



CASE STUDIES



EXPERIENCE & MISSION

Hi, I'm Elena!

I'm the founder & CEO of F1rstly Marketing. We help businesses show up & stand out on social media with a customized strategy and incredible content. We're passionate about helping as many businesses as we can to dominate their niche and build a strong community around their brand with a people-first approach. We've worked with big brands that have been featured in the media and are franchising around the country, as well as built accounts from 0. Luxury client experience is our top priority, yet our small but mighty team is super fun to work with!

Brittany

MINDSET & BUSINESS COACH

OBJECTIVES

New program launch

SERVICE OFFERED

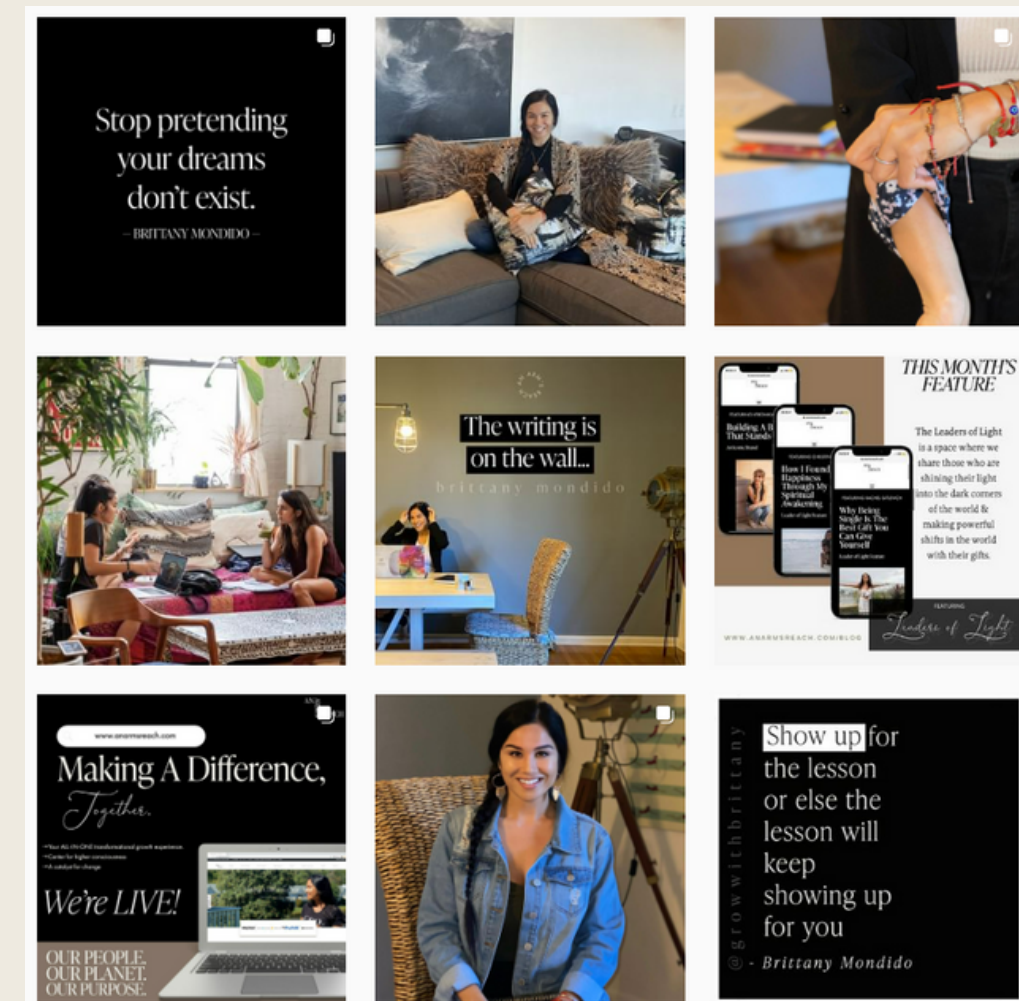
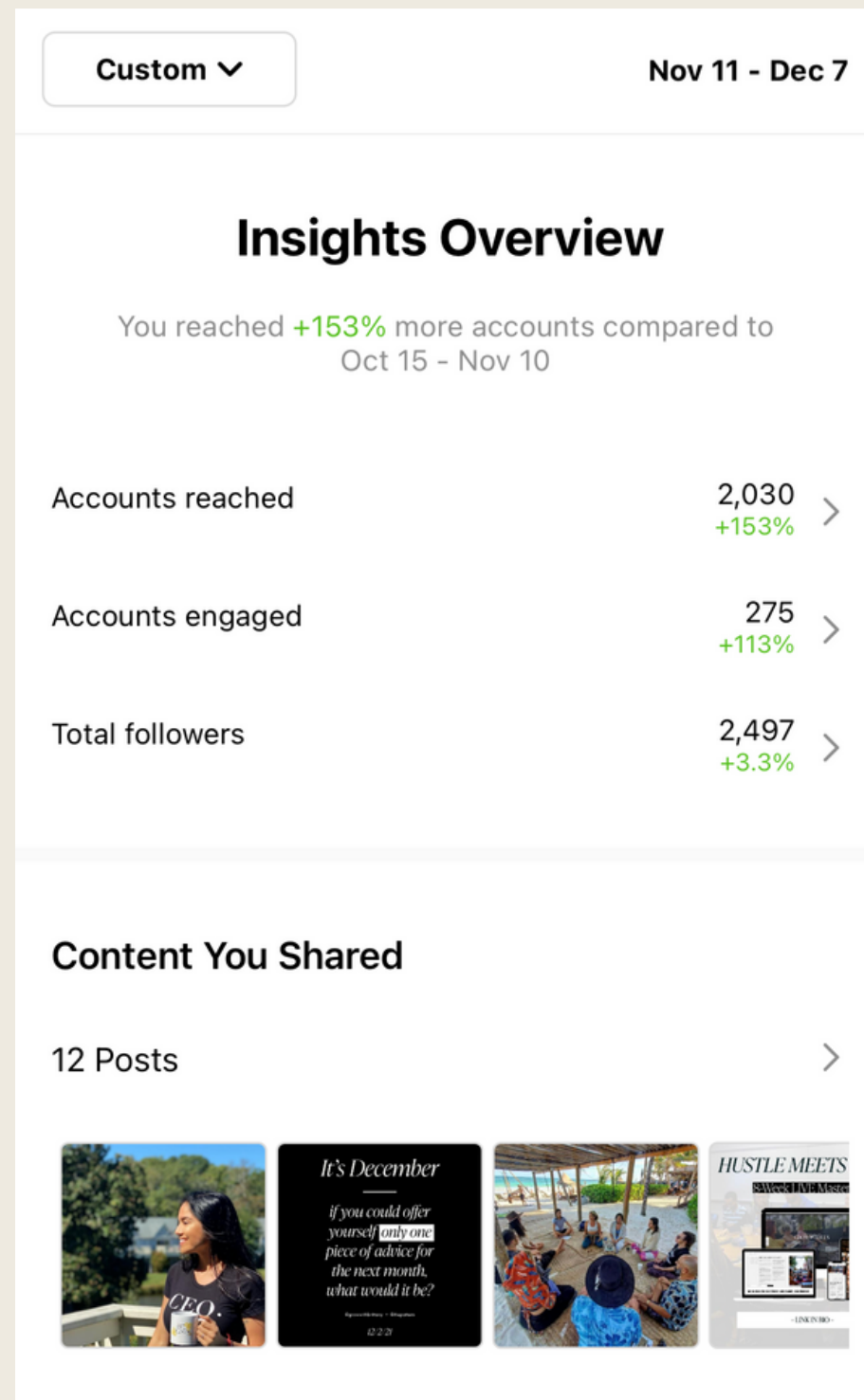
Hourly work

WHAT WE DID

Developed a content strategy and launch plan to ensure we get inquiries. Also supported with creating Dubsado forms and other tasks.

RESULTS

We've got 6 sign ups to program, which was our goal. We've also increased engagement, followers, and developed a loyal community.



The Dolly Llama

WAFFLE & ICE CREAM SHOP

OBJECTIVES

Manage and grow social media.

SERVICE OFFERED

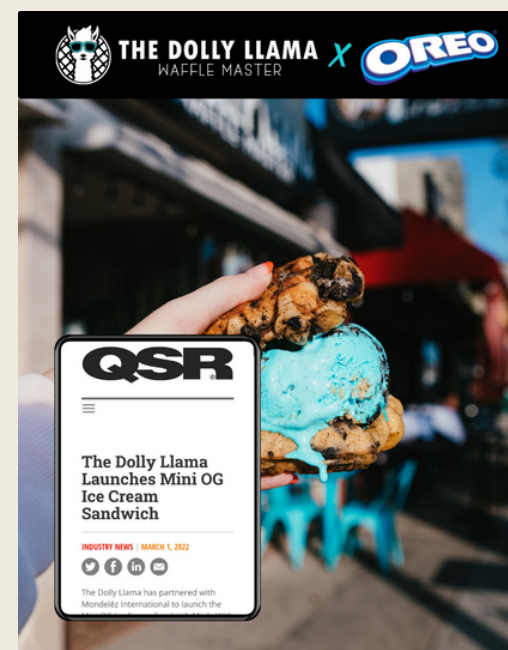
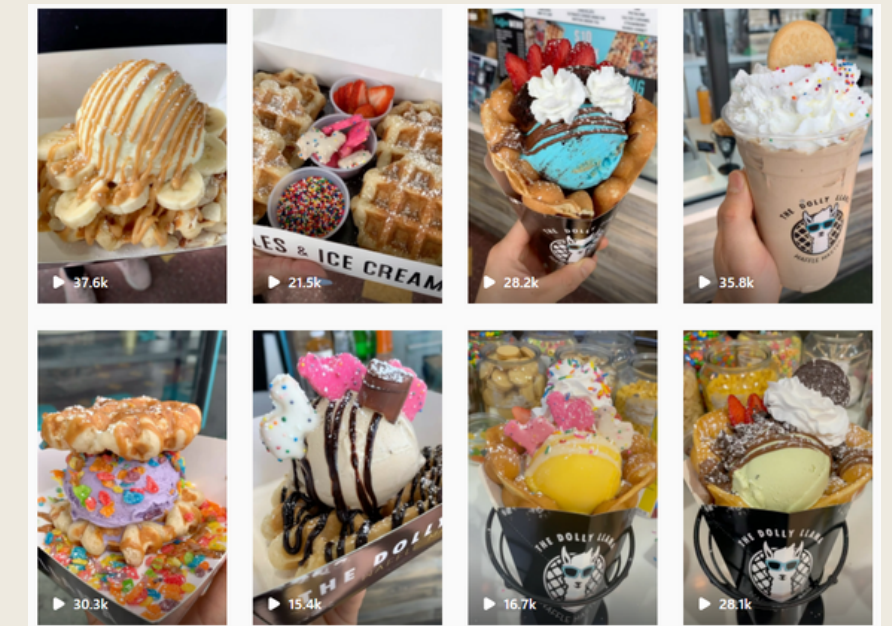
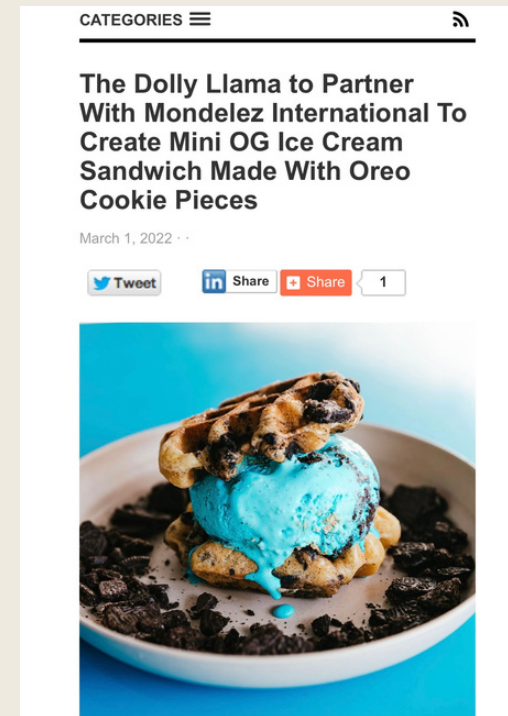
Custom management package.

WHAT WE DID

Developed a content strategy, email marketing, back end system management, and food photography. Developed marketing campaigns (influencers, giveaways, media).

RESULTS

Massive increase in followers, engagement, and greatly impacted media & franchising opportunities (15+ deals in about a year) and increased customers in stores.



Roma

LEAD GEN & ENGAGEMENT EXPERT

OBJECTIVES

Fill up 1:1 coaching container.

SERVICE OFFERED

Go-to package customized

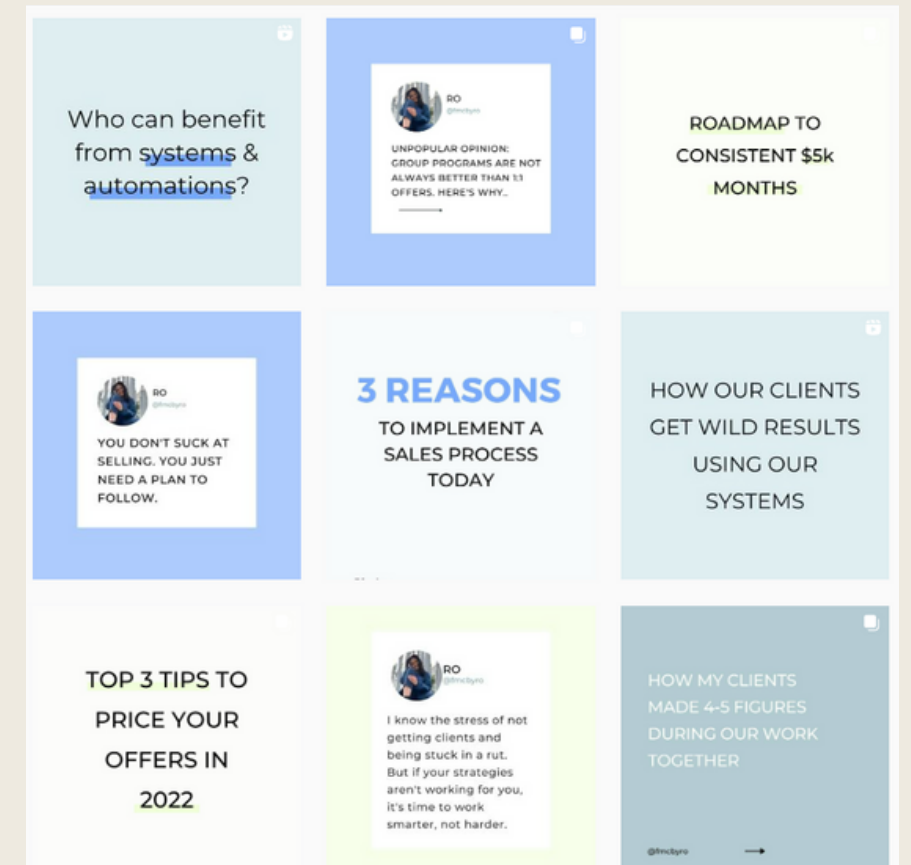
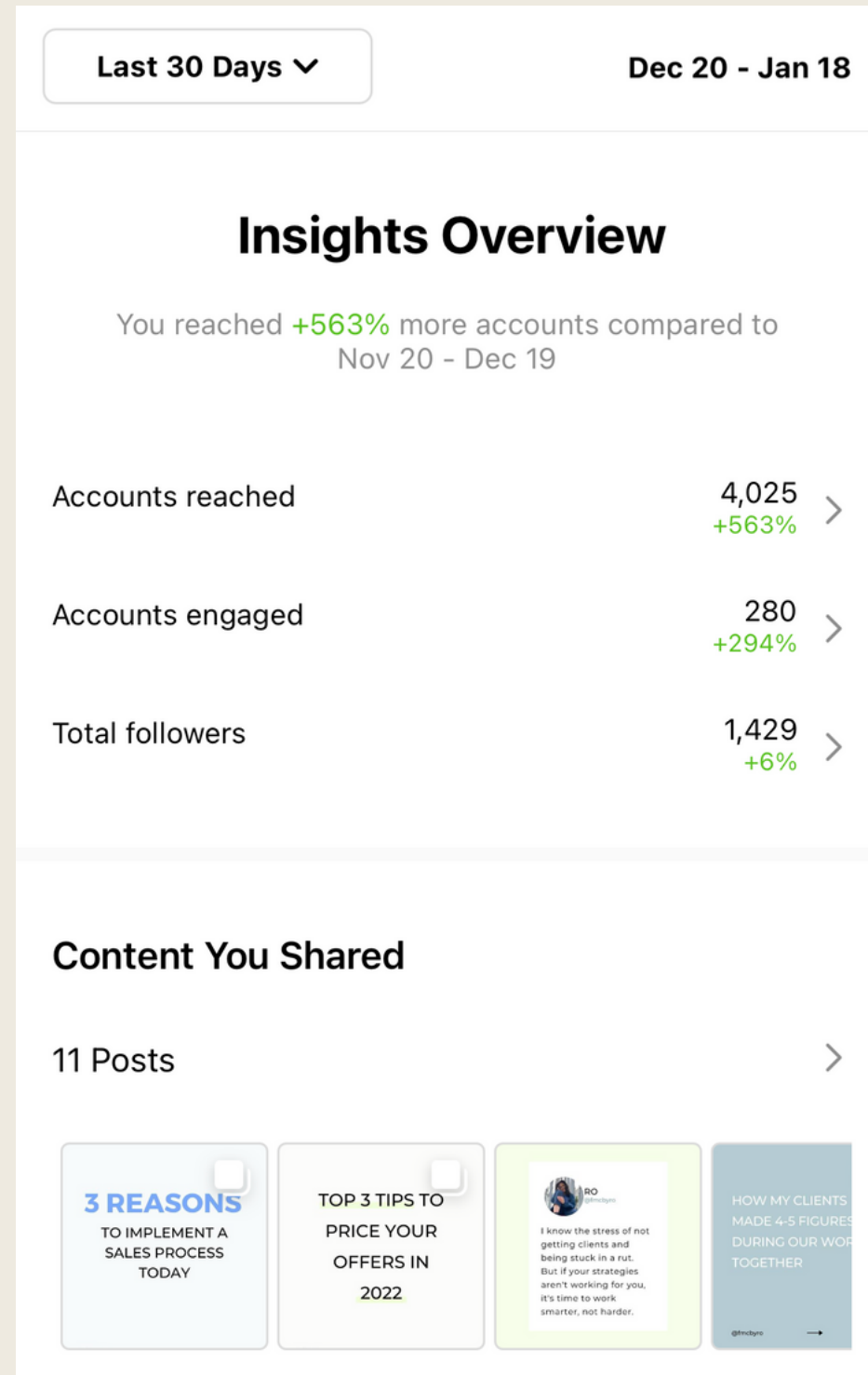
WHAT WE DID

Developed a content strategy and posted consistently, incorporating attraction marketing to bring more clients to us with just content.

RESULTS

Signed 1 client within our first month of working.

Increased visibility, engagement, and overall presence online.



Tiana

VIRTUAL ASSISTANT

OBJECTIVES

Start posting on new account and sign clients

SERVICE OFFERED

Go-to package

WHAT WE DID

Developed a strategy (content, engagement, client acquisition). Created and posted content and did engagement.

RESULTS

Got 3 discovery calls in one week, signed multiple clients within our time together, increased engagement & followers, and built a loyal audience.



Justin

BITCOIN EXPERT

OBJECTIVES

Build account to appeal to media & launch mastermind

SERVICE OFFERED

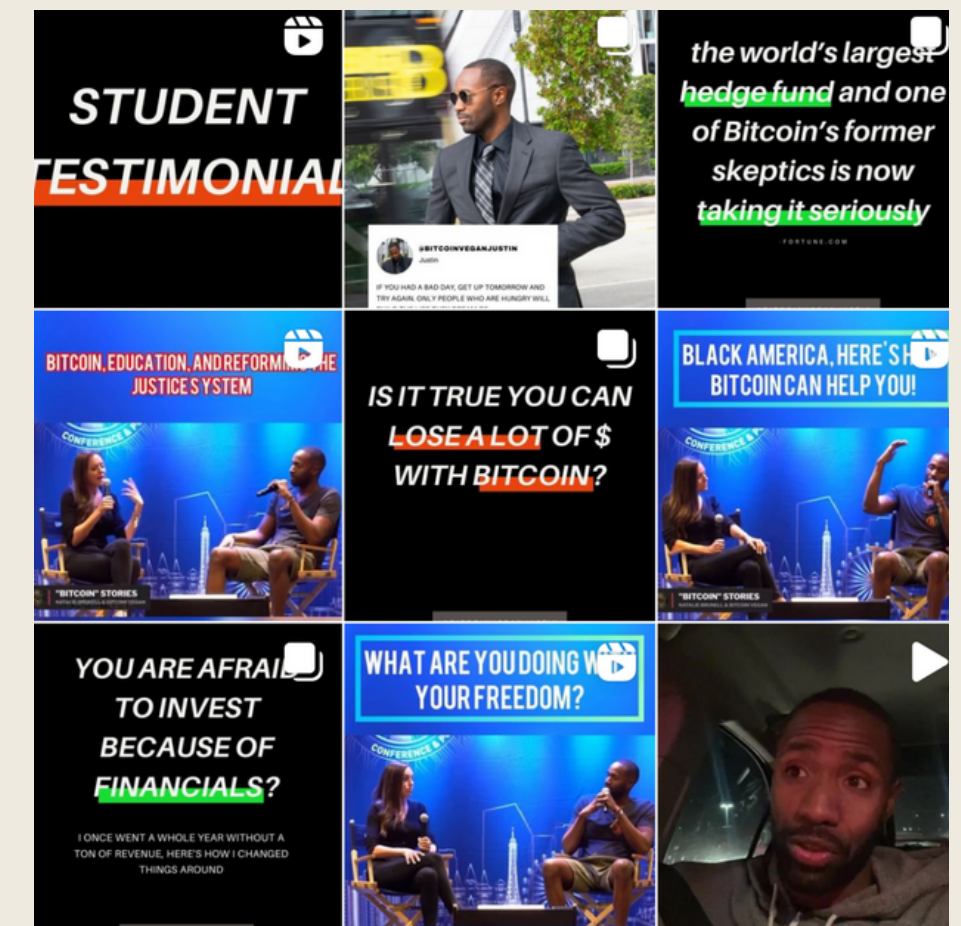
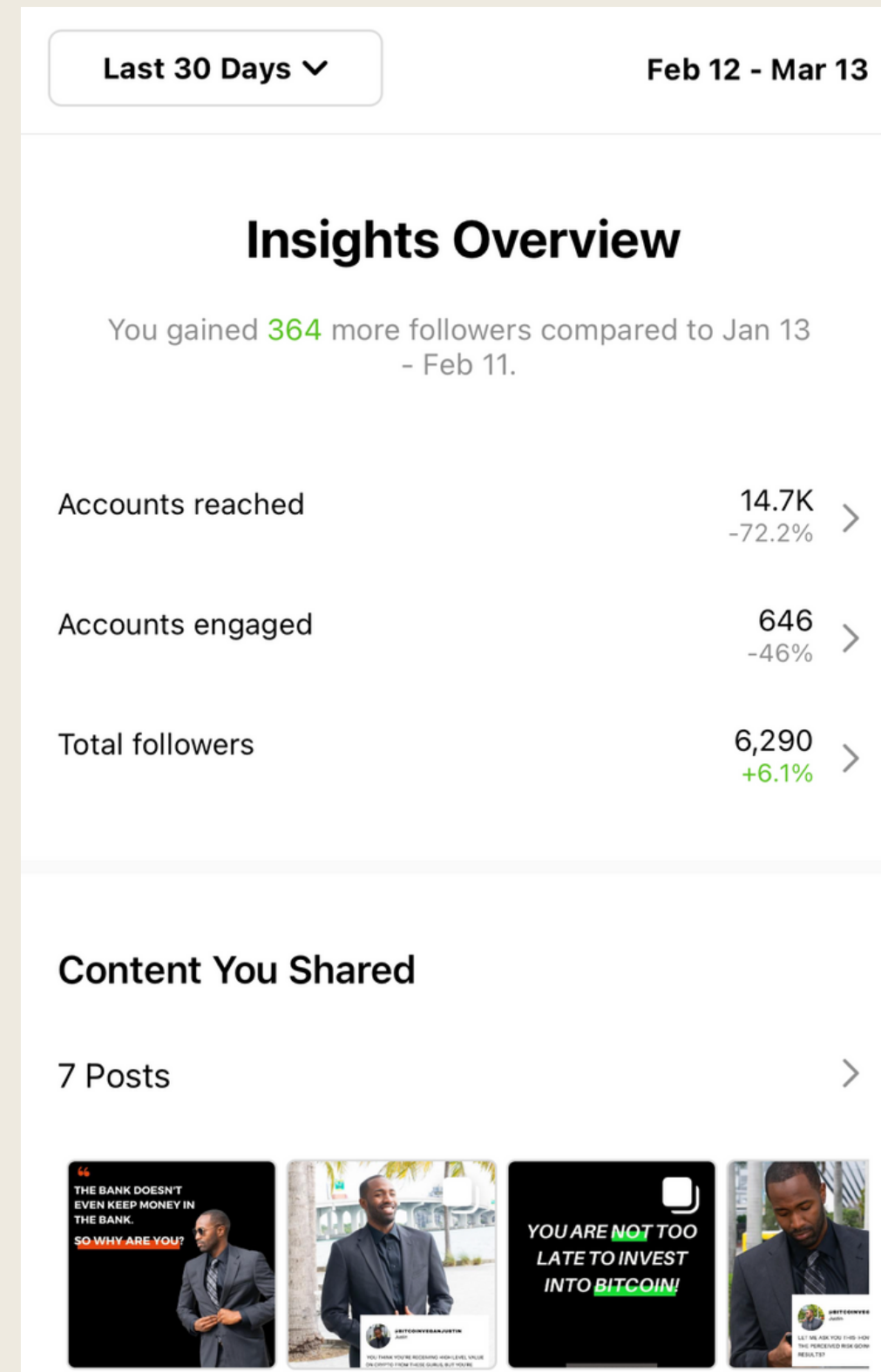
Go-to package

WHAT WE DID

Developed a strategy (content, engagement, authority).
Generated leads and engaged with prospects, as well as
launch planning for mastermind.

RESULTS

Successfully launched mastermind, built a strong
presence online, and built a strong community.



Unique Duo Skincare

SKINCARE BRAND

OBJECTIVES

Restart posting and influencer marketing campagins.

SERVICE OFFERED

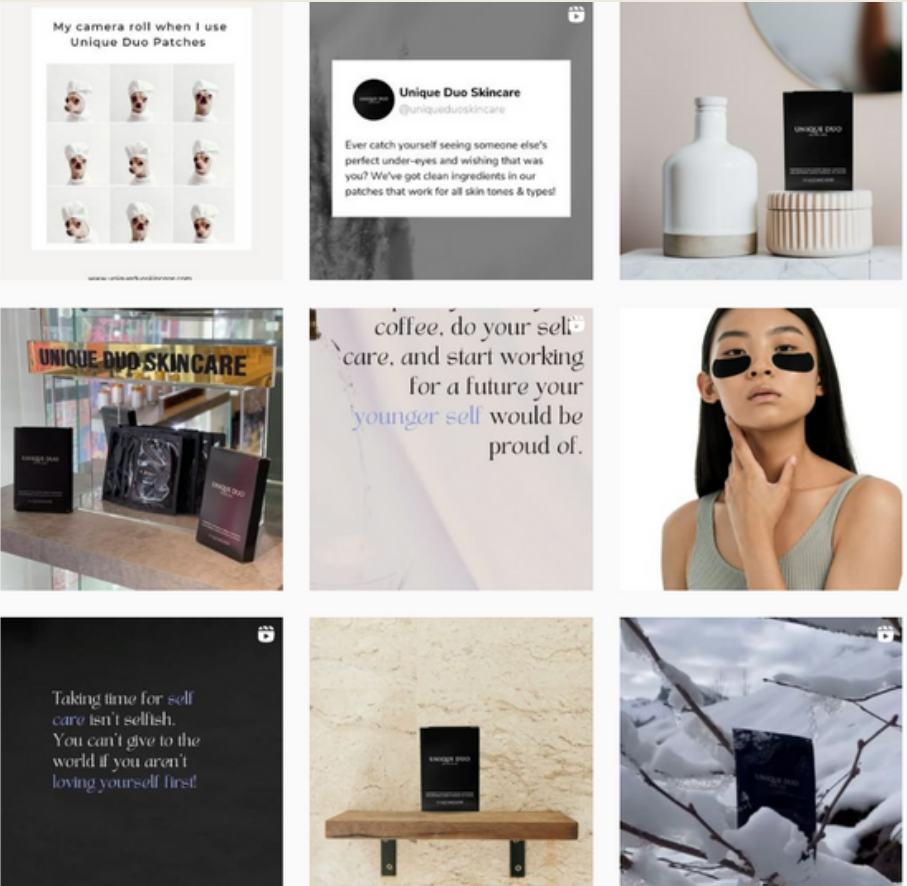
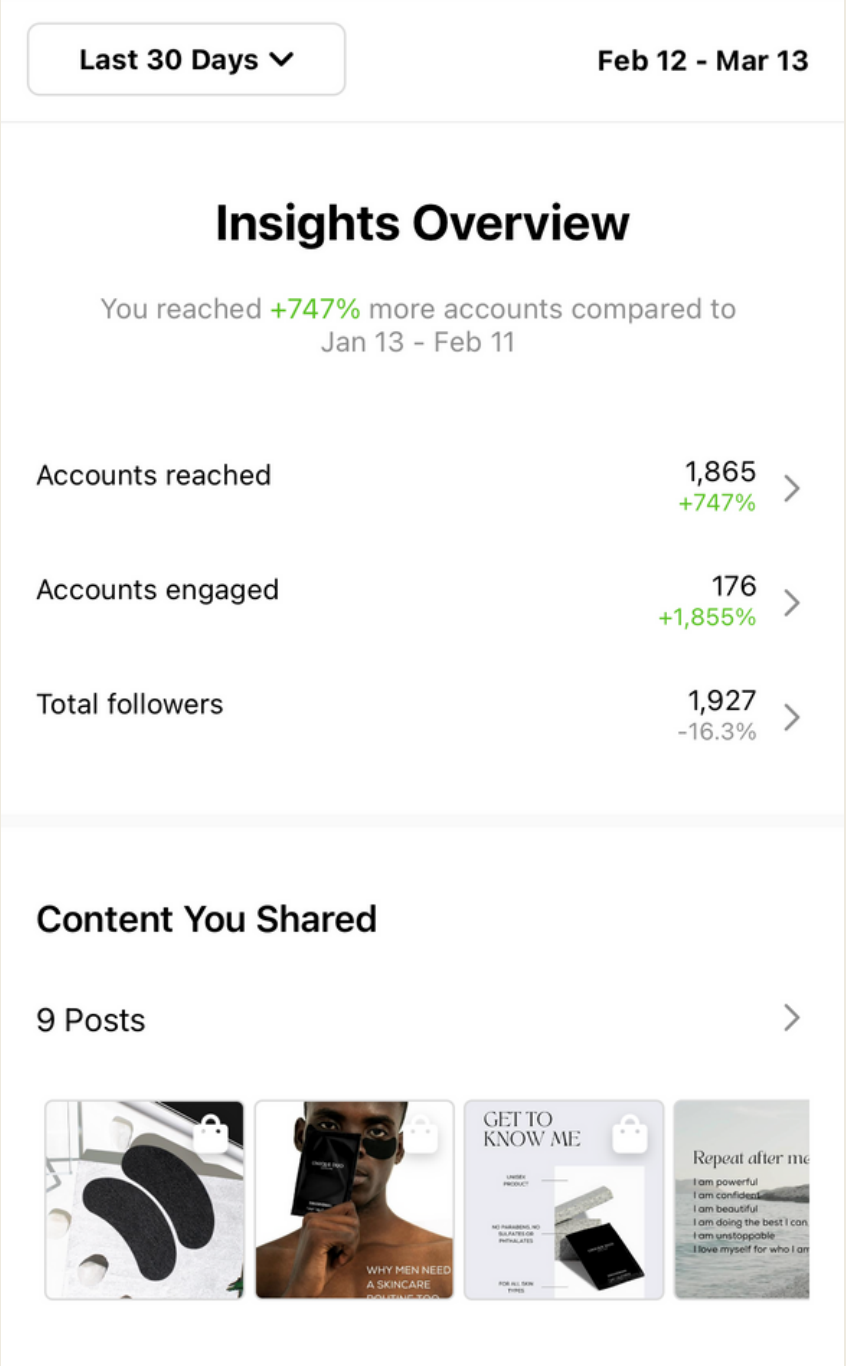
Go-to package

WHAT WE DID

Developed an influencer and content marketing strategy to attract target customers. Optimized the page, utilized Instagram shopping, removed fake followers, and built a community.

RESULTS

Successfully worked with influencers, attracted ideal customers, built visibility, and curated a loyal community.



The GEM Queue

JEWELRY MARKETPLACE

OBJECTIVES

Launch the brand from scratch

SERVICE OFFERED

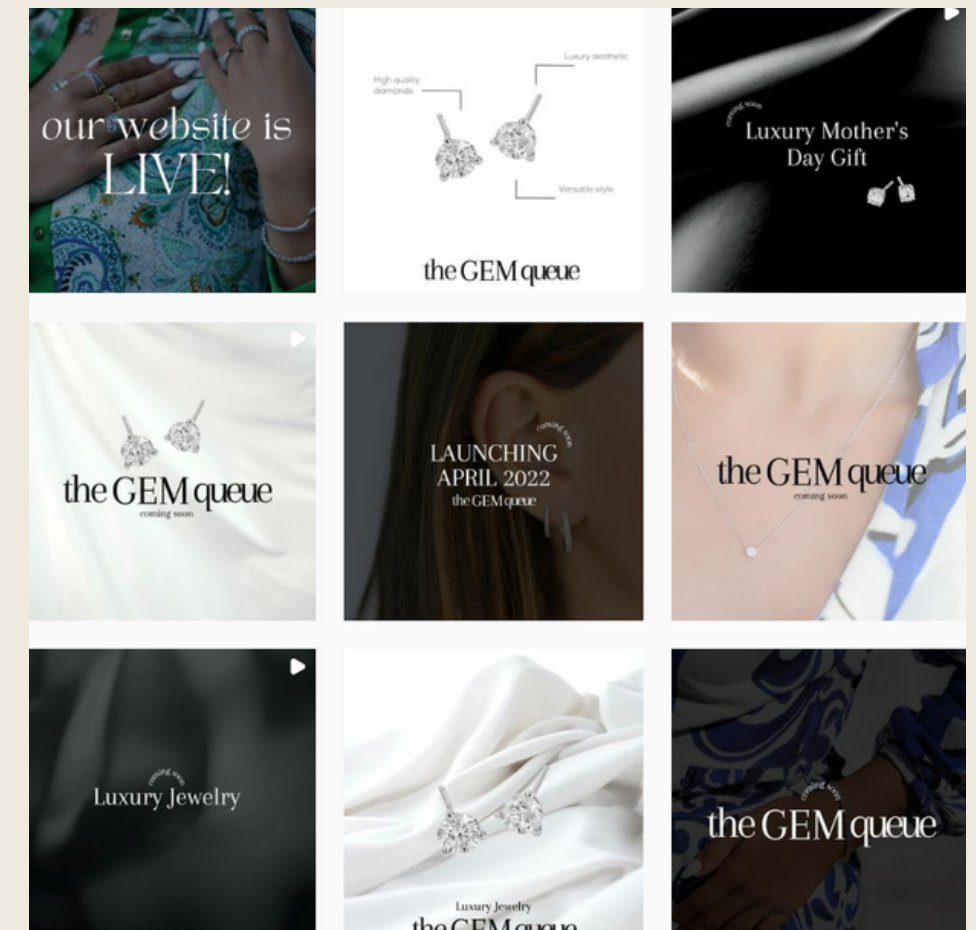
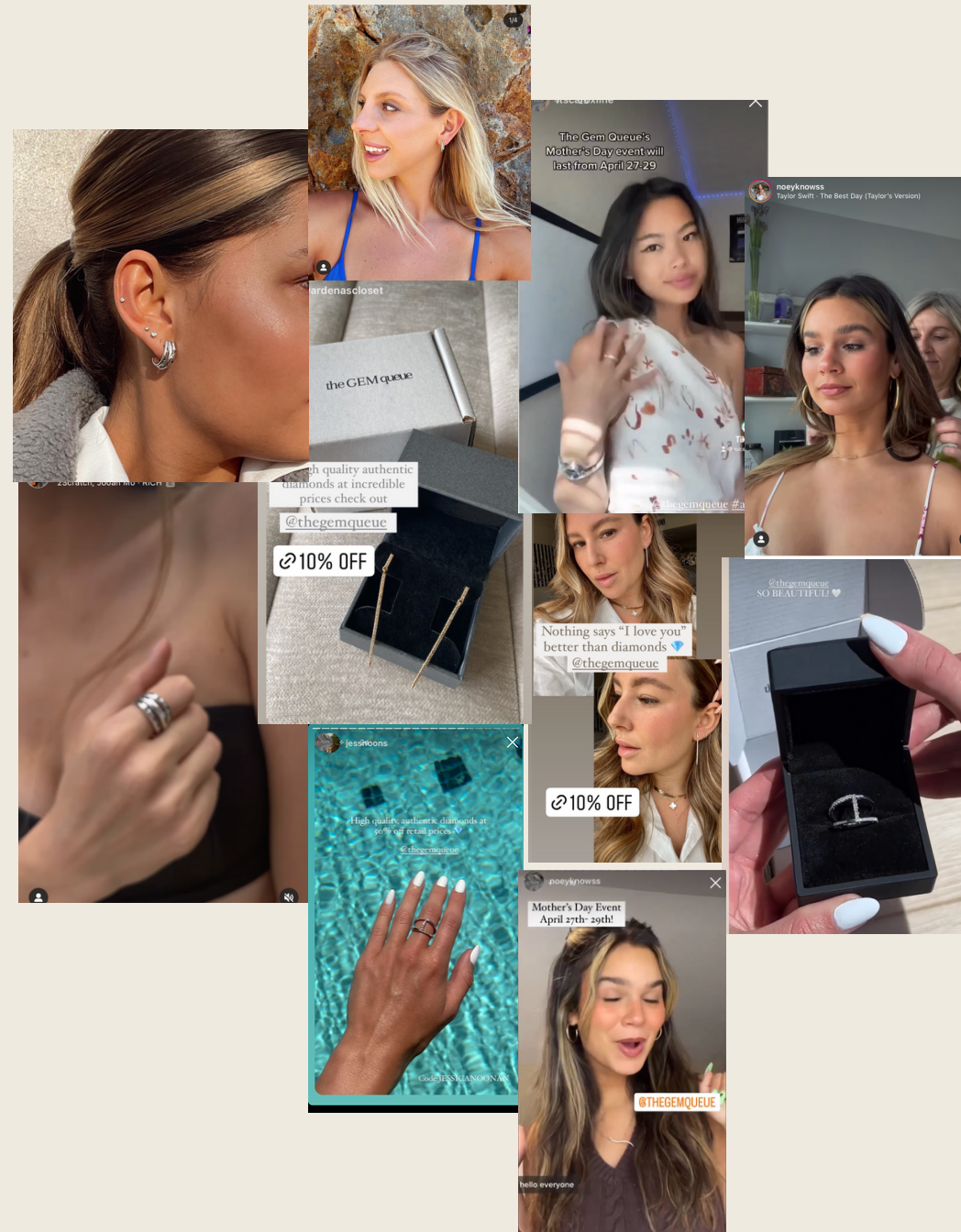
Custom package

WHAT WE DID

Developed an influencer and content marketing strategy to launch the brand from scratch for a Mother's Day event.

RESULTS

Successfully launched the brand on Instagram, worked with 10 influencers for first launch, and have built a community around the brand.



TESTIMONIALS

Elena's feedback was super helpful! I'm happy to know what direction to put in my efforts to improve my Instagram. This girl knows what she's doing! Quick turnaround time and pleasant to work with. Thank you so much!

-Anonymous

Elena was so attentive and quick with her direct and easy to understand strategies. I already see a huge difference in how I'm showing up and can't wait to see all the growth that comes from implementing all of the strategies.

-Sarah

Thank you so much for such pleasant attention! We appreciate your care about us as your clients and looking forward to successful and long term work together!

-Alexandra

Elena is super patient and super amazing! I really feel that she wanted to help me grow more and aligned me with all the strategies I needed. These strategy sessions are worth way more than what they are, and I would definitely recommend her to others who need this!

-Sophia