



# DIGITALBIZGURU'S PORTFOLIO

For Our Content Creation Services

Think fast, Think smart, Think digital!

# Welcome!

This is a simple portfolio that we've created to show you what you're going to be getting by opting into this service. We've used two sample businesses for this purpose. One is a digital product & service based business and the other is a physical product based business. I hope this is able to convince you that we're the best people for this job and we always DELIVER!



# LET'S START FROM THE PHYSICAL PRODUCT BASED BUSINESS

Here's an example of what you could be getting for the physical product based business when you sign up for this content creation package. This section will show you what your package will look like if you sell physical/tangible products like skincare, jewelry, cosmetics, wallpapers, foodstuffs etc.

# An overview of the content calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>WEEK 1</b>	Happy new month Queens!	Check out A21 from our jewelry collection	That girl you're eyeing deserves to look good too	Eyeliners or nah?	What name would you give this set?	Checkout out this A19 from our Park lane jewelry collection	We're open and ready to serve you!
	The Colour for this month is red and that's exactly why you need this bag in red.	Did you know you get a free lipgloss on each marykay lipset you buy from us?	Are you still walking around the house with pdp wrappers when we have beautiful lingerie for you?	The South Beach necklace is perfect for oga madams!	Get a believe bracelet free on every set you buy within the next 24hrs	5 ways to take care of your stainless jewelry	Check out this bracelet set from the Romantic jewelry line.
<b>WEEK 2</b>	Introducing our valentine offer (start marketing your valentine promo)	Happy international women's day					
	Did you know? In 1400, it was fashionable for women to be hairless.	This or that? Which one do you prefer between our Mary Kay eyeliner and our Avon eyeliner?					

# Sample of the captions for the content calendar

1. Welcome to the month of Love. Happy new month Queens!

This month is a ghen ghen month.

We are preparing amazing val offers for you this month. Trust us, You don't want to sleep on it.

This year, we can't be caught unfresh!

Invite your friends to follow us, turn on post notifications and wait to see all we have in store for you.

Follow @that\_beauty\_shop 📩

I wish you a happy new month filled with God's quick response on every side and everything you touch shall be a blessing. 💕

May this month bring to you double grace, double abundance, double honour, double promotion, double portion and double everything, by God's grace.

Amen!

Happy new month to you my loves. 💕

2. So we took 3 days break just because if you don't take the breaks for your body, your body will take the break for you. In other news, Just negodu these earrings. Trust @thatbeautyshop.ng to always deliver on beautiful things. ID

number: A21

Price: ₦2,000

Category: Women's jewelry

Size: One size

Available Colour(s): Silver

**No e: When coming o p rcha e in he DM, don' forge o gi e he ID n mberor a creen ho of o r de ired (prod c ), o ha e kno he e ac one o came for.**

Nationwide delivery available! We deliver within 24/48hrs and pickup is available in Uyo

Send us a DM here @thatbeautyshp.ng or chat with us on WhatsApp (link in bio) to place your order!



# Sample of the captions for the content calendar

3) That girl you are eyeing looks beautiful because her husband/boyfriend is not as stingy as you

Dear Queens,

How has your new month been going? It's been going great for me 🍷

This one is for the guys. This is a new day, a new week, a new month to repent.

You know how to admire the hard work of other guys but, your own is there looking like your mother because you've refused to take care of her. After you go dey block person ear with I love you I love you. Come and buy Bae something, even if it's just small face mask... Biko Send us a message today. Our DM is wide open for you 💕

4) Eyeliner or nah? Do you have any idea about how amazing eyeliners are?

There's always a clear distinction between when you use an eyeliner and when you don't.

So that this post can be as brief as intended, I'm going to outline only 3 reasons why you need an eyeliner in your life. Especially the slay-giving Marykay and Avon liquid and pencil eyeliners from @that\_beauty\_shop.

👉 It makes the lashes look lush

👉 It draws attention to the eyes


👉 It can enhance or even change the eye's shape.

Now, that you know why you need an eyeliner from us in your makeup arsenal. Beware of where you buy your eyeliners from o. Eye Boil is real!

Please contact us today on +2348083330559 or Send us a DM today 💕

# Sample of the captions for the content calendar

5) What would you call this set?

This set right here is made from a combination of faux pearls and beads. Simply exquisite, it would totally rock with that trad outfit you want to rock this weekend. It's also affordable, you can get a pair for yourself for just 8,000 naira. Head over to the DM, let's talk. 

PS: I call it LEMONADE 

6) If you're not a lover of fine things, sorry for you o because we'll tension you here everyday. Plenty beautiful things are on this page, life is to be enjoyed biko. Abi, I lie?

ID number: A19

Price: ₦2,000

Category: Women's jewelry

Size: One size

Available Colour(s): Gold

**Note: When coming o p rcha e in he DM, don' forge o gi e he ID n mber or a creen ho of o r de ired (prod c), o ha e kno he e ac one o came for.**


Nationwide delivery available! We deliver within 24/48hrs and pickup is available in Uyo

Send us a DM here @thatbeautyshp.ng or chat with us on Whatsapp (link in bio) to place your order!



7) My people, how una dey?

Incase you still never notice, shop don open o. So, abeg make una kuku dey send una orders. No time to the waste time.

We dey ever ready to answer una questions.. Wetin dey hold you? 

Invite your friends to follow @that\_beauty\_shop  for juicy offers like this one!

# Sample of the captions for the content calendar

8) Presenting our first valentine offer!

This is a season of love 😍 and we from @that\_beauty\_shop have a lot of love to share.

We're going to be starting out with this offer on FREE DELIVERY for any orders of our park lane jewelry collection. Even if you're on the moon, your package will be sent to you for FREE!

Send us a message either here or on whatsapp, for enquiries and order placement.



9) We from @thatbeautyshop.ng, wish you all the happiness and smiles in this world because you are special. The world is blessed in every sense to have you because you have brought so much stability, peace and happiness into lives you've touched hearts which is so precious, you've birthed giants who changed the world we're living in today.

Happy Women's Day

Tag a woman who has touched you in one way or another and appreciate her.





# NOW, ONTO THE SERVICE BASED BUSINESS

Here's a glimpse of what you could be getting for the digital product based or service based business. This section will show you what your package will look like if you sell digital/intangible products like eBooks, courses, coaching programs or services like event planning, digital marketing, affiliate marketing, consultation etc.

# An overview of the content calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1	Happy new month	You obviously hate money if you're not doing this!	Post a review from one of your students	This is how to increase your online sales	Do you want to know how to get customers to fall in love with you?	Don't treat your customers like a one night stand	How to hit your first 1 Million dollars in 30 days.
	How to schedule your posts on Instagram and facebook in only a few minutes	Understanding your ideal customer avatar	5 reasons you should be retargetting	Market day – What are you selling? Advertise in the comment section	Join us on our IG LIVE next week. Book review on Secrets of closing the sale.	Dear customer, when are you getting back to us?	A picture or Video or you or your staff – Use this to welcome new followers
WEEK 2	FAQ – Can I pay via bank transfer?	You don't need to be tech savvy to join us!					
	Can targeting grow your business?	Discount on the Razor Targeting course expires in 12hrs. Here's why you can't miss out!					

# Sample of the captions for the content calendar

1) Happy New Month Guru!

I would like to thank you for giving me the opportunity to serve you well in every way possible. It is my earnest desire to keep you satisfied with our digital products and services.


You are my motivation for every step of the way.

May this new month bring you more blessings, favors and fulfillment and remember; I value you so much.

With love,

Oma 

PS: Any big plans for April?

PPS: If March showed you pepper like me, please come to the comment section let's cry together 

2) Communication is the foundation of relationships in business. Good communication will help your business develop trust with clients/customers and clearly help them understand how you can help them with their needs, expectations and challenges. Communicating more effectively can improve your client/customer relationship and potentially add more leads to your business.

As a business owner you need to maintain your customer communication channels, you need to be more proactive and deploy specific strategies to improve your communication.

Swipe to see the different ways you can increase your conversion rate and customer relationship by incorporating good communication in your business.

Which of those strategies will you be trying out first?

Oma 

# Sample of the captions for the content calendar

3) See what @verdurasmixedveggies has to say about our course on sponsored ads. Have you enrolled?

In other news, I lost over 200 screenshots I took of different reviews I've gotten in the past from both my courses and services. The folder just disappeared from my phone and this happened barely a week after I compiled them in one folder, I cried like a baby. On my PC I just have about 80 of them inclusive of audio and video reviews.

I'm just waiting for the folder to appear back the same way it disappeared.

I still have reviews on my GMB and review forms too but, the number of reviews I have, have been cut down drastically 🙄 Please if you're owing me feedback on my course or service, gimme o

Nothing will make me happier now... well, except isi ewu 😊

See how bosses like @verdurasmixedveggies are dropping their own reviews and you're still busy looking. Send a DM for more info on how to sign up or use the link in bio!

Oma 💕

4) Try this and you'll notice that you'll attract way more buyers than when you're forming stingykoko. Read this post to the end and when you're done, just send me chilled zobo! It's simple! Teach them something that'll be of value to them. When you do this, at least 70% of them will come back to you when they're eventually ready to buy because you're the one they know & trust!

I know some vendors will come and say 'this works for only coaches... blah blah blah', it's a lie joor. Eg I recently saw a video of a lady that sells kitchenware and she did a series on how to take care of different types of pots e.g. non stick, cast iron etc. Is that not education? Did she have to start selling courses or webinars?

She could have also decided to create that information as an ebook and given it to people in exchange for their contact information so she can follow up. She'll then be guaranteed that everyone who signs up for that ebook (which is the lead magnet) is interested in taking care of their kitchen utensils and those people are her ideal customers. With a little bit of nurturing and an amazing offer, why won't they buy sooner or later?

Think outside the box o and be creative. If you're always waiting for who will think for you, then maybe you need to leave business and get a 9-5 so that your boss can tell you exactly what to do and you just have to do as he/she says.

Take out 2 hours each week to relax and think of different ways to move your business forward. Lock yourself in the toilet if that's where you'll get peace and quiet. If you want it bad enough, two hours a week is a small price to pay. If you can afford to pay someone else to do the thinking for you, please do so.

Remember, as a small business owner, you cannot say you don't have time and at the same time not have money. YOU MUST HAVE ONE!

You know I'm always rooting for you,

Oma 💕


# Sample of the captions for the content calendar

5) Did you know that acquiring a new customer can be 5 to 25 times more expensive than holding on to an existing one? Here's a question for you, How often do you get return customers? Do people buy from you and never come back?

The only way to get constant return customers is by building loyal customers. Do you want me to share 10 tips that can help you get the most loyal customers?

If you're interested, say so in the comment section and I'll be in your DM to share the strategies for FREE! You're also free to ask any questions you may have concerning the strategies I'll be sharing with you. First come first serve.

Follow @digitalbizguru for more amazing tips like this one. I'll be waiting for you in the comment section.

Oma 


6) After you make the sale what next? Most of us treat our customers like a one night stand. We have this 'use and dump' mentality and that's why we're always looking for new customers forgetting that it costs 15x more to sell to a new customer than to sell to an existing one.

It's also this 'use and dump' attitude that makes us sell bad products and offer terrible customer service because such people think that they can always get new customers anyway, so they just never improve their product or service.

Some of us haven't gotten even one referral this year. What does that say about your business? PS: Nobody will refer you if you never deliver on the promises you made!

As you hunt for new customers, also learn to build better customer relationships. Treat every customer as someone that you still plan to continue relating with after money has changed hands and you'll see a difference in your customer retention rates.

I'm always rooting for you,

Oma 

# Sample of the captions for the content calendar

7) There are a lot of ways to hit your first 1 million dollars in 30 days but, this is the 3 that I can vouch for. These ones are tested and trusted.


I'm sure you'll be blessed after going through these 3 brain-bursting strategies. Please don't forget to share with a friend. As you've been blessed, bless someone else too. You hear?

Are you fired up? Can you see the millions that are begging to be yours?

I'm glad I could help open your mind to the possibilities ahead.


What was your favorite strategy? Which one will you be implementing first?

With plenty love,

Oma 

8) This is one of the most frequently asked questions. Definitely! Yes, you can. Please make payment of the exact amount of the course/service to:

0258393939, Ihuoma Chukwuezi, GTBank


Immediately after payment, please send the following details to our email, [info@digitalbizguru.com.ng](mailto:info@digitalbizguru.com.ng) 

Evidence of payment (Screenshot or text of debit alert)

 Your First Name

 Your Last Name

 Your Most Active Email Address (preferably gmail)

 Name of the course you paid for

If another person made the payment on your behalf, you'll also send us the Full Name of the person who made the payment

All details should be sent in one email, if you forgot any info resend everything again as one email. Please every single one of this information is important for your enrollment into this course! You will not be enrolled without them.

Your payment will be confirmed by our team and you'll be enrolled within 24hrs or less. Please note that enrollment will not be automatic as we'll need to wait for the payment to reflect in our account, confirm the payment and enroll you manually. If you don't want to wait, please pay with the card option on the sign up page and you'll get access instantly.

Do you have questions or enquiries? Please send us a DM!


# Sample of the captions for the content calendar

9) To implement and master what I'm about to teach you in this course, no technical skills are required. You don't need to know how to code or to be very tech savvy. You don't even need to be a digital marketing expert to use what I'll be teaching.

All you need is the willingness to learn so that you can then implement these strategies into your targeting and start creating better Ads.

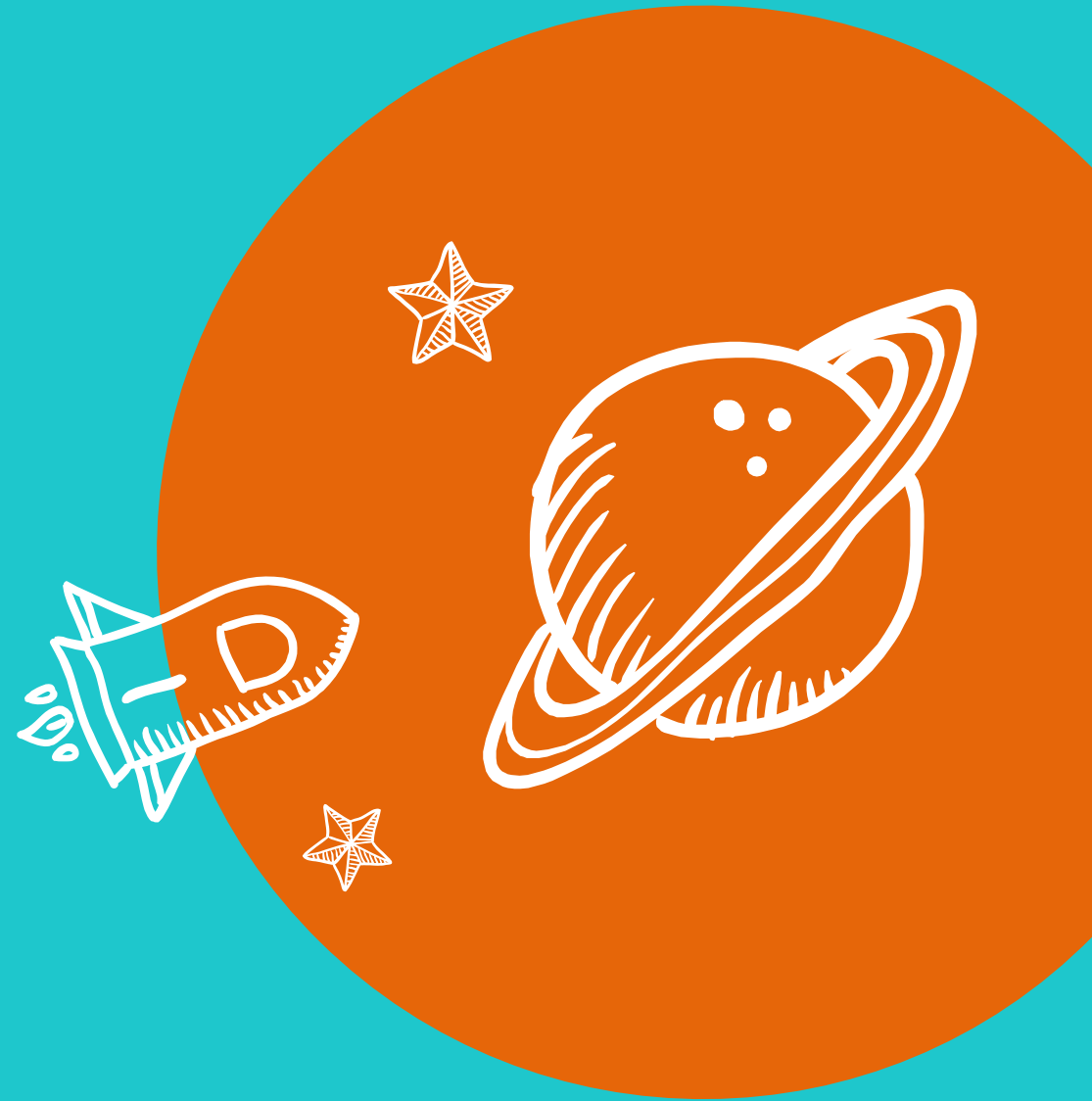
You can still sign up for this course at a 50% discount when you visit our link in bio.

Sign up now or before you forget. Once the offer expires, you can't get it again. 'I forgot' is not an accepted excuse.

Oma 

# ARE YOU READY?:

Our contact details are on the next page. Contact us now let's get started with your work!





## **CONTACT US**

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## **FOLLOW US**

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**Twitter: @digitalbiz\_guru**

# THANK YOU

**CONTACT US!**

We'd love to keep in touch!

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