

Janine Griffiths

Copywriter



I specialised mainly in finance, real estate and business ads. These ads were created while I worked

at Markateur.

I have included a few examples of the ads I created in the next few pages.

Ads

UK Black Business

Show

The UK Black Business show is a client that

aims to inspire

business owners of

color all over the UK.

Their aim was to sell

tickets to their show

and generate new

Social Media

at Markateur.

in minutes Pitch Don't just present. Pitch.

presentations

Sign Up and generated 30 Presentation software for modern teams sales. 465 20 comments 69 shares

Facebook Sponsored Posts UK Black Business Show To celebrate UK Black History Month, The UK Black Business Show will be taking place in October. The show will highlight the achievements and contributions Black businesses have made to the economy. Attendees will gain cutting-edge insight and advice in entrepreneurship, leadership, soft skills and cultural development from some of the UK's leading Black business owners. Buy Limited early bird tickets now

SATURDAY 22ND OCTOBER 2022
BUSINESS DESIGN CENTAE, 52 UPPER STREET, ISLINGTON, LONDON, N1 ORH

UK & EUROPE'S BIGGEST BLACK BUSINESS SHOW

GAIN CUTTING-EDGE INSIGHT AND ADVICE IN ENTAEPRENEURSHIP, LEADERSHIP & PROFESSIONAL DEVELOPMENT

TICKETS AVAILABLE NOW ON UKBLACKBUSINESSSHOW.CO.UK

UK Black Business Show 2022

Welcome Loans Sponsored

each month.

Borrow from

6,087 people interested · 754 people going

🖒 🔾 Songo Drumming-Project and 2.3K others

Consolidating your expensive credit with a low cost

Homeowner Loan could reduce your outgoings by £100s

EXHIBIT SPEAK SPONSOR

email subscribers.

I represented many financial services companies during my tenure at Markateur.

One of these

companies was

Welcome Loans.

I created a series of

Facebook ads for

Social Media

Ads

Welcome Loans

them, along with an email marketing campaign. Their aim was to

Social Media

Ads

generate new leads.

WiseOwl This is a video ad I

WiseOwl.

created on behalf of

The aim was to get

people to sign up for

further information.

Same day loan quote Welcome Loans. ✓ All customer circumstances considered We compare 100s of loans from our panel of lenders for... **LOW COST CONSOLIDATION LOANS**

✓ Same day loan quote ✓ Getting a quote won't affect your credit score Rates from 3.24% APR * * * * * Trustpilot

£15,000 to £500,000

If you are thinking of consolidating existing borrowing you should be aware that you may be extending the term of the debt and increasing the total amount you repay. Your home may be repossessed if you d not keep up repayments on a mortgage or any other debt secured on WELCOMELOANS.CO.UK Loans £15.000 - £500.000 available to Homeowners Get Quote See what you could borrow without affecting your credit score

Sell With WiseOwl ID: 1064947954449172 Sell Your With WiseOwl. NO SALE FEE Free No Obligation Valuation.

Market Value Paid

Bell Within The Week

Sale Fee To Pay

ON AIR

Learn More

The aim was to generate leads and get people to sign up for a quote.

This is one of

several ads I

created for

Facebook Sponsored Posts WiseOwl helps homebuyers to sell

More than 20,000 viewed the ad, and 6,000 signed up for further information, within a month of the

ad going live.

WWW OWLWILLSELLIT CO UK No Fees, Market Value Paid, Simple. Sell Your Home With Us

pu're Welcome

successful ad. What made this campaign successful was the short and

clip, the benefits

the top and the

minimalist design

highly engaging video

highlighted clearly at

was the most

Organic Social

18 October 2021 · Arusha, Tanzania · 🔇 Congrats to #FairVoyage travelers Sarah & friends for reaching the #summit of Mount #Kilimanjaro ..., and doing so in a safe and ethical way! Want to summit as well? Visit fairvoyage.com to start your own success story!

Fair Voyage

Fair Voyage is an ethical travel

I created a comprehensive

posts and Linkedin content.

safari tours.

Invisible Technologies Inc.

company, that specialises in African

marketing strategy that including organic Facebook posts, Twitter

(Left) is an example of a Facebook

\$25,000 for Fair Voyage within a year of creating the campaign.

post I created for Fair Voyage.

I helped generate more than

Media Posts

The posts below are a

behalf of clients.

sample of organic social

media posts that I wrote on

Whether they're forced to due to market conditions or do so by choice, businesses are increasingly operating lean. Unfortunately, this can raise the pressure on

Here are some of the powerful responses we heard when we asked respondents to give an open-ended answer to the one thing they wish they could offer their team: "More money" Invisible 'More time off" 'Better support" "More flexible hours" "Peace of mind" This is one of many Linkedin posts I "Stability" created for a company called Invisible Technologies, which is an Al-powered outsourcing company. For more insight and solutions on navigating the complexities of current business landscape . 👇 I was responsible for creating https://lnkd.in/dYzt-TnZ Linkedin and Twitter posts on behalf of this company. This particular post was designed to get more responses to a survey we were creating to ascertain what our client's biggest frustrations were. Invisible Technologies @InvTechInc - Jul 1 What do you call a fake noodle? An impasta... 😎 Happy International Joke Day! Let's start this weekend off with a smile. 😃

I was also helping to

page.

Invisible - Twitter

manage Invisible's Twitter

The main purpose was to

improve brand awareness

and keep users engaged.

The strategy was to use a

combination of blogs,

resharing tweets.

Tougher Minds® - Award-winning consultancy

last week!

We couldn't have done it without you!

humourous content and

We did it 🏂 Thank you to everyone who bought a copy! https://lnkd.in/e5BESmgt Dr. Jon Finn (PhD in <a>) - Tougher Minds Foun... • 3rd+

THANK YOU 💍 to everyone who helped us achieve our BEST-SELLER GOAL 🦪

Andrew Foster, Catherine Grant, John Readman, Simon Palmer, Mike Jones, Jo

Herrington, Jim McKenna, Andrew Whitelam, Nexus Leeds, Harrison Evans, Jonathan Hewlett, Michelle Shorthouse, Michael Elson, Jo-Ann Rolle, Ph.D.,

James Kelly, Philip Clarke, Alison White, John McMahon, Phil Holmes, Martin Bland, Robert Bell, Neil Barraclough Apologies if I have missed anyone!

Get The Habit Mechanic NOW using the link in the first comment!

AVAILABLE NOW DR. JON FINE Like Comment → Share

d <mark>Supercharge</mark> How \ Live, Work, and Lead

Ad series generated \$1,000 ROI for Pitch Gained 300 new followers for Fair Voyage Generated 12,000 in ad revenue for Fair Voyage Boosted book sales and ROI of Tougher Minds Increased web traffic at Invisible by 30%

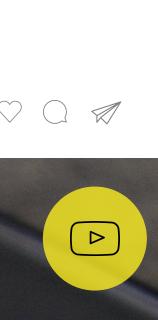
Learn more about me

janine_jg

janinegriffiths.org

janinegriffiths5@gmail.com

- Gained 6,000 subscribers for Black Business show
 - THANKS! for checking out my profile



behalf of its customers. It was one of the first clients I created an ad for This ad was a Facebook

sponsored post that I put together on behalf of Pitch It received 465 likes, 69 shares

Another client I created ads for was the UK **Black Business** Show. I created a series of Facebook ads,

newsletters and

6,000 signed up

generated 564

email

blogs.

and it

☆ Interested

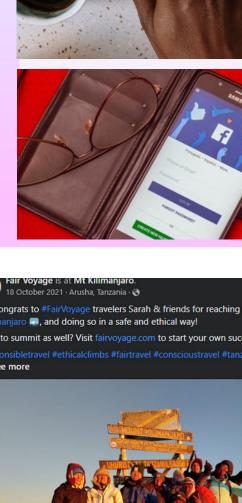
564 comments

More than

comments. **Facebook Sponsored Posts**

More than 500 people signed up for a quote after running a Facebook ad for three weeks.

their home. This Facebook ad was one of several I created over a period of 3 months and this ad





International

tı

Joke

DAY!

INVISIBLE

Tougher Minds I also created a series of Linkedin posts for a coaching company called Tougher Minds. On the right, is an example of the kinds of posts'l would create.

This post generated a lot of traffic to the

landing page and created a small uptick

in book sales.

Key achievements from social media marketing:

Linkedin ads generated \$3000 for Invisible