

## **MY PORTFOLIO:**

### **Introduction:**

My name is Ikechukwu Enuosa. I am a digital marketing specialist. My areas of core competencies includes; Meta (Facebook & Instagram) Ads.

Though I studied Computer Science in the Polytechnic, I have been a sales man since the year 2011.

In 2020, I enrolled in a 4 months digital marketing internship course with Pixeltrack PVT. India. This internship marked my entry into the digital marketing field. Though still a side gig, I have helped small businesses skyrocket their sales using Facebook & Instagram ads.

### **My Passion for the Digital Marketing Field**

Being a bank marketer, I witnessed firsthand how small businesses in Nigeria struggle with so many issues. These issues include difficulty in making sales, lack of financial support. My passion is to help SMEs make more sales by leveraging digital marketing tools/channels.

### **Client List:**

#### **1. Amygold Stores**

Amygold is a budding fashion brand in Nigeria. Just like others, their major issue was poor sales. When the owner consulted me in January 2022, I was able to use my expertise to help the business.

- **Campaign Strategy:**

My first strategy was to help them change the Call-to-Action (CTA) button on the Facebook page to make use of message as landing page.

I also helped them to set up a high-converting Facebook message ad with Whatsapp as destination (landing page).

- **Campaign Goal:**

The goal was to make more sales and we were able to achieve the desired result.

- **Analytics:**

Daily ad spend = N2, 000

Duration: 7 days

Average CPM = N53

ROAS = N45, 000

## 2. **Hallmark Multimedia**

Hallmark Multimedia is a digital media firm with offices in Lagos, and Warri. Their target audiences are "event planners, advertising agencies, corporate clients, actors, magazines, events and conference organizers, etc."

- **Campaign Strategy:**

I help Hallmark Multimedia to create high-converting Facebook and Instagram Ads to target their audience. What I do mostly is to use their customer photos and videos (with their permission) to create catchy video ads using Whatsapp Call to Action button.

- **Campaign Goal:**

To get high-ticket leads (clients) for their photography and media business

- **Budget:**

Average daily Ad spend = N20, 000

Average ROAS = 26%

## 3. **NG Marketplace**

NG Marketplace is an online shopping store that is into the sales of kitchen varieties.

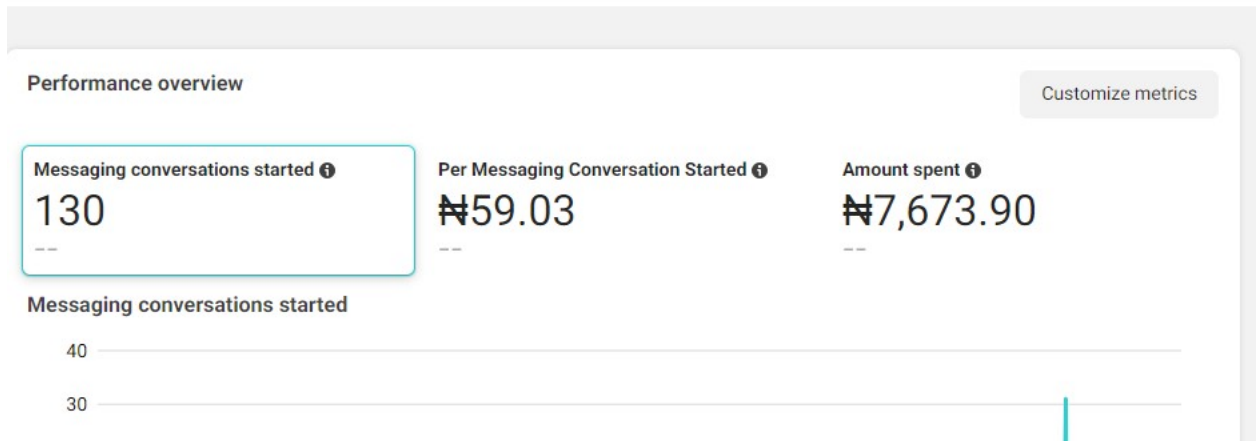
- **Campaign Goal:**

To generate quality leads that can lead to sales.

- **Campaign Strategy:**

Traffic ad: I help them run traffic ads on both Facebook and Instagram with a LEARN MORE call to action linking to a product sales page. On the sales page, I will install Facebook pixel code to track website visits. The event actions includes, website visit, and button clicks (such as add to cart). On the sales page has a detailed product description of the product. The idea usually is for the customer to click, add product to cart and proceed to place an order. After 1 week of running a traffic ad, the next strategy is to create a custom audience of landing page visit, and then use the custom audience to create a lookalike audience to get more targeted customers.

However, for low ticket products and those they do not intend to sell for a long period, I simply help them to create a message ad using Whatsapp as landing page. See snapshot below;



Here, 130 messages were started from the ad. Cost per Messaging Conversation Started was at ₦59 and total ad spend was ₦7, 673.90

Daily ads spend = ₦1, 500 and the ad ran for 6 days

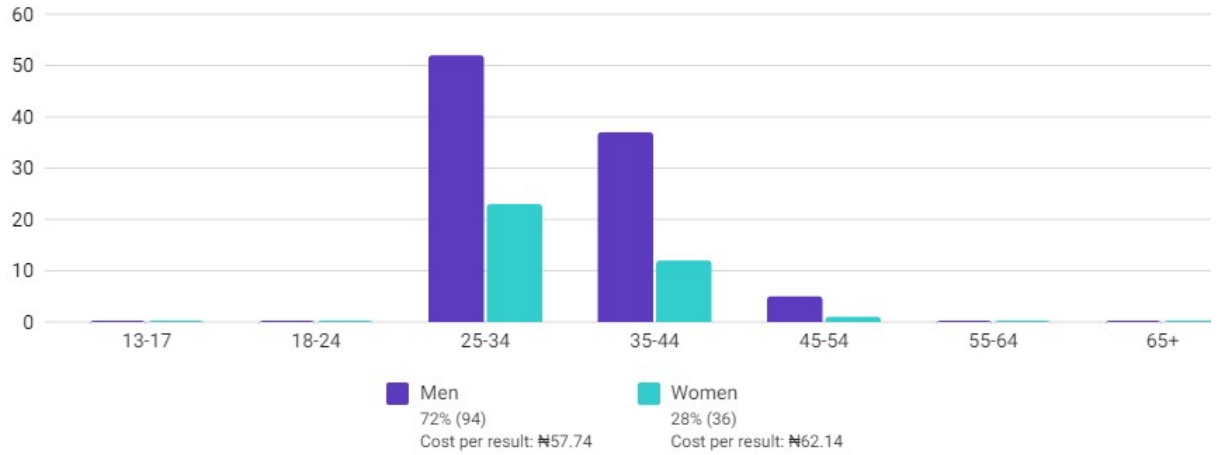
**Other clients are;**

- 4. Greener Grass Farms
- 5. The Snail Farmer
- 6. Japa Consults

## Age and gender distribution

All

Results



## Ad preview & comments · 13 placements

Advanced preview

Share

Facebook Feeds

Japawithsense Sponsored

Dreaming of studying in Canada? Unlock endless opportunities with our premier Study Visa Application Services! ...See more

Comments not supported

Comments not supported  
Comment previews are not supported for dynamic ads.

Feeds

Stories and Reels

WhatsApp  
Discover Your Path to Success in Canada!

Like Comment Share

See variations

Client: JAPA CONSULTS NIG LTD

**Target Audience:** Men and Women ages between 25 and 35

**Interest Demographics:** "Study abroad, Study in Canada, UK Admission, Canada Colleges, and Study in USA....."


**Image:** Image design was done in Canva.

**Call-to-Action (CTA):** Whatsapp

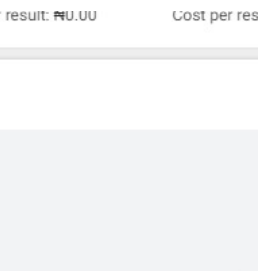
Cost per result: ₦0.00      Cost per result: ₦0.00

Ad preview & comments · 19 placements      Advanced preview      Share

Facebook Feeds      Expand      ...

**The SnailFarmer**  
Sponsored ·  X      ⋮

Are you a snail farmer or aspiring to become one? Maybe you need a guide on how to start a successful snail farming business ...See more




thesnailfarmer.com  
**Step-by-Step Guide to Snail Farming in Nigeria**      Learn more

Like      Comment      Share


See variations

**Comments not supported**  
Comment previews are not supported for dynamic ads.

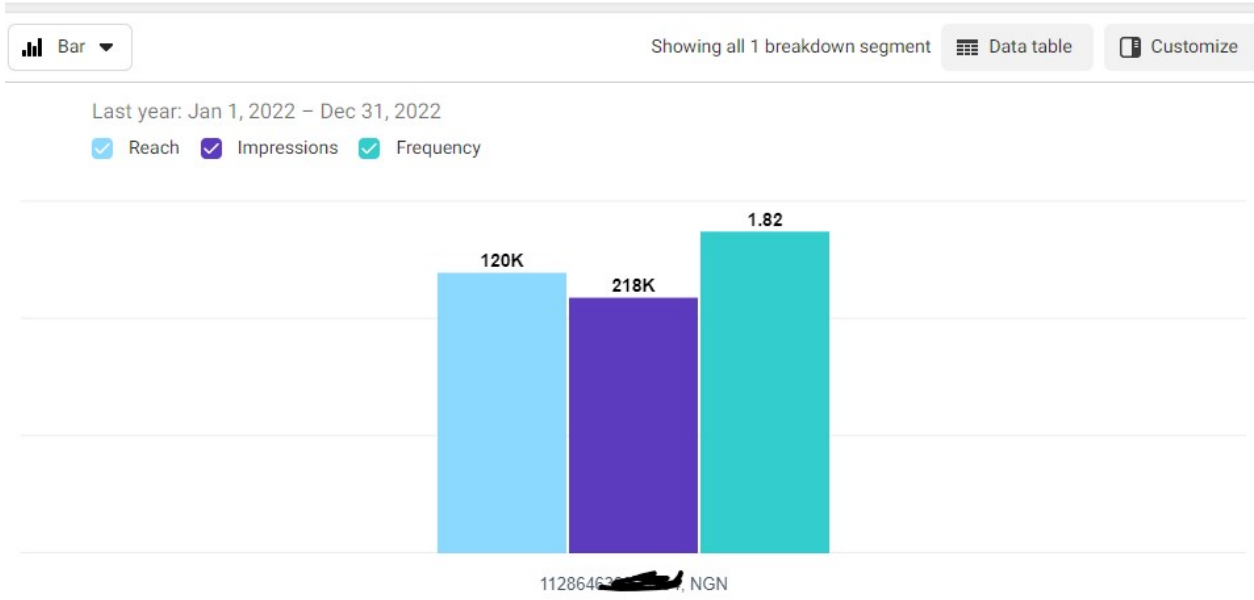
**Feeds**



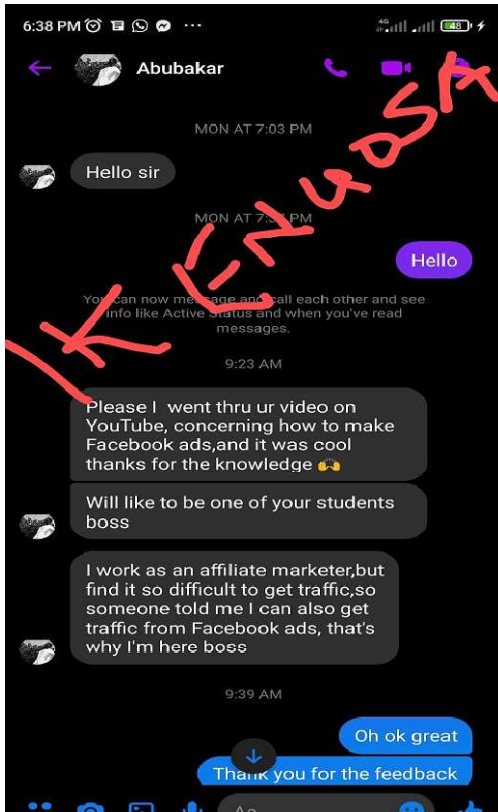
**Stories and Reels**



Go to settings to activate Windows.



### Client Testimonials:



Filter



@Picdonchez • 4 months ago

Am having a challenge with mine when I get to the last phase. After the preview has shown then I click on delivery it's showing me "fail to load"

REPLY 1 reply ^ 1 1 1 1



@IKEnuosa • 2 months ago

That could be a network problem. You may need to share more info with me to enable me help you

REPLY 1 1 1 1



@nneprime\_organics027 • 4 months ago

Hi Mr Ik. I'm a new subscriber.  
Thanks for the video.  
Please drop the link, I can't find it anywhere. 🍷

REPLY 5 replies ^ 1 1 1 1



@IKEnuosa • 2 months ago

<https://youtu.be/zVvl-3a19tg>

1 1 1 1

### Challenges and Solutions:

Limited internet access: Nigeria faces challenges with internet infrastructure and access, which can affect ad reach and engagement.

To be able to resolve this issue and serve my clients well, I had to acquire an expensive private network

Payment issues: One other issue we I faced was funding ad accounts. Due to fluctuation in exchange rate, most Nigerian banks restrict the use of their cards for online payments, thereby impacting ad conversion rates.

Competition: The Nigerian market is competitive, which can drive up ad costs and require strategic bidding strategies.

Infrastructure challenges: Frequent power outages and unreliable infrastructure may affect ad delivery and tracking.

### Continuous Learning and Improvement:

- Facebook Ads& Facebook Marketing Mastery 2023

**Conclusion:**

Thank you for taking your time to go through my portfolio.

Kind regards

Ikechukwu Enuosa

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