
LEE JIA YUNG MARKETING PORTFOLIO

| LEAD GEN | CONTENT | SEO
| EMAIL | SOCIAL MEDIA





MY PROFESSIONAL BACKGROUND



What I Value At Work:

- Opportunities to learn
- Career progression
- Team culture of open communication and support



Graduated from Nanyang Technological University with a major in marketing



Skillsets:

- Content Marketing (web, blog, social media and marketing collaterals)
- SEO (On-page, Off-site and Google Analytics)
- Social Media Marketing (Twitter, Facebook and LinkedIn)
- Email marketing (Build subscriber list and A/B testing)



B2B SaaS Lead Generation Using Cold Outreach

Case Study #1



The Problem

No go-to process to generate leads consistently

- Leads were mainly sourced from the CEO's own network and came in sporadically
- Sales cycle was between 9 months to 12 months on average
- Without a proven lead generation strategy, revenue growth would have become stagnant for an extended period

Creating An Effective Cold Outreach Process



Craft Marketing Strategy

- Buyer persona
- Competitive advantage vs competitors
- Messaging (1st Message till introductory call secured)



Test Assumptions

- Conducted interviews with existing customers to test competitive advantage
- Reached out to sample group to test messaging



Marketing Automation

- Scrapped profiles based on target customer profile
- Automated connections and personalized follow-up



Result: Secured Introductory Calls To VPs and Directors

Global Freight Forwarders and Shippers



LinkedIn Acceptance Rate

25%

Leads to SQLs

60%

Total Deal Size

USD \$300k



Content Marketing + SEO

Case Study #2



The Problem

Low **brand awareness** and
website traffic

- Zero leads were from inbound form submissions, despite inbound leads being more likely to convert
- Website content was not search optimized for relevant keywords, which led to low traffic
- Few prospects knew of Portcast outside of personal connections

Bringing quality traffic to the website



Keyword Research

- Created list of relevant keywords with high traffic and low difficulty using SEMRush



Integrating Keyword Into Content

- Optimized each web page for 1-2 target keywords
- Wrote long-form “evergreen” content to rank higher for keywords



Content Distribution

- Pushed out content through owned distribution channels
- Shared with publication editors and thought leaders shareable data from content

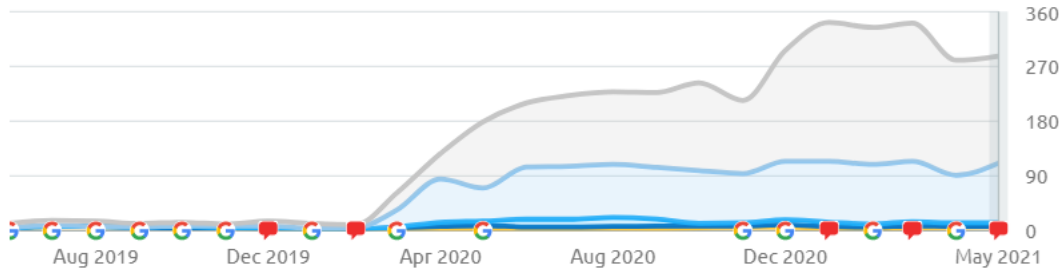


Result: Improved brand awareness from search results

Started ranking for more keywords

Organic Keywords 287

Top 3 4-10 11-20 21-50 51-100





Increased organic impressions by



243%

Keywords ranked for

287

Prospect recognized Portcast when reached out

  • 2:55 AM
Hi, Jia Yung

  • 2:56 AM

We utilised some of Portcast info on Suez Canal situation for support to our customers. Would love to learn more about what your company can provide to a 4PL organisation as ourselves.

Number of inbound leads

6



Acquiring Users Through Twitter Campaigns

Case Study #3



Summary: Planned and executed Twitter marketing campaigns at ABCC Exchange with the following aims:

- 1) Increase awareness and engagement of new projects listed on platform
- 2) Increase Twitter following

Example #1: Carried out a week long Twitter campaign to promote Membrana, with the following results (pictured right)

In addition to retweeting, users were required to answer 3 questions on Membrana. This led them to search up Membrana and learn about the project



ABCC Exchange @ABCC_Exchange
600,000 MBN AIRDROP! @membrana_io

Do the following:

- ① Retweet this post and answer 3 questions (To be found below)
- ② Provide your ERC20 wallet address in the post
- ③ Receive 500 MBN tokens by answering 3/3 correctly. Tokens will be distributed 7 days after listing pic.twitter.com/YlzhIXupjk

Impressions 305,546
times people saw this Tweet on Twitter

Total engagements 13,634
times people interacted with this Tweet

Replies 3,713
replies to this Tweet

Retweets 2,766
times people retweeted this Tweet

Likes 2,500
times people liked this Tweet

Profile clicks 1,968
number of clicks on your name, @handle, or profile photo

ABCC Exchange @ABCC_Exchange
 🎉 To celebrate our new partnership with @BeatzCoin & listing of #BTZC/#USDT pair on Nov 29, we're doing a joint week-long giveaway:

- Rules
- RT
- Follow @BeatzCoin & @ABCC_Exchange
- Tag 3 friends

🏆 Prizes
 1st: 50,000 \$BTZC
 2nd: 25k BTZC
 3rd: 12,5k BTZC
 4-10th: 1k BTZC pic.twitter.com/kRuVhTpHuT

Impressions times people saw this Tweet on Twitter	95,758
Total engagements times people interacted with this Tweet	3,352
Profile clicks number of clicks on your name, @handle, or profile photo	1,301
Replies replies to this Tweet	629
Likes times people liked this Tweet	613
Retweets times people retweeted this Tweet	534

Impressions 95,758
 times people saw this Tweet on Twitter

Example #2: Twitter marketing campaign for BTZC with the following results (pictured above)

The main aim of this campaign was to build awareness of the partnership, hence the mechanics of tagging 3 friends when doing a retweet



Engaging subscribers with email marketing

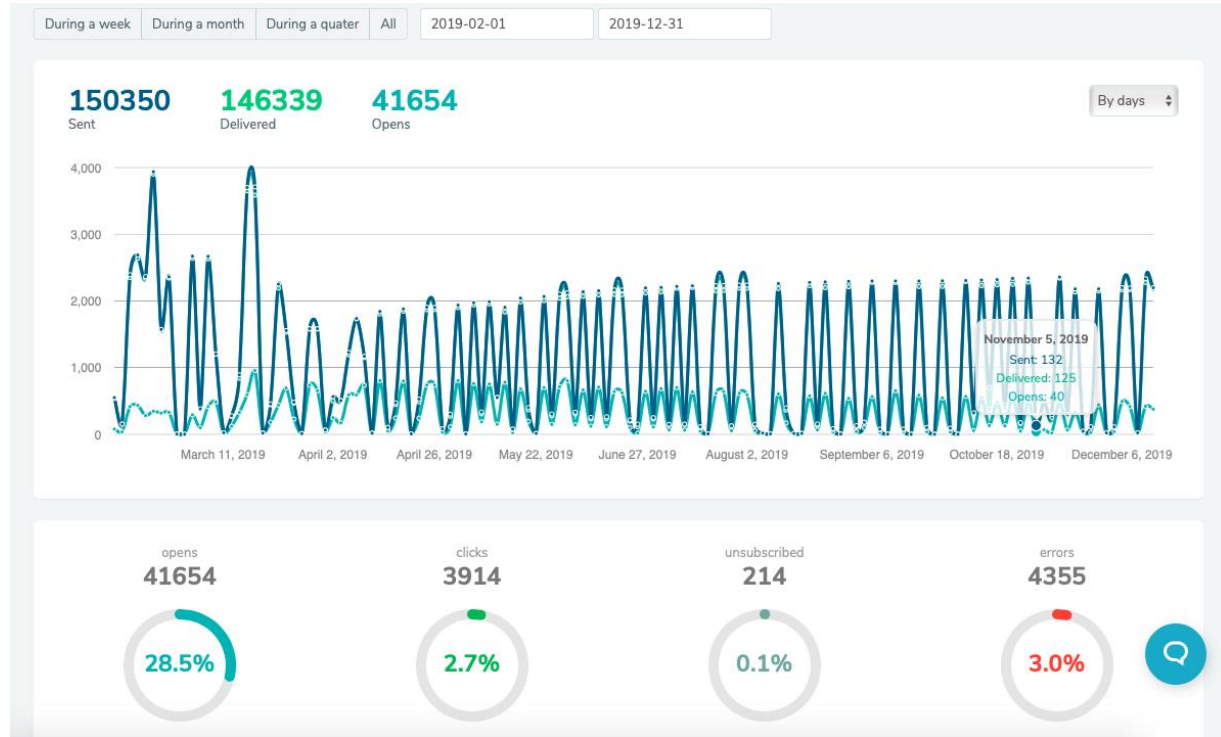
Case Study #4



Summary: Designed template, created content and carried out A/B testing for email marketing with the following aims:

- 1) Upsell new promotion or platform features to subscribers
- 2) Engage users by sending weekly newsletters of curated news in the Blockchain space

Pictured right: Results for first 150,000 emails sent out after A/B testing for the audience, time email was sent, title, CTA buttons and email template



TESTIMONIAL FROM EX COLLEAGUES/CLIENTS



Pamela Phua - Head of Projects at MegaX

"I was particularly impressed by Jiayung's efficiency when it comes to writing blockchain content. He is also well versed in blockchain technology and someone very easy to work with, which was a great asset to the department. "



Samuel Leichman

Director of Finance at Propeller Industries - Blockchain / Digital Assets & SaaS

April 14, 2021, Samuel was a client of Jia Yung's

Jia Yung was awesome - we worked on some content pieces for US distribution... His writing was articulate, his strategy advice spot on, and he was a total pro. Happy to go into greater detail for anyone who reaches out to me directly.



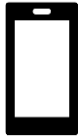
Winston Nguyen

Crypto Marketer

June 9, 2020, Winston was a client of Jia Yung's

I hired Jia Yung to do some content writing and link building for my agency - he's got excellent writing skills that frequently land him on the front page of big publications. He also understands outreach and helped us get organic, whitehat links.

CONTACT ME



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