

PE'KA

FREEDOM IS BOLD.





“

Don't try to outdo
your competition;

be bold enough to shape your brand
perception *without* breaking the bank.



About

Dje'ka is more than just a name—it's a tribute to the legacy of my ***beloved grandfather, or Dziadziu,*** who was not only my biggest fan but also the heart of our family.

The nickname "Dzika" meaning "wild" in Polish, reflects his fierce love, boundless energy, and unyielding support for me. *Though he is no longer with us, his spirit continues to guide and inspire me every day.*

Dje'ka represents my commitment to honouring his memory, **embracing the wild passion he instilled in me, and proudly standing behind the work I do.**

This is for you, Dziadziu—forever in my heart. ~Yours, Dzika.





Revive the Lost Leads

Drip Strategy.

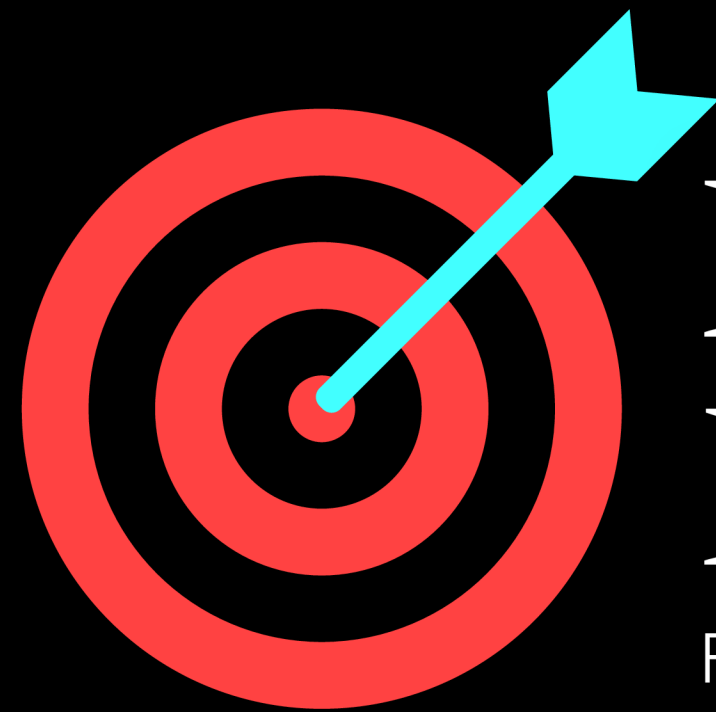
DE'KA

campaign



objectives

your goals
in 3
adjectives...



Revive the Lost Leads

Re-engagement Strategy

New Customer
engage and convert?

Acquisition Strategy

Upsell?
adding additional touchpoints.

what's your current
communication strategy?



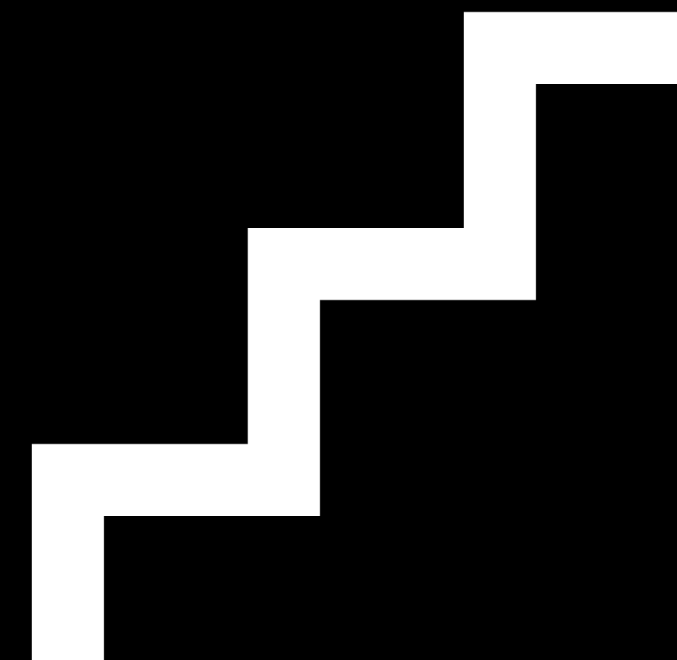


position your?

What is your lead *scoring framework*?

Establishing a consistent lead follow-up framework is crucial for improving lead conversion rates. ***It involves a defined scoring system and strategic workflow to nurture cold and warm leads effectively.***

This approach prioritises and engages leads at different stages, ensuring timely and personalised follow-ups **for better conversion success.**





Package.

Revive the Lost Leads

All-in-One *Lead-Gen*



Lead Re-engagement Strategy



Targeted Drip Email Campaign



Custom Re-engagement Collaterals



Lead Behaviour Analysis & Reporting



Lead Behaviour Analysis & Reporting

Package Breakdown:

Payment Plan Options: We offer flexible payment plans for our services, including a 30% deposit upfront, with the remainder due upon completion.

Lead Re-engagement Strategy

- Detailed analysis of lost leads and segmentation.
- Tailored strategies to rekindle interest based on previous interactions.

Targeted Drip Email Campaign

- Creation of a personalised email sequence aimed at re-engaging lost leads.
- Messaging designed to reignite interest, offer incentives, and call them to action.

Custom Re-engagement Collaterals

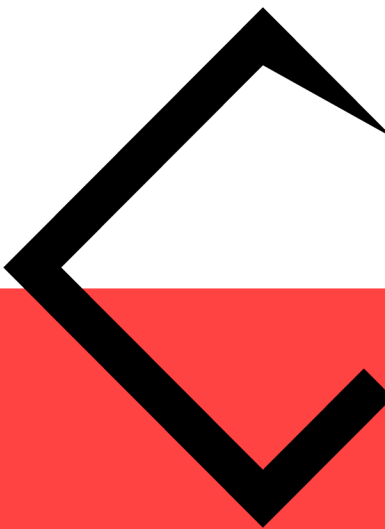
- Design of custom assets such as reminder emails, special offers, reactivation landing pages, and promotional banners.
- Professionally designed materials that appeal to the lost leads.

Lead Behaviour Analysis & Reporting

- Tracking and reporting on re-engaged leads' behaviour, including email open rates, click-through rates, and conversion tracking.
- Detailed insights into which strategies are working and which need adjustment.

Optional Add-Ons:

- Advanced Lead Scoring & CRM Integration
- Incentive-Based Campaigns (Discounts, Offers)
- Landing Page Optimisation



Our Revive the Lost Leads package is designed to re-engage and convert leads that have previously shown interest but have gone cold. By implementing targeted strategies and reactivating these leads,

we help you *turn lost opportunities into valuable conversions*. This comprehensive service focuses on reigniting relationships and moving these leads **back into the sales funnel**.

Key Benefits?

- **You own** your e-mail marketing software
- **You get to keep** new brochures, e-mail templates, new landing page and assisting collaterals **for your own use**

creativity is wild

Freedom is bold.

PE'KA
FREEDOM IS BOLD.