

Social Media Marketing Portfolio

Arnold Goh

About Arnold

Hello there! My name is Arnold, and I have been in the social media and marketing communications industry for 13 years.

My aspiration was to work in advertising, specifically, at the company JCDcaux. However, without the necessary qualifications or graphic design skills, I took up a job that was as close to advertising as possible and worked my way up from there. I started out as a marketing officer for a shopping mall in Orchard Road. Over time, I realized that marketing communications provided me with a greater range of opportunities to explore, skills to learn, and knowledge to gain.

Although this career can be stressful and challenging, it is continually evolving as technology advances at a rapid pace. I aspire to apply digital technologies and skills to help my clients and the brands I work with leverage these technologies and delve into new and exciting depths of marketing.

In short, I want to be able to point to a well executed campaign and say, "Look at that. I did that".



Brands under my portfolio



Specializations



Social Media

Content creation

Publishing

Management



Strategy

Planning

Execution

Consultancy

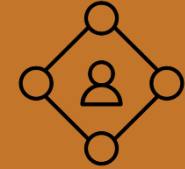


Media Buy

Advertising

Optimization

Reporting and analysis



KOL Collaboration

Media tasting

Media drops

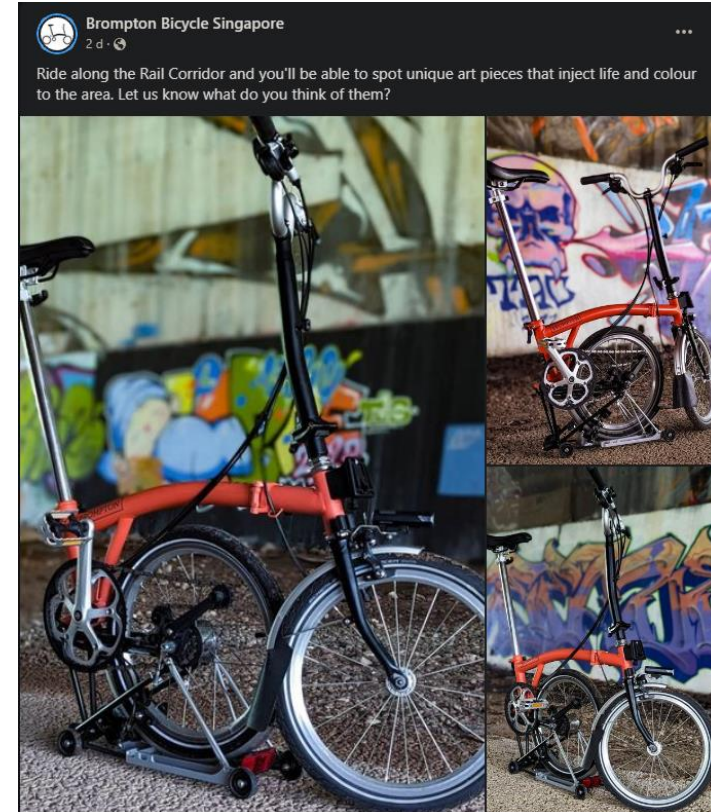
Events

Social Media

I help clients maintain a constant flow of activity on their social media platforms by embarking on content creation drives. These drives usually comprise of:

- Planning, creating and delivery of social media content calendar in line with overall marketing strategy
- Leveraging on client's current image archive to use as content for various purposes
- Creation of new visual content via photography/videography
- Copywriting

All content are tailored towards the various demographics that the client is targeting during each campaign.



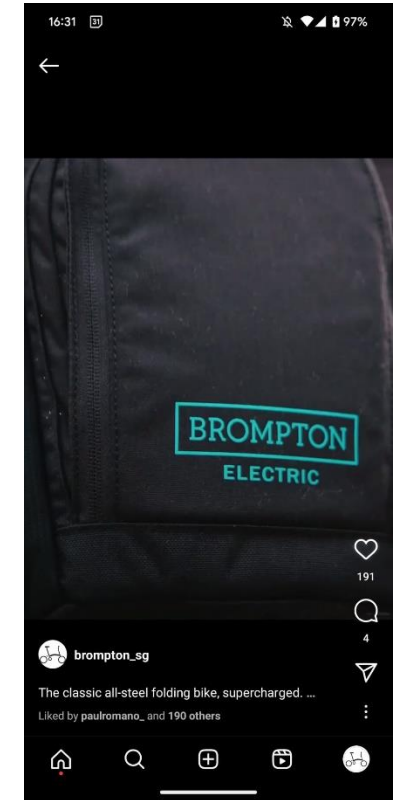
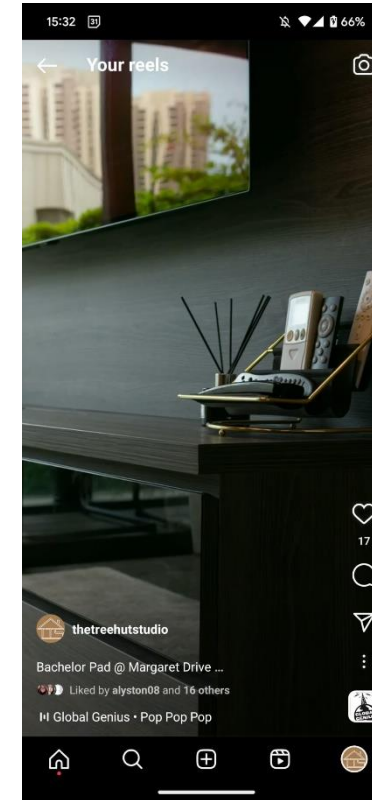
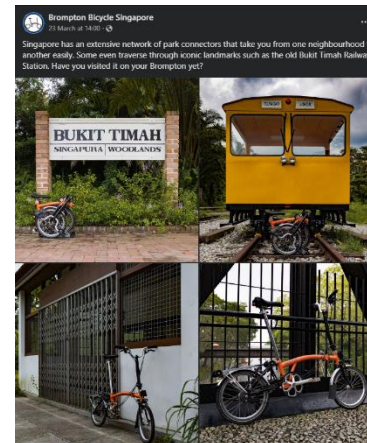
Social Media Content

My daily work as a social media content creator includes the following:

- Social media artwork design
- Copywriting
- Photography for social media posts
- Simple video/animation creation for formats such as Instagram Reels and TikTok

These content are designed for all sorts of purposes ranging from branding and marketing posts, to announcements, and even special features.

Additional work samples can be seen at:
<https://arnoldgoh.exposure.co/social-media-content>



Social Media Content

Content calendars will be crafted for every one of my clients. These calendars will work in line with the overall marketing strategy.

These calendars help my clients maintain a constant posting schedule. It also ensures that content is evenly spread out so as to avoid content-droughts or content-floods.

| A | B | C | D | E | F | G | H | I | J | K | L |
|--------------|-----------|----------------|-------------------|----------------|--|---|---|-------------------------------------|-------------------------------------|--------------------------|-------------------------------------|
| Posting Date | Post Time | Content Pillar | Topic / Franchise | Content Source | Creative angle | Image/Video Link | Copy | FB Post | IG Post | FB / IG Story | Prepared |
| 1-Nov-2022 | 8:00 | Product | | Global | Image taken from global side | https://drive.google.com/file/d/1LepioTFm2C-Chimmpo4E08AmG0x4Vjw/view?usp=sharing | So many colours to choose from. Which is your favourite? #MyBrompton #MadeForCities | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2-Nov-2022 | 14:00 | Product | | Global | Electric C feature - copy paraphrased from website. image from website | https://drive.google.com/file/d/1Aa1fF_-LxvGmImCIEsg00hX8u4yveD3k/view?usp=sharing | With three levels of smart pedal assistance, Brompton Electric C Line lets you cycle uphill and cruise downhill with elegance and ease. Visit the Brompton Junction store now and find out more. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3-Nov-2022 | | BWC | | In-house | Hydro Flask contest reminder | https://drive.google.com/file/d/1D_BMoZ5QvNHY13mcu8TnFY06GzP/view?usp=sharing | BWC may have ended but don't let those memories go to waste. Share with us a picture of your experience at the Brompton World Championship on 29 and 30 October and Tag us at @Brompton_sg and @HydroFlask_sg with #BromptonWorldChampionship2022 so we can spot you! Be one of five winners to win a Hydro Flask if you have the best picture. Contest closes this Sunday! #BromptonSingapore #BromptonWorldChampionship #tdfig | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4-Nov-2022 | 20:00 | Product | | In-house | T Line feature. Image and copy taken from website | https://drive.google.com/file/d/1vOjss5hEh15ZzyG0Ecm7v9p_B1/view?usp=sharing | The entirely re-engineered T Line titanium frame weighs 27% less than our original all-steel equivalent and is just as strong. At 7.45kg in total, the T Line is compatible to a carbon road bike. Yet it can be comfortably ridden by a 110kg rugby player and withstand the punishing impact of the city. Find out more about the T Line: https://sg.brompton.com/t-line | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6-Nov-2022 | 8:00 | | | | | https://drive.google.com/file/d/19Z0D0hzhM-QINaFzdEzH5CdvP0E-4/view?usp=sharing | Missed the 3 days of the Brompton World Championship or just want to relive those moments? Check out our highlights reel! Special thanks to @nikong for the event coverage sponsorship and @lawrenceang_throughmylens for the wonderful captures. #BromptonWorldChampionship2022 #BromptonSingapore #tdfig | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 8-Nov-2022 | 2:00 PM | | | | | | From the racers and winners, to the fastest fold and best dressed individuals. Here's a look back at the action from the Brompton World Championship 2022! Special thanks to @nikong for the event coverage sponsorship and @lawrenceang_throughmylens for the wonderful captures. Post-BWC event photos from Laurence album on FB. IG will linktree to FB album #BromptonWorldChampionship2022 #BromptonSingapore #tdfig | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 10-Nov-2022 | 20:00 | Product | | UGC | | https://drive.google.com/file/d/11o6pPxiIyCAT8uJi-FCxGAFzpmGwA/view?usp=sharing | Nothing beats a sunset ride, away from the hustle and bustle of traffic, after a hectic work day. What activities do you look forward to after work? Image by: @beberisheng #MyBrompton #MadeForCities | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 11-Nov-2022 | 14:00 | | | Global | Factory Friday (content taken from HQ) | https://drive.google.com/file/d/1QdsSPYvHKE8o3Cm5zyGQ1UVE9TQ3/view?usp=sharing | Wonder how we engineers a perfectly smooth ride with every Brompton bike? Watch our latest episode of Factory Friday to see how our P and T Line Roller Wheels have the smoothest roll yet #FactoryFriday #BromptonBicycle | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Social Media Shoots

Occasionally the brands that I work with require additional photoshoots for their products in varying creative angles.

Here are some examples of social media content shoots that I have done for my client, and more can be seen at:

<https://arnoldgoh.exposure.co/product-shoot>



Interior Design Shoots

For my interior design clients, I provide photoshoots for homes that have had their makeovers done. These shoots not only showcase the overall interior design, but are also great opportunities for various furnishing and decorative elements to be showcased in their ideal environment.

Here are some examples of interior design shoots that I have done for my client, and more can be seen at:

<https://arnoldgoh.exposure.co/interior-photography>

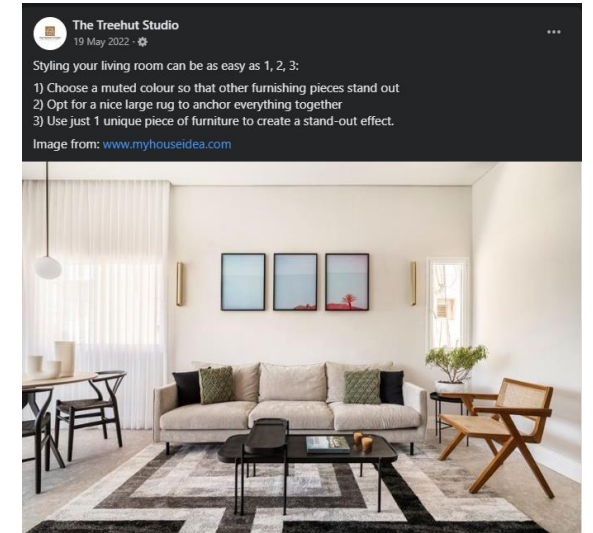
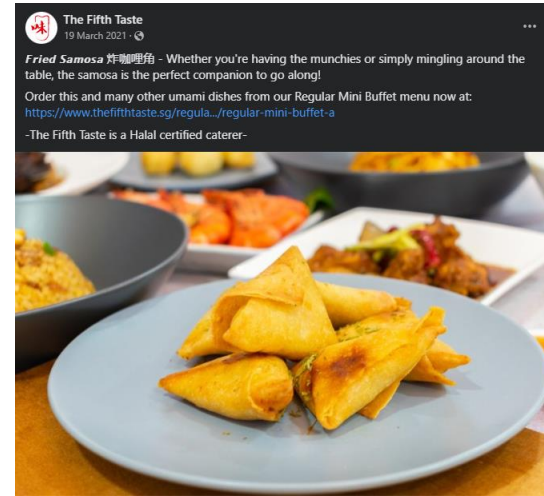


Social Media Publishing

Social media content publishing service is usually provided to my clients who have taken up my content creation service.

Content pieces are created to fit the various social media platforms, with a focus on mobile formats (9:16, and 4:5) to make full use of the screen real estate given.

Researches into optimal posting times, copywriting and artwork style are also conducted so as to help my clients gain the most number of eyeballs and desired actions per post.



| | | | | | |
|--------------------------|--|--|------------|-----|----------------|
| <input type="checkbox"/> | | "We're so attached to our phones. If you'll just turn it off, all of a sudden you've ... Brompton Bicycle Singapore | Boost post | ... | 12 March 10:10 |
| <input type="checkbox"/> | | Winner of the Design & Innovation Award 2023. Ultra lightweight Titanium wei... brompton_sg | Boost post | ... | 9 March 14:00 |
| <input type="checkbox"/> | | Ultra lightweight Titanium weighing from just 7.45kg, the Brompton T Line is de... Brompton Bicycle Singapore | Boost post | ... | 9 March 14:00 |
| <input type="checkbox"/> | | Our latest addition to the C Line - the Matcha Green. Check it out at Brompton J... brompton_sg | Boost post | ... | 5 March 17:00 |
| <input type="checkbox"/> | | Our latest addition to the C Line - the Matcha Green. Check it out at Brompton J... Brompton Bicycle Singapore | Boost post | ... | 5 March 17:00 |
| <input type="checkbox"/> | | Happy #WorldBookDay to all our Brompton readers! Drop a comment and tells ... Brompton Bicycle Singapore | Boost post | ... | 3 March 16:00 |
| <input type="checkbox"/> | | Remember us? The #BromptonOneMillion is on its way to you from our London f... brompton_sg | Boost post | ... | 2 March 15:15 |
| <input type="checkbox"/> | | The #BromptonOneMillionth is heading off from our London factory on its epic ... Brompton Bicycle Singapore | Boost post | ... | 2 March 15:15 |

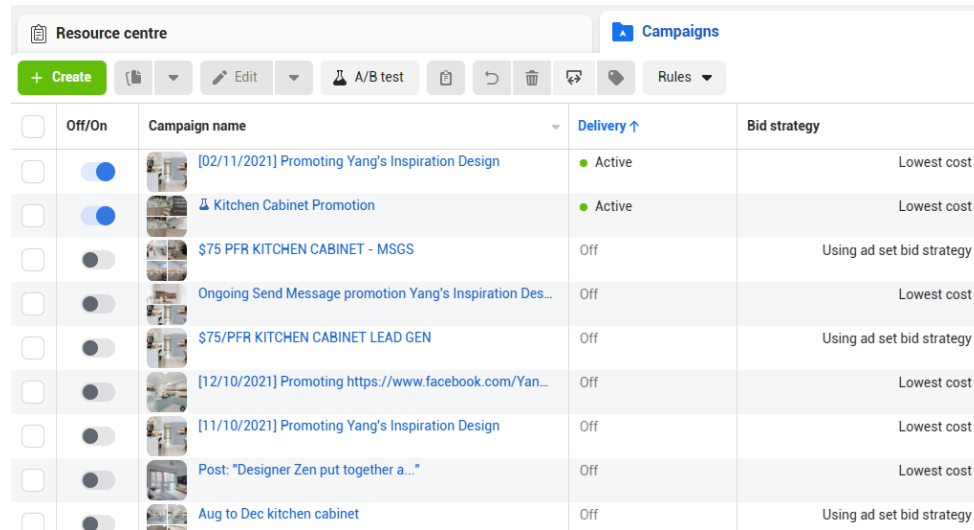
Marketing Strategy Planning

For clients who are looking to establish an overall marketing strategy, I provide solutions to help them achieve their marketing goals. These include:

- S.W.O.T
- Tactical campaign planning and execution
- Budgeting
- Campaign analysis and optimization



Media Buy, Ad Management and Optimization



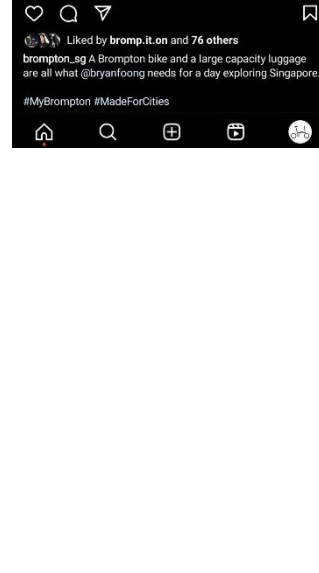
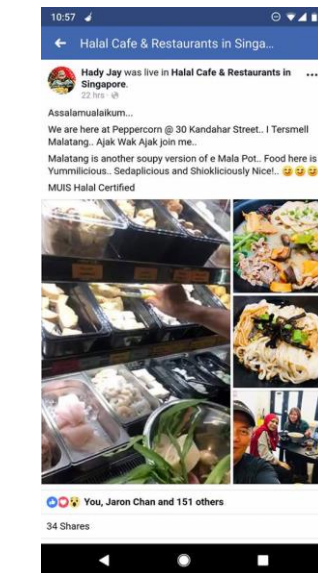
| <input type="checkbox"/> | Off/On | Campaign name | Delivery ↑ | Bid strategy |
|--------------------------|-------------------------------------|--|------------|---------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | [02/11/2021] Promoting Yang's Inspiration Design | ● Active | Lowest cost |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | ↳ Kitchen Cabinet Promotion | ● Active | Lowest cost |
| <input type="checkbox"/> | <input type="checkbox"/> | \$75 PFR KITCHEN CABINET - MSGS | Off | Using ad set bid strategy |
| <input type="checkbox"/> | <input type="checkbox"/> | Ongoing Send Message promotion Yang's Inspiration Des... | Off | Lowest cost |
| <input type="checkbox"/> | <input type="checkbox"/> | \$75/PFR KITCHEN CABINET LEAD GEN | Off | Using ad set bid strategy |
| <input type="checkbox"/> | <input type="checkbox"/> | [12/10/2021] Promoting https://www.facebook.com/Yan... | Off | Lowest cost |
| <input type="checkbox"/> | <input type="checkbox"/> | [11/10/2021] Promoting Yang's Inspiration Design | Off | Lowest cost |
| <input type="checkbox"/> | <input type="checkbox"/> | Post: "Designer Zen put together a..." | Off | Lowest cost |
| <input type="checkbox"/> | <input type="checkbox"/> | Aug to Dec kitchen cabinet | Off | Using ad set bid strategy |

Advertising on social media works in tandem with the overall marketing and content strategy. As a media buyer, I also provide social media ad buying services. In addition to media buy, I also perform regular ad optimizations to ensure that ROI is maximized and my clients get the best value for their advertising budget.

Social media advertising is not limited to lead generation, but can also be used for other purposes, such as:

- Brand outreach
- Follower growth
- New product launches
- PR statements.

KOL collaborations



Given the dominance of Key Opinion Leaders (KOLs) and online influencers in the social media space, it is inevitable that businesses must work with them, particularly in the highly competitive F&B industry.

Collaborating with KOLs enables businesses to leverage their reach and appeal to a larger pool of potential audiences with relatively low commitments.

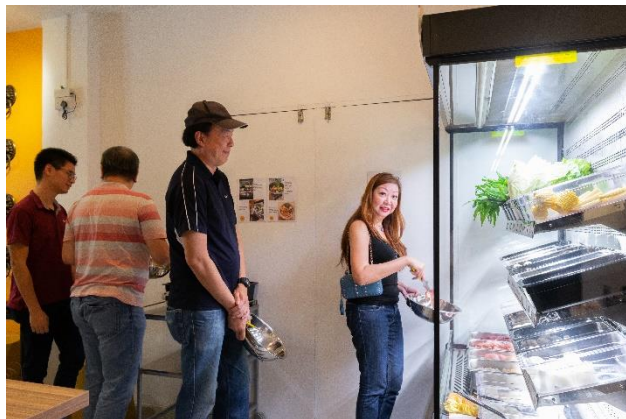
I had the opportunity to collaborate with various KOLs and Instagram influencers for my clients, Peppercorn, and Brompton Bicycle Singapore.

Media Tasting Events



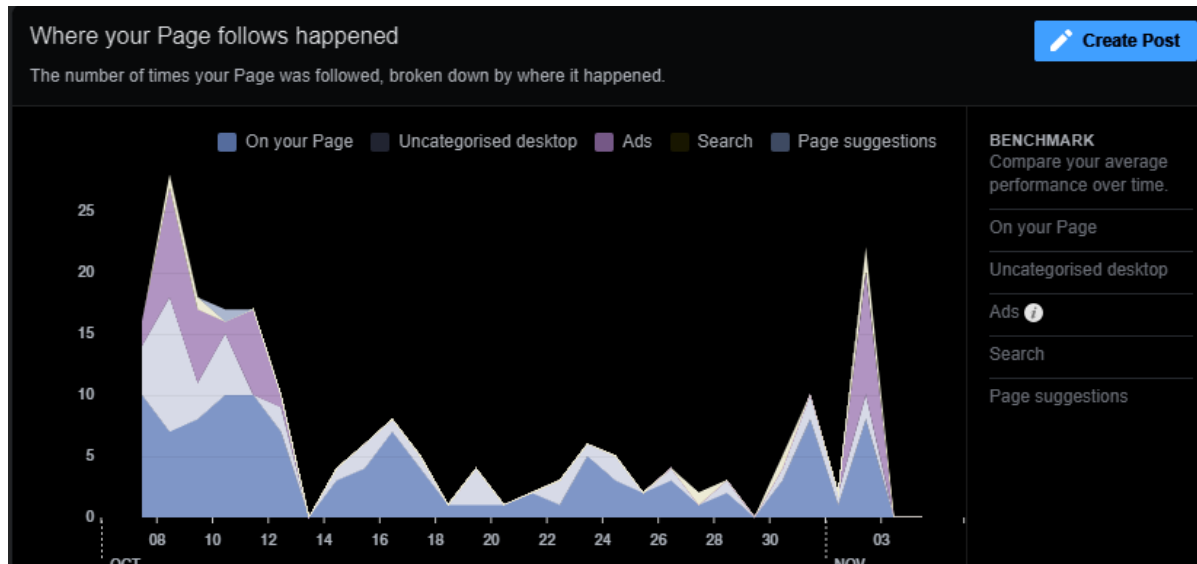
Media Tasting Events are highly relevant to the Food & Beverage industry as they provide an opportunity for the media to delve deeper into the concept behind the dining experience.

Typically, these events are held before the official opening of an establishment, generating excitement for the brand before its launch.



I had the opportunity to propose, organise and execute a media tasting event for my client, Peppercorn, during their launch in 2018.

Analytics, Insights and Reporting



As the saying goes, 'what gets tracked gets improved,' and this is especially true for marketing campaigns. Tracking progress provides feedback that enables me to advise my clients to make informed decisions and necessary adjustments to their campaign.

Reports are presented to clients in a straightforward manner, highlighting the key metrics that matter most to them.

THANK YOU

Think we can work together? Let's have a chat.

Arnold Goh

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