

PORTFOLIO

Social Media and Digital Marketing 2026

Client: Super Precios

Industry: supermarket

Hired services: social media management

Why they reached out

- **Lack of brand recognition at the local level:** people recognized the business but not the brand (name and logo).
- **Difficulties in growing a local community on social media.**

During the first two quarters, we worked under a positioning strategy focused on positioning the brand in the minds of consumers and communicating the brand's core values.

The following two quarters focused on growing the local community, which we doubled with a 70% organic content



Instagram metrics before hiring me:

Followers: 914

Reach: 400 people per month

Engagement: 3.7%

Instagram metrics now:

Followers: 2004

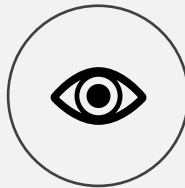
Reach: 138,950 people per month.

Engagement: 4.35%

Achievements

In this case the client hired the following package of services

Communication strategy and profile optimization, content creation (1 photoshoot/videoshoot per month), 4 posts per week (including reels and carousels), 4 days of Instagram stories per week, occasional advertising campaigns for specific commercial dates



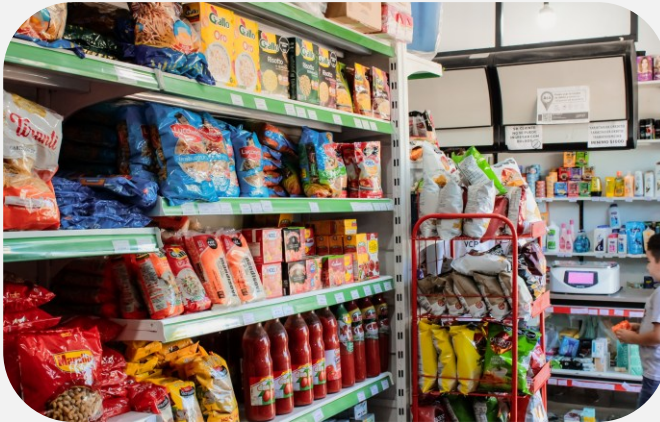
Increase in reach from 400 people per month to an average of 2,000 people per post.



+ 1,090 new local followers (potential customers)



As the business does not offer delivery, followers began requesting product promotions to pick up at branches. Actual sales coming from Instagram even with a small community.



Photoshoot direction

Content creation sessions take place every month. They are planned taking into account two strategic lines: the long-term positioning strategy that I develop during the client onboarding process and the specific tactics planned for that month according to the previous month's performance report.

A PDF document is sent to the client with all the details of the session: amount of content to be recorded, people and props needed for the day of recording, and shot-by-shot details of how the content should be recorded to meet the proposed objectives. Once the client has approved the content, I coordinate the details of the session with the collaborators I hire to record the content.

Graphic Design and video editing

The challenge in terms of content design and editing was, on the one hand, to create eye-catching, standardizable graphics to grab the audience's attention while establishing a style that users would recognize without needing to read the username. On the other hand, it was to write scripts and record original reels (not just follow trends) that would communicate what differentiates the supermarket and spark conversations with customers.



Interacciones ⓘ



3,8 mil 15 46 7 9

Visualizaciones ⓘ



Actividad del perfil ⓘ

Nuevos seguidores

26

26



Example of original scripting

In this case, we combined an eye-catching hook with a funny story that resonates with the reality of the target audience (the Argentine working class). It was done in a way that also allowed us to promote one of our star products, the sandwiches made in the shop.

View reel

Meta Ads Campaign Management

For this project, we carried out the following:

strategy creation, audience creation and segmentation, script writing for videos and graphic design, campaign launch, monitoring and optimization, and advertising reporting.

Alcance ↑↓	Resultados ↑↓	Costo por resulta...	Visitas al perfil de Instagram ↑↓	Objetivo ↑↓	Presupuesto ↑↓	Importe gastado ↑↓	Finaliza... ↑↓	Frecuencia ↑↓
34.933	34.933 Alcance	\$300,56 Por 1.000 per...	34	Reconocimie...	Con el presupe...	\$10.499,61	21 sep 2025	1,22
6.736	490 Visitas al perfil y ...	\$21,43 Costo por visi...	485	Tráfico	Con el presupe...	\$10.499,50	18 jul 2025	1,62

These campaigns were used to promote products at special prices and attract people to the store. In both cases, the client reported an increase in sales after the campaigns. The campaigns ran for one week with a total budget of less than \$10.

Client: La Melería

Industry: candy store

Hired services: social media management

Why they reached out

- Lack of time to maintain social media in a professional manner
- Lack of a long-term positioning strategy

The goal was to transform the digital presence in a way that the aesthetics reflected the brand's unique features: the decoration of the branches and the excellent customer service.

Maintain conversations and interaction with the audience to keep them informed of promotions and new candy arrivals at the store.



Instagram metrics before hiring me:

Followers: 6,320

Reach: 1760 people per month

Engagement: 1,91%

Instagram metrics now:

Followers: 7,073

Reach: 5,288 per month

Engagement: 2,34%



Achievements

In this case the client hired the following package of services

Communication strategy and profile optimization, content creation (1 photoshoot/videoshoot per month), 2 posts per week (including reels and carousels), 3 days of Instagram stories per week.



Increased audience reach and engagement, allowing us to bring more people to the store to seek out new revenue streams or enjoy promotions



Increase in inquiries from people interested in purchasing business franchises.



Photoshoot direction

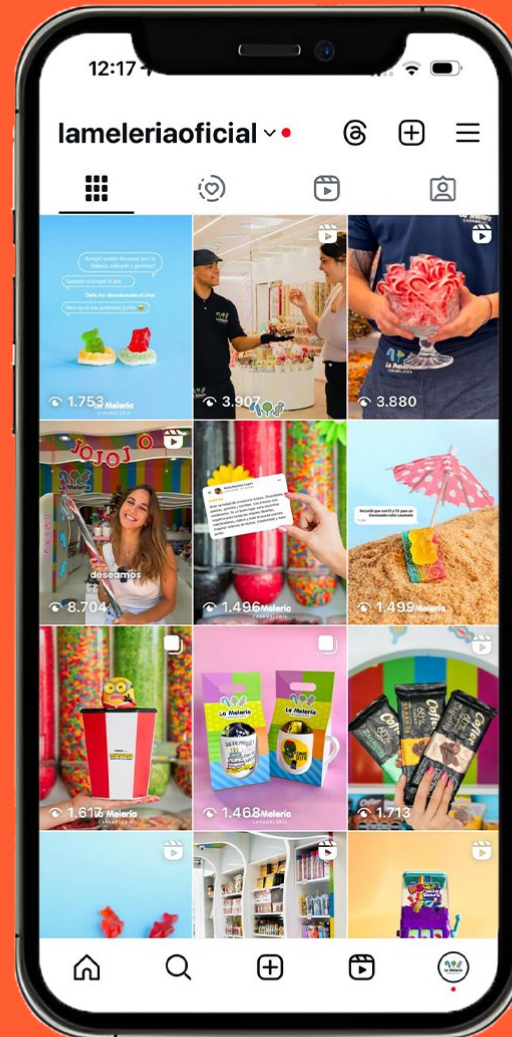
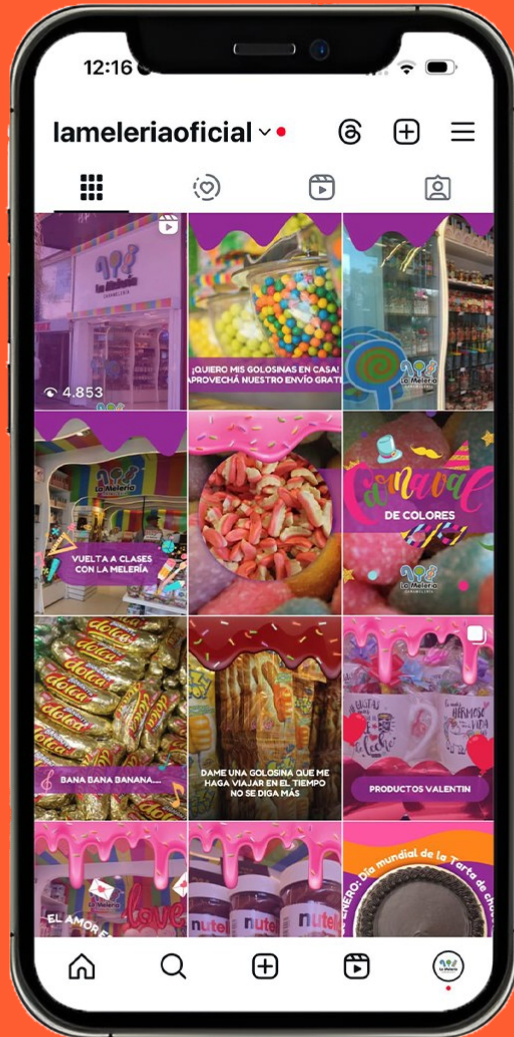
In this case, sessions are planned taking into account important commercial dates each month, new product arrivals, and long-term positioning strategy.

As these are high-turnover products, it is not always possible to coordinate photo shoots before commercial dates and coincide them with new product launches. That is why I also advise store staff on how to take photos that I can enhance with Photoshop for use on social media, in case some products arrive after content production.

Graphic Design and video editing

One of the client's requests at the start of the project was that they wanted the graphic design of the Instagram account to better reflect their color palette (something that was not the case with the previous management), to highlight the decoration of the branches (one of their unique selling points), and to convey fun and their values of good customer service.





Before and after Instagram Feed

Although there was visual consistency before, the approach was obvious, similar to that of the competition, and did not reflect the essence of the brand.

That's why we decided to return to the original color palette and take advantage of the monthly photo shoots to create fun images where the sweets were the stars, combining these clever designs with photos of the store's decorations.

[View Instagram feed](#)

Client: Luxe Living

Industry: outdoor furniture

Hired services: social media management, graphic design, website design, ads management.

Why they reached out

- **Strategic advice and guidance:** they knew what product they wanted to sell but did not have a branding or unique concept in place.
 - **Lack of time and knowledge to manage the brand's digital presence professionally.**
- unique features: the decoration of the branches and the excellent customer service.
- I began by redesigning the logo and adjusting the fonts and color palette to match the positioning the brand wanted to achieve: modern design and luxury. I continued by optimizing the Instagram profile, designing the website, and creating the first catalog. Once the entire digital ecosystem was optimized, I moved on to managing advertising campaigns to attract potential customers.



Instagram metrics before hiring me:

Followers: 284

Reach: 187 per post

Engagement: 8,78%

Instagram metrics now:

Followers: 1.877

Reach: 1.286 per post

Engagement: 3,34%



Achievements

In this case the client hired the following package of services

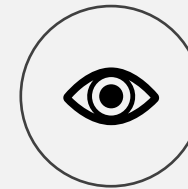
Graphic design, web design, brochure and advertising banner design, social media management (up to 4 posts and 4 days of stories per week), advertising campaign management on Meta Ads.



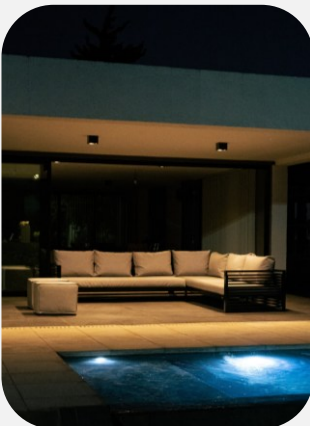
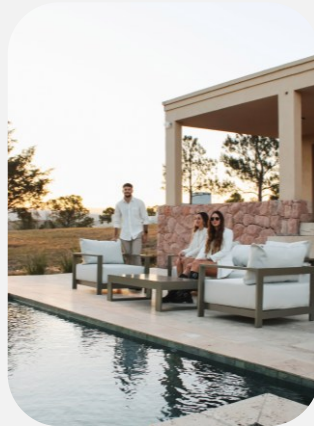
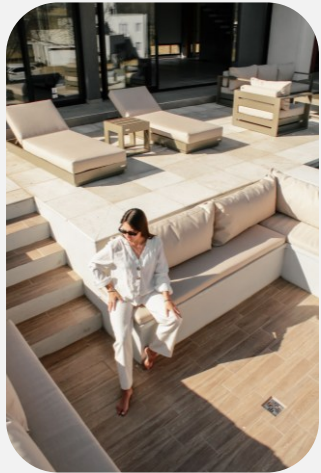
A visual identity that conveys luxury, comfort, and modernity



More than 400 inquiries generated from potential customers for high-ticket products in Argentina



Increased reach and community, allowing us to get organic inquiries during special promotion launches.



Photoshoot direction

As these are high-ticket items with low purchase frequency and large size, organizing content sessions for this client required not only aesthetic and strategic alignment with the brand's objectives, but also securing locations to create scenes of the furniture in its context of use, logistical coordination to transport the furniture to the location and set it up in time to take advantage of daylight hours and hired collaborators such as photographers and models.

Graphic Design and video editing

In this case, we opted for a minimalist style, giving more prominence to photos that show the furniture in a luxurious setting, which is what resonates with the target audience in this segment.

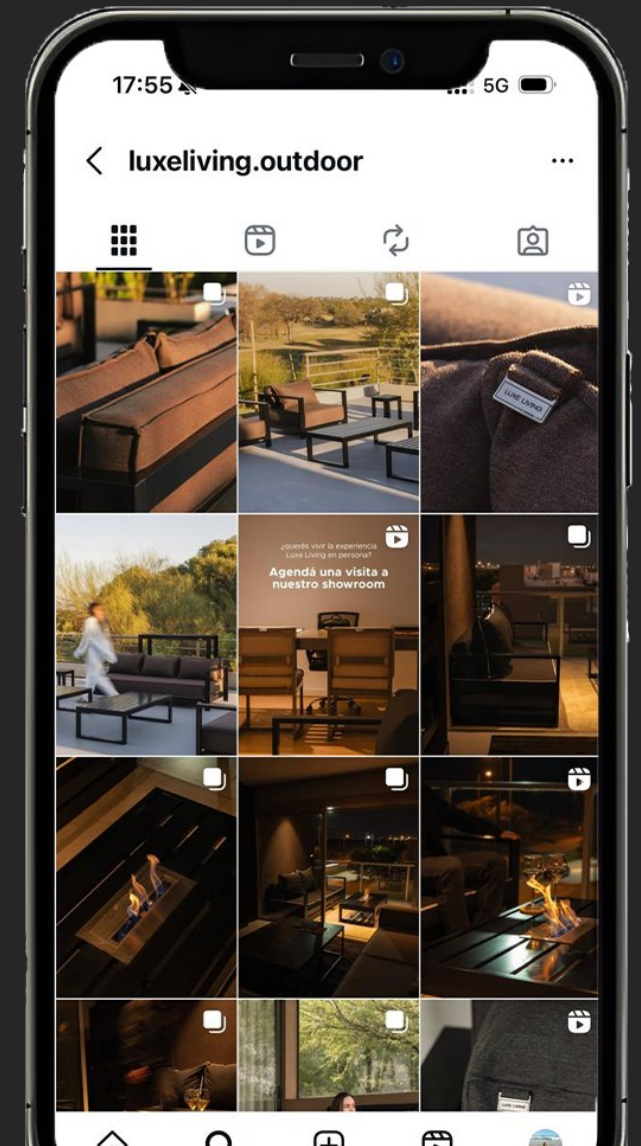


Instagram Feed

Before



After



PORTOL

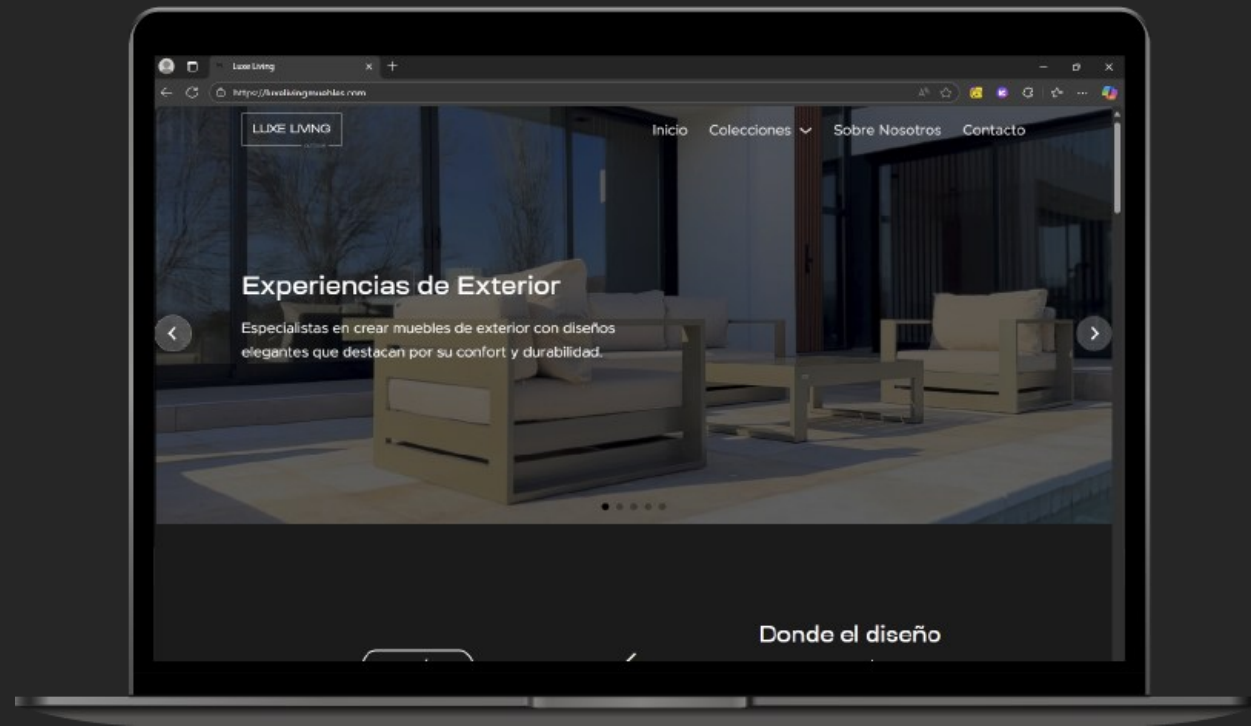
SUPER PRECIOS

LA MELERÍA

LUXE LIVING

CONTACT

Website Design



[View website](#)

Meta Ads Campaign Management

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strategy creation, audience creation and segmentation, script writing for videos and graphic design, campaign launch, monitoring and optimization, and advertising reporting.

Campaña ↑↓	Resultados ↓	Alcance ↑↓	Impresiones ↑↓	Costo por resultado ↑↓	Importe gastado ↑↓
Mensajes Agosto Luxe	131 Conversaciones co...	7.893	19.798	\$771,32 Por conversación c...	\$101.042,97
TF-Luxe Hoteleros Mayo	54 Conversaciones co...	8.626	19.108	\$3.332,78 Por conversación c...	\$179.969,91
   Duplicar 	47 Conversaciones co...	2.110	4.052	\$425,53 Por conversación c...	\$20.000,00
TF - Luxe Diciembre Reposeras	39 Conversaciones co...	2.618	4.673	\$396,26 Por conversación c...	\$15.454,00

These campaigns were used to promote products at special prices and attract people to the store. In both cases, the client reported an increase in sales after the campaigns. The campaigns ran for one week with a total budget of less than \$100.

Let's Work Together

Thank you for exploring our portfolio. If our approach and past work align with your vision, we would welcome the opportunity to discuss your goals. Whether you are looking to scale your brand, execute a complex creative concept, or discuss a long-term strategic partnership, please contact our team to schedule an initial consultation.



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