E-CREATIVE AGENCY

Your Business. Amplified.

Integrated digital marketing campaign
Client campaign proposal + execution plan

Prepared by Royed Yakub

Campaign proposal • October 15, 2026



e-creativeagency.com

Turn E-Creative's breadth into one clear growth story.

The campaign should make the company easier to understand, easier to trust, and easier to contact.

1. Clarify the promise

Lead with one idea: E-Creative builds the digital product and drives the audience around it. That connects web, apps, AI, SEO/GEO, automation and paid growth.

2. Humanize the expertise

Use founder authority, senior-led thinking and real collaboration to balance the AI story with credibility and personality.

3. Prove the system

Show how paid media, landing pages, measurement and follow-up work together - not just isolated creative assets.

Core campaign line

YOUR BUSINESS. AMPLIFIED.

CLIENT-READY STRATEGY

A premium, measurable growth campaign for ambitious brands worldwide.

What E-Creative already does well

Public-site positioning shows an integrated agency built around product, marketing and AI.

150+
Projects delivered
Published by E-Creative

105+
Websites built
Published by E-Creative

50+
Mobile apps
Published by E-Creative

88+
AI campaigns
Published by E-Creative

The competitive advantage

E-Creative does not sell one isolated channel. Its public messaging combines development, AI automation, AI influencer marketing, SEO/GEO and digital marketing under one roof.

The campaign opportunity

Translate that breadth into a simpler story for prospects: build the digital foundation, attract demand, automate the follow-up, and measure the outcome.

Source: E-Creative public website, accessed October 2026. Company figures are presented as published by E-Creative.

Eduard Moraru gives the brand a credible human center

Founder-led authority can make a technology-heavy offer feel more trusted and more distinctive.

EDUARD MORARU

Founder & CEO
E-Creative Agency

Entrepreneur and growth strategist with 15+ years across AI, digital marketing, SEO/GEO and technology.

Founder content

Short POV videos and LinkedIn posts explaining AI, GEO, growth systems and what E-Creative is seeing in the market.

Trust layer

Use Eduard's experience to give prospects a person to follow before they become ready to request a quote.

Strategic role in this campaign

Founder-led content should not replace the agency brand. It should make the agency easier to trust, create educational demand, and give paid media stronger warm-audience retargeting creative.

Public profile: LinkedIn describes Eduard as an entrepreneur, AI growth expert, SEO strategist and GEO expert. E-Creative's site lists him as Founder & CEO.

04 / STRATEGIC CHALLENGE

The offer is powerful - but a prospect can still feel overwhelmed.

The campaign should turn a wide service menu into a simple path from problem to outcome.

Problem

Web, apps, AI, GEO, automation and marketing can look like separate services when a buyer first lands on the brand.

Reframe

Position E-Creative as the team that connects the product, the audience and the automation behind growth.

Outcome

More prospects should understand what E-Creative can solve before they ever enter the contact form.

CAMPAIGN JOB

Make complexity feel simple.

Show the system. Show the people. Show the next step.

A 30-day pilot built to generate qualified conversations

The first test should optimize for business inquiries - not vanity metrics.

$3,000
Media investment
Illustrative pilot

650-850
Target visits
Planning range

16-28
Target inquiries
Planning range

8-14
Qualified leads
Planning range

Primary conversion

Request a quote / start a project / book a qualified consultation.

Secondary conversions

Founder-content engagement, case-study views, return visits, form starts and retargetable site traffic.

All performance figures in this deck are planning assumptions for the proposed campaign - not historical E-Creative results or guarantees.

Three buyer profiles. One integrated story.

Each segment sees a different problem, but all need a partner that can connect strategy, technology and growth.

Founder / operator

Needs: launch or rebuild a digital product, generate demand, move fast.

Hook: “One team to build it and grow it.”

Best channels: LinkedIn, Google Search, retargeting.

Marketing leader

Needs: stronger content, AI experimentation, better paid-media efficiency, search visibility.

Hook: “Turn attention into a system.”

Best channels: LinkedIn, Meta, founder content.

Scaling business

Needs: automation, better site conversion, SEO/GEO, repeatable lead flow.

Hook: “Scale without adding disconnected vendors.”

Best channels: Search, LinkedIn, retargeting.

One brand promise, four proof pillars

Every ad and landing-page section should ladder back to the same simple idea.

YOUR BUSINESS. AMPLIFIED.

BUILD	Websites, apps, SaaS and digital foundations built for conversion.
MARKET	Paid media, content, AI influencers and distribution that create demand.
OPTIMIZE	SEO, GEO, analytics and testing that compound visibility and conversion.
AUTOMATE	AI workflows and follow-up systems that turn attention into action.

Design the campaign around the buyer's next question

Each stage should answer one thing and move the prospect forward.

01

SEE

Paid social, founder POV, short-form video

02

UNDERSTAND

Clear integrated offer and service proof

03

TRUST

Founder authority, selected work, metrics, process

04

CONSIDER

Retargeting, case studies, service-specific ads

05

CONTACT

Quote form, consultation CTA, follow-up

The campaign is not only an ad buy. It is a connected experience from first impression to qualified conversation.

Luxury digital. Human energy. Clear business outcomes.

The presentation and campaign share one visual system so the work feels intentional, not assembled.

COLOR

Deep charcoal + electric pink + violet + warm metallic accents

TYPE

Inter Display

Inter for body copy and data labels



Visual direction: premium editorial photography, colored light, modern architecture and credible people - no fake futuristic clutter.

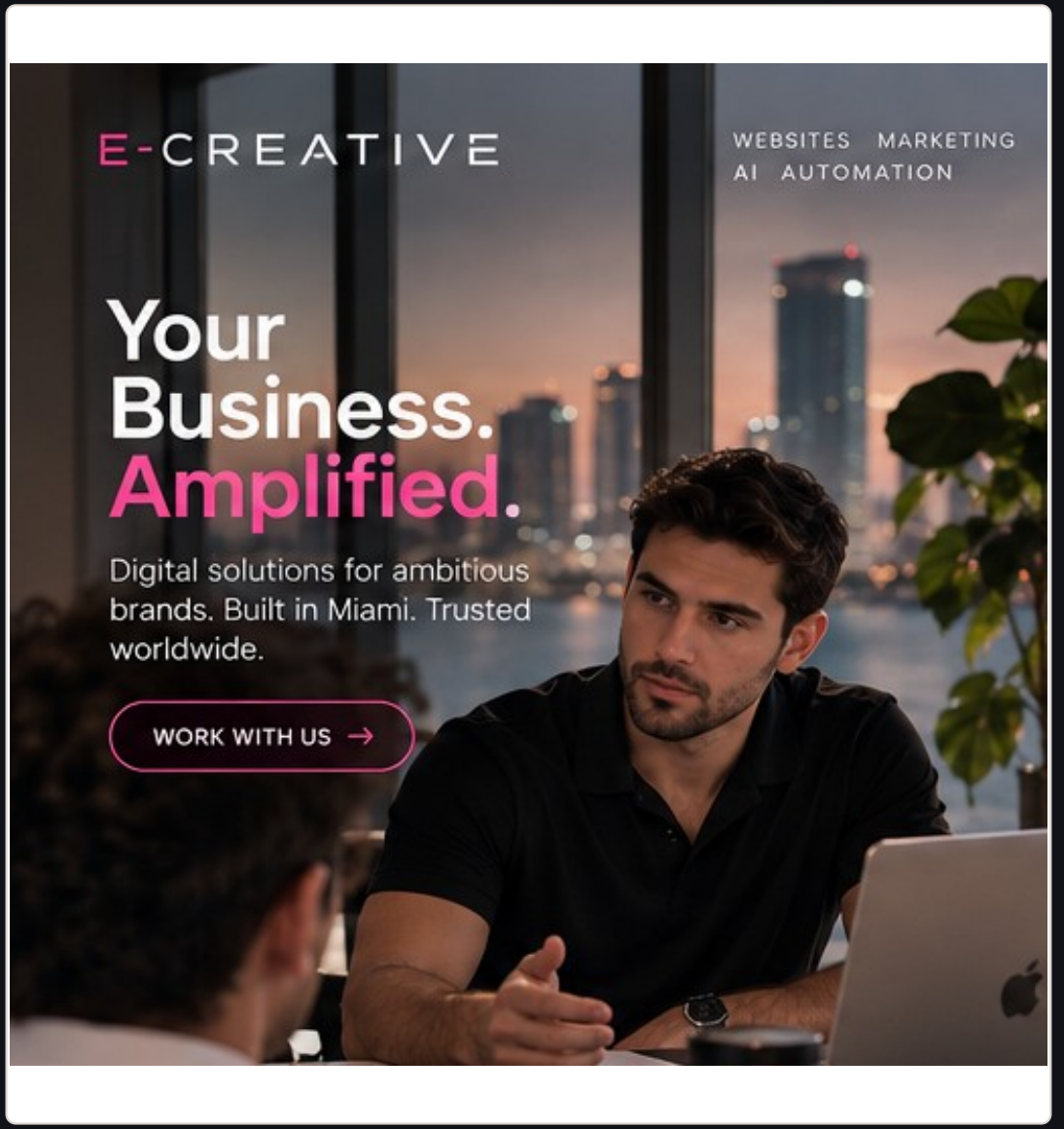
Your Business.
Amplified.

Brand-awareness concept

Purpose: introduce E-Creative as the integrated partner behind websites, marketing, AI and automation - without forcing a prospect to understand every service at once.

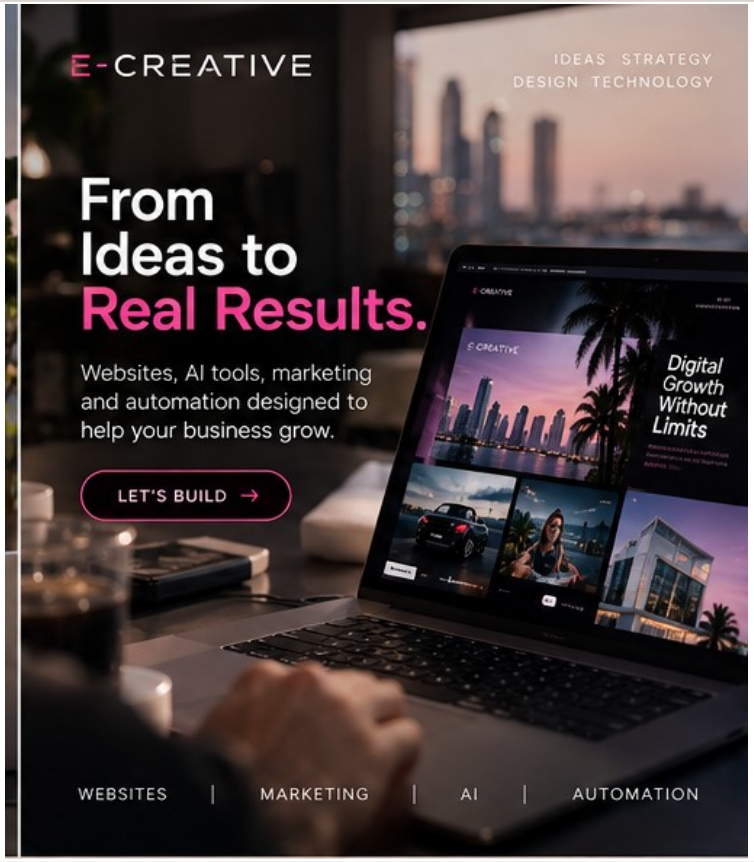
CTA: WORK WITH US

Best use: Meta awareness + LinkedIn company/founder audiences



From Ideas to Real Results.

Service-led creative for prospects who already know they need digital growth help.



Role in the funnel

Move consideration-stage prospects from “what does this agency do?” to “this team can connect the pieces I need.”

Message

Websites, AI tools, marketing and automation designed to help a business grow faster and operate smarter.

CTA

Let’s build - driving to a service-aware landing page or quote form.

Global Brands.

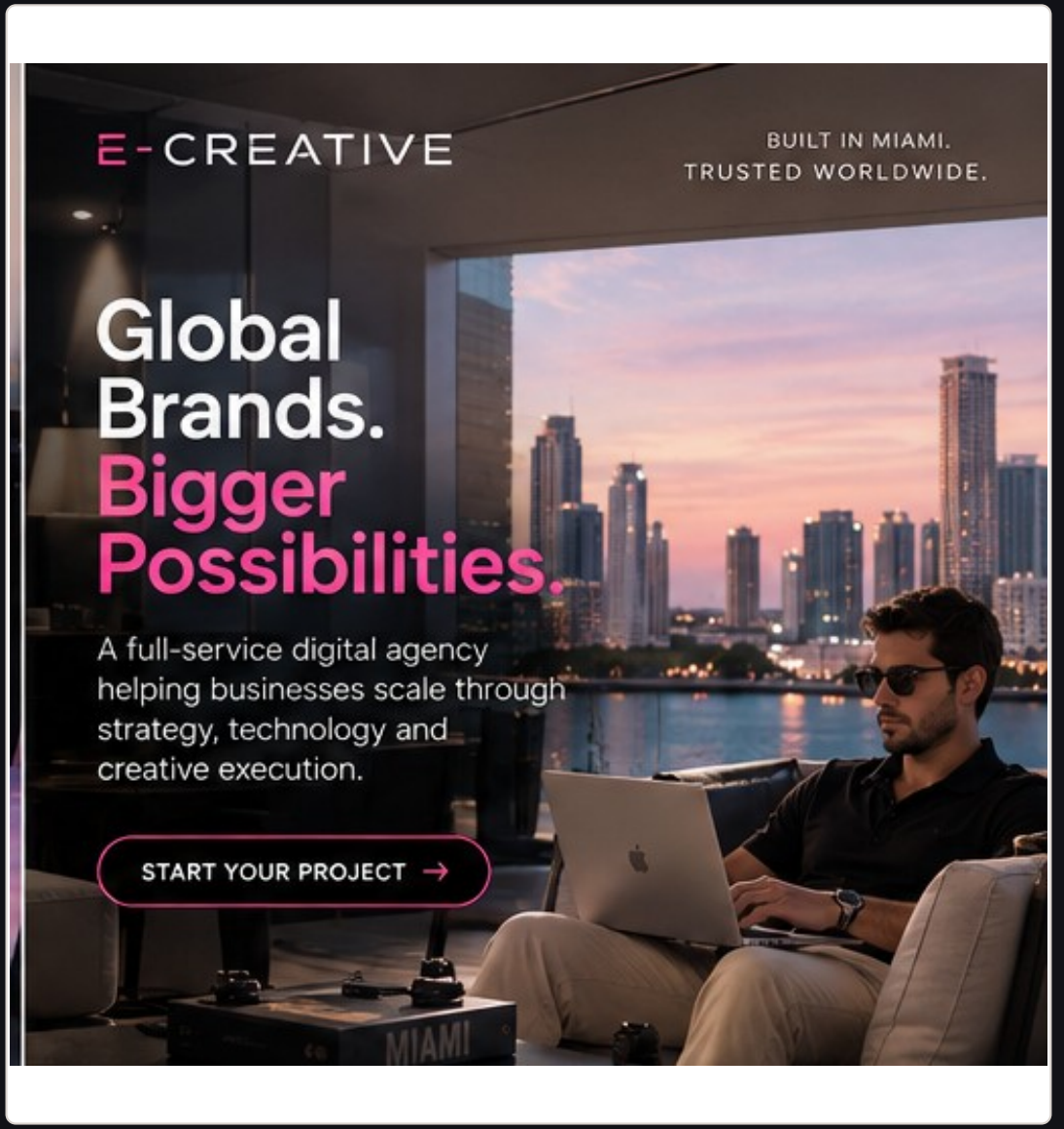
Bigger Possibilities.

International-growth concept

Miami is a credibility cue, not the market boundary. This concept communicates that E-Creative is based in Miami while serving growth-minded brands worldwide.

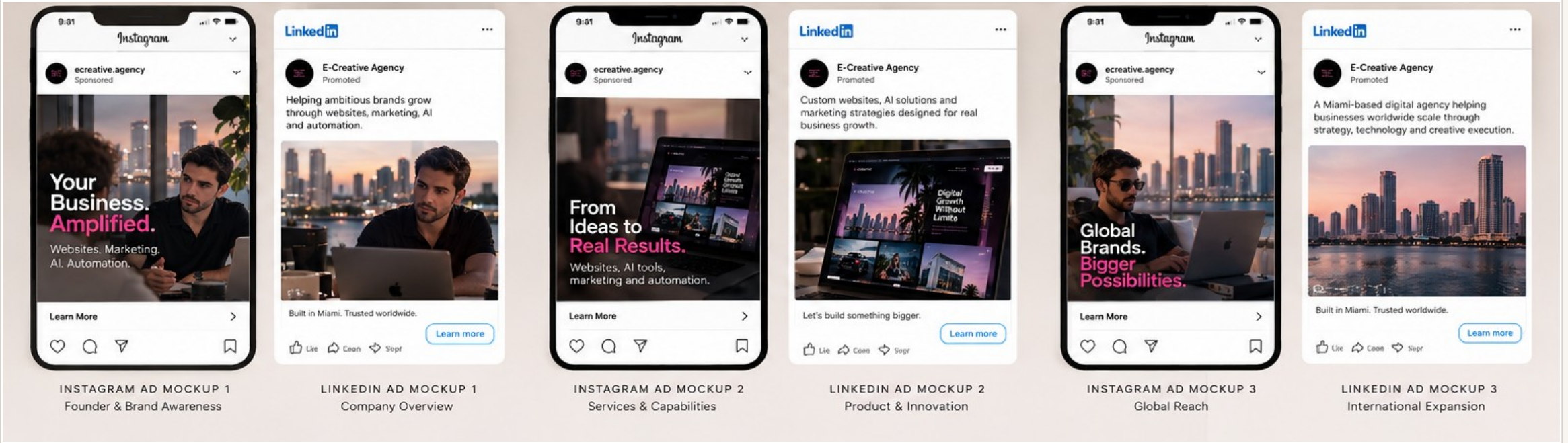
CTA: START YOUR PROJECT

Visual concept only. No campaign performance claims are presented as actual results.



One campaign system, adapted by channel

The visual identity stays consistent while the copy changes for Instagram and LinkedIn intent.



INSTAGRAM AD MOCKUP 1
Founder & Brand Awareness

LINKEDIN AD MOCKUP 1
Company Overview

INSTAGRAM AD MOCKUP 2
Services & Capabilities

LINKEDIN AD MOCKUP 2
Product & Innovation

INSTAGRAM AD MOCKUP 3
Global Reach

LINKEDIN AD MOCKUP 3
International Expansion

Instagram

Shorter copy, faster emotional hook, visual-first CTA.

LinkedIn

More context, founder credibility, service detail and B2B lead intent.

8-second Runway brand film

The video gives the campaign atmosphere and movement without turning the brand into a sci-fi cliché.

0:00-0:02

SET THE WORLD

Premium architecture / city energy

“Every big idea starts somewhere.”

0:02-0:05

SHOW THE PEOPLE

Strategist + technology

“We bring the pieces together.”

0:05-0:08

LAND THE BRAND

Clean end card

“YOUR BUSINESS. AMPLIFIED.”

Production note

Runway was used for visual exploration and the cinematic prototype. Final client use would require a branded export, permanent hosting and final legal/brand approval.

Use each platform for the job it does best

The pilot prioritizes high-intent demand and professional audiences, then retargets engaged visitors.

LinkedIn	**$1,200**	40%	Founders, marketing leaders, B2B decision-makers	Lead-gen + founder authority
Meta	**$900**	30%	Interest/lookalike audiences, creative retargeting	Reach + consideration
Google Search	**$600**	20%	High-intent service searches	Capture existing demand
Retargeting	**$300**	10%	Site visitors, video viewers, form starters	Recover warm demand

TOTAL MEDIA: $3,000

Production, landing-page build and internal team time are shown separately from paid-media spend.

A transparent pilot budget - with media separated from execution

Clear budgeting makes the campaign easier to approve, optimize and scale.

Paid media	$3,000	Direct platform spend
Creative production	$600	Optional internal/contract value
Landing + tracking	$400	Page, analytics, conversion events
Reporting + optimization	$300	Weekly review and iteration

PILOT INVESTMENT

$4,300

Total illustrative value

$3,000 paid media

$1,300 production + ops

If E-Creative executes production internally, cash outlay may be lower; the value is shown so the plan reflects the full work required.

Plan in ranges, then optimize from real data

The goal is not to “predict” results. It is to define what good performance would look like before spending starts.

CONSERVATIVE		BASE CASE		UPSIDE	
650	visits	750	visits	850	visits
16	inquiries	24	inquiries	28	inquiries
8	qualified	11	qualified	14	qualified
$375	cost / qualified lead	$273	cost / qualified lead	$214	cost / qualified lead

Assumptions: $3,000 media spend; landing-page conversion approximately 2.5%-3.3%; qualified lead rate approximately 45%-50%. These are planning assumptions only.

Track the funnel, not just the feed

Weekly reporting should tell the team what to change next.

1.0-2.0%	$2-$8	2.5-4.0%	$95-$190	$214-$375
CTR	**CPC**	**LP CVR**	**CPL**	**CPQL**
By channel	Varies by platform	Visit → inquiry	Inquiry	Qualified lead

If CTR is weak

Change the hook, image or audience before touching the landing page.

If clicks are strong but leads are weak

Fix message match, proof, offer clarity and form friction.

If leads are cheap but low quality

Tighten targeting, qualification fields and service-specific copy.

Test one strategic variable at a time

A creative system is only useful if it can teach the team what resonates.

TEST A - Outcome-led

Headline: “Your Business. Amplified.”

Hypothesis: broad integrated-growth positioning produces stronger cold-audience engagement.

Primary read: CTR + qualified lead rate.

TEST B - Service-led

Headline: “From Ideas to Real Results.”

Hypothesis: explicit web + AI + marketing language improves consideration-stage conversion.

Primary read: landing-page CVR.

TEST C - Founder-led

Hook: Eduard POV on AI/GEO or business growth.

Hypothesis: human authority lowers skepticism and strengthens retargeting performance.

Primary read: video completion + assisted conversions.

Decision rule: do not scale a winner from one metric. Prioritize qualified-lead economics and message quality over cheap clicks.

The ad should land on a page built for the same promise

A focused campaign page can reduce friction compared with sending every audience to a broad service menu.

YOUR BUSINESS. AMPLIFIED.

One team to build the digital product, drive the audience and automate the growth system around it.

START A PROJECT

Proof strip

150+ projects • 105+ websites • 50+ apps • 88+ campaigns

1. Above the fold

Promise + proof + one CTA.

2. Why E-Creative

Build + market + automate, shown as one system.

3. Proof + founder

Selected work, metrics and Eduard's point of view.

4. Conversion • Short quote form with project type + budget range.

Move fast, but give the campaign enough time to learn

The pilot is structured around setup, learning, optimization and a scale decision.

WEEK 1

Build

Tracking, landing page, creative trafficking, audience setup

01

WEEK 2

Launch

Controlled spend, message testing, search-term review

02

WEEK 3

Optimize

Shift budget toward stronger ads, audiences and keywords

03

WEEK 4

Decide

Evaluate qualified-lead economics and recommend scale / iterate / stop

04

End-of-pilot deliverable: results summary, creative learnings, channel recommendations, next-budget scenario and updated testing plan.

How I built the campaign strategy

A complete approach from research and positioning to creative, media and measurement.

Research

Reviewed E-Creative's public positioning, service mix, founder presence and current conversion path.

Strategy

Defined target segments, campaign promise, funnel, channel roles, budget and measurement logic.

Creative direction

Developed a luxury digital visual system, campaign concepts, social mockups and Runway-assisted visual prototypes.

Performance planning

Built an illustrative forecast model, KPI framework and A/B testing plan with explicit assumptions.

Presentation

Designed the proposal to support a clear founder conversation and a practical path from strategy to launch.

My role

Concept, research, strategy, creative direction, campaign planning and presentation design by Royed Yakub.

Make the system feel simple, premium and human.

E-Creative already has the services, the technical range and the founder story. The campaign opportunity is to connect those strengths into one clearer narrative - then prove it with disciplined media testing and conversion tracking.

30-DAY PILOT

$3K MEDIA

QUALIFIED LEADS

Prepared by Royed Yakub

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Sources, assumptions + campaign integrity

Company facts are based on public E-Creative materials; campaign forecasts are clearly separated from company-reported performance.

E-Creative website

Homepage, services, digital marketing, selected work and contact pages. Accessed October 2026.

Eduard Moraru public profile

LinkedIn public profile and E-Creative founder description. Used only for role, expertise and experience context.

Creative production

Original campaign visuals and video concepts developed for this proposal using AI-assisted creative tools including Runway.

DISCLOSURE

This proposal was independently developed by Royed Yakub for E-Creative Agency. It has not yet been commissioned, approved or deployed by E-Creative. Any forecasted campaign results are illustrative planning assumptions, not historical performance.

Official site: e-creativeagency.com
Contact: e-creativeagency.com/contact