



WWW.JOSHPETRONI.COM
NASHVILLE, TN



TIKTOK & INSTAGRAM

MARKETING ASSISTANCE



ORGANIZED BY:
Josh Petroni

About Me

2023



I have experience working with every stage of the marketing funnel, successfully generating leads and converting those to sales and repeat customers.

In the past couple of years I have dedicated myself to learning how to most effectively reach target audiences on TikTok and Instagram reels and I have seen great success as illustrated by my list of accomplishments on the following page. In addition to growing my own personal brand on TikTok/Instagram, I have created viral content that marketed other big-name brands and products

Education

Google Digital Marketing & E-Commerce Professional Certificate

Est. Completion November 2023

Portland State University

B.A. English 2015

Relevant Skills and Knowledge

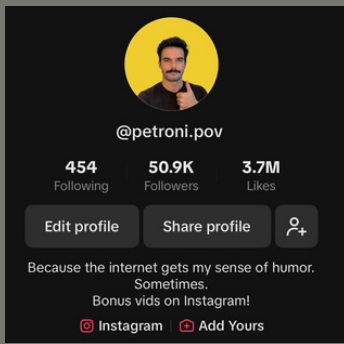
- Using analytics to create marketing strategies
- Collaborating with in-house marketing teams to produce engaging content
- Writing entertaining scripts for social media that inspire target audience interaction
- Trend Awareness
- Community Management
- Analyzing competitor content to learn what marketing is most effective



Social Media Accomplishments

2023

- 26 million total TikTok views, 50k followers
- 11.5 million impressions in a 1-month campaign on Instagram
- Created earned marketing advertisement for Liquid IV that reached 700k impressions, 600 comments, 30k shares
- Collaborated with the official “The Sound of Music” and “Rogers and Hammerstein” marketing teams to create viral Instagram posts and boost film streams
- Created engaging content that received high volumes of audience interaction through the comment sections including big-name brands and celebrities
- Created dozens of viral videos involving different themes, formats, and target audiences



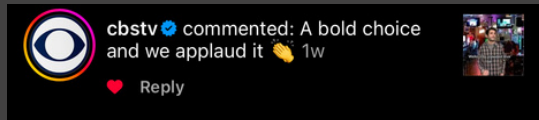
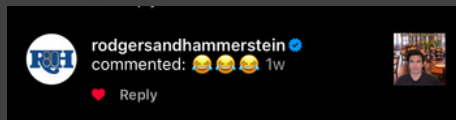
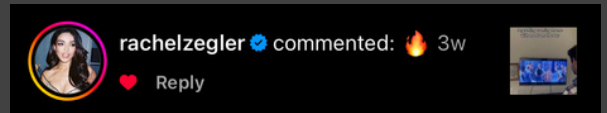
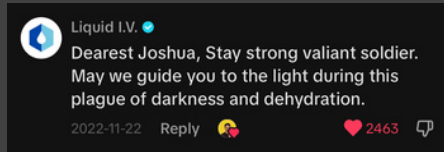
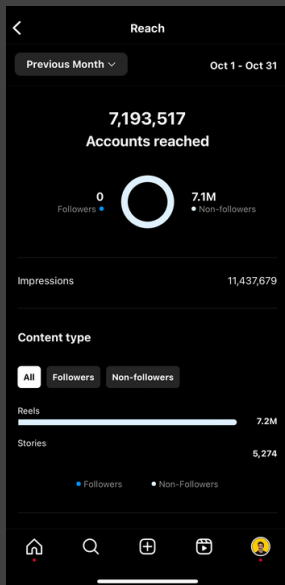
Views
26,862,744
Average: 40,456 Median: 1,843

Likes
3,485,711
Average: 5,250 Median: 98

Comments
63,660
Average: 96 Median: 8

Bookmarks
210,956
Average: 318 Median: 3

Shares
186,723
Average: 281 Median: 1



Potential Social Media Goals:



Goals:

Strategies

01

Increase number of impressions with target audience



Create engaging social media content that algorithms deem as viral-worthy

02

Gain more followers that fit your customer persona



Create content that connects specifically with target audience

03

Convert social media viewers into customers



Use calls to action to lead target audience to take desired action

04

Increase sales among existing customers



Consistently remarket to stay present in your target audiences feed

05

Strengthen brand positioning and increase brand awareness and equity



Create content that aligns with brand values and creates loyalty



Why Market on TikTok and Instagram?

- Millions of active users in the United States
- Diverse user base that includes nearly every B2C business' target audience
- Ability to attain millions of impressions at little to no cost
- Analytic reports included in app to help track metrics and refine marketing strategy
- Paid ad options available
- Ability to utilize influencer marketing
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How I Can Help

I understand that every business has its unique social media marketing needs. Whether you have no TikTok/Instagram presence whatsoever or you are simply looking to enhance your current social media content I can help in a variety of ways, which include, but are not limited to:

- Review existing analytics for your TikTok/Instagram accounts to create a report and provide content suggestions
- Develop a social media campaign strategy catered to your marketing and business goals
- Write scripts for Tiktok/Instagram Reels videos that connect with your target audience
- Create social media posts/copy that help drive engagement
- Help produce and edit TikTok/Instagram videos

Rates

I am open to pay based on content performance as well as flat rates depending on the type of finished product you require. What's most important to me is a mutual agreement where you are getting every penny's worth of your investment in my services. We can negotiate rates once we establish your marketing goals and content needs.