

BOS

M A R K E T I N G

PORTFOLIO

We are the Bos Marketing

The BOS Studios simplifies marketing for you. Takes the ease of the process where we work closely with our clients to achieve the result that our clients are looking for.

My name is Grace



About me

I inherited the creative gene from my mum and studied photography, interior design and business in Southampton. After college I became an estate agent in Leicester for a year and then moved after the pandemic back to be involved in setting up the White & Guard estate agent branch in Hamble.

During that time I started studying social media marketing and started up my business formally known as The Bos Agency on the side. In August 2022 I made The Bos Agency my priority and moved my business into the studio of The House of Bos in Hamble Point Marina and the creative hub, The BOS Studios, was formed. We have since tripled our business and changed to Bos Marketing in our new office in Netley.

My name is Ethan



About me

I have always had a creative side to me ever since I was young, always striving for the best. I trained as a chef where I was able to express and hone this skill for several years working at different establishments. Having played football from a young age having the ability to read the game has allowed me to bring this skill over into social media and to be able to see where the current style is heading or what the next step in your business might be on social media.

I have always had an interest in photography, social media has allowed me to focus this skill to bring our clients the shot they want.

Why is Social Media & Marketing important

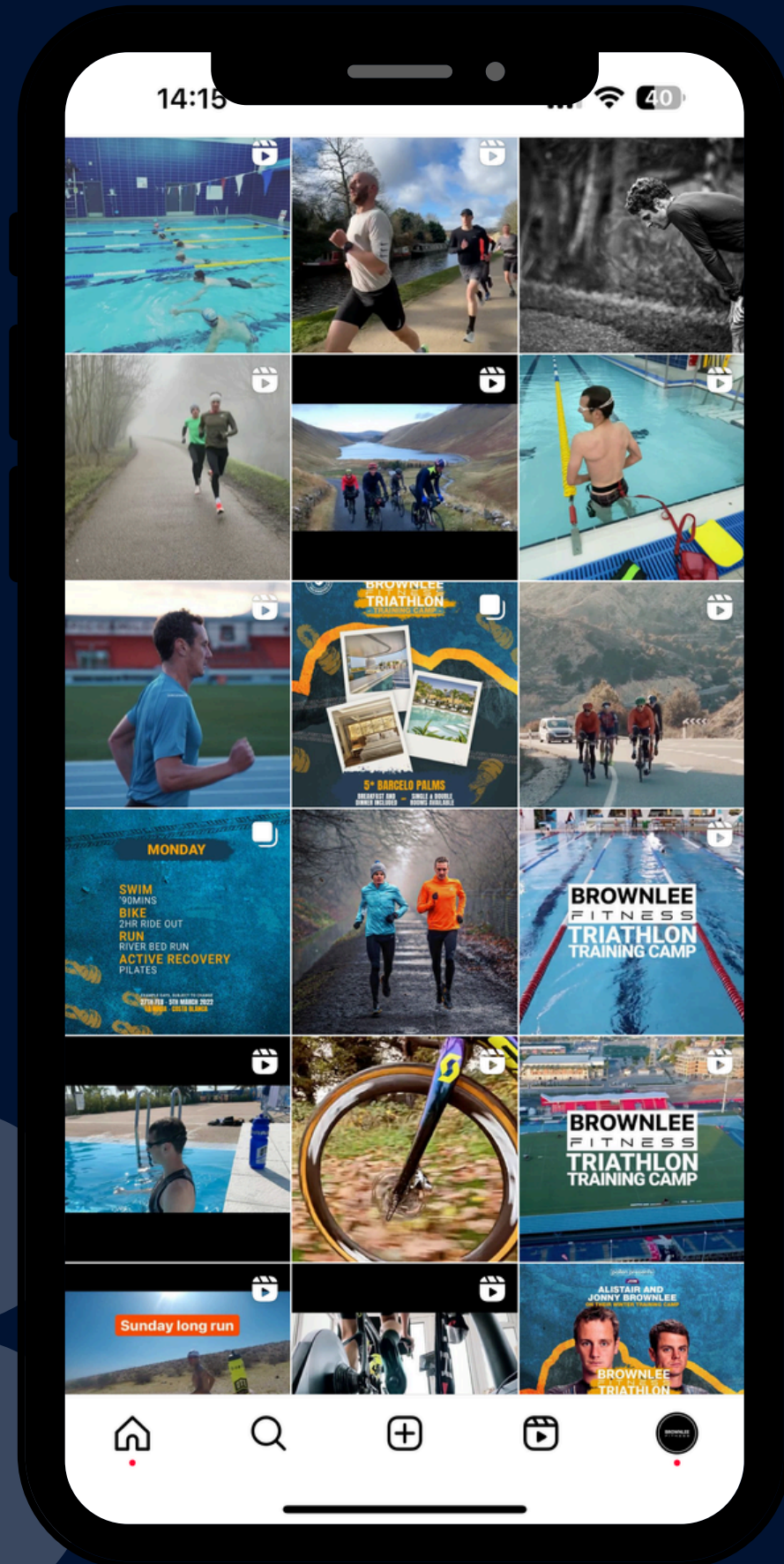
Social Media is a huge asset to a business, it offers multiple platforms where your brand can be visible to a huge audience.

Consistency is key when it comes to marketing and when a business isn't consistent on their platform it shows and this is one of the key building blocks to where social media is built.

DBOS

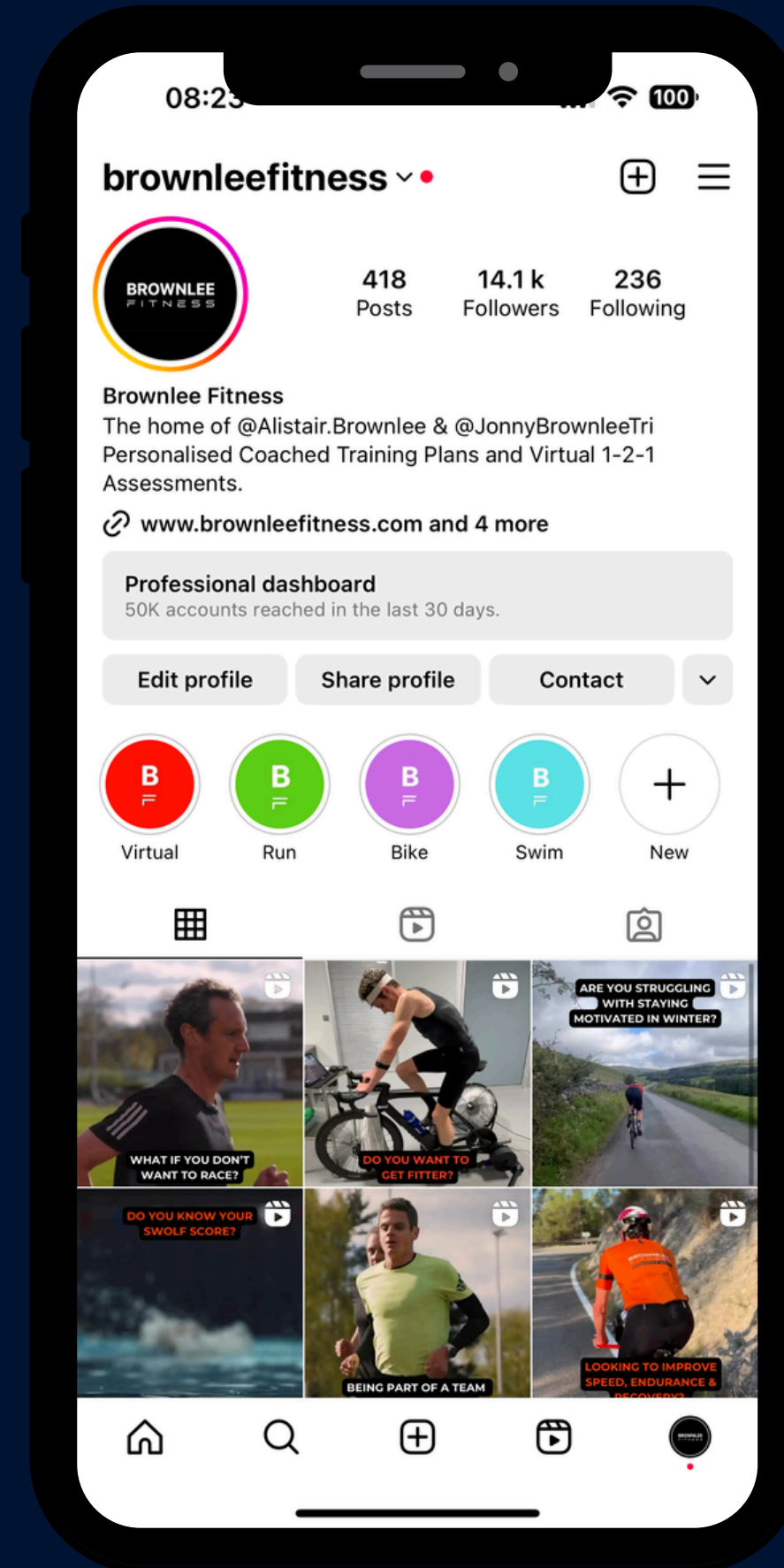
Client Work

Before



BROWNLEE FITNESS

After



Took December 2023

Before



The Goal

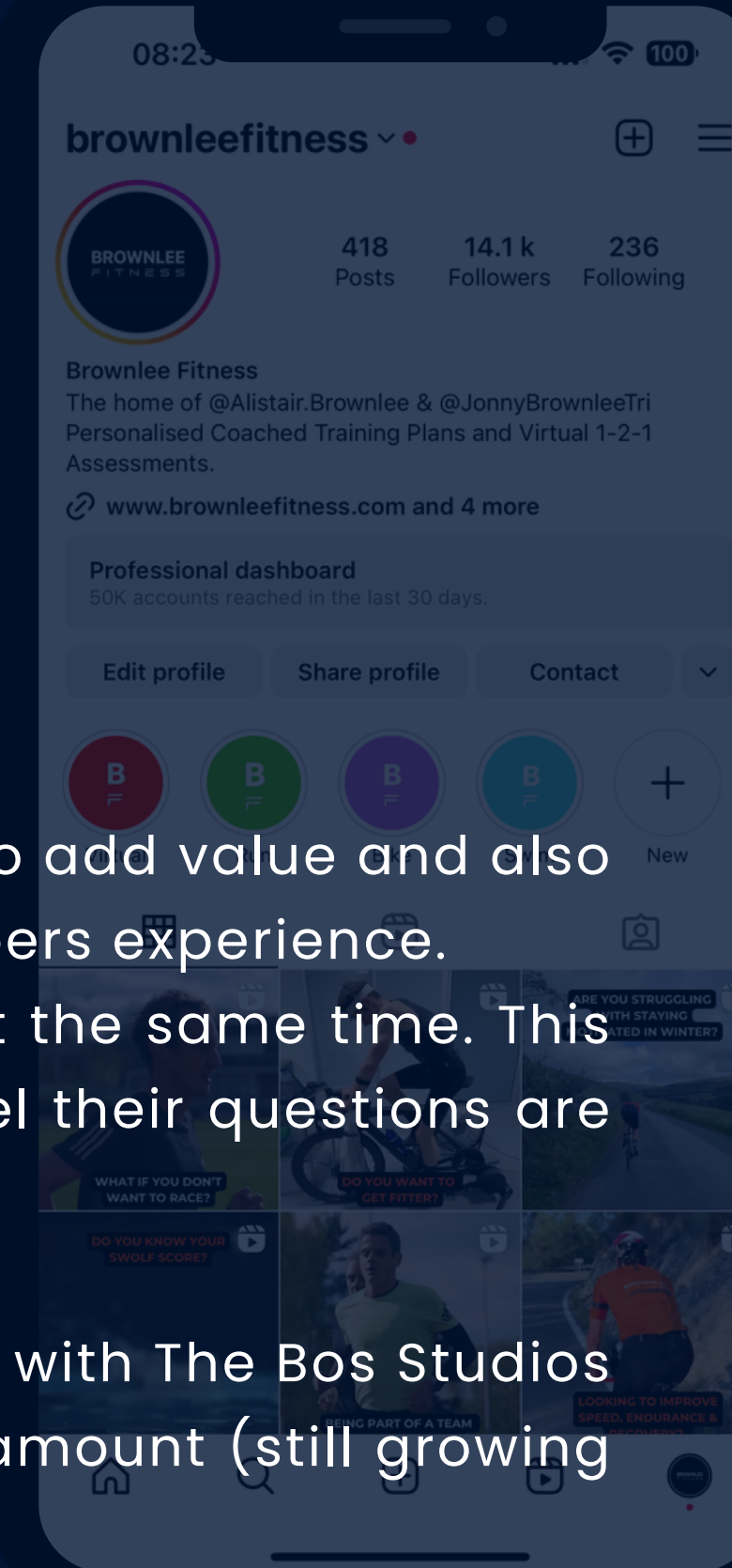
BROWNLEE
FITNESS

When we first sat down with Brownlee Fitness they wanted to add value and also show all the exciting events that each of their squad members experience.

We wanted to keep brand awareness but also add value at the same time. This then creating a community for the followers where they feel their questions are answered.

Was Trial and error based on what they were looking for but with The Bos Studios help we helped them grow their reach to an extraordinary amount (still growing today). Simple changes and stress free.

After



INSTAGRAM REACH

Followers and non-followers

Based on reach



Impressions 101,214
-19.8%

Top content

Based on reach

All Followers Non-followers

Reels 17.8K

Posts 12.4K

Stories 3,378

Videos 10

We were expanding Brownlee Fitness's Instagram and Facebook reach to a lot of new people through the content we were posting and found that video content was working the best tool.

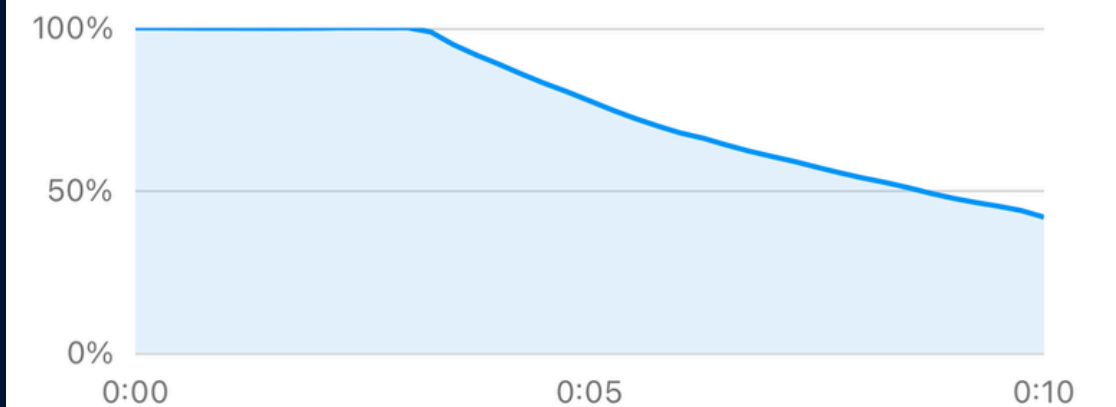
Here are some of the analytics with Brownlee Fitness since starting with them. This was in a six month zone but still growing today.

REEL INTERACTIONS

Watch

Plays 9,739
Watch time 16 hr 57 min 50 sec
Average watch time 6 sec

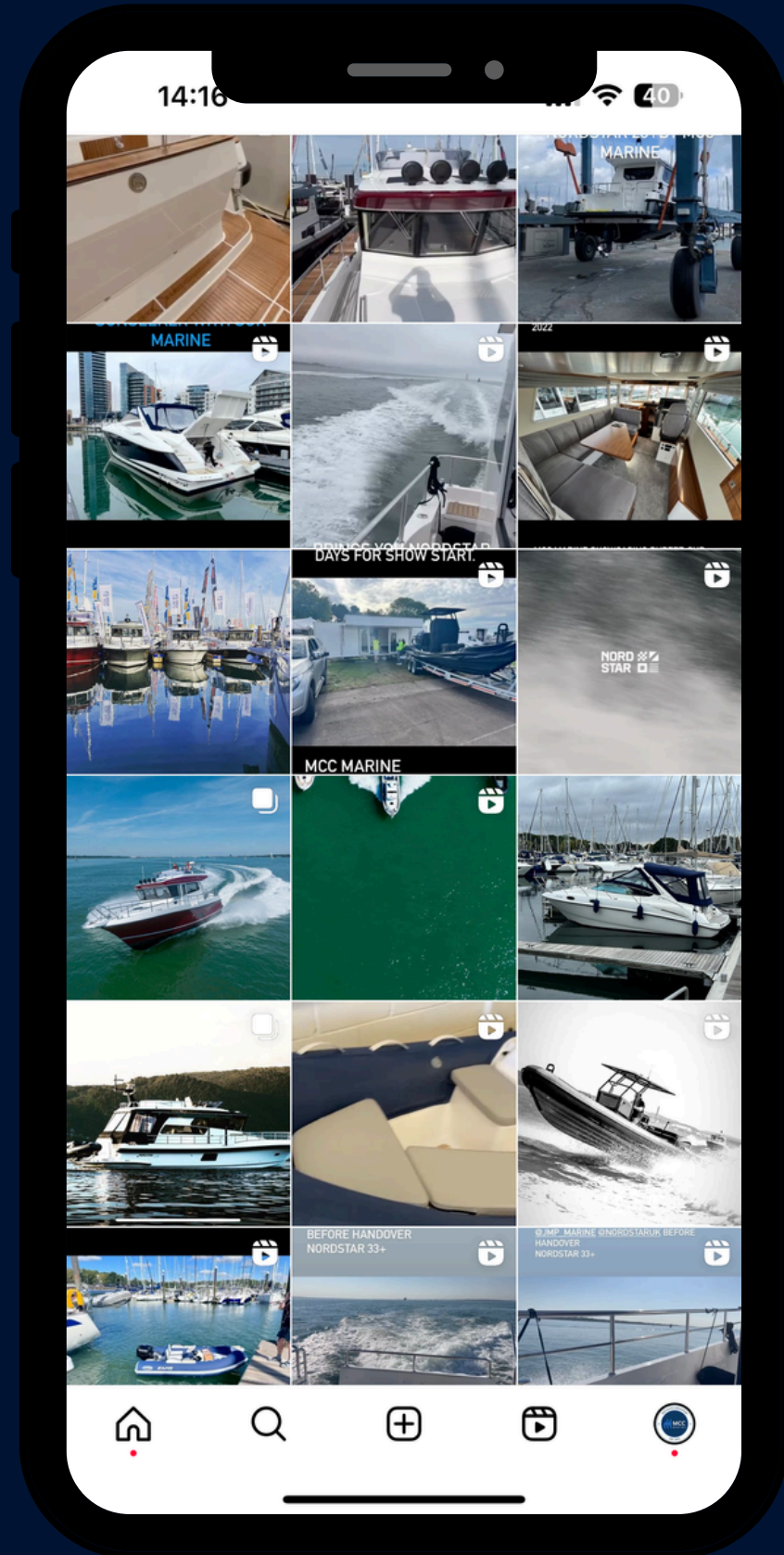
Audience retention



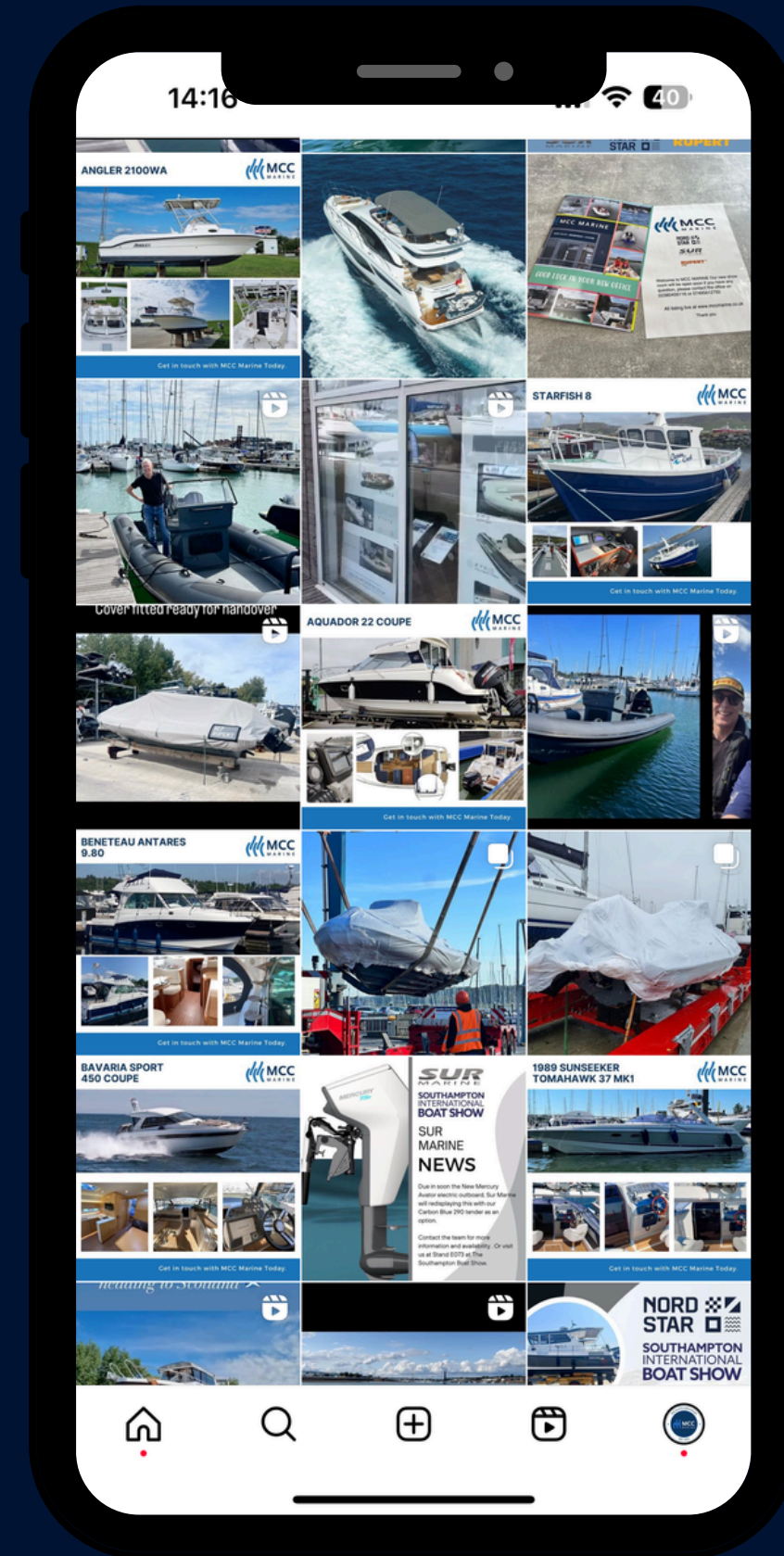
Reel interactions ⓘ

Reel interactions ⓘ --
Likes 990
Saves 14

Before

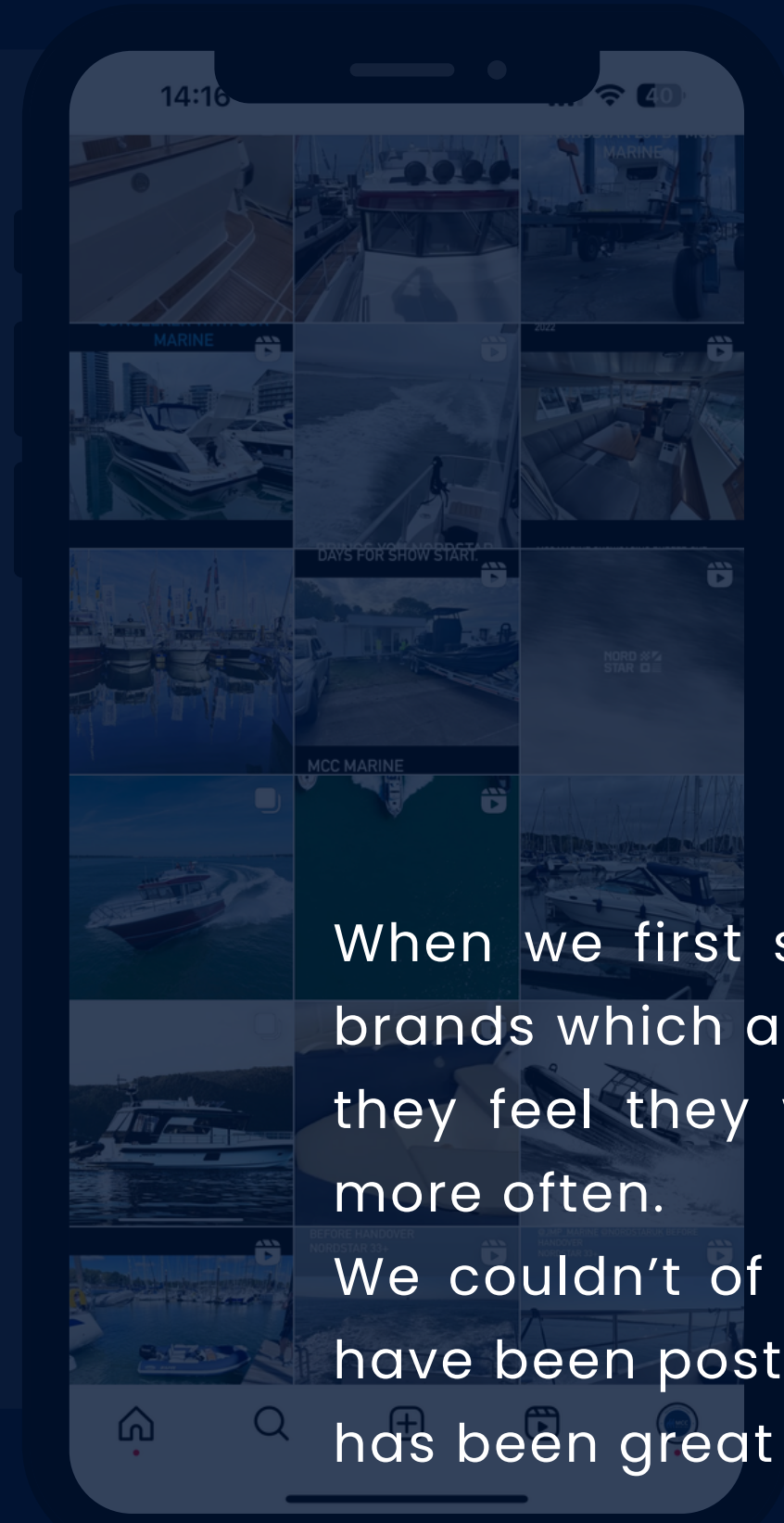


After



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Before



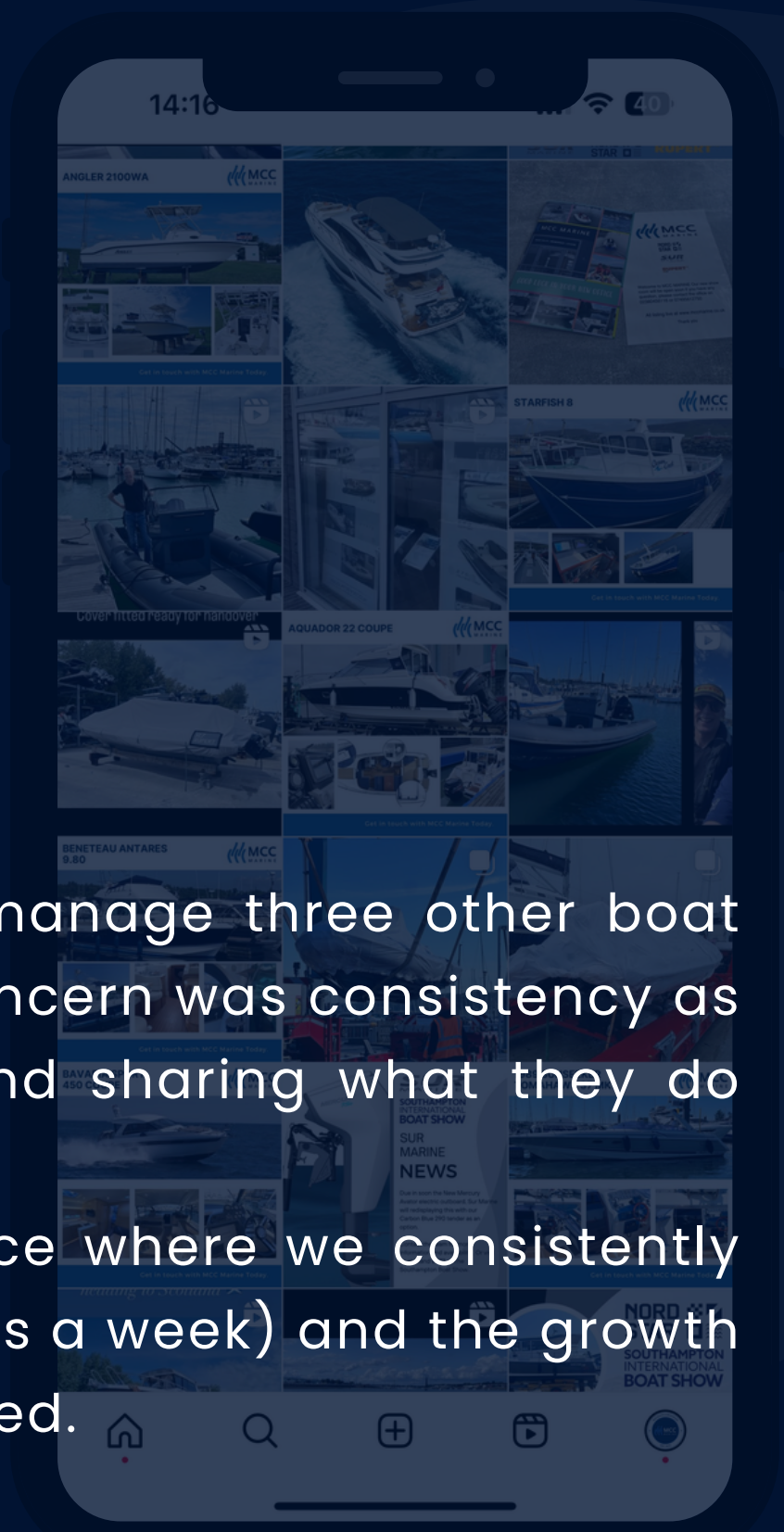
The Goal



When we first sat down with MCC Marine who also manage three other boat brands which also needed social media. Their main concern was consistency as they feel they weren't appealing to their audience and sharing what they do more often.

We couldn't of agreed more, so we put a plan in place where we consistently have been posting on there platforms every day (5 days a week) and the growth has been great along with more engagement on the feed.

After



Took December 2023

INSTAGRAM REACH

5,177
Accounts reached

89.7% from ads

See how people have viewed your content over the last month compared to the previous cycle.



Impressions 20,263
+544%

Top content
Based on reach

All Followers Non-followers

Posts 496

Reels 322

With MCC Marine, from the beginning it was attracting the audience and targeting new people to expand their page.

Here are some of analytics on how their Instagram has expanded as well as their audience interactions.

AUDIENCE INTERACTIONS

See how people have viewed your content over 30 days compared to the previous cycle.



Impressions 8,478
-58.2%

Top content
Based on reach

All Followers Non-followers

Posts 501

Reels 384

Stories 187

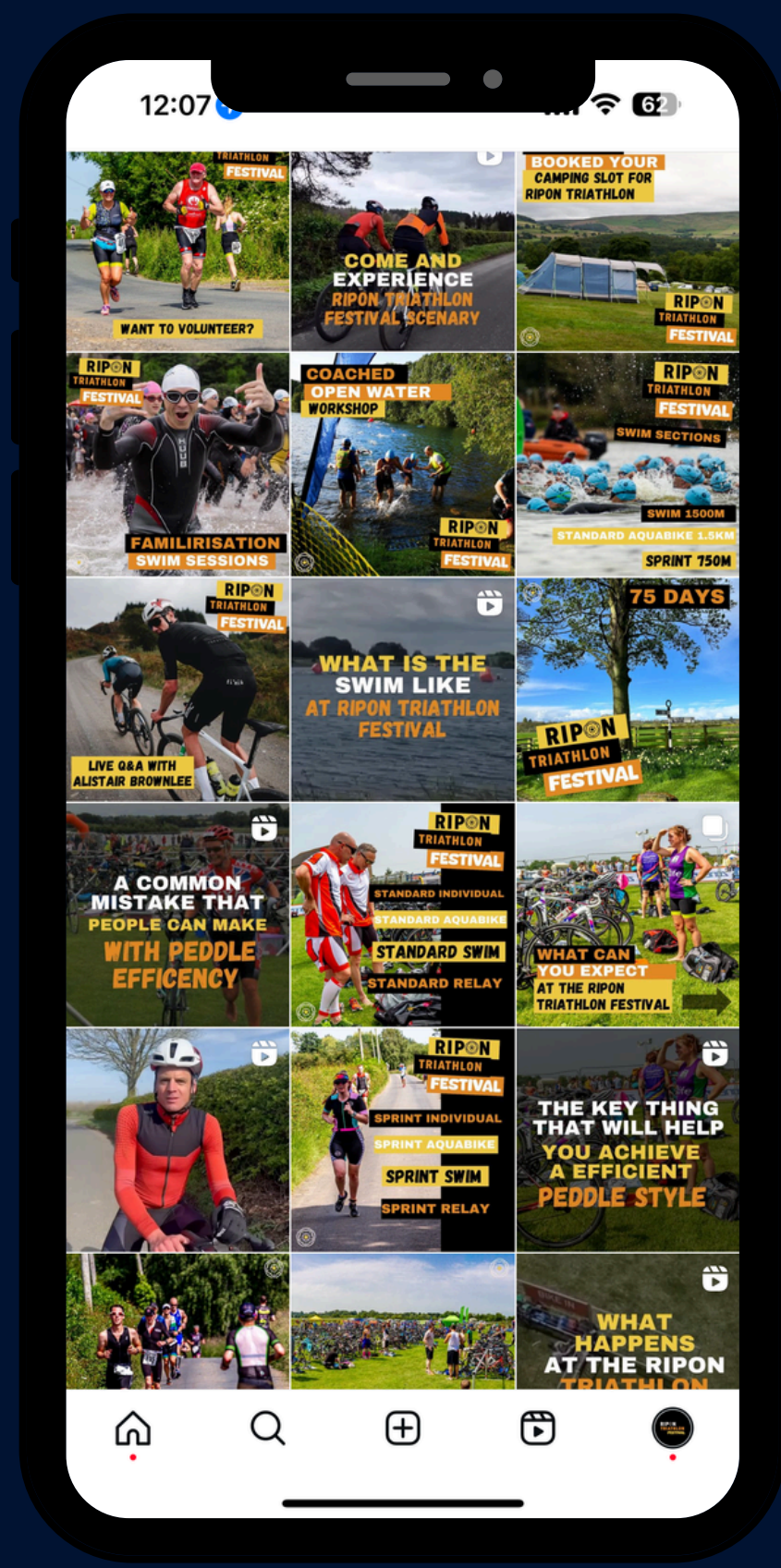
RIPON TRIATHLON FESTIVAL

Ripon Triathlon Festival was a very fun concept and they had never done social media before. Struggled with posting consistently when they did try it and it never worked out.

We really went deep as to what the festival is all about and also driving signs ups before the event.

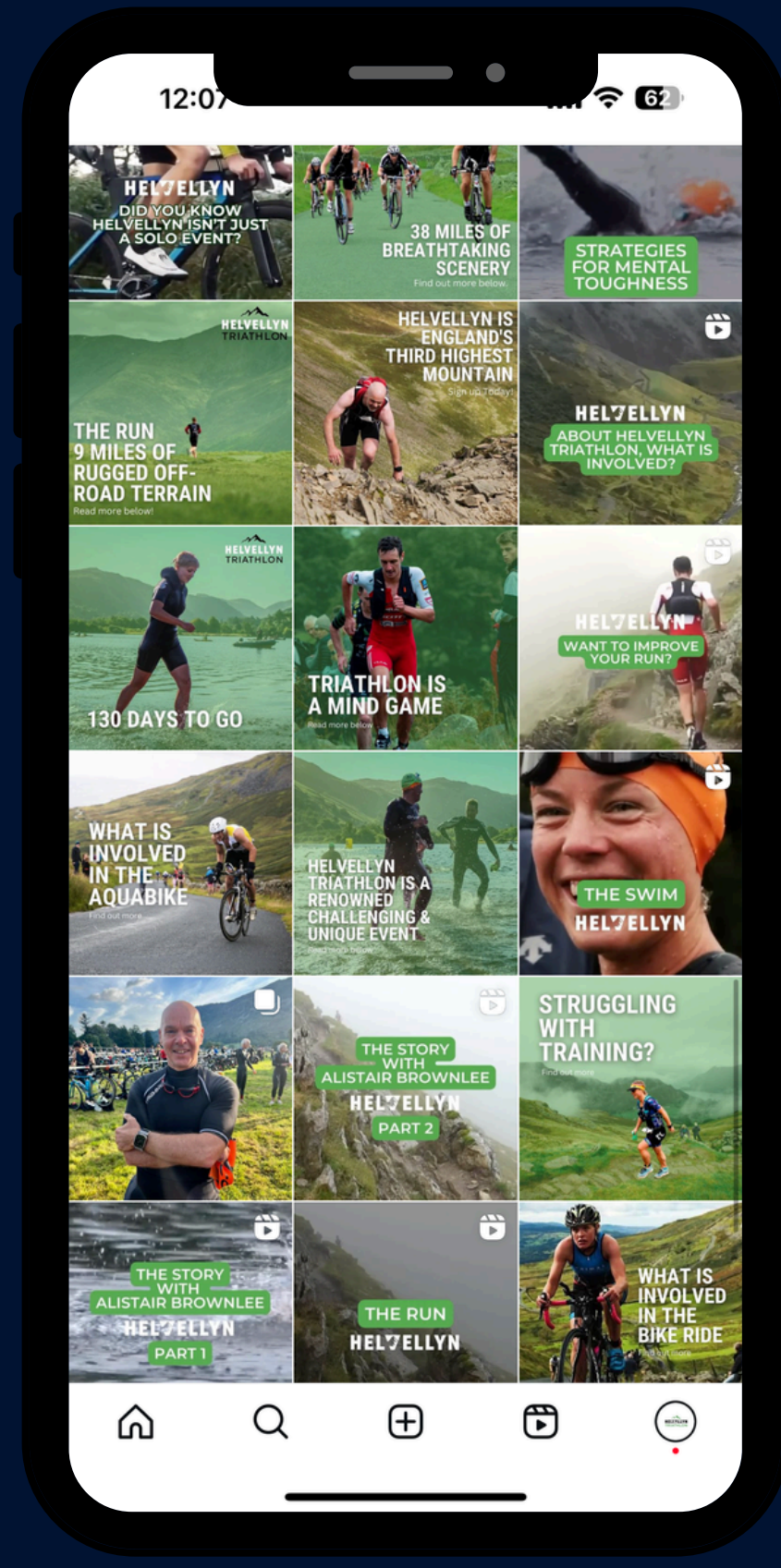
Wanted to keep it playful and fun but give a message at the same time.

Result



Took July 2024

Result



Helvellyn Triathlon had a very similar brief however its not a weekend event and its a tough event. So the content had to have more stratgedy and a lot more tips and tricks to help with training for the event as well as including what the event is all about.

We went with the branding colours and played a lot more with the imagery and layering it up.



Result

Result



Professional dashboard

16 Jun-15 Jul

Insights	Value	Change
Accounts reached	33K	+63.4%
Accounts engaged	178	+182.5%
Total followers	218	+67.7%
Content you shared	130	

12:14

Professional dashboard

16 Jun-15 Jul

Insights	Value	Change
Accounts reached	11K	+36.2%
Accounts engaged	109	+11.2%
Total followers	210	+21.4%
Content you shared	17	

Both Accounts are achieving great analytics considering we have only just really started on the set ups and the engagement and accounts reach keeps rising every day.

We went with the branding colours and played a lot more with the imagery and layering it up.

Ripon... very... neve... befo... cons... and... We r... the f... driving... event... Wanted to keep it playful and fun but give a message at the same time.

ad a very... its not a... s a tough... ent had to... and a lot... help with... as well as... vent is all... about.

Took July 2024

Clients we have also worked with...



BOS

M A R K E T I N G

We look forward to hopefully working with you soon and please don't hesitate to get in touch.

The Bos Marketing Team