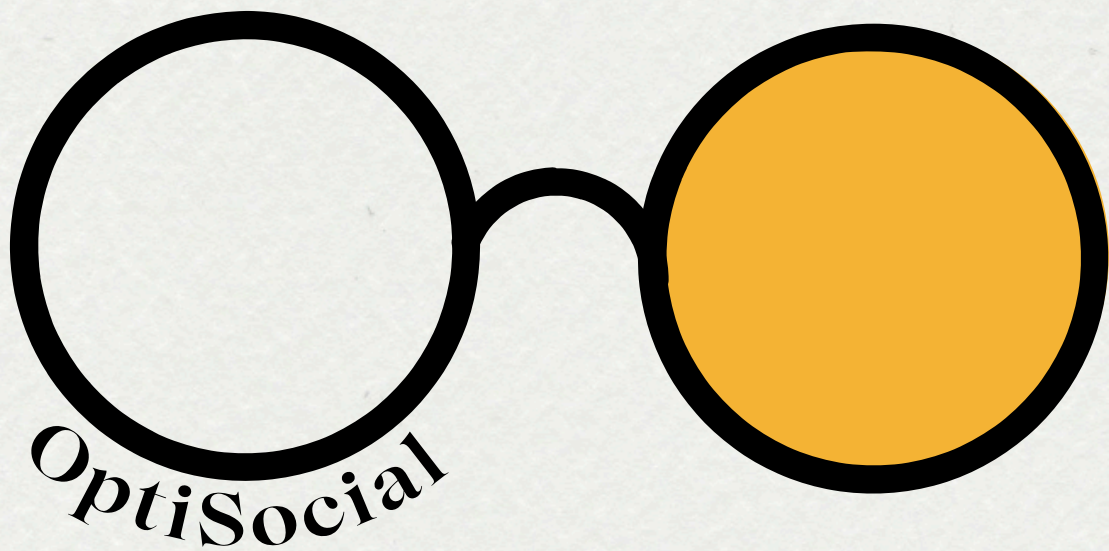

The Guide



A Visionary Social Media Agency

OptiSocial

Navigating the digital world is a daunting task, but with the ever evolving world of social media, it is an essential skill needed to attract and maintain customers.

At OptiSocial, we understand the unique needs different businesses have, and will work with you to develop a personalized social media strategy that meets your goals and exceeds your expectations.

With our expertise and your passion for what you do, together we can take your business to the next level.

A Visionary Social Media Agency

OptiSocial



Our Purpose

OptiSocial is a visionary Social Media Agency. We work with you to develop and execute a comprehensive social media strategy that aligns with your business goals. We create and curate content that resonates with your target audience, and ensure that your brand messaging is consistent across all your social media channels.

OptiSocial will help you to stay on top of the latest trends and changes in the social media landscape, and adjust your strategy accordingly. Together, we can monitor your social media metrics and analytics to see what's working and what's not, and make data-driven decisions to optimize your social media presence.

OptiSocial can help you to build and maintain strong relationships with your customers and followers. By engaging with your audience on social media, responding to comments and messages, and providing valuable content and resources. We believe you can foster a loyal and engaged community that will help to grow your brand and drive sales.

OptiSocial

Meg Lazenby

Meg started her journey creating content in 2020, engaging millions of people and amassing over 62,000,000 views since. Meg began managing an Independent Optician's online presence in 2022 and her methods won the practice an Award later that year for Social Media. Meg launched OptiSocial to help other businesses optimise their digital space.



Meg has a natural passion for creativity and loves creating specific content for different businesses.

OptiSocial

Garrey Haase

Garrey started in Optics in 1989 and has worked his way up from receptionist to Optometrist, covering every role in between. He has worked for multiples as well as independents and is the joint owner of Yorkshire Eyewear, with his wife Karen.

Garrey has a huge amount of experience in marketing for independent opticians having learnt from SightCare and many other similar organisations. Garrey is currently a non exec director of SightCare, he is joint chair of the local LOC, a Trustee of SOP and a coach and mentor for Optometrist.



OptiSocial

Brand Kits

We work with each and every one of our clients to create a personalised Brand Kit.

This is the perfect start before we approach any Social Media and Digital Marketing as it gives us an exact idea of how you want your brand to be presented and received.

Below are some Brand Kit Examples



Jungle Spaces

COLOURS

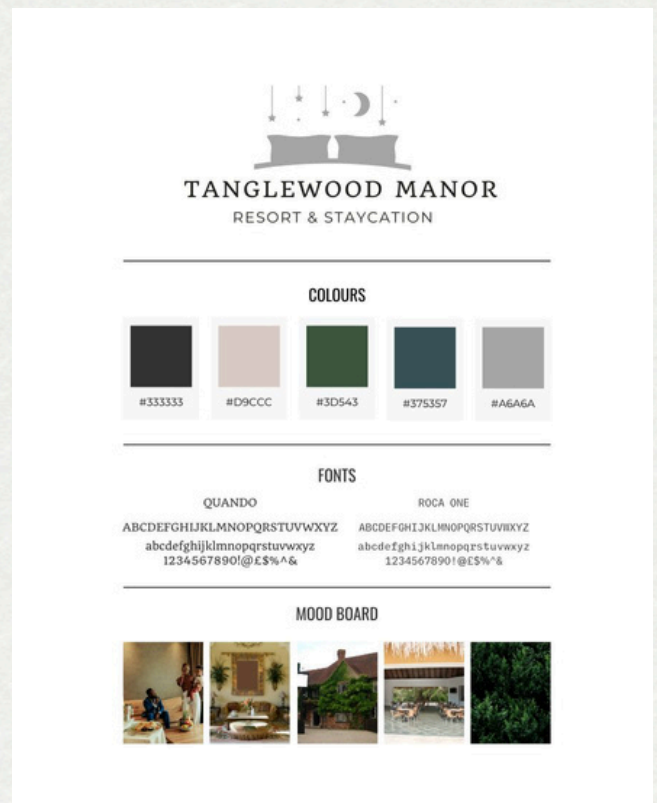
#333333	#D9CCC	#3D543	#375357	#A6A6A
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FONTS

Aileron
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

HORIZON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
1234567890!@£\$%^&

MOOD BOARD



TANGLEWOOD MANOR
RESORT & STAYCATION

COLOURS


#333333	#D9CCC	#3D543	#375357	#A6A6A
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FONTS

QUANDO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

ROCA ONE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

MOOD BOARD



OptiSocial

Example Marketing

Infographics

referrals mean rewards.
SHOUT ABOUT US
BOOK YOUR NEXT MEETING, DEVELOPMENT DAY OR OFFICE SPACE NOW
WWW.JUNGLESAPACES.COM

MEET THE TEAM

new earrings
are always a good idea

"WHY SHOULD MY CHILD HAVE AN EYE TEST?"
PROBLEMS WITH CHILDREN'S VISION CAN OFTEN GO UNNOTICED, SO HAVING REGULAR EYE EXAMINATIONS IS REALLY IMPORTANT. CONDITIONS LIKE SHORT SIGHTEDNESS CAN BE TREATED AND SLOWED DOWN IF DETECTED EARLY AND HAVING GOOD VISION IS ESSENTIAL TO A CHILD'S LEARNING.

THE EYE HEALTH SMOOTHIE
1/2 a lime, juiced (the vitamin C in citrus fruit can help fight the development of cataracts)
2 cups of your milk of choice
a frozen banana
some ground flax seeds (omega 3 is found in flax seeds. This helps maintain eye health)
1 cup of mango
a handful of kale
a handful of spinach (leafy green vegetables are good for your eyes because they contain vitamin A which can prevent blindness)

FRAME FESTIVAL
SUPPORT YOUR LOCAL OPTICIAN

events

Alexandra Barnes 'King of Kingdoms'
Book Reading & Signing
07/06/23
The Midnight Library
4:00 - 7:00 pm
No tickets needed, book signing on first come, first served basis only.

High Quality Images



OptiSocial

Example Marketing

Digital to Print Marketing Assets



Digital Files to Print such as Posters, Invites, Business Cards and Colouring Sheets.

Video Content

We can create a range of diverse and high quality video content for your business. Engaging Mobile Videos, Promotional Videos and Animation.

OptiSocial

Software and Guarentees

At OptiSocial, we use a range of software to perfect our content, such as :

Canva Pro
PicsArt Pro
CapCut
Mojo Ai
Procreate

We guarantee high quality content, increased engagement and an optimised social media presence for every single client we take on.

Everything we create is completely personalised to your business.

OptiSocial

Services

**Social Media is not 'One Size Fits All'.
We allow you to create your own bespoke
OptiSocial package for your business, tailoring
what we do to meet your personal business
needs.**

A Complete Personalised Brand Kit for your Business

Content Creation

Video Editing

Graphic Design

Social Media Management

Influencer Co-ordination

Regular posts on all Social Media Platforms

Dedicated Engagement time to boost your online reach

Monthly performance reports

Dedicated Content Days

Digital Marketing Assets for Open Days/Events

Digital Marketing Files for Print Marketing

Smart Phone Application Development Opportunity

Website Maintenance