



WINGNUT SOCIAL



Social media. Tightly fastened.



Thank you for your interest in Wingnut Social! I'm Darla Powell – Head Wingnut and owner of Darla Powell Interiors, one of South Florida's top design firms.

Soon after I launched my interior design business, I discovered that my love for design was only rivaled by my love for branding, blogging and social media marketing. The skills I learned while growing my practice became the foundation for Wingnut Social. We look forward to helping you achieve your goals and expand your reach.

A stylized, handwritten signature in blue ink that reads "Darla".

DARLA POWELL

Designer, podcast host, social media speaker, former police detective and Head Wingnut





Who We Are

Dedicated experts who specialize in strategy, planning, social media magic – oh, and making your life infinitely easier. Our philosophy is to stay grounded in the ability to evolve, pivot and adapt to the ever-changing social landscape. Our entire staff is composed of cool creative people, many with master's degrees, who read about emerging technologies and study marketing trends for fun. Our approach is equal parts applied analytics and rule-breaking creativity. And everything we offer is always completely custom to you and your business.

Meet the *Wingnuts*



Darla Powell

Founder. Principal Designer at Darla Powell Interiors. Head Wingnut.

- Podcast host
- Interior decorator
- Little Debbie Cake lover



Emily Lisi

Digital Content Manager. MA in Mass Communication, University of Florida.

- Classically-trained violinist
- Cat *and* dog person
- Chocoholic



Abigail Wideman

Community Manager. BA in Journalism, Texas A&M University.

- Avid beach-goer
- Plant mom
- True crime junkie



Why Choose Us

Strategy, creativity, results – it's how we roll. We've put in our ten thousand hours to master every platform, and we've decoded what works on social so you don't have to. More importantly, every strategy, concept and goal we bring to the table will be created harnessing the tone and aesthetic that really speaks to your audience, and we'll do this staying true to your style and brand values.

LEADING OUR INDUSTRY

We are *Thought Leaders*

Darla Powell is more than just an award-winning interior designer, podcast host, social media speaker and former police detective. She's also an adept unraveler of marketing secrets.

Darla Powell hosts Wingnut Social: The Social Media Marketing and Business Podcast, which is highly successful. She regularly discuss topics such as social media marketing strategies for your interior design business, how to become an influencer, how to become a micro-influencer and how to start a podcast and grow your business. Along the way, she also answers questions about the latest trends on Facebook, Instagram, Twitter, Pinterest, LinkedIn and other social platforms.



Darla and Wingnut Social's work has been featured in:



DESIGNERS
TODAY
style. substance. soul.

BOH
BOULEVARD OF HOMES

AD
ARCHITECTURE DESIGN

HPMKT
HIGH POINT MARKET

LuAnn NIGARA
LIVE

AMERICAN SOCIETY OF INTERIOR DESIGNERS
ASID

NKBA
NATIONAL KITCHEN+BATH ASSOCIATION

A WORLDWIDE VIRTUAL CONFERENCE
IWCE EXPO
INTERNATIONAL WINDOW COVERINGS EXPO
JULY 29-30, 2020

We are *Influencers*

The Wingnut Social podcast continues to expand its reach through weekly episodes that keep its listeners in-the-know about the latest news and trends in social media, marketing and business.



WINGNUT SOCIAL:
The Social Media Marketing
and Business Podcast




FIND US ON:




Apple
Podcasts





WINGNUT SOCIAL
wingnutsocial.com

-  2,500+ Followers
-  7,300+ Followers
-  500+ Followers

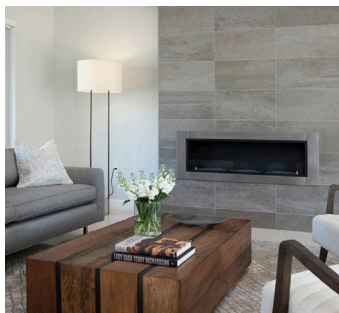
THE WINGNUT SOCIAL MEDIA LAB
Facebook Group

-  1,200+ Members

DARLA POWELL INTERIORS
darlapowell.com

-  3,100+ Followers
-  21,400+ Followers
-  1,700+ Followers
-  17,900+ Connections
-  493.9K Monthly Viewers

We are *Specialists*



Interior Design

Where everything started. Our founder (and Head Wingnut), Darla Powell, is the owner of one of Miami's top design firms, Darla Powell Interiors. Her success online paved the way to Wingnut Social.



Hospitality

We're known for our high-aesthetic approach and using visual language to build your credibility. We offer strategy, creativity and deep focus to help you reach the right audience.



Luxury Automotive

Our focus is on identifying beautiful and smart ways to set you apart and create a style that inspires trust. We also understand how to uphold brand standards and flourish within an existing tone.



Travel & Tourism

We've mastered the art of being the perfect host online. We also know how essential community engagement is to you. Overall though, we're focused on getting your message out and drawing people in.

We are *Strategists*

Without a doubt our number one priority, and the maximum value we offer, is to provide you with sound strategic guidance.

Wingnut Social will eliminate off-the-cuff marketing by mapping a proactive playbook that is tailored to your needs and goals.

We will bring big-picture thinking, creativity, analytics and aesthetics without ever losing sight that we are here to help you succeed. Plus, you can count on us to always offer results-focused strategies that are highly tailored to your individual brand and style.

Our strategies will serve as a grounding playbook, whether we're in charge of execution or if you choose to follow the strategies yourself.

EXPECT FROM US:

- Big-picture thinking.
- A detailed playbook.
- Key performance indicators.
- Full support for your success.



What We Do

Social media strategy, management, consulting and SEO audits. Expect to receive a custom strategy with clear direction that will be ready for you to implement yourself, for us to execute for you or a combination of the two. We'll begin with an onboarding questionnaire and a one-hour onboarding session where we get to know you and your business. We seek to immerse ourselves in your goals and in the voice, tone and style of your brand – plus, all those little nuances that make your brand authentic. Then, we research your competitors and determine how to differentiate your brand. With that, we create an in-depth, 13-22 page strategy document along with a social media best practices guide – exclusive to Wingnut customers.

How we *Broaden Your Reach*



Full-Service Social Media Management

We offer the full nuts and bolts of social media management, from strategic planning and content creation to lead generation marketing and conversion-focused strategies.



Social Media Audit & Strategy

Get clarity and a goal-oriented strategy with our social media audit and strategy. Once you have it, you can choose to take as much or as little control of the day-to-day execution.



SEO & Social Media Consulting

Get expert guidance on a per need or scheduled basis. Our Wingnuts are experts in SEO and social media and can impart the added knowledge you need to win online.



SEO Audits to Increase Traffic & Conversions

Our SEO audits are designed to help you make strategic adjustments to your website and enable it to become a traffic magnet.

Full-Service *Social Media Management*



Wingnut's full-service social media management starts with an in-depth interview and audit of your business, competitive landscape and your online presence. We then quickly move into building a goal-focused strategy, identifying hashtags and creating custom content for your audience.

SERVICES INCLUDE:

- In-depth onboarding call.
- Comprehensive strategic plan.
- Custom created content for you and your audience.
- Content ready for approval every 2 weeks.
- Monthly tracking, reports and adjustments.

Full-Service *Social Media Management*

OUR 5 STEPS TO SUCCESS



Social Media *Audit and Strategy*



Our social media audit and strategy begins with an in-depth onboarding call. We'll come prepared to answer questions, deep dive into your business and start to define your social media goals. Then, we'll write you a custom strategy.

Our strategy will be set up to serve as a grounding playbook. You'll be able to return regularly to gut-check your posts, keep your brand consistent (aka trustworthy) and make sure you're on track to hit your goals.

SCOPE OVERVIEW:

- In-depth onboarding call.
- Comprehensive strategic plan.
- A playbook to guide you every step.

Social Media *Audit and Strategy*

GETTING SPECIFIC WITH WHAT YOU GET:

1

Competitive Analysis
Who You're Up Against

4

Your Voice
What Your Tone Is

2

Current Performance
Where You Are Now

5

Your Aesthetic
Visuals and Imagery

3

Positioning
Who You Are Online

6

Content Pillars
What To Post About

PLUS WE GIVE YOU

Tips for hashtags, captions, ways to engage with your followers and how to get those ever-changing algorithms to work in your favor. It's really the maximum amount of value we can provide – short of taking over your accounts. (And we'll be happy to do that, too.)

SEO & Social Media *Consulting*



Not sure which platform is right for you? Looking for expert guidance before getting started? Perhaps you're not seeing the traffic you wish to your website. Our SEO and social media consulting team can help you create a strategic plan or offer guidance on a per need basis.

EXPERT GUIDANCE IN:

- Creating a strategy and plan.
- Growing your community and customer base.
- Creating engaging content, both organic and paid.
- Using analytics to make data-driven decisions.

Website SEO *Audits*



Wingnut Social SEO audits utilize computer-generated scans of your website, plus a personalized review of your back-end by one of our SEO experts to acquire in-depth knowledge of your website. We'll use this analysis to provide detailed instructions that are specific to your website and your website platform. We'll also provide a detailed guide for you to do it yourself and an hour of consulting so we can answer any questions you may have.

WEBSITE SEO AUDITS INCLUDES:

- Computer-generated report.
- Personalized back-end review of your website.
- 1 hour of 1-on-1 consulting.
- Review of your text.
- Review of your heading structure, keywords and meta data.
- 10-20 page detailed report.
- 30-100 page technical report.



Our Impact

How Wingnut Social broadens your reach. It's true, we love all that is beautiful and delightful to the eye, but don't misjudge us. We're hyper-focused on your goals and the impact we make on your business. We test and learn what approaches are really working. You'll have a monthly dashboard where we'll provide a detailed view of your social performance, as well as our plans to evolve and optimize – plus, we include reporting on your closest competitors. At Wingnut Social, our approach is simple. We eliminate what's not working and amplify what brings results.

Case Study 1: *Round Table Design*

The Problem

Round Table Design wanted to attract business leads primarily for hospitality and commercial design projects throughout Texas, as well as some residential leads.

The Strategy

We emphasized the agility of a small, dedicated team on commercial projects where clients get to work directly with the principal designer. We created ads and promoted existing posts to people who were not their followers.

Channels Implemented

- INSTAGRAM
- INSTAGRAM ADS
- GOOGLE ADS
- NEWSLETTER

The Results

27% INCREASE IN FOLLOWERS

1,700% INCREASE IN IMPRESSIONS

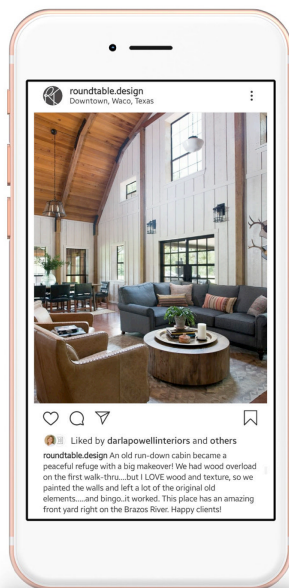
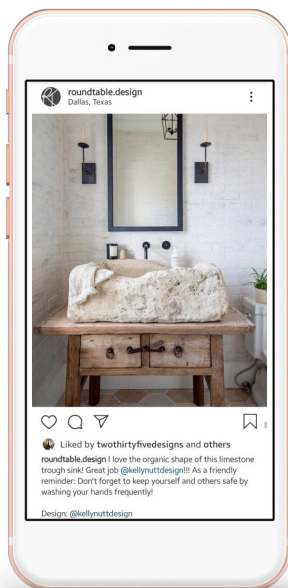
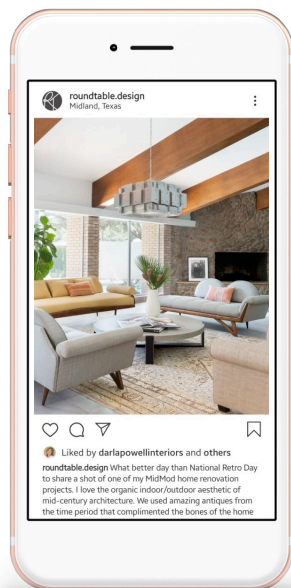
2,300% INCREASE IN ENGAGEMENTS

76% HIGHER GOOGLE ADS TRAFFIC THAN THE INDUSTRY AVERAGE

NEWSLETTER 2X MORE THAN DOUBLE OPEN RATE AND 10 TIMES MORE CLICK-THROUGH RATE THAN THE AVERAGE ACROSS ALL INDUSTRIES

TESTIMONIAL

Case Study 1: *Round Table Design*



Working with Wingnut has been a wonderful journey! My company was a little behind the curve when it came to social media and mining for leads. They have increased our number of followers on Instagram by leaps and bounds, all the while being very thoughtful about our brand aesthetic.

LESLIE PHILLIPS-GRECO
Round Table Design

Case Study 2: *Plush Couture Interiors*

The Problem

Plush Couture Interiors was relocating from Los Angeles to Portland, Oregon. The business needed help establishing a presence in Portland and crafting a brand voice on social media to attract clients.

The Strategy

An Instagram strategy that focused on branding through consistency in voice and messaging. We also wanted to ensure that the owner was seen as not only a luxury designer but as a lifestyle influencer.

Strategies Implemented

- INSTAGRAM MANAGEMENT
- HASHTAG RESEARCH USING ANALYTICS

The Results

12,000% INCREASE IN IMPRESSIONS

7,800% INCREASE IN ENGAGEMENTS

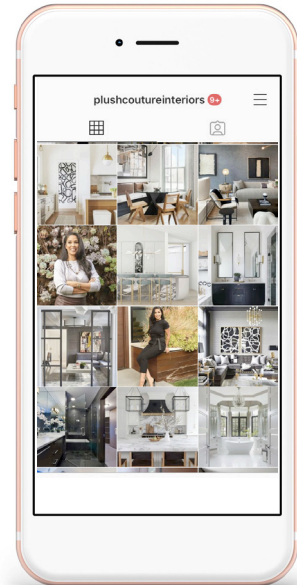
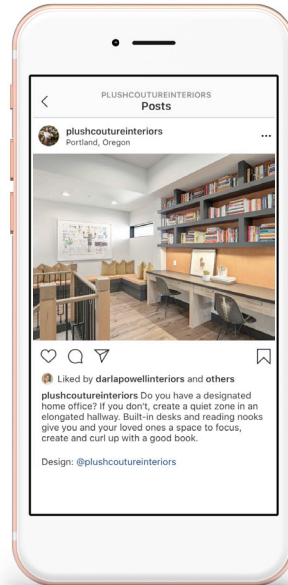
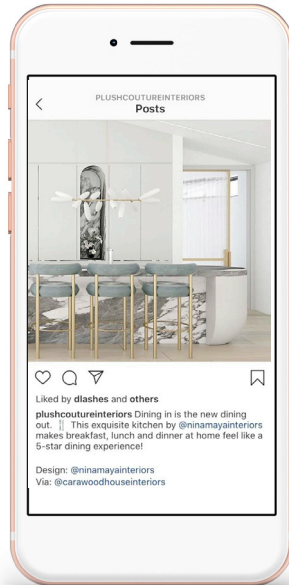
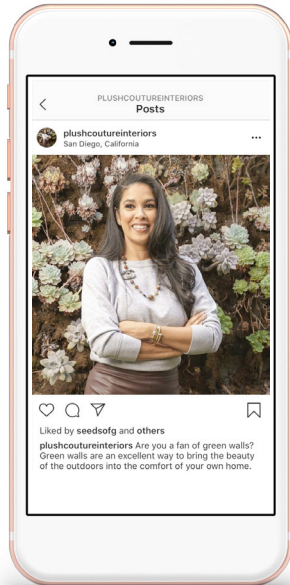
900% INCREASE IN FOLLOWERS OVER A TWO MONTH PERIOD

Viral SOME OF THEIR POSTS HAVE GONE VIRAL

THEIR CLOSEST COMPETITOR ONLY HAD AN INCREASE IN FOLLOWERS OF 15.2% WITHIN TWO MONTHS.

BY THE NUMBERS

Case Study 2: *Plush Couture Interiors*



Case Study 3: *Designer CPA*

The Problem

The Designer CPA is a remote accounting firm that wanted to increase their brand awareness with a very targeted audience – the interior designer. In addition, they wanted to generate more leads for their online classes and prompt more downloads of their e-books.

The Strategy

We focused on engaging interior designers on a professional and personal level. We showcased their ability to easily explain the nuances of accounting, featured their online business resources and demonstrated this firm's unique understanding of the design community's challenges.

Channels Implemented

- INSTAGRAM

The Results

5,200%

INCREASE IN IMPRESSIONS

500%

INCREASE IN ENGAGEMENTS

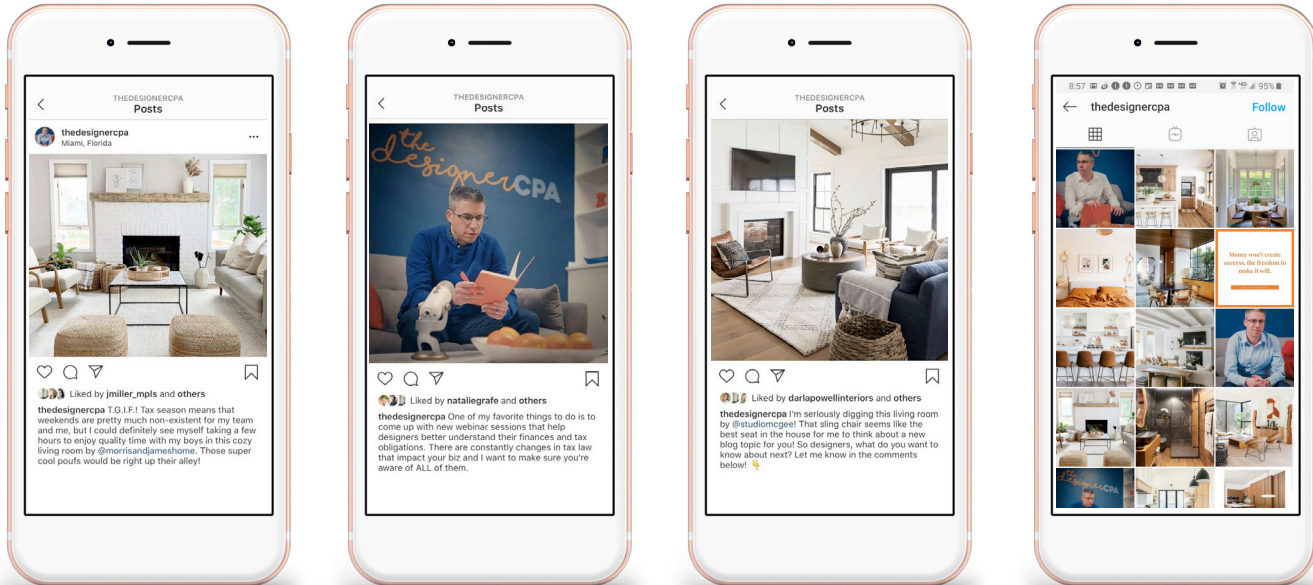
12%

INCREASE IN FOLLOWERS

THEIR CLOSEST COMPETITOR ONLY HAD AN INCREASE IN FOLLOWERS OF 9.31% WITHIN THREE MONTHS.

BY THE NUMBERS

Case Study 3: *Designer CPA*



Case Study 4: *Ana Claudia Design*

The Problem

Ana Claudia Design was transitioning from mostly New York City-based work to seeking design work in the Hudson Valley in upstate New York. They knew that social media would be key for getting their name out there in the area and win new business.

The Strategy

Wingnut Social created an Instagram strategy focused more on engagement than follower growth to help forge authentic connections. We positioned the brand as being ahead of trends, creating interiors that inspire well-being for those who dwell there.

Channels Implemented

- INSTAGRAM

The Results

700%

INCREASE IN IMPRESSIONS

1,300%

INCREASE IN ENGAGEMENTS

NEWSLETTER 2X

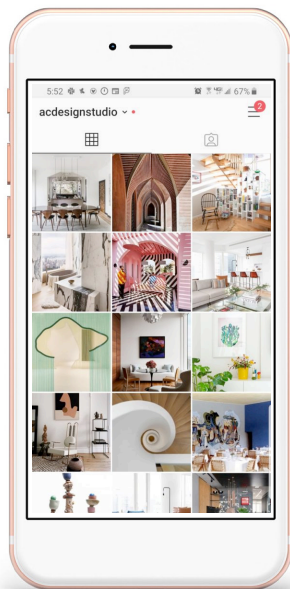
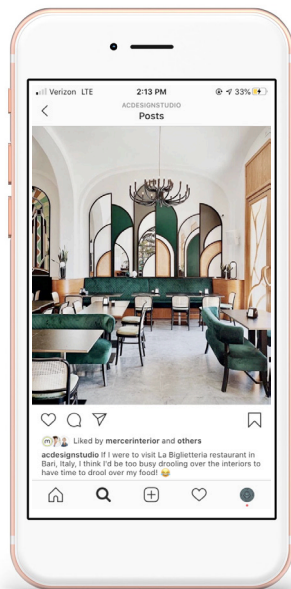
MORE THAN DOUBLE THE AVERAGE RATE OF THEIR COMPETITORS

Viral

STUNNING RESULTS WITHIN THREE MONTHS, WITH MANY VIRAL POSTS

TESTIMONIAL

Case Study 4: *Ana Claudia Design*



(Wingnut Social) is lovely to work with and always reliable. It's great for a small business to not have the burden of managing and posting on social media. I really appreciate their services!

ANA CLAUDIA SHULTZ
Ana Claudia Design

MORE TESTIMONIALS



It's great for a small business to not have the burden of managing and posting on social media.

ANA CLAUDIA
Ana Claudia Design



As a small business owner, I pride myself on being able to give careful attention to my clients. It was so incredible to feel like I had that same kind of support from Wingnut.

AURORA FAREWELL
Aurora Farewell Architects



Wingnut's understanding of my values and my brand made me feel like we had been friends for years, and they had been taking notes all along.

JUDITH TAYLOR
Judith Taylor Designs



What's Next?

Yes, we can do your social media. And what we offer only gets better from here. If you're ready to get started, give us a call. We'll schedule an in-depth onboarding call, gather our Wingnuts and help you expand your online reach.

Think of how good it will feel to have your social media set up right. *Let's chat!*



WINGNUT SOCIAL

Let's get *Started!*

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