

MARKETING PORTFOLIO

vavavirtual.com

OUR JOB IS TO MAKE
YOURS EASIER.



- Fortune 100 or 500 Enterprises
- Small Businesses
- Solo Entrepreneurs
- Business and Life Coaches
- Nonprofit Organizations
(including churches)
- Financial Firms
- Insurance Agencies
- Real Estate Agents and Brokers
- Tech and Marketing Agencies
- Authors / Speakers

INDUSTRIES WE SERVE

SCOPE OF WORK

- Blog Writing
- Copywriting
- Email Campaigns and Marketing
- Online Analytics
- Graphic Design Services
- Landing Pages
- Website Marketing / SEO
- Brand Design and Development
- Marketing Strategy
- Social Media Marketing
- Content Creation and Management
- Hashtag Optimization
- Social Media Imagery
- Online Community Engagement

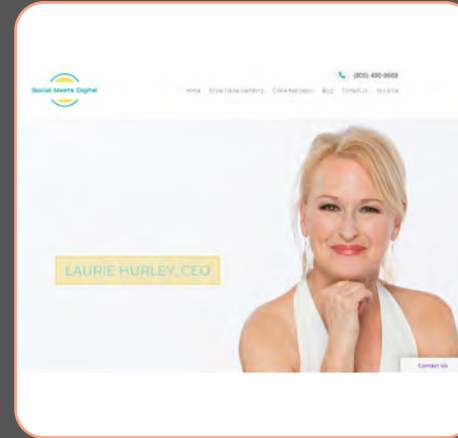
PORTFOLIO SAMPLES



LOGO



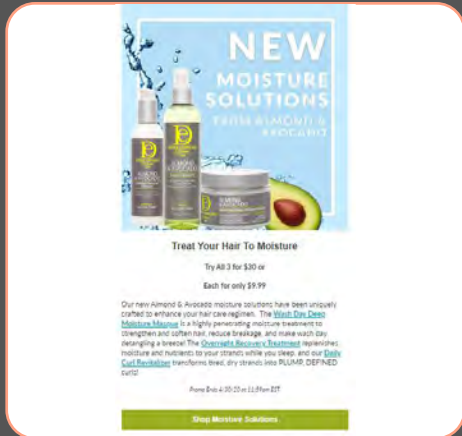
LANDING PAGE



WEBSITE



SOCIAL MEDIA



E-NEWSLETTER



LOGO

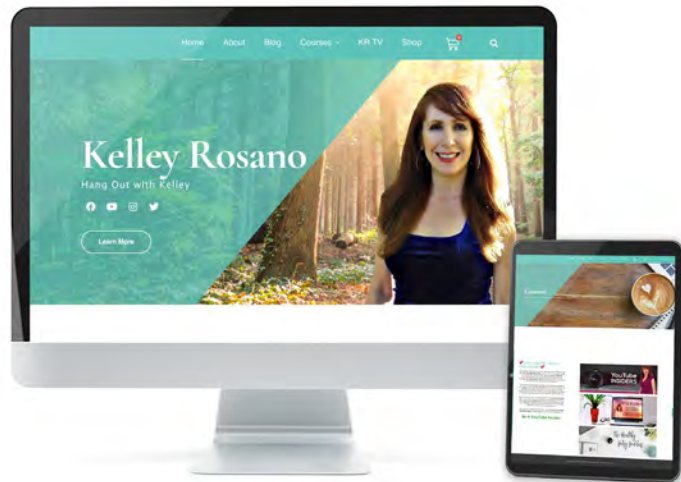


SOCIAL MEDIA



E-NEWSLETTER

CLIENTS · KELLEY ROSANO



“

I adore my marketer. She is phenomenal. We work so well together, like a well-oiled machine, and she makes me so efficient and effective!

”



GOAL

Increase the number of course registrants for her online courses.



SOLUTION

Executing several Facebook ads, targeting lookalike audiences, and leveraging her 30K mailing list.



2 YR OUTCOME

Over two years, the course enrollment **has increased by 182%** over her last four courses.

CLIENTS · MEREDITH LIMOGES



“

Part of being successful is acquiring assistance in areas we lack. Our marketer knew how to help us communicate better, ways to easily share information, and her work has helped us increase our reach and grow our customer base. We've added fun features to our site thanks to her know-how.

”



GOAL

Increase traffic to website and overall sales through eCommerce rather than solely through third-party retailers where fees are applied.



SOLUTION

- Update the website overall
- Set up Google Analytics
- Set up the online shop using Woo Commerce
- Added a newsletter function to boost subscribers
- Executed an email campaign to push purchases via the website



6 MO OUTCOME

- Online shop sales increased 18.5% to 51.2% p/month
- Based on website analytics, user visits > 301%, page views > by 202%, bounce rate < from 80.5% to 59.5%
- Retail subscribers > 104%
- Wholesale subscribers > 27%



CLIENTS · SANA' RASUL



“

My web developer is AHHH-MAZING!
Any fears I had are not a concern anymore!
He is easy to work with, communicative,
and always checks and makes sure
before proceeding.

”



GOAL

Increase UX/UI experience
and website traffic.



SOLUTION

Update and provide monthly website
maintenance, troubleshooting, and
technical solutions.



2 YR OUTCOME

Based on website analytics,
user visits > 3.4%, page views > 11.3%,
and bounce rate < from 70% to 63%.

CLIENTS · TOWANNA BURROUS



“

My marketer is a strong and very responsive member of the team. She is quick to catch on and manages her tasks well. She works well with rest of the team. I also enjoy receiving and reviewing the analytics she puts together.

”



GOAL

Increase social media followers and overall engagement.



SOLUTION

Providing consistent, weekly online engagement by following new people and groups, liking and commenting on posts from relevant sources, answering all direct messages and comments, and leveraging Instagram stories and retweets regularly.



2 YR OUTCOME

Followers base increase:

- Facebook by 31.1%
- Twitter by 426.7%
- Instagram by 415%
- LinkedIn by 714.4%

Overall engagement 3.3K Facebook, 2K Twitter, 13K Instagram, and 1.8K LinkedIn.

