

Case Study: End-to-End Digital Launch & Growth System for a Small Business Hub

Client: Founder-led e-commerce + education platform for small business owners

Duration: 6 months

Role: Digital Strategist | Web Designer | Paid Media Manager | Team Lead

Tools: WordPress, Elementor, Meta Ads, Mailchimp, Adobe Suite, GA4, Instagram, Facebook

Challenge

The client launched a two-sided platform offering small business owners a place to sell products and learn entrepreneurship skills—but had zero digital infrastructure, brand clarity, or internal team to support it. They needed a full-stack strategist to build the brand, systems, and marketing engine from the ground up.

Objectives

- Build the website and all conversion funnels
 - Run and optimize paid social campaigns
 - Create a scalable content system
 - Hire and train an internal team for social/video execution
 - Increase platform users (sellers and learners)
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Strategy

- **Web Design & UX:** Built a conversion-optimized WordPress site with distinct flows for buyers, sellers, and learners. Integrated CTAs, signup forms, and resource hubs.
- **Paid Ads Management:** Launched targeted Meta campaigns focused on platform awareness and seller onboarding, using iterative A/B testing and budget pacing.
- **Team Hiring & Training:** Recruited and trained 15+ interns, built SOPs for video editing, post scheduling, and brand voice. Delegated content execution while retaining strategic oversight.
- **Content Infrastructure:** Created reusable Canva templates, content calendars, hashtag strategy, and engagement playbooks.

- **Email System Launch:** Designed Mailchimp onboarding and drip sequences to nurture new users, announce updates, and re-engage cold leads.
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Results (Within 4 Months)

- **+78% growth in user sign-ups**
 - **CTR up 142%** on Meta ads after second round of optimization
 - **Email open rate: 44%**, with 19% CTR on key onboarding emails
 - **Organic reach up 360%** from intern-led video content system
 - **Intern team running 80% of social ops** within 6 weeks of training
 - **Bounce rate dropped 33%** after homepage restructure
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Outcome

This project went beyond marketing—it was full-stack brand and systems development. I didn't just drive user growth; I built a repeatable internal system and team to sustain it. The founder now runs a scalable, branded platform with self-sufficient content operations and a proven acquisition funnel.