

# WE MAKE



## Summary of the presentation

- We planned reels and highlights to Instagram
- We planned the LinkedIn profile and made the plan to use it
- We planned a LinkedIn ad

# PLAN

Our plan was to strengthen the brand, so people would know more about WAAK studios.

Our main channel is LinkedIn, since they haven't used it, and they do a lot of B2B. Updating profile and posts

Their Instagram account is strong, they get most of their customers from instagram. Adding highlights and reels

# LINKEDIN

## Profile:

- Background (wood/furniture)
- Profile picture
- Slogan
- WAAK logo
- About us



# LINKEDIN

post:

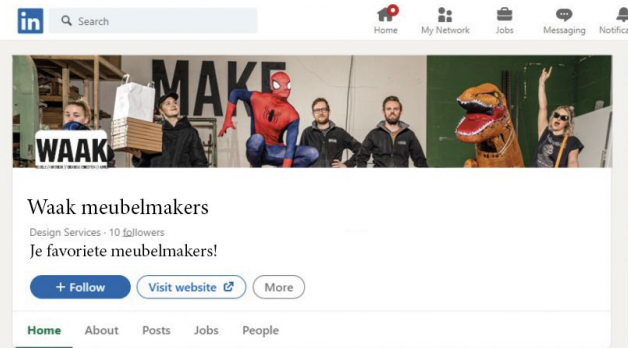
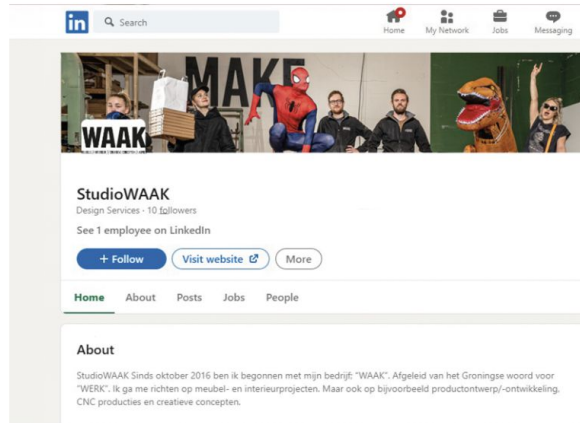
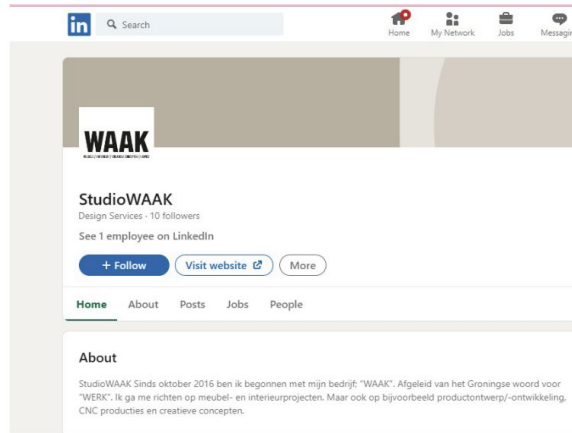
- More business projects
- business reviews
- Show how do you prepare the projects
- show materials and colours
- tell about eco friendly product
- show the most popular projects





*before  
and after  
of  
linkedin*

**WAAK**



Op dit moment zijn wij bezig met een restaurant in Amsterdam. Je ziet hier de warmte die donker hout kan geven.



# INSTAGRAM

## Highlights:

- Reviews from clients
- Projects for homes
- projects for businesses
- Show the most popular materials and show colours
- Employees





# INSTAGRAM

## Reels:

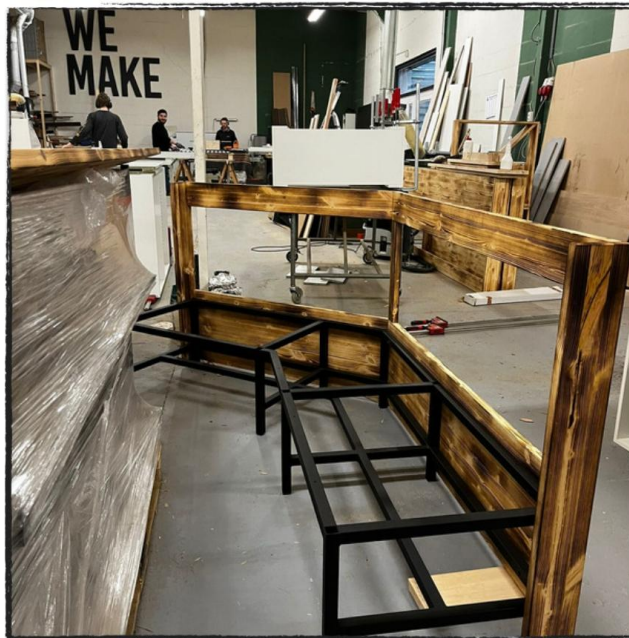
- Show projects: while preparing, when ready, when taken to the buyers
- Show where/when you work



**Instagram**



waak\_meubelmakers  
Groningen, Netherlands



waak\_meubelmakers

**WAAK**

INSTAGRAM



**WAAK**

# SCHEDULE

Instagram: once a week, every wednesday

LinkedIn: once a week, every tuesday

# APRIL 2023



WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
13	27	28	29	30	31	01	02
14	03	04	05	06	07	08	09
15	10	11	12	13	14	15	16
16	17	18	19	20	21	22	23
17	24	25 <b>Post a project and tell little bit about it</b>	26 <b>Post about king's day</b>	27	28	29	30

# MAY 2023



WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
18	01	02 <b>Show the colours and the most popular materials</b>	03	04	05	06	07
19	08	09 <b>Post and Project/Projects</b>	10	11	12	13	14
20	15	16 <b>Post the review</b>	17	18	19	20	21
21	22	23 <b>Post a project/Projects</b>	24	25	26	27	28
22	29	30 <b>Tell about eco- friendless</b>	31	01	02	03	04



# APRIL 2023



WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
13	27	28	29	30	31	01	02
14	03	04	05	06	07	08	09
15	10	11	12	13	14	15	16
16	17	18	19	20	21	22	23
17	24	25	26 Post a reel from a project	27	28	29	30

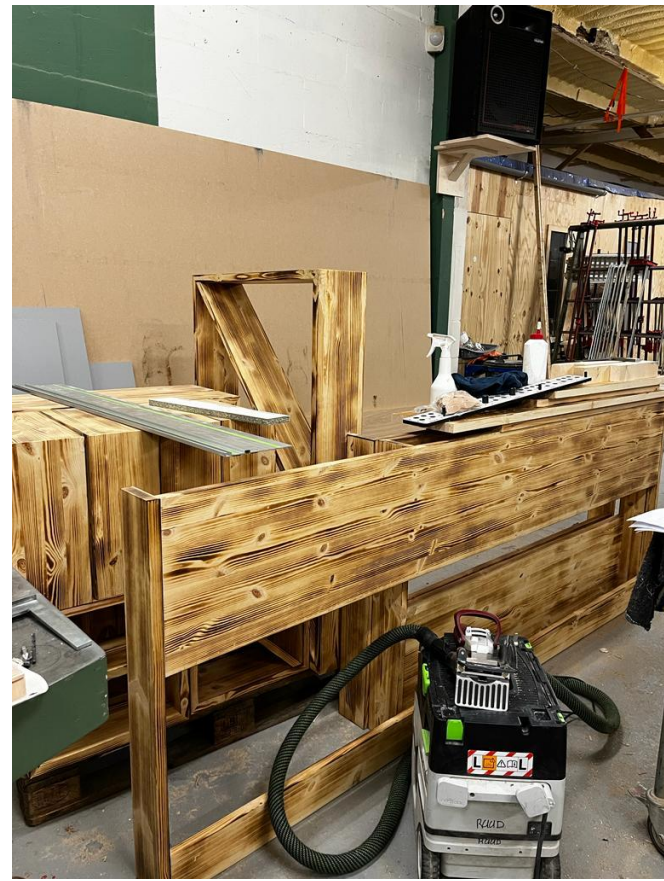
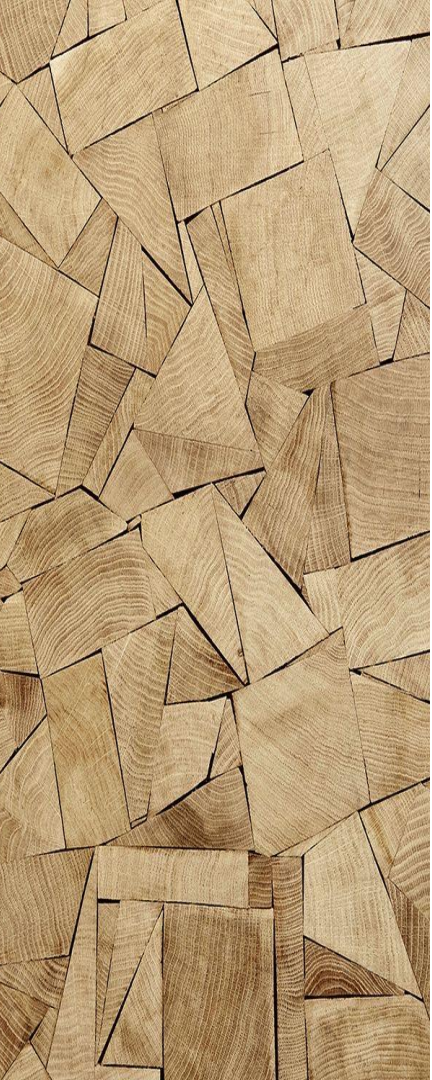
# MAY 2023



WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
18	01	02	03 <b>Do 2 highlight about colours and the most popular materials</b>	04	05	06	07
19	08	09	10 <b>Do 2 highlight from the reviews</b>	11	12	13	14
20	15	16	17 <b>Highlight for business projects</b>	18	19	20	21
21	22	23	24 <b>Highlight for business projects</b>	25	26	27	28
22	29	30	31 <b>Post a reel</b>	01	02	03	04

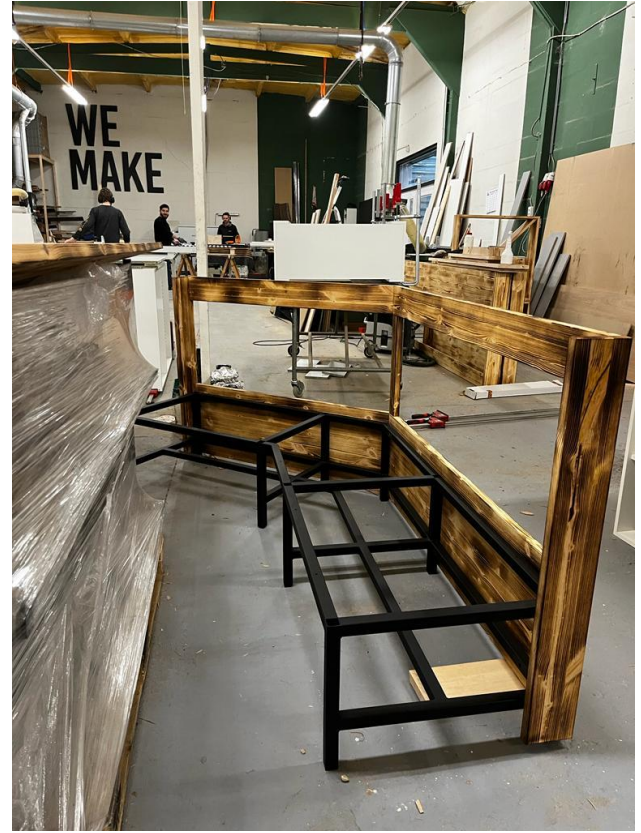
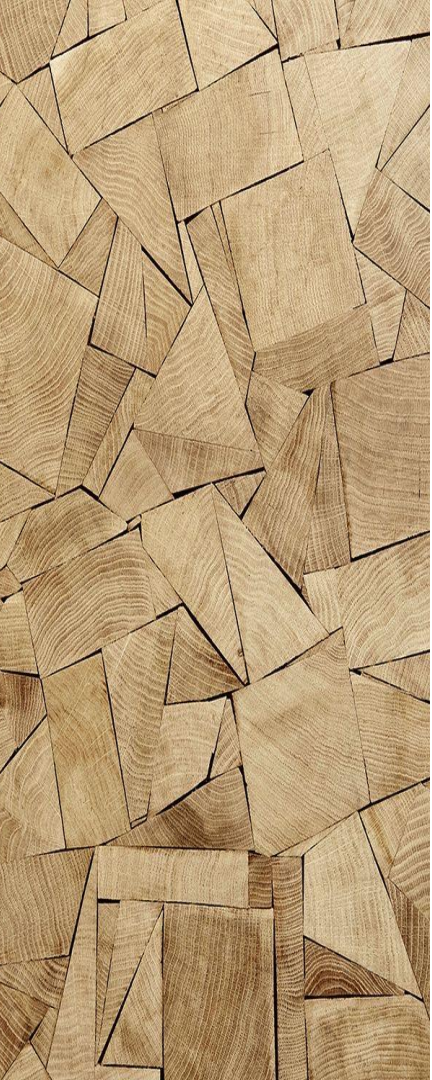






**WAAK**





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# THE END

Are there any questions?



<https://studiowaak.nl/>



waak\_meubelmakers



StudioWAAK

