



# Essay Mantra

## Work Sample

The following document contains social media posts and marketing material written for clients in different domains.

These write-ups were featured on popular social media platforms, including Instagram, Facebook, and LinkedIn.

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## 1. Post about Common Medical Myths

**Audience:** Patients, General Audience

**Domain:** Healthcare

**Platform:** Facebook

Fact check time! How often have you heard an interesting factoid about the human body? How many of these tidbits are actually myths? Let's take a look!

### **Myth #1: Eating blueberries improves eyesight**

Blueberries might help with the maintenance of eye health and normal vision, however, there's no proof that links them with improved eyesight.

### **Myth #2: Eggs raise cholesterol**

Are eggs really bad for heart health? Not quite. Cholesterol in eggs is comparable with several other foods and is not linked with elevated levels.

### **Myth #3: We only use 3% of our brains**

Did you know that even using a pen requires near-complete brain activation? 3% brain usage wouldn't be sufficient for even the simplest of everyday tasks!

### **Myth #4: Fresh food is always better than frozen**

Frozen food retains nutrients just as well as fresh food, though the latter is preferable.

### **Myth #5: Coffee consumption causes heart disease**

Scientists have found no link between coffee and heart disease to prove this widespread myth, in spite of studying the matter for over three decades!

Which myth did you fall for? Let us know in the comments!

## 2. Product Introduction Post

**Audience:** General Audience

**Domain:** E-Commerce, Healthcare Products

**Platform:** Instagram

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**Post:** Looking to improve your post-party mornings? All you need to do is apply one of our safe, handy, and easy-to-use patches before you get started with the drinks. With all-round replenishment of essential vitamins & minerals, <Product Name> guarantees that your day remains as enjoyable and hangover-free as the night before. Write to us to place your order for a pack of <Product> hangover patches and more exclusive products and discounts. Get your quick fix today!

## 3. Post about a Partnering Company

**Audience:** Chefs and Restaurateurs

**Domain:** E-Commerce, Commercial Appliances

**Platform:** LinkedIn

**H1 — 70 Years of Customer Satisfaction**

**H2 — Join the <Retailer Name> Community Today!**

<Retailer Name> brings high quality and precision together with its line of ice machines, grills, warmers, pans, tableware, and more premium kitchen equipment.

### Global Satisfaction

As a global manufacturer committed to providing you with a unique and satisfactory shopping experience, nearly 70 years of expertise make this company a force to reckon with in the foodservice industry. <Company Name> is a proud supplier of <Retailer Name> equipment, and hundreds of positive customer reviews attest to its undeniable quality.

### A Perfect Partnership

For over 15 years, <Company Name> has worked closely with <Retailer Name> to provide reliable, cutting-edge kitchen technology, and customer-centric designs to thousands of satisfied patrons. Our catalog of <Retailer Name>'s premier equipment includes high-quality ice machines, food warmers, cutters, slicers, bar equipment, utensils, cookware, and even janitorial supplies! The versatile manufacturer is ideal for both front- and back-of-the-house usage.

### Learn More

If you're looking to open a new foodservice business, <Retailer Name> equipment and supplies are your best friend. Browse our catalog for the best <Retailer Name> products today. To learn more about the company's vast offerings, click on the link below: [<URL>](URL)

## 4. Invitation to Sign Up for a Product

**Audience:** General Audience

**Domain:** Cryptocurrency, Digital Security

**Platform:** Instagram

Did you know that nearly 1 million passwords are stolen every week? With cybersecurity concerns gaining critical mass in the digital age, a robust solution to protect user accounts is quintessential in 2023. Enter <Company Name>! Our blockchain-enforced, double-layered protection is guaranteed by stealth and super-stealth features, designed by security experts to deter snoopers, phishers, and intruders. Secure your accounts with our one-of-a-kind solution today! Sign up for a free trial here: <URL>

## 5. Introductory Post to a Company

**Audience:** Chefs, Restaurateurs, and Kitchen Enthusiasts

**Domain:** E-Commerce, Commercial Appliances

**Platform:** LinkedIn

Bringing together veteran expertise and unparalleled support, 50+ years of Kitchen Kings have improved lives in the foodservice industry like no other organization.

### 24x7 Community Support

With the promise of superior quality and unbeatable prices, we remain a national leader and authorized seller of commercial freezers, refrigerators, ranges, and more! But our support for the community spans beyond just a good deal: our website carries hundreds of instructional guides, blog posts, and video recipes for chefs and first-time business owners alike.

### Reliable Customer Service

That's not all - product problems meet their quick demise thanks to our dedicated customer service team. With 30 years of experience, our customer and sales professionals stay with us because of our exemplary work environment and unflinching dedication to your success as a business. Thousands of positive customer reviews are a testament to these very values.

### Help Us Support Ukraine

Our profits are not ours alone — as the war in Ukraine wages heinous crimes against humanity, Kitchen Kings has promised to donate a part of the profits made from every order to support



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Ukrainians. We invite you to donate to Kitchen Kings' endeavor to assist the innocent and support their safety at <URL>.

Kitchen Kings' values, services, and superior quality are curated to provide you with the one-of-a-kind culinary shopping experience you deserve. Visit us at <URL> for more!

## 6. Trivia and Advice Post

**Audience:** Physicians and Other Healthcare Professionals

**Domain:** Healthcare

**Platform:** LinkedIn

### H1 — Marketing Your Practice? Consider These Tips

Did you know that at least 72% of all patients look for doctors online?

With the increasing reach of internet marketing, medical practice PR has entered a dynamic phase of change. New strategies, methods, and outreach programs are driving the way forward.

- Doctor advertisements can now be found on social media pages, or even as paid ads on search engines.
- Newer techniques to approach untapped patient pools are coming up to speed with the evolution of the internet on handheld devices and via social networking sites.
- A perfect blend of traditional practices and new-age internet marketing can give your practice the boost it deserves.

**Networking:** Along with marketing and advertising, **networking** is an important part of the practice. Social networking sites like LinkedIn can help you expand your professional network and also help you showcase your qualifications and achievements.

**Conversations:** Engaging in fruitful discussions can help you set up contacts with a variety of fellow medical professionals, which can grow into rewarding professional relationships. This can also become the base for you to set up references with nearby practitioners and benefit together from increased footfall at your practices.

Our latest blog post discusses many methods to improve medical marketing to further your practice's image and reach. Link in bio.