

***I'm charlotte rae.***

Content & Community Portfolio

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Hi there, I'm Charlotte, a creative thinker, maker, do'er and storyteller.

Bringing together strategic thinking and creative intuition, I use my left and right brain to help businesses tell the best stories they can on social media.

I have experience working as a content creator for **Online Republic**, and most recently as the Community Management Lead for New Zealand's award-winning social media agency - **Socialites / The Social Club**

I currently contract as a **social media, community, and content specialist.**

# *Content & Community*

## CASE STUDY | THE WAREHOUSE

### Toys for Christmas 2019

#### PROJECT OBJECTIVE

Create fun, eye catching social posts for the Warehouse and their upcoming Christmas campaign which appeal to a younger target audience. These posts started going live at the end of November to start inspiring parents on which gifts to purchase.

#### KEY RESULTS

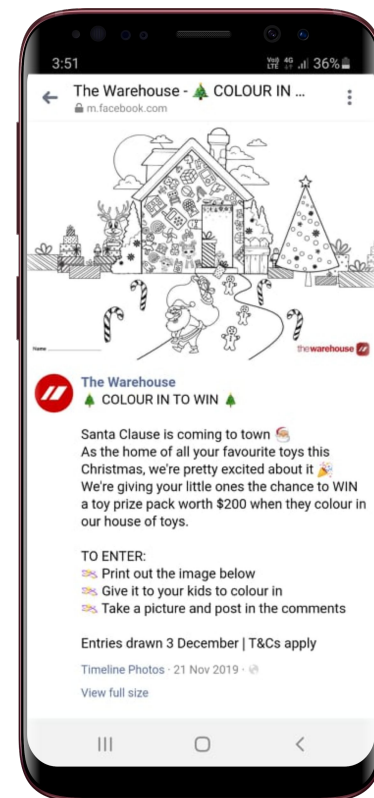
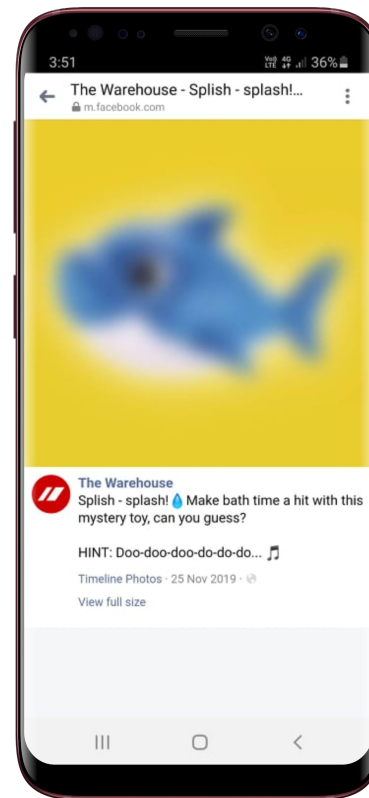
A hugely successful campaign in terms of reach, engagement and clicks through to the website. One particular highlight was receiving over **450 comments** on the Rainbowcorn Facebook post and almost **800 reactions** - definitely a popular toy that Christmas!

#### MY INVOLVEMENT

Creating a **14 post calendar** for the Warehouse Facebook page to creatively showcase and promote new toys for Christmas. I researched and created fun copy to partner along with the assets I was provided from the client.

#### KEY ACHIEVEMENTS

A range of different content was used to appeal to the target audience including colouring-in competitions, Facebook polls using bright imagery, and 'this vs. that' to boost engagement within the community during the festive season.



## SEO PROJECT | MY FURBABY

Creating a range of keyword-rich ranking blog posts to boost website traffic and brand education for pet parents  
2022/2023



### NEW Boosters are here! Available now

Boosters are for furbabies who need some extra nutrients in their life or particularly fussy eaters who get bored at mealtimes.



### What does unhealthy dog poop look like?

When potty pad training your dog, or when poop scooping on walks or around the home, as a dog owner, you're going to be...



### We're proud to announce our plastic-neutral certification

We're super excited to share the fact that My Furbaby is New Zealand's first Plastic Neutral company to offset all of our plastic...

## CASE STUDY | NEW WORLD

### Bring Back the Bananas for Valentines Day 2020 🍌

#### CAMPAIGN OBJECTIVE

To deliver a humorous approach to Valentine's Day by bringing back the bananas campaign from the 90's. Bananas up in your trolley to signal you're single, or bananas facing down if you're happily taken.

#### KEY RESULTS

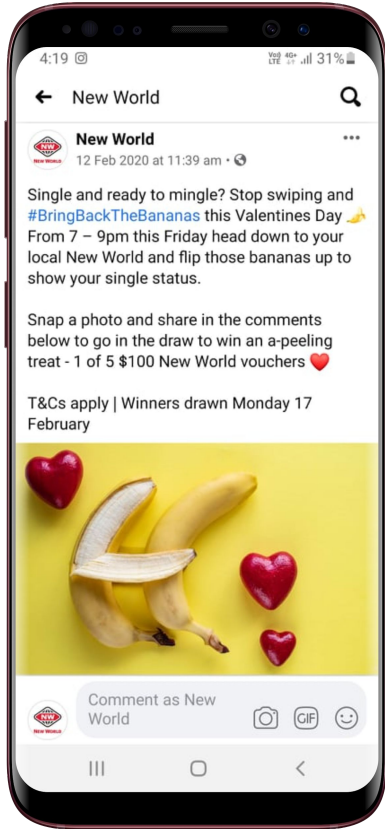
There was over **205,691K reach** and **15,537 engagements** on this post. The community LOVED it.

#### MY INVOLVEMENT

I was managing the digital community and providing witty, funny comebacks with a cheeky tone of voice to fit the overall campaign. I also managed the influencer side. I found relevant influencers, briefed them in and managed their content approvals before going live on our Instagram stories.

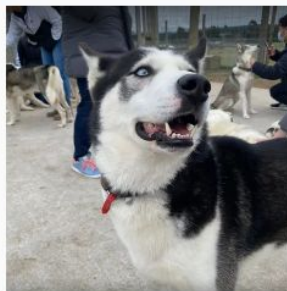
#### KEY ACHIEVEMENTS

Working with some amazing New Zealand influencers, and managing an extremely funny campaign. Through social listening we also organised a New World 'Singles Hour' due to the demand from our community. This insight proved that listening to your community is the heart of what social media is all about.



## CHANNEL GROWTH | TIMBERLINE HUSKIES

Using fun content ideas on Instagram and Facebook to boost this attraction to dog-loving visitors in the Taupō region 🐾 The result? Doubling the Instagram audience and fully booked weeks in advance.  
2021/2022



## CASE STUDY | NEW WORLD

### Covid-19 Campaign 2020

#### CAMPAIGN OBJECTIVE

New World helped the community during COVID-19 by showcasing the tastiest recipes, safest ways to shop and to enjoy the spirit whilst social distancing. We produced a multi-layered approach with topical content and daily social listening reports which helped stay on top of community conversations

#### KEY RESULTS

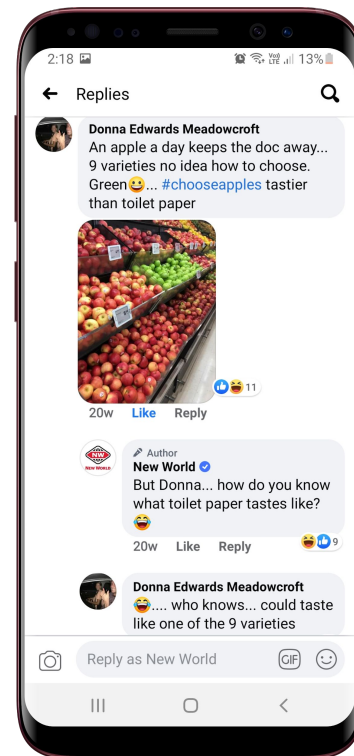
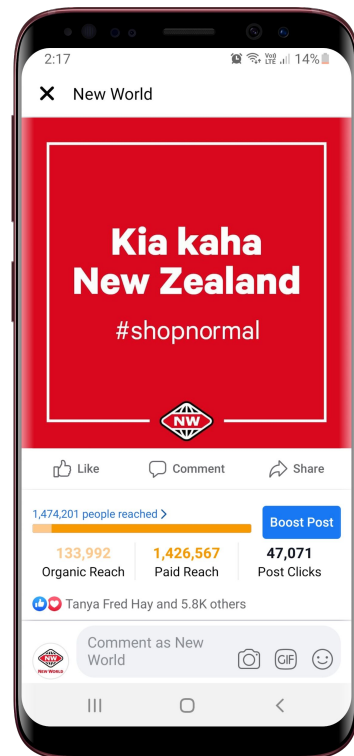
This campaign had strong positive social sentiment and saw **30K+ engagements** on Facebook and Instagram alone. A topical content strategy and quick-to-market execution provoked conversation and drove customers to #ShopNormal and #BeKind during a difficult time in lockdown

#### MY INVOLVEMENT

Managing the community during lockdown across five social channels (Facebook, Instagram, Twitter, Pinterest & Youtube) as well as creating a daily social listening report to report insights back to the Foodstuffs team

#### KEY ACHIEVEMENTS

Helping Foodstuffs essential workers gain a **10% wage increase** during Level 4 lockdown and keeping New World in the top 10 of New Zealand's most trusted brands during the pandemic







Welcome to 2023! We hope you had time to relax with loved ones and Furbabies over the holiday break.

Summer has been hesitant to get started this season, but some of our team still made the most of the long holiday with their Furbabies. From beach level jacks all over the North Island, from Malakula to Pasamal, Amy was in Whangamata and walked with little Zoey for the first time on the jet boat to the bays down to the Coromandel for beach time.

We're excited about everything happening in 2023 and can't wait to share more updates soon!

Heard of Kibble PLUS?



To put it simply, it's kibble blended with raw, freeze-dried chunks of meat to boost the diet of some Furbabies who might need additional support.

Remember, add any flavour booster to your order and we'll give you the second for free (while stocks last)

Read more

NEW refillable packaging!



A regenerative business means working towards a vision in which systems and processes are designed to regenerate, rather than deplete, natural resources, people and systems.

We're heading towards this goal by adding a new refill system to our packaging model.

Read more

Supporting local



Big fan of My Furbaby? We could use your honest reviews on our Google reviews. They make a big difference to local businesses.

Write a review of My Furbaby between 22nd Jan - 23rd Feb and you could win both of our new Boosters!

Review here

Ah-choo! Is your dog sneezing?



Just like we can have allergic reactions to pollen, dust or certain types of food, our dogs can suffer from hay fever. But for less, they also suffer from food allergies.

Read our guide below for a look at some of the common causes of dog allergies.

Read the guide

Love My Furbaby?

Share your thoughts by leaving us a 5 star Google review.



Who's ready for a relaxing break?

This is the last Furbaby Scoop newsletter 2022 so we wanted to say a HUGE thank you to everyone who has supported our small business this year. It truly means the world, and we couldn't have reached our goals without you.

Head up, keep an eye out for our fun newspaper-style update 'Furbaby Times' in your next order!

Need last minute gifts?



We've got everything you need to help make your Furbaby's Christmas extra special - give them the gift to 'top-up' under the tree this year with our Christmas Gift Box range.

We've even got something special for our feline friends.

Shop Xmas

Is your Furbaby eating less?



It's completely normal as the weather heats up to notice your Furbaby eating less at mealtimes, if they're not finishing their bowl like they usually do they may just be feeling the heat and a little lethargic. If you notice this, you may want to adjust the amount of food per serving.

Read More

NEW Boosters are here!

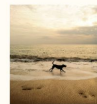


All life stage boosters super-charge goodness with additional nutrients and food-friendly lip-cracking goodness. Freeze-dried to lock in the freshness and to super-boost the fibre, made at our new mill.

Boosters are available as a one-off purchase or add them to your customised deliveries in your dashboard.

Try Now

Holiday shipping dates



Don't run out... your next order is due between the 24th-27th Dec and 29th with your delivery partners. We'll get your parcel on its way today (order by the 2nd of Dec, delivery will depart from the 4th of January).

Orders will be extra busy around this time so remember to allow extra time for your delivery as soon.

Update

Love My Furbaby?

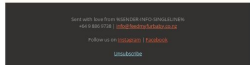
Share the love by leaving us a 5 star Google review.



Get pet essentials on repeat!

Get your flea treatments, treats and poop bags delivered before you run out.

Order now >



Gather round the tree this Christmas with festive gifts!



Get your Furbaby a treat at the table this Christmas. We're offering three award-winning festive gift boxes for your beloved pet, complete with personaliser so that your Furbaby has their own!

Shop now

Itchy paws??



When your dog has itchy paws, your Furbaby is experiencing a skin condition. If you can't remember, it's probably allergy or dry skin. We'll get you the best products to get with our Omega-3 and Biotin which will help soothe and keep your dog's skin happy.

Shop Omega-3

Keep a hot dog cool



As the weather begins to heat up, it's important to keep your dog cool. There are a bunch of ways to prevent your Furbaby from overheating, including using fans or giving our new bandana which is guaranteed to be loved.

Shop new bandana

We had the Spookiest Wag 'n' Walk thanks to you!

We had 2,371 photos taken with everyone who attended the Halloween Spooky Wag 'n' Walk event. Thank you to those who supported our event, from the late afternoon and throughout the night. It was a fantastic experience for everyone who attended and we can't wait to see you all again!



We're saving kiwiana



We're working with the team at Furbaby to help support local kiwiana vegetable from growing to harvest.

We're excited to offer our new Christmas Boosters bundle. These are made for your Furbaby's health and well-being, and are available in a variety of flavours. They're made with natural ingredients and are guaranteed to be loved.

Ready to help save some kiwiana? Order now! Pre-order your Christmas Gift Boxes now.

Shop Now

Shop Now

Share the love

Love My Furbaby! Share the love by leaving us a 5 star Google review.



Get your pet essentials on repeat!

Get your flea treatments, treats and poop bags delivered before you run out.

Order now >



EDM SERIES | MY FURBABY
Creating an engaging monthly newsletter to drive CTR, sales and education around new products and sustainability.

I took this newsletter from 20% to consistent 40-50% open rates, and CTR tripled



*thank you.*

- View my [LinkedIn](#)
- Flick me an email at [charlotte@charlotterae.co.nz](mailto:charlotte@charlotterae.co.nz)
- Give me a buzz on +64 21 0295 8878
- Head to my website at [www.charlotterae.co.nz](http://www.charlotterae.co.nz)