

# Marketing

## Portfolio



+972508181184  
aya@rait-group.com  
rait-group.com  
Since 2014

# Before

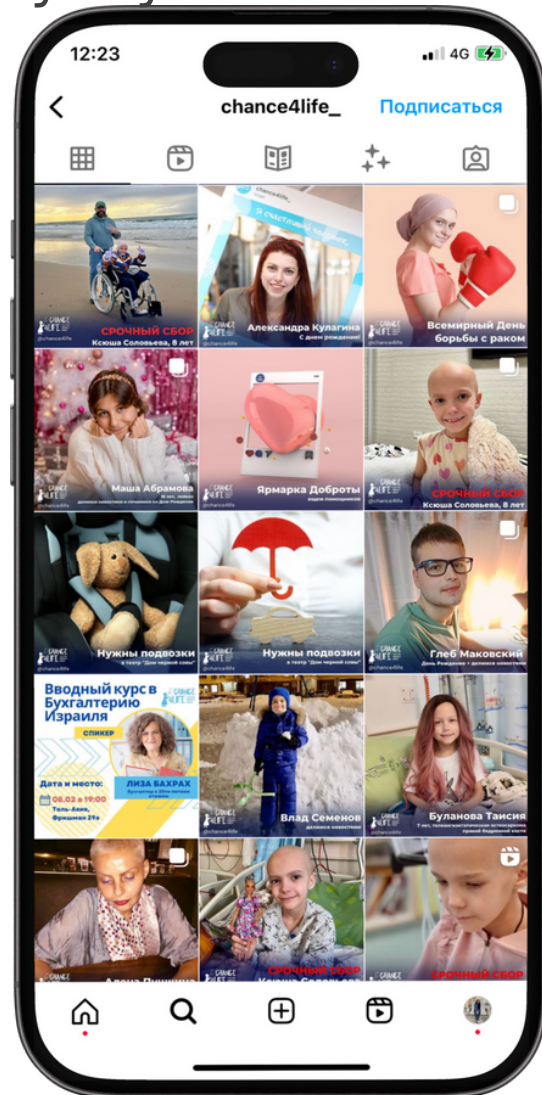
- Lack of common theme
- Long texts without call-to-action
- No reels



**Task:** recreate social media accounts for non-profit org.  
**Purpose:** raise engagement and attract funds only with organic promotion.

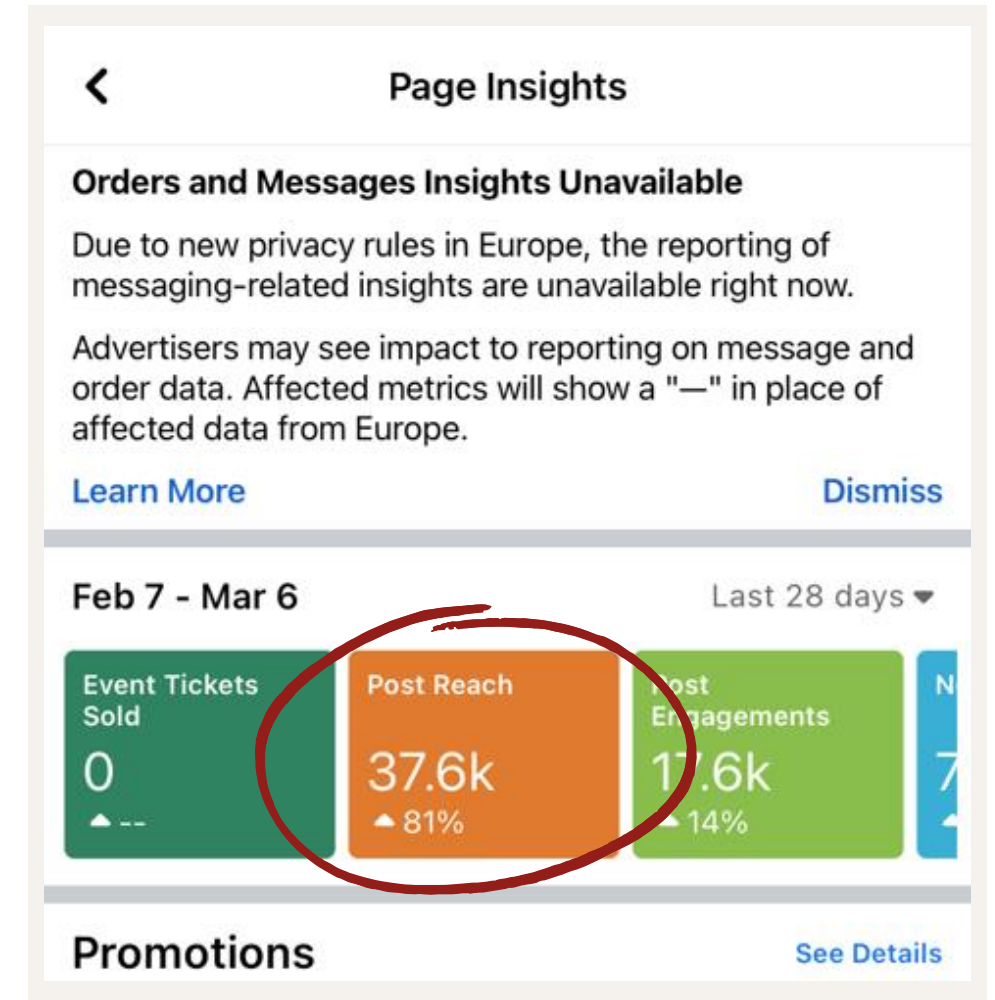
# After

- Shared 5-8 posts per week
- Common design in all social media
- Collaboration to share audiences and increase loyalty

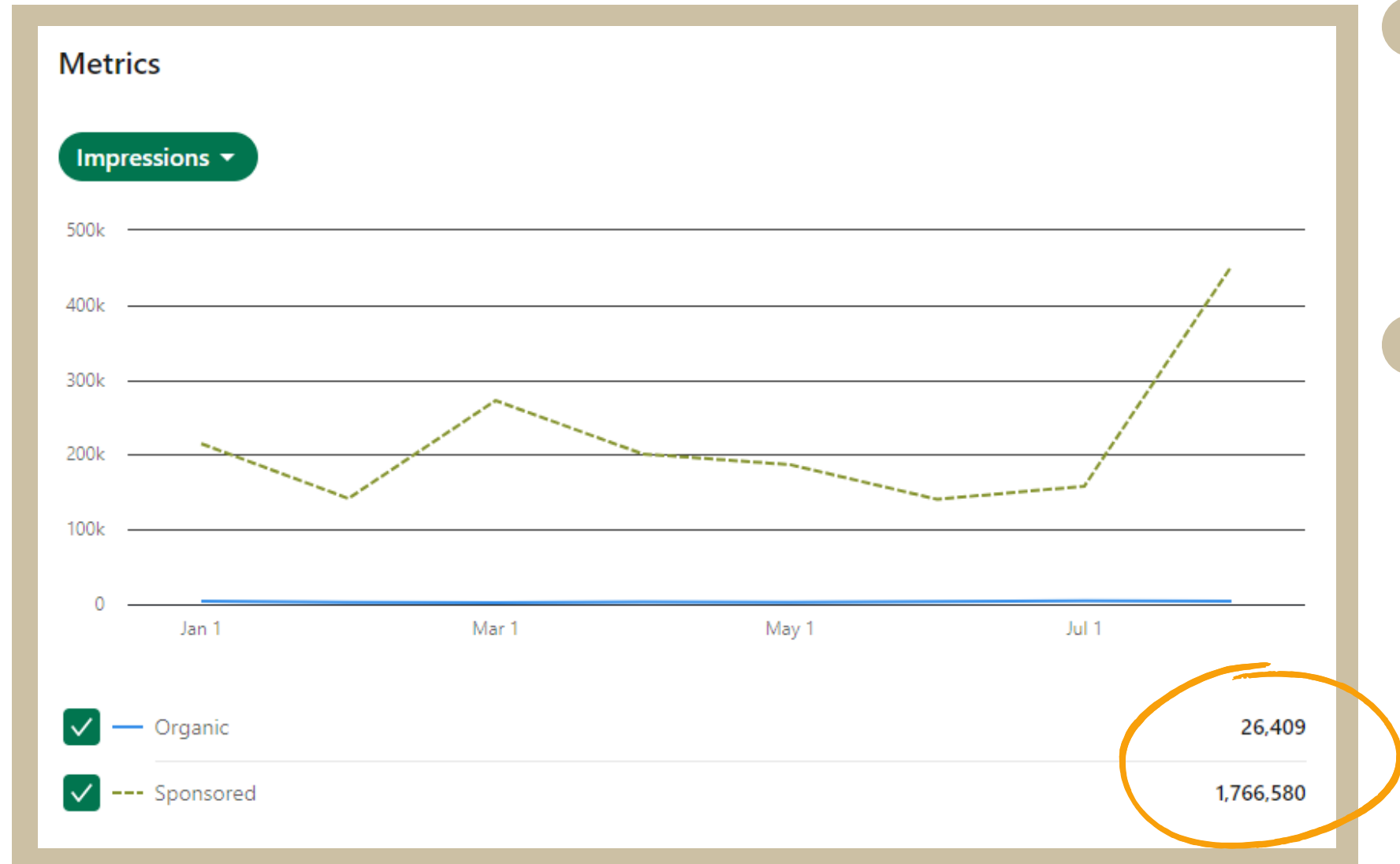


## Key numerical outcomes:

1. **Follower Growth: 330%** follower growth both in Instagram and Facebook
2. **Monthly engagement** - up to **150%**
3. **Post engagement monthly** - **18K+** views
4. **Post reach monthly** - **40K+**



# in Case B2B



3. **CTR Improvement:** Our ads and content achieved a 45% increase in click-through rates, surpassing industry standards and driving higher website traffic.

4. **Lead Generation:** We secured a 64% increase in leads.

5. **Conversion Rate:** Our campaign delivered a 30% improvement, reflecting the high quality of leads generated.

6. **Cost Efficiency:** We reduced our cost per acquisition (CPA) by 15%.

7. **Engagement:** User engagement skyrocketed with a 50% increase in comments, shares, and likes on our posts, highlighting the positive response to our content.

## Project:

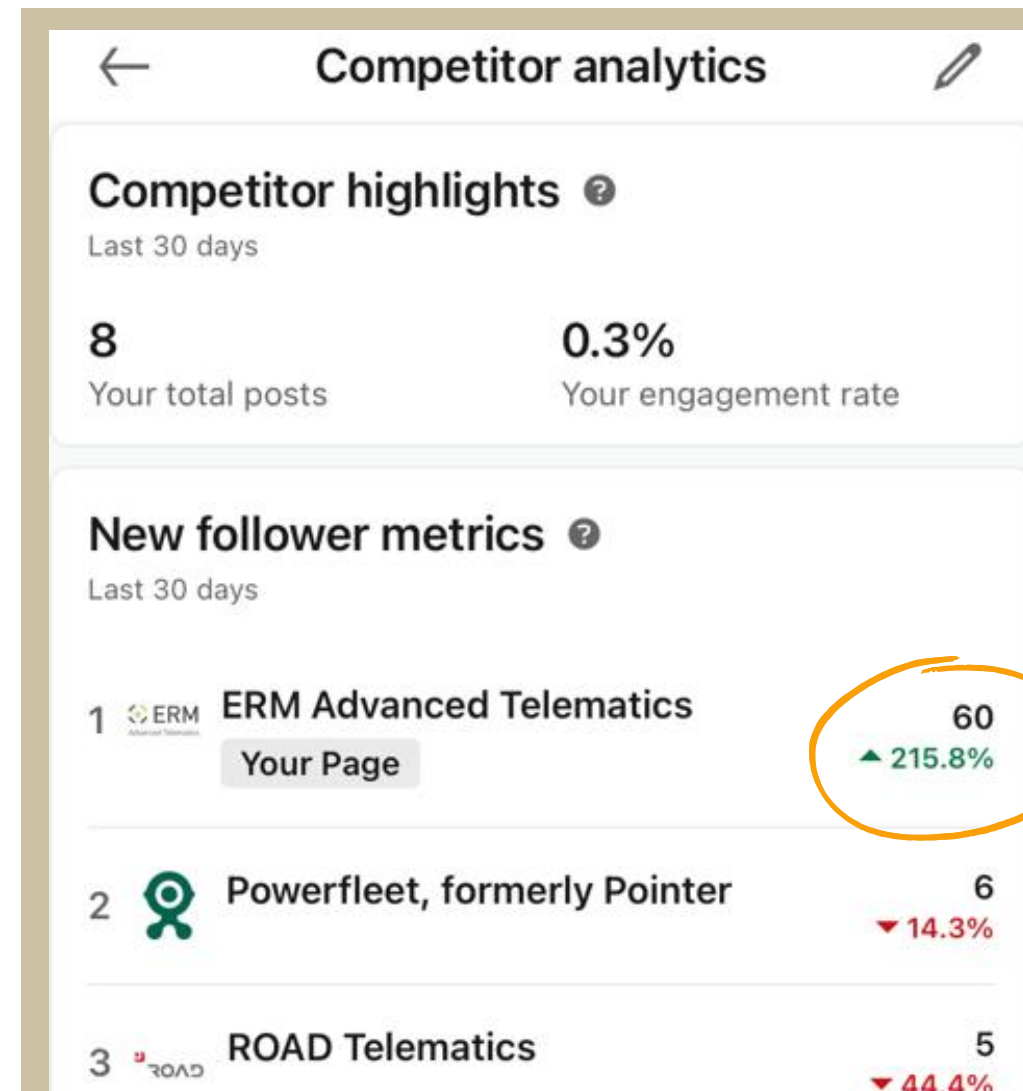
Create ads campaign to promote international brand and attract qualified leads.

## Process:

As the sole manager, I handled everything from idea generation to audience analysis, content creation, graphic and video design, and precise targeting settings.

## Key numerical outcomes:

- 1. Follower Growth:** Our LinkedIn page experienced a remarkable 215% increase in followers, indicating our success in engaging our target audience effectively.
- 2. Content Reach:** Our posts and content received a 78% boost in impressions, showcasing our ability to connect with our desired audience.



# Email Campaigns & Lead Generation



- AI Lead Generation
- Data Base Creation (with selected target audience)
- Email cold outreach
- Automatized lead connection

Linked Url	Full Name	First Name	Last Name	Job Title	Facebook Profile	Location	Company	Company Website	Company Facebook	Company Email	Company Phone	Industry	Team Size	Revenue Range	Work Email #1
<a href="https://linkedin.com/in/abdulaziz-omotoso-587afba70">https://linkedin.com/in/abdulaziz-omotoso-587afba70</a>	Abdulaziz Omotoso	Abdulaziz	Omotoso	executive director		london, greater london, united kingdom	alcan	<a href="http://alcan.com">http://alcan.com</a>		customersens1@alcan.com	800 500 9991	logistics and supply chain		\$10M to \$100M	customersens1@alcan.com
<a href="https://linkedin.com/in/adam-brierley-5b972345">https://linkedin.com/in/adam-brierley-5b972345</a>	Adam Brierley	Adam	Brierley	managing director	<a href="https://facebook.com/adambrierley1">https://facebook.com/adambrierley1</a>	north east london, united kingdom	linear, s.r.o.	<a href="http://linear.co.uk">http://linear.co.uk</a>				logistics and supply chain	201		adam.brierley@linear.co.uk
<a href="https://linkedin.com/in/adam-bright-60960049">https://linkedin.com/in/adam-bright-60960049</a>	Adam Bright	Adam	Bright	european sales director		milton keynes, united kingdom	rapid fulfillment services ltd	<a href="http://rapidfulfillment.co.uk">http://rapidfulfillment.co.uk</a>		sales@rapidfulfillment.co.uk	190 887 0220	logistics and supply chain	51		adam.bright@rapidfulfillment.co.uk
<a href="https://linkedin.com/in/adam-bull-2701b727">https://linkedin.com/in/adam-bull-2701b727</a>	Adam Bull	Adam	Bull	commercial director		united kingdom	gs logistics	<a href="http://gslogistics.co.uk">http://gslogistics.co.uk</a>				logistics and supply chain	51		adam.bull@gslogistics.co.uk
<a href="https://linkedin.com/in/adam-fleet-0b76091a">https://linkedin.com/in/adam-fleet-0b76091a</a>	Adam Fleet	Adam	Fleet	managing director		west sussex, west sussex, united kingdom	porsche retail group ltd	<a href="http://porscheretailgroup.co.uk">http://porscheretailgroup.co.uk</a>				automotive	201		
<a href="https://linkedin.com/in/adam-head-9a734719">https://linkedin.com/in/adam-head-9a734719</a>	Adam Head	Adam	Head	northern zone sales director		chesham, essex, united kingdom	autoprotect	<a href="http://autoprotect.co.uk">http://autoprotect.co.uk</a>	<a href="https://facebook.com/autoprotect">https://facebook.com/autoprotect</a>			automotive	51		adam.head@autoprotect.co.uk
<a href="https://linkedin.com/in/adam-nagy-2362ba22">https://linkedin.com/in/adam-nagy-2362ba22</a>	Adam Nagy	Adam	Nagy	managing director		london, greater london, united kingdom	eurogate logistics ltd	<a href="http://eurogate.co.uk">http://eurogate.co.uk</a>				logistics and supply chain	51		adam.nagy@eurogate.co.uk



It is not a newsletter.  
It is a newspaper.

Click on the Image to read the Newspaper.  
or  
Click [here](#)

We value our partners.

And we value your time.

Newspaper #3  
Regular · ERM advanced telematics  
Tags: Staff

Sent Thu, June 1st 8:18 AM to 14 recipients by you

Sent **61.5%** Opens **38.5%** Clicks  
Classic Builder

# Before



## Case B2B

### Website maintenance

**Task:** recreate website of the international manufacturer

← Lack of images

← Too much text, that are not relevant for the customer

← No SEO

→ Added videos, images, animations

→ Structured text and offers

→ SEO, articles, cross promotions

# After





# B2B ROI & Forecasts

Marketing Campaign Forecast				Reach >		Interest >		
Period: MONTH	Description	Status	Planned to spend	Views/Impressions (monthly)	CPM (per 1,000 impressions)	Visitors (monthly)	CTR	CPC
<input checked="" type="checkbox"/> TOTAL			\$1,181	389,000		474,000	121.9%	\$0.00
<input checked="" type="checkbox"/> INTERACTIVE	Amount of posts/month		\$1,181	389,000	\$3	474,000	121.9%	\$0.00
Paid SEM (social engine marketing)		●						
<input checked="" type="checkbox"/> Posts (targeting)			\$960	384,000	\$3	384,000	100.0%	\$0.03
LinkedIn	12 posts (each 2 days) in a month	●	\$480	180,000	\$3	180,000	100.0%	\$0.03
Facebook	12 posts (each 2 days) in a month	●	\$240	120,000	\$2	120,000	100.0%	\$0.02
Instagram	12 posts (each 2 days) in a month	●	\$240	84,000	\$3	84,000	1	\$0.03
<input checked="" type="checkbox"/> Google Ads Campaigns			\$208			85,000		
General	ongoing (5\$ per day)	●	\$150	60,000	\$3	60,000	100.0%	\$0.03
Special (service, event, audience)	need to set (15\$ per day)	●	\$45	20,000	\$2	20,000	100.0%	\$0.02
Email Campaigns		●	\$13	5,000	\$3	5,000	100.0%	\$0.03
Online/Offline Events Promotion		●	\$0	0				
					<b>Result:</b>	<b>Impressions/Visitors:</b>	<b>469000</b>	
						<b>Money spent:</b>	<b>\$1,181.00</b>	

# Services



## LEAD GENERATION

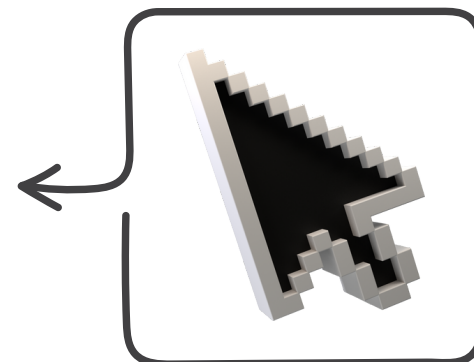
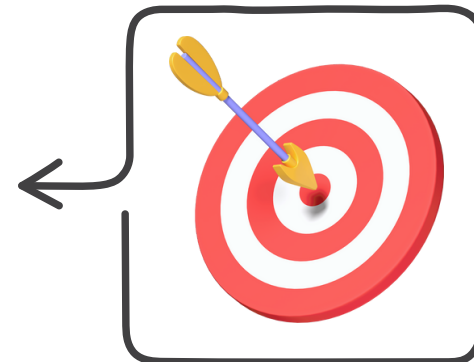
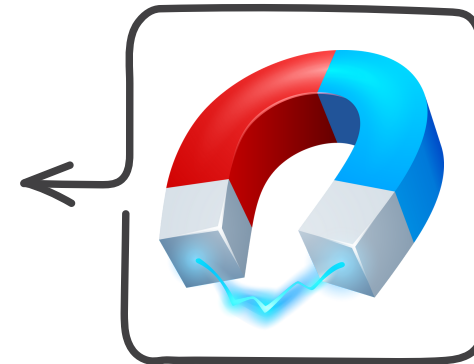
- AI Lead Generation
- Data Base Creation (with selected target audience)
- Email cold outreach
- Automatized lead connection

## B2B/B2C BRANDING

- Business development
- Presentations, brochures
- Marketing and Sales Funnel
- Product launch

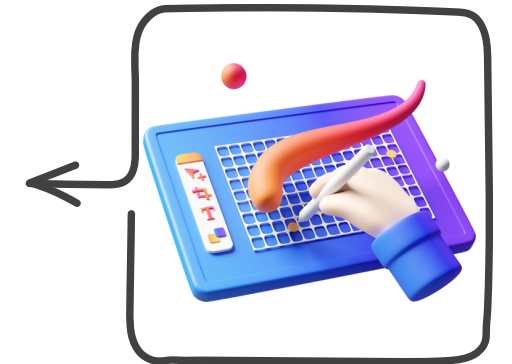
## LINKEDIN

- Craft engaging content, including visuals, videos, and copywriting, aligned with brand identity.
- Manage and curate content calendars.
- Monitor social media channels, engage with the audience, and foster a strong community.
- Analyze performance metrics, derive insights, and optimize strategies for maximum impact.



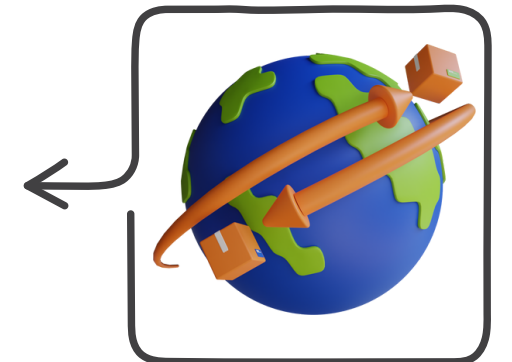
## DESIGN

- Graphic design (posts, logo, brandbook)
- Video design (TikTok, Reels)
- Web design
- Brochure and newspaper design
- Email campaign



## WEBSITE

- Website (Tilda, WIX) building and maintenance
- SEO
- Crowd marketing (competitors analysis, lookalike audience)
- Targeting promotion (Google Ads, Facebook & Instagram Ads)



## SOCIAL MEDIA MARKETING

- PR publications (research, budgeting, analysis)
- Content writing
- Posts for various platforms
- Press & Post Releases



# Design Examples

WEPOLE 11 January 2023

## BALLERINA



Price: 180  
Sizes: XS-XL  
75% Nylon 25% Spandex

Price: 160  
Sizes: XS-XL  
75% Nylon 25% Spandex

**Ballerina Bow & Strap Top**

Model's height: 167cm/5'6 wearing a size small

Color: black & white  
Removable cup pads  
Adjustable straps  
Adjustable back  
Soft & Comfortable Quick-dry  
Matches with: Ballerina bottom

**Ballerina Mid-Rise Bottom**


Model's height: 167cm/5'6 wearing a size medium

Color: black & white Mid-rise  
Fully lined  
Soft & Comfortable Quick-dry  
Matches with: Ballerina top

NEW COLLECTION

## ELEMENTS

ROCK CONCERT



TICKET ID

26, JUNE, 2023  
08:00pm - 11:00pm

Асирпозе  
Магпо Угомова



Relocation places  
in 2023



### SMM TIPS

Why do you get "it's too much"



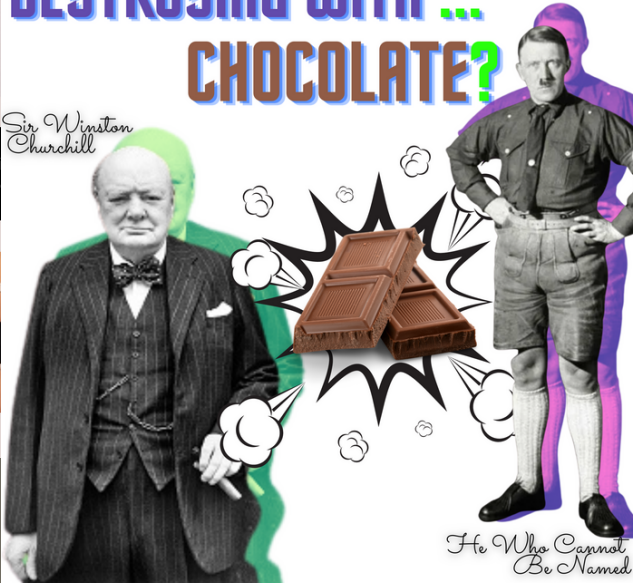
nedar

WHICH SIDE ARE YOU ON?




### DESTROYING WITH ... CHOCOLATE?

Sir Winston Churchill



He Who Cannot Be Named

## WILL HE BE BACK?

VS




## SALE

up to 50%

\*100% leather  
\*with certificate of production with the serial number of the bag, dust bag

Boutique Mone

Anafa, 1  
Merkaz Mor  
(room 29)  
Eilat

11.11

## RAIT GROUP

JAN 03

No doubts needed  
No promises. Just results.

MESSAGES

Client  
Thank you for the great service!!!

Instagram Posts

# RG

JAN 03

11.11 RAIT GROUP

No doubts needed  
No promises. Just results.

Marketing Experts for Legal

Reminder  
New clients meeting

Reminder  
Send an invoice  
Grow your business with us!

Come and experience the world of digital marketing.

Reminder  
Schedule weekly meeting

## TELEMATICS AND ELECTRIC CARS - WHAT IS OUR TOGETHER FUTURE.




## SPECIAL INTELLIGENCE OR FLEET MANAGEMENT INTELLIGENCE - WHO IS MORE POWERFUL IN PREDICTION?



ERM  
Advanced Telematics

## Marketing Experts for Legal

Reminder  
New clients meeting

Reminder  
Send an invoice  
Grow your business with us!

Come and experience the world of digital marketing.

Reminder  
Schedule weekly meeting



Contact to get free  
marketing analysis for  
your business



+972508181184

[aya@rait-group.com](mailto:aya@rait-group.com)

[rait-group.com](http://rait-group.com)