

## A. SOCIAL MEDIA MANAGER

Experience:

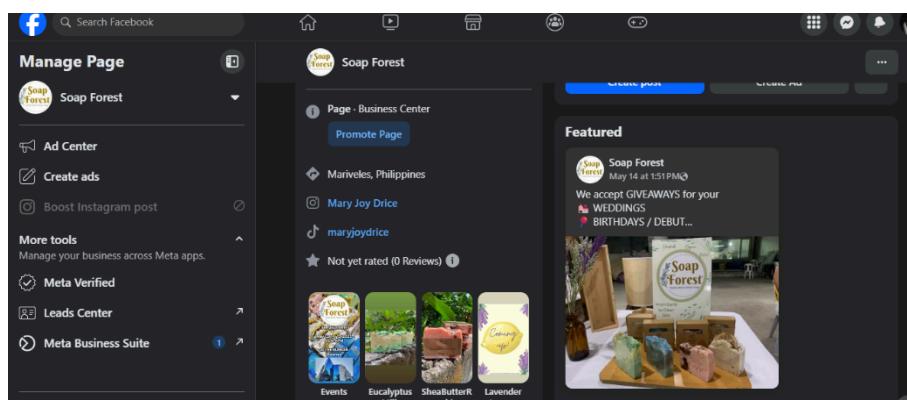
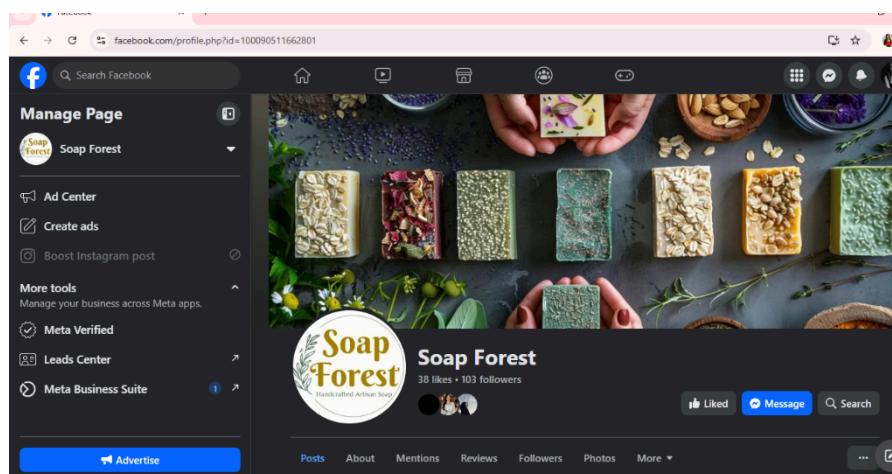
### 1. Social Media Manager

Soap Forest

<https://www.facebook.com/profile.php?id=100090511662801>

*Artisan Handmade Soap Brand / May 16– Present*

- Grew the page organically from **30 to 311 followers**, achieving a **936% growth rate** in under six months.
- Managed **end-to-end social media marketing**, including content planning, calendar scheduling, filming, editing, and community engagement.
- Created original **photo and video content** tailored for artisan soap branding, focusing on aesthetic storytelling and natural product appeal.
- Developed and implemented effective **hashtag strategies** to increase organic reach and visibility.
- Ran occasional **paid ads** to boost brand exposure and post engagement.





Click here to watch: <https://www.facebook.com/share/v/15wgaspsZk/>.

Soap Forest Monthly Content Calendar		May 2025						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform					8:30am	10:30pm		
Platform	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content	Product	Promotion	Shared the Scene	Video	Summer Special	Announcement	Giveaway	
Visual								
Link					<a href="https://www.facebook.com/SoapForestArtisanSoaps">https://www.facebook.com/SoapForestArtisanSoaps</a>	<a href="https://www.facebook.com/SoapForestArtisanSoaps">https://www.facebook.com/SoapForestArtisanSoaps</a>		

Soap Forest Monthly Content Calendar		May 2025						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform	Time		6:57pm	6:57pm	10:00AM	10:00AM	9:00AM	12:00 pm
Platform	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content	Product					Promotion	Fun Facts	
Visual								
Link/Post								
		Soap Forest – Where Skincare Meets Style. Elevate your daily routine with Soap Forest beautifully.						
		Meet the team of Soap Forest. Facebook – Advertising & Marketing. See Salt. Cleanse. Detox. Purify. Handmade. Natural.						

Soap Forest Monthly Content Calendar		May 2025						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform	Time		7:57am	9:05am	05:09pm		10:00am	
Platform	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content	Product	Announcement	IPR	Post		Fun Facts		
Visual								
Link/Post		<a href="https://www.facebook.com/SoapForestArtisanSoaps">https://www.facebook.com/SoapForestArtisanSoaps</a>						

Soap Forest Monthly Content Calendar		May 2025						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform	Time		10:00am			10:00am	10:00am	
Platform	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content	Product					Promotion	Event	Video
Visual								
Link/Post								
		Soap Forest – Where Skincare Meets Style. Elevate your daily routine with Soap Forest beautifully.						
		Meet the team of Soap Forest. Facebook – Advertising & Marketing. See Salt. Cleanse. Detox. Purify. Handmade. Natural.						
		Mother's Day – Skincare for the Whole Family – and you, that's right! – is here, bringing you handmade, natural goodness in every bar! *						
		Big thanks to Jessie's Project for capturing all						

# SOCIAL MEDIA REPORT

PRESENTED BY COACH A

Your Best Virtual Assistant

May 2022

## WHAT'S IN THE REPORT



- ABOUT THE BRAND
- THE BRAND'S COMPETITOR
- SOCIAL MEDIA AUDIENCE
- SOCIAL MEDIA GOAL
- SOCIAL MEDIA CAMPAIGN
- SOCIAL MEDIA PERFORMANCE
- UPCOMING PLAN

## SOAP FOREST

SALFORD & CO. FASHION

IT APPEARS THAT "SOAP FOREST" REFERS TO VARIOUS NATURAL, FOREST-INSPIRED SOAP PRODUCTS AND BRANDS. THESE SOAPS OFTEN FEATURE EARTHY SCENTS LIKE CEDARWOOD, FIR, AND PINE, AND ARE CRAFTED USING NATURAL INGREDIENTS.

POST DATE UPLOADED REACHED AUDIENCE

POV: Graphic Post May 17 9:12 pm 4,397 audiences

"Lather Up, Bataan! Soap Forest lands at Vista Mall on May 31!"  
 #SoapForest  
 #CatchInTheScent  
 #NatureInEveryBar

Shop Showcase May 22 7:33 am 862 audiences

At Soap Forest, every bar of soap is a tribute to nature and artistry crafted by hand in small batches with love, care, and purpose. We use only the finest, natural, and organic ingredients to create soaps that not only cleanse but also nourish the skin. We believe that every bar of soap is a small contribution to life's ecological consciousness.

Vista mall Event and bazaar June 1 7:07 am 758 audiences

A glimpse of the vibrant Mother's Day Bazaar at Vista Mall Bataan – and yes, that's Soap Forest bringing you handcrafted, all-natural goodness in every bar!

## SOCIAL MEDIA GOAL



01  
INCREASE THE NUMBER OF FOLLOWERS AND ENGAGEMENT

02  
EXPAND BRAND AWARENESS TO WIDER AUDIENCE

03  
INCREASE TRAFFIC TO SOCIAL MEDIA ACCOUNT

## OUR COMPETITOR



No info about the shop

Kalikhasan Eco-Friendly Solutions was founded after its creator left the corporate world and moved to Bataan in search of peace. Seeing the island's environment deteriorating, he began creating natural living products to reduce chemical waste. What started as a small effort grew into a brand offering eco-friendly personal care and wellness products.

The name "Kalikhasan" combines kalikasan (nature) and likha (to create), reflecting its mission to support sustainable, earth-friendly living.

## FACEBOOK AUDIENCE

NUMBER OF FOLLOWERS: 311 FOLLOWERS

### AGE

18-24 years old	5.8%	Mariveles	14.5%
25-34 years old	29.8%	Limay	10.3%
35-44 years old	27.1%	Balanga	9.3%
45-54 years old	23.1%	Pilar	6.4%
55-64 years old	11.7%	Abucay	3.2%
65+ years old	4.5%	Bagac	2.9%

### LOCATION



## FACEBOOK PERFORMANCE



### NEW FOLLOWERS

252

### TOTAL REACH

6.3K Accounts N

### SOCIAL MEDIA PERFORMANCE

360

### TOTAL SHARE

-

### TOTAL COMMENTS

-

### INTERACTIONS

# UPCOMING PLAN



## HIRE INFLUENCER TO PROMOTE OUR ACCOUNT

We will hire influencer that match with our brand personality to introduce our brand to wider segments and audience

## BEAUTIFY THE SOCIAL MEDIA VISUAL

The quality of photograph and video will be highly considered and planned to improve the social media visual

## CREATE A GIVEAWAY

To appreciate the presence of our loyal followers, we will create giveaway with certain term and condition

## GENERAL OVERVIEW (FOLLOWERS)

Metric	Platform	Current Month	Previous Month	Growth (%)
Total Followers	Facebook	311	30	936.67%
	Instagram			
	LinkedIn			



YOUR BEST VIRTUAL ASSISTANT