



**1FORFIT**



SOCIAL MEDIA

**I N F L U E N C E R**



LAZAR ANGELOV





JEN SELTER





ANDREIA BRAZIER





# FACEBOOK AND INSTAGRAM MARKETING



1. CREATIVE

2. DATA ANALYSIS







РАЗЛИЧНИ ФОРМАТИ

РАЗЛИЧНИ КОНЦЕПЦИИ

RELEVANCE SCORE

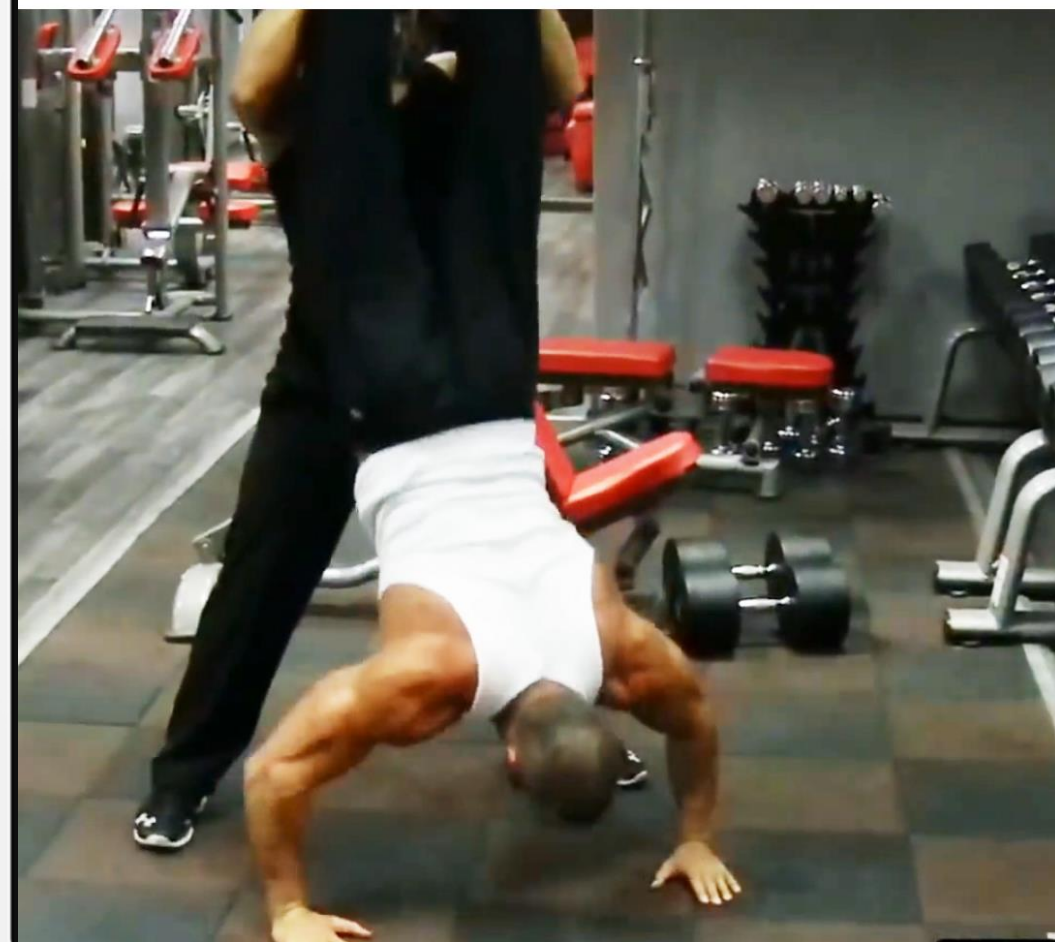




## SHAKING UP THE SCREEN



**SWIPE UP TO REVEAL  
LAZAR'S SECRET**



**SWIPE UP TO REVEAL  
LAZAR'S SECRET**





FROM TRASH TO FRESH

**GO FROM  
TRASH**



**GO FROM  
TRASH**

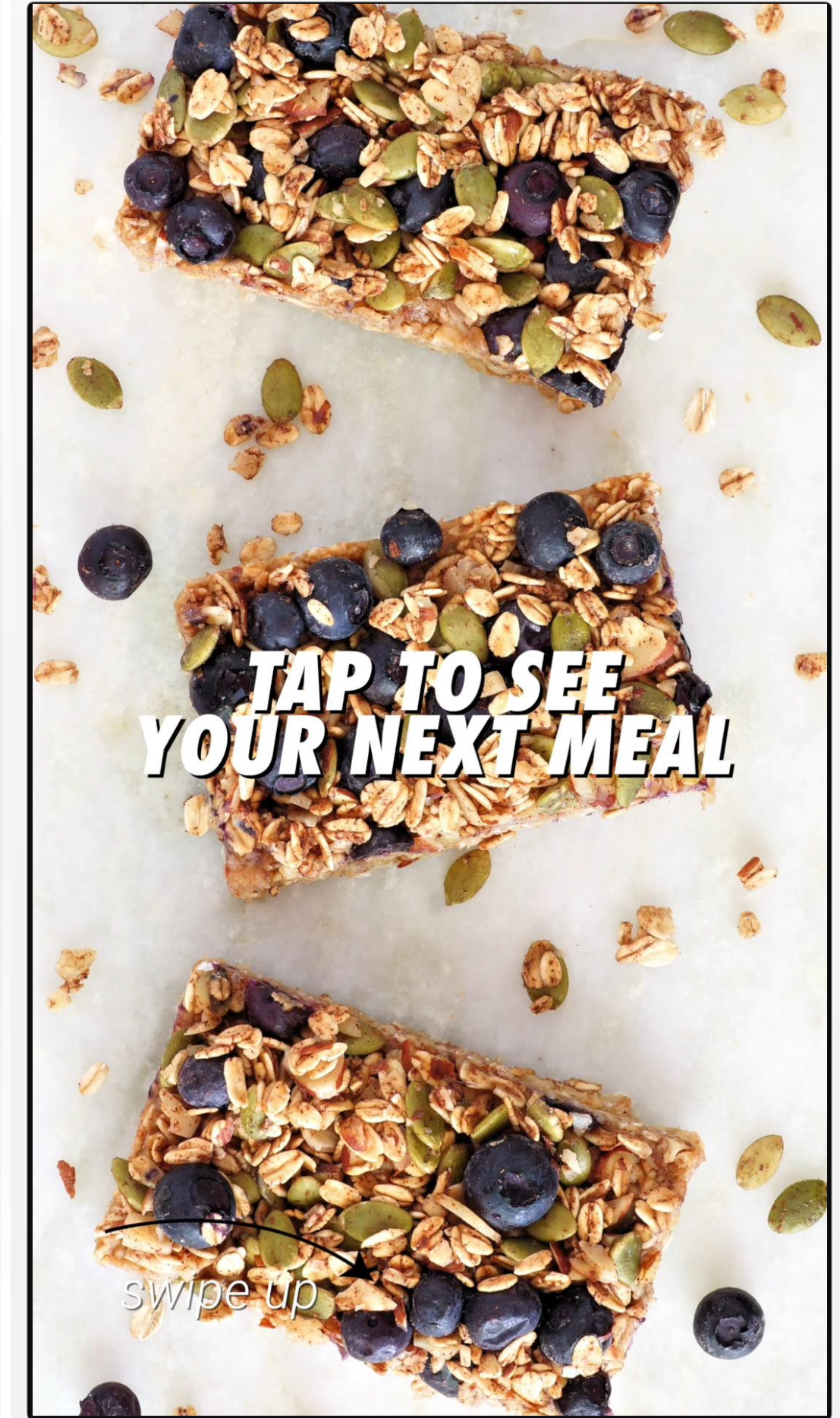
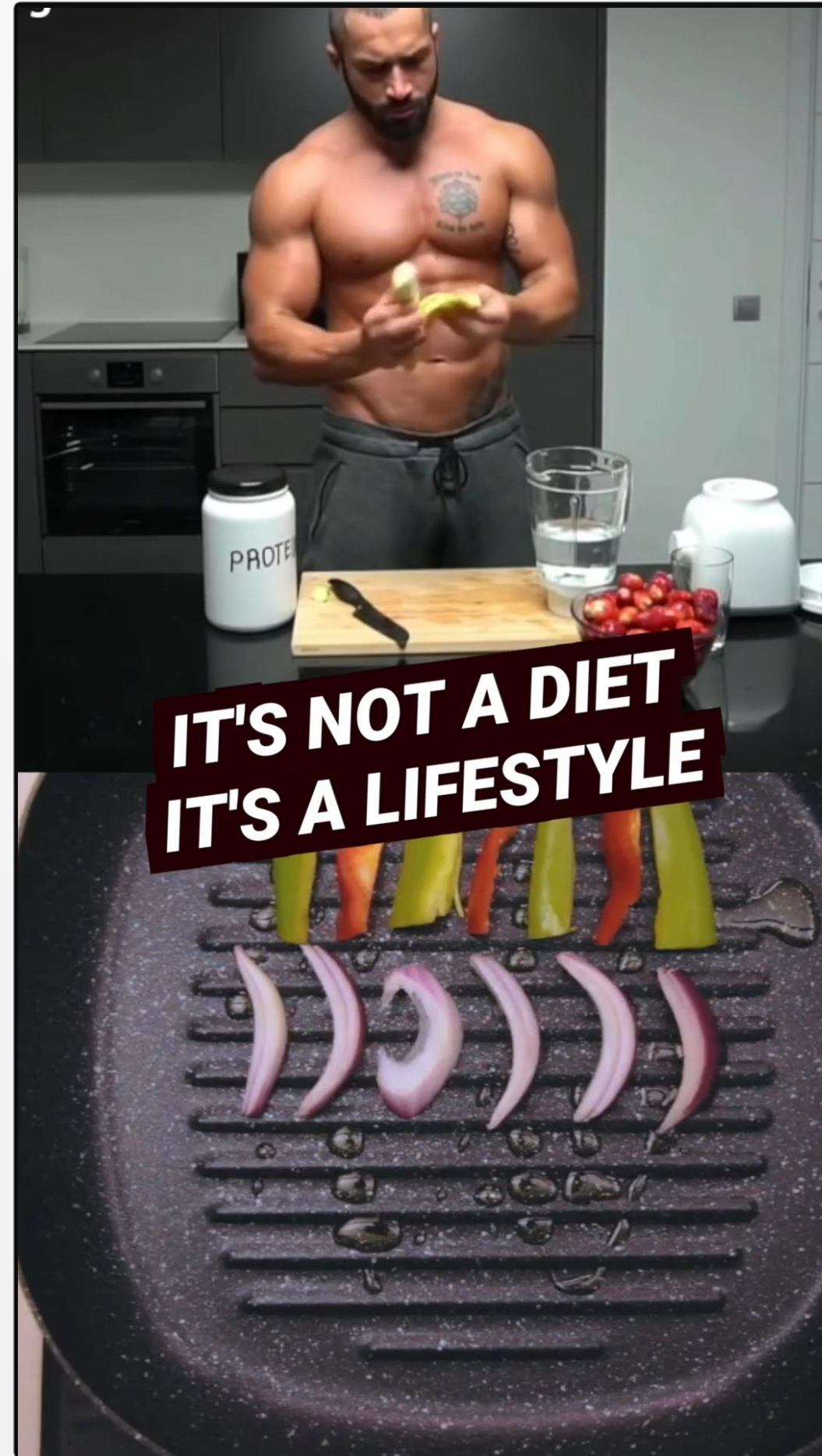
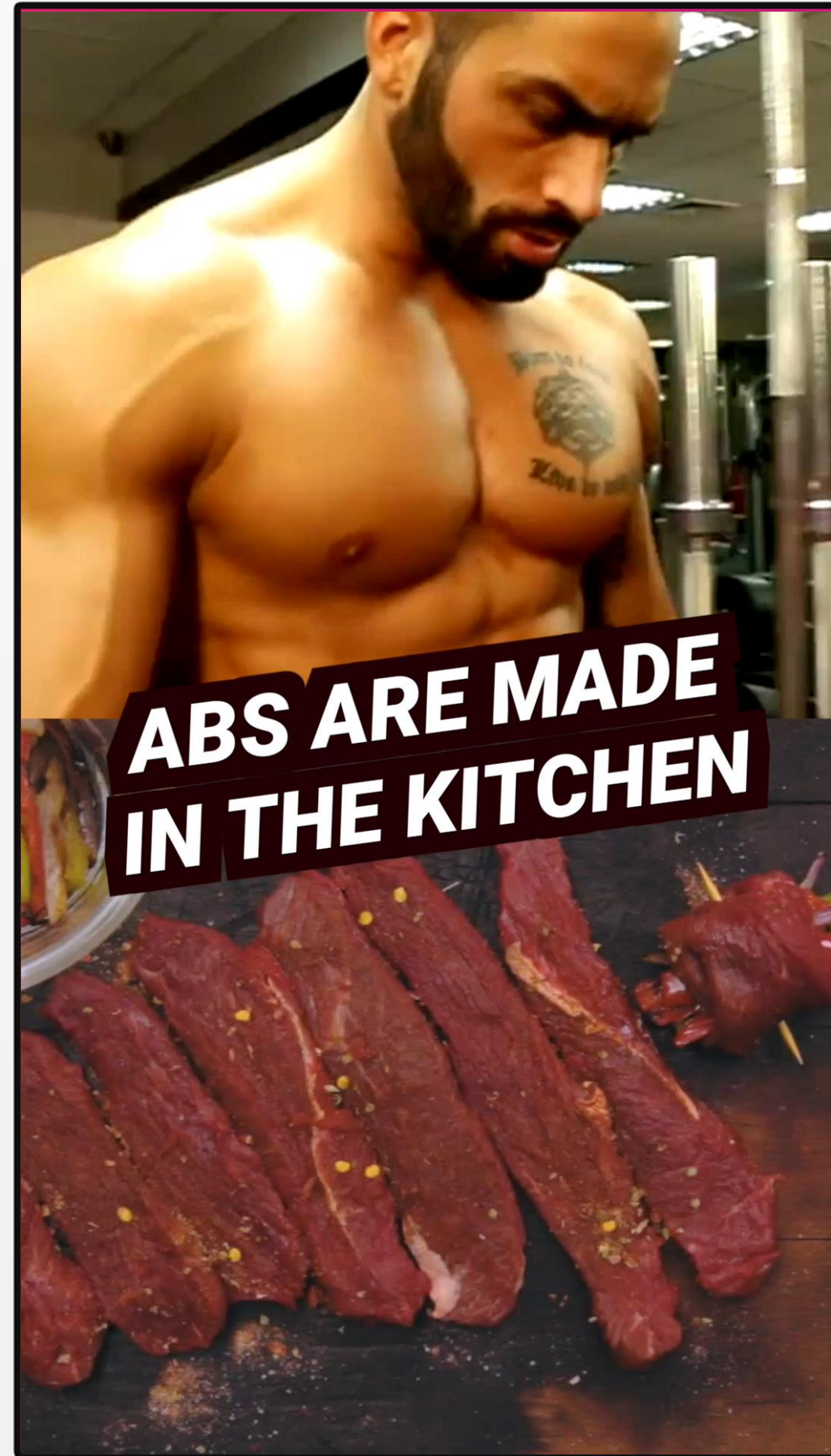


**GO FROM  
TRASH**



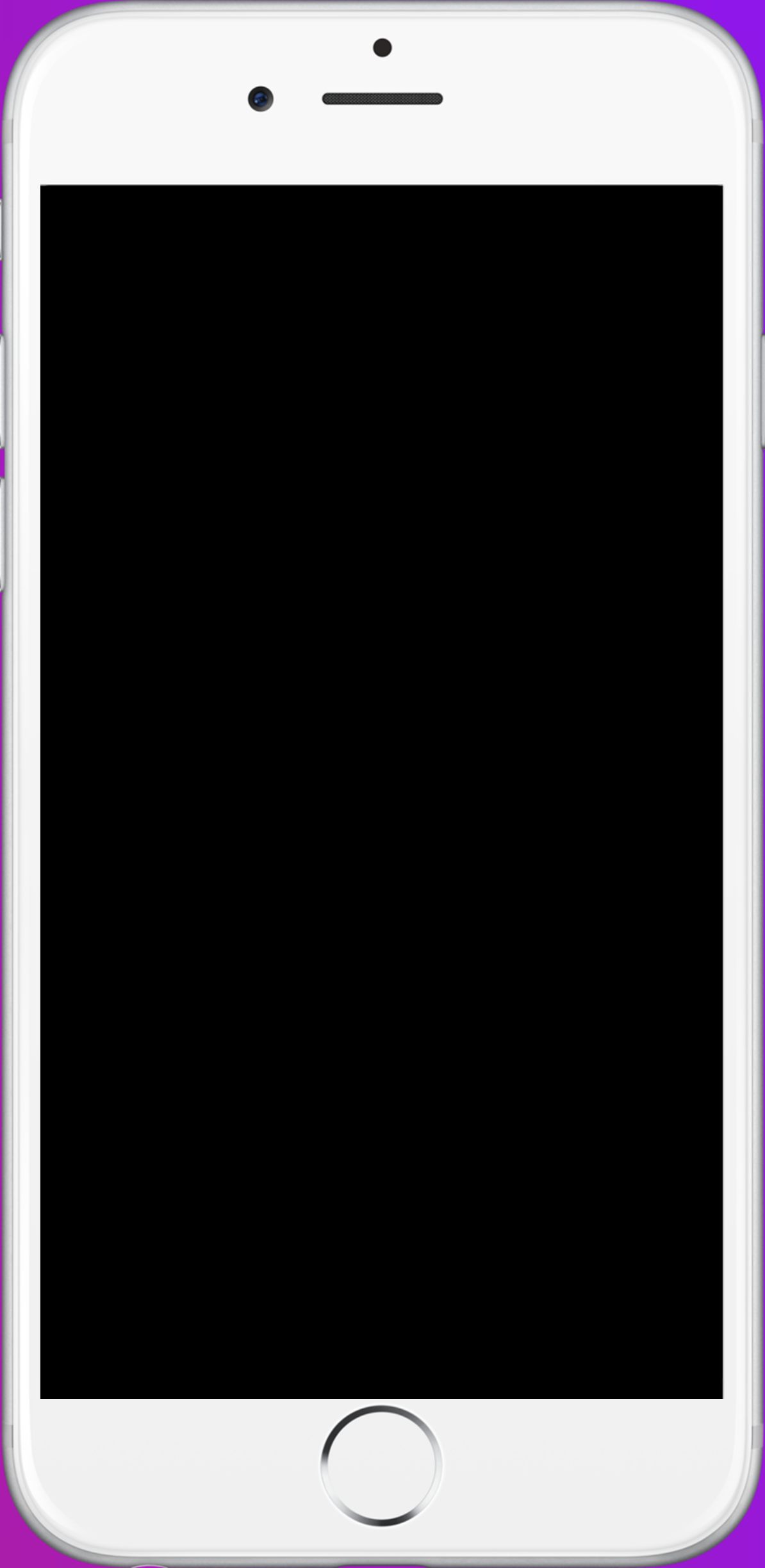
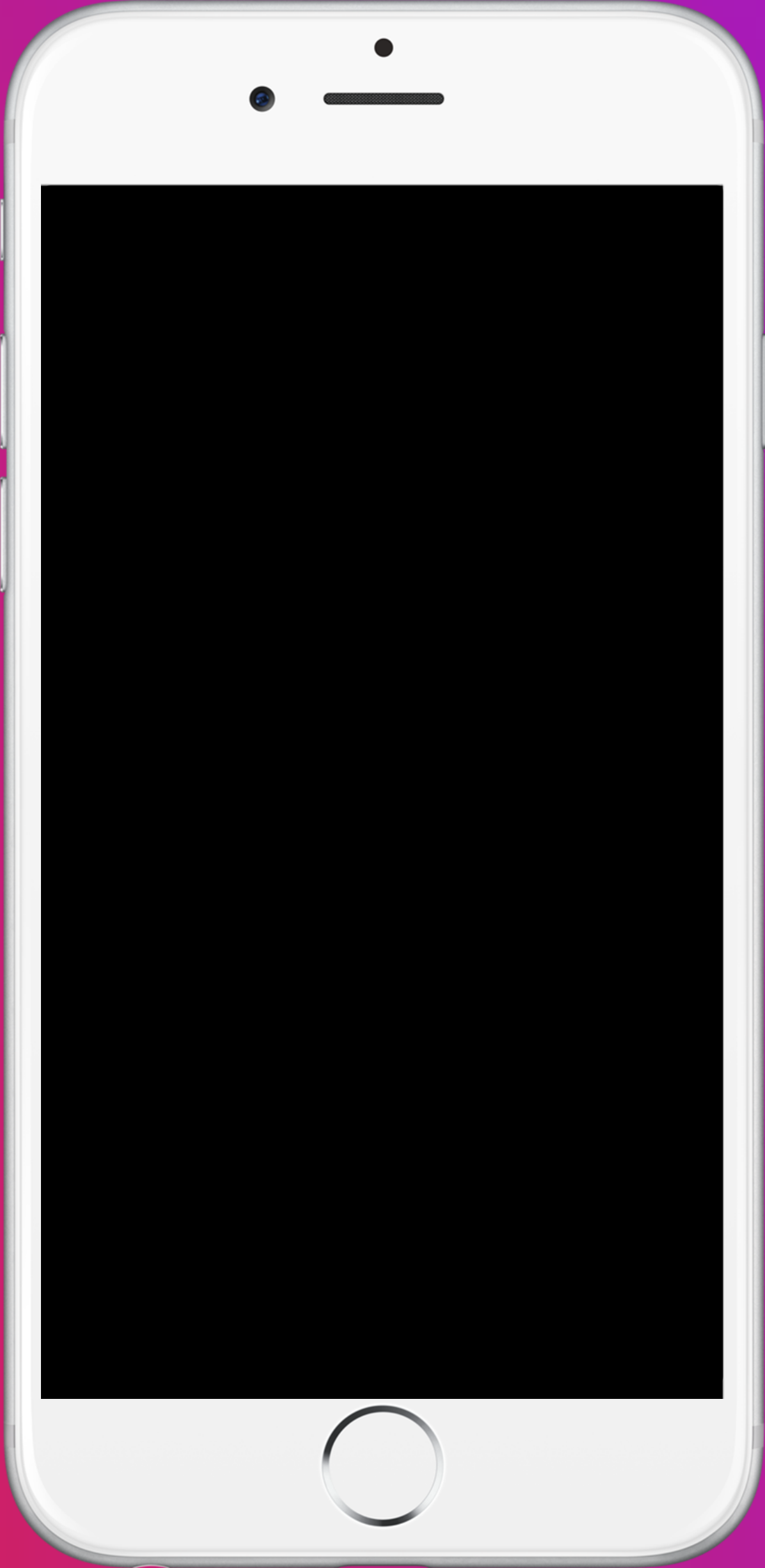
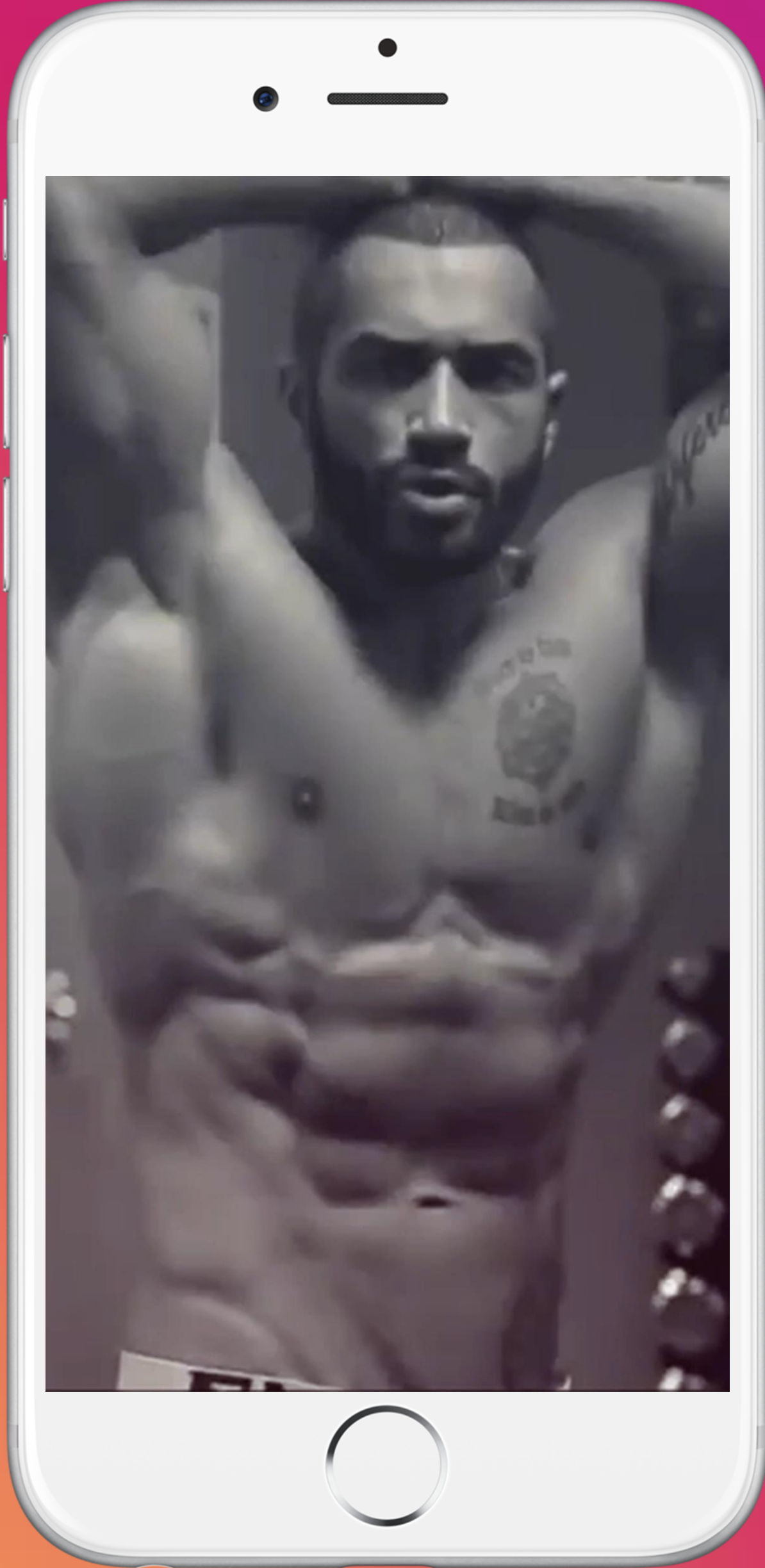


# BOOMERANGS



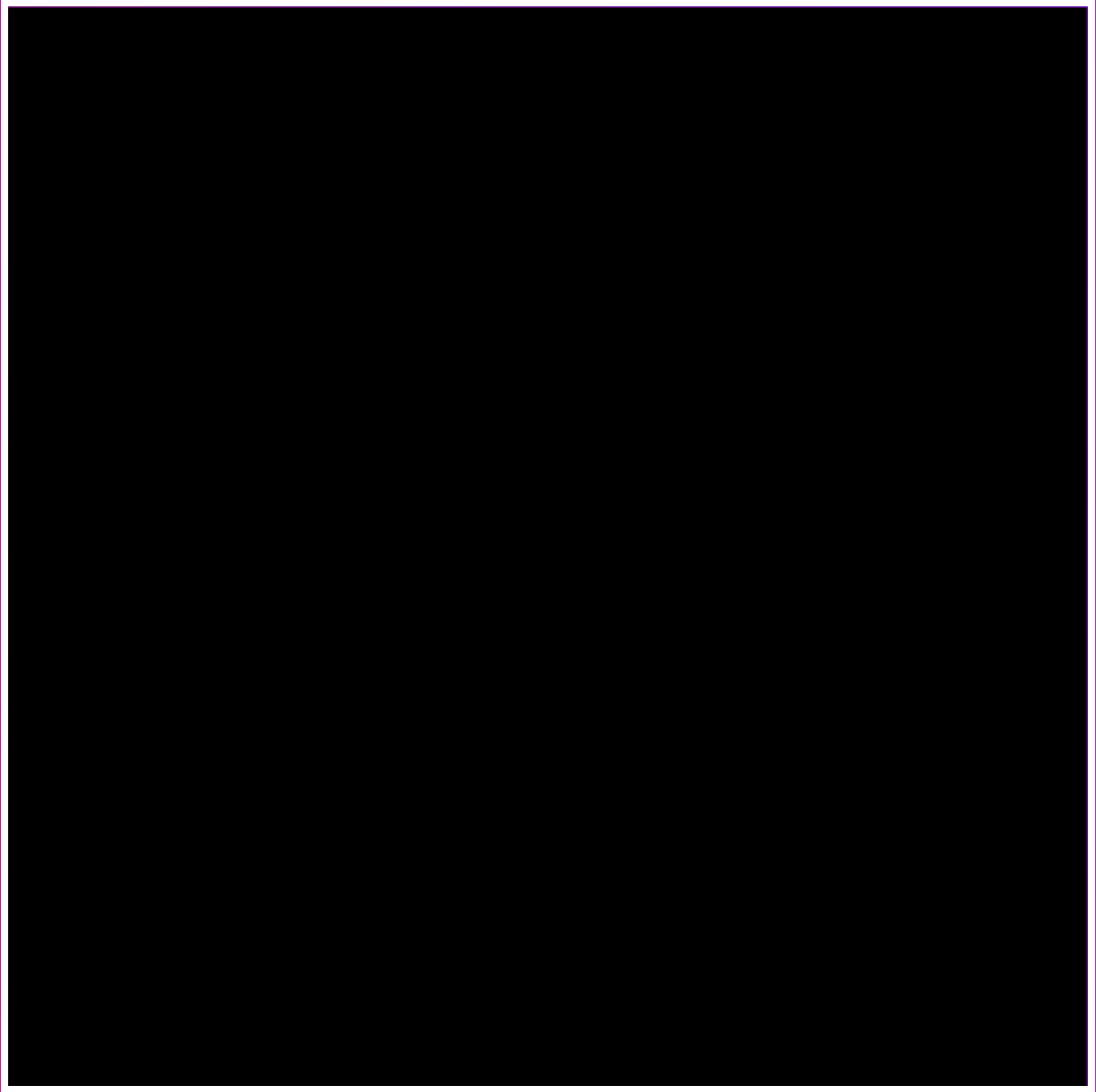
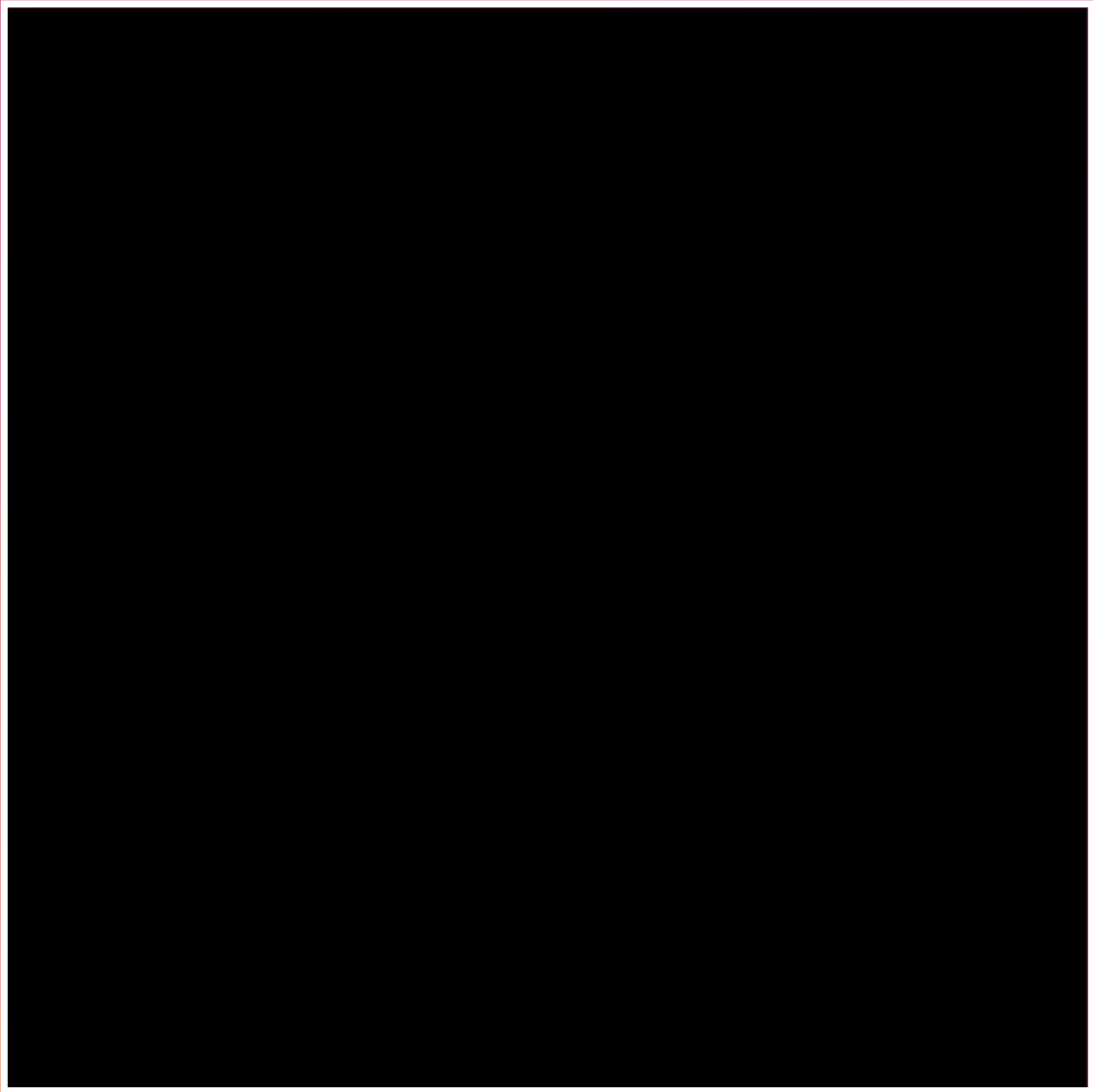


MORE STORIES



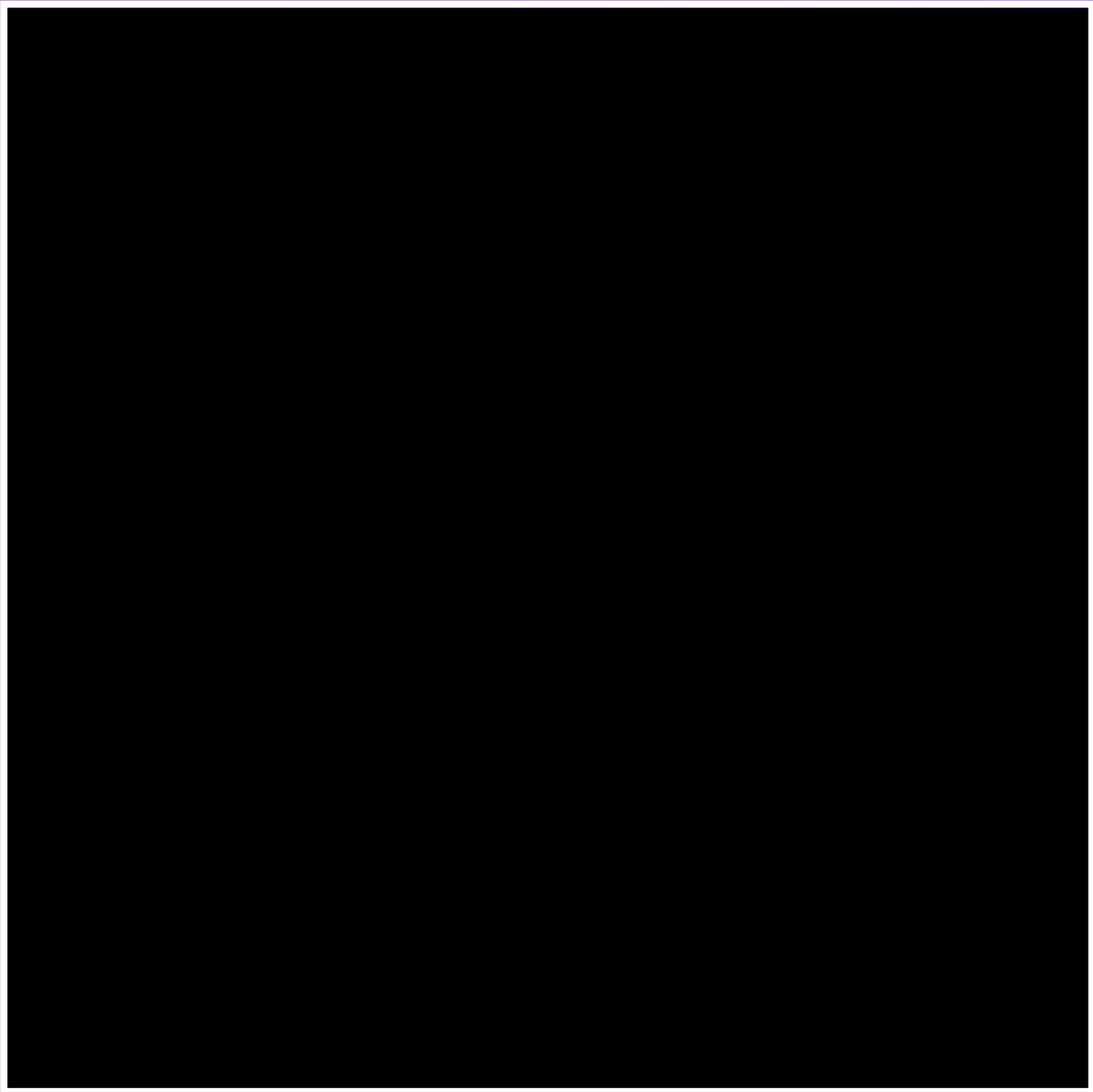
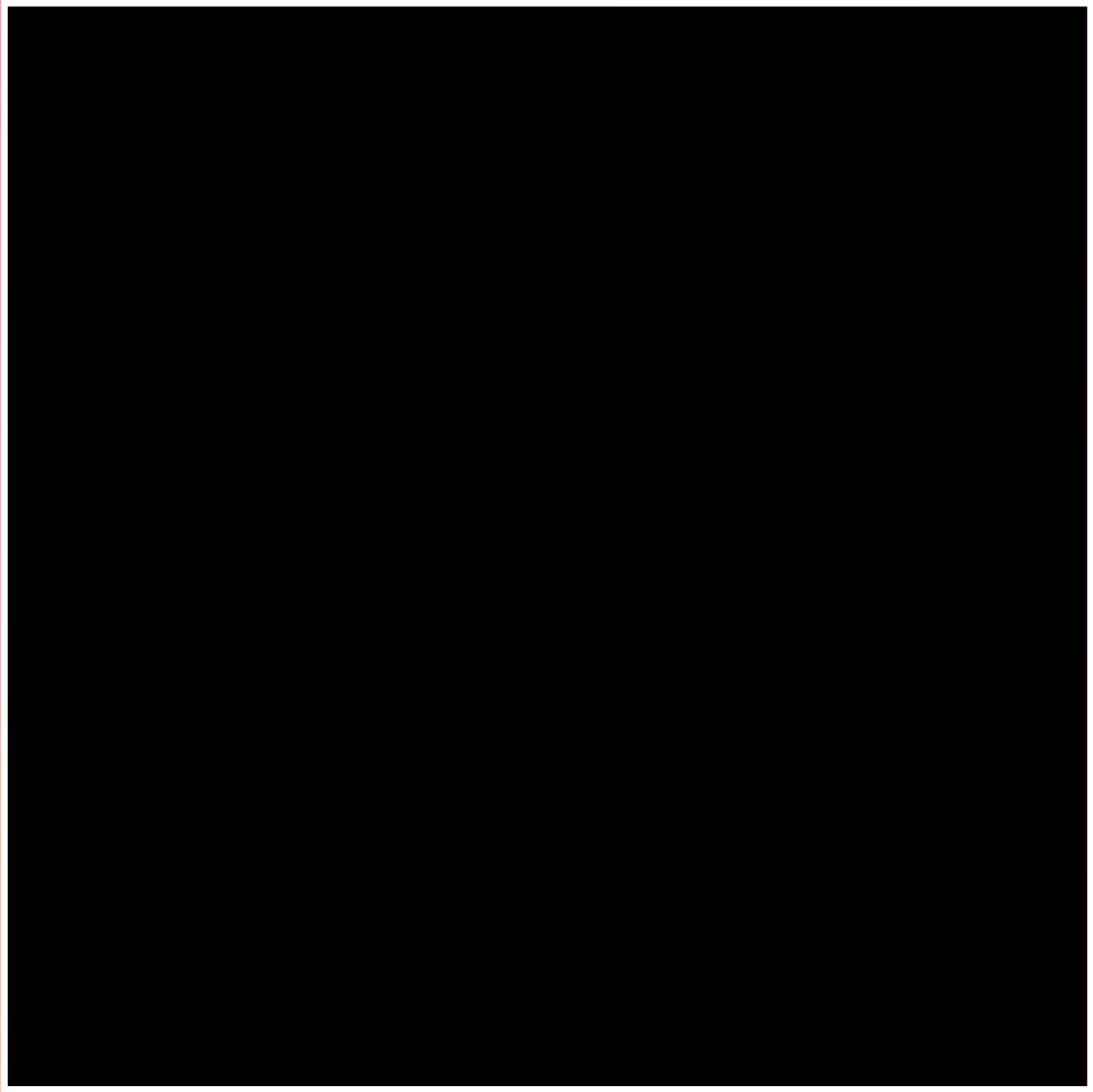


# SQUARE FORMAT



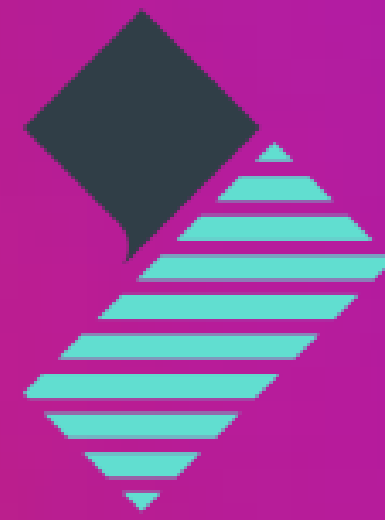


# SQUARE FORMAT





SOFTWARE



**filmora**

**Pr**









**SUCCESS**


**FAIL**

**FAIL**

**FAIL**



CASE STUDY



# The Inside Story







## AD PREVIEW

[illegible]

## AD SETTINGS

## Identity

## Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.

Lazar Angelov

### Instagram Account

Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in [Business Manager](#).

 **lazar\_angelov\_official** ▼

Create Ad      **Use Existing Post**

It takes 4 weeks for you to see your body cha... ▼ +

1889065941109991 Cancel Submit

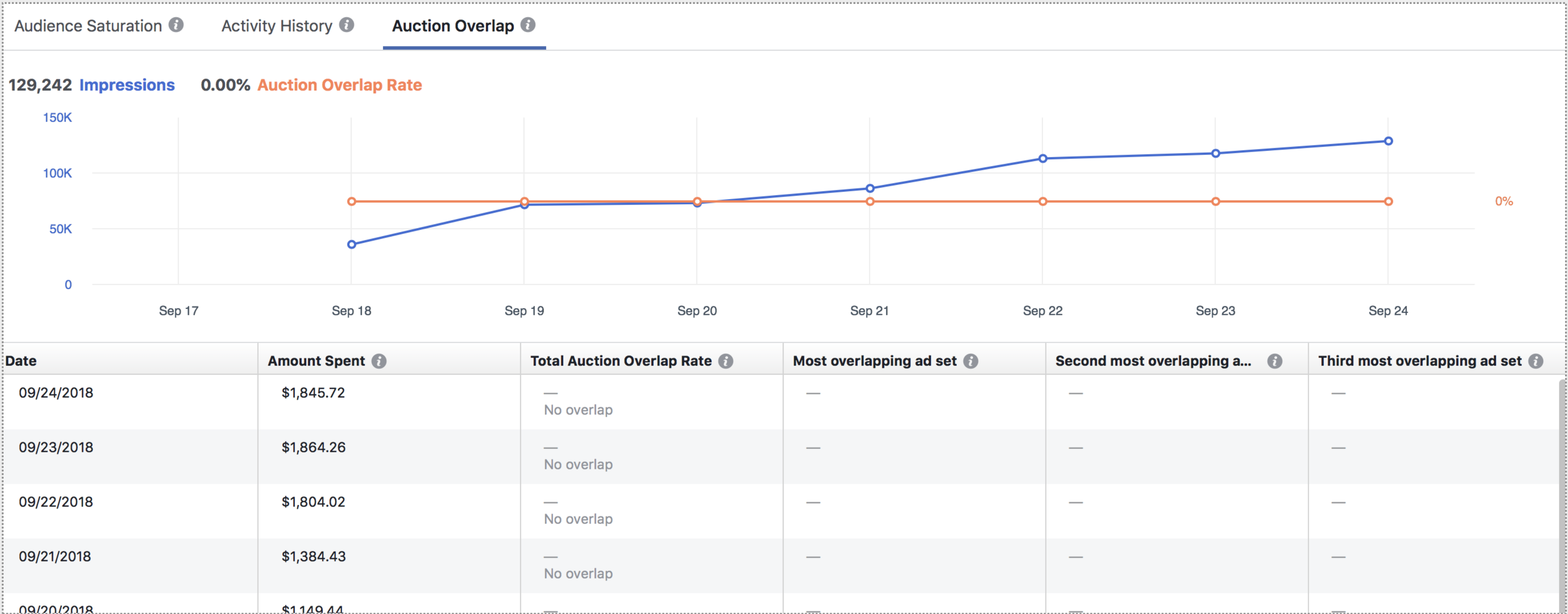
POST ID

 <https://www.facebook.com/443229005693699/posts/1889065941109991>





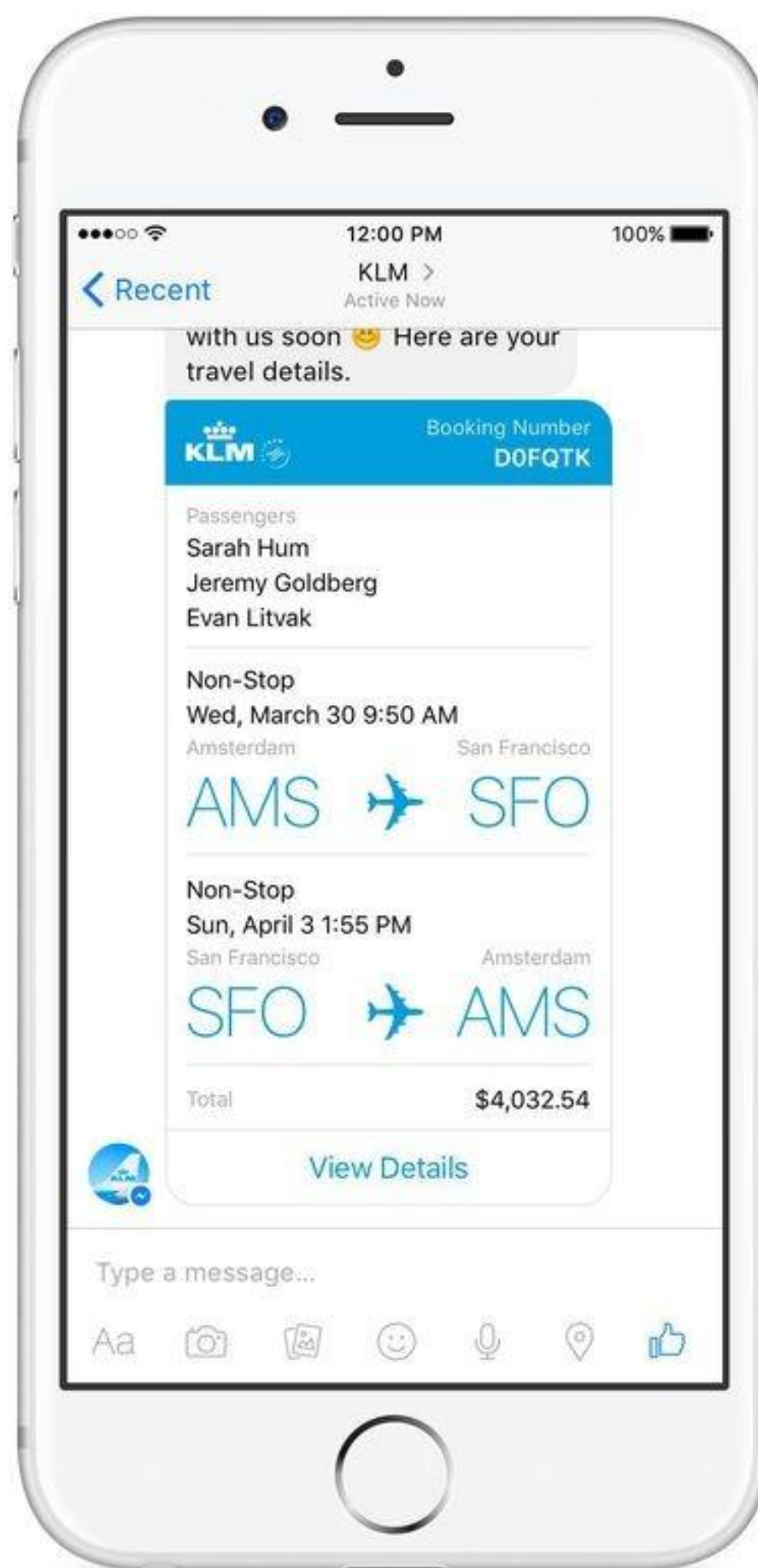
# AD SET DELIVERY INSIGHTS





# FUTURE

## MESSAGE PLATFORMS





**QUESTIONS?**



# JOIN US

[hi@1forfit.com](mailto:hi@1forfit.com)