



# Social Influencer



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## Allow me to introduce myself

### Our Background

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My name is Rob Purvis and I am the owner and operator of Stone City Woodworks, a custom furniture design & fabrication business in Kingston Ontario Canada.

I have been a full time woodworker for 3 years and have seen our business grow from a hobby in our garage at our home, to a full time business operating out of a 1100sf workshop and retail space.

My formal education, training and previous career was in marketing, advertising and public relations. I feel that this background has helped me to grow our business as well as our social media channels at a surprisingly rapid rate over the past few years.

As we continue to grow, I have become somewhat of a leader among my peers on both Instagram and Facebook. I am more than happy to answer any questions that any of our followers may ask, and I try to take the time to answer honestly and to the best of my knowledge and experience as I can.

“

Thank you thank you thank you! Your advice and ideas really helped me complete the project we

discussed, and my client LOVED the results! Thanks Rob!

-@lukemartin05

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## What can we do for your company and brand?

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We have worked with some great companies within the woodworking industry over the past few years and would love to talk to you about what we can do to help you spread awareness about your brand and products. Some of the brands we have worked with include:

- ISOtunes Audio
  - Graco Paint Sprayers
  - Gator Finishing
  - SIA Abrasives
  - RIDGID Power Tools
  - Bosch Power Tools
  - Bessey Clamps
  - Weather Wash Finishes
  - Rustoleum Canada
  - Tack Life Tools
  - ToolsToday.com
  - TimberlandPro Work Wear
  - Polymeres Technologies - Chill Epoxy
  - Legacy Lumber
  - Busy Bee Tools
  - Amana Tools
  - Vismo Safety Shoes
  - Rubio Monocoat
  - Odies Oil
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## What we can offer

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With my background in advertising and public relations, I understand and have the knowledge and experience on how to market a product or service to people.

I use Instagram on a daily basis where I show what projects I am working on in the shop, what tools I am using and what techniques.

I take great pride in my company, the products we offer and the name that stands behind it all. First and foremost I am an honest person and tell it how it is. If I believe in a something, I will promote it with passion, if I feel that something is not worth investing in, I will also voice that conclusion.

I have worked very hard to keep my followers on Instagram and Facebook to people who are actually engaged in what we do. Just like anything in life, Quality over Quantity always prevails. This is why I believe that having a smaller following of people who are fully engaged and trust what I am saying, is a far more valuable marketing tool than having a much higher following, but those followers are not engaged in what I do, nor do they care about the products or services that I represent.

Our following on our social media platforms grows each day, and I am actively engaged both listening, answering questions and learning myself.

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## Our Social Influencer Services

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As I stated earlier, we have worked with some amazing people at some amazing companies in the past few years, and we would love to chat with you about your company goals, products and services that you would like to market to the woodworking community.

We don't follow any type of rigid plan when it comes to working with companies on promoting their products or service. We discuss what the end goal is, and collaborate with you to find the best way possible to get your message out and ensure that you get the most ROI as possible.

Please feel free to contact me anytime if there is anything we can do to help your company.

Thank you for your time.

Sincerely,

Rob Purvis

Owner/Operator

Stone City Woodworks

Instagram: @Stonecitywoodworks

TikTok: @Stonecitywoodworks

Facebook: [www.facebook.com/stonecitywood](http://www.facebook.com/stonecitywood)

WEB: [www.Stonecitywood.com](http://www.Stonecitywood.com)

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