

COMMUNICATION STRATEGIES

CONTENT CREATION | VISUALS |
WRITING SAMPLES

BY REBEKAH TOZER



SHORT FORM WRITING SAMPLES

Click to read in full:

[Weekly Subscriber Email \(500+ words\)](#)

[Social Media Content](#)

[Strategy Brief/ Proposal](#)

[My LinkedIn](#)



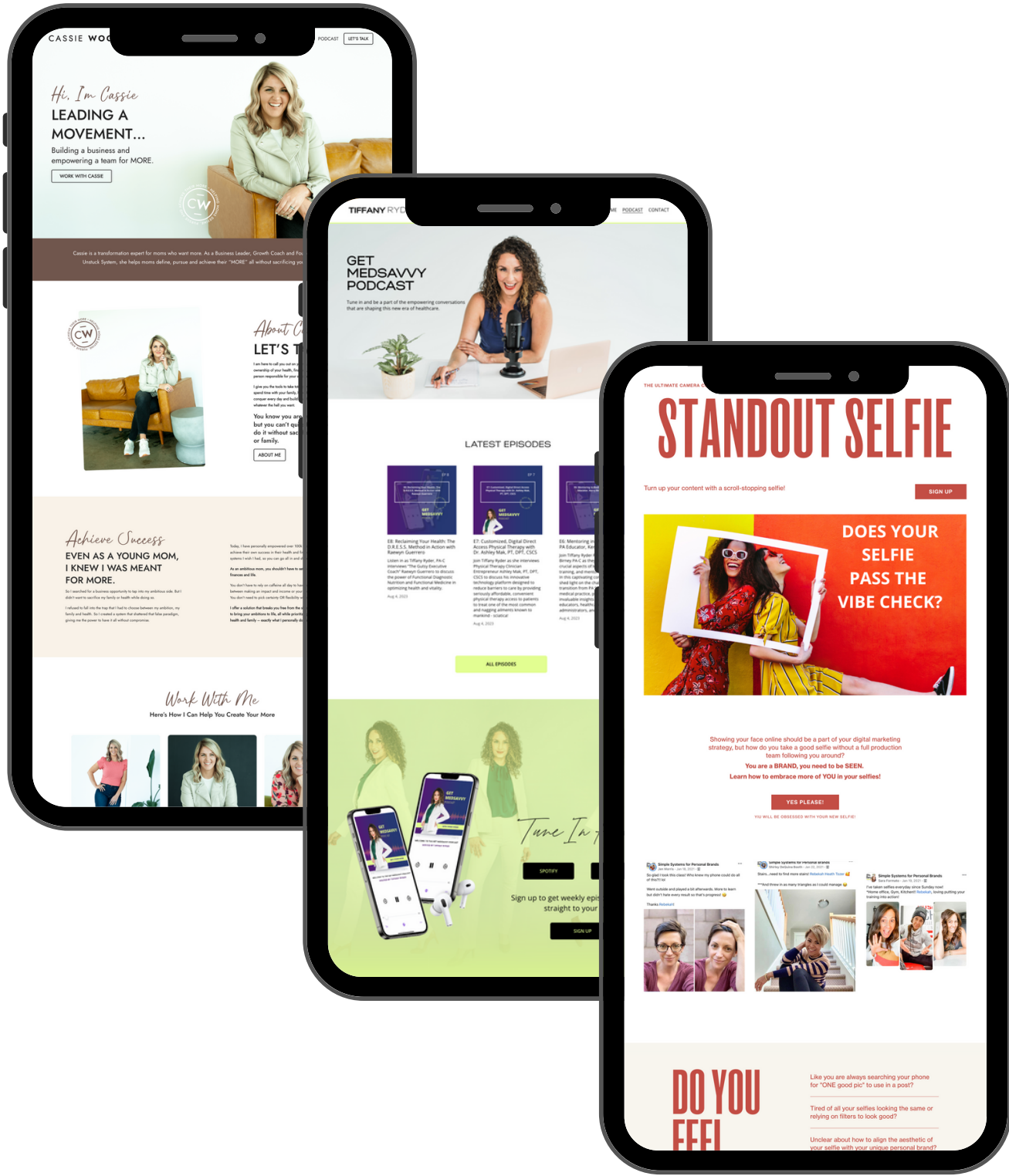
LANDING PAGES & WEBSITES

Click to see/read in full:

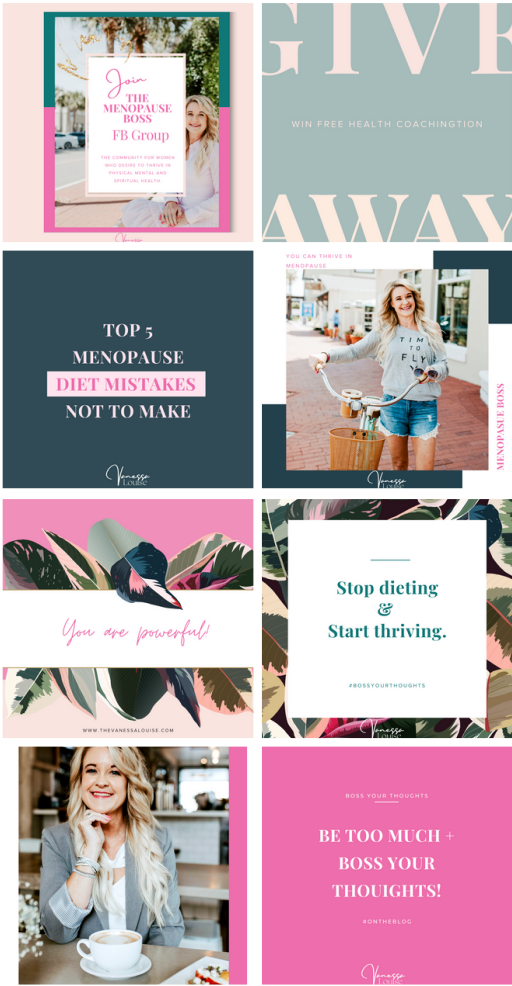
[Sales Landing Page](#)

[Client Website](#)

[Client Website](#)



SOCIAL MEDIA GRAPHICS



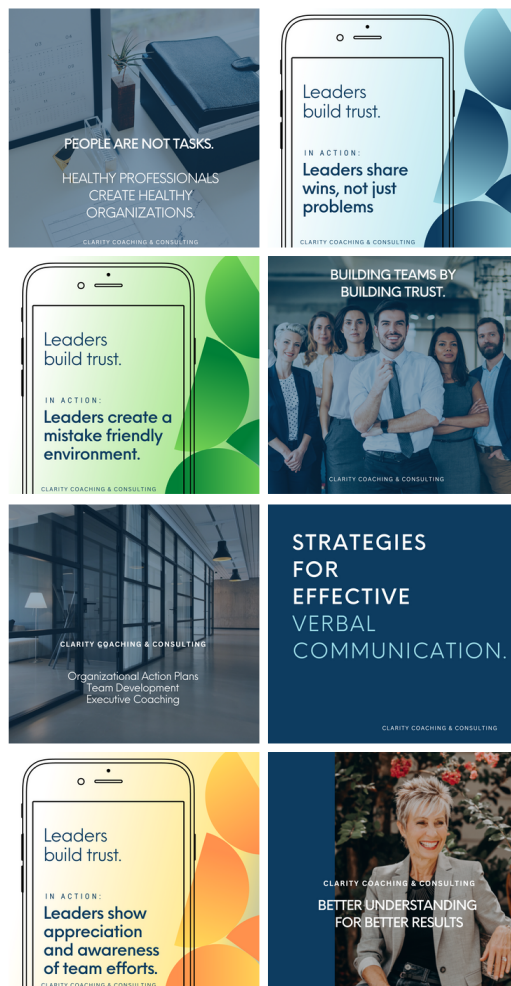
Client A



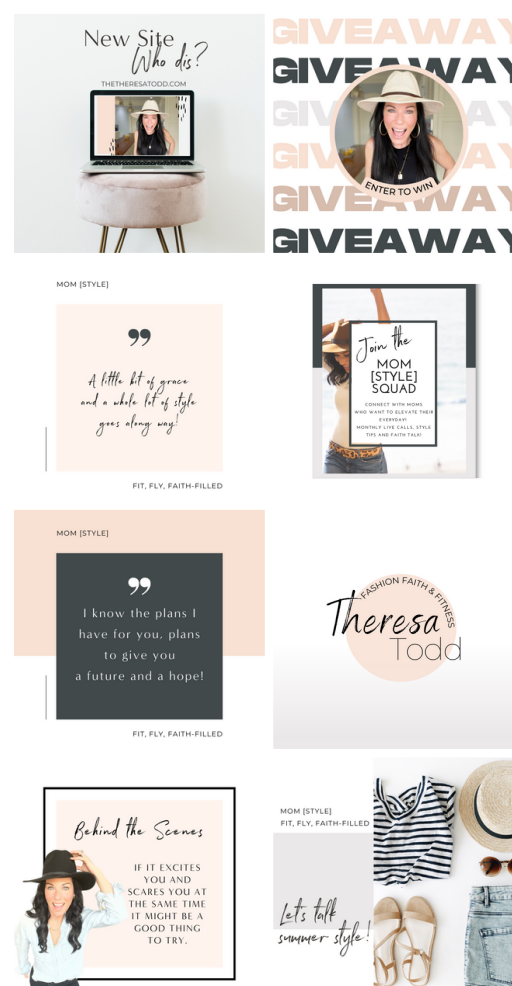
Client B



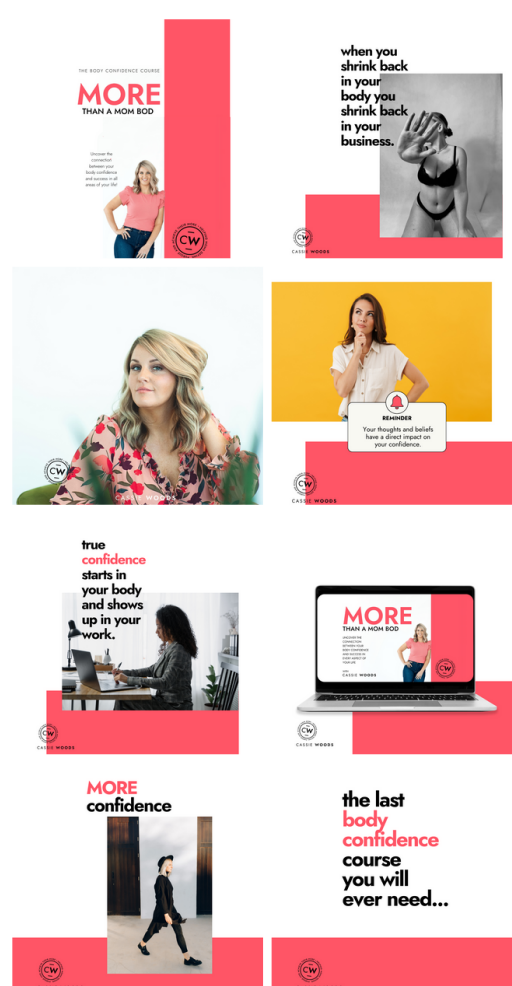
Client C



Client D



Client E

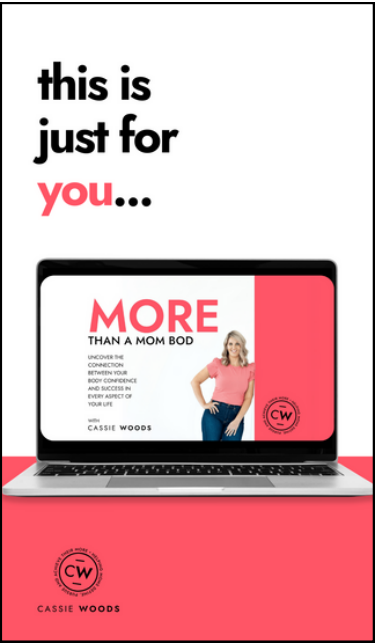


Client F

Additional

SOCIAL MEDIA GRAPHICS

Facebook Cover



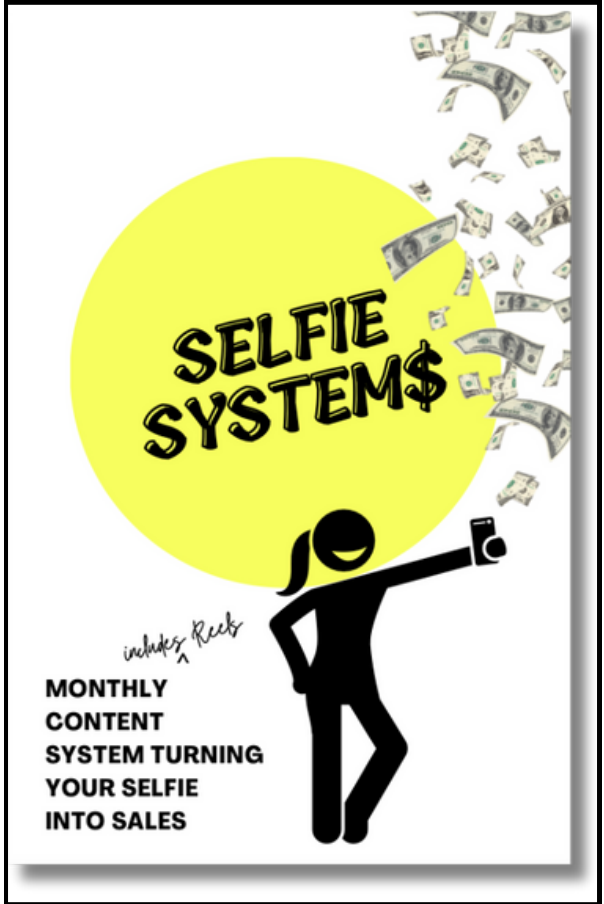
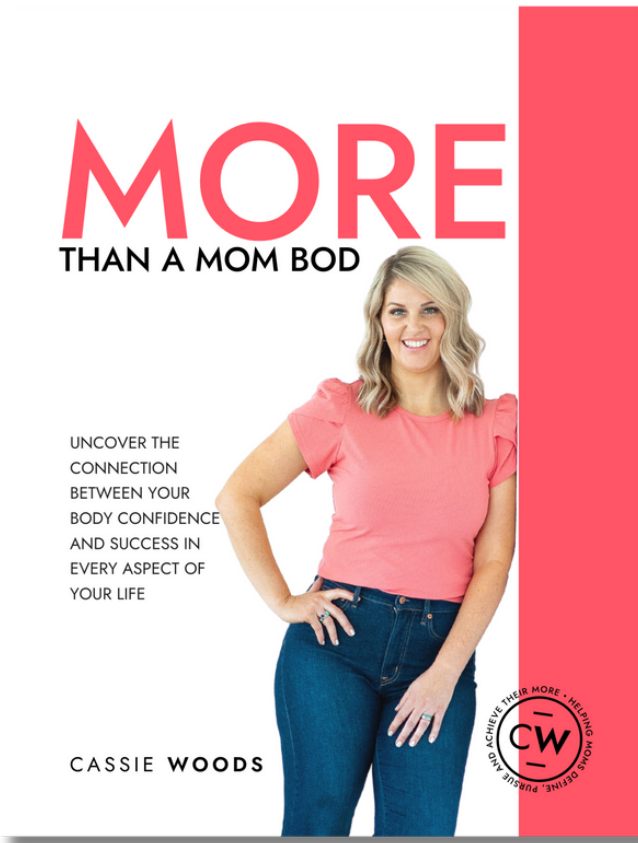
YouTube

Linkedin Header



EBOOKS/ DOWNLOADS

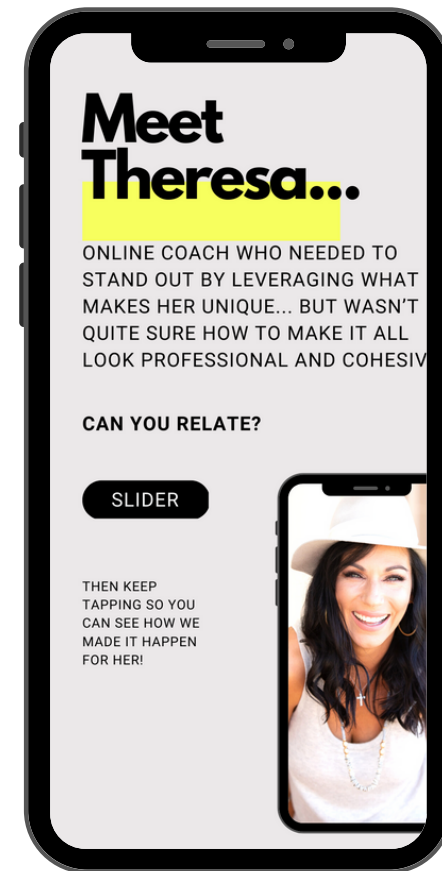
Click image to see/read in full:



VIDEO SHORTS



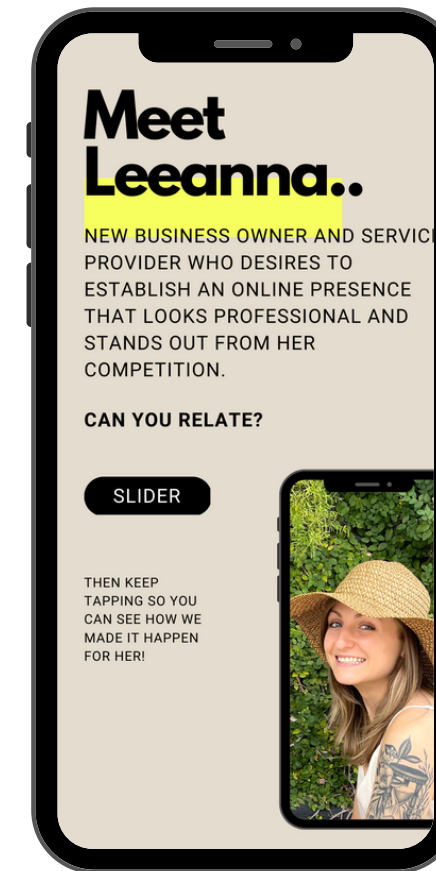
Click to watch



Click to watch



Click to watch



Click to watch



Click to watch

Visit my [TikTok](#) and [Instagram](#) for more examples of various video shorts



CLIENT PROFILE:

Cristy needed to establish a consistent online presence and grow her audience a bit before moving forward with a full branding project. To get started, we identified a few visual and messaging guidelines that represented where she was currently and how she wanted to be seen by her audience.

Professionalism and authentically showing up were her biggest requirements. We worked on consistent messaging and posting following the brand guidelines we created. We also created a branded opt-in as a lead generator to begin building an email list. We made sure her brand was cohesive across all platforms.

As a result, Cristy grew her audience, her audience engagement and her confidence in the brand she was creating.

[SEE SAMPLE OF MONTHLY CONTENT CALENDAR HERE](#)

Healthy Summer Edition Food on the Go

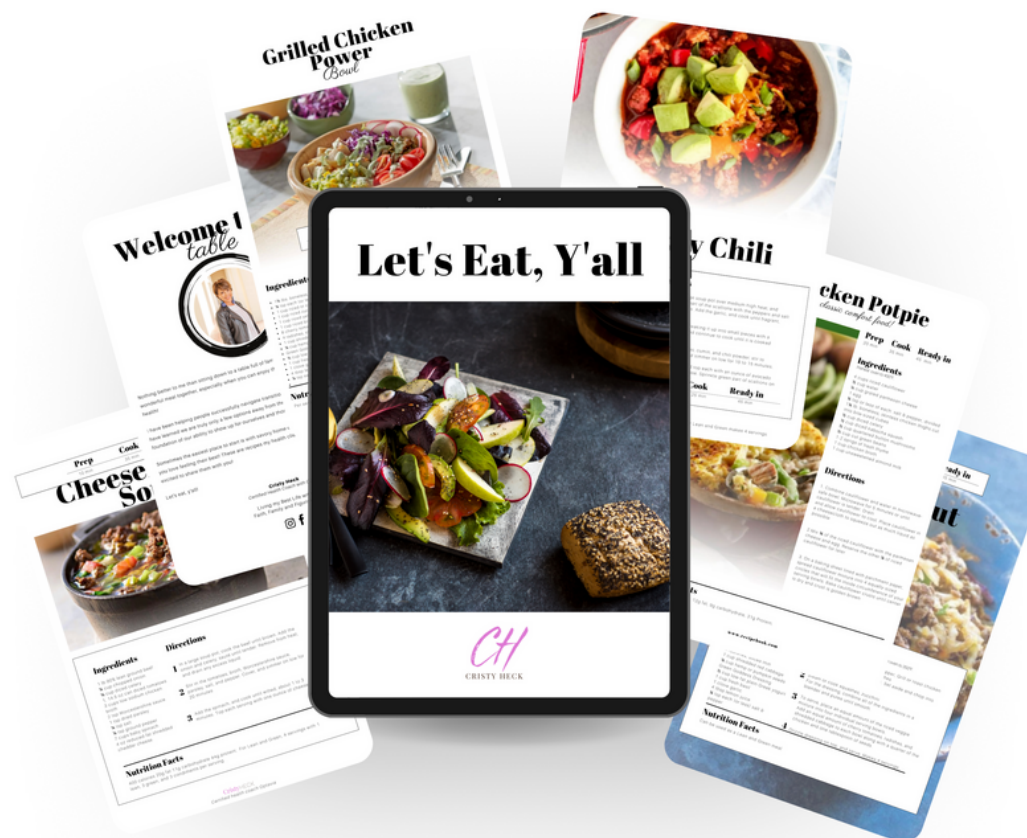
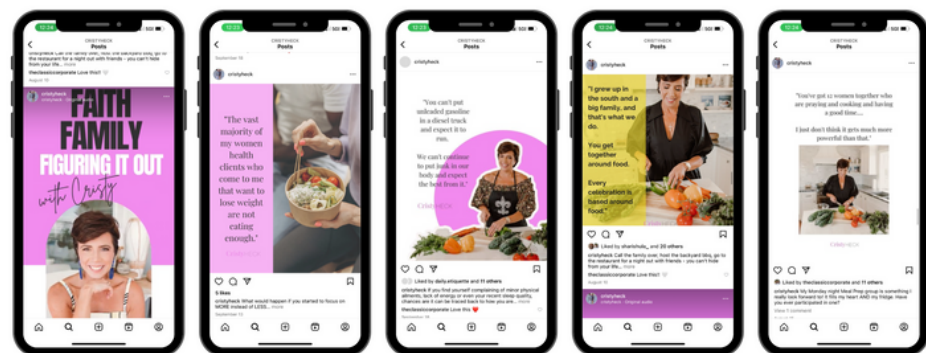
"Part of my health journey has been about being open to growth and change.
Saying YES even when..."

Recipe Greek Chicken

SOCIAL MEDIA MANAGEMENT

Managed personal and business social accounts (FB, IG).
Posting multiple times a week using Cloud Campaign.
In the first 6 months we saw the following improvements:

- FB reach 17.4%
- FB profile visits 5.9%
- IG Engagement Reach 14.3%



LEAD GENERATOR

EMAIL MARKETING CAMPAIGNS

Subscriber growth by 200 qualified leads using the lead generator and emails connecting social posts and services



Let's work together!