



Website and Social Media Development

Having a web presence is very important to the growth of any small company. The website and social media outlets are used to keep fans reminded of the brand, allow them to share Real Früt with their friends and reward them for the loyalty.

- A Facebook page and Twitter account were started to allow customers to connect with Real Früt giving feedback on the product and brand experience. Here they are also able to find upcoming events, special promotions and new products.

- I designed the Real Früt website to be a landing pad for people searching for the business on the internet or seeing Real Früt at an event. It was created to be clear and concise, giving customers a basic information desired about the company. They are then directed to the company's social media outlets to connect with the brand.

