




# EMMA-JANE TARABAY

PUBLIC RELATIONS, SOCIAL MEDIA AND  
MARKETING PORTFOLIO



**HAND CREAM**

THIS FAST ABSORBING,  
SOFTENING HAND CREAM  
NOURISHES AND PROTECTS  
YOUR HANDS UP TO 72 HOURS.  
BLACK VITAMIN A+E BEADS  
AND ANTIOXIDANT EXTRACT  
OF WHITE TEA ENERGISE AND  
STIMULATE YOUR HANDS.

2,5oz. — 75ml.

Jorgobé

# CONTENTS

EMMA-JANE TARABAY PORTFOLIO

---

**01**  
PORTFOLIO

---

**02**  
CONTENTS  
PAGE

---

**03**  
ABOUT ME/CV

---

**04**  
ITEM 1 - STUDENT WIRE

---

**05**  
ITEM 2 - THE TAB

---

**06**  
ITEM 3 - EJT LIFESTYLE

---

**07**  
ITEM 4 - A.P.F.E

---

---

**08**  
ITEM 5 - LCF AUDIT

---

**09**  
INTERNSHIP AT  
COHORTED COMMS

---

**10**  
ITEM 6 - THE SUN

---

**11**  
ITEM 7 - ELLE L

---

**12**  
ITEM 8 - GIFT GUIDE

---

**13**  
ITEM 9 - S.N.S HAMPER

---

**14**  
ITEM 10 - BLOOM & WILD

---

---

**15**  
ITEM 11 - INFLUENCER

---

**16**  
ITEM 12 - GIVEAWAY 1

---

**17**  
ITEM 13 - GIVEAWAY 2

---

**18**  
ITEM 14 - FIGS & ROUGE

---

**19**  
ITEM 15 - PUBLIC  
DESIRE

---

**20**  
ITEM 16 - FREEBIE

---



# Hello!

Social Media and  
Influencer Marketing  
Executive at Cohorted

PR and Journalism  
graduate from Leeds  
Beckett University



## CONTACT

✉ [emmatarabay@hotmail.co.uk](mailto:emmatarabay@hotmail.co.uk)  
☎ 07791909948  
in /emma-tarabay-13480412b

## PERSONAL PROFILE

A confident, enthusiastic and responsible student currently studying Public Relations with Journalism at Leeds Beckett University and seeking opportunities to go alongside my studies. A very dedicated individual with a strong interest in building knowledge of the industry, which I am eager to expand through work. My positive, hardworking attitude and strong communication and personal skills make me an ideal candidate for a role in which I'll experience the industry actively.

Whilst building my personal brand alongside my studies, I would really value and appreciate the opportunity of working in a professional environment where I can develop my skills and professionalism. I'm excited for the challenges I would face, which will allow me to grow as an individual and will lead and prepare me for a career within the industry.

## EDUCATION

Highworth Grammar School  
A Levels 2013-2015

Northern School of Contemporary  
Dance  
Foundation Course 2015-2016

Leeds Beckett University  
PR and Journalism 2016-2019

## REFERENCES

Martina Topic, Leeds Beckett University  
[M.Topic@leedsbeckett.ac.uk](mailto:M.Topic@leedsbeckett.ac.uk)

Jordan Cole, Co-Founder at Cohorted  
Communications  
[jordan@cohorted.co.uk](mailto:jordan@cohorted.co.uk)

# Emma-Jane Tarabay

PR and Journalism Graduate

<http://emmatarabay.wixsite.com/ejtlifestyle>

## SKILLS AND INTERESTS

- Responsible
- Committed
- Good time management
- Organised
- Positive Attitude
- Active across social platforms
- Creative
- Blogging/Writing: lifestyle, travel, beauty and fashion
- Photography
- Networking

## WORK EXPERIENCE

### Cohorted Communications, PR, Social Media and Marketing Executive

SEPTEMBER 2018 - ONGOING

Alongside my third year studies I started an internship at Cohorted, as a PR and Marketing Executive.

### Prohibition PR/ Student Wire, PR Intern and Editor

MARCH 2017 - APRIL 2018

I had the opportunity to gain PR experience at an agency based in Leeds. Whilst working on client jobs and writing blog posts, I experienced the atmosphere of what it is like to work in this environment within the industry. I am the previous editor of the online student magazine 'Student Wire'. Whilst editing blog posts, contacting companies and individuals, I also managed the social media accounts and writers.

### Holiday Extras, Short Breaks Sales Assistant

JULY 2017 - ONGOING (SEASONAL)

As a seasonal short breaks sales assistant, I am required to work in a dynamic environment and come in contact with a variety of customers. It is important for me to confidently represent the Merlin and Holiday Extras brand positively. Being invited back for a second summer allowed me to build on my customer experience further.

## ITEM 1

## STUDENT WIRE

MARCH 2017 - APRIL 2018

Client:  
Prohibition PR Agency

Type of work:  
Journalism/Blogging

Item objective:

Articles were written and edited to target the specific global student audience, with the aim to engage readers and encourage student/guest writers and any potential collaborations.

Target audience:  
Students

Involvement in workload:

As an editor, I was managing writers and would respond to any inbound article pitches sent to Student Wire. I was responsible for proof-reading and processing articles before they were published, working on SEO elements.

Research:

Strategic research undertaken was research into the platform, looking at their style of writing and previous articles. Comparing content and gathering inspiration from other online student platforms allowed me to develop Student Wire in order to keep up with trends.

Tactics:

Search Engine Optimisation to grow Student Wire's presence further, developing the style of writing fit the platform, audiences and context of the article.

Evaluation:

Increased Student Wire's presence online and grew their social media platforms to reach further audiences.

Reflection: Gave me invaluable experience as an editor and the responsibilities and processes that come with publishing content. The year PR internship at Prohibition PR Agency developed my knowledge of the industry and made me want to challenge myself further. This helped me recognise the type of work environment I'd want to work in.





## ITEM 2

# THE TAB LEEDS

OCTOBER 2018

Item name:

"Forget the 'scary vs sexy debate' when it comes to Halloween costumes, we are all very different people"

Type of work:

Journalistic Article

Item objective:

Create specific content for the Leeds student audience, generate conversation and to drive traffic to The Tab website.

Target audience:

Students - The Tab Leeds platform specifically

Involvement in workload:

As a freelance writer for The Tab, when pitching and creating an article, it was my responsibility to find news, interviewees, source any potential graphics and then writing the piece ready for the editor before publishing.

Research:

The Tab style of writing, audience interests, potential interviewee's for opinions, any relevant seasonal specific information (Halloween), relatable language throughout the article.

Tactics:

SEO and graphics to create a visually gratifying and engaging article.

Reflection:

From the process of being a freelance writer I learn how to pitch, source and create material for a specific student city, whilst working against deadlines. It helped improve my free-lance work processes, which I am able to take further into journalistic practice.

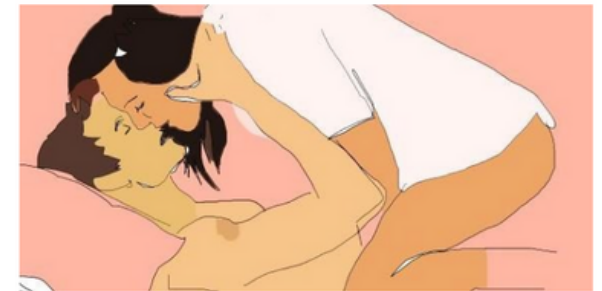


Forget the 'scary vs sexy debate' when it comes to Halloween costumes, we are all very different people



Emma Tarabay | Life

'Halloween is my one time of year to be sexy, don't take that away from me'



We asked guys and gals for their best morning after stories



Emma Tarabay | Life

LEEDS

'By the front door was a cardboard cut out of him and his girlfriend'

## ITEM 3

# EJT LIFESTYLE

NOVEMBER 2017 - ONGOING

in t i p

EJT LIFESTYLE  
E: ejtblogging@gmail.com  
I: @ejtlifestyle



Type of work:

Online blog and social media presence

Item objective:

Personal Branding

Target audience:

Influencers, Brands, lifestyle/beauty/fashion enthusiasts

Involvement in workload:

From generating ideas to pitch to brands and platforms, to creating content, designing work and publishing online.

Research:

Other influencer work, popular platforms and social media strategy examples for content campaigns, ways to approach lifestyle blogging.

Tactics:

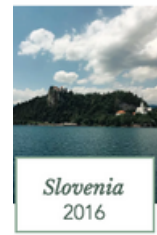
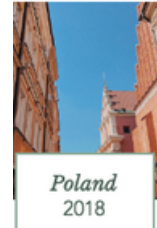
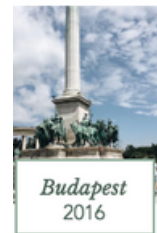
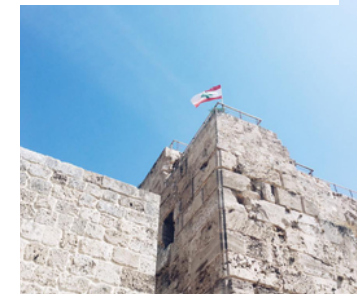
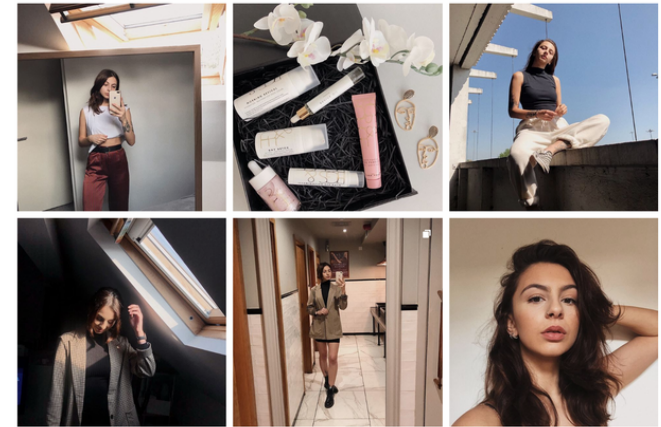
SEO to build an online presence, platform-specific hashtags to boost engagement, working on multi-platforms, network, learn and share with other bloggers.

Evaluation:

Instagram presence has grown, building network connections with brands and influencers.

Reflection: Dependence on Instagram as a platform will only take bloggers so far. I aim to develop my individual blog, create more content and not forget about conventional blogging strategies.

INSTAGRAM  
@ejtlifestyle





## ITEM 4

# A PLATFORM FOR EMPOWERMENT

APRIL 2019

Client:  
WomanKind Magazine

Type of work:  
Longform journalism

Item objective:  
Multiple pieces of journalistic work with a focus on female empowerment and how the development of technology can help encourage change.

Target audience:  
18-35 females and WomanKind magazine  
Involvement in workload: Identifying a story for news, researching for background information, newsgathering from primary and secondary sources, production and design of the final print.

Research:  
Previous published long-form journalism work, any relevant feminist articles that share the same conversation aim, online magazines and their content.

Tactics:  
Research into the magazine industry finding conventional elements, receiving constructive criticism from as many people to get a variety of opinion and feedback.

Evaluation:  
The final project met all content and design objectives, to target a specific audience and platform.

Reflection: I now have first-hand knowledge in creating a piece of long-form journalism, whether it's for a specific audience or platform. Understanding what goes into the process of creating journalistic works will help me prepare for future free-lance opportunities.



# ITEM 5

## LEEDS COMMUNITY FOUNDATION

SEPTEMBER - DECEMBER 2018

Item name:

Client Communication Audit

Type of work:

Internal Communication Audit

Item objective:

Conduct an audit and create an internal communication strategy for employees at LCF

Target audience:

Leeds Community Foundation Employees

Involvement in workload:

Each process of the audit was divided between the group and we each had specific duties and roles. My involvement in the workload focusing on the research phase, recommendations and the design process for the client powerpoint.

Research:

Internal audit recommendations that would be realistic for the client, previous pitches made within this module, background information in Leeds Community Foundation and their aims and objectives.

Tactics:

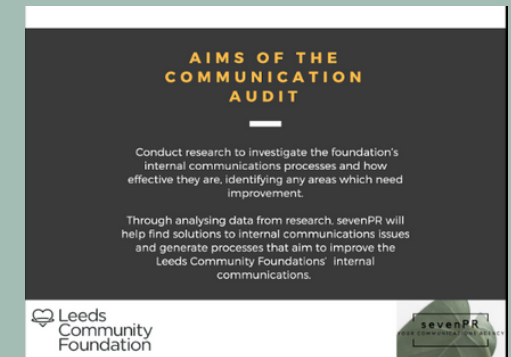
Researched into successful internal communication strategies to ensure we meet the client communication objectives.

Evaluation:

Our group received highly positive feedback from our client contact. The audit met all internal communication objectives and helped encourage them to introduce an updated internal strategy for employees at LCF.

Reflection:

Learnt how to work as a group to do an internal communication strategy and the processes taken to distribute work and tasks when working towards a deadline.





# INTERNSHIP AT COHORTED COMMUNICATIONS

SEPTEMBER 2018 - ONGOING

Public Relations and Marketing

Executive:

Sep 2018 - Dec 2018



Social Media and Influencer Marketing

Executive:

Jan 2019 - Ongoing

## ITEM 6

THE SUN  
OCTOBER 2018

Item name:

What are Beauty Subscription Boxes

Type of work:

PR Video/Article feature

Item objective:

Increase mentions in the press and consumer knowledge.

Target audience:

Beauty/Lifestyle

Involvement in workload:

Co-ordinating with the brand to meet deadlines, sending over relevant information/images, posting the boxes for review.

Research:

Researched into the industry for potential competitive brands, previous beauty articles on The Sun to identify their language and tone.

Tactics:

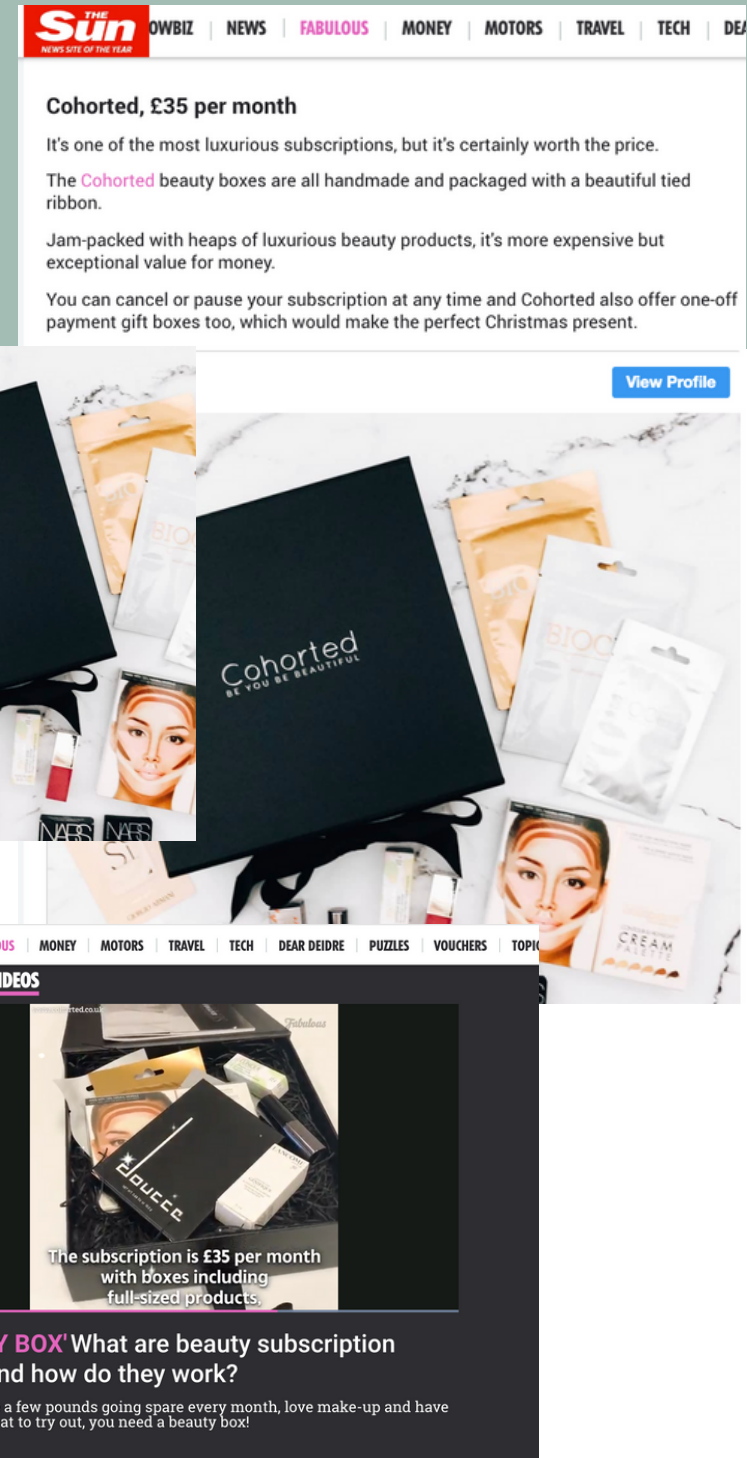
Sent the client 2-3 beauty boxes to represent the Cohorted brand on a broader scale, shared the feature across social media platforms for our audience.

Evaluation:

Engaged and reached a wider audience, a new audience was created from The Sun, creating further exposure for the Cohorted brand.

Reflection:

I now understand the process for collaborations, the competition in the industry and it allowed me to identify future potential opportunities for Cohorted.





# ITEM 7

## ELLE L X FFC AFTER PARTY NOVEMBER 15TH 2018

Client:

Elle L - Cohorted brand ambassador

Type of work:

PR Sponsored goodie bags

Item objective:

Build brand awareness and network for future projects.

Target audience:

Conservationists, beauty and lifestyle influencers.

Involvement in workload:

I was the main point of contact to the ambassador Elle L, contacted and organised the delivery of products with new brands, packed the boxes for the goody bags and shipped to venue in London, assigned graphics to create content, attended the after party and networked.

Research:

All brands that were contacted needed to align with the aim and values of the event.

Tactics:

Target brands with same values, use products from brands with previous relationships with Cohorted, push for social media coverage, celebrity exposure with VIP guest list.

Evaluation:

The event allowed myself and colleague to network, build relationships with brands, gave me the opportunity to meet our brand ambassador Elle L and allowed me to identify the potential opportunity for sustainability developments at Cohorted.

Reflection:

Understand the preparation and process that goes into sponsoring events and identifying important elements to establish the Cohorted brand into the public eye.

"As an artist I'm incredibly inspired by nature and want to use my voice to protect her. The fashion industry has been part of the problem to our environmental crisis for years. It's now time that it became part of the solution. This night marks the coming together of two worlds. If we can create in a way that respects our ecosystem, then we can protect our own and future generations. I've enjoyed working closely with FFC and WFN to curate this year's runway shows and champion Mother of Pearl and Deborah Milner who both I and we believe are leading the way on this revolution" - Elle L @ellel\_

Media Reception will take place on Thursday Nov 15th at 10am The Clock on Wimpole Street, Mayfair

An after-party will be hosted by Elle L x Fashion for Conservation and Embargo App held at The Cuckoo Club in Mayfair on Nov 15th at 9pm for press and VIPS. RSVP: PR@fashionforconservation.com

**Sponsors: Embargo, The Cuckoo Club, Campari, No.1 Botanicals, Esthechoc, The Lost Explorer, Salvari, Cohorted, Thomson & Co, Dr Rita Rakus, Emily's Crisps, Plate.**

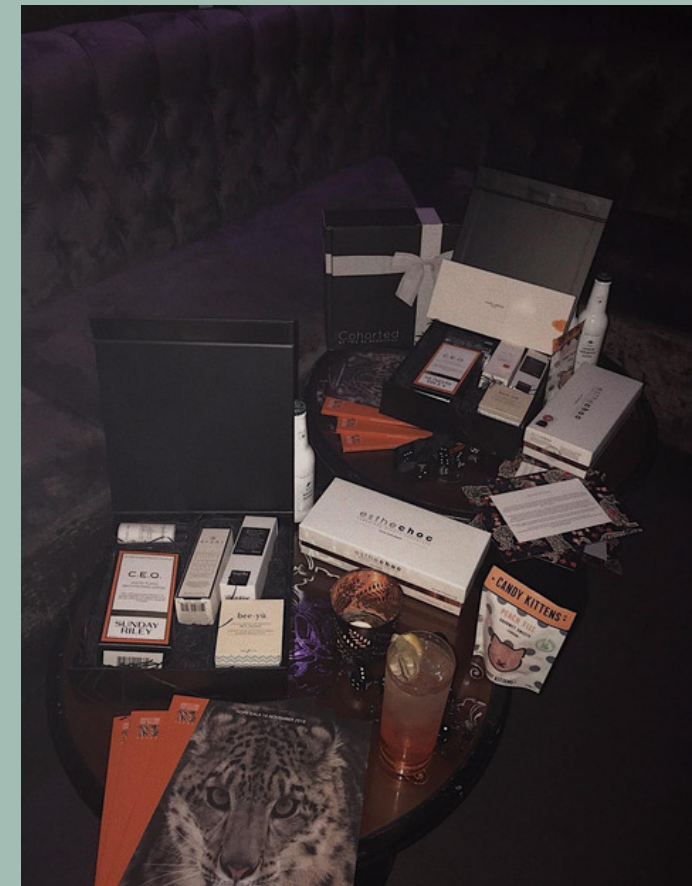
Edward Whitley, Founder of the Whitley Fund for Nature, said:

"During the last 25 years, we have helped conservationists from across the globe come together and deliver a lasting impact for future generations. Our Award winners take action and encourage action from others to address the serious challenges facing biodiversity worldwide.

"Our Hope Gala will celebrate the impact our winners have had within local communities, as well as across their countries and globally. We are profoundly grateful to our partners, sponsors and donors who play a crucial role in helping conversation projects succeed."

The Whitley Awards has given £15 million to support the work of 200 environmental heroes and protects endangered wildlife living alongside communities in more than 80 countries across the Global South.

For more information about the gala, visit [www.fashionforconservation.com](http://www.fashionforconservation.com) | [www.whitleyaward.org/events/hope-gala](http://www.whitleyaward.org/events/hope-gala). To donate to WFN's 25th Anniversary Fund, visit: <https://whitleyaward.org/2018/08/07/25th-anniversary-fund/>. Follow Whitley Fund for Nature on Facebook and @WhitleyAwards on Twitter and Instagram.



# ITEM 8

## HOLIDAY GIFT GUIDE

December 2018

Client:  
Stiletto & Bricks

Type of work:  
PR Feature

Item objective:  
Reach a wider global audience, (Australia)

Target audience:  
Influencers, Bloggers, Beauty & Lifestyle enthusiasts

Involvement in workload:  
Main PR contact for the client, pitched our brand to their gift guide request, sent out boxes and got PDF and social coverage.

Research:  
I looked into their previous work and social channels to see the brand and style that they have.

Tactics:  
Sent the client 2-3 beauty boxes to represent the Cohorted brand on a broader scale, push for social coverage, identify and push to expose Cohorted's key messages.

Evaluation:  
The gift guide was successful and social coverage allowed Cohorted to reach their audience in Australia.

Reflection:  
This was my first experience involving a brand in a gift guide. I learnt the processes and potential for future opportunities at Cohorted.

## COHORTED SUBSCRIPTION BOX

Cohorted  
[www.cohorted.co.uk](http://www.cohorted.co.uk)

Cohorted are the UK's Number 1 Beauty Box subscription provider featuring luxury full-sized products, targeting a niche market.

One of my favorite gifts to give at Christmas is the Cohorted Gift Box, they source the most amazing range of high end beauty products & makeup, delivered straight to your door.

\$62.00

New beauty box subscribers are able to apply the code 'COHORTEDGIFTME' to receive a free gift when signing up.

[www.instagram.com/cohorted](https://www.instagram.com/cohorted)





# ITEM 9

## SOCIAL NETWORK SOLUTIONS

DECEMBER 2018 - JANUARY 2019

Client:

Social Network Solutions

Type of work:

PR Social media campaign

Item objective:

Raise brand awareness and reach new audiences.

Target audience:

YouTubers

Involvement in workload:

The main PR contact to the client, sent out two boxes to push the Cohorted brand, identified key information for YouTubers.

Research:

Who the YouTubers reviewing are; their following, demographic, interests etc. Ensuring they align with the Cohorted brand.

Tactics:

Sent the client 2-3 beauty boxes to represent the Cohorted brand on a broader scale, identify and push to expose Cohorted's key messages.

Evaluation:

Our subscriber rate in February increased, the "cohorteditgiftme" code was used with new subscribers.

Reflection:

Pushing the brand onto YouTube was positive, highlighting the opportunities that come with this platform. Reached new audiences and demographics with the variety in YouTubers.



MANCHESTER

MANCHESTER BLOGGER EVENTS & MEETINGS | WEEKLY VLOG

5,556 views

268 9 SHARE SAVE ...



Huge PR Unboxing - Great Stuff

5,080 views

LIKE DISLIKE SHARE SAVE ...



BEAUTY & MAKEUP PR UNBOXING HAUL FEBRUARY 2019 | KatesBeautyStation

2,578 views

124 2 SHARE SAVE ...

# ITEM 10

## BLOOM & WILD X COHORTED INSERT SWAP

APRIL 2019

Client:

Bloom & Wild

Type of work:

Marketing - Promotional inserts

Item objective:

Target a wider audience

Target audience:

Bloom & Wild customers

Involvement in workload:

Pitched insert swap to brand, allocated graphics to creating inserts design, passed over to new PR exec when changing roles.

Research:

The brand's objectives aligned with Cohorted and both offered the opportunity to do an insert swap.

Tactics:

Previous designs for insert swaps, following the brand style.

Evaluation:

The insert swapped allowed the Cohorted brand to reach new audiences, also allowing us to build a brand relationship with Bloom & Wild.

Reflection:

This insert swap gives us the potential for future collaborations with Bloom & Wild. Insert swaps were a strong way of reaching new audiences, but the new relationship with the brand gives us more opportunities for collaboration.



# BLOOM & WILD

**BLOOM & WILD**

FRESH FLOWERS STRAIGHT THROUGH YOUR DOOR

Come home to a beautiful fresh flower bouquet. Carefully picked, packed by hand and arriving with arranging tips from expert florists, their high-quality blooms are the most exciting post, ever.

1. Pick your luxury flowers
2. Flower buds are delivered in a letterbox.
3. Receive your beautiful flower bouquet

**ENJOY  
£10 OFF**

your first order only at: [bloomandwild.com](https://bloomandwild.com)

**Use code: CH38AP**

Terms and Conditions: Valid on your first order only. Cannot be used in conjunction with any other offer. Not valid on subscriptions, delivery fees or workshops. See full terms at [bloomandwild.com](https://bloomandwild.com).



# ITEM 11

## INFLUENCER MARKETING EVERY 3 MONTHS

# Cohorted

BE YOU BE BEAUTIFUL

Date of work:

Every 3 months (March-May, June-August, September-November)

Type of work:

Social Media Campaign

Item objective:

Build brand awareness and online identity.

Target audience:

Influencers, individuals with beauty, skincare and lifestyle interests.

Involvement in workload:

Identifying key influencers, reaching out to them for gifting opportunity, sending out boxes monthly, following up on social channels for potential marketing content.

Research:

Influencers social following, stats, creative content, personal branding, ensuring that they would align with Cohorted.

Tactics:

Gifting opportunity (no marketing budget required), content for marketing, content for socials, exposure in bloggers social features, Micro/Macro influencers to meet different audiences.

Evaluation:

Influencer marketing increases brand awareness and Cohorted's online/ social media presence.

Reflection:

Influencer marketing is a strong way to engage audiences online, providing them with transparent opinions from the no-paid gifting opportunity.



# ITEM 12

## VALENTINES DAY GIVEAWAY

FEBRUARY 14TH 2019



Client:  
Cohorted

Type of work:  
Social Media Campaign

Item objective:  
Drive traffic to the Cohorted Instagram.

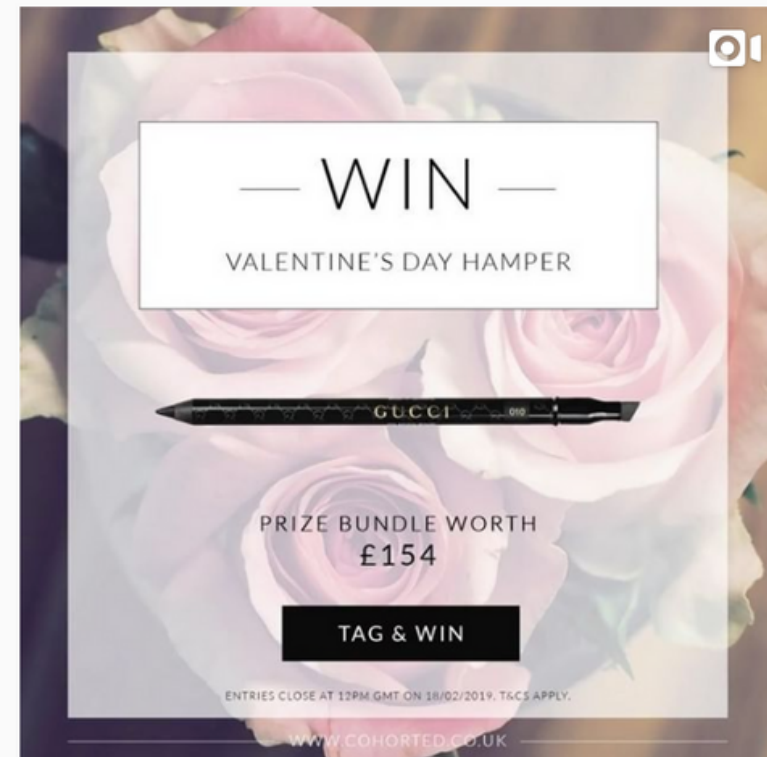
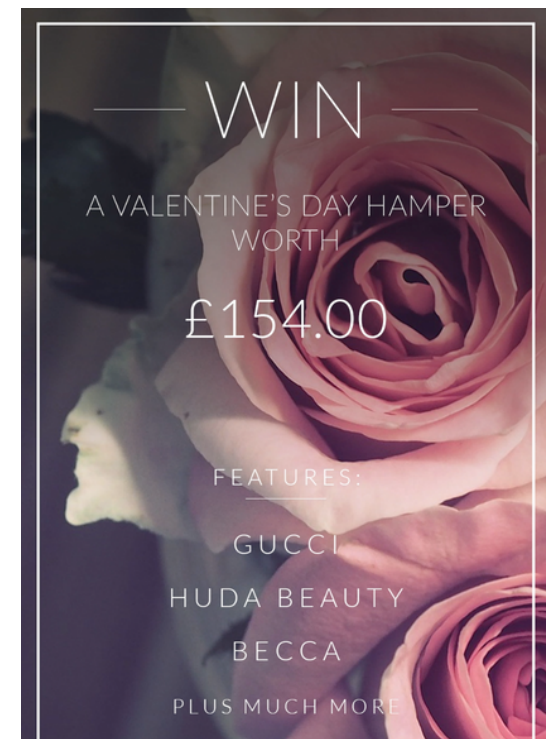
Target audience:  
Influencers, individuals with beauty, skincare and lifestyle interests.

Involvement in workload:  
Chose products for giveaway bundle, assigned graphics to create content, scheduled on Instagram, chose a winner and shipped prizes.  
Research:  
I looked at previous Cohorted giveaway and identified popular products and brands with our audience.

Tactics:  
Pink products, tag a galentine to build female community, driving individuals to our page to potentially subscribe.

Evaluation:  
The giveaway marked an increase in followers and our Instagram post engagement, overall pushing the Cohorted brand onto social platforms.

Reflection:  
Tagging others in giveaway further generates engagement and interaction for Cohorted.

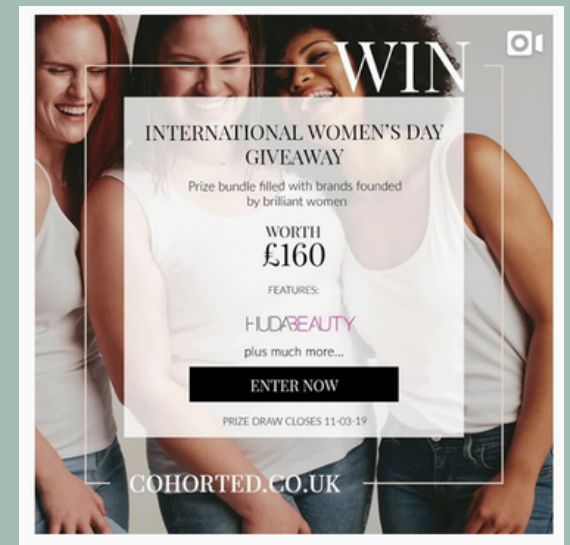




## ITEM 13

# INTERNATIONAL WOMANS DAY GIVEAWAY

MARCH 8TH 2019



## Type of work:

Social media campaign

## Item objective:

Increase our online community and highlight values

## Target audience:

Women, influencers, individuals with beauty, skincare and lifestyle interests.

## Involvement in workload:

Researched, identified and chose products for the giveaway, assigned graphics to create content, scheduled on Instagram, chose a winner and shipped prizes.

## Research:

For the giveaway we wanted to highlight and include products from brands founded by women, aligning the giveaway to our audience and international women's day.

## Tactics:

Use products with female founders, encourage a community on Instagram, driving individuals to our page to potentially subscribe.

## Evaluation:

The giveaway marked an increase in followers and our Instagram post engagement, overall pushing the Cohorted brand onto social platforms. On general posts, the engagement from audiences has increased.

## Reflection:

Tagging others in giveaway further generates engagement and interaction for Cohorted.

## INTERNATIONAL WOMEN'S DAY GIVEAWAY

GIRLS  
SUPPORT  
GIRLS



# ITEM 14

## FIGS & ROUGE

APRIL 2019

Item name:  
Exclusive April box Instagram theme

Client:  
Figs & Rouge

Type of work:  
Social media

Item objective:  
Build brand awareness to widen their audience.

Target audience:  
Brands, influencers, individuals with beauty, skincare and lifestyle interests.

Involvement in workload:  
I identified the potential for a Instagram development on the exclusive box, assigned graphics to create content, scheduled on Instagram, highlighted the brand's core values through posts.

Research:  
Potential Instagram themes, competitor analysis, Figs & Rouge brand information and ethics.

Tactics:  
To help encourage brand awareness, we highlighted brand values and designed to align with our style of content.

Evaluation:  
The puzzle themed Instagram helped Cohorted build up the exclusive box on social media for the Figs & Rouge brand.

Reflection:  
The puzzle themed Instagram gave Cohorted a new tactic and opportunity for exclusive boxes.

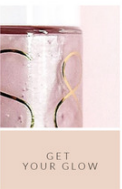


APRIL EXCLUSIVE BEAUTY BOX



FLAWLESS EFFECTS SKINCARE

# ILLUMINATE



GET YOUR GLOW

Rose Glow Drops

FIGS & ROUGE  
EXCLUSIVE BEAUTY BOX  
APRIL 2019



SPRING COLLECTION 2019

A CULT UK  
VEGAN AND CRUELTY FREE  
SKINCARE BRAND.



REFINE. RESTORE. REVIVE

New complexion restoring & skin reviving  
double active 'Rose Glow' collection



# ITEM 15

## PUBLIC DESIRE X COHORTED GIVEAWAY

APRIL 20-27TH 2019

Item name:

Collaboration Giveaway

Type of work:

Social Media Campaign

Item objective:

Boost and develop both brand awareness

Target audience:

Both brand audiences and social following, influencers, individuals with beauty, skincare and lifestyle interests.

Involvement in workload:

The main PR contact, responded to brand pitch via Instagram, chose products for the bundle, chose the Public Desire shoes that aligned with Cohorted style, assigned graphics to create content, scheduled on Instagram and shipped prizes.

Research:

It was crucial to research into our audience demographic and style, potential products to include in the bundles.

Tactics:

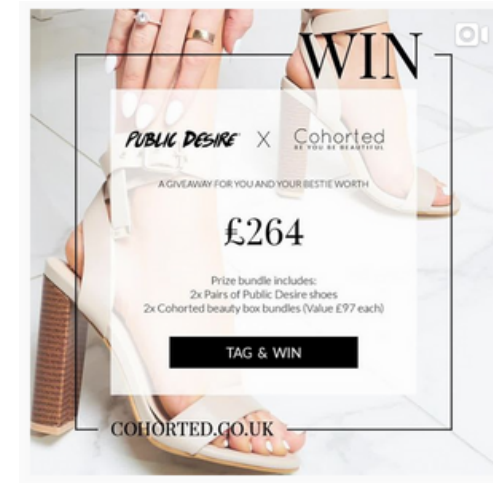
Create a giveaway that aligns with both brands, encouraging online engagement and brand presence.

Evaluation:

The collaborative giveaway with Public Desire allowed us to reach new audiences and build relationships for future collaborative opportunities.

Reflection:

Since the giveaway with Public Desire, Cohorted have the opportunity to sponsor a VIP event, providing luxe goodie beauty boxes for attendees.



A GIVEAWAY FOR YOU AND  
YOUR BESTIE.



TAG & WIN



PRIZE WORTH  
£264.00

Prize bundle includes:  
2x Pairs of Public Desire shoes  
2x Cohorted beauty box bundles (Value £97 each)

# ITEM 16

## FREEBIE FRIDAY EVERY FRIDAY

Type of work:

Twitter follow and retweet campaign

Item objective:

Boost discovery brands engagement and awareness

Target audience:

Twitter, influencers, individuals with beauty, skincare and lifestyle interests.

Involvement in workload:

Monthly tasks for the weekly giveaways: identify discovery brand products and two others for the bundle, assign graphics to create the Twitter GIF, schedule gifs, choose a winner and send prizes.

Research:

Discovery brand popular products, products in high-demand to potentially order in for giveaways.

Tactics:

Follow both brands to increase engagement and following, use products to entice audience into entering, scheduling the tweets for prime social media time.

Evaluation:

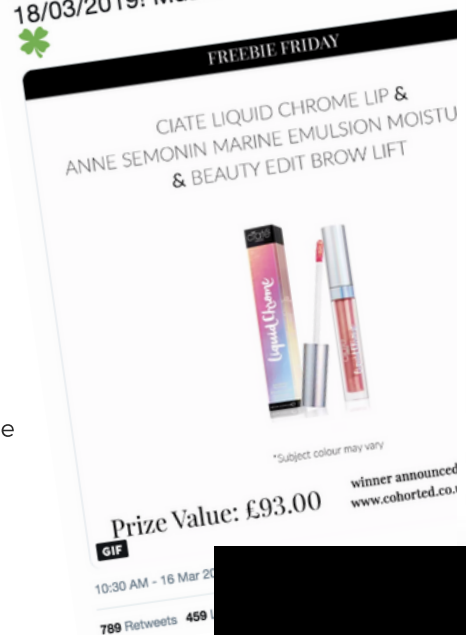
Freebie Fridays drive engagement, following and online presence for the Cohorted brand. Including discovery brands from our monthly box further promotes and builds their brand awareness.

Reflection:

Freebie Fridays will continue to engage audiences across Twitter, helping us gain followers and interaction online.

Cohorted.co.uk  
@cohorted

FreebieFriday 🌻 RT + FOLLOW @cohorted and @ciatelondon for a chance to #WIN #CiateLondon Liquid Chrome Lipstick, #AnneSemonin Marine Emulsion Moisturiser and a #BeautyEdit Brow Lift Pencil ✨ #COMPETITION #GIVEAWAY closes 18/03/2019! Must RT + FOLLOW both to win



Cohorted.co.uk  
@cohorted

FreebieFriday 🌻 RT + FOLLOW @cohorted and @figsandrougeuk for a chance to #WIN #FigsandRouge Illumination Eye Balm, #TooFaced Melted Chocolate Lipstick and #Benefit Cheekleaders Mini Squad Palette! ✨ #COMPETITION #GIVEAWAY closes 08/04/2019! Must RT + FOLLOW both to win.

### FREEBIE FRIDAY

TOO FACED MELTED CHOCOLATE LIPSTICK & BENEFIT CHEEKLEADERS MINI SQUAD PALETTE & FIGS AND ROUGE ILLUMINATION EYE BALM



\*Subject colour may vary

Prize Value: £75.00

winner announced on 08-04-2019  
www.cohorted.co.uk | @cohorted

9:00 AM - 5 Apr 2019

942 Retweets 496 Likes

238

942

496

||



Tweets  
15.7K

Following  
499

Followers  
31.8K

Likes  
3,368

Lists  
4

Moments  
0

Cohorted.co.uk

@cohorted

The UK's number one luxury beauty box provider.

United Kingdom

cohorted.co.uk

Joined April 2012

4,367 Photos and videos



Tweets

Tweets & replies

Media

Pinned Tweet

Cohorted.co.uk @cohorted · Apr 21  
#SNEAKPEEK \*\* Featuring in #May Beauty Box is the #ThisWorks Expert Hyaluronic Serum 🌻 To get YOURS, subscribe here: bit.ly/2UoCCxg

