

Amy Elizabeth Marketing

PORTFOLIO

Strategic digital marketing consultancy,
helping businesses build marketing that is
clear, intentional, and effective.

About Amy

I'm Amy, the founder of Amy Elizabeth Marketing.

I specialise in strategy-led digital marketing. Developing clear, intentional frameworks that help businesses strengthen their positioning, attract the right audience, and turn marketing activity into meaningful results.



My approach combines strategic thinking with analytical insight, ensuring ***marketing works as a cohesive system, not isolated activity.***

Background & Qualifications

First Class BA (Hons) Marketing

Digital Marketing Institute Professional Certificate

I've worked with businesses across recruitment, estate agency, hospitality and education, applying a strategic approach across varied marketing challenges.

BRANDING & CREATIVE DIRECTION

Hair & Wellness Salon

THE CHALLENGE

The salon market is saturated with visually similar branding and repetitive before-and-after content, making meaningful differentiation increasingly difficult.

Despite offering high-quality services, the brand lacked a distinct identity capable of supporting premium positioning.

The objective was to reposition the salon from a functional service provider to a wellness-led brand experience.

THE STRATEGIC APPROACH

The strategy focused on redefining the brand's positioning, messaging, and visual direction to align with evolving beauty consumer expectations.

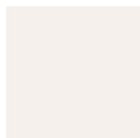
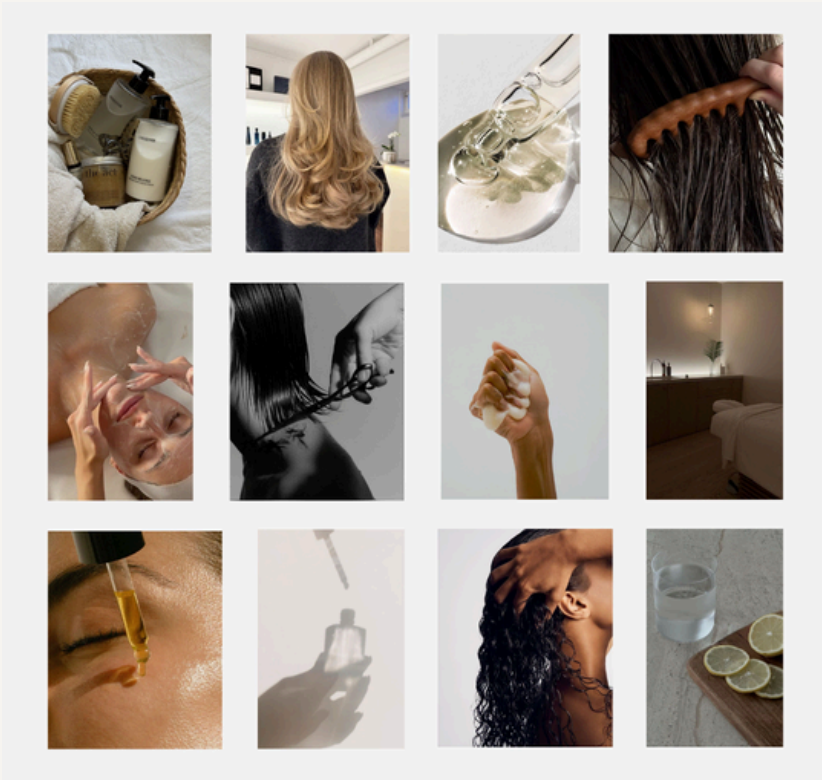
Modern beauty audiences seek more than treatments, they value atmosphere, ritual, aesthetic alignment, and emotional experience. The brand was repositioned from a transactional service to an elevated self-care destination.

A refined visual language, brand narrative and experience-led content strategy were developed to support this repositioning and ensure consistency across marketing touchpoints.

THE OUTCOME

The repositioning focused on establishing a stronger and more distinctive brand identity, increasing perceived value, and clearly differentiating the salon within a competitive market.

By aligning the experience with the expectations of modern beauty consumers, the approach supports attracting a more aligned audience and improving the quality of booking enquiries.



Primary - Warm Ivory
#F5F2ED



Secondary - Soft Sand
#D9CFC3



Secondary - Muted Taupe
#B8AFA4



Accent - Deep Charcoal
#2E2B29



Accent - Soft Sage
#8F9A8C

PERFORMANCE ANALYTICS & CONVERSION OPTIMISATION

E-commerce Merchandise Brand

THE CHALLENGE

Despite consistent traffic volumes, the website was experiencing declining purchase performance and high abandonment within the checkout journey.

Conversion data indicated the issue was not acquisition, but friction within the on-site purchase experience. A detailed funnel analysis revealed significant drop-off between product page engagement and add-to-cart behaviour.

THE STRATEGIC APPROACH

A conversion analysis was conducted across the full purchase funnel to identify behavioural patterns and points of friction within the customer journey.

Quantitative data insights were combined with a user experience (UX) review of high-traffic product pages to evaluate how content hierarchy, interface design, and trust signals influenced user decision-making.

Based on these findings, a conversion optimisation strategy was developed to simplify the purchase journey, reduce cognitive load, and improve decision clarity at the product evaluation stage.

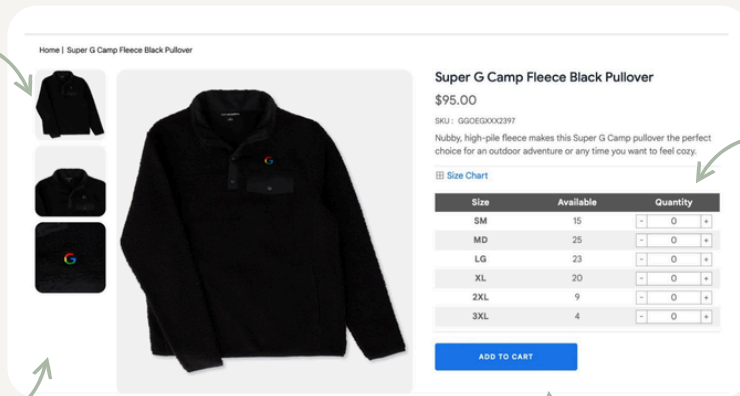
THE OUTCOME

The optimisation strategy focused on reducing friction at key decision points within the purchase journey, improving add-to-cart behaviour and overall conversion performance.

By addressing barriers within the product evaluation stage, the approach supports unlocking greater revenue potential from existing traffic, rather than relying solely on acquisition.

BEFORE

Static image layout, no browsing functionality



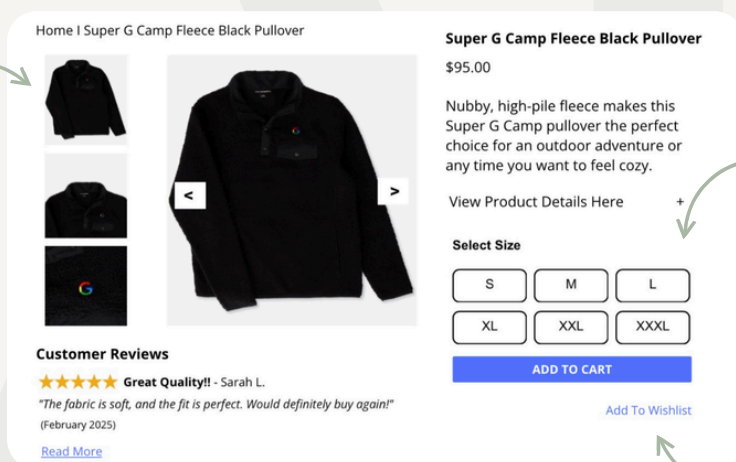
Confusing size & quantity selection interface

Absence of social proof

Under-emphasised CTA

AFTER

Carousel added = simplified image navigation



Simplified size selection = reduced cognitive load

Trust signals added (reviews & ratings)

CTA visibility increased (size, position & clarity)

CAMPAIGN STRATEGY & CUSTOMER JOURNEY

Events & Hospitality Venue

THE CHALLENGE

The business offered a recurring weekend breakfast service, but limited local awareness, weak differentiation, and inconsistent digital visibility meant the offering struggled to compete within a saturated local brunch market.

The opportunity was not to introduce a new product, but to reposition breakfast as a recognised weekend ritual within the local community.

THE STRATEGIC APPROACH

A structured campaign strategy was developed to reposition breakfast as a destination-led experience.

The approach focused on defining a clear campaign message, positioning the offering as a relaxed seaside ritual rather than simply a meal.

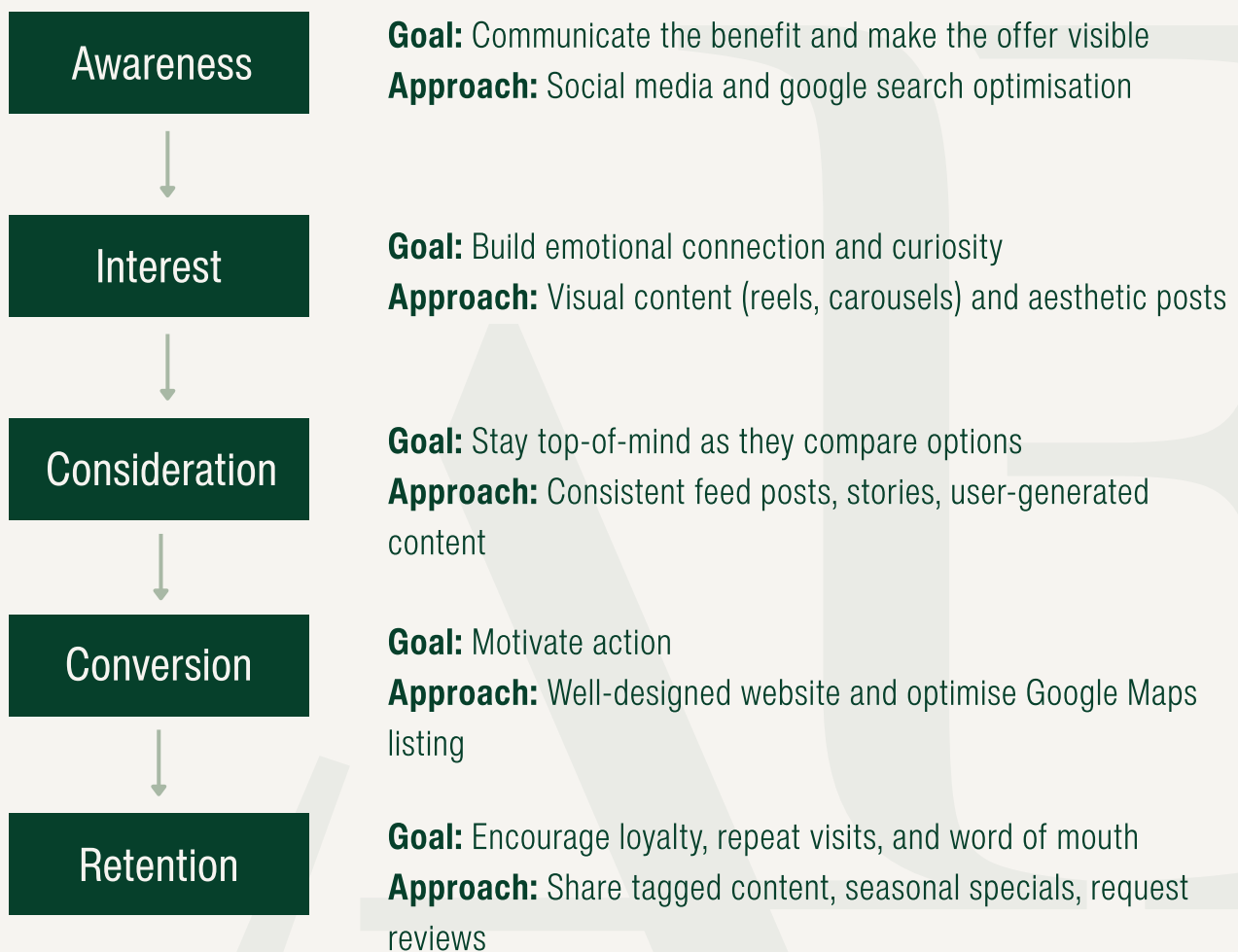
An integrated campaign funnel was designed to guide audiences from awareness to visit, with each digital channel assigned a specific role within the customer journey. Messaging, content, and channel activity were aligned to reinforce the campaign positioning and support consistent audience engagement.

THE OUTCOME

The strategy focused on increasing local awareness and repositioning the venue's breakfast offer as a recognised weekend ritual.

By structuring messaging, channels, and content within a clear campaign framework, the approach supports strengthening positioning, increasing repeat visits, and driving greater weekend footfall.

Campaign Funnel



My Process

01 **Clarity** *Strategic Foundations & Insight*

Before any strategy is developed, we build a clear picture of where you are and where you want to go. This includes defining your objectives, audience, and positioning, alongside a review of your current marketing performance to understand what's working and where the gaps are.

02 **Direction** *Strategy Development*

Using the foundations and insights gathered, a strategic framework is developed to align your marketing activity with your objectives. Every recommendation is informed by evidence and structured to ensure your marketing works as a connected, intentional system.

03 **Growth** *Roadmap & Performance Measurement*

A clear, actionable roadmap to implement your strategy, supported by a performance framework to track progress, measure impact, and evaluate success. For projects requiring closer involvement, strategic support during implementation can be discussed as needed.

Services

Built on clarity. Driven by strategy. Designed for growth.

Branding & Creative Direction

Defines your brand's positioning, messaging, and visual direction, ensuring every decision is grounded in strategy and communicated with clarity and consistency.

Funnel & Conversion Optimisation

Analyses and optimises your customer journey, identifying friction points and opportunities to improve performance across your marketing ecosystem.

Digital Marketing Strategies

Develops clear, aligned marketing strategies across comprehensive, channel and campaign levels, providing structured direction for intentional growth.

Start the Conversation

If you're looking for clarity, direction, and a more intentional approach to your marketing, I'd love to hear about your business and what you want to achieve.



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Clarity. Direction. Growth.

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