

# 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.*





# Upsell

Omnichannel & Drip Strategy.

# DE'KA



campaign



your goals  
in 3  
adjectives...

objectives



**Current  
customers**

Upsell Strategy

**Revive the Lost Leads**  
*re-engage and convert?*

Re-engagement Strategy

**New Customers**

Acquisition Strategy

what's your current  
communication strategy?





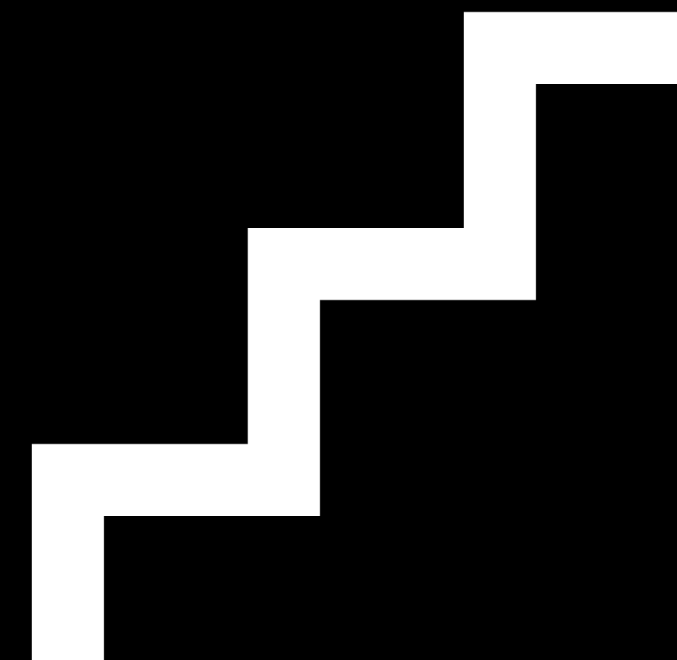
position your?

# What is your lead *scoring framework*?

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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.**





# Upsell Campaign

Package.

# All-in-One *Lead-Gen*



Advanced Lead  
Segmentation &  
Targeting



Lead Scoring &  
Prioritisation System



Retargeting  
Campaign  
Optimisation



Referral Program  
Development



Content Marketing  
& Lead Magnet  
Creation



# Package Breakdown:

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

## Advanced Lead Segmentation & Targeting

- Refined segmentation based on buyers historical behaviour to ensure that your campaigns are reaching the most relevant audience.

## Lead Scoring & Prioritisation System

- Implementing a lead scoring model that ranks leads based on their likelihood to convert.
- Integration with your CRM system to ensure your sales team focuses on the highest-value prospects.

## Retargeting Campaign Optimisation

- A drip-email campaign tailored to user behaviour and past interactions aimed at directing leads back to your website.

## Referral Program Development

- Create and implement a referral program that incentivises your existing customers or leads to bring in new ones.
- Custom landing pages and email outreach to promote referrals and maximise lead generation.

## Content Marketing & Lead Magnet Creation

- Develop high-value content offers such as eBooks, whitepapers, or case studies that act as lead magnets to draw in high-quality prospects.
- Automated content distribution strategies to ensure continuous lead flow.

## Optional Add-Ons:

- Advanced CRM Integration & Lead Nurturing
- Google Ads Optimisation
- Content Marketing
- Website Visuals

**Maximise your ROI and boost conversions** with our Lead Generation Strategy *Upsell*. This package is designed to expand and enhance your existing lead generation efforts

*by adding additional touchpoints, strategies, and optimisations* that **drive even more qualified leads** into your sales funnel.

### Key Benefits?

- **You own** your e-mail marketing software
- **You get to keep** new brochures, e-mail templates and assisting collaterals **for your own use**
- Your sales team benefits from **optimised account management** features

creativity is wild

Freedom is bold.

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