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Writing Samples

Social Media Marketing Topics

Snapchat

Snapchat recently introduced context cards, which add contextual information to geotagged and publicly shared photos. Users can now swipe up on any snap that displays the word “more” and they’ll see an interactive card with information about the place in question. Companies partnering with Snap to supply the information for the cards include TripAdvisor, OpenTable, Foursquare, and Lyft - and according to Snap, their Partner list will be growing over time. If you’re not already, here’s the sign you were waiting for to get on Snapchat. This marketing value and customer interaction potential should not go unused.

Visual Content

When it comes to creating content for your brand, it’s important to remember that humans are visually oriented. Photographs, illustrations, diagrams, and designs get noticed. Including different forms of quality content will simultaneously intrigue your audience and build trust.

Importance of Mobile

With 95% of Americans owning smartphones, the desire for bite-sized, pieces of content is huge. Whether it’s email marketing, social media posts, or website layout, getting creative in how you present your content in a mobile-friendly form is key. Consider engaging with your audience by offering short bits of helpful information. Doing so will contribute to the instant gratification aspect of social media, allow your audience to consume and learn information quickly, and help to inform their future actions.

Brand Aesthetic

Creating an aesthetic means setting a visual standard for the content you post. Your aesthetic should fit with your brand personality, and be constant throughout your social media channels, website, and all other marketing ops. To develop an aesthetic for your profile, choose a color pallet, and include all or a few colors in each of your posts. With a consistent color pallet, your profile will look appealing as they appear in the 3x3x3 grid of your profile.

“Instagrammable” Content

Creating an Instagrammable product or space is key to success. Individuals like to post pictures at/of content that are visually attractive and will look cool on their social media profiles - and will also make them look cool to their friends. No matter what line of business you're in, there are many ways to create an Instagrammable worthy experience. From using unique looking water glasses and straws, to dyeing the color of your bread dough to hot pink, to creating a backdrop for a photo booth - the options are endless. Get in the mind of your target demographic and get creative.

PicsArt

[Sticker Outline Tutorial](#)

Cultivating creativity involves thinking outside the box and breaking free from what’s expected. To detach from the crowd means to be brave, bold, and different — all of which add excitement and zest to your pictures! Stand out by following the photo editing tutorial below to learn how to use PicsArt photo editor’s [Cutout Tool](#) to transform your pictures into iconic cutout outlines.

PicsArt

[Kaleidoscope Tutorial](#)

2017 is the year for creating your own rules and being different. Cue maximalism, a bedazzled aesthetic of bold patterns, striking color combinations and geometric embellishments. Embrace a more-is-more attitude with this dreamy kaleidoscope effect photo editing tutorial! Follow the steps below to learn how to use PicsArt photo editor and collage maker to create a kaleidoscope effect photo collage that will transform your photos into magical yet elegantly chaotic masterpieces.

Nutritiontwins.com

[Broccoli Slaw Pasta How-To](#)

Whether you're following a gluten free diet, or just trying to cut back on refined carbs and replace them with quality carbs (high fiber fruits and veggies and wholesome high-fiber grains) this Broccoli Slaw Pasta is for you! This bright and colorful dish is a must for those pasta lovers, especially because it skips the simple and processed white flour carbs. The flavor is so delicious and savory, you won't believe it's just jazzed-up vegetables!

One of the greatest things about broccoli slaw is that it is packed with anti-inflammatory nutrients. On top of that, it's ready to go, so it's super-fast and easy. You buy it as is and can toss it in the pan immediately so that it makes a quick, easy, and healthy meal! Can't wait for you to give it a whirl!