



Full-Funnel Digital Marketing Plan for Web Info Tech Ltd.

≡ Text	My role. Digital Marketing Strategist & Execution Lead Project description. Between August and October 2023, I led the complete digital marketing strategy and execution for Web Info Tech Ltd.—a tech service provider targeting US-based SMEs. My responsibilities included planning and launching full-funnel marketing activities across Meta, Google, LinkedIn, Bing, YouTube, and organic platforms. The strategy combined paid ads, influencer outreach, cold email, content marketing, and conversion-optimized workflows, all tailored to generate quality leads and build brand authority. Key Contributions ◆ Designed a 3-month strategic roadmap for social media, ads, influencer, and email marketing ◆ Created detailed budget segmentation across 4 platforms (Meta, Google, LinkedIn, Bing) ◆ Developed an organic content plan for YouTube, LinkedIn,
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Quora, Twitter, and Email

- ◆ Implemented paid media plans including Meta engagement/traffic ads, Google PPC, and LinkedIn outreach
- ◆ Created influencer outreach workflow (Fiverr-based research + paid U.S. collaborations)
- ◆ Set up pre-requisites for conversion campaigns (Landing page, client testimonials, CRM readiness)

Skills Demonstrated

Performance Marketing Strategy

Multi-Channel Paid Ads (Meta, Google, Bing, LinkedIn)

Social Media Content Planning

Email Marketing Automation

Influencer Marketing

Audience & Budget Analysis

Cold Outreach Campaigns

Marketing Funnel Design

Top 3 Outcomes

- ✓ A clear, actionable 3-month marketing roadmap tailored for a tech service company
- ✓ Boosted brand visibility across USA-based target audience through content and ads
- ✓ Created lead-generation structure including audits, email flows, and personalized follow-ups



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Shahin Alam