



VANESSA RENEE
SOCIAL MARKETING



Vanessa Renee Barker

FOUNDER, VANESS BARKER

I'm an experienced Digital Marketer.

As a social media manager, I strive to help overwhelmed business owners save time & sanity while taking back control of their business. I do this by creating strategic content and generating more leads.

Whether it is building on the momentum of a successful social media presence or building one from the ground up, I love helping build communities of loyal followers while helping brands become the trusted leader in their industry.

What we do.

Social Media Management

Social media is more than just vanity likes and followers. Businesses we work with want to cultivate relationships with their ideal customers and turn first time buyers into loyal brand fans. In order to do so we help clients establish themselves as empathetic authority figures.

Video Marketing

Video is hands down the fastest way to create know, like and trust with your audience. Within 2 seconds of seeing your face and hearing your voice you can create a lasting impression on your ideal customer.

Content Creation

We offer copywriting, content creation, photo and video editing, hashtag strategy and years of experience to help your social media strategy be successful.

Results we get

Results of Website Traffic from Organic Posting

Client: Sports Massage Therapist

Goal: Increased bookings

Strategy: *organic* posting

Results: The reach is amazing for the number of followers he has, and he has gotten 1679 clicks over to his scheduler in the last 90 days!





Chick-fil-A Utah

Vanessa Renee brought awareness to the local events hosted by the Chick-fil-A Utah region including their famous hot air balloon and new to 2022, the Chick-fil-A float. Utilizing social media, we brought visitors from all over the state of Utah to enjoy the family fun provided by the company throughout the year.

TOTAL IMPRESSIONS:	ENGAGED USERS:	NON-FOLLOWER REACH
20.5K	1.4K	16.8K
% CHANGE 90 days:	% CHANGE 90 days:	% CHANGE 90 days:
96.2% ↑	41% ↑	126% ↑

Facebook Monetization

Vanessa Renee started 2023 with the goal in mind to help increase monetization revenue for this client.

Approximate monthly in-stream ad earnings

The approximate amount of money you earned each month from ads in your videos. Your actual earnings may be higher or lower due to the outcome of prior reviews, content ownership claims or other adjustments. [Learn More](#)

		Oct 2022	\$209.94
Dec 2022	\$135.76	Sep 2022	\$260.85
Nov 2022	\$454.80	Aug 2022	\$385.09

Here you can see their in-stream ad earnings for the previous 5 months....

And in January 2023, we found what works and made them more \$\$ than they made total in the last 5 months.

This month: Jan 1, 2023 – Jan 30, 2023

\$2,532.09

Approximate in-stream ad e...
▲ 1777% from previous 30 days

\$7.57

Monetizable view RPM
▲ 465% from previous 30 days

332.1K

Monetizable 1-minute video...
▲ 240% from previous 30 days

Approximate in-stream ad earnings

Actual payouts will differ from what's shown here if there are content ownership claims or other adjustments. [Learn More](#)

Beans & Brews

Vanessa Renee helped with the autumn advertising and content creation for Beans and Brews corporate marketing team. We brought awareness to their new fall flavors by utilizing trending "make it with me" videos on their social media channels

Vanessa Renee also did the product shoot for the new drinks, which ended up on their digital menus as well as their mobile and in store menus.

Their social media platforms all and incredible growth month over month for the 90 days of management, as shown below! The brand awareness mixed with social ads resulted in a steady increase of in store visits, and a higher average ticket per visitor.

TOTAL IMPRESSIONS:	ENGAGED USERS:	NON-FOLLOWER REACH
111.2K	3900	133K
% CHANGE 90 days:	% CHANGE 90 days:	% CHANGE 90 days:
23.9% ↑	271% ↑	583% ↑



Golden Spike Event Center



Vanessa Renee did full digital marketing for Golden Spike Event Center for 9 months. Since takeover, all social media account had a steady average of 30% increase in reach month over month. The engagement also grew by 27%, which in lead to ticket sales and new event production.

Vanessa Renee produced all content creation, including photography and videography.

The images captured at events around the event facility helped to sell out future events, and capture the attention of event producers.

KIDSZONE CHILDCARE



Vanessa Renee assisted Kidszone Childcare create their social media accounts and establish a social presence for their company. We focused on Facebook and Instagram to reach parents of currently enrolled children as well as create awareness in the community for potential clients.

Follower Growth Rate: 215%

Engagement Growth Rate: 466%

Reach Growth Rate: 309%

*For a brand new company with no brand awareness and no paid advertising, Vanessa Renee is very proud of this accomplishment.

How I work with my clients

Step 1

Set up a discovery call. Let's chat and create a deeper relationship with one another. This will also help us learn what makes one another tick and get to know one another.

Step 2

Based off of our discussion and your company's goals for marketing, a package proposal will be created customized exclusively for you and your needs.

Step 3

Once a final package is selected, the onboarding process will begin. The process is painless for both parties, and seamlessly allows Vanessa Renee start working towards your goals immediately!

Feedback
from my
clients

Jayk S.
Business Owner

“Vanessa Renee Social Marketing (VRSMD) has been phenomenal to work with! They are very tactical in the content they create to suit the needs of the business they work with. They are clear in their communication and ask clarifying questions when needed to ensure that the strategy planned is successfully carried out and completed based on the terms discussed.”

Feedback
from my
clients

Jessica G.

Photographer/Owner

“ — Just checked my month insights
and I’m up 106% overall. I had to
mention how awesome you are.

— ”

Feedback from my clients

Camille B.
Business Owner

“ I AM FREAKING OUT!! THIS IS INCREDIBLE! HOLY COW-
what you have been able to do in 24 days in mind-blowing and I am
so thankful!!!! I hope you know what a breath of fresh air you are -
you have taken such a huge burden off my plate and I am just so
thankful. I appreciate the initiative that you have taken and just hit
the ground running.

”

Examples: *Sports Massage*



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PERFORMANCE

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 (801) 448-7841

 262 East 3900 South
Murray, UT 84107



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GAME TO
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LEVEL**

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to help

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Murray, UT 84107
USA

<https://snowleopardowellness.business.site>

(801) 448-7841 



Examples: Promotions



Starting **22** Aug

It's **PUMPKIN** time

Plus a new drink - Pumpkin Cold Brew w/ Fall Spice Cold Foam
Cold Brew + Pumpkin Syrup
w/ Warm Spice flavored Cold Foam

Beans & Brews
COFFEE HOUSE



Chick-fil-®
IS A PROUD SPONSOR OF
UTAH VALLEY
MARATHON

HOLD THAT PHONE
THERE'S A CHICKIN APP

 Race on over to
download our new app

12th Annual
**INTERMOUNTAIN
ICEBREAKER**
PRESENTED BY GOLDEN SPIKE EVENT CENTER AND BROKEN HEART RODEO COMPANY




**NHSRA WESTERN
LEGACY SERIES**
MARCH 1-4, 2023
GOLDEN SPIKE EVENT CENTER

**\$30,000 ADDED
28 SADDLES
296 BUCKLES**

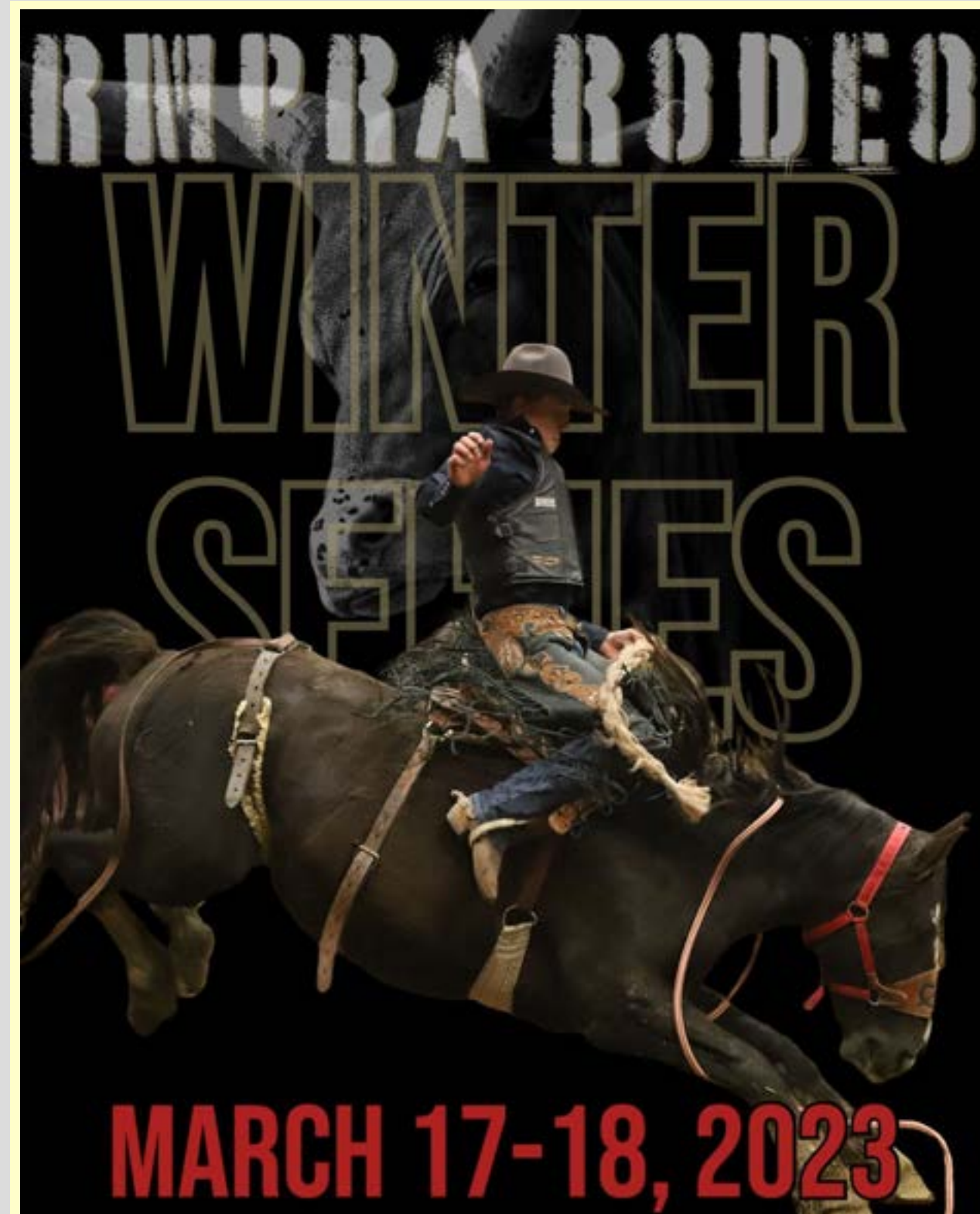
JACKPOTS TUES THROUGH FRI
RODEO OPEN TO HIGH
SCHOOL, JR HIGH AND 5TH &
UNDER

CHUTE DOGGING
BAREBACK
BARREL RACING
BREAKAWAY
BULL RIDING
GOAT TYING
POLE BENDING
SADDLE BRONC
TIE DOWN
STEER WRESTLING
TEAM ROPING

 **CINCH
AQHA**
AMERICAN QUARTER
HORSE ASSOCIATION

Examples: *Promotions*



Examples: Food Graphics



Chicken Tortilla
Slow Cooker &

Ingredients

- chicken
- chicken
- water
- corn
- Rotel
- Tomato
- green
- yellow
- minced
- ench
- taco
- chili
- salt



JoannaGains'
Chocolate Chip Cookies

Ingred

- 2½ c
- 1 hea
- bakin
- ½ tea
- 8 tabl
- unsalt
- tempe
- 2 cups
- brown
- 2 large
- 1½ teas
- vanilla
- 1½ cups
- chocolat



PINEAPPLE BUN BURGER RECIPE



INGREDIENTS

- ground beef
- worcestershire sauce
- kosher salt
- a pepper
- pineapple
- red onion
- pepper jack cheese
- romaine lettuce
- cooked bacon

Examples: *Photography*





Let's work together

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