

SOCIALS AGENCY

SOCIAL MEDIA PORTFOLIO

Strategy, content and campaigns that turn visibility into measurable growth.

8.3M

VIEWS

57.3K

LINK CLICKS

30.8K

INTERACTIONS

Naomi Muller

Freelance Social Media Manager | Content Creator | Meta Ads

Selected and anonymised case studies

From strategy to results

One partner for the complete social media process

ABOUT ME

I help organisations grow through a combination of focused strategy, recognisable content and targeted campaigns. From the first idea and planning to creation, publishing, analysis and optimisation.

01 Strategy

Audiences, positioning, content pillars and realistic planning.

02 Content

Concepts, copy, photography, video, posts, stories and reels.

03 Meta Ads

Campaign setup, lead forms, testing, budget control and optimisation.

04 Analysis

Reporting, insights and focused improvements based on what works.

SPECIALISMS

Organic growth

Lead generation

On-site content

Copywriting

Canva

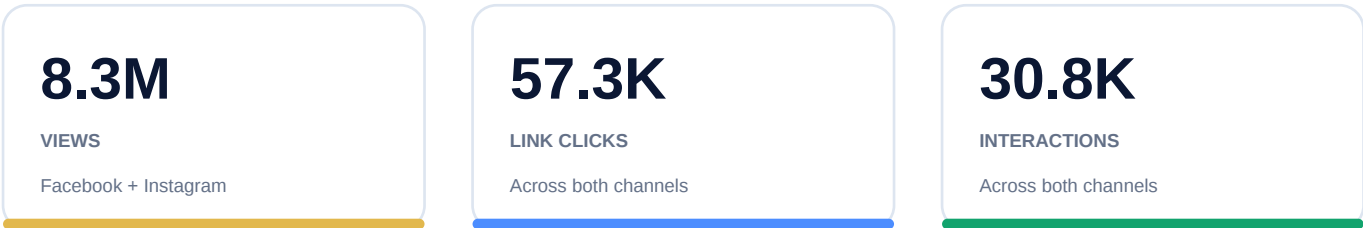
The cases in this document have been deliberately anonymised. Company names, logos and identifiable campaign details have been removed; all reported results remain unchanged.

From visibility to scalable growth

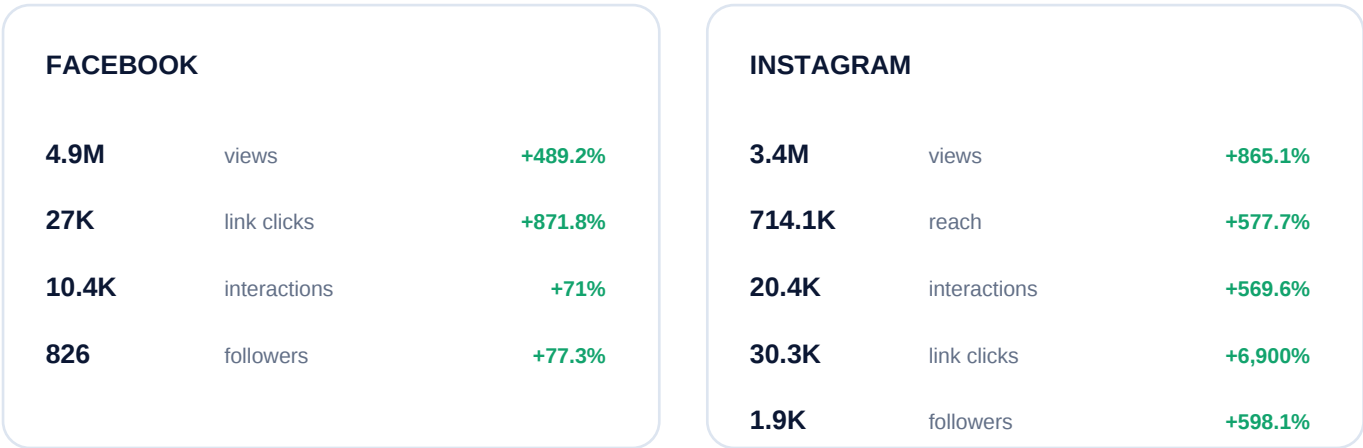
Nationwide organisation in the mobility sector | Facebook + Instagram

THE BRIEF

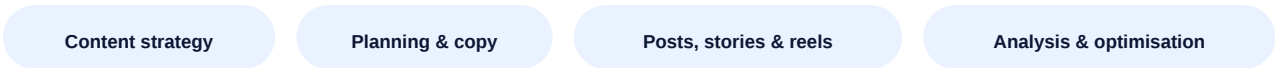
Develop a structured social media strategy that increases reach, engagement and website traffic across multiple locations and audiences.



PLATFORM RESULTS



MY APPROACH



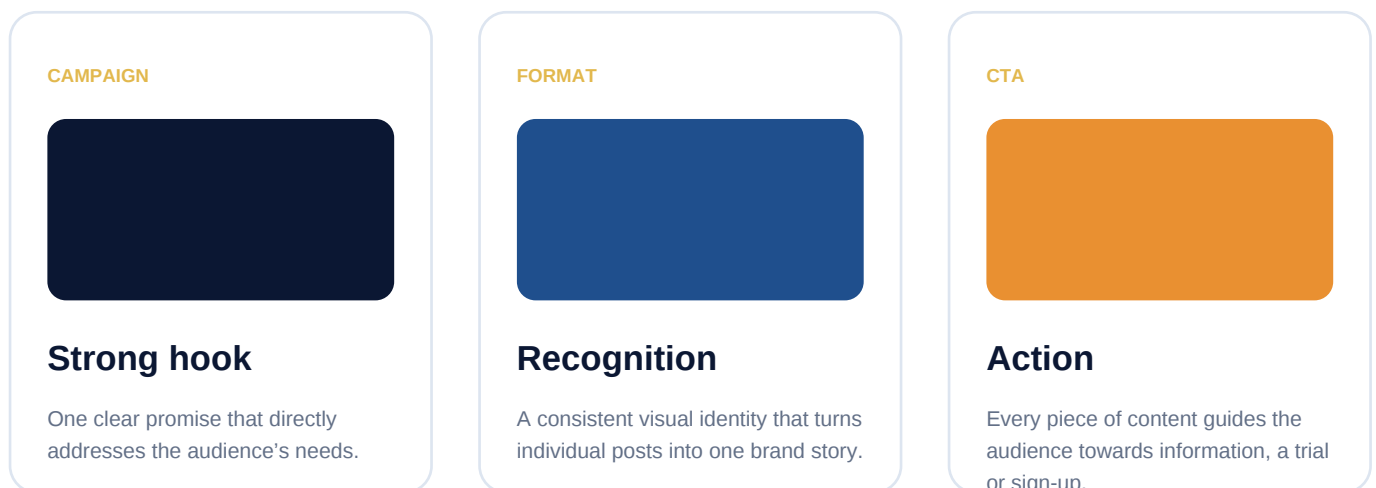
Results over approximately 7.5 months. Growth figures were reported by Meta against the selected comparison period.

One consistent visual identity

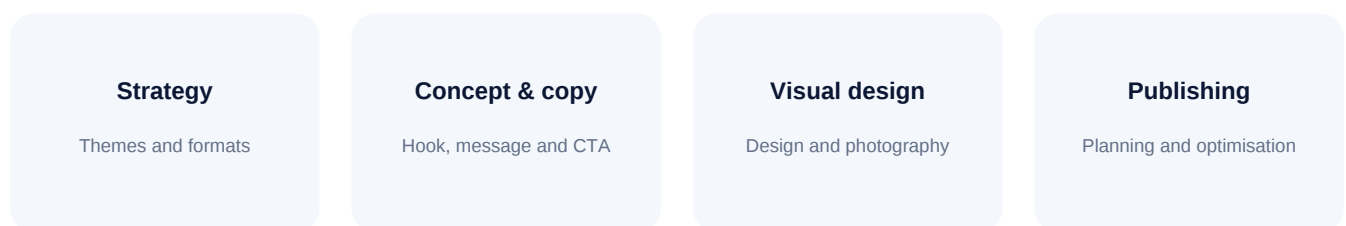
Strategy, formats, photography and campaign content

THE CONTENT APPROACH

Clear messaging, recognisable formats and focused calls to action for different locations, audiences and stages of the customer journey.



MY ROLE



Strategy + creation + analysis

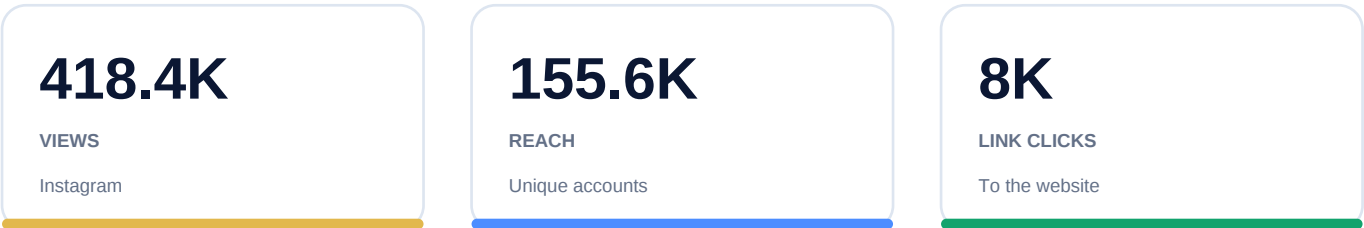
one continuous content approach

Building visibility for a new account

Training organisation | Instagram | built from zero

THE BRIEF

Build awareness and interest for a professional training programme through recognisable, informative content and clear actions towards the website.



GROWTH IN 7.5 MONTHS



APPROACH



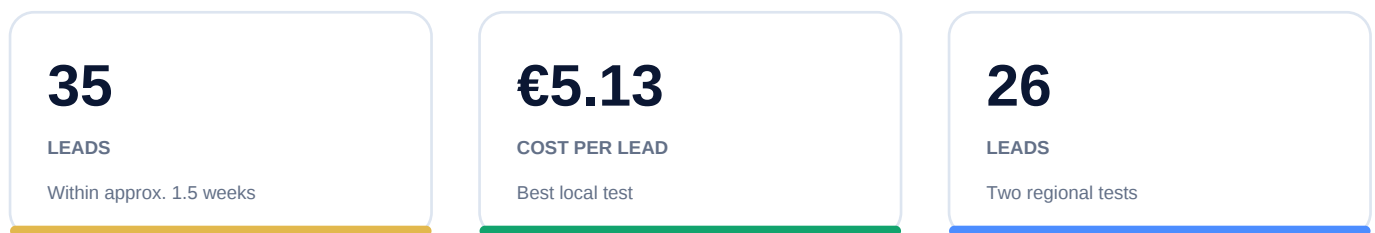
Period: 1 January to 20 August 2026. Growth figures were reported by Meta against the selected comparison period.

Local campaigns that generate leads

A selection of campaigns across multiple regions

FROM REACH TO CONVERSION

Local lead campaigns were developed with custom creatives, copy, audiences and forms. Variations were tested and budgets managed for both volume and cost per lead.



CAMPAIGN SELECTION

Campaign A	13 leads	€31.42 CPL	Higher volume
Campaign B	13 leads	€47.63 CPL	Free trial offer
Campaign C	2 leads	€5.13 CPL	Freedom / licence

OPTIMISATION PROCESS



CPL = cost per lead. This is a selection of separate campaigns; results have not been combined into one overall campaign.

What I can do for a brand

Flexible support across strategy, execution and growth

FROM IDEA TO OPTIMISATION

Not disconnected content created simply to be present, but a clear direction in which organic reach, paid campaigns and conversion reinforce one another.

Social media management

Strategy, planning, copy, publishing and community.

Content creation

Posts, stories, reels, photography and on-site video.

Meta Ads

Lead generation, targeting, testing and optimisation.

Reporting

Clear insights and concrete recommendations.

Ready to grow together?

Naomi Muller | Socials Agency

info@socialsagency.nl

socialsagency.nl