



**PORTFOLIO**





# Marketing Consulting

- Marketing Plan Development
- Hands on Instruction
- Website Development
- Objective Analysis

*“Megan of MB Marketing asks the questions about your business until she can come up with a plan to increase your revenue in a way that matches your business.”*

**Dave Gillespie**

***Give Thanks Every Day LLC***



# Email Campaigns

## **B2B Email**

<https://us11.campaign-archive.com/?u=c1a701ec7638d444c0ff94c52&id=496105d280>

## **Non-Profit Email**

<https://us11.campaign-archive.com/?u=20625b0dc39ffe45d7c7af322&id=fc5c3d3857>

## **B2C Emails**

<https://mailchi.mp/000eb4c841f9/weve-got-great-news>

<https://mailchi.mp/3598db5bdf8a/share-the-love>



# Happy clients

*“Megan and the team at MB Marketing are a breath of fresh air to the digital marketing world. Not only are they extremely knowledgeable but they also make measuring metrics extremely interesting.”*

**Tamara Payne**

**Ensemble Coworking**

*“Megan is a MASTER of Marketing - she just GETS IT!!!  
She is Creative Attentive Responsive AND Responsible!!!.”*

**Cynthia Sadler**

**Signature Cuffs**





Click on a website  
to see examples

[Give Thanks Every Day](#)

[Sons of the Flag](#)

[Jay Hedges Consulting](#)

[DJH Accounting](#)

[EVP Info](#)

[MY Kind Realty](#)



# Logos





# Logos Cont.



Key Partner  
Solutions

**NEXT** | WOMEN'S  
BUSINESS  
FORUM  
TARRANT COUNTY'S PREMIER WOMEN'S EVENT

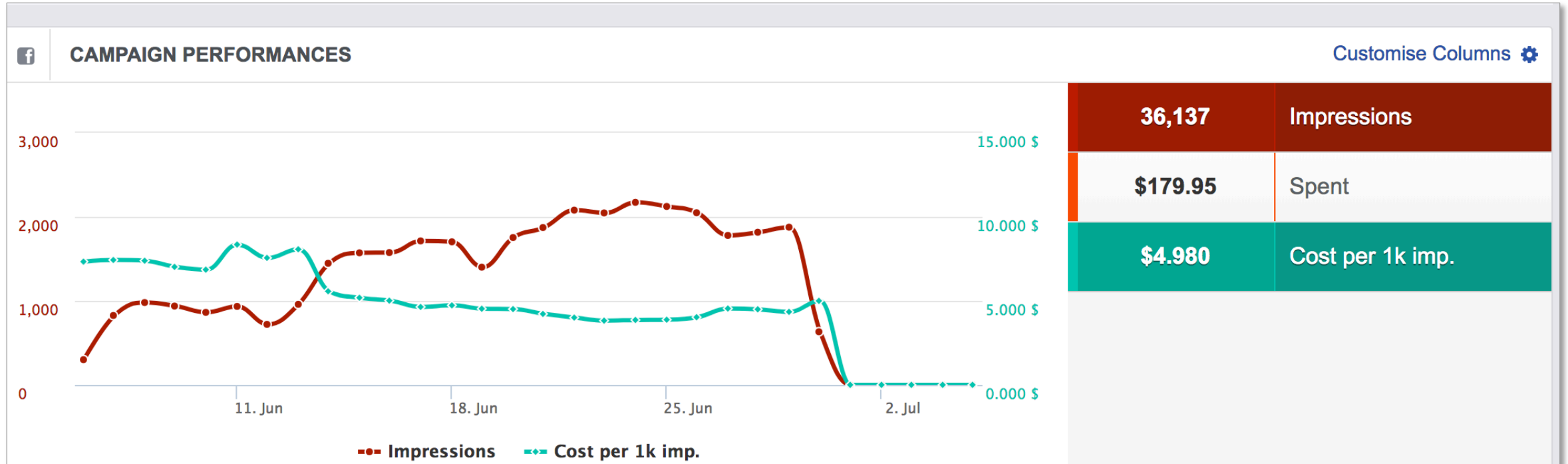


COMMERCIAL  
AFFORDABLE  
MAINTENANCE



# Facebook Advertising

## Increase results and decrease costs over time







# Detailed Reports





## Global Overview

<b>SPENT</b> <b>\$421.19</b> ▲ 198.08% was \$141.30	<b>REACH</b> <b>34,253</b> ▲ 1,119.4% was 2,809	<b>IMPRESSIONS</b> <b>49,478</b> ▲ 336.81% was 11,327
<b>CPM</b> <b>\$12.25</b> ▼ -1.78% was \$12.47	<b>CLICKS</b> <b>1,188</b> ▲ 686.75% was 151	<b>CPC</b> <b>\$0.35</b> ▼ -62.11% was \$0.94

## Audience Analysis

Age Breakdown				
AGE	SPENT	CLICKS	CPC	WEBSITE CLICK CPA
35-44	\$88.72	251	\$0.35	\$0.35
25-34	\$87.87	206	\$0.43	\$0.43
45-54	\$83.87	280	\$0.30	\$0.30
55-64	\$71.83	240	\$0.30	\$0.30
65+	\$45.90	108	\$0.43	\$0.43
18-24	\$43.00	103	\$0.42	\$0.42

Device Breakdown				
DEVICE TYPE	SPENT	CLICKS	CPC	WEBSITE CLICK CPA
iPhone	\$269.45	718	\$0.38	\$0.38
Android Smartphone	\$101.26	364	\$0.28	\$0.28
Desktop	\$32.02	33	\$0.97	\$0.97
iPad	\$14.83	57	\$0.26	\$0.26
Android Tablet	\$2.19	11	\$0.20	\$0.20
Other	\$1.33	5	\$0.27	\$0.27

NAME	ADS	IMPR.
	18	544
	18	654
	18	399
	18	443



# Happy client

*“Working with Megan at MB Marketing was a breeze! We were amazed at how Megan really “got” our vision for the website. Communication was clear and prompt.”*

**Julie Foster**


***DJH Accounting***



# Identify best performing ads

**What's Up Fort Worth** Sponsored · Like Page

Learn more about the great events that are happening around town with What's Up Fort Worth! We have all the best live music, theatre, sports and events around town.



WHATSUPFORTWORTH.COM


**Find great events near you this weekend!**  
Make this weekend one to remember. Find great events i...

Like Comment

CTR	4.149%
CPC	\$0.102
CPA	\$0.102
Impressions	241
Clicks	10
Website Clicks	10

**What's Up Fort Worth** Sponsored · Like Page

Learn more about the great events that are happening around town with What's Up Fort Worth! We have all the best live music, theatre, sports and events around town.



WHATSUPFORTWORTH.COM

**Make this weekend memorable!**  
Find great events going on in Fort Worth this weekend!

Like Comment

CTR	1.739%
CPC	\$0.125
CPA	\$0.125
Impressions	115
Clicks	2
Website Clicks	2



# Test and analyze

Medical Telecommunications for a fixed rate

Save Money. Never Miss a call.

36	<b>Clicks</b>	24
0.659%	<b>Click through</b>	0.433%
\$0.599	<b>🏆 Cost per click</b>	\$1.093
\$3.947	<b>Cost per 1k imp.</b>	\$4.732
5,460	<b>Impressions</b>	5,543
\$21.55	<b>Spent</b>	\$26.23



# Happy client

*“Megan has been phenomenal to work with. She cares so much about my company and really wants to help us grow. She takes the time to learn about our business to help her to market better for us better. She has been so great to work with and I cant wait to keep working with her and see how much our business grows from her marketing experience. I contemplated about hiring a marketing person because I have previously done it all myself. Now after letting her take that off my shoulders it gives me more time in my business and also now I know that the consistent marketing will be happening because of Megan, I’m so glad I chose to work with her!!”*

**Bobby Poinsett**

**Detail Driven Jackson Hole**



# References

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