

PORTFOLIO



MARINA MORGAN

MARKETING

MARKETING FOR
PASSIONATE
BRANDS





Backed by research and analytics, we create unique strategies and engaging content that works for your business. Let us help you reach your 2024+ goals.



MARINA MORGAN





HELLO, WE'RE MMM

Female-founded, women-led, and obsessed with everything Marketing and New England.

Whether it's with our Masterclass, customized services, free resources, or our one-on-one consulting, we want nothing more than for your small business to be successful. That's why we're here to help and that's why I started and continue every day, to build Marina Morgan Marketing.

We believe in first impressions. While we love aesthetically-pleasing graphics, we know that a pretty feed will only get you so far. We craft strategies, find your audience, leverage creative campaigns, and build lasting relationships. One thing we understand, **make every impression count.**

Marina M. Jube

MARINA M. JUBE
FOUNDER AND CEO



QUICK STATS OVERVIEW

AVERAGE MONTHLY GROWTH RATES
SOCIAL MEDIA MANAGEMENT

4.3%

AVERAGE ENGAGEMENT RATES
SOCIAL MEDIA MANAGEMENT

5.2%

AVERAGE OPEN RATES
EMAIL MARKETING

62%

AVERAGE CLICK THROUGH RATES (CTR)
EMAIL MARKETING

3.4%

OUR FAVORITE SERVICES

SOCIAL MEDIA
EMAIL MARKETING
MARKETING MANAGEMENT
SOCIAL MEDIA AUDITS



FUN STATS TO LOOK AT

INCREASE IN IMPRESSIONS OVER THE
FIRST QUARTER FOR ONE CLIENT

1313%

AVERAGE GROWTH RATE FOR ONE
CLIENT IN ONE YEAR WORKING
TOGETHER

76.35%

AVERAGE EMAIL OPEN RATE
FOR ONE CLIENT

65%

AVERAGE SOCIAL MEDIA ENGAGEMENT
FOR ONE CLIENT

9.1%

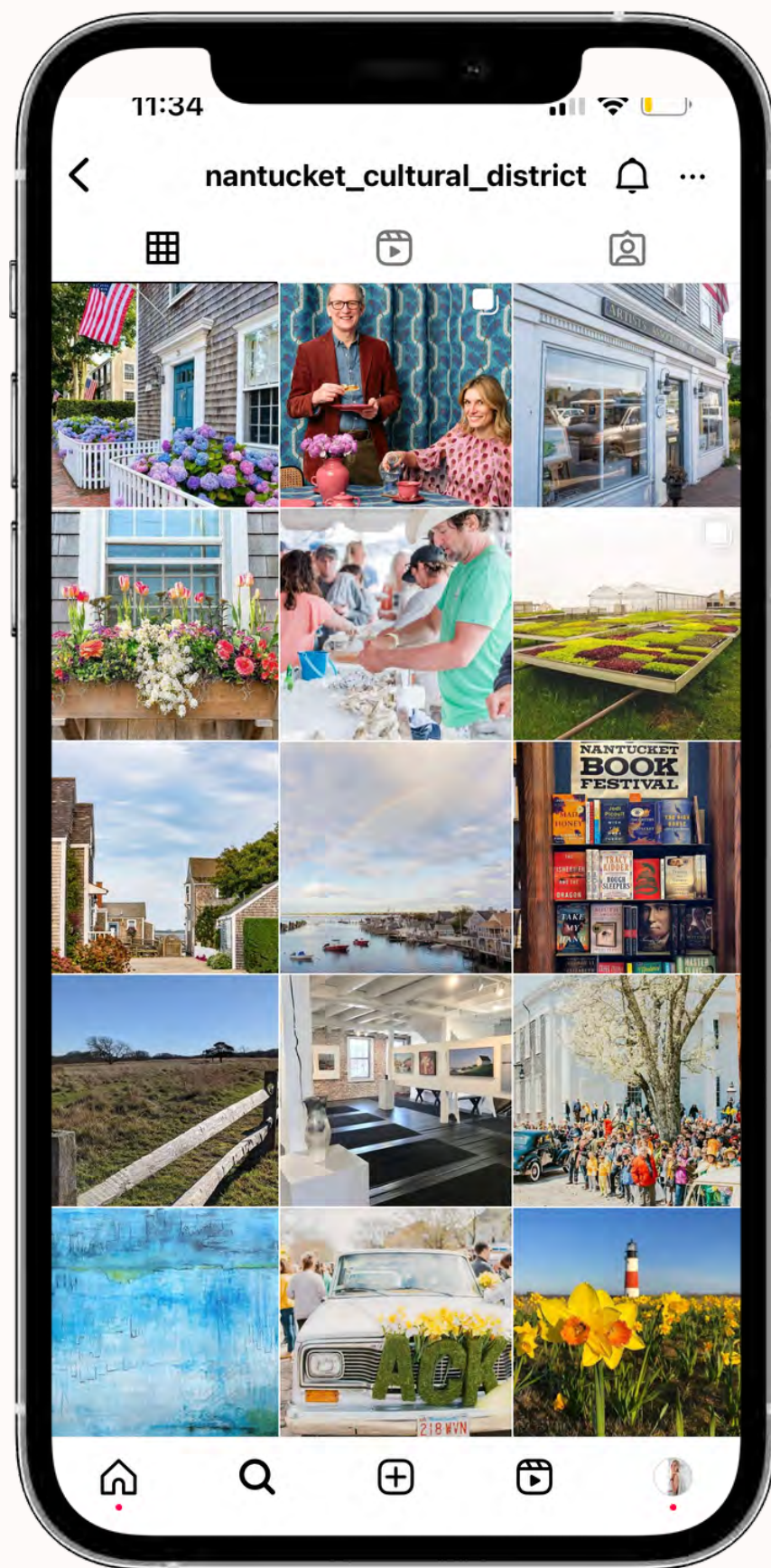
BIGGEST RETURN ON INVESTMENT

EMAIL MARKETING
SOCIAL MEDIA MANAGEMENT
WEBSITE DEVELOPMENT
SOCIAL MEDIA AUDITS



WE LOVE WHO WE WORK WITH

SOME OF OUR PAST & CURRENT CLIENTS



CLIENT STUDY

1

NANTUCKET CULTURAL DISTRICT

The Nantucket Cultural District is a walkable geographic area in the heart of Nantucket filled with arts, history, and culture. Discover cultural institutions and businesses located within the district and check out their calendar of live performances, concerts, lectures, exhibits, and other exciting events throughout the year.

Encompassing district partners and cultural partners who are part of their greater network, they believe in the synergy of arts and business working together. Visit them and experience this unique collaboration in the charming Nantucket Cultural District.

FOLLOW ALONG HERE:

 @nantucket_cultural_district

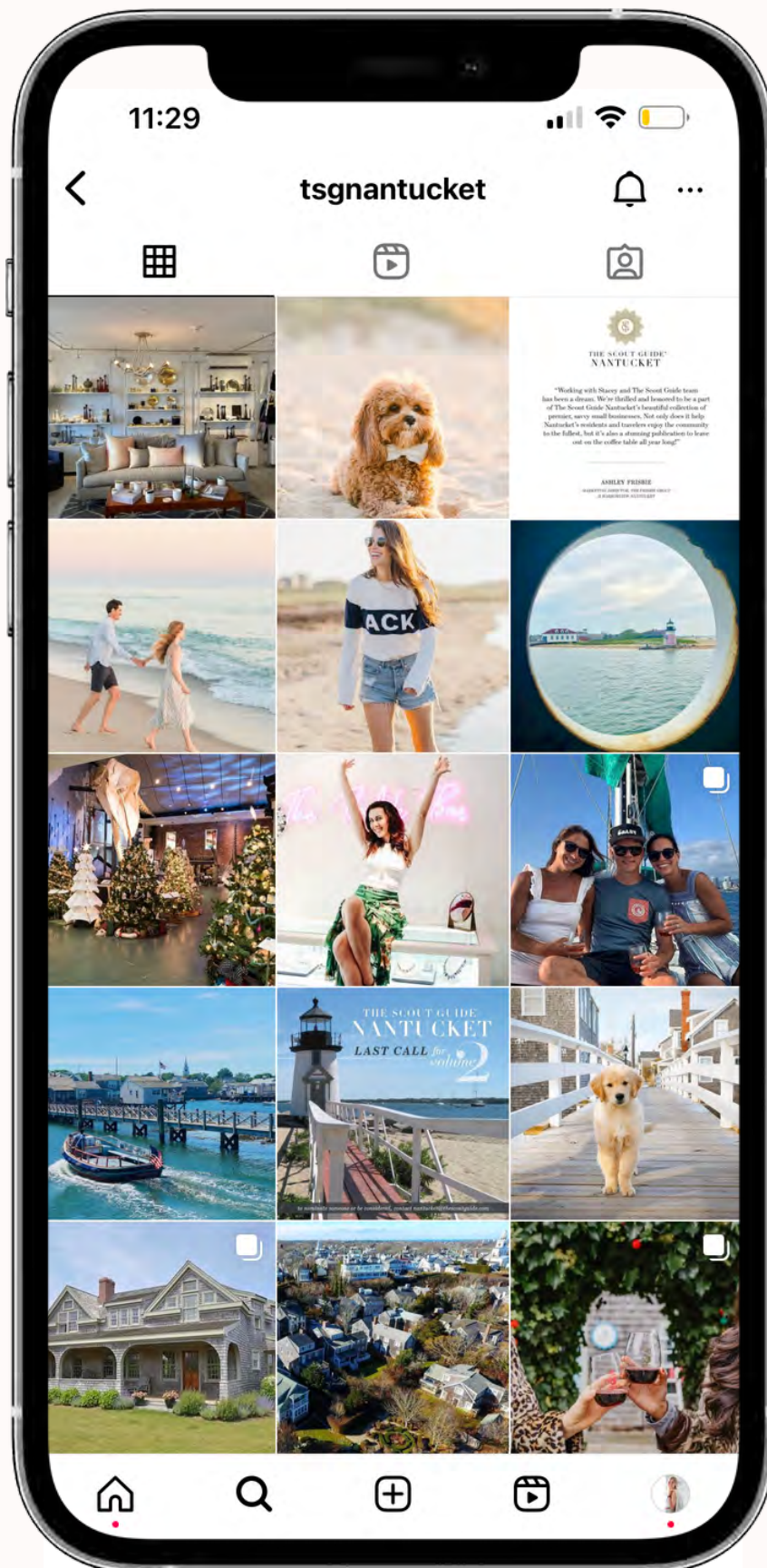
 @nantucketculturaldistrict

MANAGING

- social media management
- email marketing
- paid social
- paid display ads
- website management

KEY METRICS

- 17.9% net audience growth (1 year)
- 1,588% increase in link clicks (1 year)
- 1.8k current followers
- 52.85% website engagement rate



CLIENT STUDY

2

THE SCOUT GUIDE Nantucket

A city guide (printed and online) dedicated to supporting local businesses in Nantucket, Massachusetts. Guided by the belief that small businesses are the cornerstones of our cities, The Scout Guide (TSG) connects people with local makers, experts, and one another. In print and online, and on national and local levels, The Scout Guide celebrates small businesses, supports local entrepreneurs, and helps readers enjoy their communities to the fullest.

Worked with until August 2022 (last report May 2022 at 4540 followers)

FOLLOW ALONG HERE

 @tsgnantucket

MANAGING

- social media management
- blog creation & management
- newsletter management

KEY METRICS

- 13% net audience growth (6 mo)
- 4.5K EOC followers (end of contract)
- 6.9K annual city blog views



CLIENT STUDY

3

NANTUCKET WINE & FOOD FESTIVAL

Nantucket Wine & Food Festival marks the awakening of the island when restaurants, galleries, activities, and tours open for the season. The Grey Lady, our nickname for the island, is known as a culinary destination. The NWF Luminaries are honored to visit, many return and every year new talent arrives to partake. Still, the Nantucket Wine & Food Festival remains boutique in style and intimate in its setting, true to its original roots.

MANAGING

- event social media management
- content photography
- digital sponsorship management

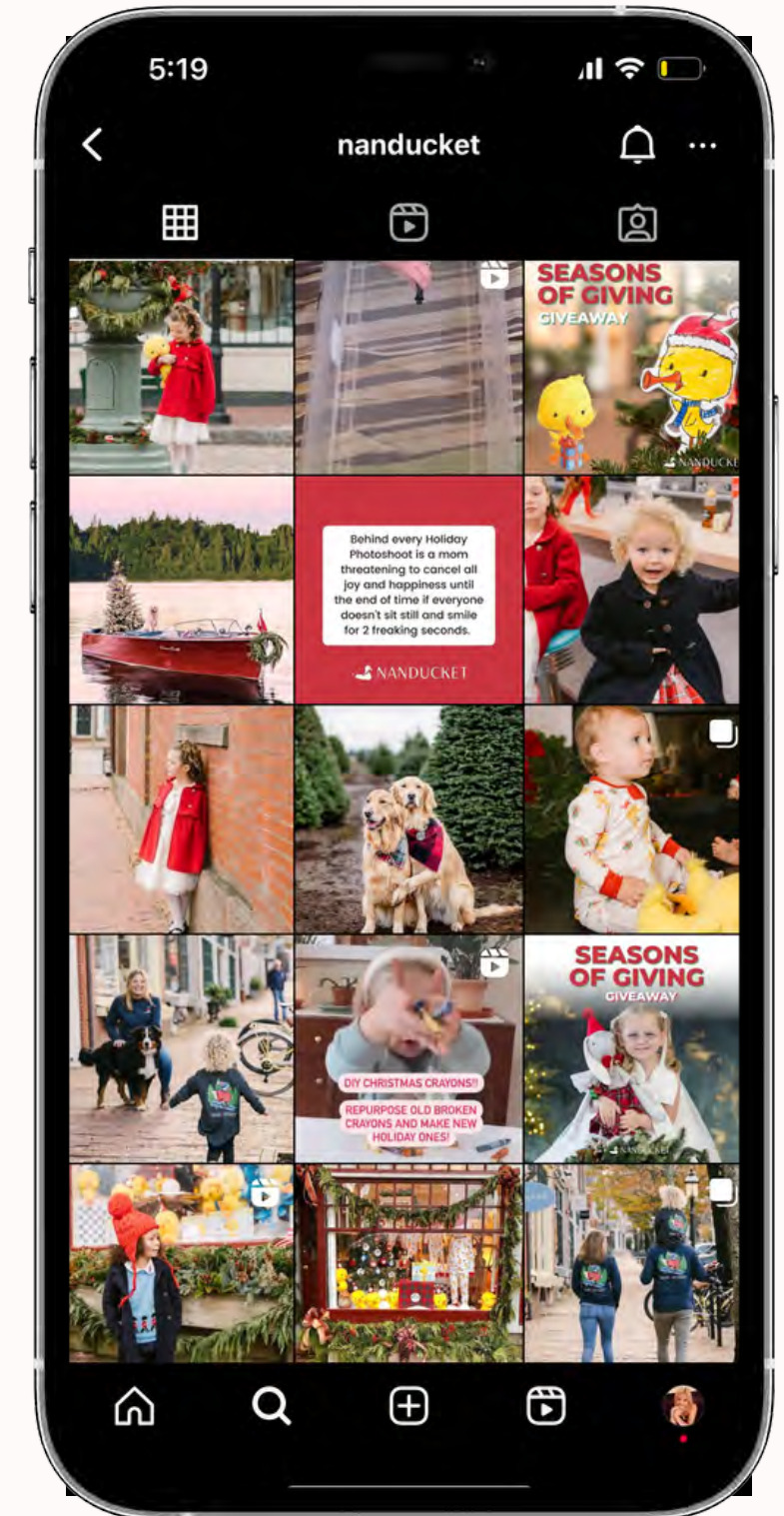
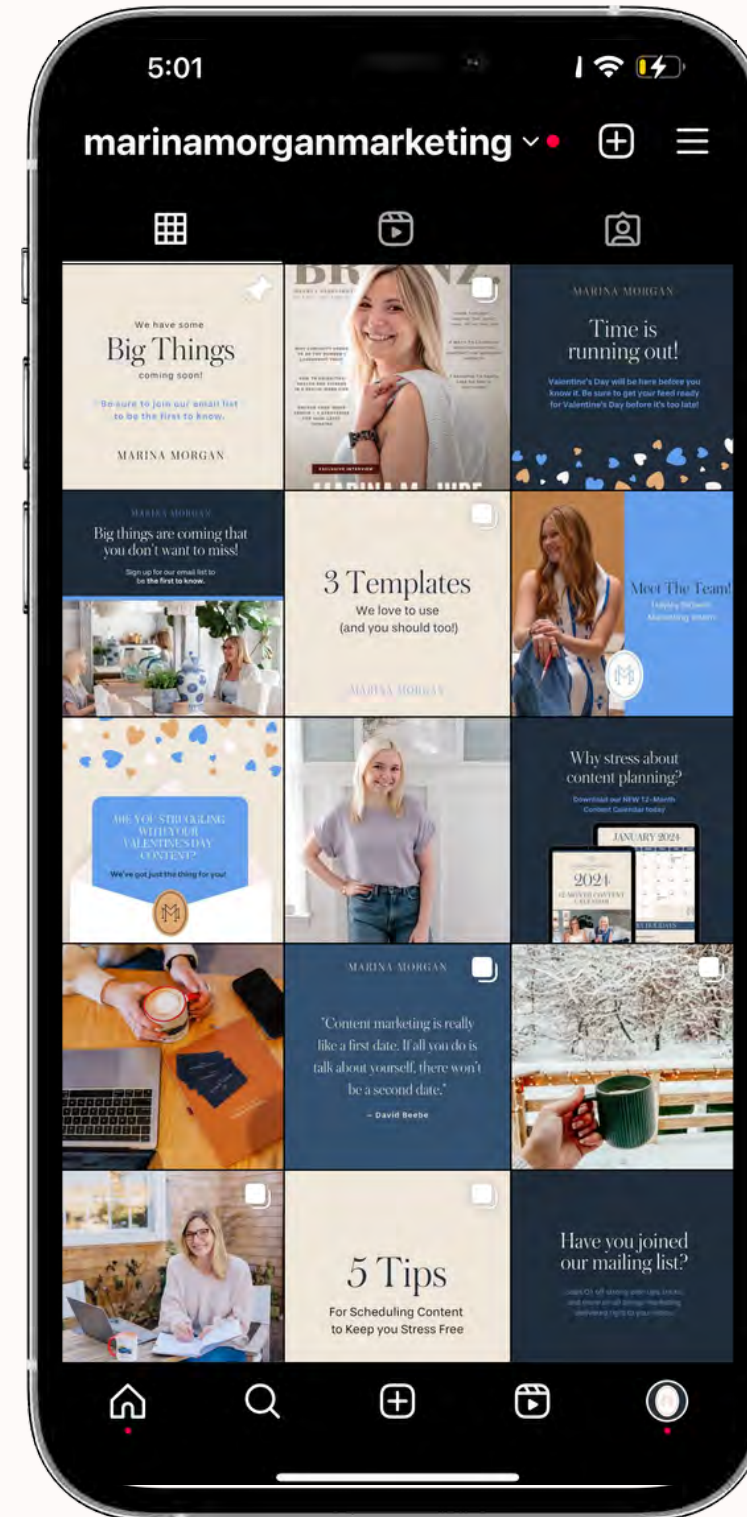
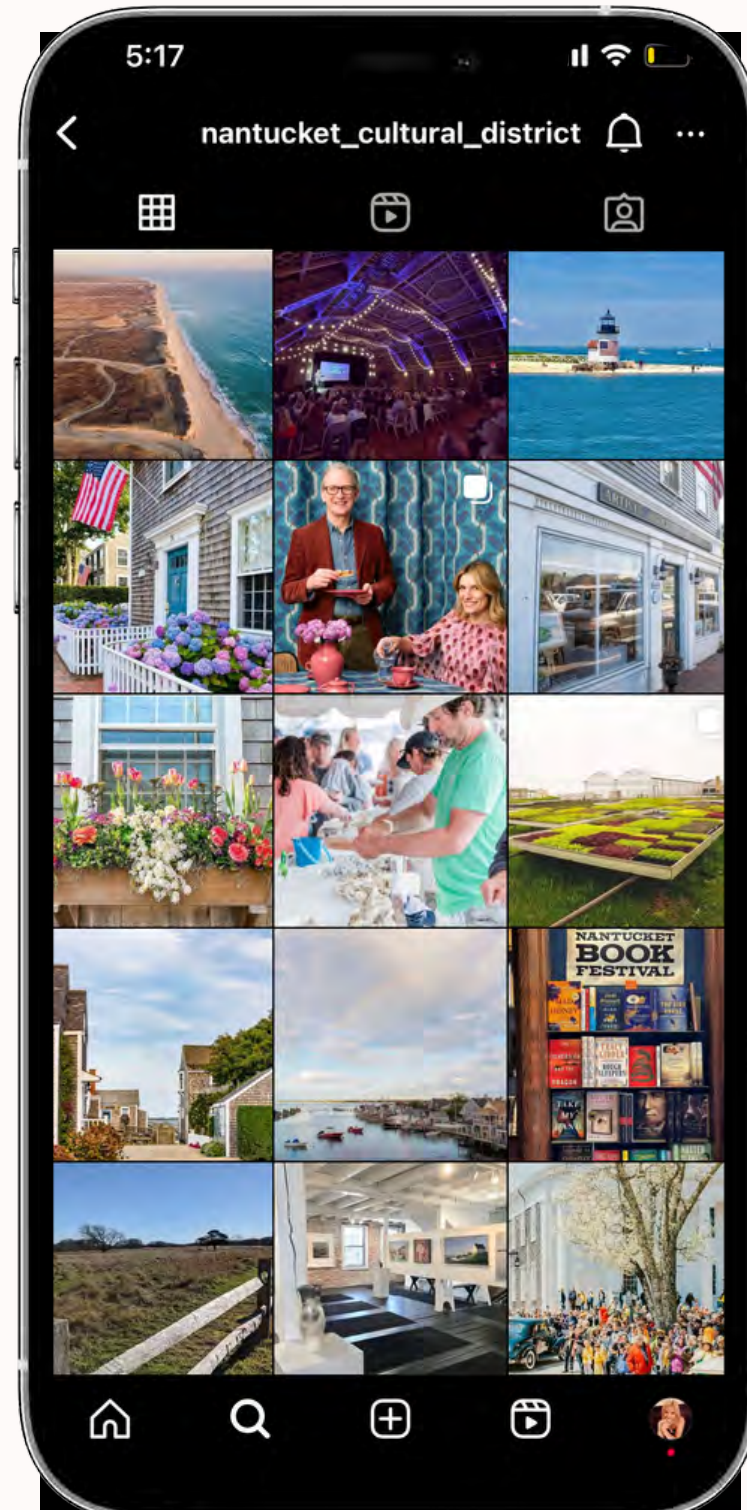
KEY METRICS

- 6.1K FB post clicks (6 days)
- 26,104 total FB reach (6 days)
- 44,501 total IG impressions (6 days)
- 2,706 IG post engagements (6 days)

FOLLOW ALONG HERE

 @nantucketwineandfood

OTHER CLIENTS



POSTS PEOPLE LOVED

tsgnantucket

tsgnantucket

We love this floral home office! 🌿 COVID-19 gave everyone a lot of time to ultimately transform unused rooms into beautiful workspaces. This home office renovation was headed by the one and only [@James_Studio_Interiors](#) 🌟 They were able to master the balance of dark tones with bright, uplifting greens in the natural plants and wallpaper. For a complete office renovation, contact [@james_studio_interiors](#).

Photography: [@jessicadelaneyphotography](#)

thegiftnantucket

thegiftnantucket

Welcome to The Gift Nantucket ❤️🏡

This charming little 'Sconset cottage is located in the heart of everything that SiaSconset has to offer. Originally the first Gift Shop, this newly-renovated vacation home is the perfect little retreat.

Walk across the bridge and head down to the beach, have the kids grab an ice cream cone at [@thesconsetmarket](#), walk to dinner at the [@chanticleernantucket](#) or lunch at [@claudettes.sandwiches](#), enjoy nine holes at the public golf course, or even just spend a relaxing day in the back yard.

CONT...

nantucketwineandfood

nantucketwineandfood

Wakey wakey, eggs & bakey! 🍳🍷 Good Morning Nantucket ☀️ and happy last day of Wine Fest! 🍷🍷 Are you starting your day with [@titosvodka](#) Bloody Marys at Yappy Hour, Brunch & [@moetchandon](#) at [@thenantucket](#), watching the Junior Top Chefs🍳, or Shucking It at the Oyster Bash 🍷🍷?

tsgnantucket

tsgnantucket

Dreaming of a getaway? Start planning your trip to Nantucket 🌊 [@whiteelephantnantucket](#) was featured in [@theknot](#)'s story, "A Nautical Nantucket Honeymoon for Seafood and History Lovers" 🍷🍷 The article highlights the hotel as a must stay and says, "In addition to Brant Point Grill (known for its killer Lobster Bloody Mary, says [@littlefallon](#), a Luxury Travel Advisor at [@protravelinternational](#)), guests can take advantage of the spa, bikes, boat rides and complimentary shuttle service to the nearby Jetties Beach and Steps Beach." 🍷🍷

So what are you waiting for? Head to their page to read the article or book your next trip!

POSTS PEOPLE LOVED

● marinehomecenter

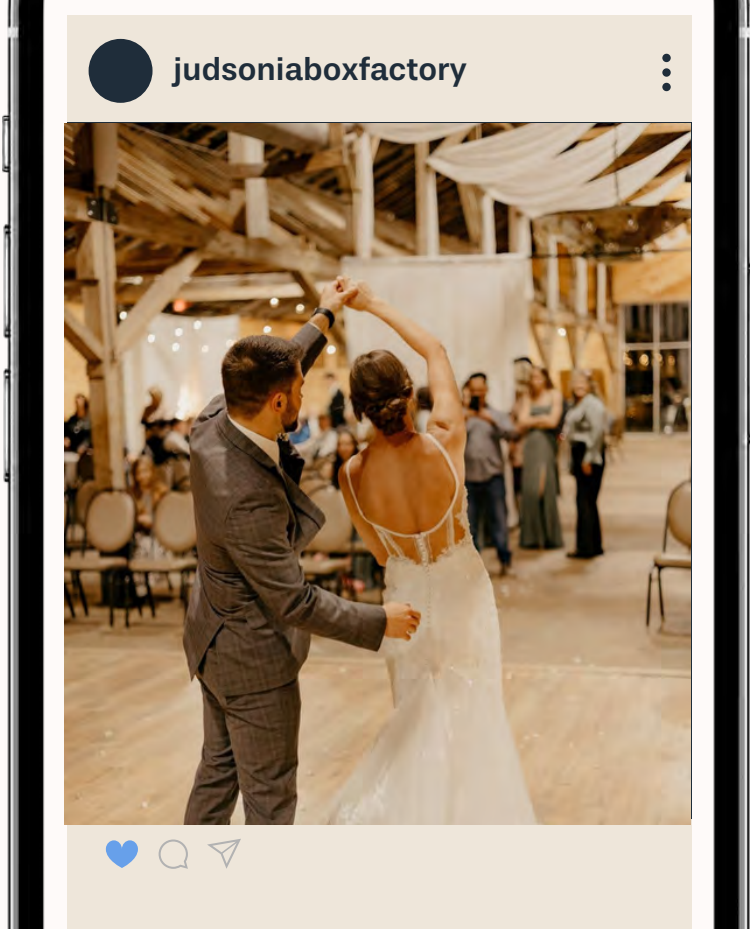


marinehomecenter

The beauty of Nantucket will never cease to amaze us. 🌲 The downtown Christmas trees, even after last week's huge windstorm, are glistening more than ever! ✨ Each tree represents hope from different classrooms, non-profits, families, and businesses! We are so proud to not only supply the trees for downtown, but to be A Christmas Wish sponsor for this year's @ackchamber Nantucket Noel! 🎄🎁 What do you love most about the holidays on Nantucket?

Photo via @zofiaphoto

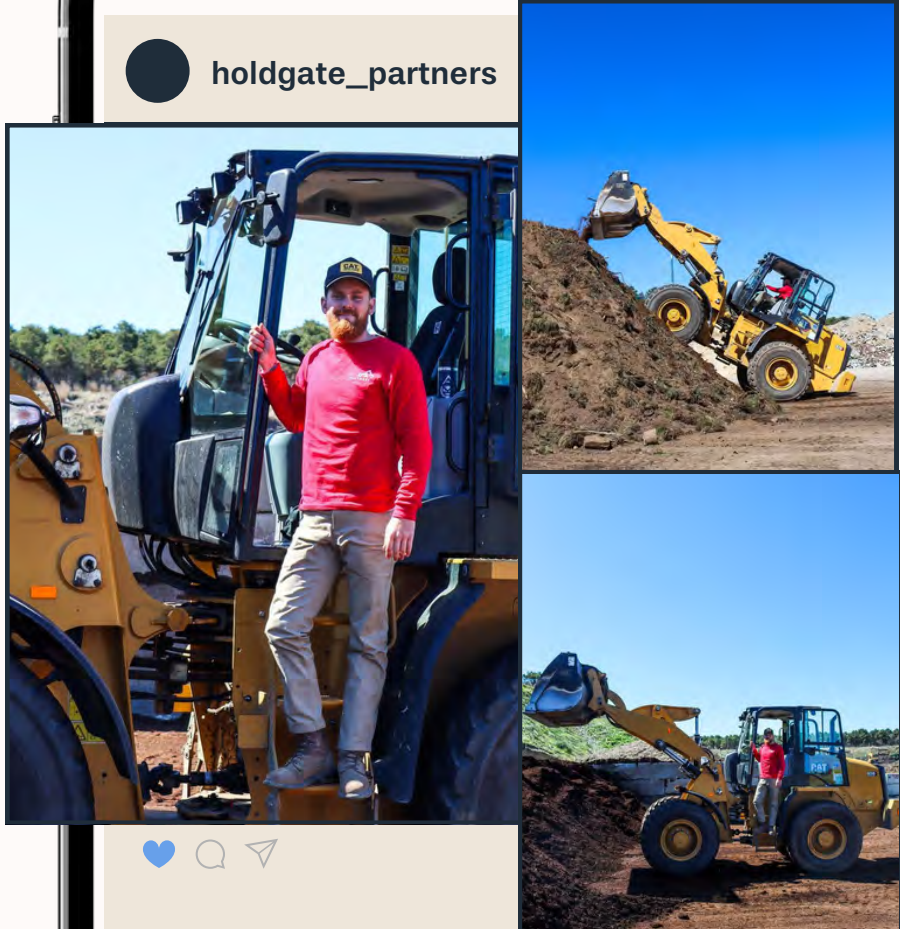
● judsoniboxfactory



judsoniboxfactory

Rustic, modern, and perfect for your next event! We would love to help you host any upcoming weddings, parties, and events. We offer half day, full day, and multiple day rentals and would be happy to put together a custom package designed to best fit your needs. Dates are filling up fast for the season so please reach out to Karmen at hello@judsoniboxfactory.com to start planning!

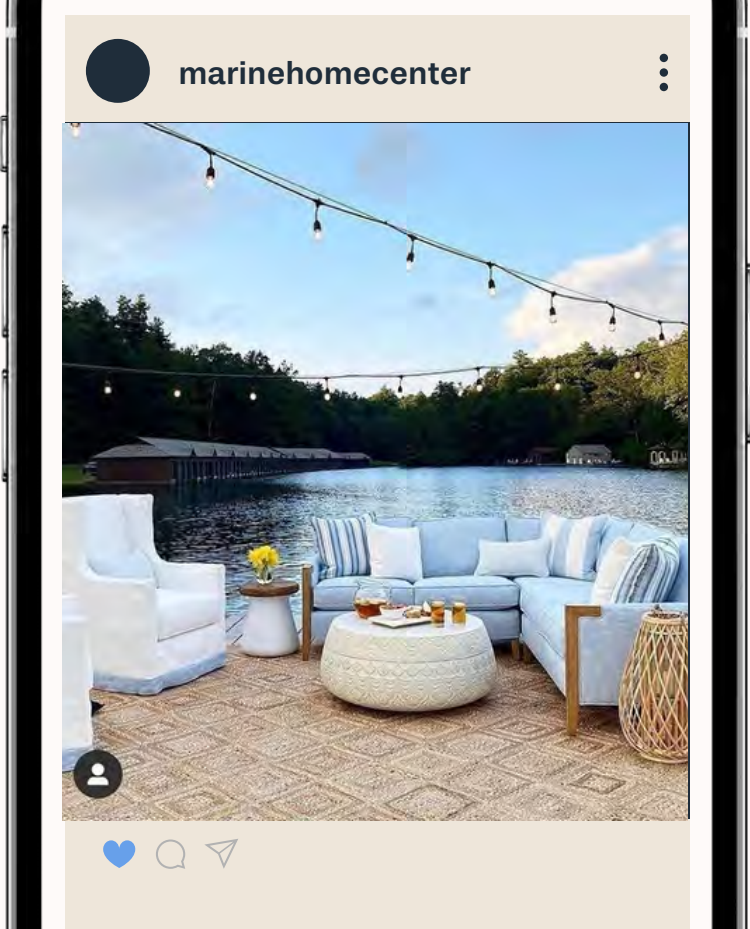
● holdgate_partners



holdgate_partners

Welcome to #HoldgatePartners, Sean! 🏠 Sean recently joined our team and manages all material coming and leaving our yard. He will make sure you find exactly what you're looking for and leave you satisfied. Come by and say hi to Sean, he will love to help you!

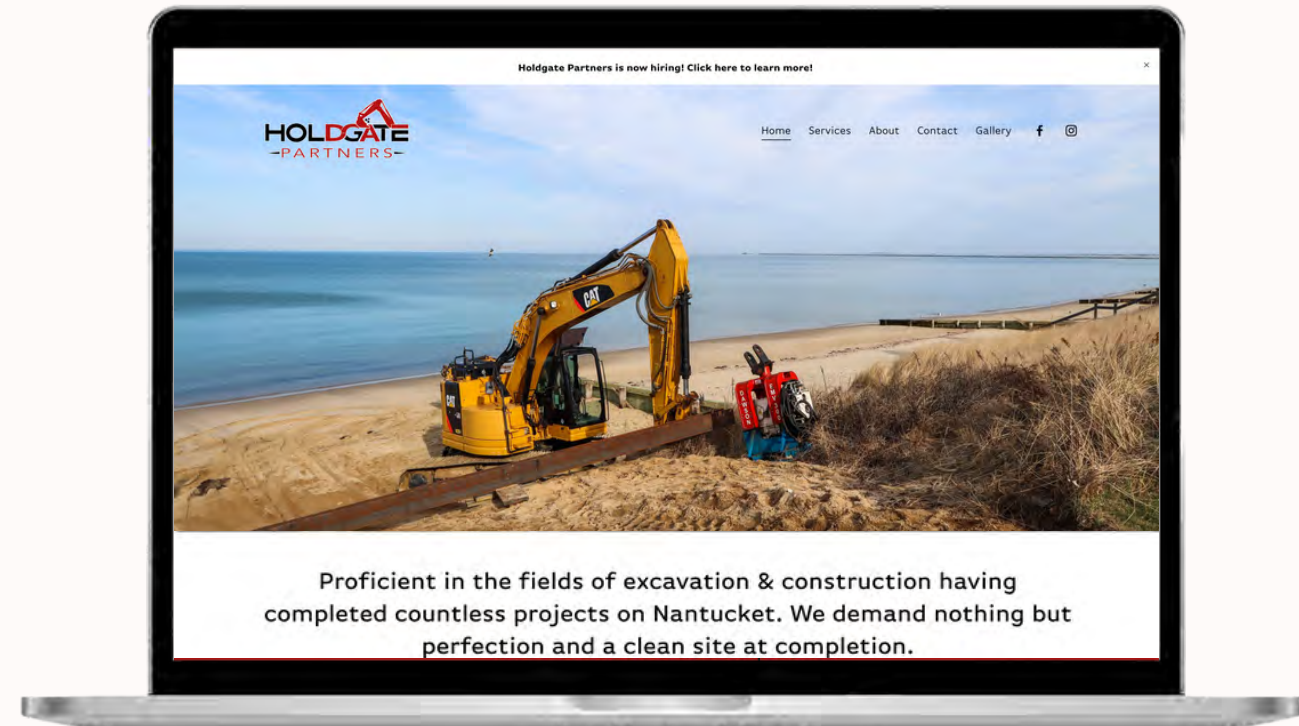
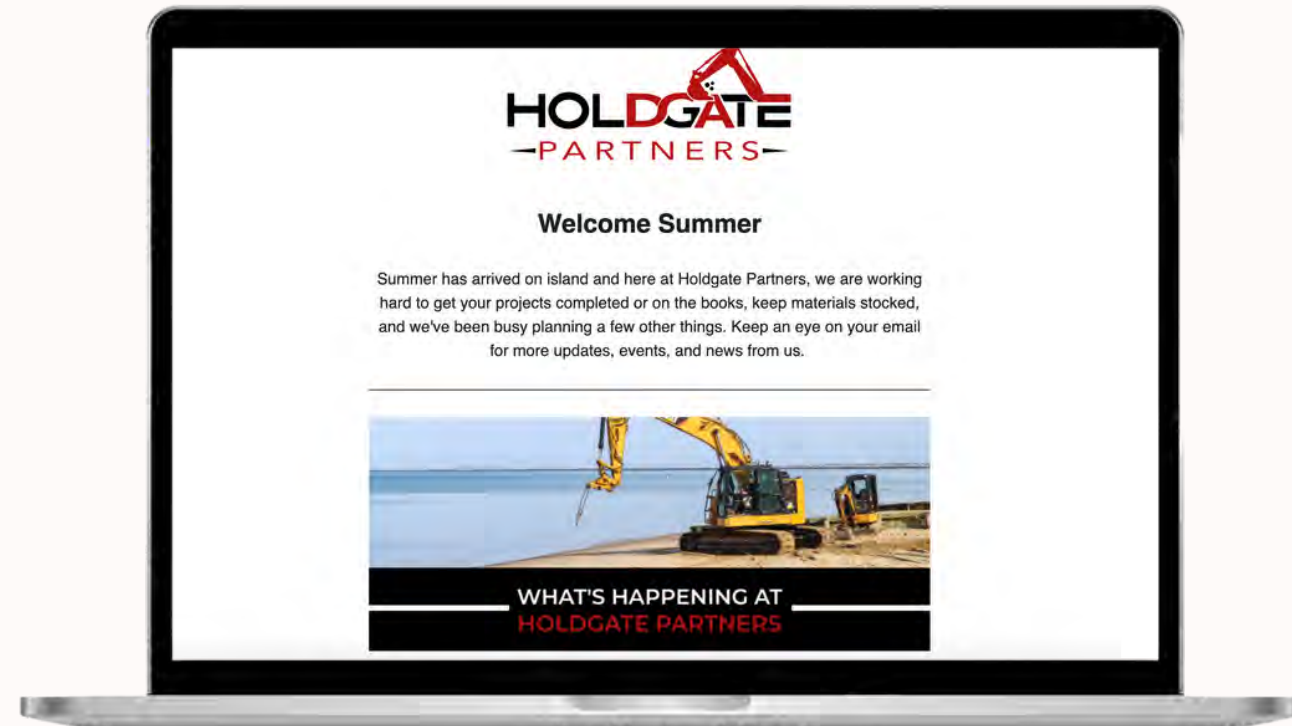
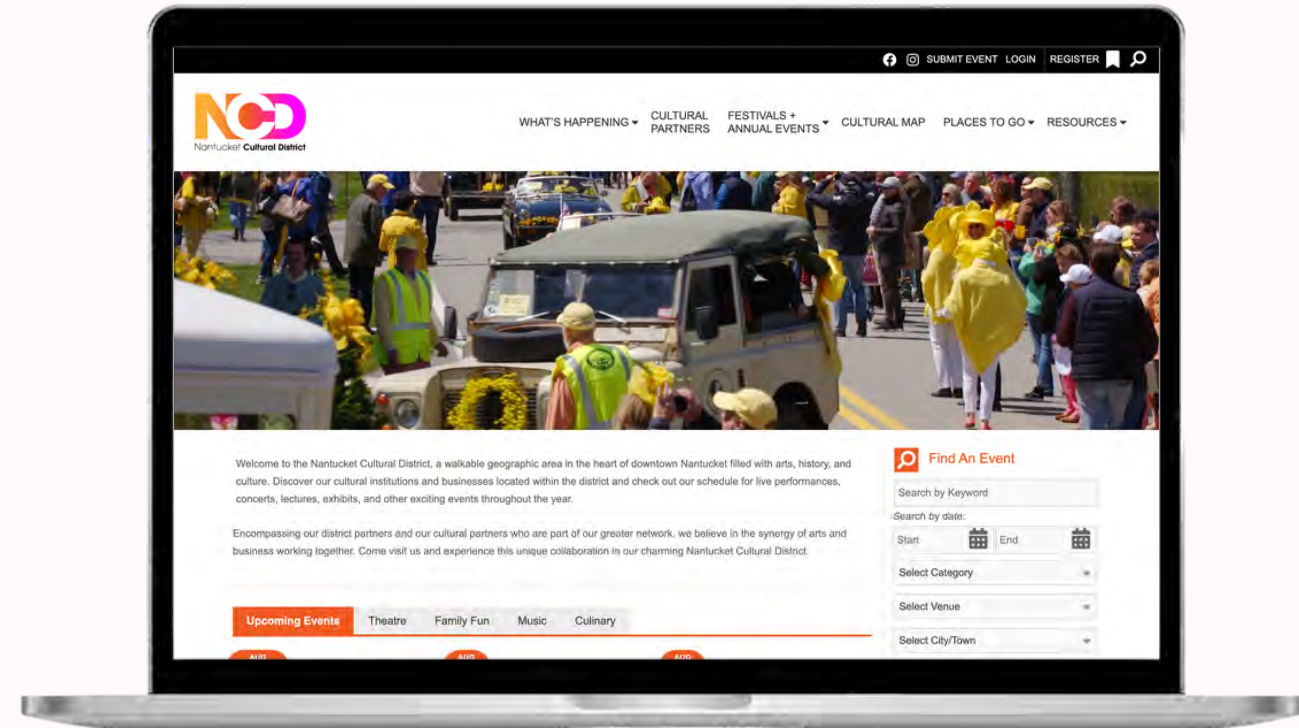
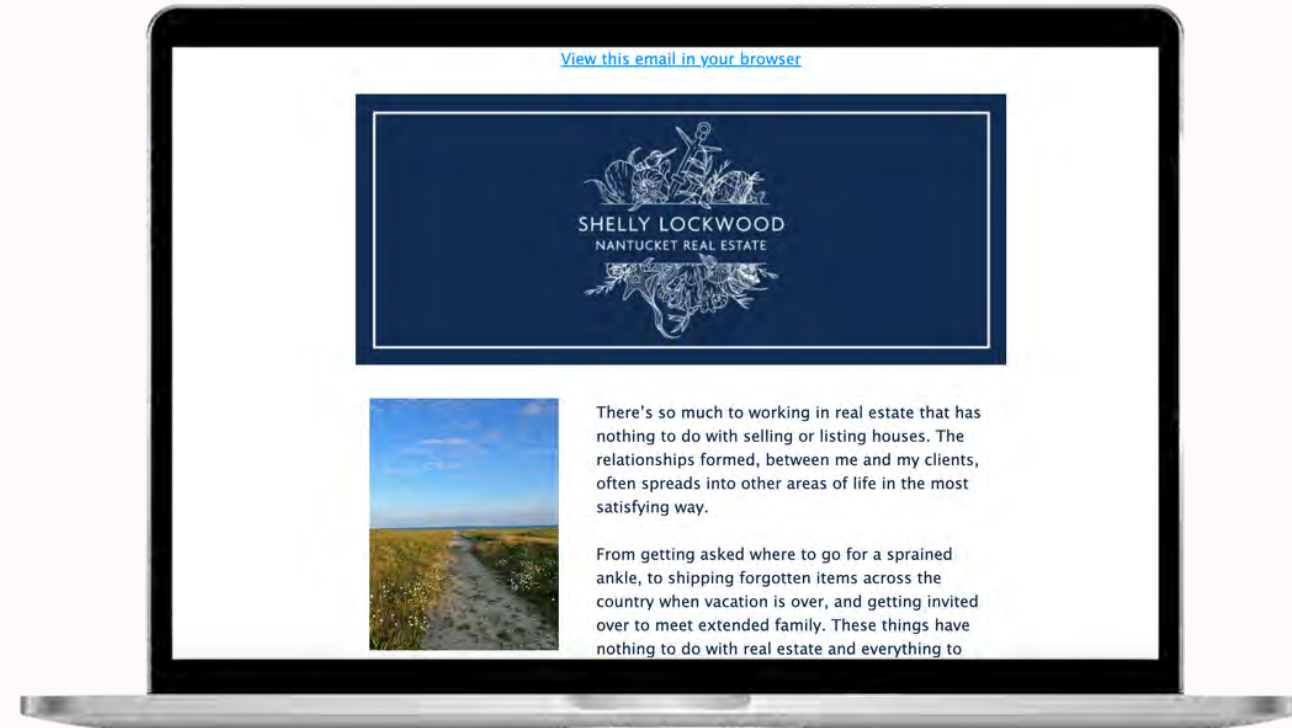
● marinehomecenter



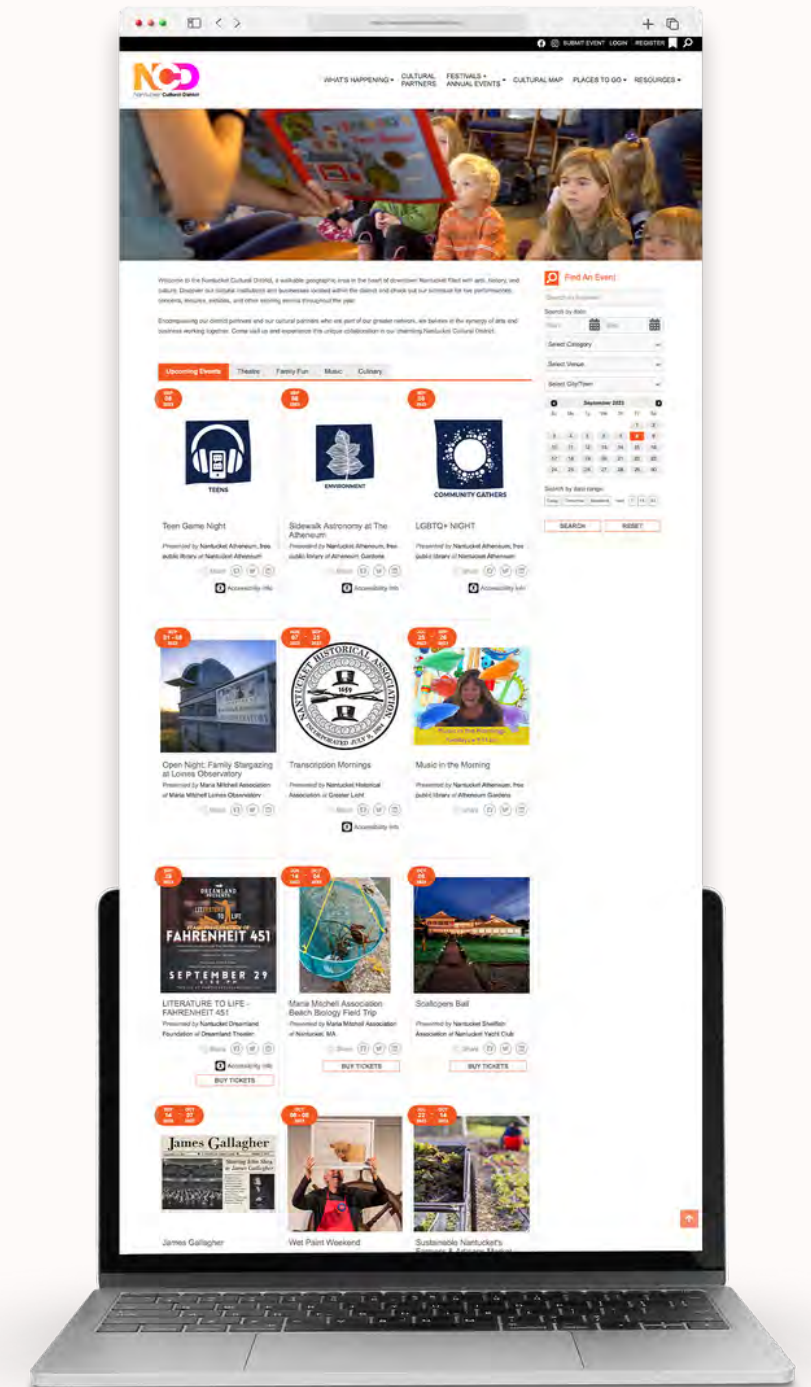
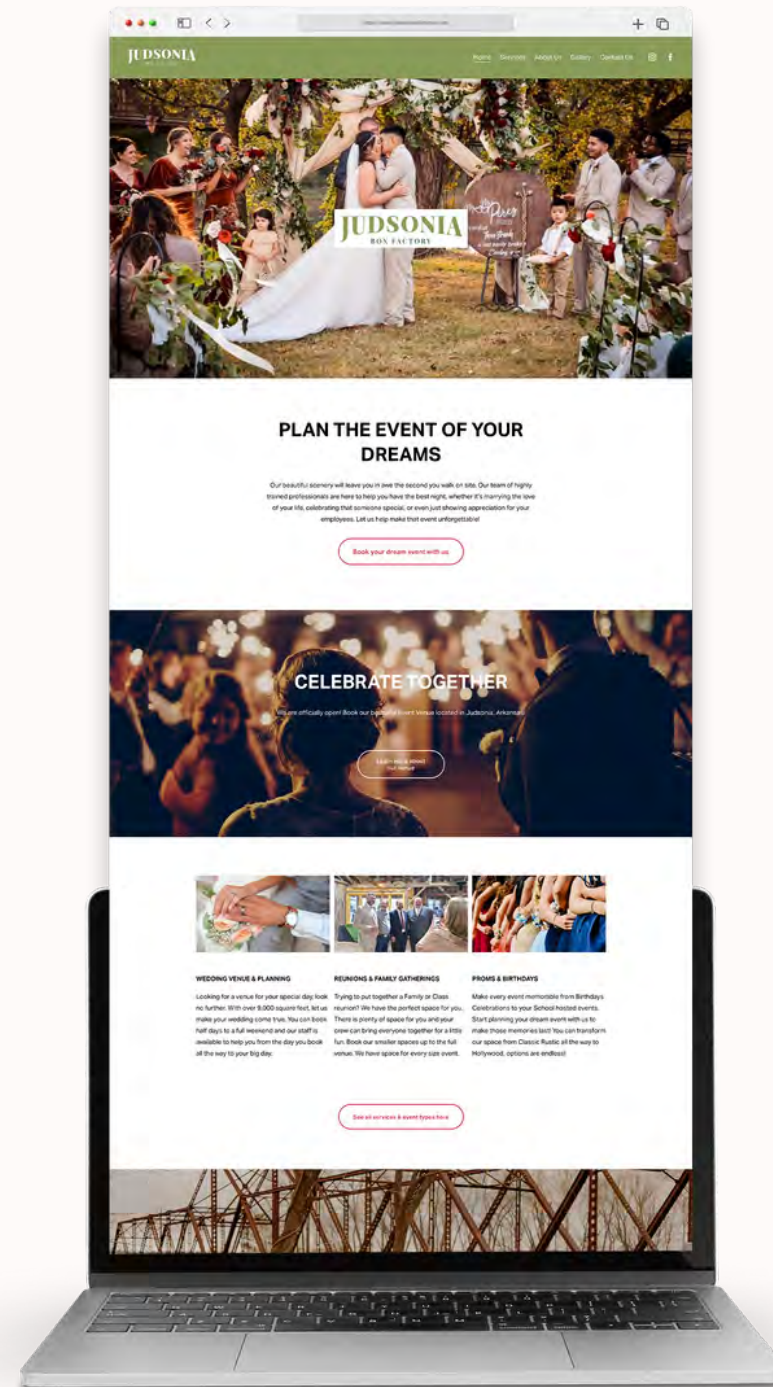
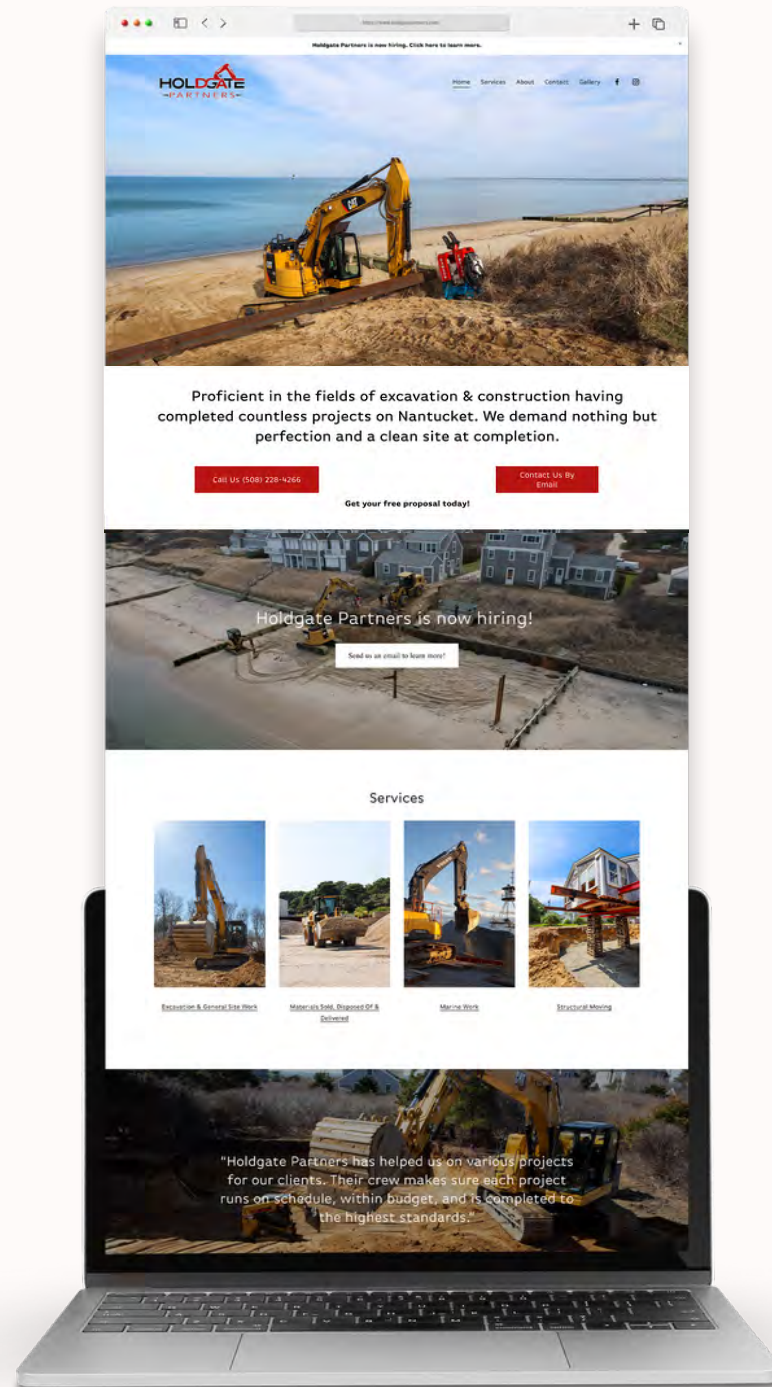
marinehomecenter

Make your backyard just as homey and comfortable as the rest of your home! 🏡 @themtcompany offers poolside and patio furniture designed to be outside but make you feel like you're relaxing in your living room. Take your living space to the next level for the Summer, stop by today to let one of our trusted associates help you find what your outdoor space needs! 🌞🌿

OTHER CLIENTS



SOME WEBSITES WE'VE WORKED ON



CREATIVE STORY CAMPAIGNS

JUDSONIA BOX FACTORY — LINE DANCING EVENT PROMO

JUDSONIA
BOX FACTORY

Come out and drop in for
Southern Shake
Country line dancing here at JBF

June 19th 6 pm - 8 pm

JUDSONIA
BOX FACTORY

Join us for some
line dancing!

June 19th 6 pm - 8 pm
Drop in here at JBF

JUDSONIA
BOX FACTORY

Come out and drop in for
Southern Shake
Country line dancing here at JBF

June 19th 6 pm - 8 pm

JUDSONIA
BOX FACTORY

NANDUCKET — WHERE TO SHOP CAMPAIGN

NANDUCKET

Shop with our partners

NANDUCKET

- For Heaven's Sake
 - Polliwogs
 - Belles & Beaux
 - 3 Marthas
- Children's Shoppe Monroe, LA
- Children's Shoppe Ruston, LA
- The Moppet Shop

NANDUCKET

- Jojo Mommy
- The Monogram Shop
- Ashby Mae Children's Boutique
 - Bundle of Joy
 - Lubberdubber's
 - Cotton tails
- La Bebe Boutique
- ACK4170

NANDUCKET

- Bering's
- Iris
- Two Loons Warehouse
- Layette
- Little Bird Denver
- Beyond the Rainbow
- Liebeskind, LLC
- Peachtree Kids

NANDUCKET

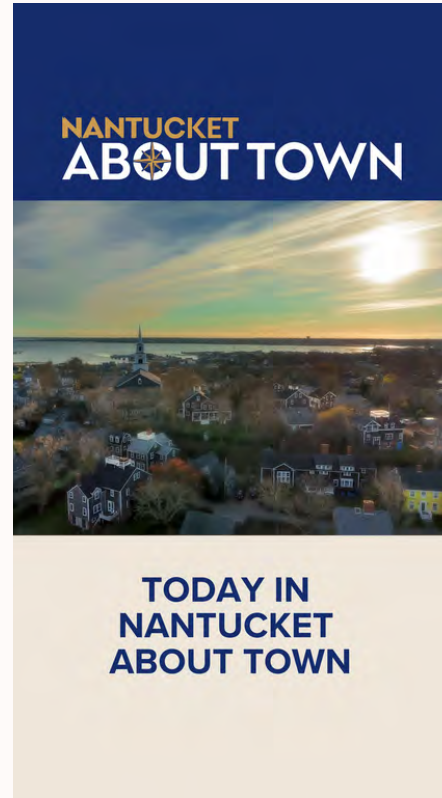
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NANDUCKET

- Jojo Mommy
- The Monogram Shop
- Ashby Mae Children's Boutique
- Bundle of Joy
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- Cotton tails
- La Bebe Boutique

CREATIVE STORY CAMPAIGNS

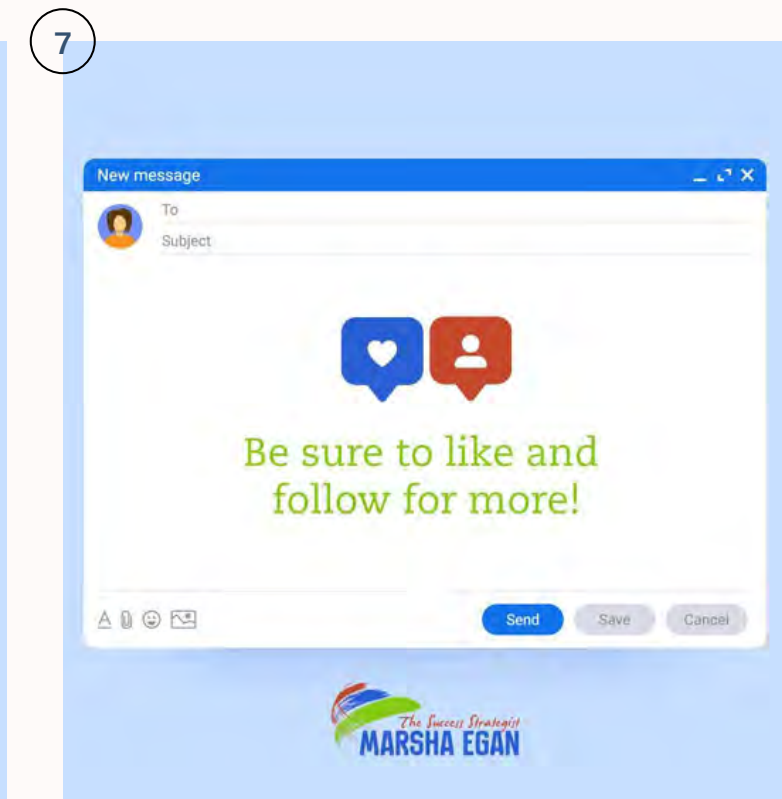
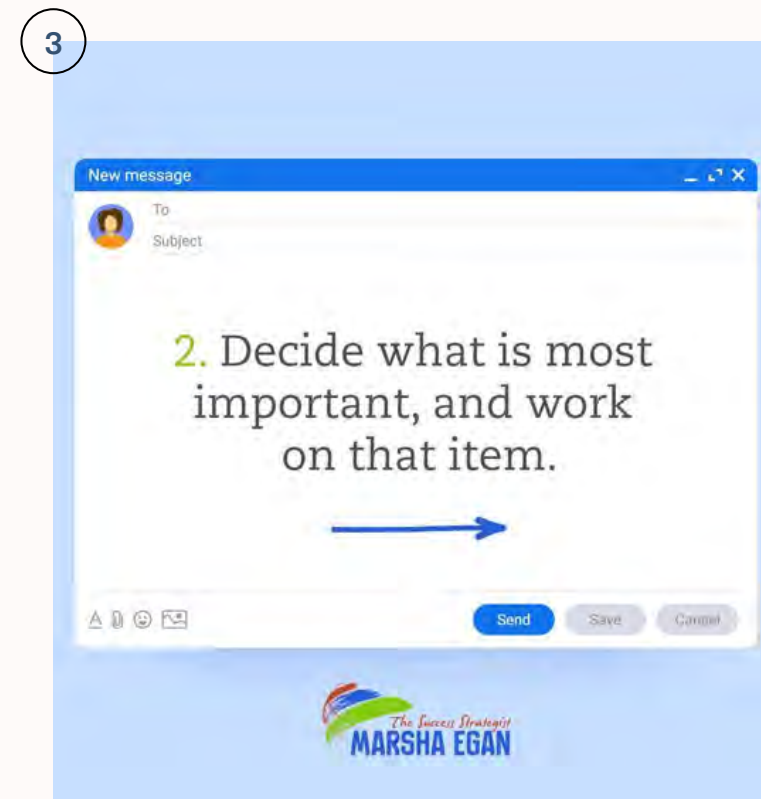
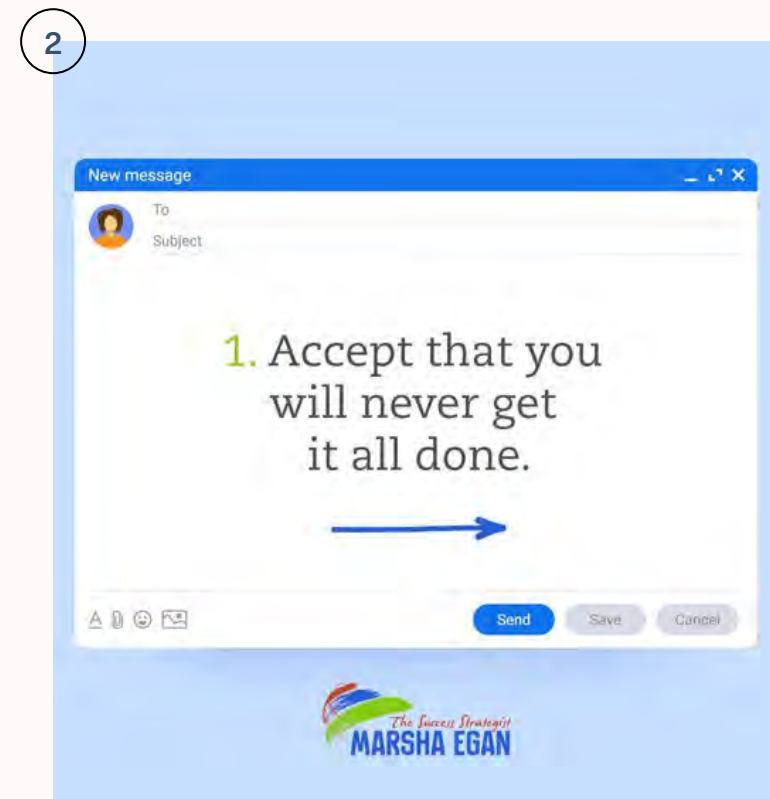
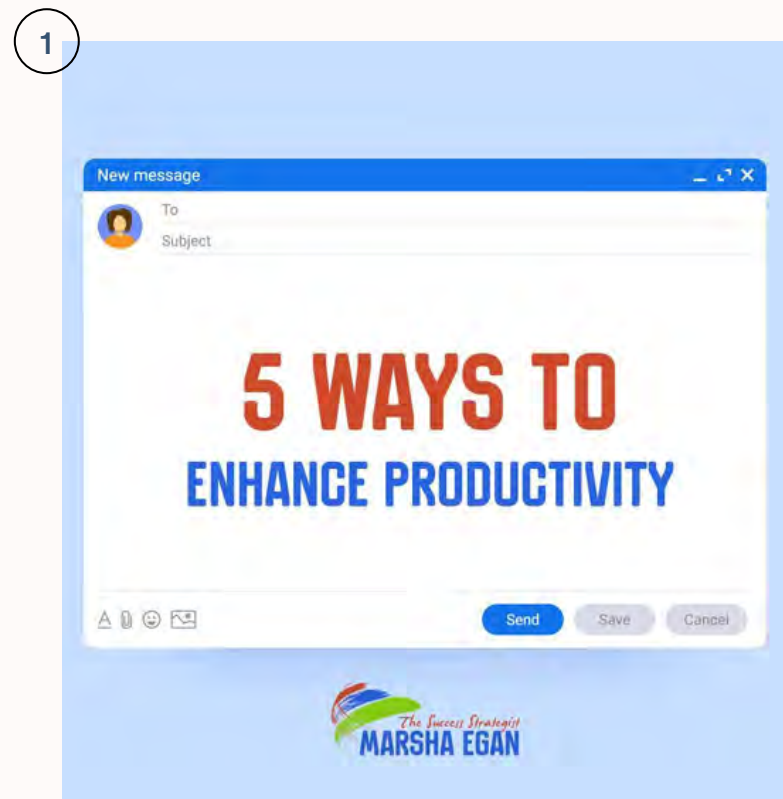
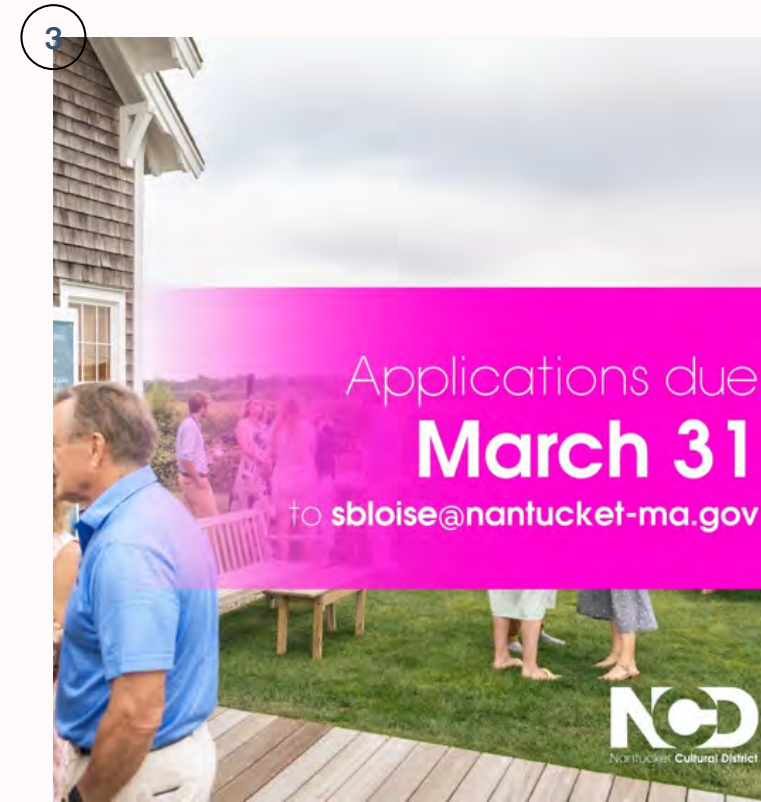
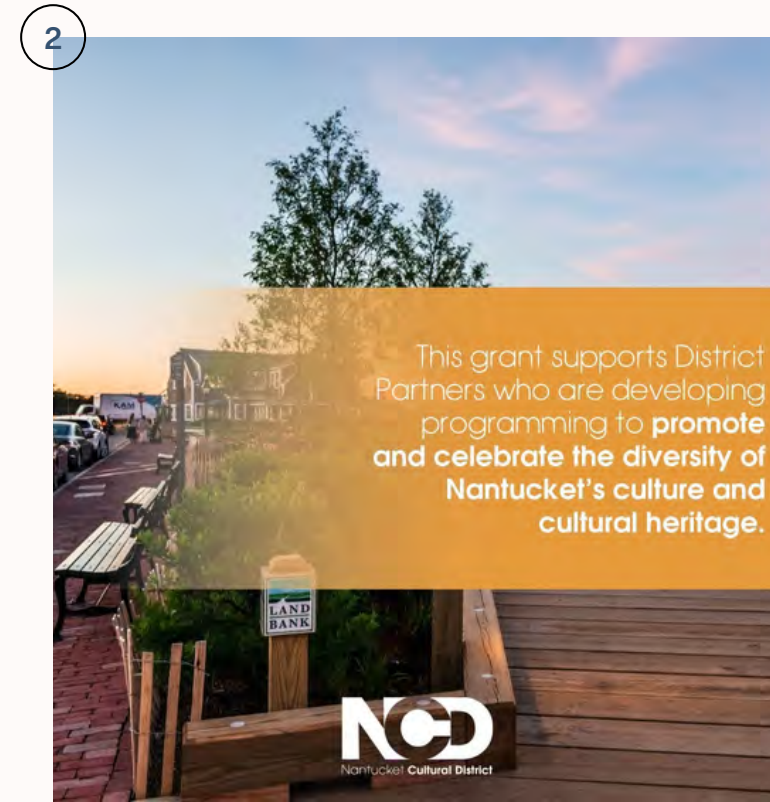
NANTUCKET ABOUT TOWN



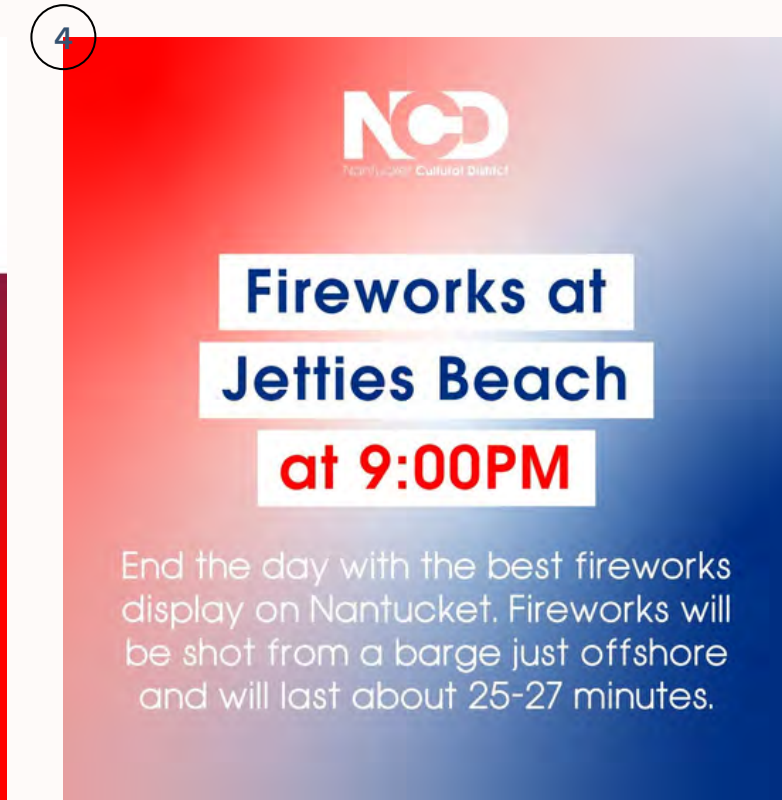
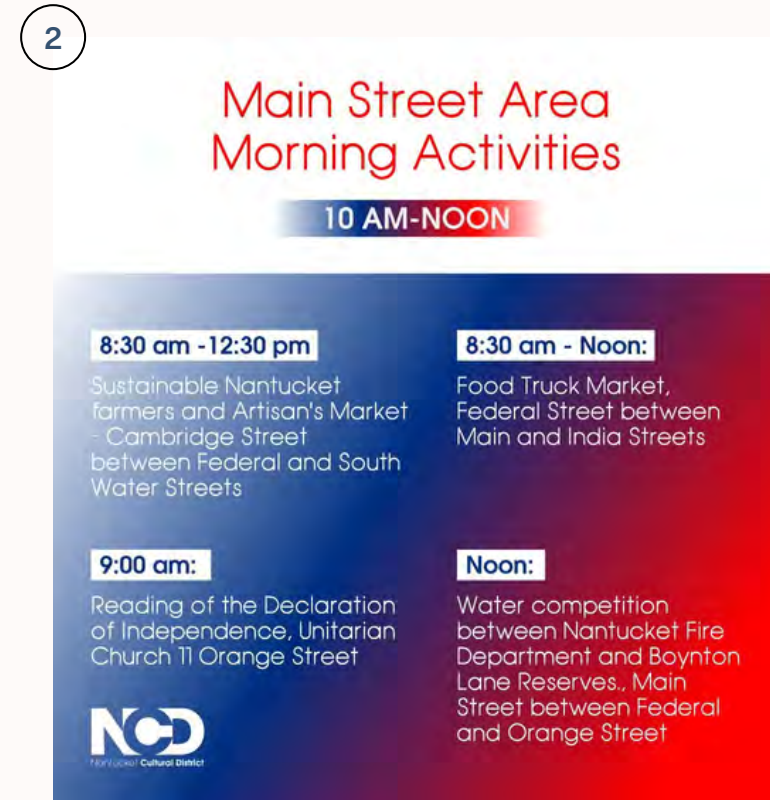
TAVERN & TABLE



CREATIVE CAROUSEL POSTS



CREATIVE CAROUSEL POSTS





CONVERSIONS BACKED BY STRATEGY, NOT LUCK.

Active View results

Website visitors
Are you interested in learning more about what is happening...

18,146 Reach	294 Link clicks	\$124.16 Spent at \$5.00 per day
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	Cost	Clicks	CTR
Nantucket Events & Programs	\$439.02	472	17.42%

Active View results

Website visitors
From art and history to science and culture, Nantucket ...

24,780 Reach	233 Link clicks	\$124.19 Spent at \$5.00 per day
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Performance
\$100.00 spent over 2 days.

Link clicks	Reach	21,372
198	Cost per Link clicks	\$0.51

Activity

- Post engagement: 272
- Link clicks: 198
- Post reactions: 56
- Post saves: 6

[See all](#)



MORE KIND WORDS

"Marina is so personable and has such a lovely, respectful approach to others, she could open any door to have someone consider her product."

— **Nancy Boehm, Action Recovery**

"People have been raving about our social media game and I'm so thankful that you helped us put everything in place."

— **Nantucket Wine & Food Festival Team**

"Marina has a phenomenal marketing mind and skill set, as well as having her finger on the pulse of the next generation"

— **Dave Killen, Ellis Realty Advisors**

"Marina has the gifts of navigating the marketing world and understanding the nuances of digital marketing combined with an ability to be consultative, encouraging, and motivating."

— **Marsha Egan, CPCU, PCC, CSP, The Egan Group**

"Working with Marina was rather easy. She listened well and provided exactly what we needed and even pointed us in the direction of solutions that we didn't know existed."

— **Shantaw Bloise-Murphy Director of Culture and Tourism, Town of Nantucket**

MORE KIND WORDS

Marina was recommended to me by a colleague and I asked her to submit a proposal. Thank goodness she did! Within a very short time, our visibility on social media had increased and more people were learning about the District and our partners. MMM always prepared interesting post suggestions and her content captured the breadth of activity that occurs in the Cultural District. She is thorough, creative, timely, and overall, a pleasure to work with.

— **Janet E. Schulte, Ph.D., Director of Culture and Tourism, Town of Nantucket**

"Marina has been instrumental in growing our social media fan base from 0 to thousands. She is not only professional but friendly, knowledgeable, and flexible. I highly recommend Marina and her team!"

— **Linda McAndrews, Marketing Manager for Marine Home Center on Nantucket**

"Marina was very responsive and informative. She assisted us with an ongoing social media account issue and navigated the META backchannels seamlessly."

— **Carlisle Jensen, Executive Director of Egan Maritime Institute**



WHY US?



EXPERIENCE

Our team has over 10 years of experience in marketing, sales, and analyzing data. We understand how to showcase the best of your business into your digital marketing campaigns while growing your brand and revenue.

REASON 1



CREATIVITY

Marketing isn't just about putting a pretty picture out there, it's about bringing your best foot forward with your content and standing out. Creativity is how we separate your brand from your competition. We know the importance of strong brand identity and messaging, and we will work with you to develop content that is unique, bold, and creative.

REASON 3



FULL SERVICE

Because marketing is more than just posting to social media or sending an email. Each marketing channel is a piece of the puzzle and we want to make sure you have access to an entire toolbox for digital marketing when you need them.

REASON 2



TRANSPARENT

You'll always know where you stand with us. We are constantly optimizing your content to provide the best results and deliver you monthly analytic reports with all our learnings and next steps.

REASON 4

OUR SERVICES

→ SOCIAL MEDIA MANAGEMENT

INSTAGRAM / FACEBOOK / LINKEDIN / STORIES / PINTEREST / THREADS / TIKTOK

→ PAID ADVERTISING

CAMPAIGN STRATEGY / AUDIENCE AND CREATIVE TESTING / CLEAR OBJECTIVES /
AD COPYWRITING / REPORTING AND OPTIMIZATION / AD CREATIVE DESIGN

→ PRODUCT CONTENT PHOTOGRAPHY

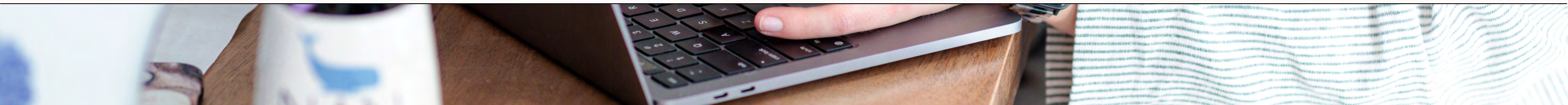
STRATEGY AND SHOT LIST / BRANDED PHOTO EDITS / STUDIO OR ON LOCATION /
VIDEOGRAPHY TO BE USED FOR TIKTOKS AND REELS / MODELS AND PROPS AS NEEDED /
ON GOING OR ONE TIME PACKAGES AVAILABLE

→ EMAIL MARKETING

LEAD OPT IN SUGGESTIONS / EMAIL NEWSLETTERS / EMAIL AUTOMATIONS / COPYWRITING IN
BRAND TONE OF VOICE / OPTIMIZATION BASED ON KEY METRICS / CREATIVE /
A/B TESTING AND REPORTING

→ WEBSITE DEVELOPMENT

QUESTIONNAIRE / USER-FRIENDLY, MOBILE-FRIENDLY WEBSITE / GOOGLE ANALYTICS /
WEBSITE STRATEGY AND DEVELOPMENT / WEBSITE DESIGN / SEO



#TEAM_MMM

MARINA

Founder & CEO



AREAS OF EXPERTISE

- Operations
- Client Management
- Overseeing All Content
- Marketing Management

CLAIRE

Lead Social Media Manager



AREAS OF EXPERTISE

- Social Media Direction
- Content Creation
- Social Media Strategy
- KPI Reporting

GUS

Senior Marketing Officer (CBO)

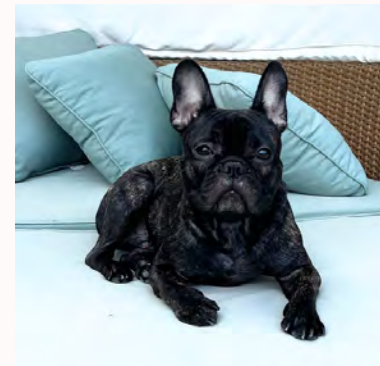


AREAS OF EXPERTISE

- Inspiration
- Cuddles
- Storytelling

HENRI

Marketing Manager



AREAS OF EXPERTISE

- Napping
- Cuteness
- Communication

HAYLEY

Spring Intern

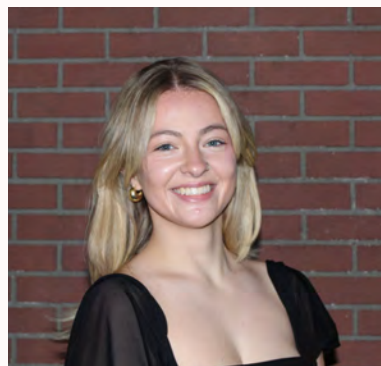


AREAS OF FOCUS

- Marketing Analytics
- Social Media Strategy
- Client Management
- Copywriting

ISABELLA (BELLA)

Spring Intern



AREAS OF FOCUS

- Social Media Management
- Content Creation
- Social Media Strategy
- Analytics and Reporting

SOFIA

Spring Intern



AREAS OF FOCUS

- Marketing Management
- Working in Real Time
- Client Management
- Strategy Development



A team full of strategists, storytellers, and innovators. We work with our clients long-term to create a brand they are proud of whether that's a website, their social media feeds, or a local ad. We're creative people with a knack for words, it's just what we do. We'd love to get to work with you.



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COME SAY HEY ON SOCIAL

 [@marinamorganmarketing](https://www.instagram.com/marinamorganmarketing)