



**Why
UDO Digital?**



About UDO Digital



UDO Digital is a Social Media and Search Marketing Agency.

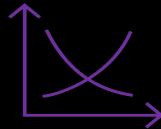
Founded by an ex Facebook and Instagram account manager and current employee of one of the biggest search and display platforms in the world.

Over 4 years experience in driving conversions, leads, app installs and building brand awareness.

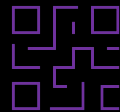
Industry Expertise In



Travel



Finance



Technology



E-Commerce



Gambling



Real Estate

UDO Digital In Numbers



200+ Advertising Accounts managed



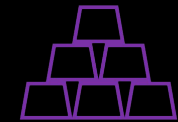
€800,000 Facebook Ad Spend Managed



Over €2 million In Facebook ad revenue Generated



Over 30 premium native search and display clients managed



Over €4 million In Search and display revenue Generated

Services



Services

Facebook & Instagram Marketing

As a former Facebook and Instagram Account Manager I have the expertise needed so that your business can reach and convert these users effectively, be it in conversions, leads or app installs.

I've worked with 200+ Facebook ad accounts.

Over \$800,000 in ad spend managed on Facebook.

Over \$2 million in generated revenue for Facebook.
Clients

This service will include:

- Campaign Creation & optimisation.
- Audience creation and development.
 - Monthly Campaign reporting.

Price

€1,000

Additional Social Media Platforms

Facebook & Instagram Will not be the only social media platforms available for you to use to advertise. Platforms such as TikTok, Snapchat, LinkedIn, Twitter and more will be available for you to opt in to.

This service will include:

- Campaign Creation & optimisation.
- Audience creation and development.
 - Monthly Reporting

Price

€500 per additional platform

Content Consultation

I also offer content consultation and can help you in maximising the potential of your new or existing creatives by advising you from my experience.

This service will include:

- Advice on best content for results.
- Advice on Headline, ad title and ad format.

Price

Hourly Rate

Search / Native Marketing

Search advertising connects you directly to potential customers who are looking for your product or service. I currently work for one of the biggest search and display companies in the world as an account manager helping optimise search / native ads.

I work with over 30 premium native search and display clients.

With over €4 million in search and display revenue Generated.

This service will include:

- Campaign Creation & optimisation.
- Audience creation and development.
- Search Keyword development and refinement.
- Platforms available will be Google, Taboola, Microsoft and more.

Price

€1,500 on its own but will cost €1,000 if included with Facebook & Instagram or 2 other Social media platforms.

Case Studies



E-commerce Case Study



Overview

- **Client is the biggest Producer of Gin In Cornwall.**
- **Advertiser was new to running Facebook ads.**
- **Didn't know where best to invest marketing budget.**
- **Only spending £3,000 a month.**
- **Ran traffic campaigns and boosted posts.**

What I did

- **Illustrated value of solutions available by Meta.**
- **Proposed new audiences, campaign setup and pixel optimisation.**
- **Proposed new targeting cycle for prospecting and remarketing.**
- **Used examples of competitors that also followed my account structure.**

Results

- **CPR dropped from £11 in November to £5.1 in December.**
- **Saw an increase in ROAS from 8.2 to 14 between November and December when they initially wanted 10 ROAS**
- **Currently now spend £24,000 a month on Facebook ads.**
- **Advertiser has had positive feedback from customers as well.**

E-commerce Case Study



Overview

- **Retailer of Female clothing.**
- **Experience running ads on Facebook but couldn't scale.**
- **Facebook strategy wasn't varied enough.**
- **Spending £20,000 a month.**
- **Ran prospecting sales campaigns only.**

What I did

- **Created new targeting cycle optimising more towards remarketing after 'pay Day'.**
- **New audiences implemented and target different areas in their sales funnel e.g. add to cart and submit form.**
- **Used analytics to identify that men were highest purchasers and focused on them especially around seasonal periods.**
- **Optimised using DPA ads, carousels and slideshows to illustrate products effectively.**

Results

- **CPR was £12-£15 with average of 20 conversions a week.**
- **Dropped CPR to £5-£10 with average 50 conversions a week.**
- **Got them spending £40,000+ a month on Facebook ads.**
- **Advertiser had more time to focus on other aspect of business as ads ran themselves with little tweaking.**

Technology Case Study



Overview

- Client owned a browser extension that protects users.
- Experienced running display ads but wanted to grow users and subscribers.
- Spending £40,000 a month.
- Ran visit traffic campaigns.
- Q2 average cpa \$12 with 14,000 conversions.

What I did

- Created new omnichannel strategy focused on sales, web traffic and seasonal campaigns.
- New audiences implemented based on those previously subscribed and optimised for those that used the free version. Through new ad formats converted free users into subscribers.
- Used analytics to identify what sites they were performing the best and increased bids on those sites.

Results

- Q4 average cpa for one account was \$7.47 with over 21,000 conversions, other account cpa \$10 with 12,743 conversions.
- Spend went from \$120,000+ in Q2 2022 to \$300,00+ in Q4.
- Reached 1 million user mark at the end of Q4 now have 2 million users.

Testimonials



Testimonials



Harrison was truly a pleasure to work with. He took the time to understand the needs of our business and gave bespoke advice. This personalised approach teamed with his level of knowledge and professionalism allowed me to feel at ease when increasing our advertising budgets. Together we achieved some fantastic results, particularly in relation to conversion campaigns and smashed through both company and personal targets.

I couldn't recommend Harrison highly enough.

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Isobella Snook,

Sales Marketing manager at One Hundred Stars Trading LTD

I have had the pleasure of working with Harrison Elueme and I can confidently say that he is one of the most knowledgeable and dedicated individuals when it comes to Facebook and Instagram marketing. He has a deep understanding of these platforms and knows exactly how to reach and engage with target audiences. Harrison is not only professional but also a great collaborator and communicator. He always goes above and beyond to ensure that his clients are satisfied with the results and kept informed of personalised strategies that make a positive impact.

I highly recommend Harrison to any business looking to improve their online presence and make the most of their advertising efforts.

-

Sheryl Jefferson

Founder of Light Tree Media

Harrison is extremely knowledgeable when it comes to Facebook & Instagram Advertising. He was able to help a client's account to get back on track and gave them great insight into why their account was underperforming. I loved working with him and will welcome the opportunity to do so again in the future!"

-

Madison Potter,
CEO of Mammoth Digital

