

# Design a social media advert for a local business



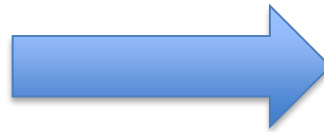
## Gelder Group | Lincolnshire Construction Company

<https://gelder.co.uk>



Humble beginnings of Gelder Group.

The Gelder Group was originally established in 1988 as a two man operation trading as SP Gelder Builders. As the company's reputation for quality workmanship grew, it was not long before the company started to employ additional labour to cope with the demand for its services.



Gelder Group fleet vehicles.

By 2008 staff members increased to 300, fleet vehicles increased to 170 and turnover reached £30 million. The company opened its 3rd Regional Office in Kettering. This new office extended the Gelder Group's trading area across the midlands, bringing it into contact with a potential 5 million new customers. By the end of 2008 the Gelder Group's trading area had grown to incorporate a sixth of the UK.

Also in 2008 new premises were purchased at Aisthorpe, Lincoln. Out of this 7,200 square foot complex operate two new Gelder Group operations: Redline Building Supplies & LoveDIY evolved.

2008 bought with it the 'Banking Crisis' and the beginning of a new period of austerity for the UK. The beginning of the worst recession in living memory and with it came, both challenges and opportunities. The challenges remain with us to this day but opportunity came in 2009 when Tillbridge Developments was formed. The Gelder Groups commercial development arm that now sees us delivering convenience stores for customers such as Tesco's, Sainsbury's, Spar, and the National Co-operative.

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**DESIGNSPACE**  
ARCHITECTURE

## Design Space Architecture

Whatever your design needs, you only need one solution – Design Space Architecture. DSA have experience of working with and creating for commercial & retail clients, education authorities, industrial sectors, private residential & social housing landlords, local authorities, sports clubs and more.

[VISIT WEBSITE](#)

dewpoint<sup>®</sup>  
professional

## Dewpoint Professional

Dewpoint is a leading, independent provider of **professional training, auditing and consultancy services, accreditation and membership** to the damage management and insurance industries.

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**LOVEDIY**  
*The heart of home improvements*

## LoveDIY

LoveDIY is an e-commerce store aimed at supplying residents with their DIY essentials. LoveDIY offers a range of DIY products, from tools to paint and electrical equipment and is available for consumers, not just builders. Over 50,000 products are available from our website and all with FREE nationwide delivery.

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## Redline Building Supplies & Services Ltd

Redline BSS is an independent Builders Merchant and Plant & Tool hire company. The company stocks a wide variety of building materials from sand & cement to structural repair and damp proofing materials. They also hold a large hire equipment fleet, from drills to heavy plant, and all at competitive rates. As well as being the first choice for the Gelder Group, Redline also supply and deliver to many other contractors in the region.

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## Tillbridge Developments

Tillbridge Developments is a privately owned property company and an expert in the development of retail and commercial developments, with a current focus on key strategic locations across the Midlands, East Anglia and Yorkshire.

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## Xeric Ltd

Xeric operates the largest fleet of trailer-mounted portable heat systems in the UK. Xeric's team of highly trained technicians provide all forms of heat treatments across the nation, including **pest elimination services** and **high energy drying**.

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LOVEDIY

Basket 0

Account / Login

Enter product name, code or brand

Search

BRANDS TOOLS DECORATING OUTDOOR & GARDEN AUTO & CLEANING SECURITY & IRONMONGERY STORAGE MORE ...



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They stock a lot of big brands from the DIY world!!!



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5 November at 13:42 · 🌐

Dark nights are with us, don't get lost in the dark, checkout our range of quality high performance torches from Lighthouse. 🔦🔦  
<https://lovediy.com/brand/lighthouse>



LOVEDIY.COM

Lighthouse @ LoveDIY.com

Available from LoveDIY.com: High performance torches for the...



6 November at 06:19 · 🌐

Stocking fillers for the DIY'ers in your life this Christmas! Perfect little items to stuff into festive stockings! 🎁🎄🌟

Use code: MERRYXMAS for 10% off anything & everything. 🛍️

<https://lovediy.com/specials/christmas-stocking-fillers>



LOVEDIY.COM

Christmas Stocking Fillers @ LoveDIY.com

Available from LoveDIY.com: A collection of small items that are ideal to...

## Example of LoveDIY facebook posts



27 October at 11:58 · 🌐



LoveDIY

27 October at 11:45 · 🌐

Its that time of year again ... Let's feed the birds 🐦🐦🐦  
We have this lovely Wild Bird Feeding Station in stock. It proves to be popular year after year, for it...  
[See more](#)

They include humour, not a 'hard sell'.

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**Your task is to create a Facebook background for a Christmas orientated social media campaign.**

**LoveDIY will offer prizes for the best design in each year group: Y7, Y8 and Y9**

**They will use the Christmas themed template in their social media advertising at the start of December!!**

Useful information:

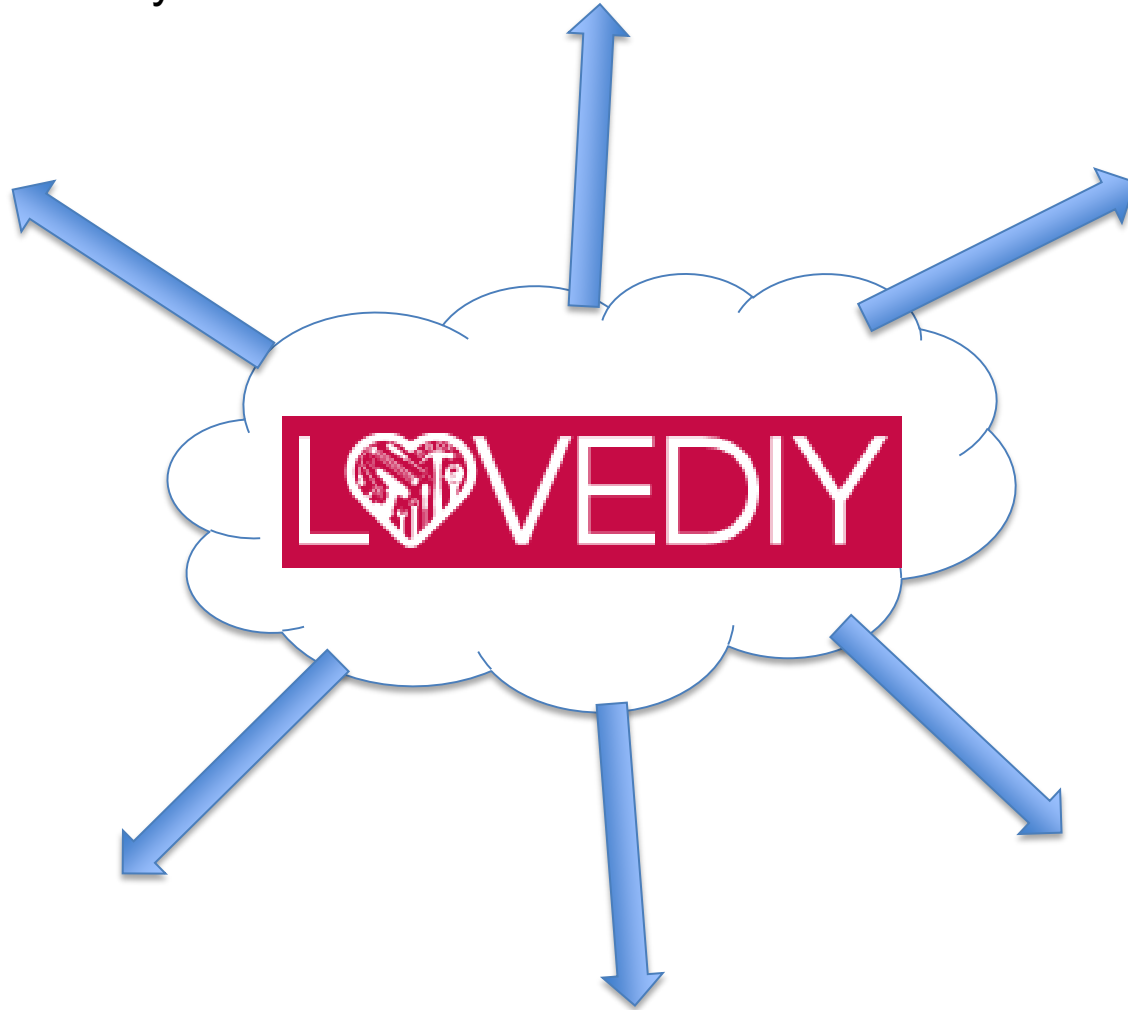
- The target market is homeowners aged 25 -65
- Interests in gardening and home improvement
- Think of 'Men in their shed'



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Time to jot down all your ideas!!



You can add more arrows.



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Your task today is to come up with 3 designs, you will then collect feedback from your peers and you will choose a final design.

The final design will be your entry into the competition.

You have this lesson and next lesson to complete the task (you can work on it at home if you wish)

Use your design booklet.