

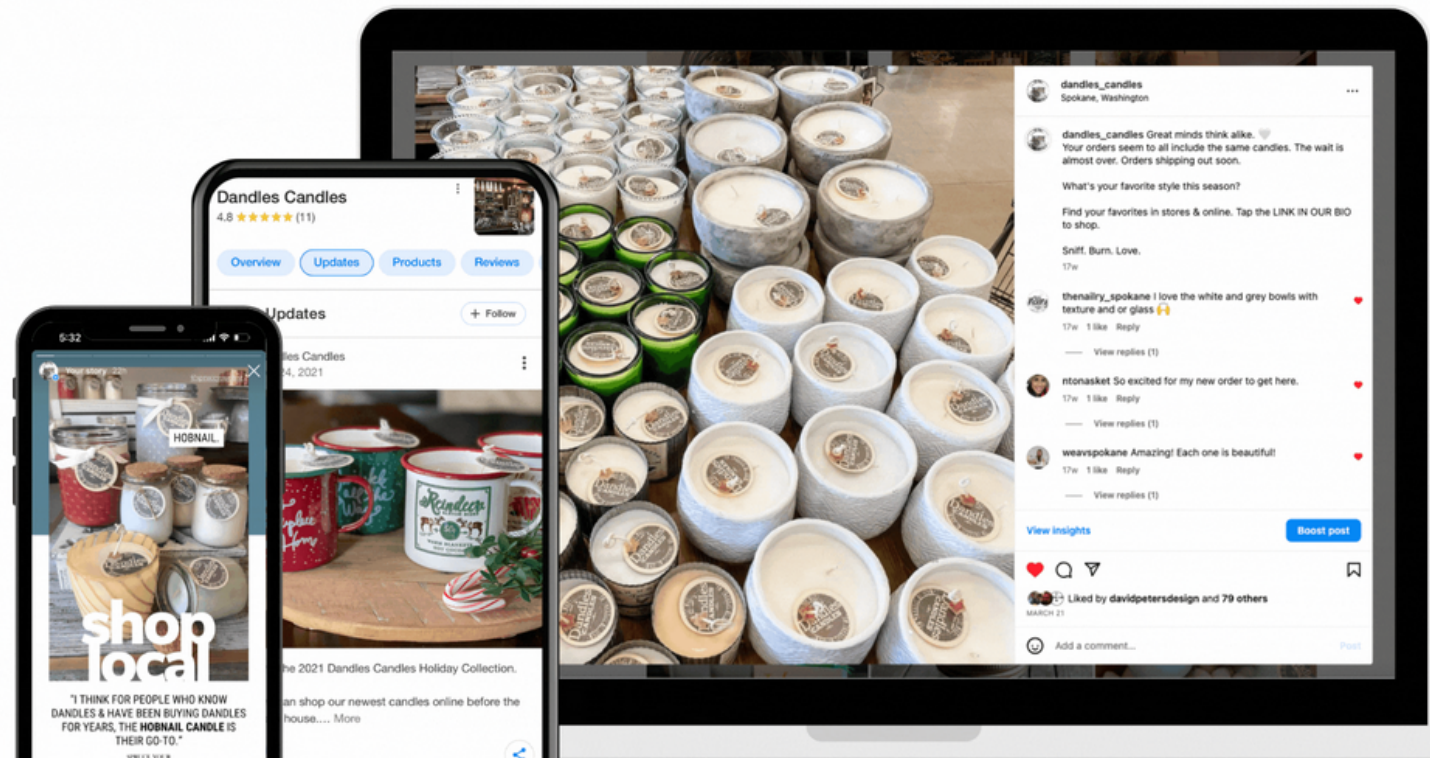
NICOLLE SOWARDS

SETTING BRANDS UP
FOR SUCCESS

REAL CLIENTS. REAL GROWTH.

B2C RETAIL & WHOLESALE

DANDLES CANDLES



COMMERCE COMPLETE MEDIA STRATEGY

SERVICES: INSTAGRAM & META MANAGEMENT ·
GIVEAWAY COORDINATION · INFLUENCER OUTREACH ·
E-COMMERCE MANAGEMENT / SEASONAL UPDATES

PRE-DIGITAL SERVICES:

- 1 Page Website
- No Online Commerce
- 185 Followers
- No Social Strategy

GROWTH 2020 - 2023:

- 100+ Page Website
- 8,000+ Followers
- 250%+ Online Retail Growth
- Influenced In-Store Retail Growth
- 3 Product Launches a Year
- Additional Wholesale Site and Marketing Created

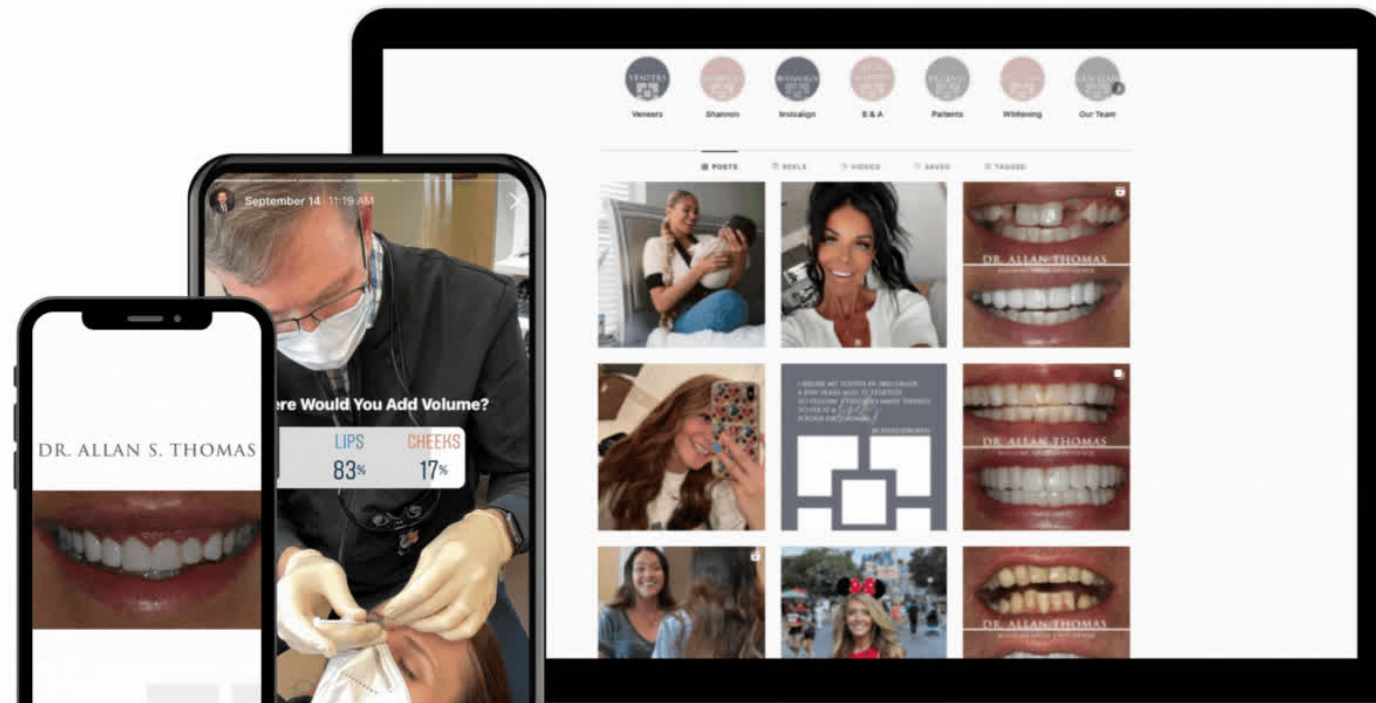
Before Nicolle, I tried to balance all my marketing and social media needs with my duties as a small business owner. **Nicolle was a game-changer!** We've worked together for several years and her creativeness and talent have **lifted my business and increased sales.** She is the best addition to my business!"

- Dana Haynes | [Dandles Candles Owner](#)

REAL CLIENTS. REAL GROWTH.

B2C SERVICES

THOMAS DENTAL



COSMETIC DENTISTRY (OUT-OF-POCKET PROCEDURES) COMPLETE SOCIAL STRATEGY

SERVICES: INSTAGRAM & META MANAGEMENT · CONTENT
CREATION · GIVEAWAY COORDINATION · INFLUENCER
OUTREACH · EMAIL CAMPAIGNS

PRE-SERVICES

- 3,300 Followers
- 22% Cosmetic Leads
- 15% Non-Cosmetic Leads
- Limited Social Strategy

GROWTH 2021 - 2023:

- 17,000 Followers
- 85% Cosmetic Leads
- 47% Non-Cosmetic Leads
- 70% Increase YoY for Google Reviews
- Coordinates All Social Marketing Giveaways

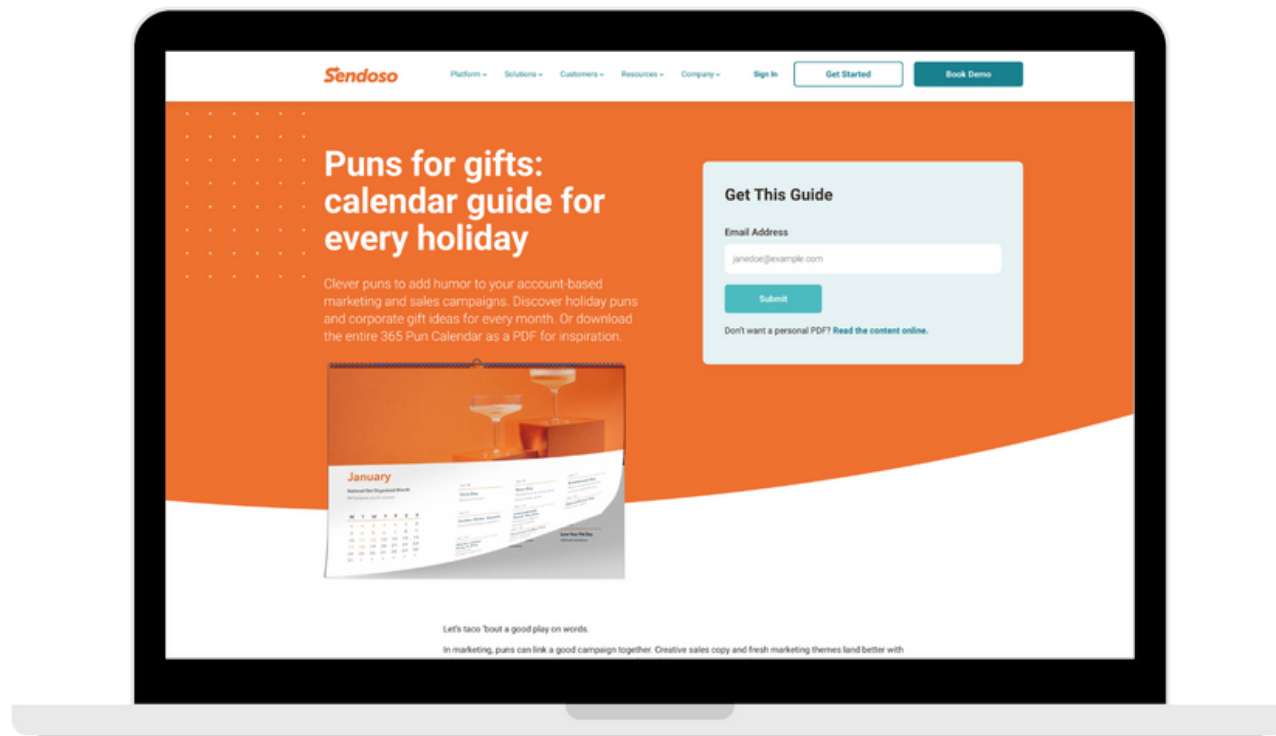
"Nicolle keeps our cosmetic dentistry businesses consistently flowing. About **85% of our new client leads** come from Instagram. She takes the time to explain things in a way we non-tech people can understand. Nicolle has become an extended team member, and we now consult her on most major marketing decisions.

- Dr. Allan Thomas | [Thomas Dental](#)

REAL CLIENTS. REAL GROWTH.

B2B CONTENT MARKETING

SENDOSO



SaaS B2B MARKETING SOLUTION SEO CONTENT & SOCIAL STRATEGY

CONTENT MARKETING STRATEGY · BLOGS · CASE STUDIES
· LINKEDIN · INSTAGRAM & META MANAGEMENT ·
INFLUENCER OUTREACH · EMAIL CAMPAIGNS ·
NEWSLETTERS

CONTENT MARKETING GROWTH:

- 45k to 174k sessions
- 280 to 1011 leads
- .61% to 3.68% conversion rate
- 35k to 152k in new users, with a reduction of 2% in bounce rate
- 5 articles that produced 10 leads or more to 45 articles that produced 10 leads or more
- 3 articles with 100+ leads)

WRITING SAMPLES

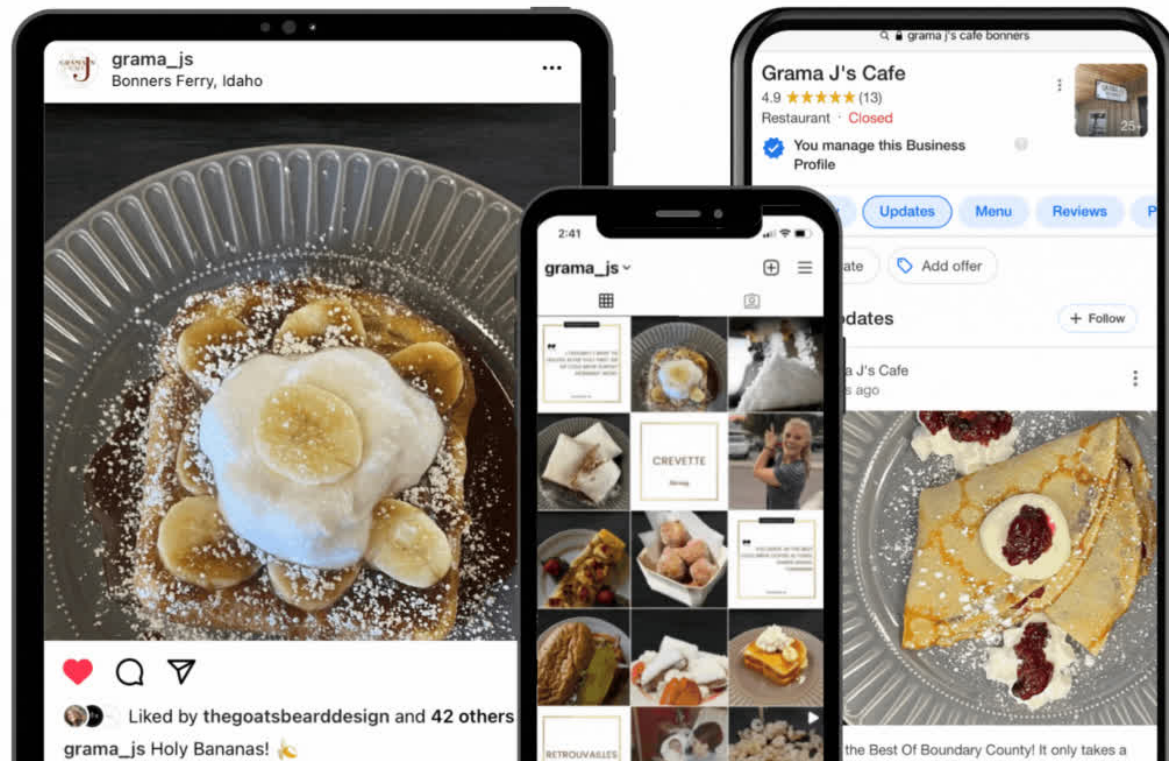
- [Upcycling content with eGifts sets demand gen. record](#) | Case Study
- [Pun calendar corporate gifting guide](#) | Landing Page & Blogs

[Additional Writing Samples](#)

REAL CLIENTS. REAL GROWTH.

DIGITAL PORTFOLIO

HAPPY CLIENTS



PROVIDING DIGITAL SUPPORT ACROSS INDUSTRIES

SCREENPAL | TECH · ETHENA | TECH

GRAMA J'S CAFE | SERVICE

FERRANTE'S MARKETPLACE CAFE | SERVICE

FLOWERS DECOR & MORE | RETAIL

· DR. MICHAELA TOZZI · DR. CHRISTOPHER COOLEY ·

Nicolle has **created a beautiful website** for us that truly captures who we are and what we do. She made the experience so easy and **communicated what she would need from us** and kept us informed throughout the entire process. We are so glad we found Nicole and we will continue to use her services for all our website needs.

- Shelly Elkins | [Flower Decor & More](#)

Nicolle built **three websites for our businesses**. She was right on target with all three, with minimal effort from my partner and I. She sent us tutorials that we could use to make updates ourselves and is always responsive when we need assistance. We both would **highly recommend her work!**"

- Robbie Ferrante | Ferrante's Marketplace Cafe