

↖ Digital Marketing Hub

Spudman's digital marketing secret sauce

Hosted by the DMH team





Ben Newman - The Spudman - is seeing worldwide visitors (Image: No credit)

- NEWS
- POLITICS
- FOOTBALL
- CELEBS
- TV
- SHOPPING
- ROYALS

Jacket potato seller becomes global TikTok sensation with three-hour long queues





Why do people love Spudman?

Why do his videos go viral?

What is Spudman's secret sauce?

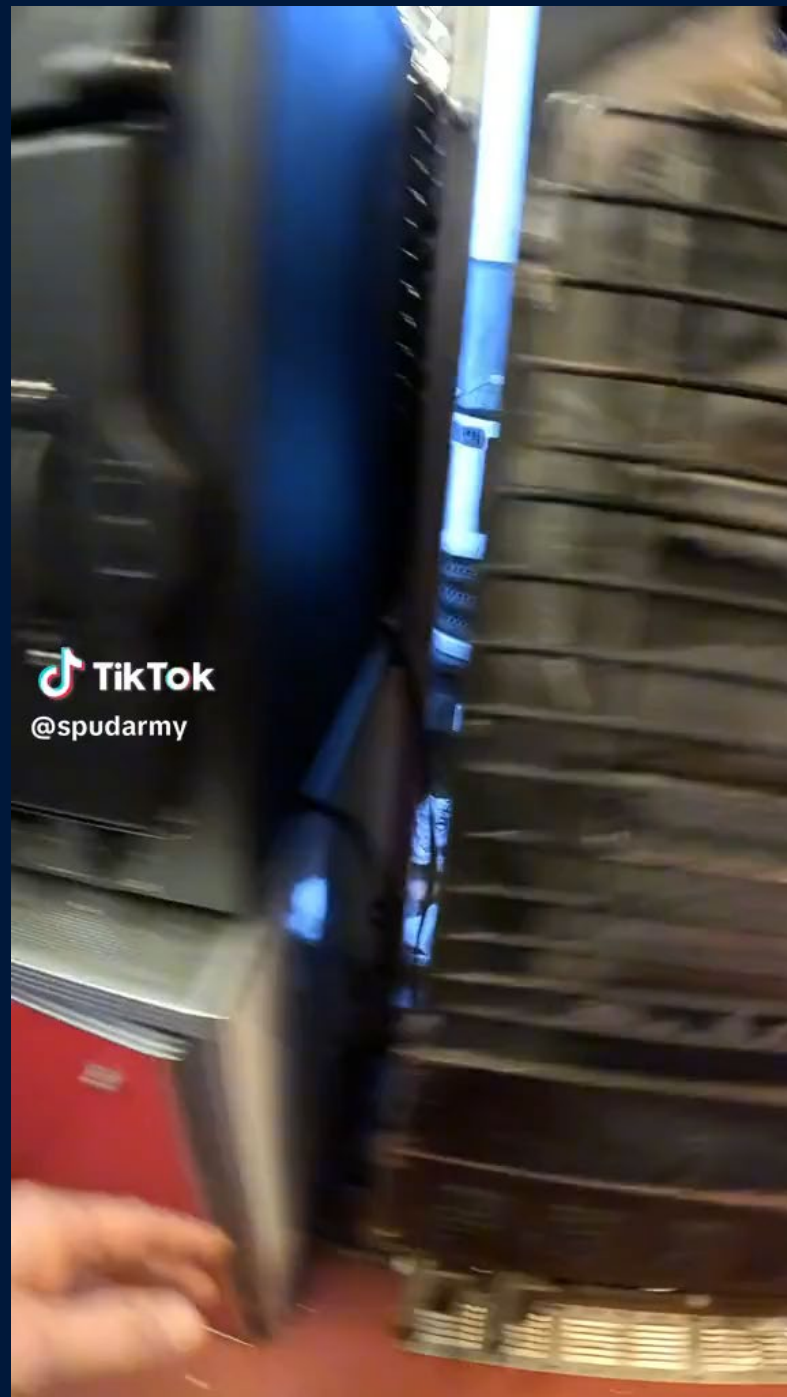
**How can you use the secret sauce to grow
your business, brand and results?**



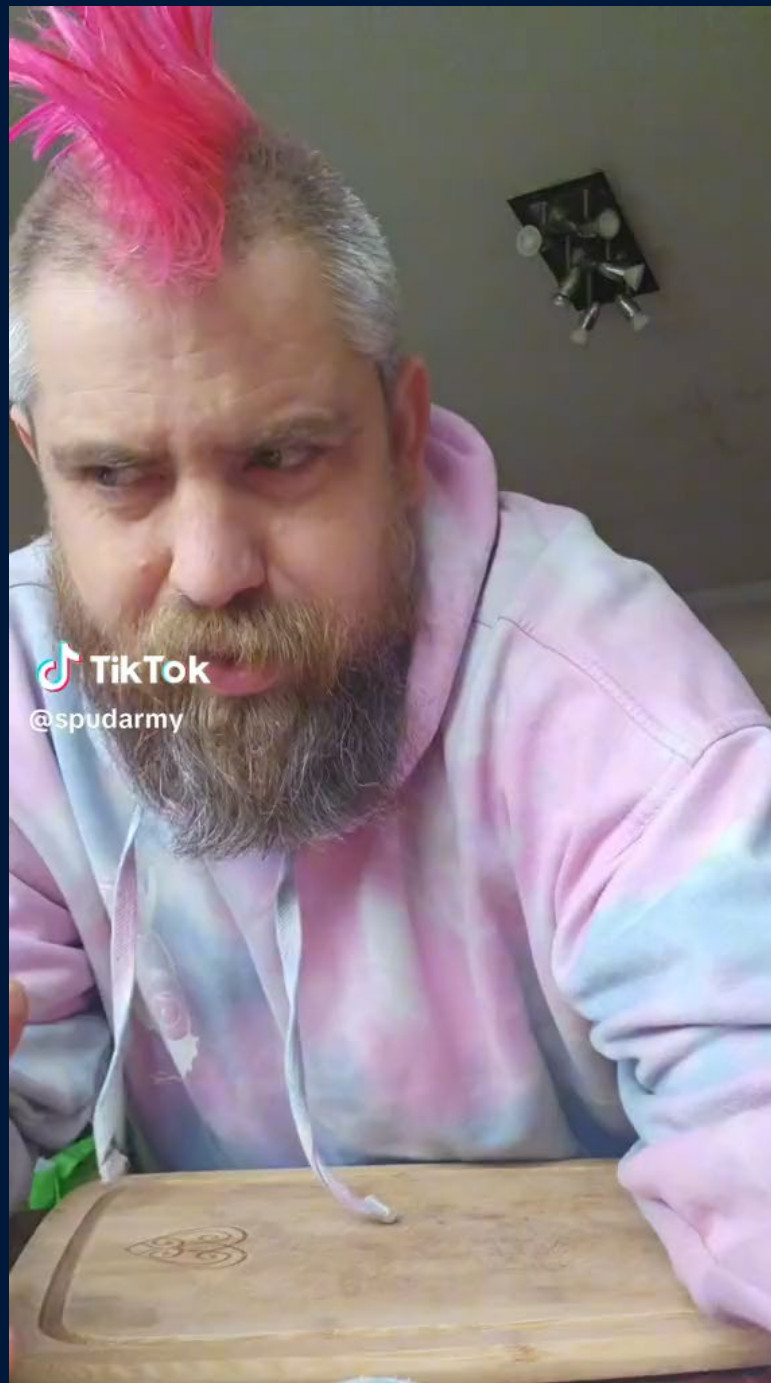


100% genuine

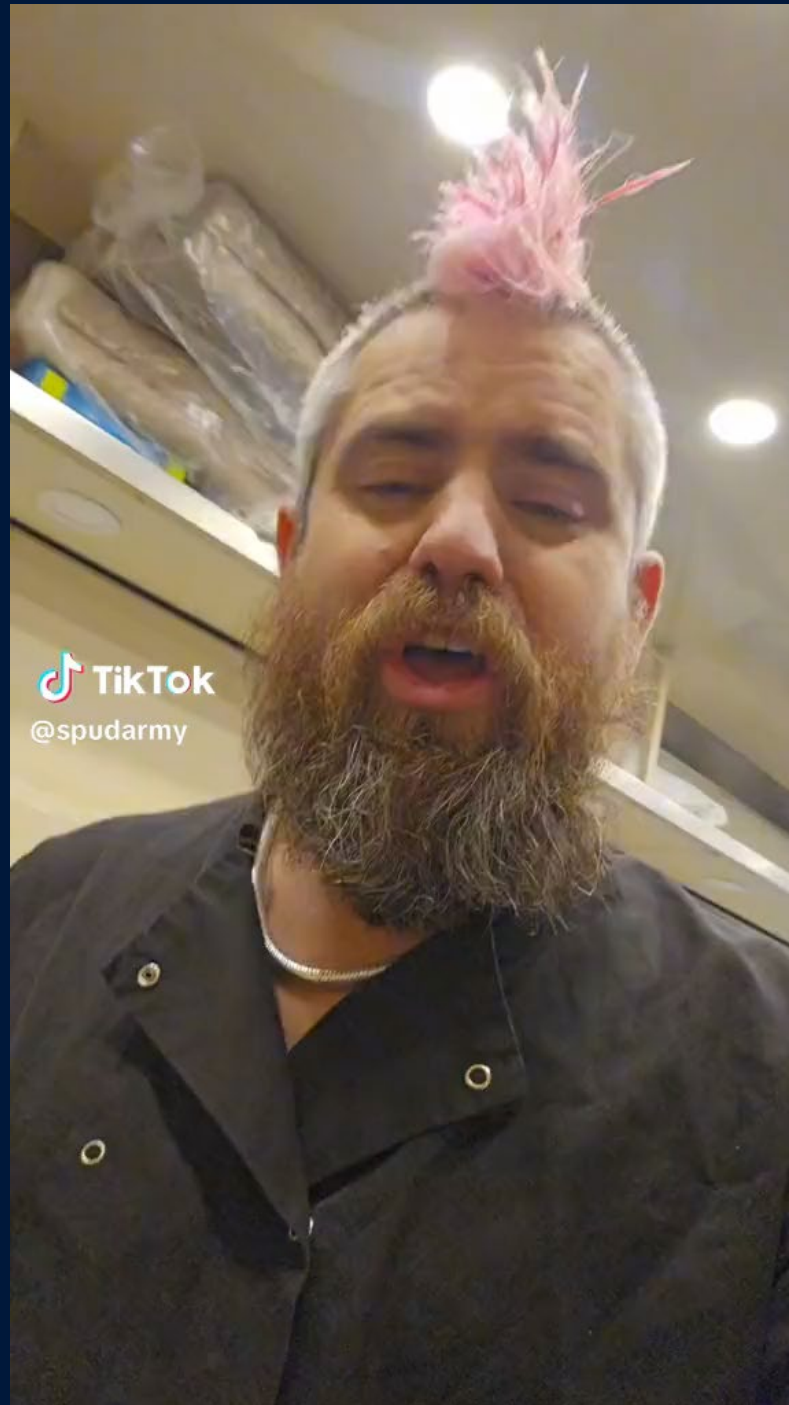
Talks like your mate



Open about his health



Addresses concerns













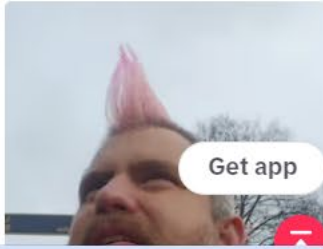
Behind the scenes





Gives you your 2 minutes of fame

videos

 <p>LIVE</p> <p>▶ 35.8M</p> <p>spudarmy is LIVE</p>	 <p>Pinned</p> <p>▶ 27.4M</p> <p>Another 3B from yester...</p>	 <p>Pinned</p> <p>▶ 102.7M</p> <p>Last customer of the d...</p>	 <p>Pinned</p> <p>▶ 196.4K</p> <p>3 lovely londoners Up t...</p>	 <p>Pinned</p> <p>▶ 328.5K</p> <p>If it's that easy I should...</p>	
			 <p>tried to give u... potato watch till the en</p> <p>Pinned</p> <p>▶ 196.4K</p> <p>freebies</p>		 <p>Get app</p>

The viral formula



Novelty

Curiosity

Emotion

Surprise

The image displays three video thumbnails, each with a red 'Pinned' badge in the top left corner and a play button icon with a view count in the bottom left corner.

- Thumbnail 1:** Shows a person's hands opening a brown paper bag filled with numerous small, wrapped items. The caption below reads "Another 3B from yester...". The view count is 35.8M.
- Thumbnail 2:** Shows a person's hand interacting with a black machine, possibly a vending machine or a coffee machine. The caption below is partially visible as "Last customer of the d...". The view count is 27.4M.
- Thumbnail 3:** Shows a person in a black jacket and beanie standing behind a counter with a green surface. The caption below reads "Last customer of the d...". The view count is 102.7M.

The secret sauce

Consistent

Done is better than perfect

Repeats the winning formula



The secret sauce

In action.....





runmummyrun

Following ▾

Message






3,598 posts

14.2K followers

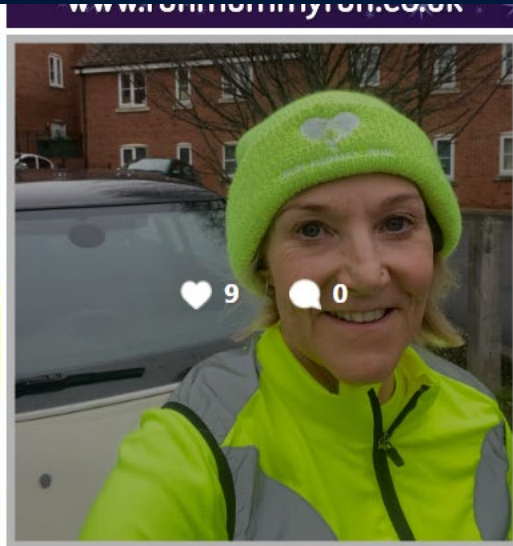
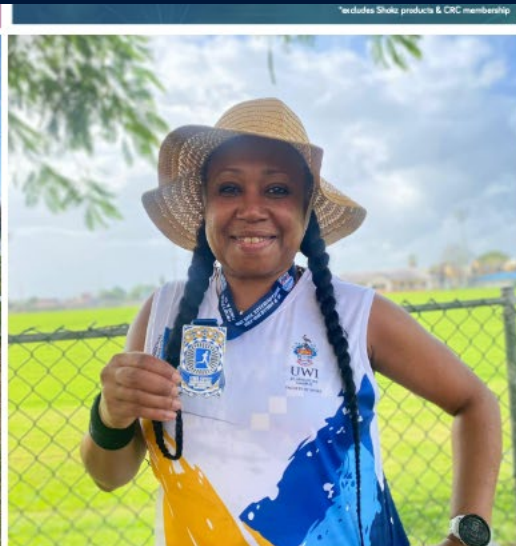
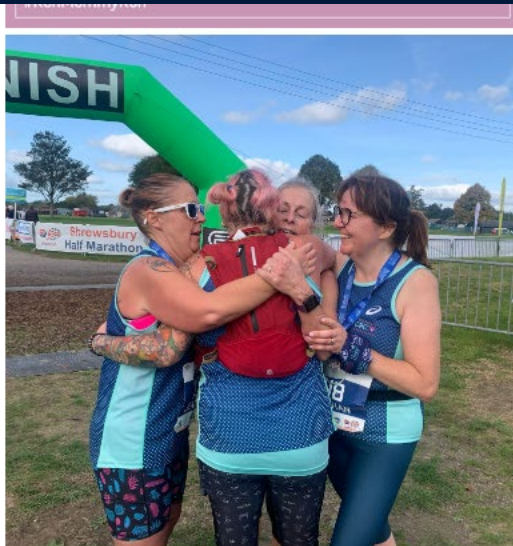
267 following

RUN MUMMY RUN

 A supportive online running community. Motivating, empowering and inspiring women to be healthy and happy through running  

linktr.ee/runmummyrun ✓

Followed by lozgoggs





panarunclub

Following ▾

Message



26 posts

1,720 followers

5 following

Community

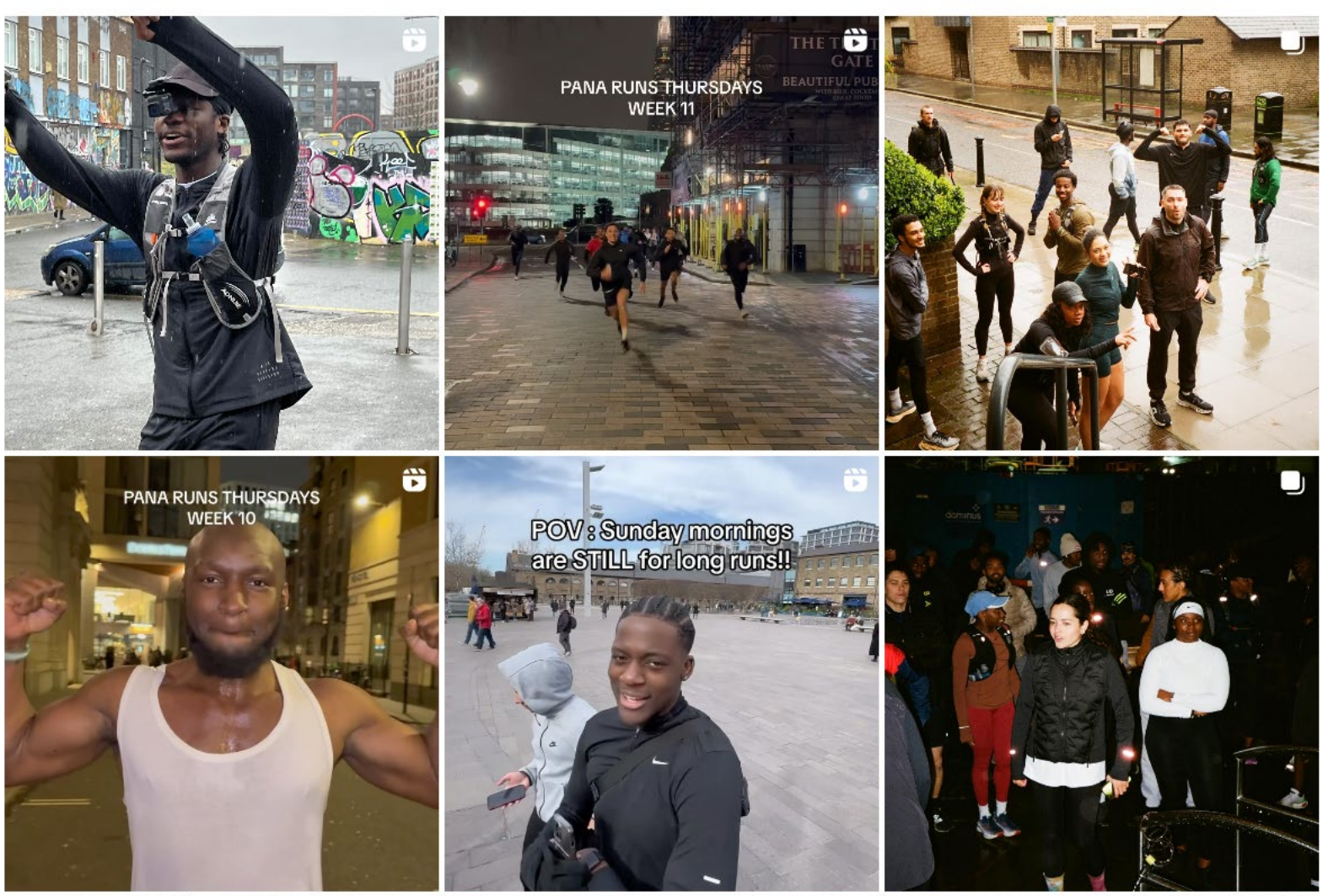
Powered by @pana_mag

SOCIAL RUN CLUB

EVERY THURSDAY AND SUNDAY 📍

THURSDAYS @ FENCHURCH STREET STATION @ 6:30PM ALL ABILITIES WELCOME


📞 chat.whatsapp.com/GbxWd2Jz51h66l2WRjNrnQ + 1









POV: You and your friends
decide to start a run club



hergardengym 








[Following](#) [Message](#)   

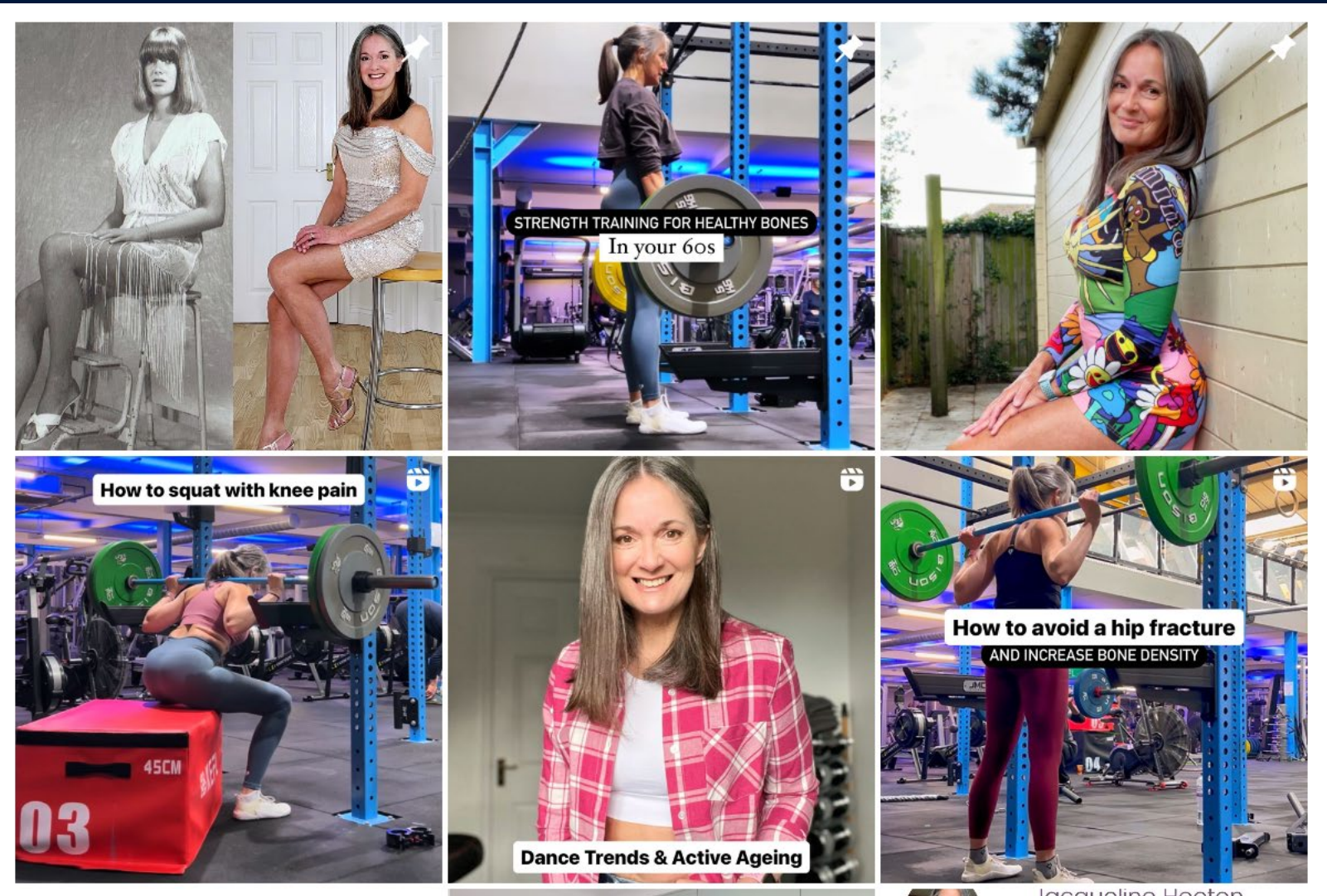


4,348 posts 509K followers 1,421 following

Jacqueline Hooton
Coach
I help women in their 50s & 60s get strong, fit & healthy, to enjoy optimal ageing
@womensbest code JACQUELINE
Media enquiries jan@dml-uk.com
www.hergardengym.co.uk + 4

Followed by thebodycoach and cimspa_dmh

 Women's Best  Workouts  Beach Life  Shoulder Reh...  Life on a Bike  Her Garden G...  The Body Coa...





Challenging ageism

As a 60 year old woman . . .





hergardengym Original audio



hergardengym I have a positive attitude to ageing because I know we we don't all make it 😞

Jacqueline and Jonathan people used to sing song our names together when we were children, but that stopped forty years ago 💔

1st February 1984 is a date I will never forget. Forty years ago today my brother Jonathan, who was 18 years old, died. He was on active service with the Royal Navy, and died as a result of burns sustained from the efflux of a missile.

I was twenty when Jonathan died, and when a young person dies it really does shift your perspective on life, what's important and things that matter.

I am grateful to be 60 and soon to be 61. Of course there are challenges we may face as we grow older, but Jonathan's death is a constant reminder to me that we are blessed IF we grow older. I take nothing for granted.

I know many of you have lost loved ones too and appreciate this



19,213 likes
1 February



Add a comment...

Post



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