

Laasiki 

# Portfolio

Resham T Shewakramani

# About Me

A digital marketing professional with over 9 years of experience, agency and client side in the UK & Nigeria, and HubSpot certified for Inbound Marketing.

I help companies implement and/or improve their digital marketing channels to achieve their objectives.

These include:

- Website Builds
- Social Media
- Email Marketing Strategy & Implementation
- Pay Per Click & Display Campaigns on Google
- Digital Marketing Audits

In addition to the above, I also create a complete digital marketing strategy where required to understand the bigger picture and the roles various channels play in helping a company achieve their goals. I also offer coaching and support to inhouse teams when and where required through seminars & workshops.



# What I Can do for You

- Build you a mobile responsive website that is optimised for search engines.
- Audit your existing website and find what can be improved on.
- Audit existing digital channels.
- Create engaging content for you social media and manage that on a monthly basis.
- Implement an email marketing programme.
- Get you started on Google Ads & manage your ads on a monthly basis.
- Build you a Digital Marketing Strategy right from reaching the right audience to conversion and then long term engagement.

# Websites

Many of my clients didn't have a website to begin with and some had an existing website in need of revamping.

Depending on the requirements, I either work with my team to design, build, and write copy for your website or work with online platforms such as Squarespace & Wix to create the site. I also help create online stores using Shopify.

All websites are mobile responsive and undergo a check to ensure that all SEO elements are in place.

## Client History:

- [Aquarite Water](#)
- [Mamatoto](#)
- [Beaumont Nigeria](#)



# Mamatoto

**Objective:** Build an informative website to sell high quality maternity wear and provide guidance for expecting mothers by professionals whom they can then contact.

## What I did:

- A mobile responsive and SEO friendly website was built.
- Website content was designed and built by my team using Shopify.
- Oversaw photoshoots for products and lifestyle photography.

## Results:

- Predominantly organic as brand was new and didn't have a big budget
- Over 60% of traffic was direct and most of the sales were attributed from direct traffic as opposed to search.

<https://mamatotos.com>



mamatoto

# Social Media

The constant algorithm changes make it hard for several to keep up with and a lot of these updates mean that the way you post and preferred formats keep changing. A lot of clients that I work with are small businesses who are trying to increase their reach, engagement, and sales using Instagram and Facebook.

Different social media platforms have different requirements. Hashtags work well on Instagram and Twitter but not on Facebook, however, links work better on Twitter and Facebook than on Instagram. Understanding these platforms well helps improve performance.

At the moment, I work with my clients to help improve their Instagram content and advertise on Facebook and Instagram to increase their following. This involves a lot of content creation, working with the various elements of Instagram - IGTV, Stories, Reels – to figure out how best to share the brand story.

## Client History:

- Alchemy Worx\*
- [Ekstraordinary World](#)
- [Panasery](#)
- [Mamatoto World](#)



\* Worked on prior to Laasiki being founded.

# Ekstraordinary World – A home décor store

(From 2017 – 2021)

**Objective:** Improve social media presence to gain more traction & sales. (20

**What I did:**

- Carried out an audit on existing social media channels and found posts were infrequent and no promotions were being done.
- Created a social media strategy, worked on new and fresh content by directing pictures and videos taken, increased frequency of posts, experimented with various hashtags, & implemented some paid promotions.
- Primary platform was Instagram so created content around common hashtags and days. E.g. #MondayMotivation #TravelTuesdays #MothersDay

**Results:**

- 400% increase in sales after 4 months of implementation
- Increase in queries over Instagram and footfall at the physical store from Instagram
- Over 200% increase in followers on social media within 6 months

<https://www.instagram.com/ekstraordinaryworld/>



# Ekstraordinary World cont.



#WorldEmojiDay – This was a great way to get the shop's team involved in creating some fun content.



Product Picture



3 Post Insta Grid format to show various products that fit a décor theme.



Making the most of Instagram Stories to showcase products



# Panaserv– Retailer of home and kitchen appliances

(Since 2020 - Official distributor of Panasonic, Daikin, & Kenstar in Nigeria)

**Objective:** Increase brand awareness through online channels

**What I did:**

- Created Facebook & Instagram profiles
- Worked on content using assets supplied, ideated campaigns to help improve social media engagement (Black Friday, Christmas Giveaway), & implemented paid promotions.
- Ensured that all brands were featured on the page.

**Results:**

As Panaserv didn't have any social media pages previously and do not sell online, it's still too early to identify results and work out ROI. However, the combination of Google Ads, Email campaigns, & Social media have resulted in an increase in sales in the last few months.

[https://www.instagram.com/panaserv\\_nigeria/](https://www.instagram.com/panaserv_nigeria/)

<https://www.facebook.com/PanaservNigeria>



# Email Marketing

Email marketing is something that I try to convince more of my clients to do. It is by far the best performing channel when looking at ROI and is the perfect tool to retaining existing customers and building loyalty.

I help my clients identify email touchpoints by looking at the customer journey and help strategise the various emails to send. Analysing the data also allows for improved email performance by segmenting data and personalising emails to each customer. My team and I work to write, design, build, and deploy emails as part of the service provided.

Alternatively, if a clients wants only certain aspects to be managed, for example, would only like us to design the emails, then that is accommodated in as well. I also offer auditing services where the current email marketing programme is reviewed, right from the subscription process to the unsubscribe, so that improvements can be made to increase returns through email campaigns.

## Client History:

- Aviva\*
- Sony PlayStation\*
- Sainsbury's Bank\*
- PriceRunner\*
- Panaserv



\* Worked on prior to Laasiki being founded.

# Aviva Insurance– Insurance Company\*

**Objective:** Improve the email programme targeted towards prospects.

**What was done:**

- Survey's sent to learn and educate us about what content users were interested in reading about
- This research allowed for a new content strategy and contact plan to be created.

**Results:**

- A 48% increase in online quotes.
- 45% increase in email revenue.



# Panaserv – Retailer of home and kitchen appliances

(From 2020 – 2021) Official distributor of Panasonic, Daikin, & Kenstar in Nigeria)

**Objective:** Engage existing customers and encourage them to repurchase from Panaserv.

## What I did:

- Put together an email strategy that outlined various customer profiles – B2B & B2C.
- Created branded email templates to be used.
- Cleaning and uploading of data.
- Sending out emails on a weekly basis to promote products in store.

## Results:

As Panaserv didn't have any digital marketing channels and do not sell online, it's still too early to identify results and work out ROI. However, the combination of Google Ads, Email campaigns, & Social media have resulted in an increase in sales in the last few months.



# Google Ads

Most of the ads that I run on the Google network are Google Search Ads and Google Display Ad campaigns for my clients.

I work with my clients on identifying what it is they would like to achieve and how best to use Google Ads to reach their goals. I then monitor the campaigns on a daily basis to ensure campaigns are optimised and analysing keywords so that performance can improve.

Budget recommendations are made along with researching keywords, creating artwork where required, and working with clients on seasonal campaigns (Black Friday, Valentines Day) to increase their reach.

## Client History:

- Kleanmate
- Ekstraordinary World
- Panaserv
- Mamatoto



# Panaserv – Retailer of home and kitchen appliances

(Since 2020 - Official distributor of Panasonic, Daikin, & Kenstar in Nigeria)

**Objective:** Increase brand awareness and visits to the website.

**What I did:**

- Implemented display campaigns to help build brand awareness.
- Executed search campaigns to increase visits to the site and ensure that Panaserv was the name that popped up when users search for any of the brands they carry.
- Launched dynamic search campaigns.

**Results:**

- 4 months in, we're seeing average click through rates of around 13-14%.
- Dynamic search campaigns see a click through rate of 36% on average.

As Panaserv didn't have any digital marketing channels and do not sell online, it's still too early to identify results and work out ROI. However, the combination of Google Ads, Email campaigns, & Social media have resulted in an increase in sales in the last few months.



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We're a start up in the field of healthcare. We reached out to Laasiki to get help on establishing our presence on social media, and connecting with our audiences in a meaningful and relatable way. Resham has helped us in understanding how to think of the content we share on different platforms and the ways in which we can engage with people on social media. She is a patient teacher, always willing to help, and a thorough professional. It has been a pleasure for us to work with her, and we hope to continue working with her in the times to come.

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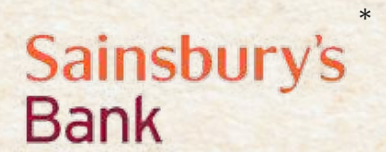
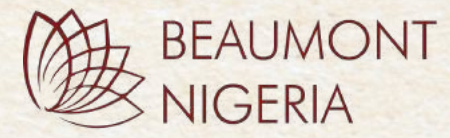
*Apurva Virmani Johri, Vitalis Phage Therapy*

*Delhi, India*

# Client History



mamatoto



\* Worked on prior to Laasiki being founded.



# Get in Touch

To talk through how I can be of assistance, please don't hesitate to reach out to me!

Email: [resham@laasiki.com](mailto:resham@laasiki.com)

Website: [www.laasiki.com](http://www.laasiki.com)

Alternatively, reach me through Social Media:

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