



The Work

CONTENT PRODUCTION
SOCIAL MEDIA MANAGEMENT
BRAND STRATEGY



Gemma Sutherland
DIRECTOR, GSM MARKETING

SPECIALTY
Hospitality & Luxury Brands

LOCATION
Scotland

WEBSITE
www.gsmmarketing.uk



PROJECT 01 — HOSPITALITY CONTENT
Food that *demand*s attention



PROJECT 01 — CONTINUED

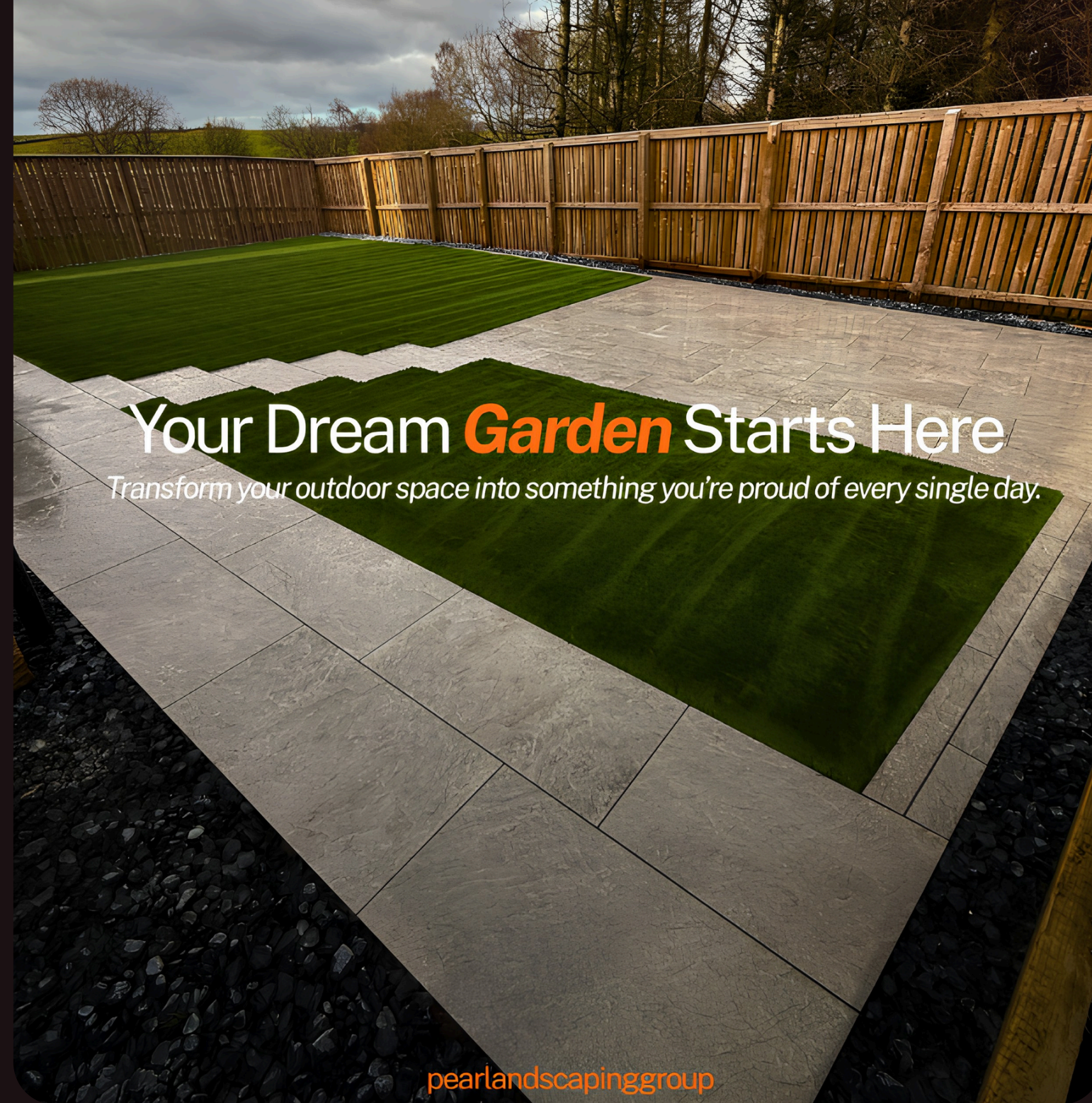
Moments *worth sharing*



A TASTE OF SOMETHING

New

menu is here with
flavours, seasonal
& elevated dishes.



Your Dream **Garden** Starts Here
Transform your outdoor space into something you're proud of every single day.

pearlandscapinggroup



BETTER **B** BODIES

HEALTH & FITNESS

EXPERIENCED TRAINERS

BUILT MUSCLE AND TRAINING

NUTRITION SUPPORT

PROJECT 02 — LUXURY BRAND EXECUTION

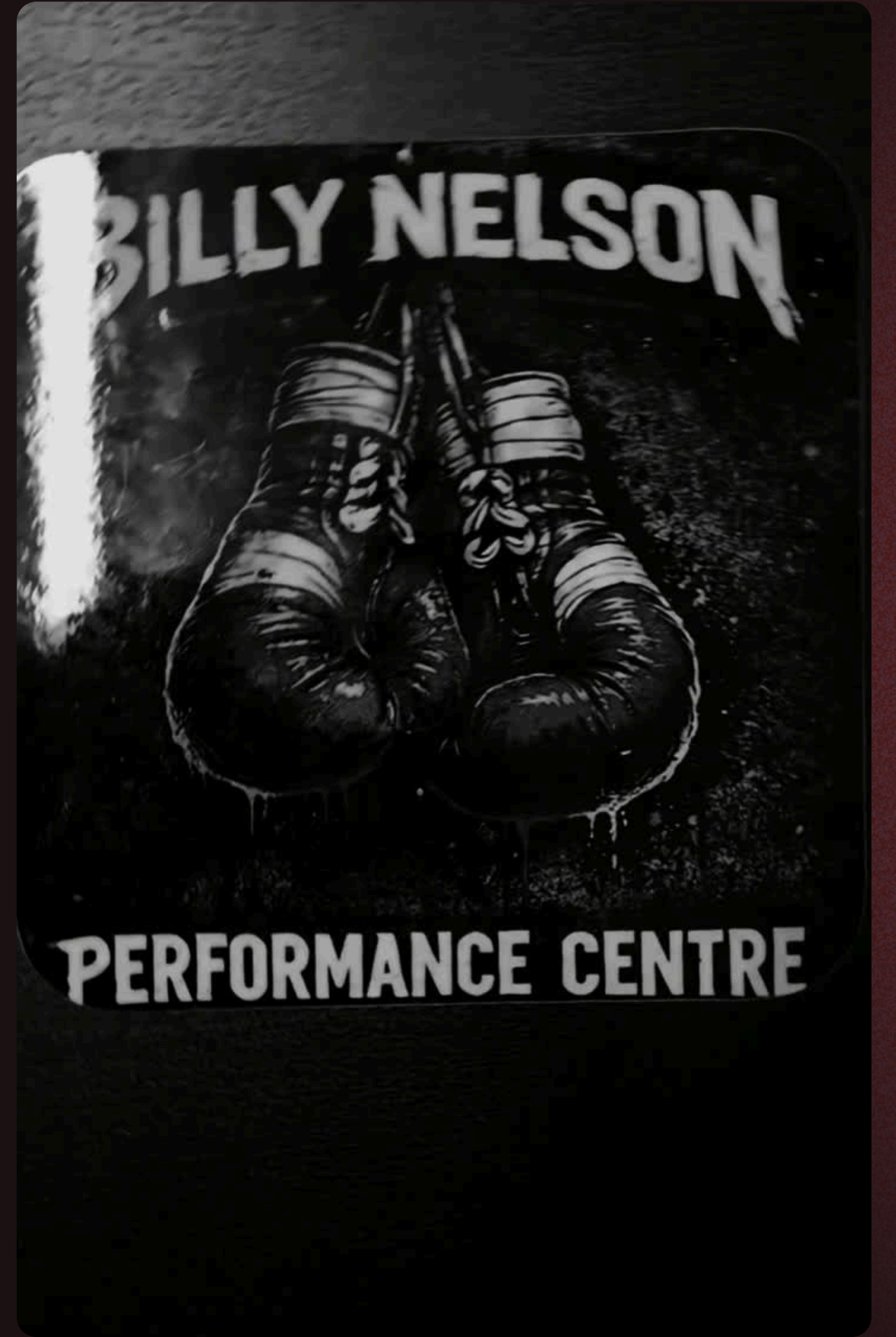
Precision In *Every Detail*



PROJECT 03 — LUXURY VISUAL STORYTELLING
Every Frame *Tells A Story*

PROJECT 04 — HIGH-END CONTENT EDITING

Every Cut Crafted *With Intention*





PROJECT 04 — CONTINUED

Premium Editing For Modern Brands



ABOUT GSM MARKETING

Gemma *Sutherland*

DIRECTOR & CEO · GSM MARKETING

GSM Marketing is a social media and content agency built for hospitality and luxury brands. We combine professional content production with platform-native strategy — creating work that's beautiful, purposeful and built to perform.

Every client we work with gets our full attention, a bespoke strategy, and content that truly reflects their brand.

WHAT WE DO

Built for *brands* *that mean business*

1

CONTENT SHOTS

Photography, video & drone. On location, on brand.

2

SOCIAL MANAGEMENT

Full management — Instagram, Facebook, TikTok & more.

3

PAID ADVERTISING

Meta & Google Ads to reach the right people.

4

BRAND STRATEGY

Voice, tone, calendars & campaign planning.

5

COMMUNITY CARE

Inbox, DMs & reviews handled with care.

6

REPORTING

Monthly insights so you know what's working.



Let's create something *extraordinary*

We'd love to show you what GSM Marketing can create for Wyndham Duchally Country Estate — a complimentary content shoot including drone footage, professional photography and short-form video is on the table.

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