

grace scott
SOCIAL MEDIA

www.meaningfulmarketing.org

Hi, I'm Grace

My name's Grace Scott and I'm the founder and face behind meaningfulmarketing. I set up as a freelance marketer in December 2018 and went full time in February 2019. Since then, my business has grown and helped to support other businesses with all their social media and digital marketing needs. In 2019, I helped 33 businesses achieve their business objectives through marketing..

I work with, and have worked with: children's shoe shops, haircare brands, photographers, copywriters, holiday cottages, sports blogs, musicians, makeup companies, barbers, brand designers, charities, gift companies and more. This has included clients not only in Cumbria, but in London and Sweden too.

I'm interested in creating content that makes businesses resonate with consumers. My love of marketing comes from the combination of strategy and creativity involved in being a marketer, the psychological aspect of consumers and consumerism, and the ability to create social change through marketing campaigns, communications, and more.



Skills & expertise

- Marketing Strategy
 - B2C & B2B
 - Social Media (Organic & Paid)
 - Content Strategy
 - Content Creation & Curation
 - Email Marketing
 - SEO
 - Blogging
 - Copywriting
 - Lead Generation
 - Community Management & Engagement
 - Google Ads
 - Data Driven Marketing
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My Marketing Journey

Marketing Intern

mush Ltd, London

July 2017 - August 2017

mush is a Google Top 10 Startup. Summer internship that included general admin work, research and analysis of companies and competitors, and aiding with their marketing processes and objectives.

Marketing Manager

Jintana Ltd, Lake District

September 2018 - February 2019

The sole marketing strategist, planner, and manager. I worked closely with digital marketing (content creation, social media management, email marketing and analytics across all platforms), market research, and traditional marketing (designing print advertising, PR, and developing promotions).

MSc International Marketing

Birkbeck College, University of London

September 2017 - July 2018 Awarded an MSc in International Marketing with Merit in May 2019.

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Kendal, Cumbria

December 2018 - Present

Registered as a sole trader, I am freelance social media marketer to independent businesses in Cumbria and beyond

Brand Awareness

For my clients who wanted to build on their businesses' awareness within relevant target markets.



Little bRogues is an independent children's shoe shop in Cumbria. They approached me and wanted to build on brand awareness within the target market and increase local footfall. A content strategy designed to entice and encourage the local market to the physical shop was defined and implemented by me. From January to December in 2019, Little bRogues social media (Facebook & Instagram) **reached an average of 10,000 people per month.**



Figura is a skin clinic based in Kirkby Lonsdale that launched in 2019. The owner needed to promote the skin clinic and boost brand awareness of the new business. An organic and paid social campaign was implemented to reach our set KPI of reaching 4,000 people within one month. By the end of the first month (December 2019), **we reached over 19,000 people.**

Lead Generation

For my clients who wanted to gather initial consumer interest in their products or services.



The Sugar Shed is a unique, e-commerce gifts company based in Holme, Cumbria. The Sugar Shed wanted to launch their two new products with the support of a Facebook Ads Campaign. As they had a limited budget (£15 on each Ad), I developed a Facebook Ads Campaign designed to gather link clicks. **The CPC was 18p, with a total of 168 link clicks. That's £1.15 less than the average CPC on Facebook Ads.**

Rebecca Watson
BRAND DESIGNER

Rebecca Watson is a brand designer for businesses in Cumbria. Rebecca approached me with desire to build her email list. I created a Facebook Ad Campaign with a small monthly budget of £50, and **the KPI to get 50 sign ups per month.** By the end of the two month campaign, there were **134 email sign ups** - 34 leads over the target of 100 over two months.

Profit

For my clients who wanted to get a direct ROI from social media.



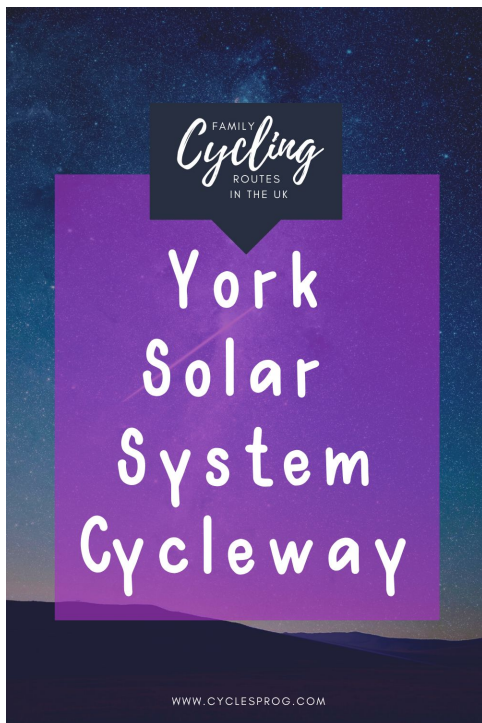
The Topsy Filly is a quirky horsebox bar available for hire for events and cocktail demos in the North West. The Topsy Filly wanted to increase it's bookings within the wedding and events industry for 2021. I created and implemented a content strategy on Facebook and Instagram designed to encourage enquiries and subsequent bookings. **Over 18 posts from July - September 2019, The Topsy Filly had 24 enquiries about booking availability. That's a conversion rate of 75%.**



Rose's Wardrobe is a Scottish sustainable fashion start up. They approached me to help with their organic SEO and increase sales of their higher end, made to order garments. I developed a weekly blogging strategy designed to increase traffic and subsequent sales on the website. Over 6 blog posts from November to December 2019, there were 12 sales of the item featured in various blog posts. **An average of 2 sales per blog post.**

Content Samples

Here's just some of the amazing content I've created for clients!



CycleSprog is a parent's cycling blog designed to help get families out on their bikes.

meaningful marketing has been using Pinterest to help increase brand awareness and drive traffic to the website.

Within the first couple months, CycleSprog has increased from 101 unique monthly views to 36.2k monthly views.

The click rate has rocketed from 0 to 115 within a such a short time, and is increasing by the day.

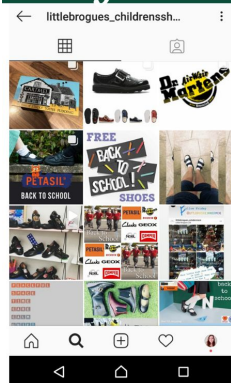
Cycle Sprog

36.2k monthly unique viewers

Content Samples

Here's just some of the amazing content I've created for clients!

Before



- Inconsistent branding
- No strategy
- Lacking fun, vibrant content for the parents target market!

After



- Consistent branding
- Strategy formulated to boost reach, engagement, and sales online and offline
- Fun, eye-catching content to keep the target market engaged and coming back for more!



Little bRogues

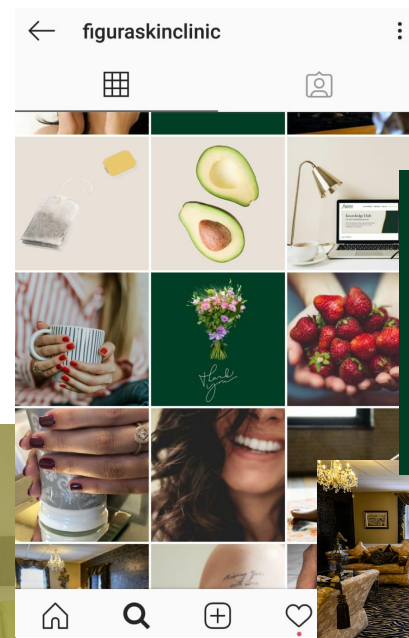
Little bRogues is a fun, children's shoe shop based in the North West that has recently expanded from 1 to 2 shops.

Its Instagram and Facebook content lacked its vibrant personality that focuses on making kids shoe shopping stress free, and even enjoyable!

meaningful marketing formulated a content marketing strategy that's not only effective at bringing in customers (online and footfall), but also brings the brand to life on social media and keeps consumers looking out for the next post!

Content Samples

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What Clients Say About Working with Me

Having clients let me know how much I've helped their business is one of the many reasons I love my work!



"Grace has been fantastic in supporting the relaunch of luxuriouslook.co.uk, she brought a much needed structured approach and has been invaluable in defining the longer term strategic marketing plan for the company.

Grace genuinely cares about the success of the business and nothing seems like too much trouble. I would highly recommend Meaningful Marketing to help bring structure and long term thinking to your marketing efforts."

MARK READMAN, [LUXURIOUSLOOK.CO.UK](https://luxuriouslook.co.uk)

"Grace is awesome!"

CLAIRE STEELE, [LIL CREATIVE STUDIO](https://lilcreativestudio.co.uk)

"Full of energy and enthusiasm."

SIMON DERNIE, [LITTLE BROGUES](https://littlebrogues.co.uk)

What Clients Say About Working with Me

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"Grace is a marketing maverick!"

Background: When I first set-up my freelance business alongside a retail management role, I struggled to prioritise my Instagram marketing. With all my focus being on new clients, branding, admin and building a website, it always got pushed to the bottom of my to-do list.

That's where Grace came in to save the day! She went away and looked at all the facts and figures and worked out a tailored social media strategy for my business. Her plan was thorough yet easy to read and interesting, and the hashtag bank is a total life hack. Not only has she saved me hours of time and research, but I have noticed an improvement in my follower engagement. Win!

Oh, and she's totally lovely and down-to-earth, so dealing with her is a breeze. Thanks, Grace!"

ELLEN CAMMACK, FREELANCER, SONGBIRD COPYWRITING

Contact

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