

PPC & EMAIL MARKETING COPY WRITER

SYSTEM
ANALITICS



ABOUT ME

Hi, my name is Alexander and I am a Digital Marketing Manager.

I'm good at joining interesting projects and generating new ones quickly and efficiently.

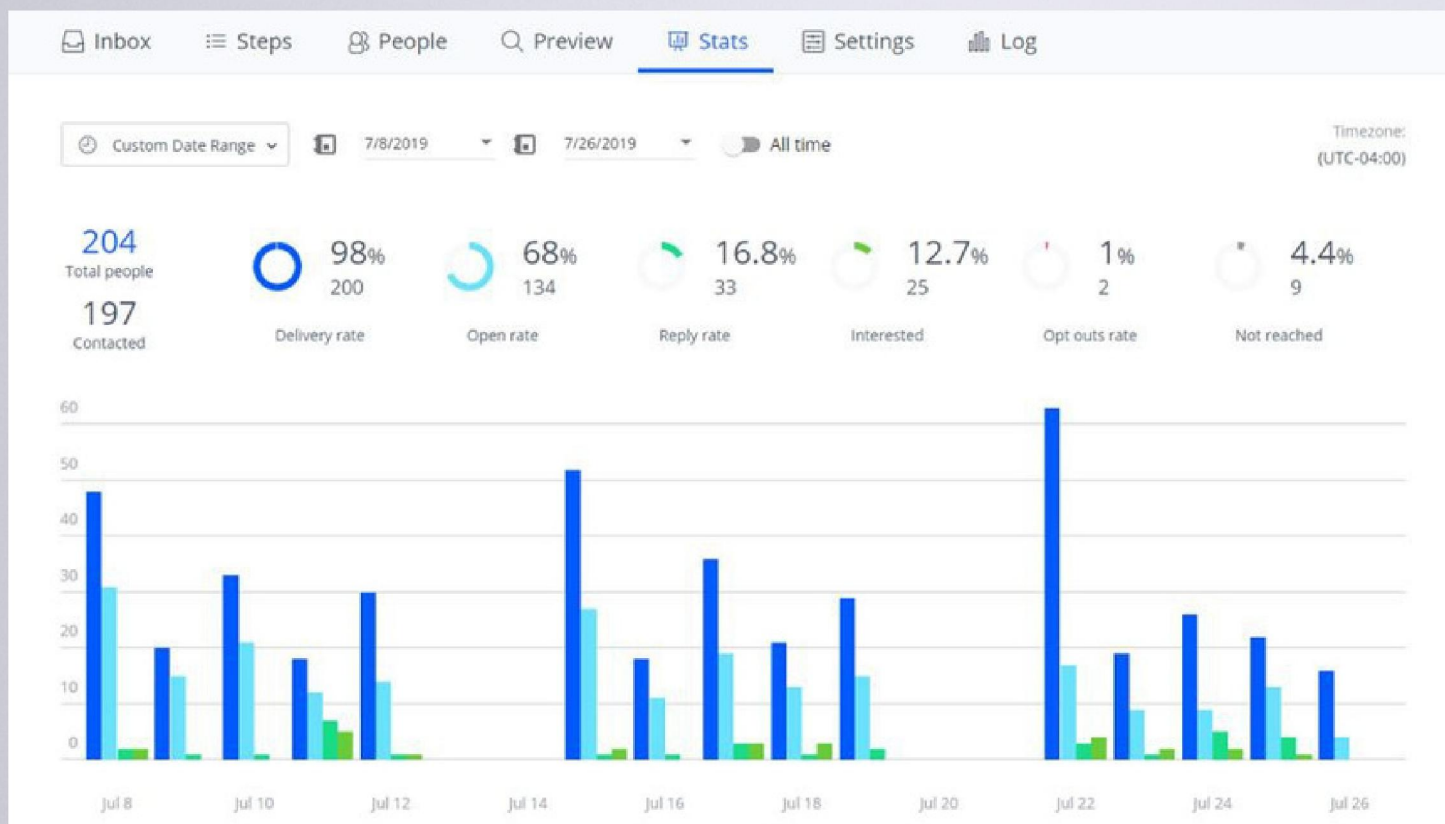
My passion is market research, PPC (ADS&Analytics) and AI marketing. I also know the theory of sales and the methodology of introducing a project to Google Advanced Search and bringing it to the TOP 100!

I stand for freedom of speech and pleasant communication with the team. I am moderately sociable, able to separate friendship from service, and can withstand fair criticism, but I demand respectful treatment.

I am ready to plunge into what others call a routine, but I perceive as a challenge.



PPC & Analytics



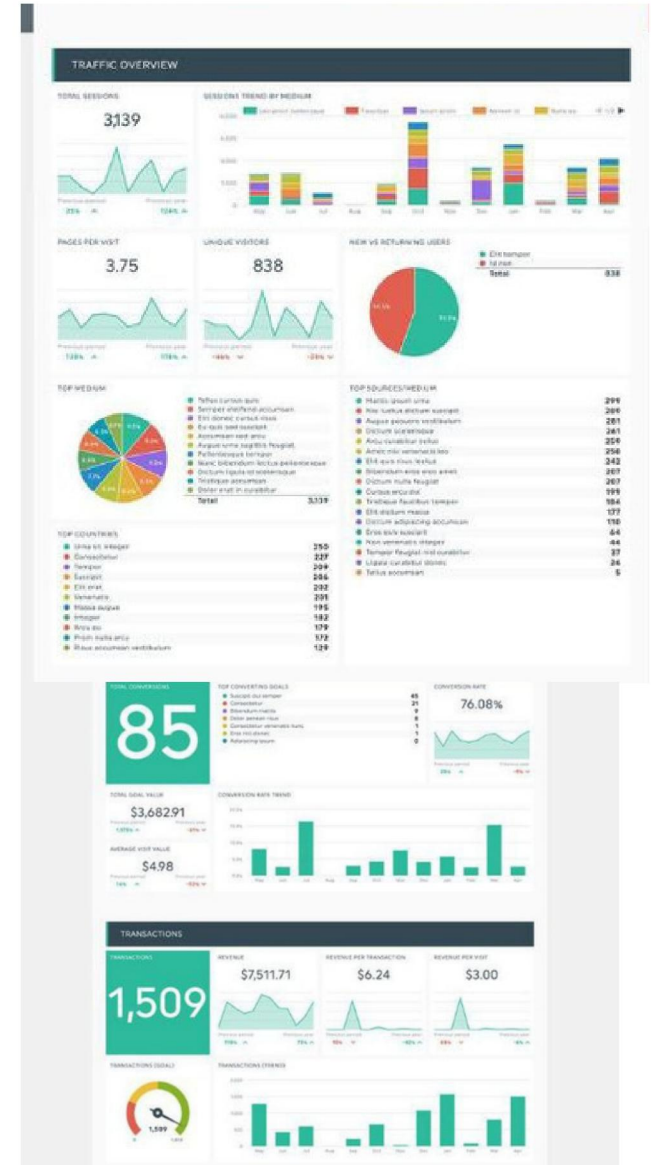
PPC & Analytics

PPC

- **First-Party Data**
- **Audience Targeting & Segmentation**
- **Responsive Search Ads**
- **Conversion Tracking**
- **Return to Fundamentals**

Analytics GA4

- **Optimize campaign performance**
- **Unlock advanced bidding strategies**
- **Build audiences to reach the right users (Use Google AI)**
- **Measure performance across web and app**
- **Drive better iOS performance and privacy-centric measurement**



EMAIL MARKETING

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. Email marketing strategies commonly seek to achieve one or more of three primary objectives, to building loyalty, trust, or brand awareness. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

The screenshot displays an email marketing tool interface. At the top, there are social media icons for Email, Call, SMS, WhatsApp, LinkedIn, Zapier, and Task. Below these is a 'Send automatic' dropdown menu and an email icon. The main content area shows a draft email with the following text:

Hi {{FirstName}},

I have an idea that I can explain in 10 minutes that can get {{Company}} its next 100 best clients.

I recently used this idea to help our client (competitor) almost triple their monthly run rate.

{{FirstName}}, let's schedule a 10 minute call so I can explain. When works best for you?

Thanks,

On the right side, there is a 'Moderate chance to receive a response' indicator and several metrics with progress bars:

- Subject length: 7
- Word count: 55
- Question count: 1
- Reading level: 10
- Positivity: 42
- Spam word count: 3

At the bottom right, there are 'Cancel' and 'Save' buttons. Below the draft email, there is a sequence of steps for a campaign:

- Step 1 - Day 1: Collaboration (Company) ↔ ABC Inc. Hi (FirstName), Hoping to reach the person responsible for recruiting at (Company), I'm...
- Step 2 - Day 3: Call. Reach out to validate pain points and suggest a solution.
- Step 3 - Day 7: Message - Automatic. Hey (FirstName), I just sent you email please check it out.
- Step 4 - Day 14: WhatsApp. Hey (FirstName), how are you? Long time no see, I just want to get back to...
- Step 5 - Day 23: Message. Hi (FirstName), great post, thanks for sharing! How do you manage...

At the bottom, there are icons for 'Add step' and various communication channels: Email, Call, SMS, WhatsApp, LinkedIn, Zapier, and Task. The bottom navigation bar includes 'Add Steps', 'Schedule', 'Add People', 'Settings', 'Search', 'Cancel', and 'Next' buttons.

IN MY JOB, I USE THE REPLY.IO PLATFORM

Reply.io is the best of the
best in email marketplaces

The screenshot shows the 'Data' section of the Reply.io platform. On the left, there is a 'Filters' sidebar with various criteria like 'Account name', 'Industry', 'Employee headcount', etc. The main area displays a list of contacts, each with a checkbox, name, title, phone number, email, and company logo. For example, 'Jerome Bell' is a Managing Director at Netflix, and 'Ariene McCoy' is a SVP Manager at TID. A 'Move to' button is visible for each contact.

My Contact List

The screenshot shows the 'My Contact List' interface. At the top, there are buttons for 'Verify current list' and 'Launch drip campaign'. Below this, there are two columns: 'PROSPECTS (10)' and 'EMAILS (12)'. The list contains several entries, each with a checkbox, name, title, and email address. For example, 'Natalie Bondarenko' has the email 'nb@snov.io', and 'Gary P.' has the email 'gp@snov.io'.

Copy Writer

A good copywriter will ensure that your content is clear, engaging, and relevant with just the right information. It's that kind of good copywriting that will help scale your small business. By grabbing the attention of your consumers and encouraging them to buy your products.

Copywriting is the best thing in business and for business.

