog Post Your little one in a summer outfit 🥪 New Blog Post **10 PETITE WOMAN** WILL MINIMIZE APPROVED VACATION BROAD SHOULDERS AMAZON FASHION FINDS @ TAP TO READ @ TAP TO READ 🖉 TAP HERE 3 160

Her of the Moment

Little Fierce Press

find your seat

131



Tactical Builders





PROFLE OPTMZATION

BEFORE

littlefiercepress







206 608 Posts

1,189 Followers Following

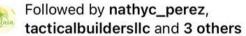
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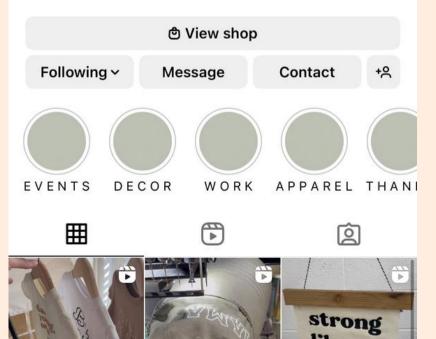
Little Fierce Press Artist

- Screen print goods for the free-spirited kindred
- Apparel, Decor & Stationery
- Handmade by presswoman Makayla Pogue @mmy_lin
- DM to order!



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tacticalbuildersllc



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15 Posts

Tactical Builders LLC

Construction Company Veteran owned and operated construction company. Kitchens, bathrooms, flooring, repairs, etc. Let us know your vision and we will make it happen.

Following ~

Message



Thanks

▦



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197 Posts

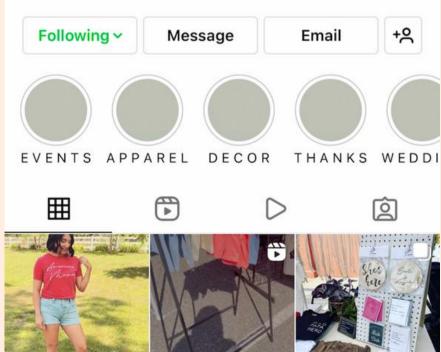
1,147 601 Followers Following

Little Fierce Press Printing cool gear & stationery for cool kids & mommy's 🐇 www.etsy.com/shop/LittleFiercePress?ref



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Followed by cedarxsaw, tacticalbuildersllc and 1 other

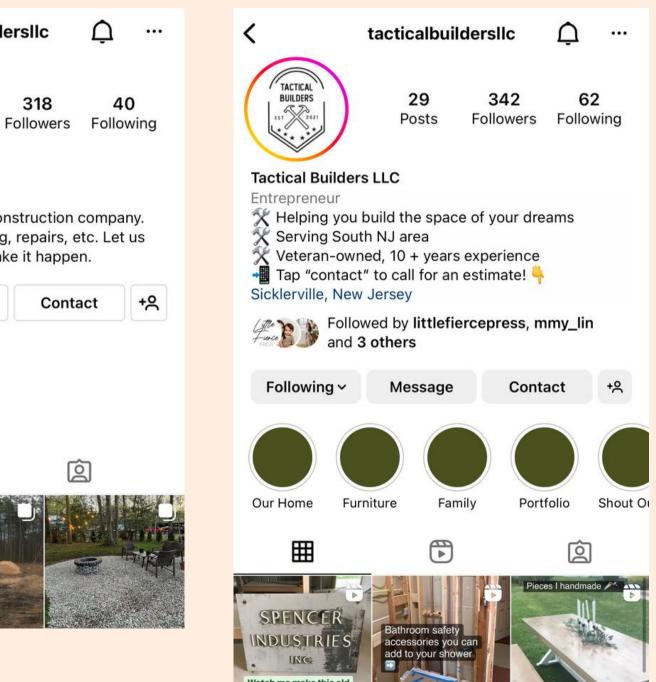




BEFORE

318

AFTER





Δ

40

REELS CREATION PRODUCTS STORE EXPERIENCE

*Click on the images to view!



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INSTAGRAM POSTS

*Click on the images to view!









CONTENT CREATION TIPS

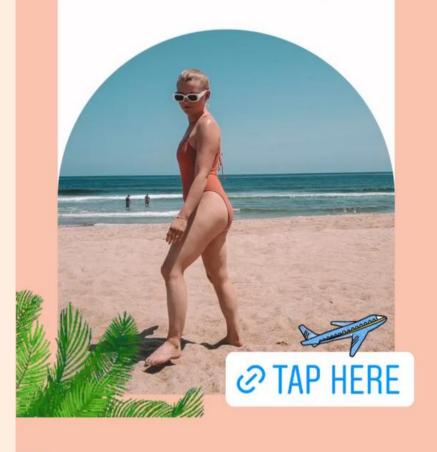
5 Story Ideas to Promote Your Fashion Products



STORIES CREATION

New Blog Post

10 PETITE WOMAN APPROVED VACATION AMAZON FASHION FINDS



Seet. Cortilica.











Click to fill out an application for service!