

Client & Branding Design Work

Instagram examples



Your social media

My focus is to bring together your branding, style/personality and business strategy. I do this by creating unique, thoughtful, aligned branded images and valuable content.

At a glance, your business message and brand voice should be recognisable and consistent. Above all, it should be attractive to your ideal client.

My job is to establish the three C's

CLARITY : Make your messages, your why, your values and your visuals clear.

CONSISTENCY : Posting valuable content on the regular. Your content, messaging, visuals and regular engagement will make your community feel heard and understood.

CONNECTION : Build a compelling and attractive account for your community and build trust

None of my posts are random; the content will flow, tell a story and take your followers/community on a journey. I have a strategy. I re-purpose any blogs, podcast, IGTV, YouTube videos... to ensure your message is consistent and reaching the right people.

Social media is becoming a place of engagement rather than a marketing channel for businesses. There is now more content on social media platforms than people can consume. With this shift comes new opportunities, such as incredible customer service and one-on-one conversations.

The present and the future of social media is about deepening your relationships by engaging them and not simply pushing out marketing messages. You can build trust and be entertaining.

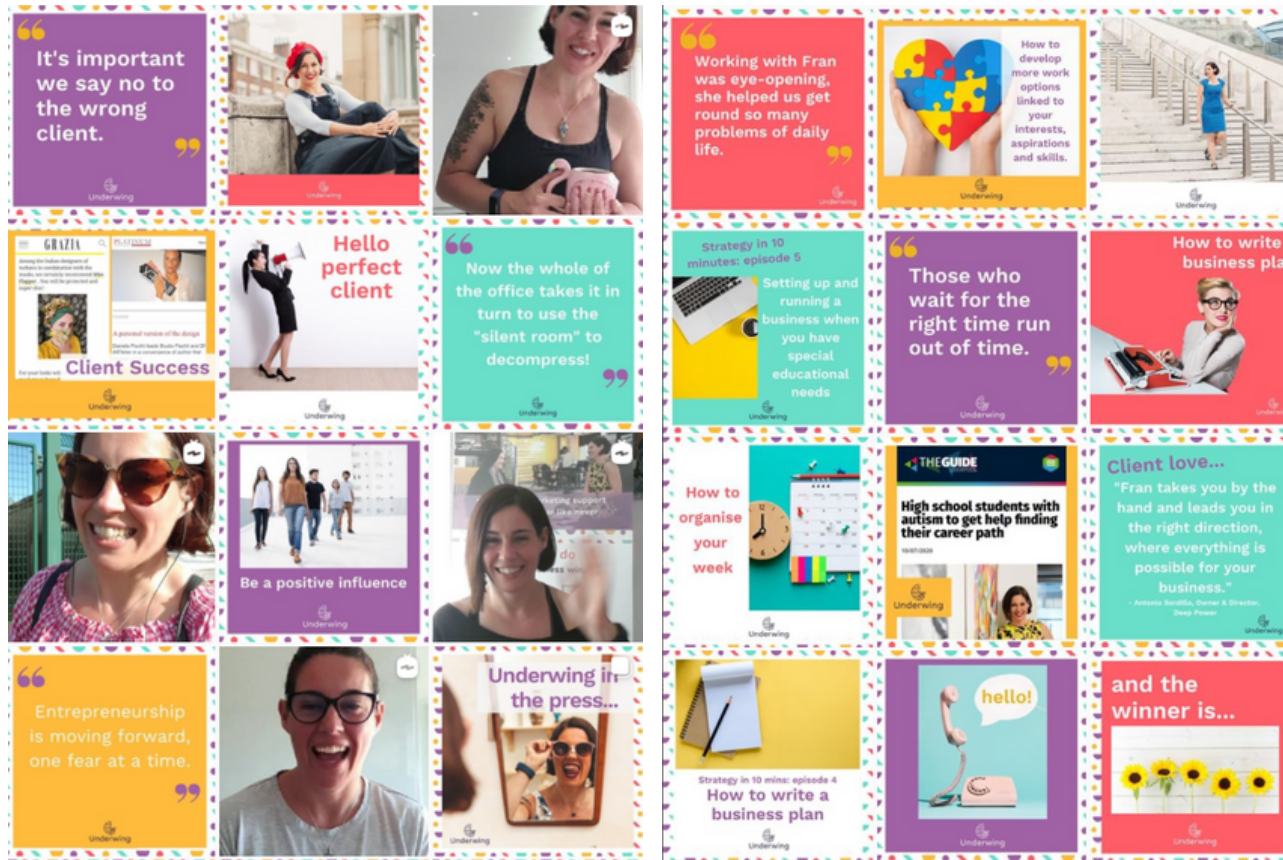
Client Work

Soar like never before.

From providing business and marketing strategy to branding and event management, Underwing supports, educates and empowers you to grow and develop your business. We tailor our services to fit your needs.

We work with female founders, special needs parents who want to create business to fill a gap in the SEN services and product market, entrepreneurs with special educational needs.

@underwinglpl



@katie.carr_copywriting

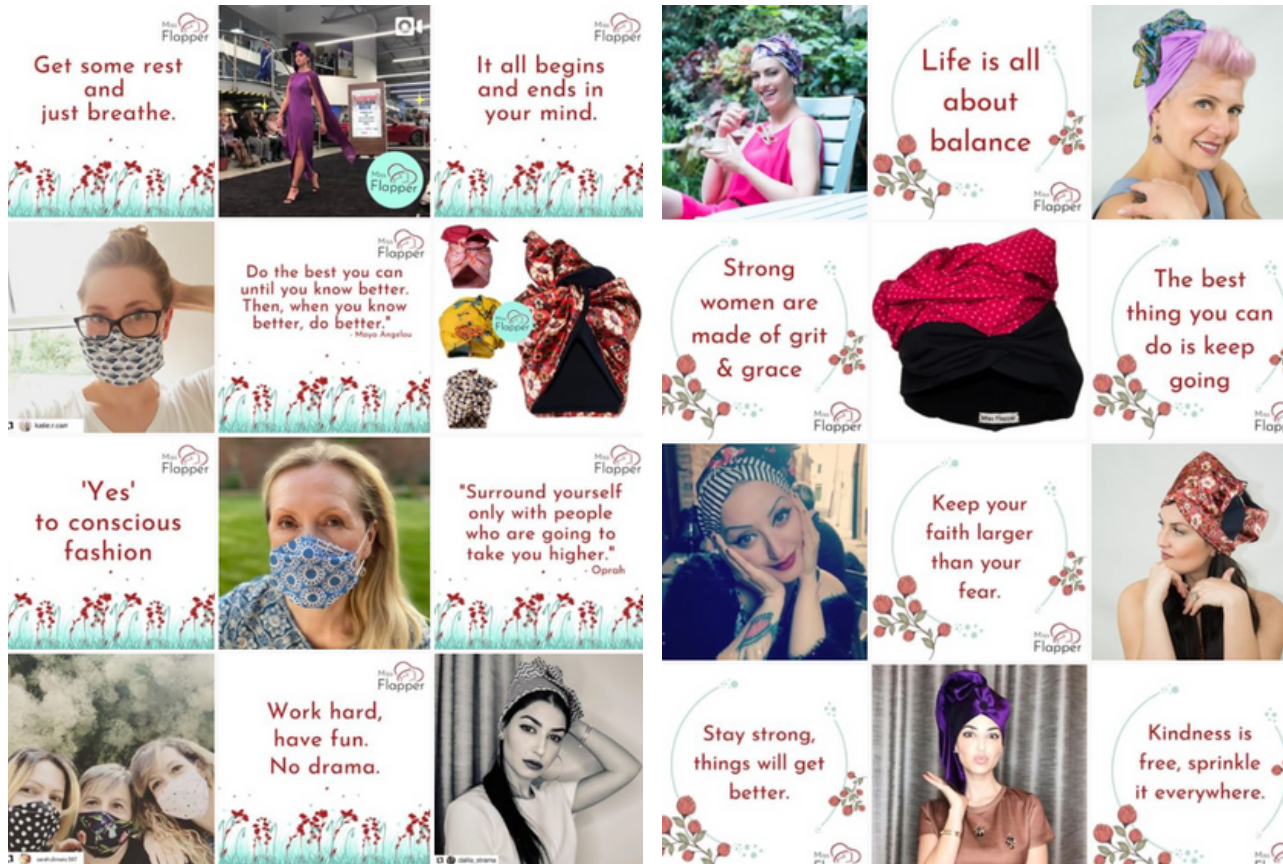
Client Work

We create the most amazing handmade, luxurious turbans for women.

We make sure we source only fair trade fabrics, where possible from independent suppliers, we upcycle and recycle vintage dresses, buttons, sequins and silk ties, giving them new life as parts of our turbans.

Above all, we make sure all our pieces are suitable for women undergoing chemotherapy, using only the best natural fabrics.

@missflapper



@katiecarr_copywriting

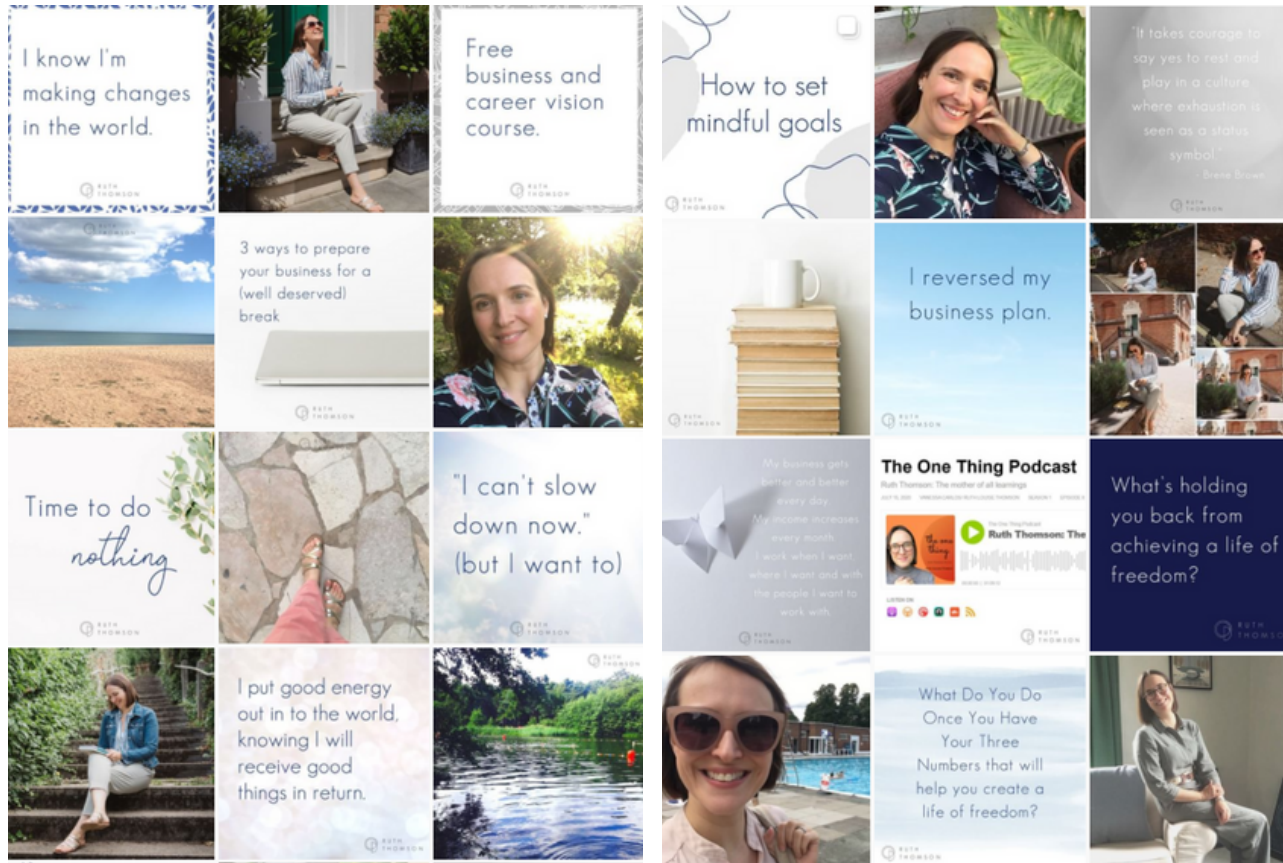
Client Work

Helping you to create a life you love filled with freedom.

Never before have there been so many opportunities to create change. Never before has it seemed so hard. I love helping people build new skills. But time and time again, I've seen people not use those skills to make an impact. Along with my corporate training, I offer a blend of training, coaching, mentoring and consultancy to make change happen.

@ruthlthomson

@katiecarr_copywriting



Client Work

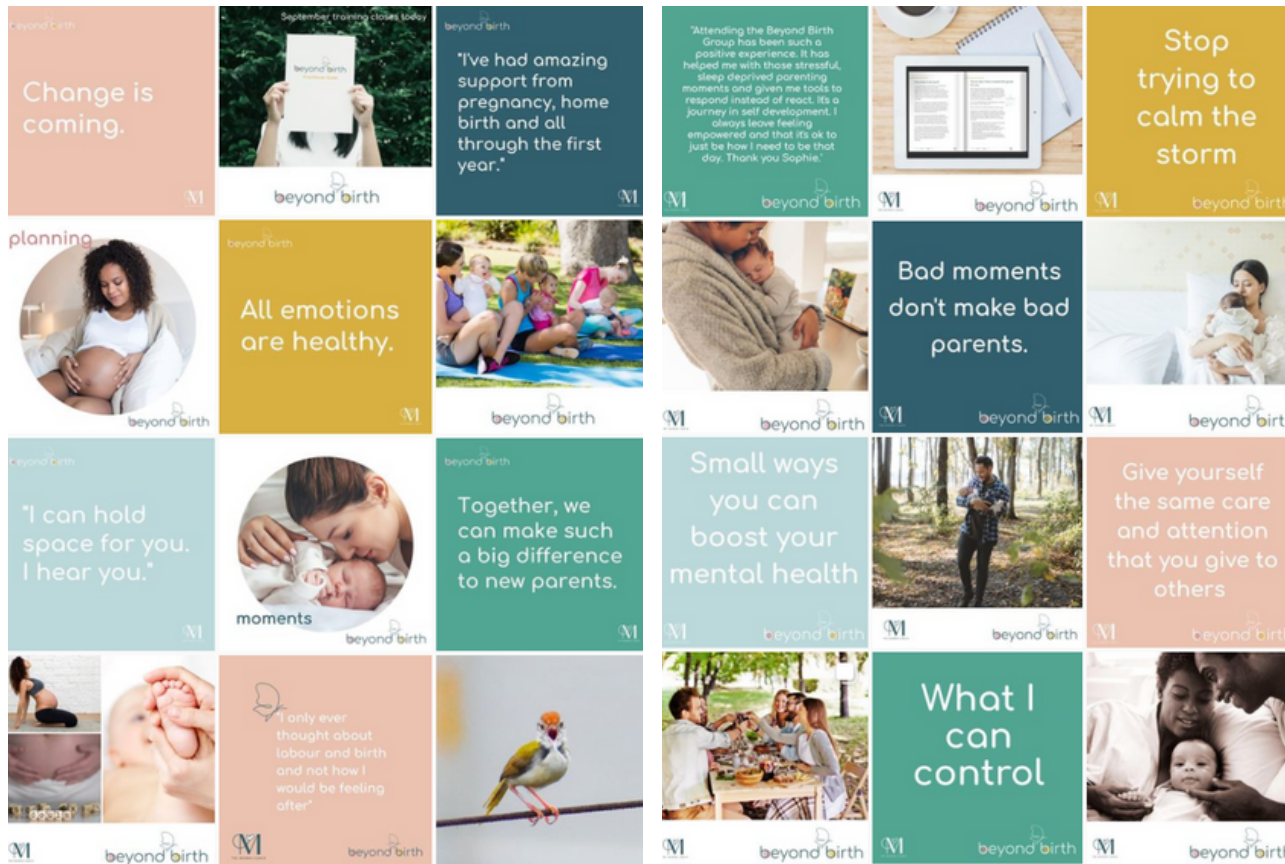
The Beyond Birth Guide will help you reflect a little as you move into parenting, in pregnancy, or the first year, first baby or more.

When we become pregnant, often the focus is on the physical aspects of pregnancy, birth and post-birth, but our mental wellbeing is just as important, if not more-so.

Transitioning into Parenting takes time and effort and a lot of support. This guide is packed with ways for every parent to manage their mental wellbeing ensuring a smoother ride.

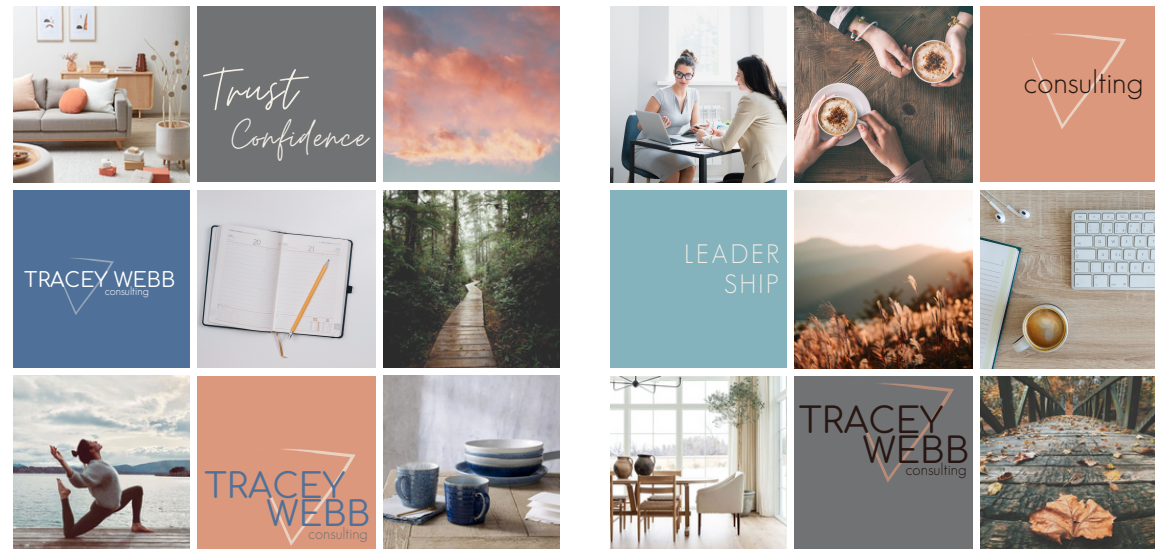
@beyond_birth_guide

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Design Work

2021



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Design Work

2021



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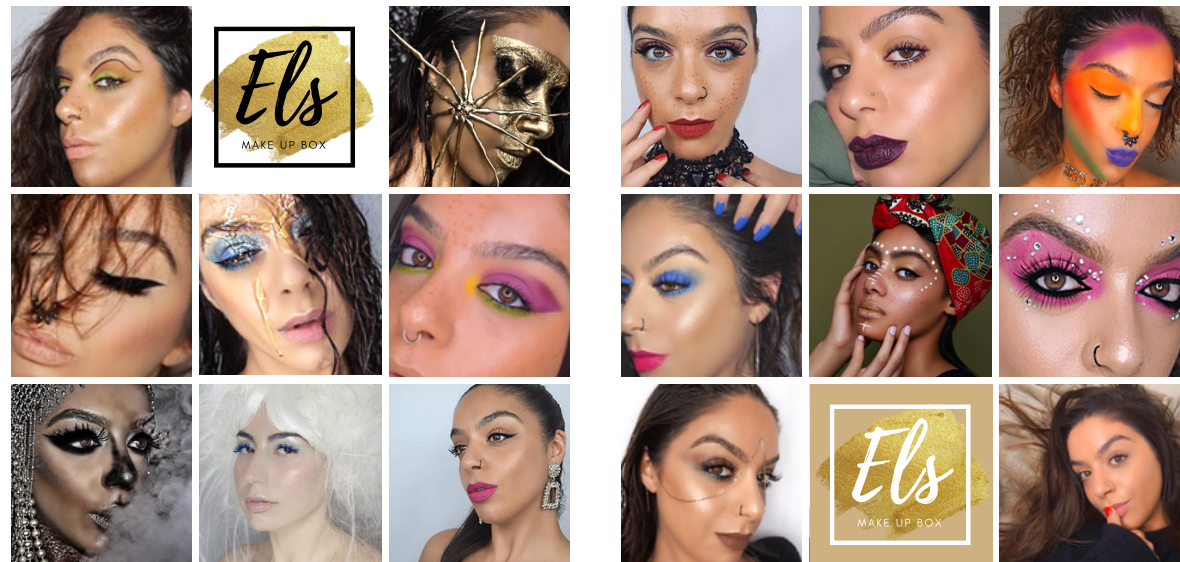
Design Work

2020



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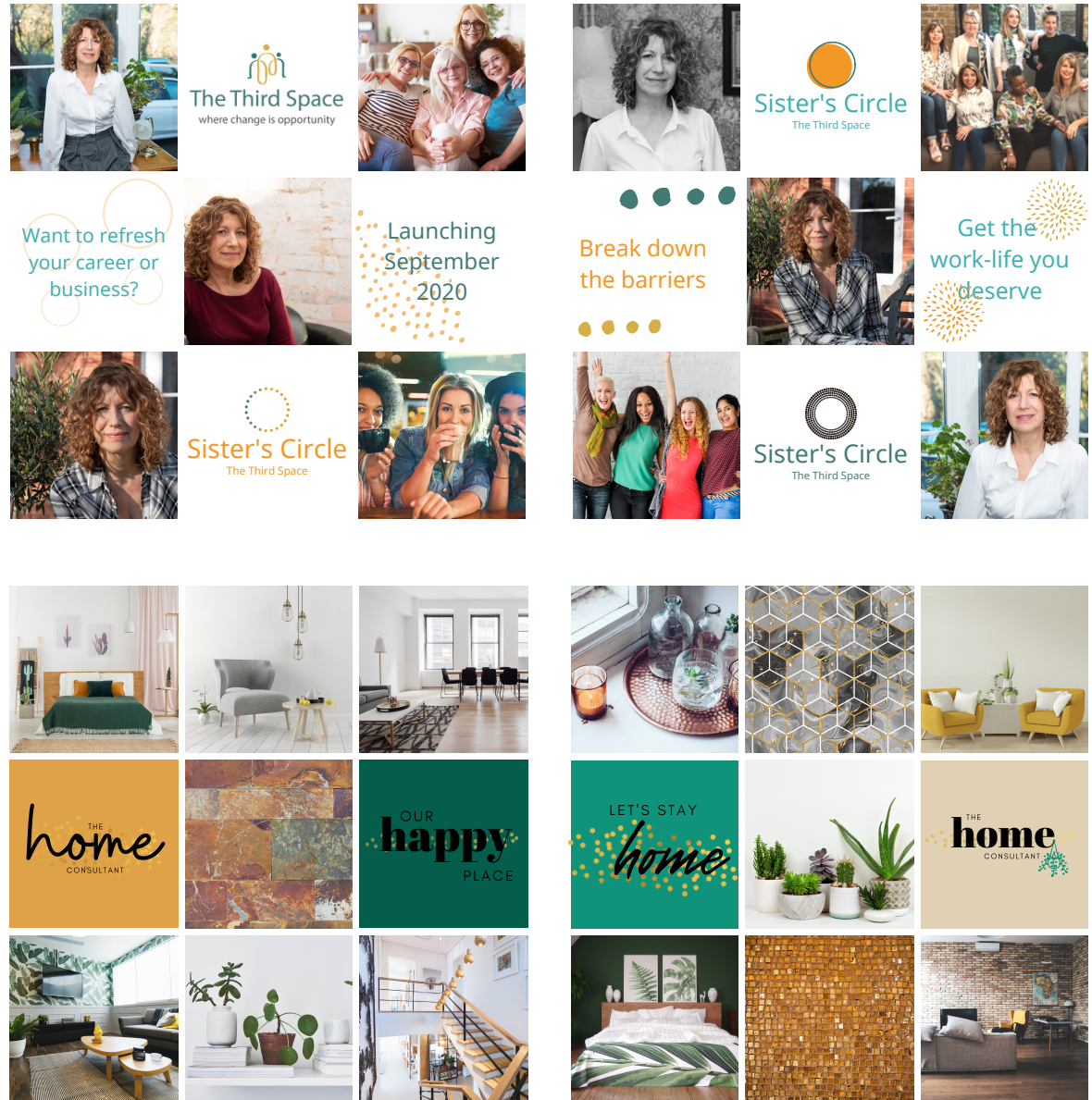
Design Work



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Design Work

2020



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