

Case Study

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19h January 2024

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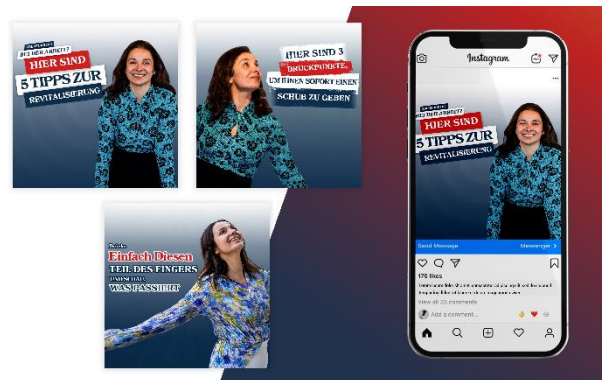
Personal Branding and Self-Promotion for Eftelya Erbasli

Introduction:

Embarking on the journey of self-promotion, Eftelya Erbasli collaborated with me, Saqib Ameer, to craft a compelling personal brand identity. The goal was to establish a strong online presence through a combination of strategic services, encompassing branding, content creation, marketing strategy, and more.

1. Creation of Branding

- **Visual Identity:** Developed a comprehensive set of branding guidelines, shaping the visual identity for Eftelya Erbasli and her company, Gelassenerwachsen.
- **Distinctive Branding:** Crafted logos and branding kits, showcasing a unique and cohesive brand identity for both Eftelya Erbasli and Gelassenerwachsen.



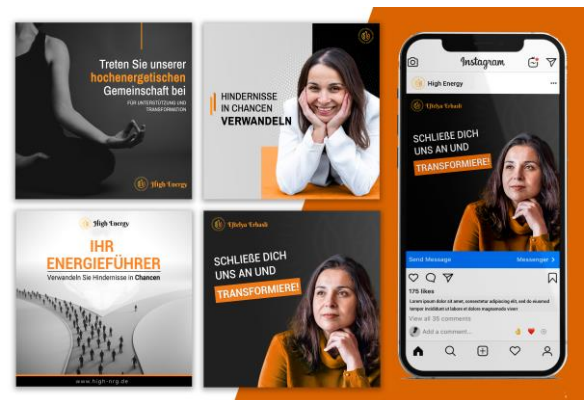
2. Creatives Designing and Theme Selection for Gelassenerwachsen:

- **Aesthetic Appeal:** Designed captivating creatives, playing with colors and characteristics to visually represent Gelassenerwachsen's services.
- **Theme Alignment:** Ensured theme selection resonated with the essence of Gelassenerwachsen, creating a harmonious online presence.



3. High-NRG Online Specialized Course:

- **Content Strategy:** Collaborated on content creation and execution for the High-NRG online specialized course.
- **Marketing Execution:** Implemented a dynamic marketing strategy, promoting High-NRG through various channels, ensuring maximum visibility.



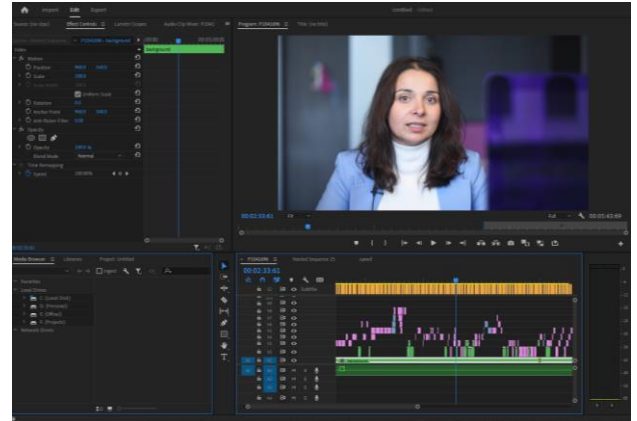
4. Social Media Planner:

- **Strategic Planning:** Developed a comprehensive social media strategy, outlining content themes, posting schedules, and Reels.
- **Engagement Focus:** Designed engaging content, scheduled through Social Pilot, to enhance Eftelya Erbaşlı's social media presence.



5. Video Content Creation and Editing:

- **Strategic Video Production:** Worked on a video content strategy, getting videos produced and edited via Get Munch and Adobe Premier Pro.
- **Enhanced Engagement:** Applied color grading, subtitles, and music to create interactive and engaging videos, resonating with the audience.



6. Emails Strategy:

- **Outreach Campaigns:** Crafted outreach campaigns and email marketing strategies using Mail chimp and Brevo.
- **Template Creation:** Designed personalized email templates, contributing to effective communication and engagement.



Teil der Vision werden,
unterstütze Eftelyas Anliegen

7. LinkedIn Automation:

- **Strategic Automation:** Created a LinkedIn strategy for Eftelya Erbasli, utilizing automation to garner 300+ followers and 500+ profile views weekly.
- **Enhanced Visibility:** Boosted Eftelya Erbasli's LinkedIn presence, fostering professional connections and engagement.



*Crafting Visual Stories:
Distinctive Branding for
Gelassenerwachsen.*



8. Google & YouTube Ads:

- **Traffic Generation:** Developed a strategy for running Google and YouTube ads, driving traffic to the website's homepage and landing pages.
- **Strategic Advertising:** Utilized ads to increase visibility and promote lead generation, enhancing the online reach of Eftelya Erbaşlı.

9. WordPress Pages and Landing Pages Customization:

- **Website Enhancement:** Designed and customized WordPress pages, with a specific focus on landing pages for lead generation.
- **User-Centric Approach:** Created a seamless online experience to drive traffic and facilitate customer awareness and conversion.



10. Funnel Integration and Strategy:

- **Conversion Pathways:** Designed and implemented funnels integrated with Funnel Tunnel, strategically guiding customers from awareness to conversion.
- **Customer Journey:** Crafted a comprehensive strategy for customer awareness and conversion, optimizing the user journey for maximum impact.

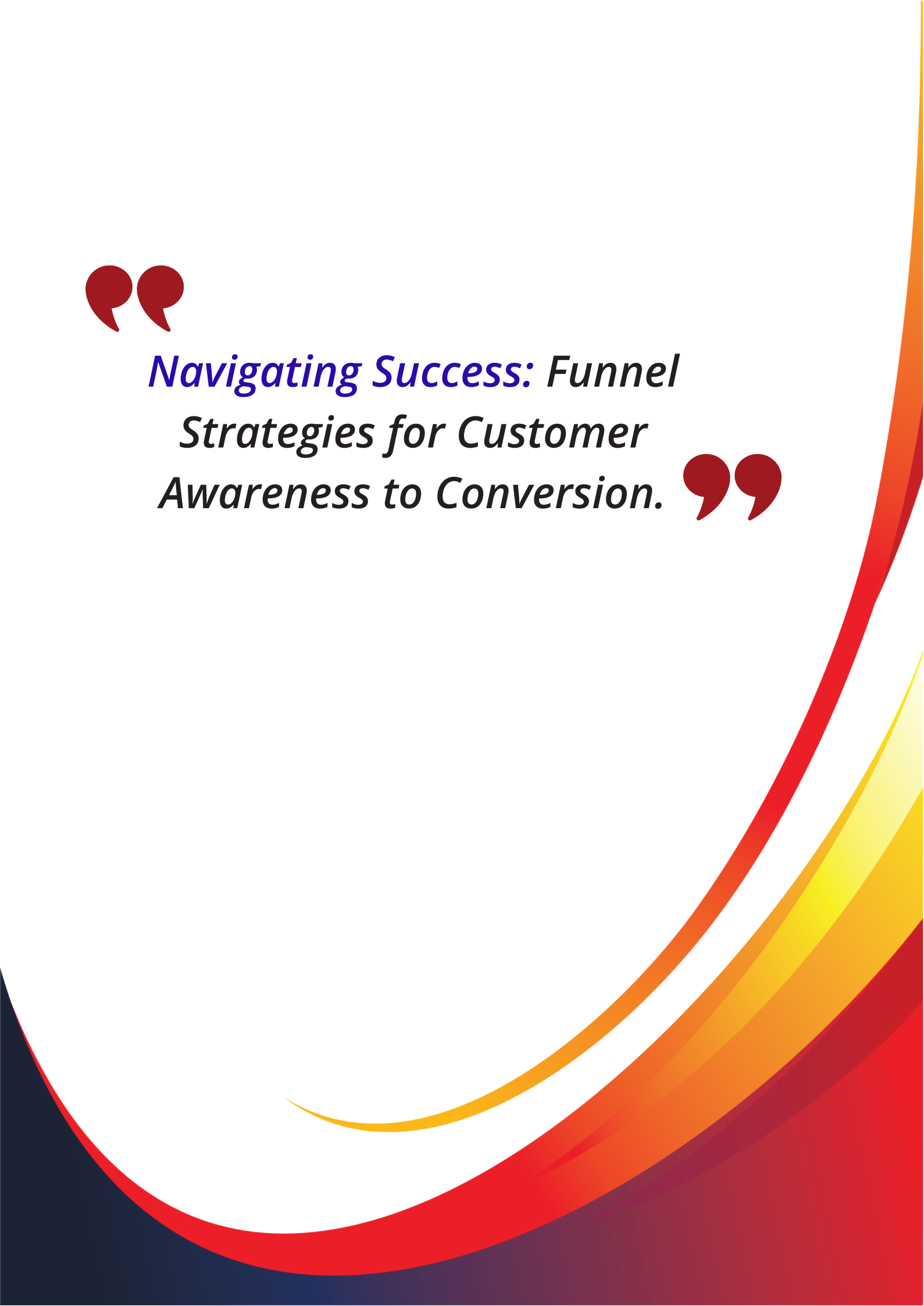


*Building Networks,
Boosting Profiles: Strategic
LinkedIn Automation*





*Navigating Success: Funnel
Strategies for Customer
Awareness to Conversion.*





Conclusion:

Through a collaborative effort, Eftelya Erbasli's personal brand identity has undergone a remarkable transformation. The strategic combination of services has not only amplified her online presence but also established a cohesive and engaging brand image, fostering professional connections and driving results across various platforms. This case study reflects the success of a comprehensive and tailored approach to personal branding and self-promotion.



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Thank You
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