

Your Digital Marketing Consultant

Lillie Wakefield

Welcome

Thank you for taking the time to read my portfolio.

In this document, you'll discover the services I offer that help businesses like yours get the recognition they deserve through social and digital marketing efforts.

If you have any further questions that haven't been addressed, please don't hesitate to get in touch.



+447540341488 (WhatsApp)



hello@yourdigitalmarketingconsultant.co.uk



yourdigitalmarketingconsultant.co.uk

Prink

Clothes and accessories retailer

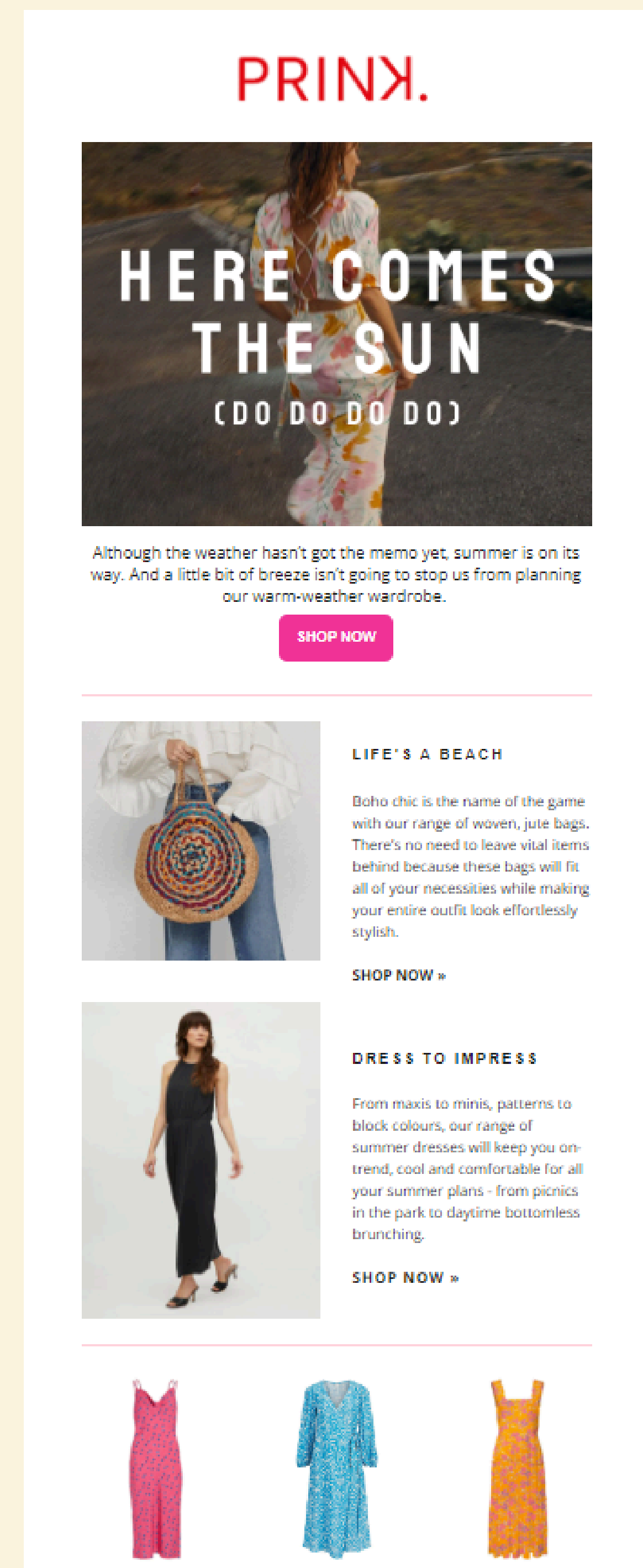
Victoria came to me when she decided to expand her digital marketing efforts. She was able to consistently keep her social media up to date, and this was something she enjoyed doing, however, she needed assistance on her other platforms.

I transformed her email marketing by introducing automated campaigns to nurture customers and encourage conversions. These included welcome, first purchase anniversary, birthday, lapsed and abandoned cart journeys.

Now, I create and send monthly newsletters that sell her newest stock, give styling advice and promote local events.

I also write one blog a month that entertains, advises and sells to website visitors using a fun, friendly and fashion-forward tone: all of which sum up Prink as a brand.

Email Newsletter



Blog

Apr 21, 2023

GET HOLIDAY READY WITH PRINK

Get Holiday Ready with Prink

Giving you some serious outfit inspiration for your upcoming plans

Whatever you're getting up to during the summer months, it's time to get your wardrobe warm-weather ready. Whether you're celebrating the bank holidays at home or are jetting off abroad, we've got you covered with our SS23 range.

We always purchase new products with you, our customer, in mind, and we get super excited when the time comes for us to show you what we bought. Our newest drop features statement attire and versatile staples, so we're sure that you're going to find something that's perfect for your summer plans.

Keep reading to get outfit inspiration for all your upcoming adventures.

City Staycation

Our biggest tip for a city staycation is to save your feet. When on your feet for hours at a time, you'll need a pair of our comfortable yet stylish trainers. They come in black or white options so they'll match any outfit!

Team them with our [Hasini Maxi Dress](#) to create a "smart casual" vibe and take our [Oscilla Knit Cardigan](#) along for the ride if there's a chill in the air.





PRINK.

Prink

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I have a really difficult time writing blogs and putting my thoughts to paper, but then I found Lillie.

She helps take all the stress away by creating content for me every month that is both interesting to read as well as helpful in building traffic to my website. My customers also really enjoy reading her blogs as do I.

Thank you again for all of your help.

CASE STUDY #2

Appassionata Italian real estate developer

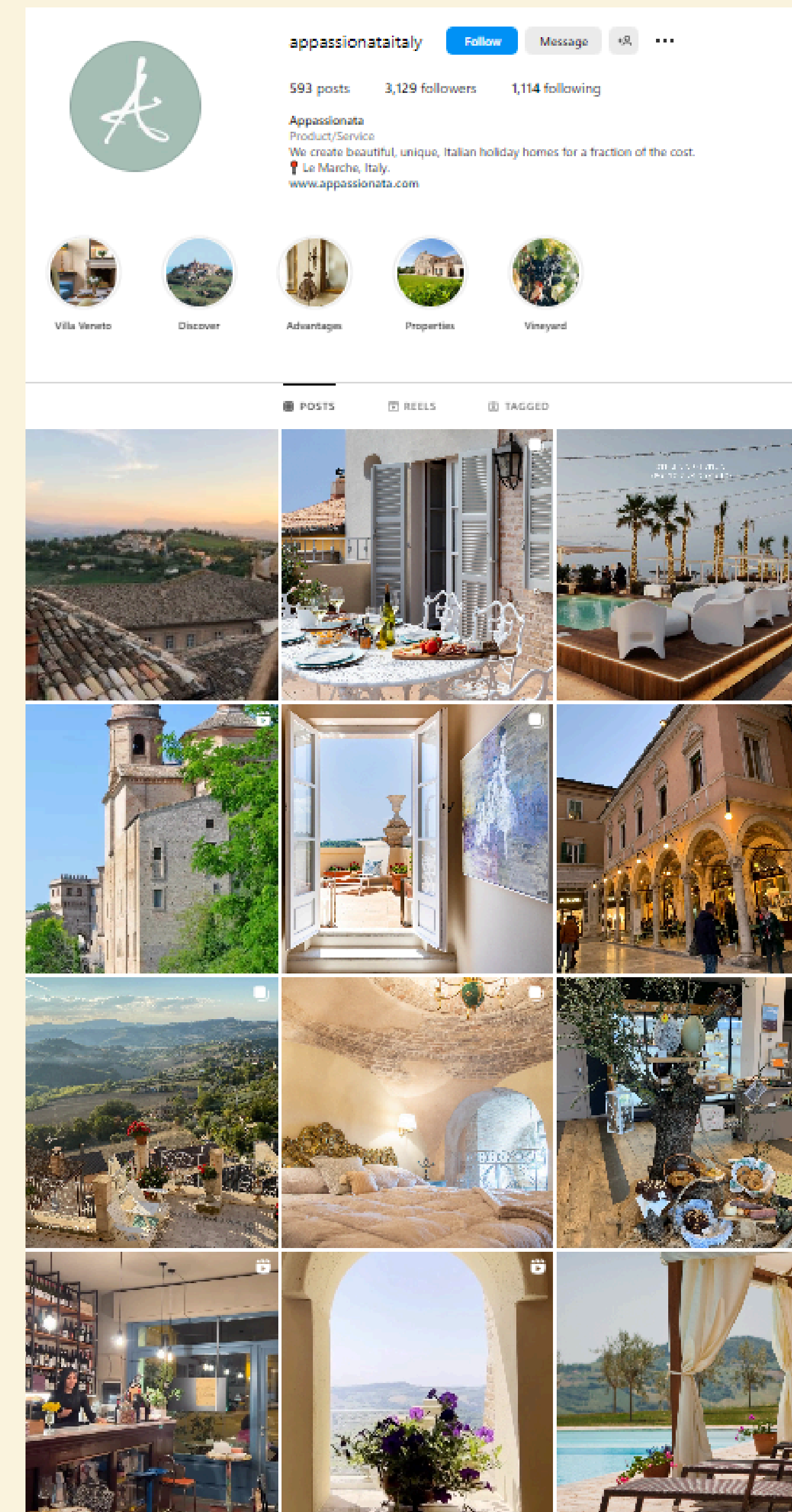
Michael found me online while searching for local marketing assistance. He booked a consultation and we spoke on Zoom a couple of days later.

He explained that Appassionata's marketing had come to a standstill after an increase in enquiries had taken up a majority of the team's time, meaning content wasn't being shared as consistently as it once was.

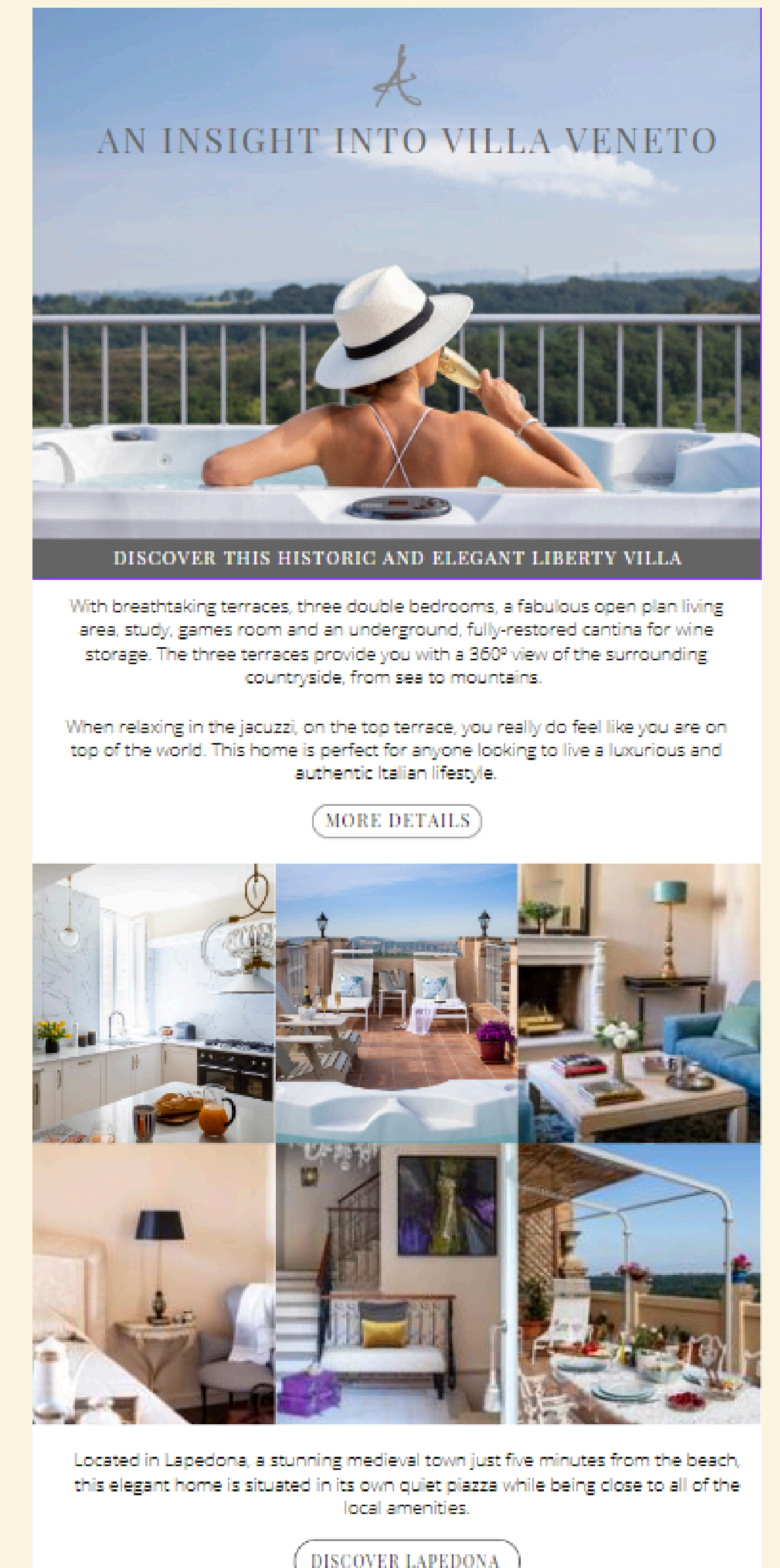
Michael didn't want to sacrifice finding potential new clients while dealing with current queries so he knew he needed to outsource, but he was passionate about maintaining the company's reputation using their detailed and established brand kit and tone of voice.

With monthly team catch-ups, I now head up Appassionata's social and digital marketing efforts which include organic and paid social media, blogs, email marketing, strategy and reporting.

Instagram



Email Newsletter





Appassionata

Italian real estate developer

Appassionata has retained Lillie to do all of our social media and digital marketing support.

We work really well together and have seen some significant improvements in our social media and website traffic, and engagement.

We are delighted to be working with her, and she adds real value to our marketing proposition.

Soak Rochford

Supplier for cosmetic creators

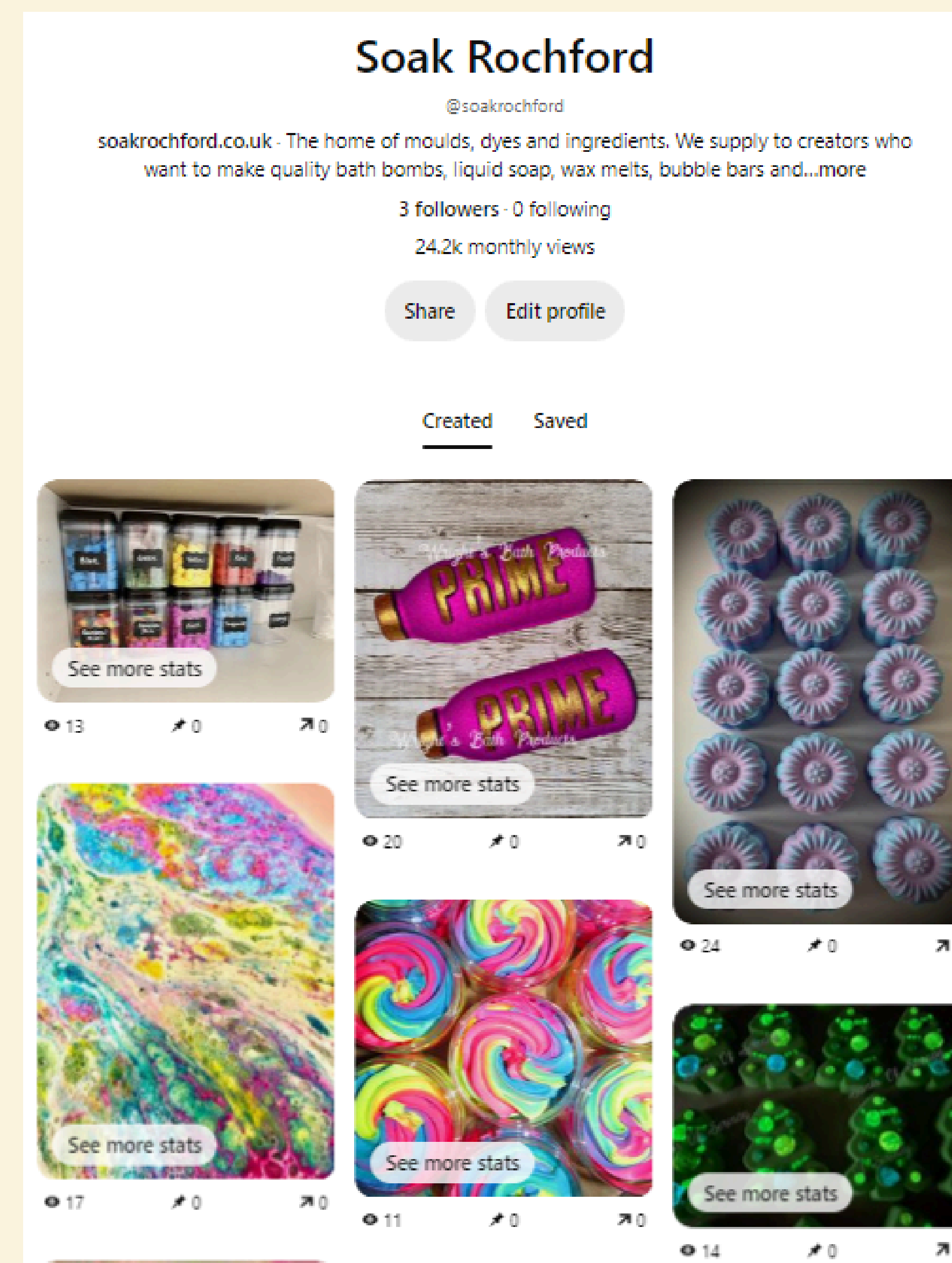
I first spoke to Jay after someone had recommended my services in a local Facebook group.

During our consultation, Jay explained that he was looking for complete management of his business's social and digital marketing platforms so he could regain time to continue building the business.

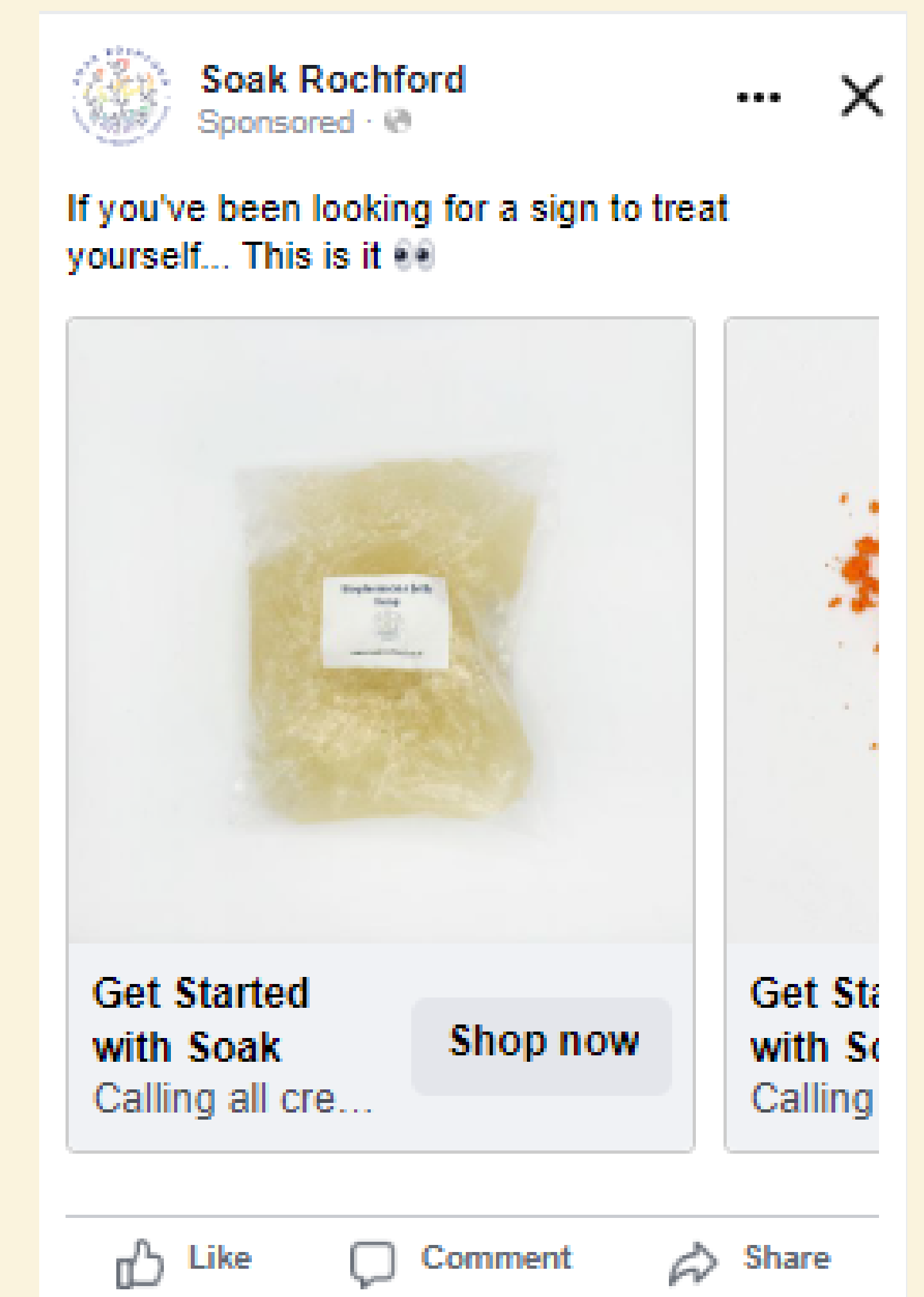
After we agreed to go ahead with my most in-depth management package, I quickly received all logins to his channels and started working on his organic and paid social media, email marketing, blogs, strategy and reporting.

Fast forward almost three years and I'm still working with Soak Rochford but in an increased capacity, making sure to consistently adapt to meet the needs of the business, platform changes and everchanging trends.

Pinterest



Facebook Advert





Soak Rochford

Supplier for cosmetic creators

We are a rapidly growing business who have never advertised or been involved in marketing before.

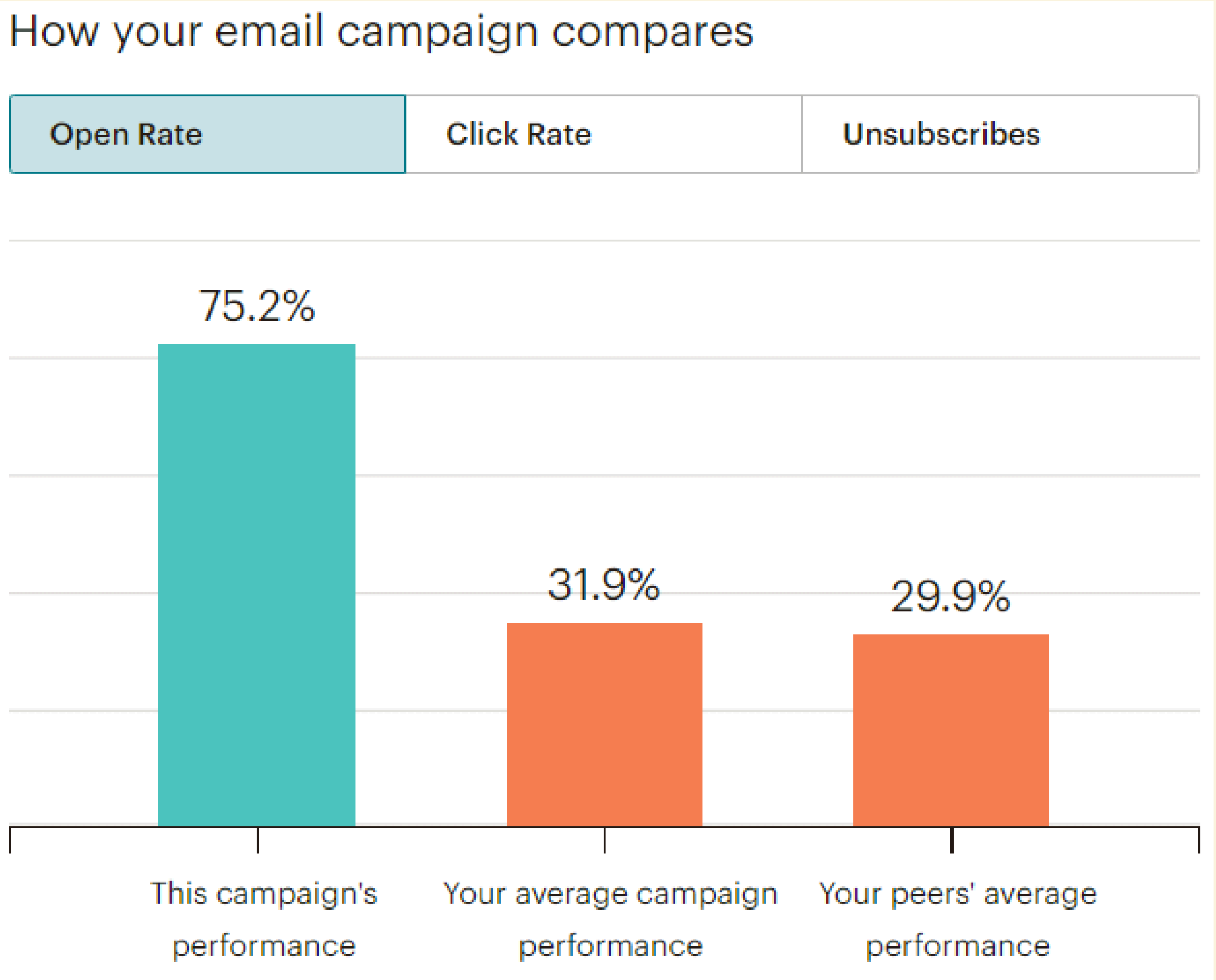
I approached Lillie after a recommendation in a local Facebook community group and have not been disappointed.

Lillie has made marketing easy in the sense that I can pretty much leave her to it and she knows what she's doing. We are in a very specialist field, but she really does her research and gives the feel that she is with you from day dot.

Thank you :)

CLIENT WINS

Client A - Email



This content was geared towards those at the bottom of A’s sales funnel who were the most likely to convert into customers.

I sent this sales-orientated email to a concentrated segment of subscribers who were the brand’s most highly engaged community.

This resulted in a 43.3% increase in open rate and a 9.3% increase in clicks, 36% of which went to the product we were focused on promoting.

Client SC - Instagram

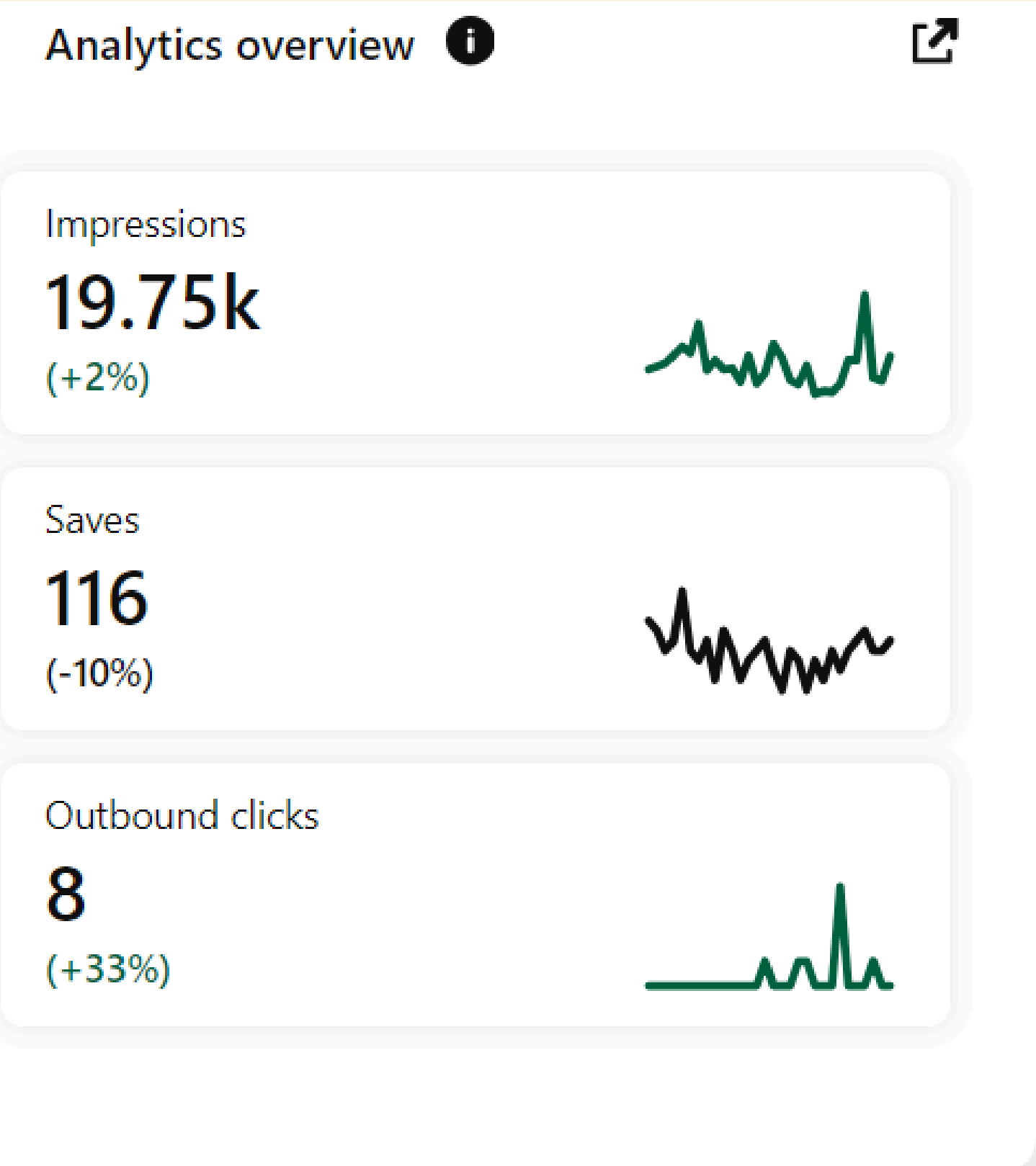


This was a high-profile time of year for this client as many reputable events would soon start to attract their target audience.

Because of this, we started to focus on utilising influencers, UGC and campaign imagery to provide style inspiration for those who would be partaking in the busy social scene.

Our stance as a respected, valued and authentic member of the community organically translated into awareness and sales.

Client SR - Pinterest



Pinterest was a channel that we added to SR’s management plan a few months after their initial onboarding.

Their bright and unique products are perfect for Pinterest’s focus on aesthetics, so I knew focusing on consistency and longevity could deliver some powerful results.

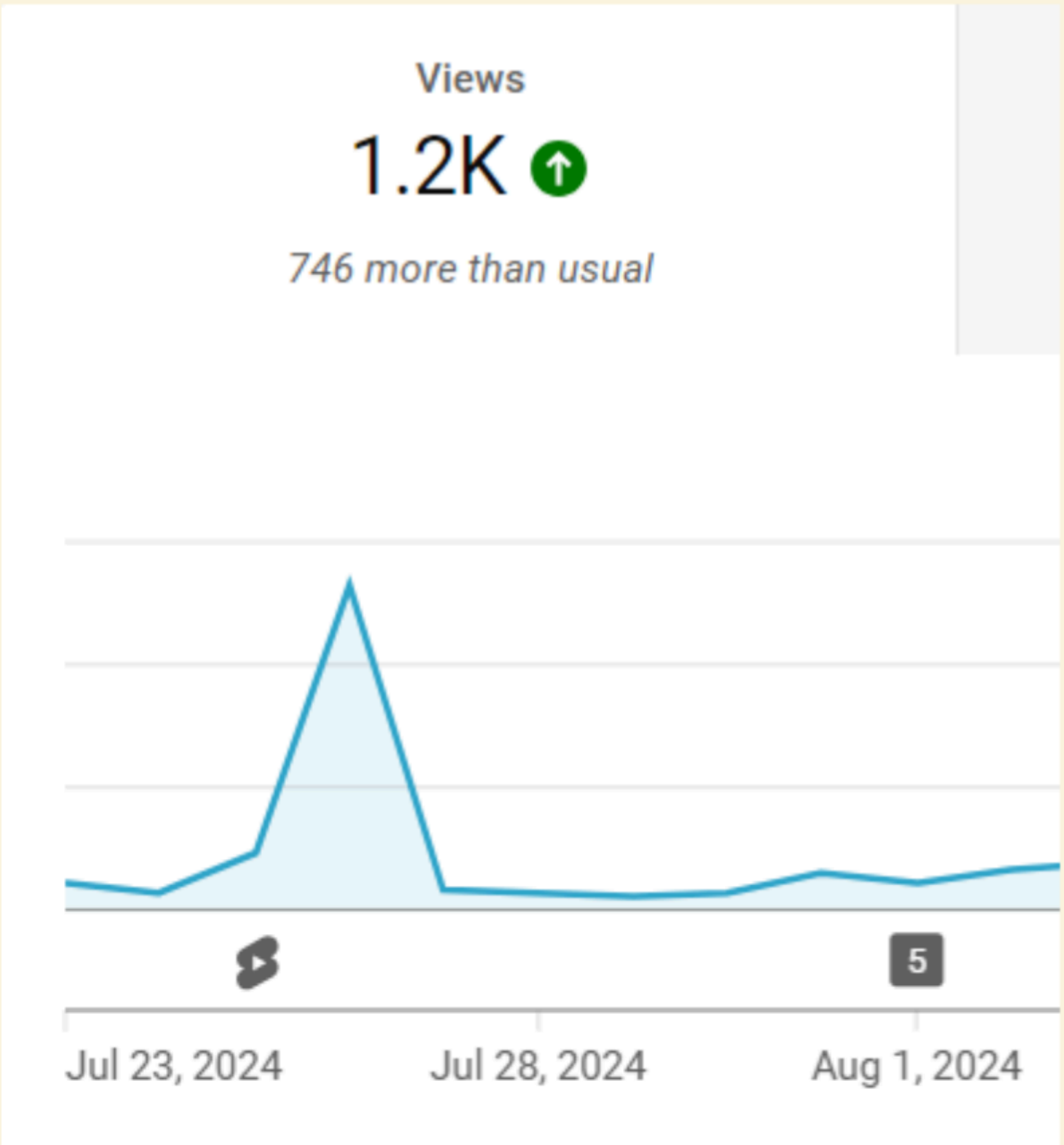
After months of regular posts tailored to the platform’s format, SR now received 20k monthly views on average.

MORE RESULTS



Last month: 1 Jul 2024 - 31 Jul 2024

Campaign name	Amount spent	Purchases conversion value
01.07 Retargeting	£249.87	£297.73 [2]
01.07 Brand Awareness	£150.00	—
01.07 Website Traffic	£150.00	£325.71 [2]
£59.99 Assessment Prom...	£117.58	£15,867.54
01.06 Retargeting	£0.00	£361.95 [2]
£59.99 Assessment Promo	£0.00	£854.34 [2]
Total results 6/6 rows displayed	£667.45 Total Spent	£17,707.27 [2] Total



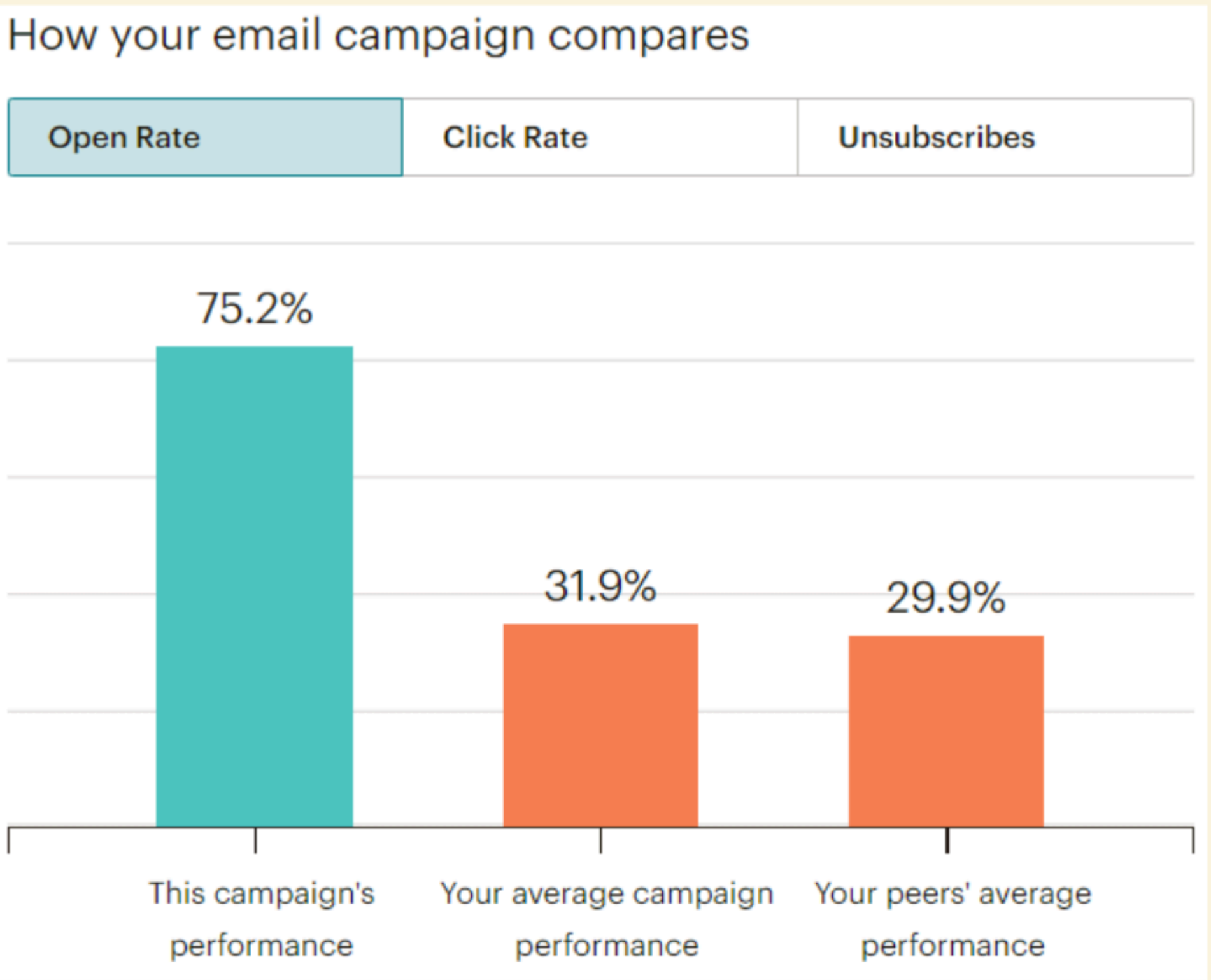
Overview

You reached +23.1% more accounts

Accounts reached	177K	+23.1%
Accounts engaged	8,401	+39.2%
Total followers	82.1K	+0.9%



Impressions i	Engagements i
43.2k ↑ 196%	4.01k ↑ 419%
Outbound clicks i	Total audience i
17 ↑ 70%	25.66k ↑ 355%



Video analysis

40.00s

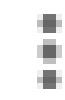
Posted on Jan 10, 2024 3:55 PM

211K	3,830	61	1,009	1,626
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TESTIMONIALS



Victoria Bullett
2 reviews



★★★★★ 10 months ago

I have a really difficult time writing blogs and putting my thoughts to paper, but then I found Lilly. She helps take all the stress away by creating content for me every month that is both interesting to read as well as helpful in building traffic to my website. My customers also really enjoy reading her blogs as do I. Thank you again for all of your help. xxx

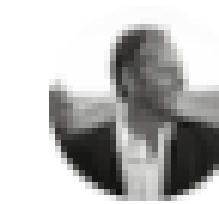


Jay Rochford
5 reviews



★★★★★ a year ago

We are a rapidly growing business who have never advertised or been involved in marketing before. I approached Ayudar media after a recommendation in a local Facebook community group and have not been disappointed. Ayudar have made marketing easy in the sense that i can pretty much leave them to it and they know what they are doing. We are in a very specialist field, but the team really do their research and give the feel that they with you from day dot. Thank you :)



Michael Hobbs
4 reviews



★★★★★ a week ago **NEW**

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dean dickinson
4 reviews



★★★★★ a year ago

Such a great company to work with. Lillie made me feel at ease straight away making sure communication levels were always open (even with my strange working hours). Made a big difference to our socials in a short period of time. Would highly recommend.



Grace Mulligan
1 review



★★★★★ a month ago

Working with Lillie on Le Chateau's social media has been brilliant. Lillie can adapt her tone of voice so well for the type of audience being spoken to, which is from fieldsports to gardening, farming to country lifestyle, whilst having complete attention to detail with grammar and punctuation. A joy to have by your side.

Lillie Wakefield

Founder



+447540341488 (WhatsApp)



hello@yourdigitalmarketingconsultant.co.uk



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