

**DORATHY
ILECHUKWU**

PORTFOLIO

ABOUT ME

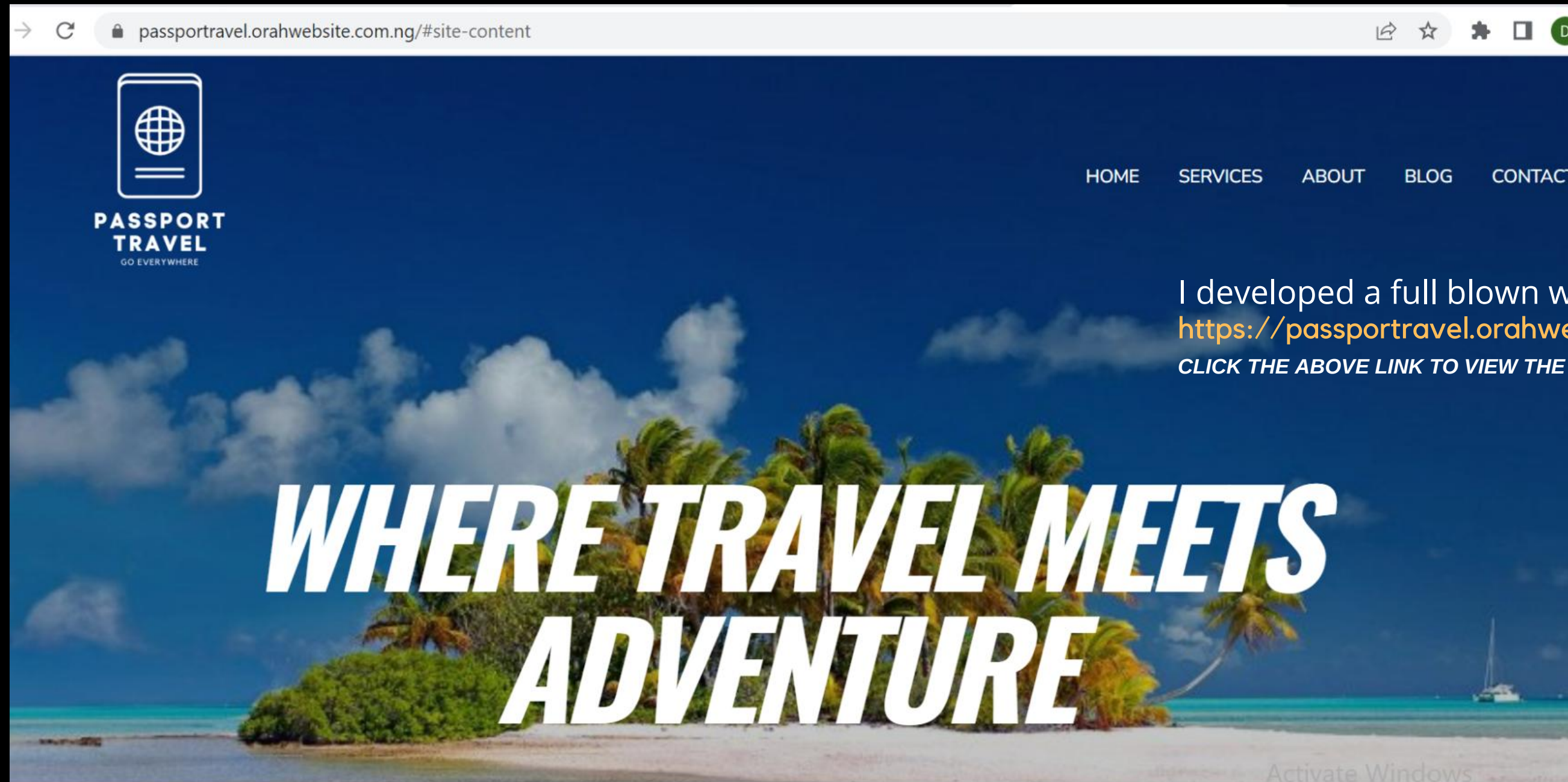
I am a Digital Marketing Specialist | Wordpress Website Developer | Search Engine Optimization (SEO) Specialist | Google Ads | Graphics Designer and Video Ads, with ability to drive brand awareness using proven digital marketing strategies to target precise customer and drive quality traffic to your business.





SAMPLE WORK

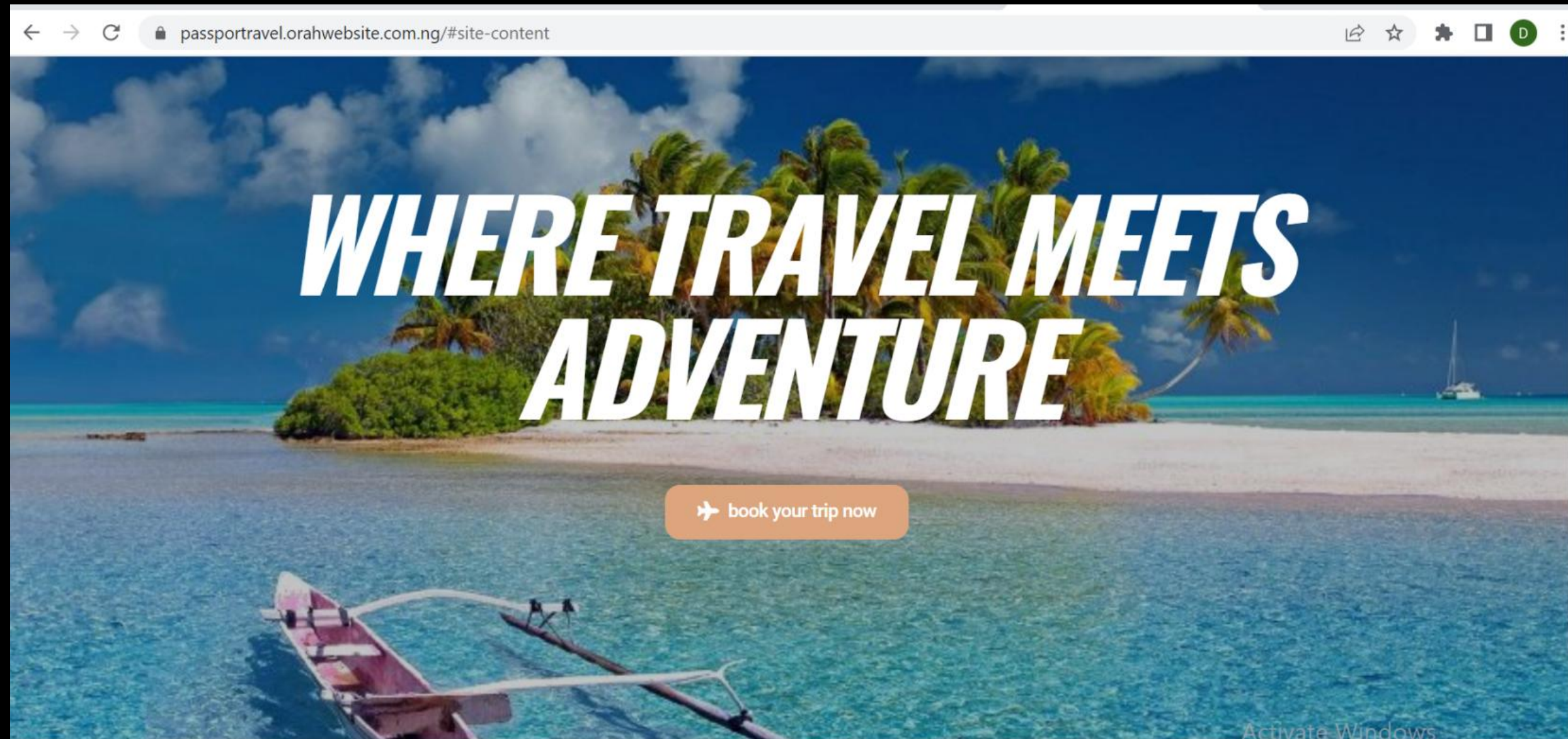
A website design
using Elementor





SAMPLE WORK

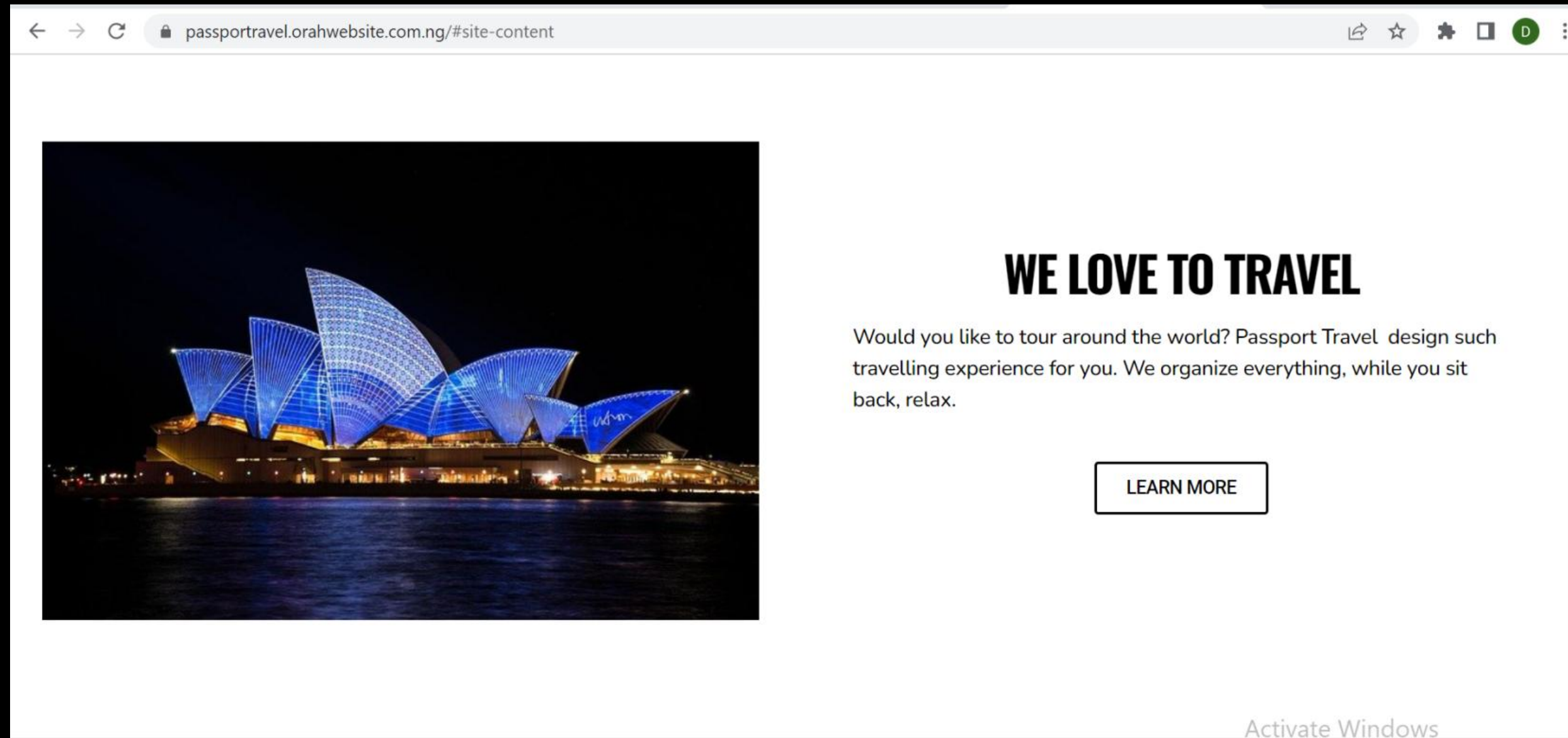
A website design
using Elementor





SAMPLE WORK

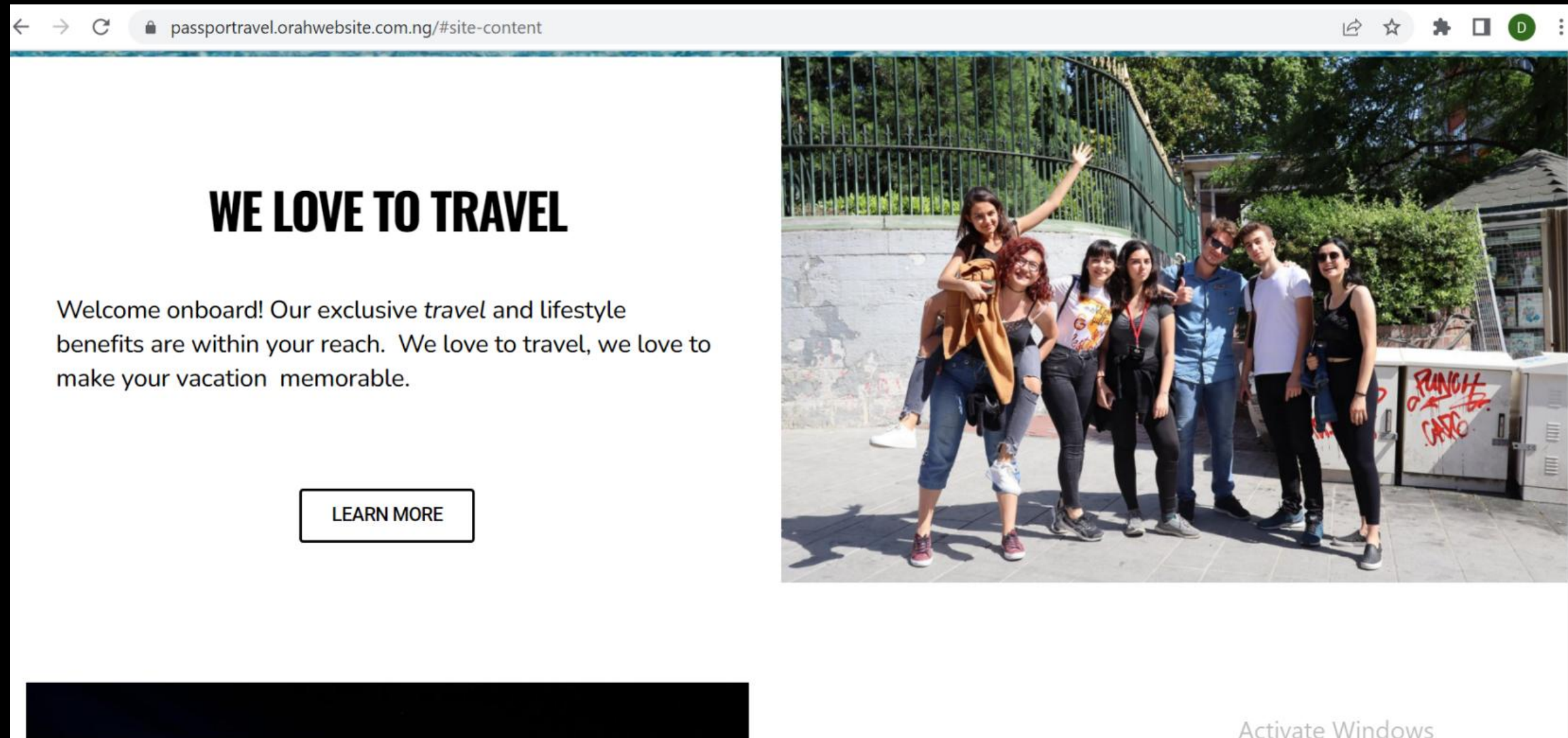
A website design
using Elementor





SAMPLE WORK

A website design
using Elementor






SAMPLE WORK

A website design
using Elementor

← → ↻ passporttravel.orahwebsite.com.ng/#site-content 🔒 ☆ ⚙️ □ D ⋮


OUR UNIQUE TRAVEL DESIGNS

Luxury is not about the stars, but what is most authentic, secret or original. Whenever you think of a gateway, extreme travel, adventure and relaxation, we imagine trips to suit you.




Featured Image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.



Travel guide

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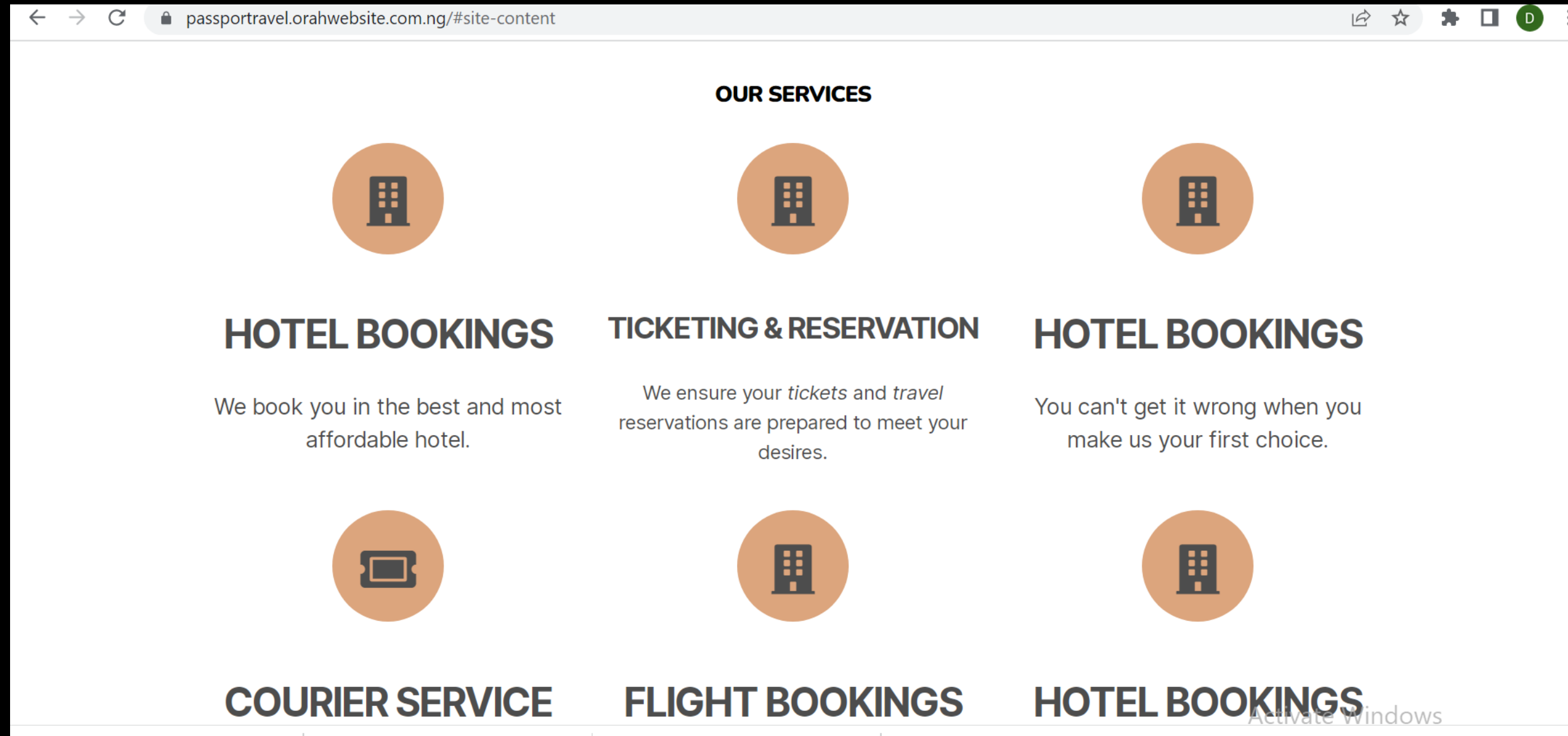
Affordable tickets

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SAMPLE WORK

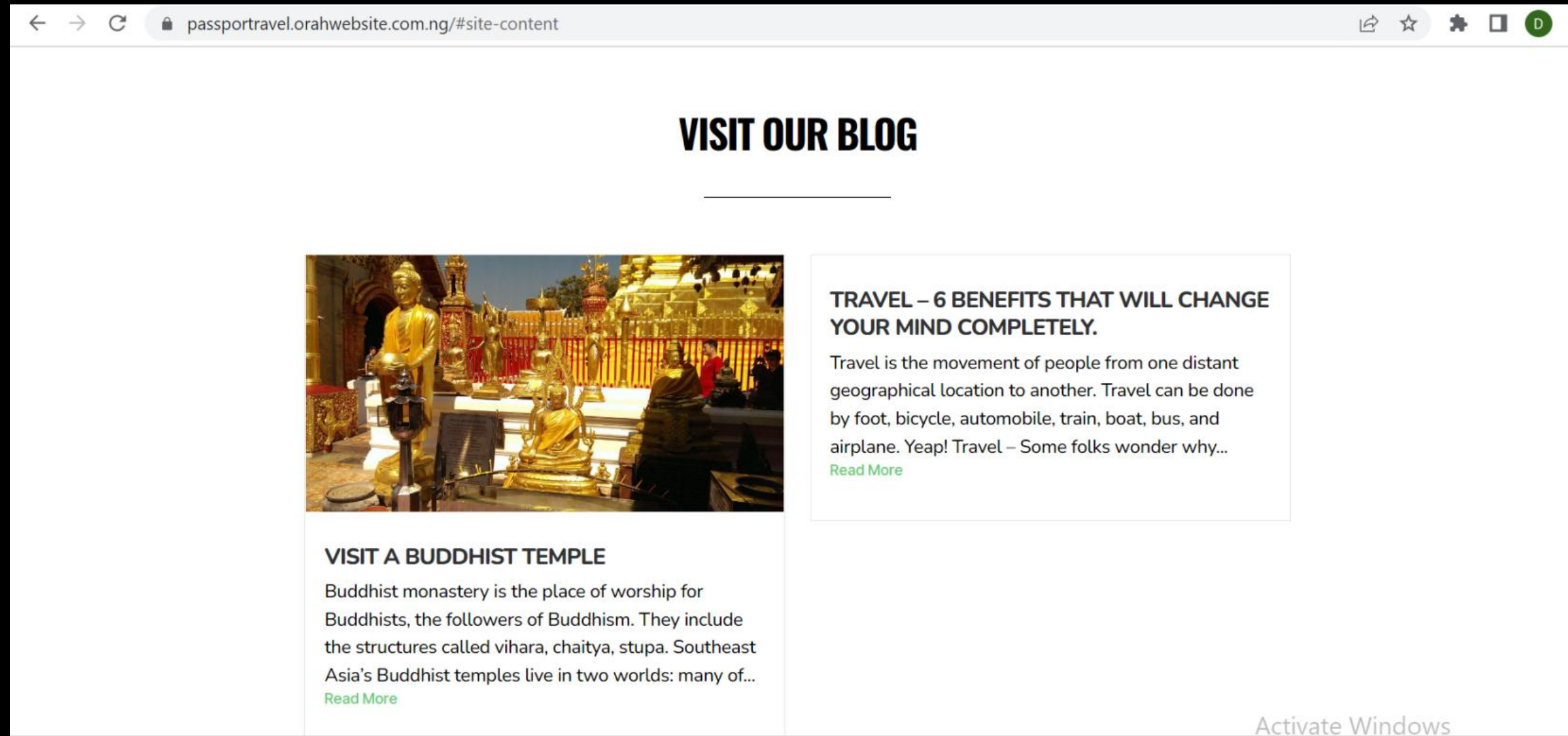
A website design
using Elementor





SAMPLE WORK

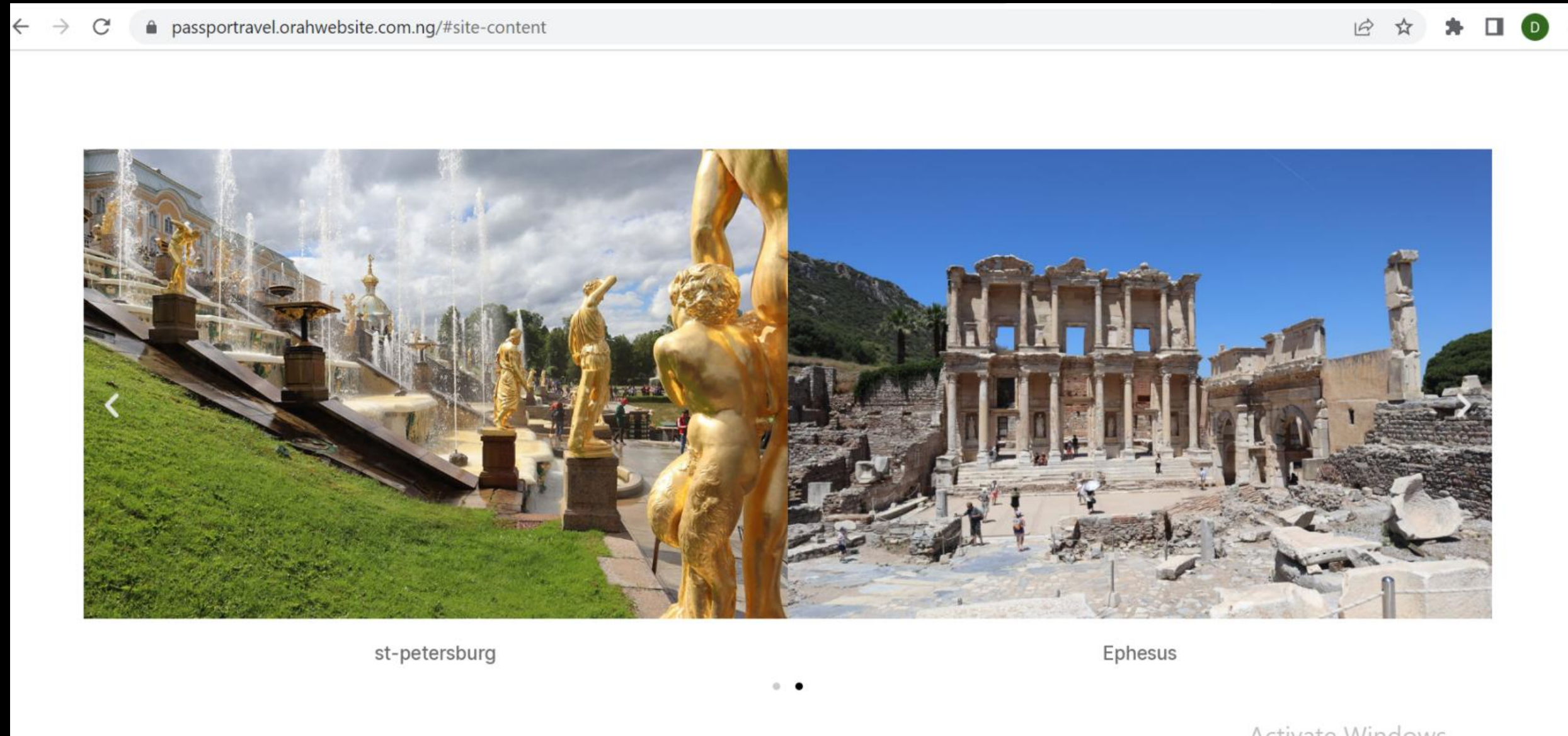
A website design
using Elementor





SAMPLE WORK

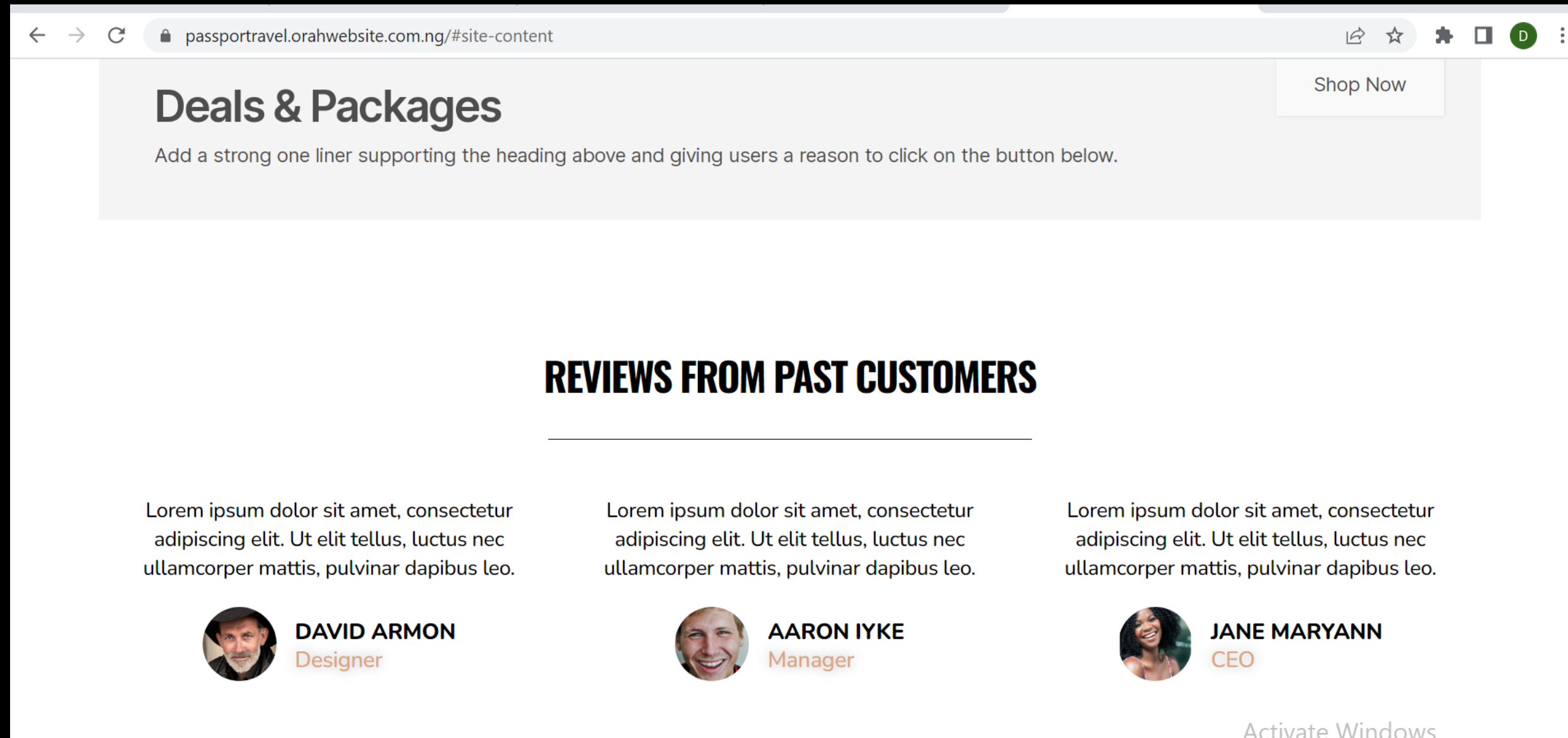
A website design
using Elementor





SAMPLE WORK

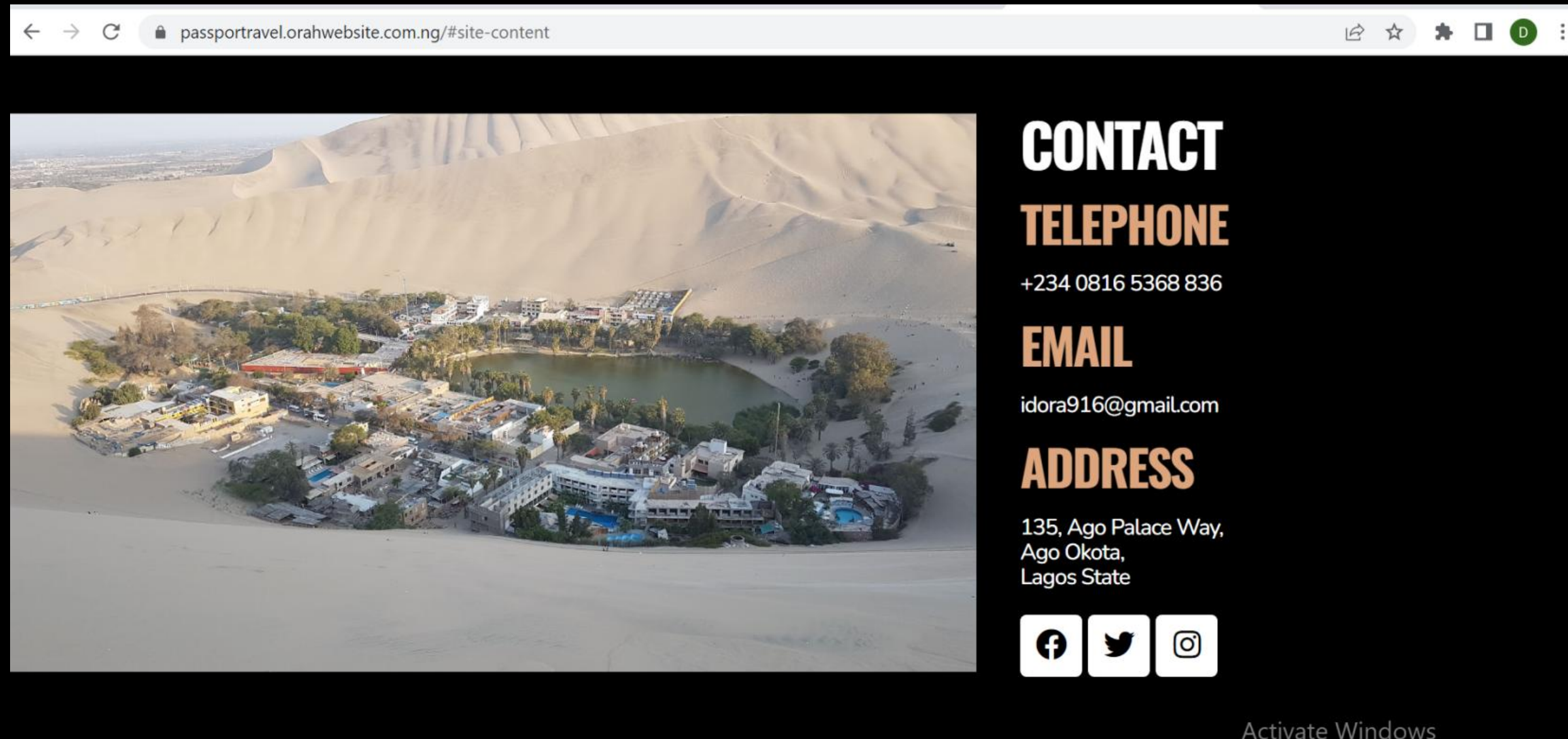
A website design
using Elementor





SAMPLE WORK

A website design
using Elementor





SAMPLE WORK



DIDI THRIFT STORE

"We enhance your Beauty"

See more of Didi Thrift Store on Facebook

Log In or Create New Account

I successfully created optimized Facebook/Instagram pages

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

CLICK THE ABOVE LINK TO VIEW THE ENTIRE PAGES.



SAMPLE WORK

The screenshot displays the Facebook Ads Manager interface for a campaign named "Didi Store (860821197951807)". The campaign is currently "Off / On" and is active. The interface shows a table with columns for Campaign, Delivery, Bid strategy, Budget, Attribution setting, and Results. The "Didi Thrift Store traffic" campaign is selected, and its results are shown as "Landing Page View".

Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results
<input checked="" type="checkbox"/>	Didi Thrift Store traffic	Active	Using ad set bid...	Using ad set bu...	7-day click or ...	Landing Page View
Results from 1 campaign ⓘ					7-day click or ...	Landing Page View

FACEBOOK
ADS



SAMPLE WORK

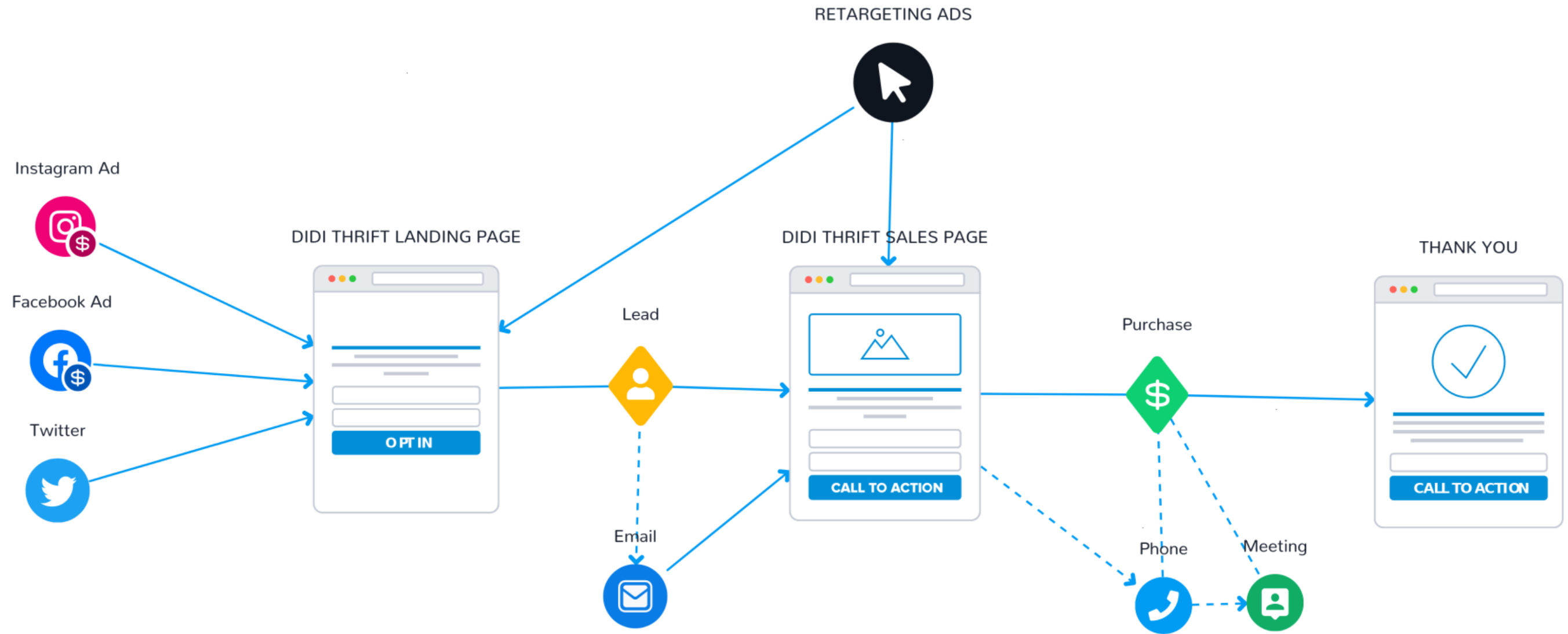
The screenshot displays the Facebook Ads Manager interface for a campaign named "Didi Thrift Store traffic". The ad is currently in draft status. The configuration includes:

- Destination:** Website (selected).
- Website URL:** <https://www.instagram.com/didithriftstore/>
- Call to Action:** Order now
- Ad Preview:** Shows a preview of the ad on a Facebook feed. The ad features a woman in a colorful floral dress and the text: "Be the queen and show off your glamour in these amazing outfits at a pocket friendly price. Our items are carefully selected to give you the exact look you got on your mind. Contact us on instagram @didithriftstore or facebook @didithriftstore. A trial will get you stocked. ...come let's enhance your beauty! #clothing #clothingbrand #thrift #thrifting #thriftstore #thriftshop".

At the bottom of the interface, there is a "Publish" button and a notification that says "All edits saved".

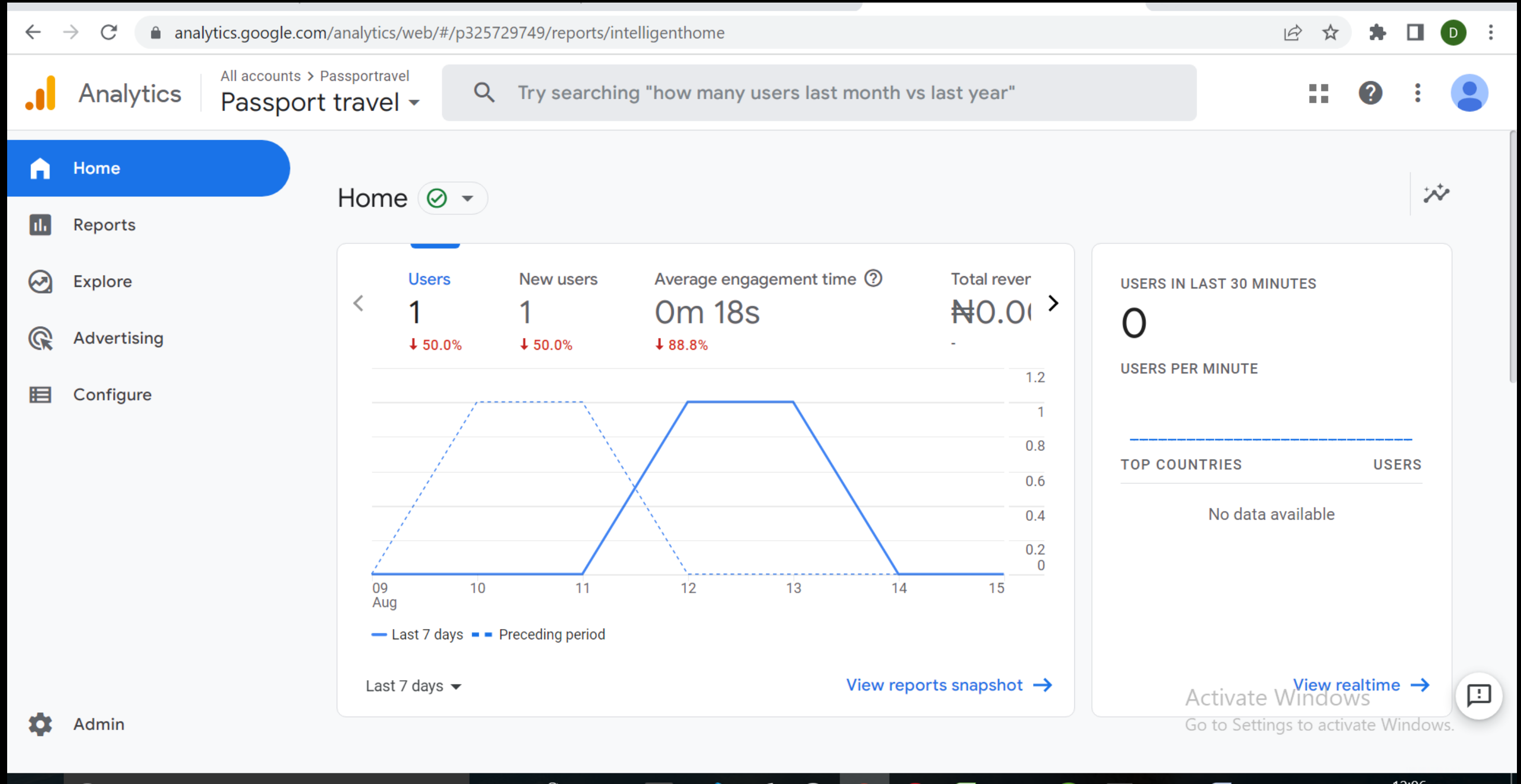
FACEBOOK
ADS

SALES FUNNEL



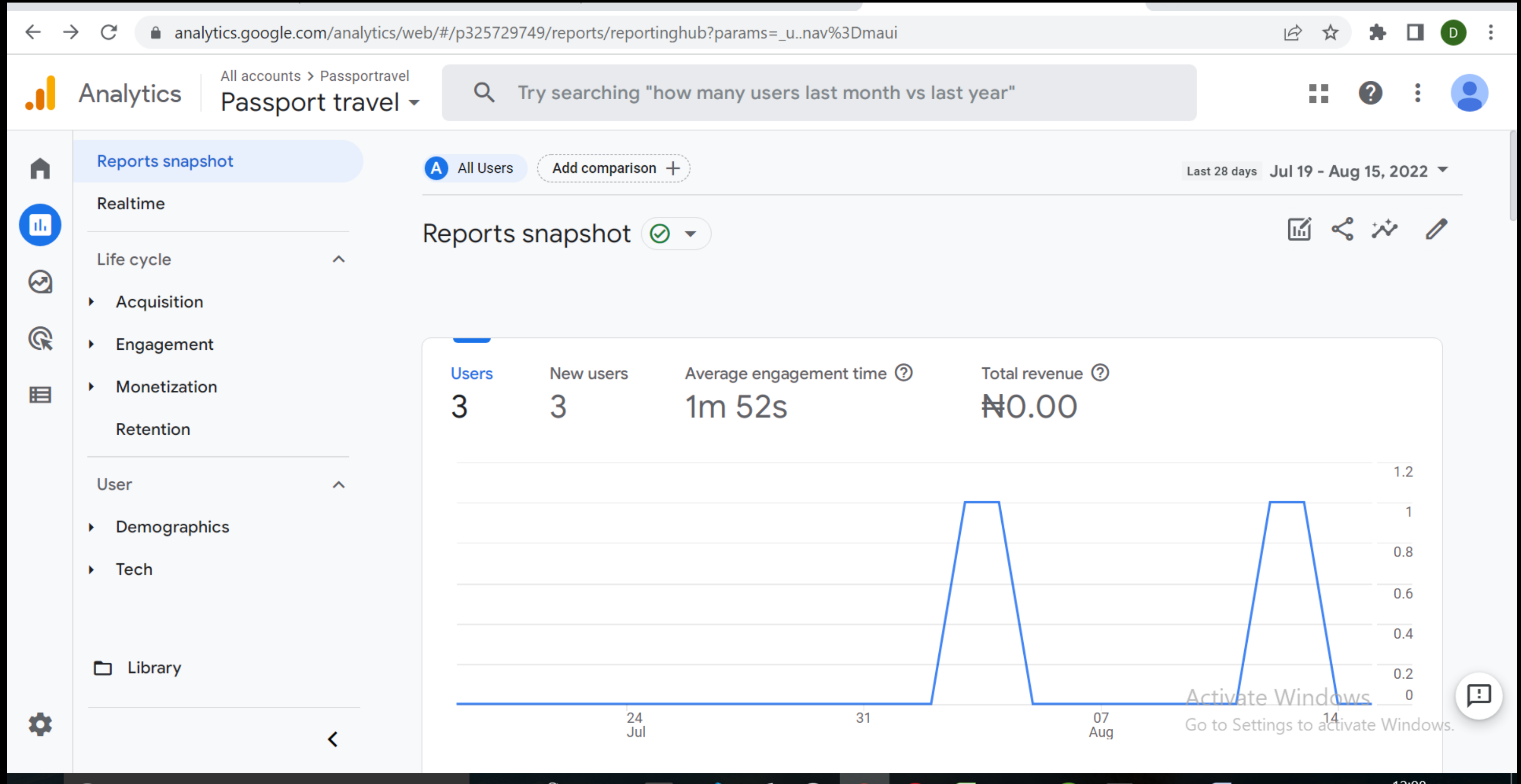
SAMPLE WORK

GOOGLE ANALYSIS REPORT



SAMPLE WORK

GOOGLE ANALYSIS REPORT



SAMPLE WORK

SAMPLE WORK

CUSTOMER AVATAR

Speed Dial CUSTOMER AVATAR 2.pdf

file:///C:/Users/DELL/Downloads/CUSTOMER%20AVATAR%202.pdf

Would you like to make Opera your everyday browser? [How do I do that?](#) Yes, set it as default browser

CUSTOMER AVATAR 2.pdf 1 / 3 90%

CUSTOMER AVATAR
(Type in the boxes and save)

Digital Marketing Skill Institute

• Think about your ideal customer

Avatar Name?	Blessing	Age?	30-55	Married?		Children?	
Lives where?	USA, Canada, UK,	School Attended?	University of Lagos, University of Newkka, University of Ibadan				
Job Title?	Pilot, Doctor, Lawyer, Business Tycoon	Profession?	Medicine, Legal Profession, Pilot, Banker, Pharmacy, Business				
Income?	\$150,000	Political?	APC, PDP, INEC,				
Religious?		Hobbies?	Golf, Music, Entertainment, News, Sports, Football				
Gender?	Male and Female	Level of Education?	Graduate, Post Graduate, Master Degree, School Leaving Certificate				

• For Business to Business customers

Industry?		Number of Employees?	m jknjkjkjkjbhbhb
Annual Revenue?		Years in Business?	

Activate Windows
Go to Settings to activate Windows.

Type here to search

14:39
24/06/2022

understanding who your targets are and when, where and how to target them to get results.

SAMPLE WORK

CUSTOMER AVATAR

Speed Dial CUSTOMER AVATAR 2.pdf

file:///C:/Users/DELL/Downloads/CUSTOMER%20AVATAR%202.pdf

Would you like to make Opera your everyday browser? [How do I do that?](#) Yes, set it as default browser

CUSTOMER AVATAR 2.pdf 1 / 3 90%

Go deeper. Think about a typical day in the life of your ideal customer prospect.

Favorite brands?	GTB, First Bank, Zenith Bank, Dangote, Globacom, MTN, Zenith Mobile bank
Favorite Websites (website they visit frequently)?	Bet9ja.com, Nairaland, Dailypost.ng, Naijaloaded.com.ng, Punchng.com, Legit.ng, Google.com.ng, Linda Ikeji's blog
Source for breaking news?	Vanguard Newspaper, The Guardian Nigeria, Premium Times, Punch Newspaper
Source for industry or business news?	Businessday.ng, Tribune Online, Nairamatrix, THISDAYLIVE
Uses Twitter?	<input checked="" type="checkbox"/> yes
Facebook?	<input checked="" type="checkbox"/> yes
LinkedIn?	<input checked="" type="checkbox"/> yes
Instagram?	<input checked="" type="checkbox"/> yes
	(Yes/ No)
Who are the authority figures, thought leaders, or big brands they like or follow?	Dangote, Mohammed Buhari, Bola Tinubu, Niyi Adesanya, Sesan Kareem, Basketmouth, AY, Saka, Wizkid, Davido, Don Jazzy, Zinach, Frank Edward, Mercy Chinwo, Jide Taiwo
What books/magazines does your ideal customer read?	My Nigeria, colonialism and Violence in Nigeria, Punch, Vanguard, Things Fall Apart, Belle Nzeke, Today's
What events do they attend?	Agege International Trade Fair, Virtual Lagos International Trade Fair
Where does he/she visit a lot?	Lagos Continental Hotels, Nordic Hotel Abuja, Eko Hotel & Suites, Four Points by Sheraton Lagos, Tivoli
What music does your ideal customer listen to?	Davido, Tiwa Savage, Wizkid, Femi Kuti, Sinach, Mercy Chinwo, Nathaniel Bassey, Elish Ojulade, Tossy Alabi
What movie does your ideal customer watch?	Namaste Wahala, This Lady called life, A Niger

Activate Windows
Go to Settings to activate Windows.

Type here to search

14:39
24/06/2022

understanding who your targets are and when, where and how to target them to get results.

CUSTOMER AVATAR

SAMPLE WORK

understanding who your targets are and when, where and how to target them to get results.

The screenshot displays a PDF viewer interface for a document titled "CUSTOMER AVATAR 2.pdf". The document content is as follows:

CUSTOMER AVATAR

(Type in the boxes and save)

Dig even deeper to define your ideal customer's problems, hopes, dreams, and aspirations.

List problems your ideal customer is having that makes them an ideal customer for your business.

Scared of being scammed as a result of past experience or witnessed same from a close relative.

What is the worst thing that could possibly happen to your ideal customer if their problem isn't eventually solved? They would loose their money as well as trust. This might also cast doubt to take action on any future online transactions.

How would this make your customer feel?

unhappy, sad, resgretful, miserable and depressed

How might their boss react (for business to business)?

N/A

Digital Marketing Skill Institute

1

2

Activate Windows
Go to Settings to activate Windows.

CUSTOMER AVATAR

SAMPLE WORK

understanding who your targets are and when, where and how to target them to get results.

The screenshot shows a PDF viewer displaying a document titled "CUSTOMER AVATAR 2.pdf". The document contains a list of questions and answers related to customer avatars. The questions and answers are as follows:

- What would their friends think?**
They will feel sad immediately the info gets to their hearing. They will feel you are a fool to have been scammed and you should have spoken to them before commitment. Some will feel you have enough money to waste.
- What could happen to their career or personal lifestyle?**
It is a helpless feeling. it can leave you feeling foolish and asahmed. You won't be be responsive at work for sometime. It could also lead to emptional harm.
- What could be the financial consequences?**
The financial consequence is a whole lot, especially if a huge amount was involved. it brings retardation to one's finance (Finacial loss). Sometimes it takes the grace of God to bounce back.
- What could be the professional consequences?**
N/A
- What could be the personal consequences?**
Financial loss, regrets and emotional harm.
- What is your customer afraid of?**
They are scared of been scammed. They are not sure if the items will equate the money spent (some will rightly say: What i ordered vs what i got).
- What is the best thing that could possibly happen to your ideal customer if their problem is solved?**
So much joy in them. Some will send you a thank you message, saying they liked what they ordered. They will trust your brand and sometimes refer friends.

The PDF viewer interface includes a search bar, navigation arrows, a page indicator (2 / 3), a zoom level (90%), and a sidebar with social media icons. The Windows taskbar is visible at the bottom, showing the search bar and various application icons.

CUSTOMER AVATAR

SAMPLE WORK

understanding who your targets are and when, where and how to target them to get results.

The screenshot shows a PDF viewer displaying a document titled "CUSTOMER AVATAR 2.pdf". The document is a form for creating a customer avatar, with handwritten answers in blue ink. The form is divided into three sections, numbered 1, 2, and 3. Section 1 asks for a "perfect solution" and includes a handwritten answer: "Their perfect solution is when you are able to clear their doubts about your brand, when your able to answer their WHY questions such as why your products is the best and how credible your brand is and what they stand to gain if they purchase from you. For example the state of What is it that they really want, more than anything else?". Section 2 asks for customer needs and includes a handwritten answer: "Customers need your products to function the way they need in order to solve their problems or desires. Your product or service needs to be a convenient solution to the function your customers are trying to meet". Section 3 asks for willingness to pay and includes a handwritten answer: "Customers will be willing to pay when he/she sees the worth. He/She will be willing to pay when the value of what to purchase is more that the money he/she paying for it. E.g the bottle of water used a cancer patient can pay 2m or more to get a bottle of water tested and proven to have a What is his greatest hesitation in buying your products or services? The greatest hesitation in buying your product is when your communicating your value to the right person but the person does not trust you, the person need to see that you a credible brand before making a purchase". The PDF viewer interface includes a sidebar with navigation icons, a top bar with the document title and page number (3 / 3), and a bottom taskbar with various application icons and system information (14:42, 24/06/2022).

CUSTOMER AVATAR
(Type in the boxes and save)

Digital Marketing Skill Institute

What would their "perfect solution" look like?
Their perfect solution is when you are able to clear their doubts about your brand, when your able to answer their WHY questions such as why your products is the best and how credible your brand is and what they stand to gain if they purchase from you. For example the state of What is it that they really want, more than anything else?

Customers need your products to function the way they need in order to solve their problems or desires. Your product or service needs to be a convenient solution to the function your customers are trying to meet

What would they be willing to pay almost anything for?
Customers will be willing to pay when he/she sees the worth. He/She will be willing to pay when the value of what to purchase is more that the money he/she paying for it. E.g the bottle of water used a cancer patient can pay 2m or more to get a bottle of water tested and proven to have a What is his greatest hesitation in buying your products or services?
The greatest hesitation in buying your product is when your communicating your value to the right person but the person does not trust you, the person need to see that you a credible brand before making a purchase

SAMPLE WORK

GRAPHIC DESIGN



SAMPLE WORK

GRAPHIC DESIGN



GET THE BEST SEO OPTIMIZATION, TO POSITION YOUR WEBSITE FOR A BETTER SEARCH ENGINE RANKING.

On-Page SEO
Off-Page SEO
Local SEO

This is a smaller version of the graphic design shown on the right. It features a woman on the left, a central illustration of a desk with a typewriter and a laptop, and a large 'SEO' sign in the background. The text is arranged in a similar layout to the larger version.

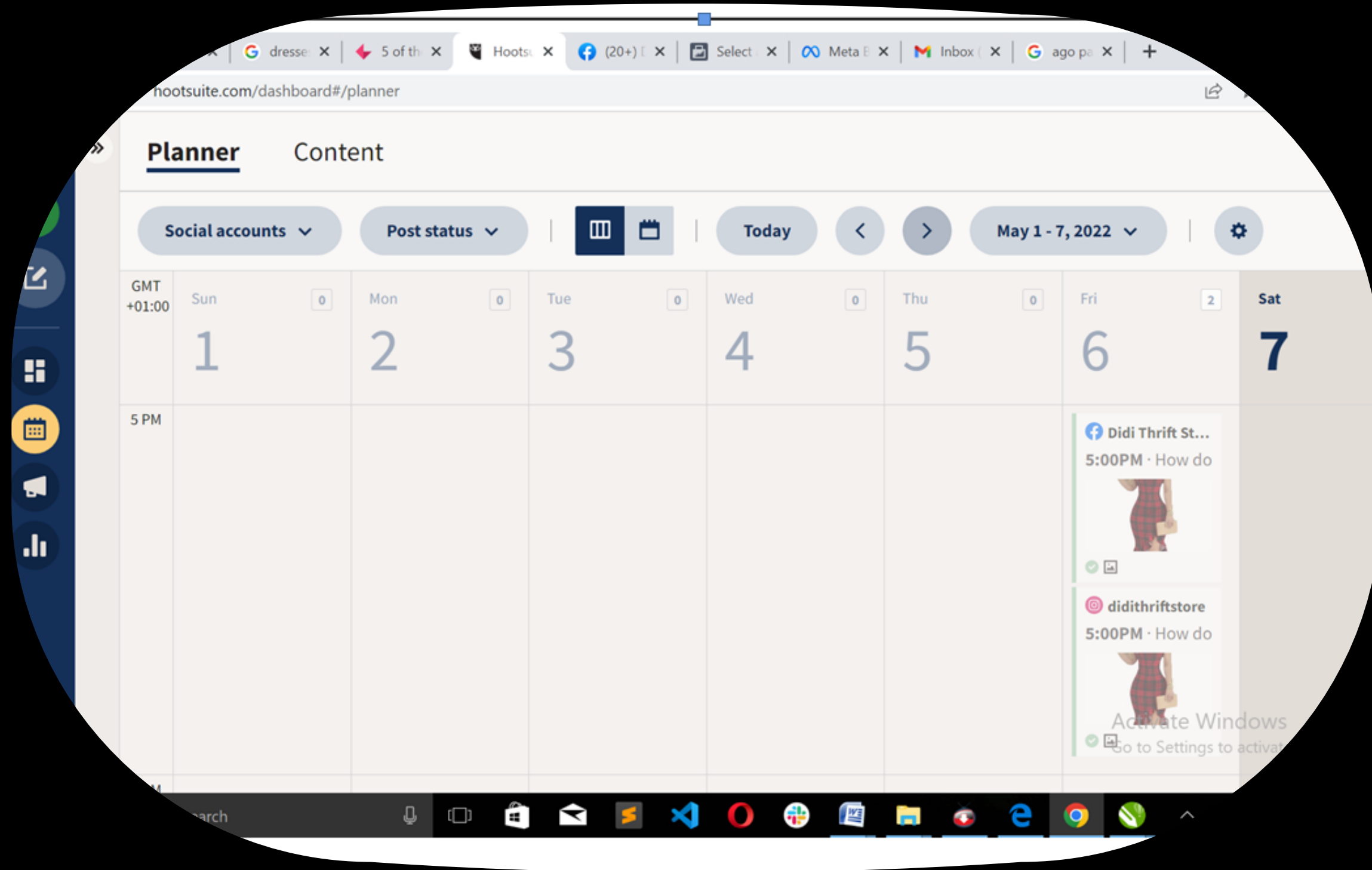


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On-Page SEO
Off-Page SEO
Local SEO

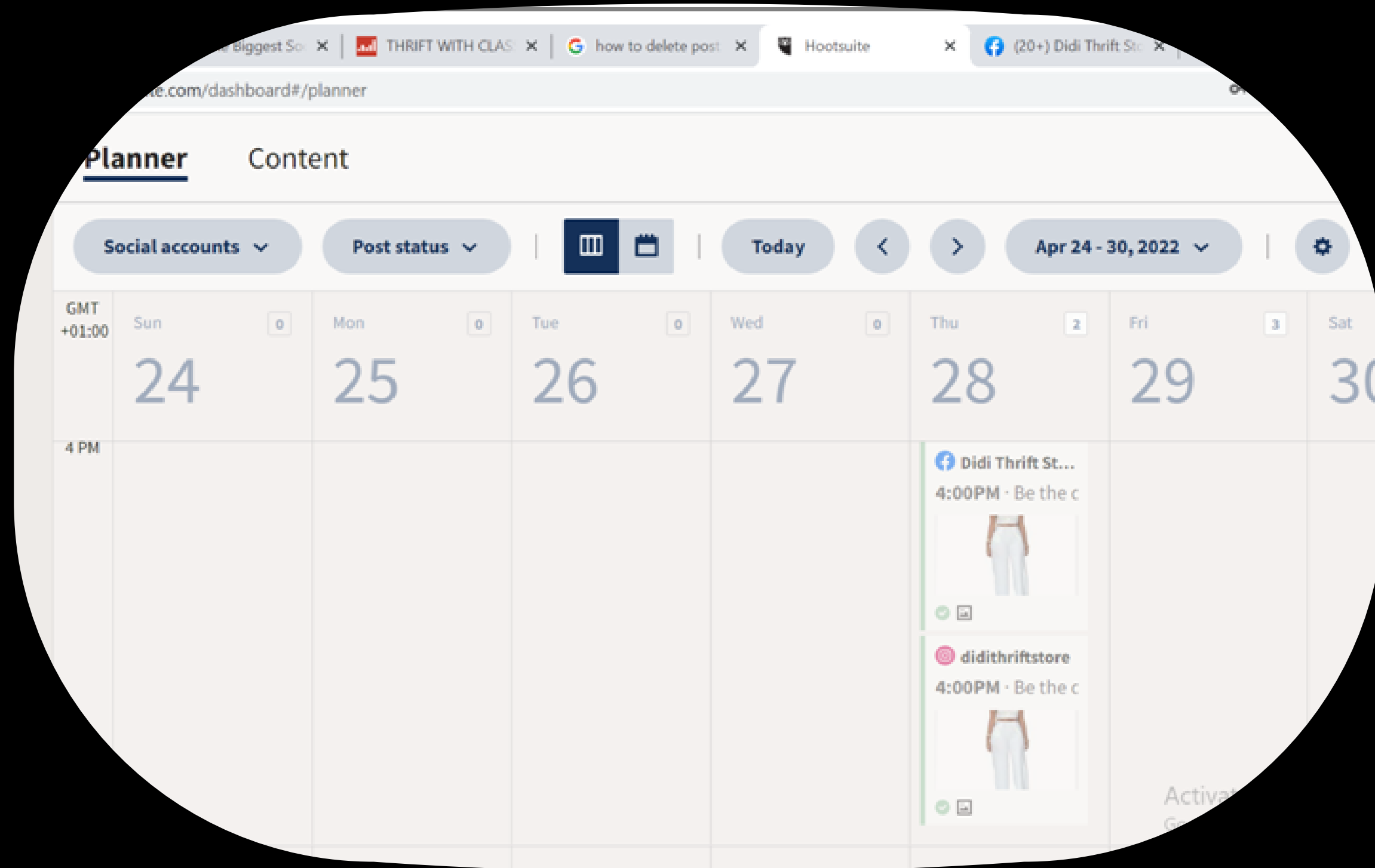
This is the full-size version of the graphic design. It features a woman on the left, a central illustration of a desk with a typewriter and a laptop, and a large 'SEO' sign in the background. The text is arranged in a similar layout to the smaller version.

CONTENT Scheduling using hootsuite

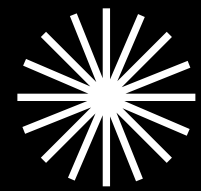


Schedule posts on social networks like Facebook, Instagram, LinkedIn and more using Hootsuite.

CONTENT Scheduling using hootsuite



Schedule posts on social networks like Facebook, Instagram, LinkedIn and more using Hootsuite.



GET IN TOUCH



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DORA ILECHUKWU

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SEO SPECIALIST

WEB DEVELOPER