

# PORTFOLIO



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## Education

- B.A. Applied Media Economics
- M.A. Information and Media Management

## Language

- German (mother language)
- English

## Industries

- Fitness & Food
- Sport (football, boxing, motorsport)
- Telecommunication & IT
- Automobile & Technology
- Lifestyle
- Tourism & Travelling

## Portfolio

- Social Media Strategy and Consulting
- Communication Strategy and Consulting
- Social Media Monitoring & Analytics
- Community Management
- Neuro Marketing
- Event Marketing

## References Consulting (selection)

- o2 / Telefonica
- Loewe
- Tupperware Germany
- Tupperware Austria
- Ixmal
- ColaRebell
- Mark Lauren
- SIPPO
- Motormiles
- Schwarzer GmbH
- Interaktive Marketing Group
- Ravellis

## References Neuro Marketing (selection)

- ColaRebell
- Cleafin
- Ixmal
- Ravellis

## References Community Management / Content Strategy (selection)

- Tupperware Austria
- Ixmal
- ColaRebell
- Mark Lauren
- SIPPO
- Motormiles
- Schwarzer GmbH

# PROJECTS

## **Projects Analysis / Consulting (selection)**

### **• o2 / Telefonica (Telecommunication)**

We created a Social Media analysis for all brands of the Telefonica company (O2, Base, Fonic) via monitoring tools such as Brandwatch, Radian and Gridmaster. The analysis included all Social Media platforms and also online communities like blogs, forums and comment sections of mainstream news pages. Based on the results we created reports to give each brand concrete advice on how to improve their online service and social community management. The outcomes of this analysis was a seeding strategy (forums, blogs, comment sections) and communication strategy (Facebook, Twitter) to increase organic reach and promote new products and features. Brands like Aldi Talk, who didn't offer an official service via social media platforms, would use all relevant social media platforms and forums to offer a service via influencers and community experts who were not officially working for Aldi Talk. Their opinions and services appeared more trustworthy and credible than an official Aldi Talk channel.

### **• Loewe (TV / Technology)**

Loewe is a producer of high quality TVs that are made in Germany. They were struggling since more and more asian companies flooded the market with cheaper technology. Therefore Loewe requested a Social Media analysis to get to know what users and potential clients expect, in order to improve their product management. We tracked Social Media platforms and other social communities to create a report that showed us what the users' requirements for TVs and other relevant products were. The outcome of this analysis helped Loewe to improve their services and their product management regarding product quality and service.

### **• SIPPO (Tourism)**

SIPPO is a consulting company based in Zurich, Switzerland that helps businesses from non-EU countries to get into the EU market. A large part of their clients are small businesses from the tourism industry such as hotels and tour operators. Part of the consulting for these businesses was an analysis of their entire online activities like websites, social media appearances and ratings on platforms like Tripadvisor, Google or and Facebook. We created reports for about 20-30 of these companies from South Africa, Serbia and Peru to optimize their online appearance and communication to help them to reach a standard where they can perform more successfully in the European market.

# PROJECTS

## Projects *Community Management / Content Strategy (selection)*

### • ColaRebell (Food)

ColaRebell is an independent cola brand from Hamburg, Germany and one of my oldest clients. ColaRebell had problems to build up a fan base on Social platforms like Facebook and Instagram and couldn't reach their key audience. The first part of the strategy was to create a content strategy and a posting plan. The whole online appearance was given a facelift to create an aggressive and more rebellious image (dominant colors like red and black). The communication was also made more rebellious with polarising content with a light political attitude, which increased the organic reach of the postings. The fan base increased up to over 30.000. We were also able to increase the online sales up to more than 50% via Facebook and Google ad campaigns.

### • Mark Lauren (Fitness)

Mark Lauren is US-american fitness coach and bestseller author of books like „You are your own gym“. He is already known in the USA and now wants to bring his books and his coaching into the German market. The first step was an analysis to find his key audience on all relevant Social Media platforms. Since he already had a big online community (>100.000 fans) we identified users who were already using his programs, in order to turn them into brand ambassadors and influencers of the Mark Lauren bodyweight workout. We created groups where advanced users and beginners of his program could meet and start conversations. In the meantime we also optimised his community management and his content strategy to increase the organic reach of his posting. This was also done to reach fitness and workout fans in the relevant areas, to get them in touch with his newest body workout program and his „certification“ classes.

### • Motormiles (Motorsports / Cars)

Motormiles is a start up from Munich, Germany, that offers a smartphone for Motorsport fans and „carguys“ to get news about Motorsports and to collect points and benefits like special offers for Motorsport related products or competitions. Motormiles was struggling to build up a fan base and to get the required reach to generate interactions and App downloads. The first step was an analysis off their previous activities on platforms like Facebook. As a result we created a posting plan and set up an ad campaign to increase reach and generate more App downloads. Even though we were still in the process, we increased the fan base from 1.000 to over 6.000 (just organic, no page like ads), and also generated several hundred App downloads. We were also able to increase the organic reach of some posts to over 100.000 users.

### • Schwarzer GmbH (several)

The Schwarzer GmbH is an IT company based in Mainz, Germany, that owns more than 100 websites and Youtube channels related to a wide variety of topics such as tourism, lifestyle, pets and careers. To increase the hit rate of these website and channels, we set up 11 Facebook pages for the topics and created posting plans and ad campaigns to build up communities. News platforms were installed, where we posted articles with information which lead users to our website and Youtube channels. During the process we already increased the hit rates of all the websites to an all time high and built up Facebook pages with several hundreds of fans. We also created viral content that reached more than 100.000 users.

