Community Marketing
We Create your Digital Journey.

Providing personalised digital marketing expertise to brands, matching their objectives alongside their budgets to form the basis for successful long-term relationships.
Social Network Solutions (SNS) Specialist Services

We are a leading creative digital marketing agency specialising in social media influencer management.

**Social Media**
- In-house team of industry experts.
- Create and implement bespoke social media strategies & proposals.
- Design bespoke or custom content.
- Full campaign reporting.

**Influencer Marketing**
- In-house Influencer Marketing and Campaign Management experts.
- Event Management specialists.
- Create and implement bespoke Influencer campaigns and trips.
- Full campaign reporting.

**Community Marketing**
- Brand Awareness and exposure across our in-house community pages.
- Facebook pages totalling 4 million followers across fashion, travel, lifestyle and food.
- Dedicated in-house website and Instagram marketing for additional exposure.

**Email Marketing**
- Create and implement email marketing strategies.
- A/B testing capabilities.
- Campaign automation.
- Design, code & send in-house.

**Web Design & Hosting**
- Dedicated in-house web specialists.
- Hosting on our dedicated server.
- Automatic failover back-ups.
- SSD Storage & security.
- Website build and maintenance.
- In-house design work to include apps, banners and newsletters.

**Blog Writing**
- Blog content.
- Creative copy writing.
Community Marketing Services.
Why Community Marketing?

Social Network Solutions has a network of over 10 community pages, ranging from fashion and beauty, food and travel and everything in between, with a dedicated following and boasting over 4 million likes combined.

Our pages are the ultimate platforms to reach large audiences from all over the world. You can provide us with imagery/captions/links to share across our platforms, or we can custom create content for you to be shared. With our community pages you are guaranteed to reach thousands of people beyond your own following, which provides a unique potential to grow your own following, engagement and direct customers straight to your website to increase traffic.

Our in-house team of creative’s, which include photographers and videographers, are on hand to build custom campaigns, designing bespoke content before publishing to a vast audience across a community hub suitable for you.

Alternatively we share your existing content or campaigns across social and web to amplify the reach and engagement.

Whatever your brand, we have a page for you to match with!
What can we do for you?

Our in-house experts are able to create and amplify beautiful and engaging content so you don’t have to. Here’s what we can do for you:

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Account Manager</td>
<td>A single account manager to handle all of your Social Media needs, from concept to delivery.</td>
</tr>
<tr>
<td>Social Strategy Design</td>
<td>Our experts can work out a bespoke strategy that works for you, targeting your audience effectively in order to maximise ROI.</td>
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<tr>
<td>Bespoke Content</td>
<td>Your account manager can create unique, branded content - designed specifically to increase engagement from your key demographics across our community hubs.</td>
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<tr>
<td>Video Creation</td>
<td>Our team knows how to play into platform algorithms to get the most out of posting - this includes a video-based approach. Our dedicated team of videographers are poised and ready to create bespoke video content.</td>
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<tr>
<td>In-house Photography</td>
<td>Our Community team are creative wizards - and know how to take dynamite photos. Simply send us your products and we’ll do the rest.</td>
</tr>
<tr>
<td>Content Amplification</td>
<td>SNS boast a wide variety of community hubs, ranging from food to fashion, travel to interiors and boasting a combined audience of over 4 million fans.</td>
</tr>
<tr>
<td>Paid Ads Management</td>
<td>We can manage your ads for you - no matter your budget. Our experts will filter and target your campaigns based on unique audience interests.</td>
</tr>
<tr>
<td>Blog Content</td>
<td>Our in-house team are on hand to create bespoke blog posts and articles to feature across our in-house websites or your own website.</td>
</tr>
<tr>
<td>Social Media Spotlight</td>
<td>Showcase your content across our dedicated Facebook and Instagram community hubs, ideal for increasing your reach, engagement and click through rates.</td>
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Content Amplification

Social Network Solutions is proud to have built a worldwide network of over 10 community pages, ranging from fashion and beauty to food and travel and everything in between, with a dedicated following and boasting over 4 million likes combined.

We use this network to promote our clients’ content at a viral level, where users see your brand and get involved all the way back to your website.

By liking, sharing or even re-posting your brand’s content throughout our worldwide network, we can ensure your reach and engagement will dramatically increase almost instantly. And what’s more? It’s all organic!
Content Creation

We will be sure to create and publish an innovative range of content to create a lifestyle around your brand, from promoting products to featuring relatable images, videos and social stories to grab users’ attention. All content is created, of course, bearing in mind your branding, tone of voice and overall objectives.

Our in-house team of creatives, which include photographers and videographers, are on hand to build custom campaigns, designing bespoke content before publishing to a vast audience across a community hub suitable for you.
Established in 2013, The Fashion Hub is at the forefront of defining fashion and lifestyle for the social generation. With a global community at our fingertips and a firm fixture on the fashion scene, our prominent online community boasts millions of likes and followers from across the world.

Featuring engaging social videos, articles and content, we provide the ultimate social platforms for brands and talent to showcase their products and services to the world.

Whether it’s through our social media platforms or our newly established website, get involved and start your journey to becoming a firm fixture on the fashion scene.
Spotlight: Mens Fashion Mag

Our highly regarded Mens Fashion Magazine is the perfect platform for promoting male based content and products. From our well established Facebook and Instagram pages, to our versatile and engaging website, enjoy cross-promotion across web and social for guaranteed brand exposure and engagement. From articles to stories and everything in between, get in touch to organise a bespoke feature tailored to a specialist audience of engaged fans.
The Fashion Hub Faves

The Fashion Hub Faves is a brand new concept, partnering brands and Influencers to create a series of fashion, beauty or lifestyle hauls, which then amplified further across The Fashion Hub, boasting an audience of over 2 million followers across Facebook, Instagram and Web.

Start by choosing your Fashion Hub "Faves" from our specially selected Influencer Community, who will then create bespoke content to be posted across their social channels.

The Fashion Hub then re-posts the content to amplify it further across our huge global network, to include Facebook, Instagram and Web, ensuring your brand gains maximum exposure.

By partnering with The Fashion Hub Faves, brands are typically seeing over 100% increase in engagement and a 50% increase in reach, compared to the original Influencer post.

To start The Fashion Hub Faves campaign, get in touch today!
Our Community Hubs.
The Fashion Hub

The ultimate community for fashion, trends and lifestyle.

Mens Fashion Mag

Number one place for the latest men's fashion and style.

Walking and Wanderlust

Our travel page for wanderlust and top things to do and see in the world.

The Grub Hub

The height of food inspiration for every craving.

2.1 million
368k
28k
46k

37.2K
18.3k
686
665
WHAT WE DO

OUR COMMUNITY HUBS

Love, Mummy
Showcasing brands and inspiration for everything parenthood.

Good Vibes
For that healthy lifestyle, from skincare and fitness, recipes and general wellbeing.

The Habitat Collective
Interiors and all things to make your house a home.

Stylish Fashion
Providing style and beauty for fashionistas everywhere.
At Your Leisure
Your personal guide to a balanced lifestyle.

Secrets of a Shopaholic
For your guilt-free retail therapy.

Urban Trend
For all urban lifestyle trends and brands with an edge.

Geezer’s Guide
Top guide for the latest and greatest sports news & banter.
Case Studies.
London Fashion Week

OVERVIEW

In partnership with the British Fashion Council, we promoted the exclusive London Fashion Week Festival through pre-promotion on our community hubs and went to the event to capture video content to be shared across our platforms.

DELIVERABLES

- 5 static images to be featured across The Fashion Hub social feeds.
- 11 videos to be featured across The Fashion Hub social feeds.
- 25 Instagram stories to be featured across The Fashion Hub Instagram page.

RESULTS

- Story Views: 21,000
- Comments: 605
- Reach: 200k+
- Engagement: 30,000k+
- Impressions: 325,000k+
We were tasked with amplifying high street brand Peacocks content on The Fashion Hub in a Black Friday *giveaway* promotion.

After designing a promotional graphic by our in-house team, the competition was then posted across The Fashion Hub Facebook page to an audience of over 2 million followers. The giveaway provided an excellent incentive for our audience to engage with the Peacocks brand, creating greater brand awareness than solely posting on their own Facebook page alone.

RESULTS
Deliverables included 6 static features across Instagram and Facebook + stories

- New Followers: 700+
- Story Views: 1.5k
- Engagement: 3.2k
Pretty Woman

OVERVIEW

Pretty Woman wanted to increase brand awareness on their new summer collections by working with influencers to create bright and colourful content which would reflect the release of their new nail polishes.

Once the Influencer posts were completed and published, all Influencer features were then shared across our largest community hub, The Fashion Hub, to further amplify their content and increase their reach and engagement in the process. This was in the form of 6 posts across Facebook and Instagram, plus 3 Instagram stories.

RESULTS

- Total likes: 850
- Comments: 23
- Saves: 44
- Engagement: 3.1k
- Impressions: 161k+
- Total Engagements: 9%
Pretty Woman NYC

*Follow*
Pretty Woman NYC

Pretty Woman NYC: *Get excited because we’re finishing up our fall/winter collection! 😍❄️ What colors are you Pretty’s looking to wear? 🌈adora*

#prettywoman #prettywomannyc #pwyc #vegan #veganbeauty #nails #crueltyfree #nailpolish #nailslished #nailsolinstagram #nails2inspire #nailsofin #nails4dail #manicure

#nailstyle #nailagram
Reporting.
Campaign Results

2.5M
Total reach

75k
Total engagements

Audience Demographics

UK 61%
Moldova 9%
USA 8%
Russia 22%

>15 22%
16-18 9%
19-25 51%
25+ 10%

Sentiment
85% Positive
15% Negative

CPE
£0.22 Engagement

Conversation Tracking

UK 695 mentions
Moldova 200 mentions
USA 498 mentions
Russia 500 mentions
Packages & Pricing.
Platinum

PACKAGE DETAILS

- Dedicated Account Manager.
- Creation of 20 pieces of bespoke social content (10 static posts and 10 videos).
- Scheduled and posted across our in-house community pages to include Instagram and Facebook.
- In-house product photography supplied for use across social media.
- Paid ads budget (20% of package commitment).
- 250 word blog post written on your chosen topic and shared onto our community pages.
- Statistical Analysis of posts.

From £2,500 + VAT per month.

Gold

PACKAGE DETAILS

- Dedicated Account Manager.
- Creation of 15 pieces of bespoke social content (8 static posts and 7 videos).
- Scheduled and posted across our in-house community pages to include Instagram and Facebook.
- In-house product photography supplied for use across social media.
- Paid ads budget (20% of package commitment).
- 250 word blog post written on your chosen topic and shared onto our community pages.
- Statistical Analysis of posts

From £1,750 + VAT per month.
Silver

PACKAGE DETAILS

- Dedicated Account Manager.
- Creation of 10 pieces of bespoke social content (5 static posts and 5 videos).
- Scheduled and posted across our in-house community pages to include Instagram and Facebook.
- In-house product photography supplied for use across social media.
- Paid ads budget (20% of package commitment).
- Statistical Analysis of posts.

From £1,000 + VAT per month.

Bronze

PACKAGE DETAILS

- Dedicated Account Manager.
- Creation of 5 pieces of bespoke social content (3 static posts and 2 videos).
- Scheduled and posted across our in-house community pages to include Instagram and Facebook.
- Created imagery supplied to use across social media.

From £450 + VAT per month.
Stand-alone Pricing

Individual feature on Community Hub (Video): Prices from £100.
Individual feature on Community Hub (Image): Prices from £75.
Individual feature on Community Hub (Stories): Prices from £50.
Individual Feature on The Fashion Hub Website: Prices from £150.
Individual Feature on Mens Fashion Magazine Website: Prices from £150.
Dedicated Blog Feature on The Fashion Hub Website: Prices on Request.
Dedicated Blog Feature on Mens Fashion Magazine Website: Prices on Request.
Creative Professional Image (In-house Photography): Prices from £20 per image.
The Fashion Hub Faves Single Haul: Prices from £250.
The Fashion Hub Faves 2-5 Hauls: Prices from £500.
The Fashion Hub Faves 5-10 Hauls: Prices from £1000.