

Business Pitch Presentation

17 January 2025

By Filiz Taylan Yuzak

Vibrant
Content



About Me

I am a freelance content creator, social media consultant and trainer. I help creatives, solopreneurs and small business owners with content and social media marketing. I started Vibrant Content as a sole trader in May 2024.

With a background in journalism, I am also an award-winning writer: my article was awarded "Highly Commended" at The Green Parent Magazine Writing Competition 2024. It was published last month in the magazine.

Before going freelance, I was a Content Curator for YouTube Music for 4 years. I won a Cheers Award in this role. I spent almost a decade as a Communications Officer before that. I have been based in the UK for the last 16 years: last 3 years in Winchester, and 13 years in London.

I successfully completed a Digital Marketing skills bootcamp in 2024. I have an MA degree from the University of Warwick and a BA degree on Media and Communications.



Values

Honesty

Creativity

Knowledge

Community

Equity, Diversity and Inclusion

Sustainability

Motto

“Inspiring ideas, authentic writing,
genuine connection, organic growth”



Business Idea

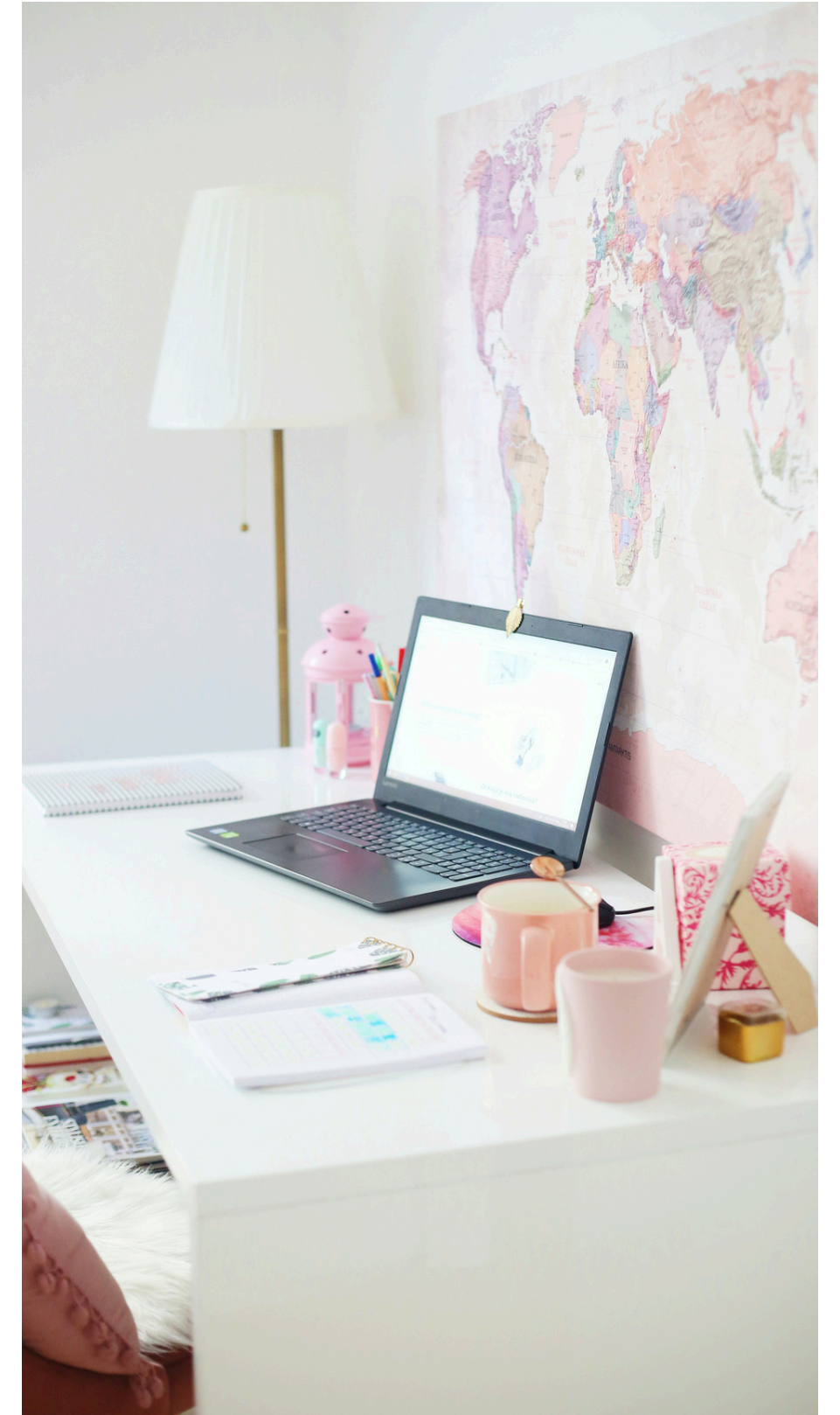
Community is one of my personal and brand values. I strongly believe that small businesses and sole traders must be supported: they are local, sustainable, making or producing something unique, and an important part of their local community. They also build their own focused and loyal audiences.

Many creatives, solopreneurs, and small business owners can be shy about promotion of their skills / services and digital marketing, especially content creation and social media marketing. They find it “challenging to build a personal brand, stand out in a competitive market”

(Sources: IPSE–The Self–Employment Association, “Why marketing is essential, even for introverted freelancers”, Jeremy Mason, September 2024 – Medium.com, “Marketing Yourself: Challenges and Tips for Freelancers”, Rosanna Webb, December 2024)

LinkedIn is an opportunity generator in today’s connected world, especially for entrepreneurs to find clients, but also for community–building, brand awareness, and collaboration. Most don’t know how to use this platform effectively either.

I tested the market and had 5 clients between May–December 2024. They all find content creation and social media marketing either boring or confusing, or they don’t have time for existing there consistently.



Unique Selling Points

1–Human–written, authentic, genuine, and personalised content

27% of adult respondents would block / unfollow the account seeing social media content labelled as AI-generated and 6% would report it.

(Source: Statista, “Reactions of adults in the United Kingdom (UK) to seeing content labelled as AI generated on social media as of May 2024”)

With increased use of AI for content creation among businesses, to differentiate yourself from other companies with content and messaging will be even more important in the near future. AI content cannot create a human connection and can often be spotted from miles away.

“Human creativity and ingenuity remain irreplaceable. Authenticity, originality and personal branding are valued now more than ever, and creators who can offer unique perspectives and genuine connections with their audience are likely to thrive in the long run.”

(Source: Startups.co.uk, “Can you make a decent living as a content creator?”, February 2024)

James Mayes, co-founder, Mind The Product said: “Overusing AI could alienate both search engines and your customers.”

(Source: Enterprise Nation website, “Seven predictions and tips for small businesses in 2025”, Lorna Bladen)

Becky Phillips, Business Advisor, Evolve said: “AI can’t be creative, empathetic or critical.”

Unique Selling Points

2–Commitment to organic growth instead of ads / paid social

Genuine human connection with your customers, building a relationship through authentic storytelling and values brings organic, long-term, and stable growth.

Eniye Okah, founder, BEAME said: “Innovation combined with authenticity creates meaningful connections.”

(Source: Enterprise Nation website, “Seven predictions and tips for small businesses in 2025”, Lorna Bladen)

Services

Digital Content Creation and Marketing

- Creative Idea Generation and Planning
- Content Research, Strategy and Creation
- Writing, Proofreading, and Editing

Social Media Marketing and Consultancy

- Profile Audits and Makeovers
- Strategy Calls

Live Masterclasses on LinkedIn

Digital Assets

- Pre-recorded workshops, e-books, guides...



Market

Writing is the second most in-demand freelance skill in the UK.

(Source: Micro Biz Magazine, “Freelancing Statistics UK 2023”, February 2023)

“Freelance content writers who can produce engaging... articles, blogs and website content are in high demand. Even with the rise of AI, businesses need writers; there are around 590 UK monthly searches for freelance content writers.

(Source: Start Up Donut, “Revealed: the most in-demand freelancers in the UK”, October 2023)

Almost 13 million UK adults (1/5 of population) consider themselves content creators. 23% produce content on blogs, and 12% on social media. So the market seems quite saturated, but there still are “opportunities for growth and success. With the increasing demand for digital content across various platforms, there is still ample room for creators to carve out a niche.”

(Source: Startups.co.uk, “Can you make a decent living as a content creator?”, February 2024)

My niche is narrow enough: creatives, solopreneurs, small businesses, charities, and organisations mainly operating in the creative and cultural industries.



Clients

Mostly:

Female

Well-educated

Creative

In her 40s

Based in the UK or other European countries



LEYLA
DUCY

KJM



Testimonials



Leyla Ducey · 1st

Graphic & UX/UI Designer 🐟 Underwater Explorer 🐟 Transforming brands through outside-the-box creativity and design

January 10, 2025, Leyla was Filiz's client

 All LinkedIn members

On



"Filiz has completed a detailed audit and a complete makeover of my LinkedIn profile, and she also crafted the About page on my website. She is not only a talented writer but also incredibly well-informed about social media marketing. Her work has brought about an absolute transformation, and I couldn't be happier with the results.

From start to finish, Filiz was thorough, insightful, and full of creative ideas. She took the time to truly understand my background and vision, ensuring everything reflected my personality and professional goals. Thanks to her, I can now express my skills and experience in a way that feels both authentic and impactful.

Filiz has a gift for turning complex information into clear, engaging content, and her enthusiasm makes the entire process enjoyable. She is a star, and I would wholeheartedly recommend her to anyone looking for content creation or social media marketing support!"

Testimonials



Basak Yavuz · 1st

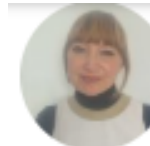
Jazz & Contemporary Music - PhD

September 11, 2024, Basak was Filiz's client

 All LinkedIn members

On

Filiz Taylan Yuzak has been instrumental in shaping my social media presence. With my focus on a diverse range of contemporary jazz, her strategic approach and creative ideas, tailored to my artistic vision, have significantly increased engagement and visibility. Her in-depth knowledge of various music genres, especially jazz, has brought a fresh, positive energy to my platforms. I'm impressed with the results and highly recommend her for social media management!



Karen Mayor · 1st

Design Manager

January 11, 2025, Karen was Filiz's client

I can recommend Filiz as a creative sounding board, content creator and editor. She has been very helpful creating and writing content for my knitwear design and production LinkedIn posts. Thank you!

Marketing Methods

- Social Media: LinkedIn, Facebook, Instagram
- Word of mouth
- Networking
- Referrals
- Website (email and newsletter marketing)
- Collaborations (guest blogging and podcasting)
- Services (public speaking, trainings)
- Freelancer communities
- My local communities



Growth Plan

Launch website, newsletter and email marketing

Find and keep more clients

Encourage retainer packages

Long-term plan: Be profitable, grow a community, become a public speaker / mentor, and an opinion leader in my field (podcast, book, teaching / training, guest blogging and guest speaking opportunities)

Ultimate end goal: To serve arts and cultural organisations and charities across the UK, as a top voice in the creative industries

Why Me?

Success in content creation, writing, organic growth, increasing demand and consumption:

I am an experienced content creator, awarded for my writing, also for my “remarkable work, ideas, and data-driven approach”.

I drove audience development and increased demand at YouTube Music. I contributed significantly to the fast growth of my market as the number 5 in EMEA, by championing original content.

I scored second highest in the EMEA team of 26 editors by increasing the popularity of my playlists by 15.39%.

I scored third highest in the team with a consumption share and impact share of 10.23% and 21% respectively.



the
Green Parent

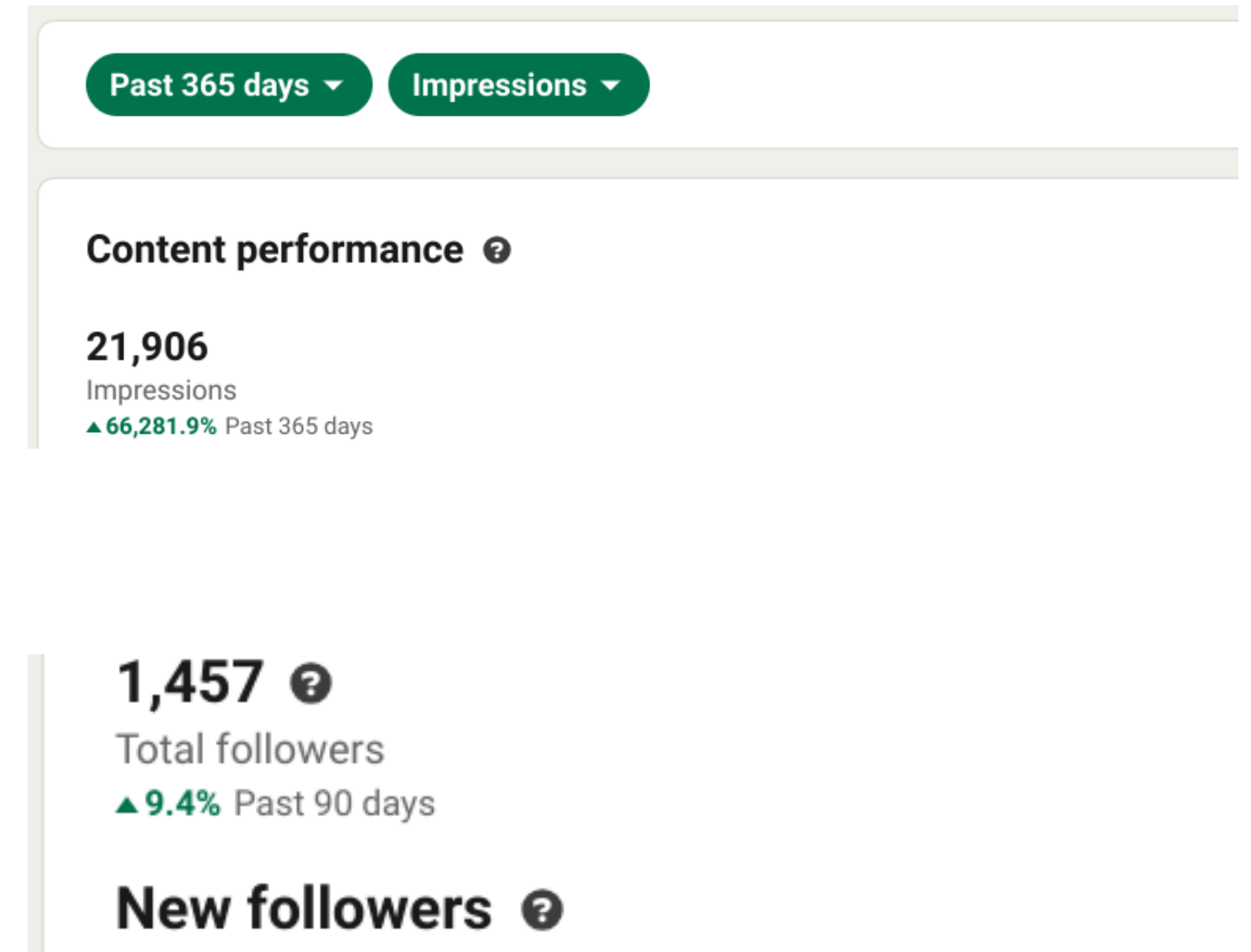
Why Me?

Outstanding personal brand building on LinkedIn:

I organically reached almost 2,000 followers on my personal profile and 105 followers on my company page.

I had almost 22,000 impressions in the last year, with an increase of 66%. The number of my followers increased by almost 10% in the last 90 days.

I can elevate your online presence, brand awareness, connect you with your target audience, and boost your organic growth.



Why Do I Believe I Should Win?

I am passionate about my cause of supporting solopreneurs and small businesses, as a fellow solopreneur.

I love Winchester where I live, and would like to help local businesses here.

I have valuable experience, education, and skills

Also relevant to my business idea and services

I have a solid USP and narrow niche

I am a life-long learner: I still research my field and entrepreneurship

I have a large network in the UK and home country Turkey

I am confident and determined to make my business a success story!



Thank you!

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