

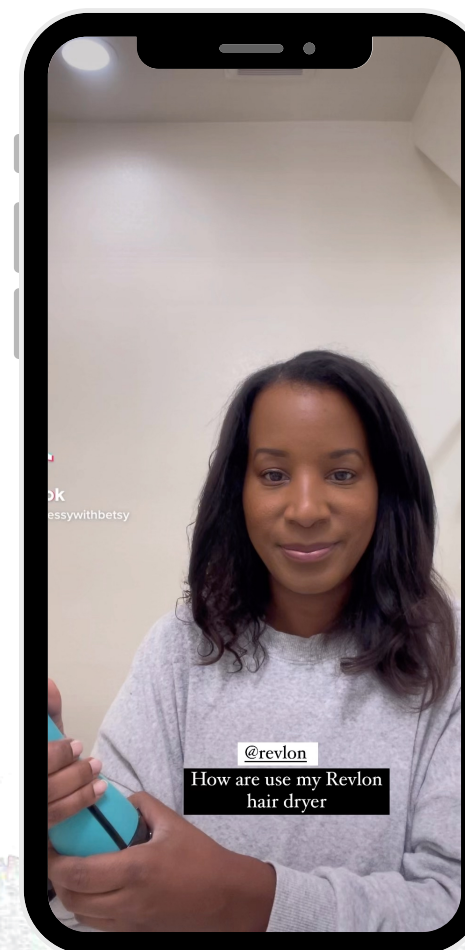
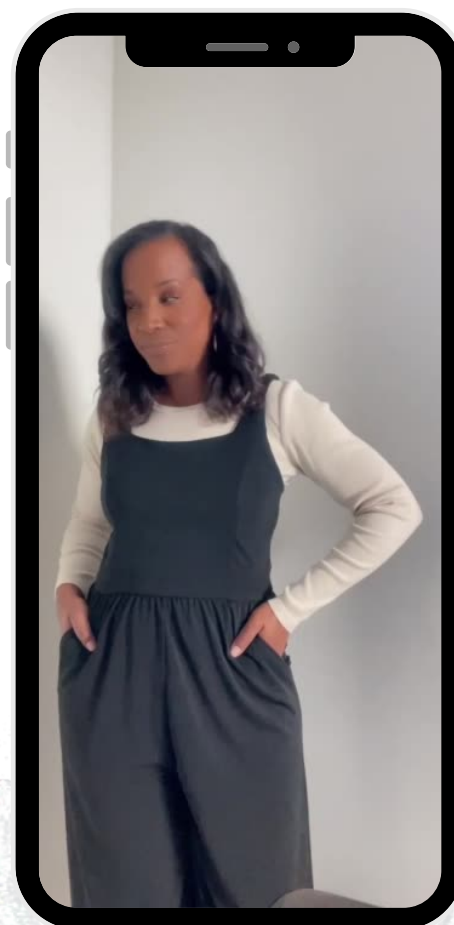


MY STORY

Betsy Holmes - fashion content Creator

My passion is bridging trust between brands and consumers through my authentic relatable content. Having utilized several social platforms, I am well-versed with curating content that not only aligns with a brand's values, but is optimized for success in generating a high conversion rate.

SHORT FROM Content Examples

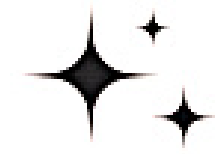




Creativity

- Testimonials
- Product Demo
- Voice-over
- Text-to-speech
- Unboxing
- Storytelling
- B2C INDUSTRIES:
- Fitness & Health
- Beauty
- Fashion
- Home
- Skincare
- Makeup
-





Content creation process



CONTRACT

Identify deliverables and expectations of working together.



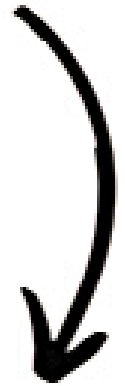
RESEARCH

I do research on your brand and come up with video ideas.



SCRIPTING

Make sure I receive products and have props for recording.



DELIVERABLE

Send content to your team for final approval



EDITING

I edit the recordings into engaging short-form content.



RECORDING

Make sure I receive products and have props for recording.



PHOTOGRAPHY EXAMPLES

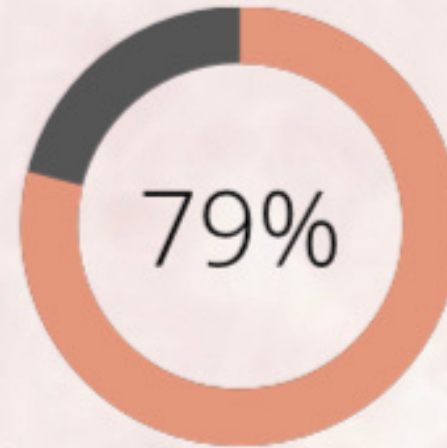


UGC FACTS

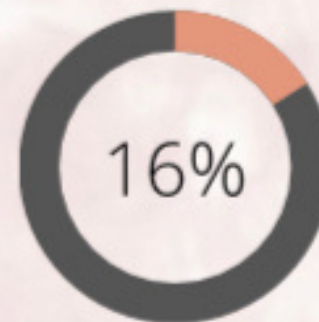
UGC-based ads get 4x higher click-through rates and a 50% drop in cost-per-click than average.

4x

79% of people say UGC highly impacts their purchasing decisions.



As few as 16% of brands have a strategy regarding user-generated content.



source

WHAT IT MEANS FOR YOUR BUSINESS

Improve the results of your PPC campaigns with user generated content.

Ensure UGC is part of your social media strategy to speed up the buying cycle.

Be one of the first to leverage this up and coming strategy. Stand out from your competition with user generated content.

NEXT STEPS

I WILL CONTACT YOU WITHIN 24 HOURS TO SEND YOU A LINK THAT WILL ALLOW YOU TO DO ALL OF THE FOLLOWING:

**PURCHASE
SIGN CONTRACT
FILL OUT QUESTIONNAIRE
SHIP PRODUCTS TO SH**

