

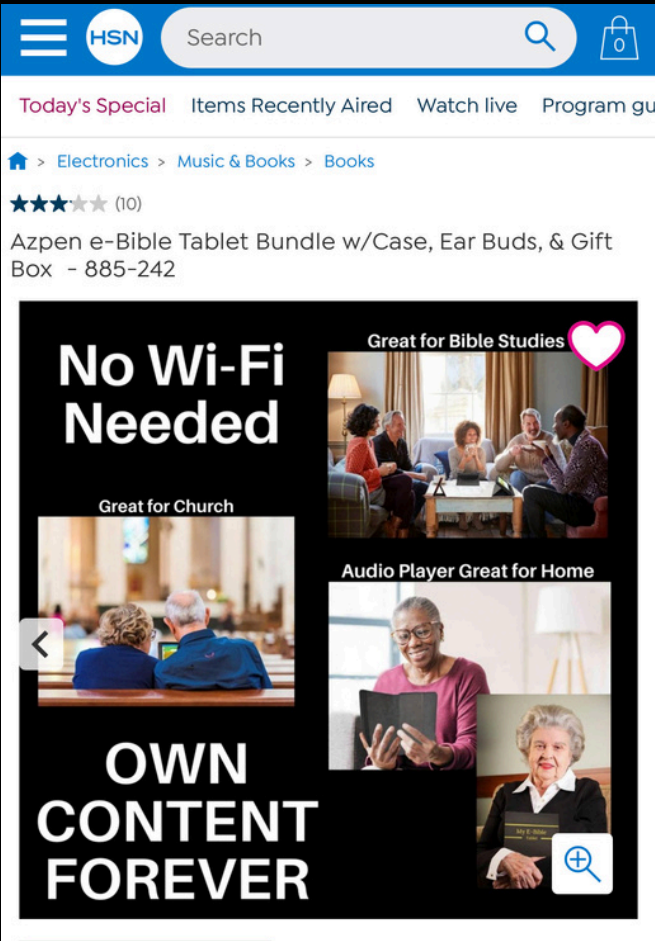
WORK AT AZPEN: ROBERT WARREN

MARKETING PORTFOLIO

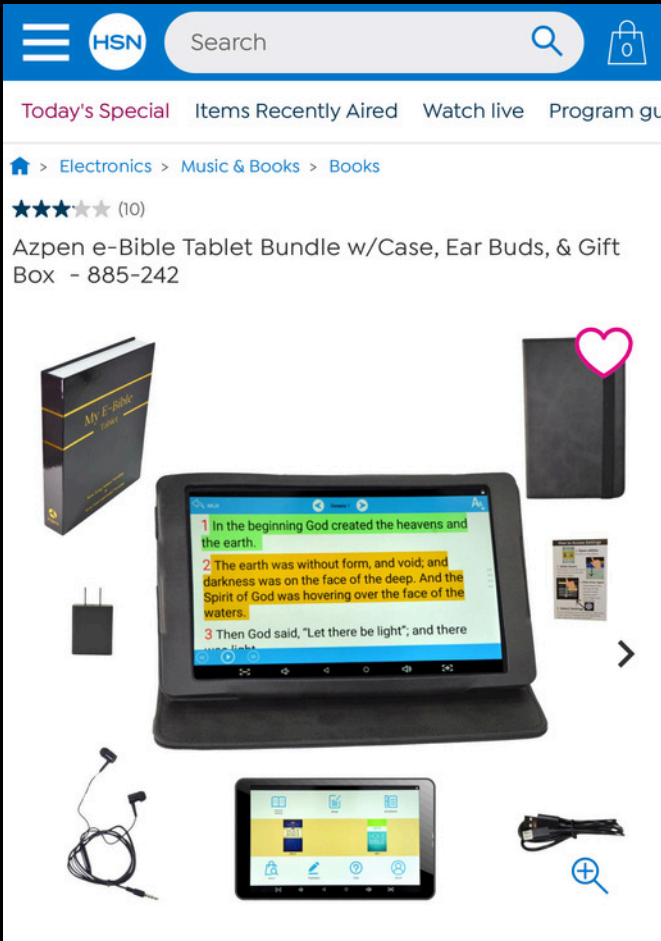
*DISCLAIMER: ALL CONTENT IN THIS
MULTIMEDIA PRESENTATION IS FOR
PORTFOLIO USE OF ROBERT WARREN ONLY.

INTRODUCTION

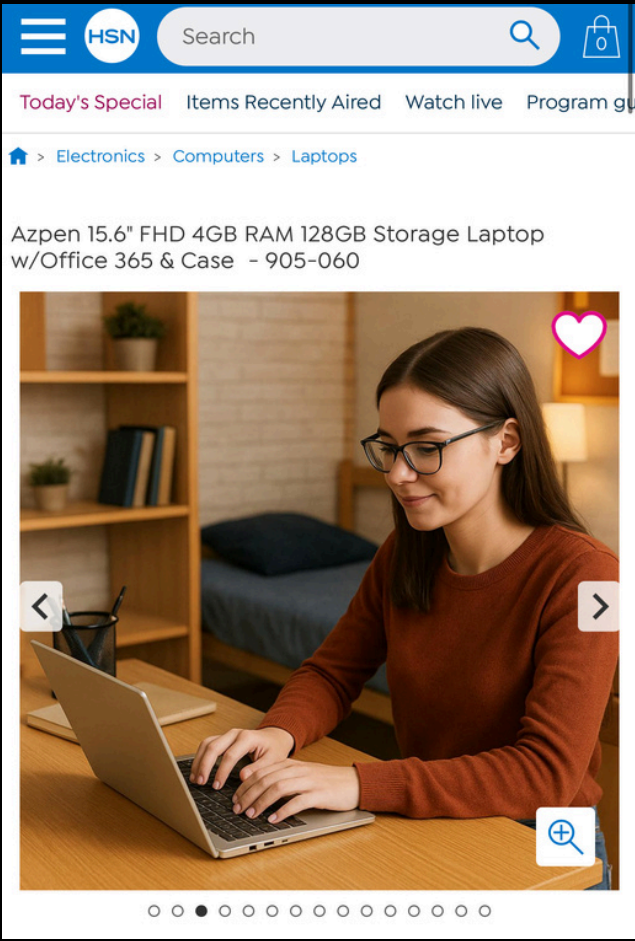
This presentation will demonstrate actionable examination of my work for Azpen with: SEO, PPC, usability, findability, strengths, to demonstrate expertise in optimization and testing. This multi media presentation will be targeting recruiters with a vision for updating their, or clients, marketing strategies.



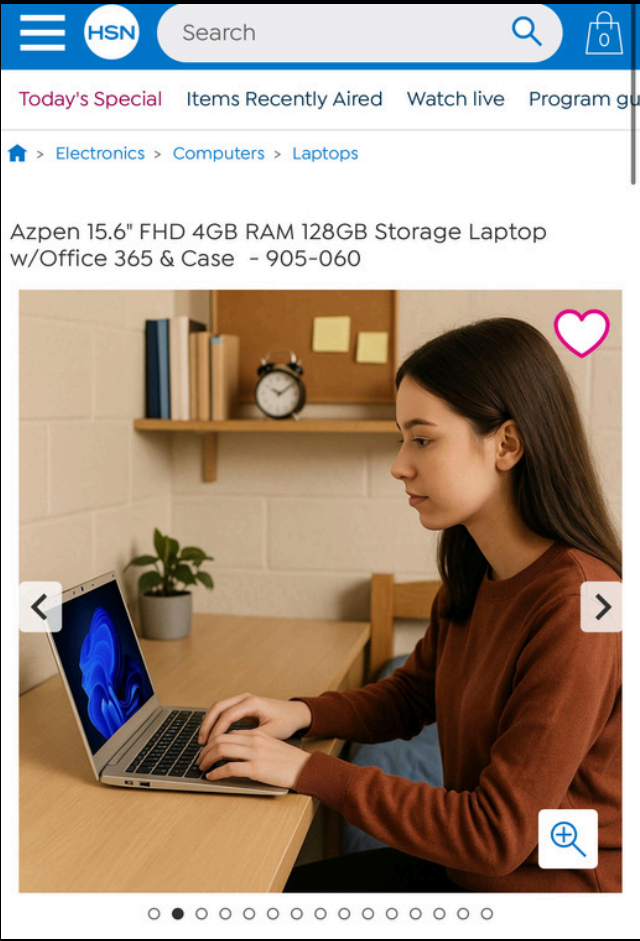
Azpen`s My eBible



Azpen`s My eBible



Azpen`s X1500 Laptop



Azpen`s X1500 Laptop

On the left shows creating visuals appealing to two different target audiences. The My eBible is targeting an older generation whereas the X1500 is targeting a younger female customer. This shows various types of photography created from lifestyle to showing everything, included in-box and knowing an audience.

EMAIL CAMPAIGNS & HEAT MAPS

Able to execute drip campaigns based off of stages in the buyers journey. Personalized the emails and analyzed with heat maps the most clicked content.

HTML click map

Desktop

Mobile

View larger

Remove HubSpot Branding

Top clicked links

Combined

HTML

Plain text

LINK	CLICKS
https://www.tiktok.com/@azpenofficial/video/7426...	2
https://app.hubspot.com/signup-hubspot/crm	1
https://www.azpenpc.com/collections/power-3	1
https://www.azpenpc.com/products/g800	1

Top engaged contacts

Opens

Clicks

CONTACT	OPENS
Robert <support@azpenpc.com>	30
<jimmytodd@jtsm.us>	14
LUIS A. FORERO <luforero@gmail.com>	11
Mike Glasscock <mglasscock@azpenpc.com>	7

What AMAZING weather FALL has. This season is a BREEZE to say the least.

We got some cool stuff to check out as you sip hot tea on the front porch:

Compatible with a variety of carrier networks:

AT&T

FOREIGNER

4G LTE: B2/4/5/7/12/17/66

Connect. Watch. Enjoy.

Spread the Word G800

The G800 Tablet is AMAZING to say the least. AS SEEN ON TV this is a BEAST TABLET with 4G LTE to connect ALMOST ANYWHERE on cell data.

25%

See Here

8-in-1? YEP. That's Right.

This flashlight has been all over the television. It's a powerhouse literally with Power Bank, Study Light, Ultra Bright Light, Dynamo Crank Charge, Cord Charge, Solar Charge, AM Radio, FM Radio, Voice Radio and more

25%

See Here

Don't Miss Our Newest Video

See it revealed! A Top App You Need to Know! Shhh. It's a Secret.

See it on TikTok:

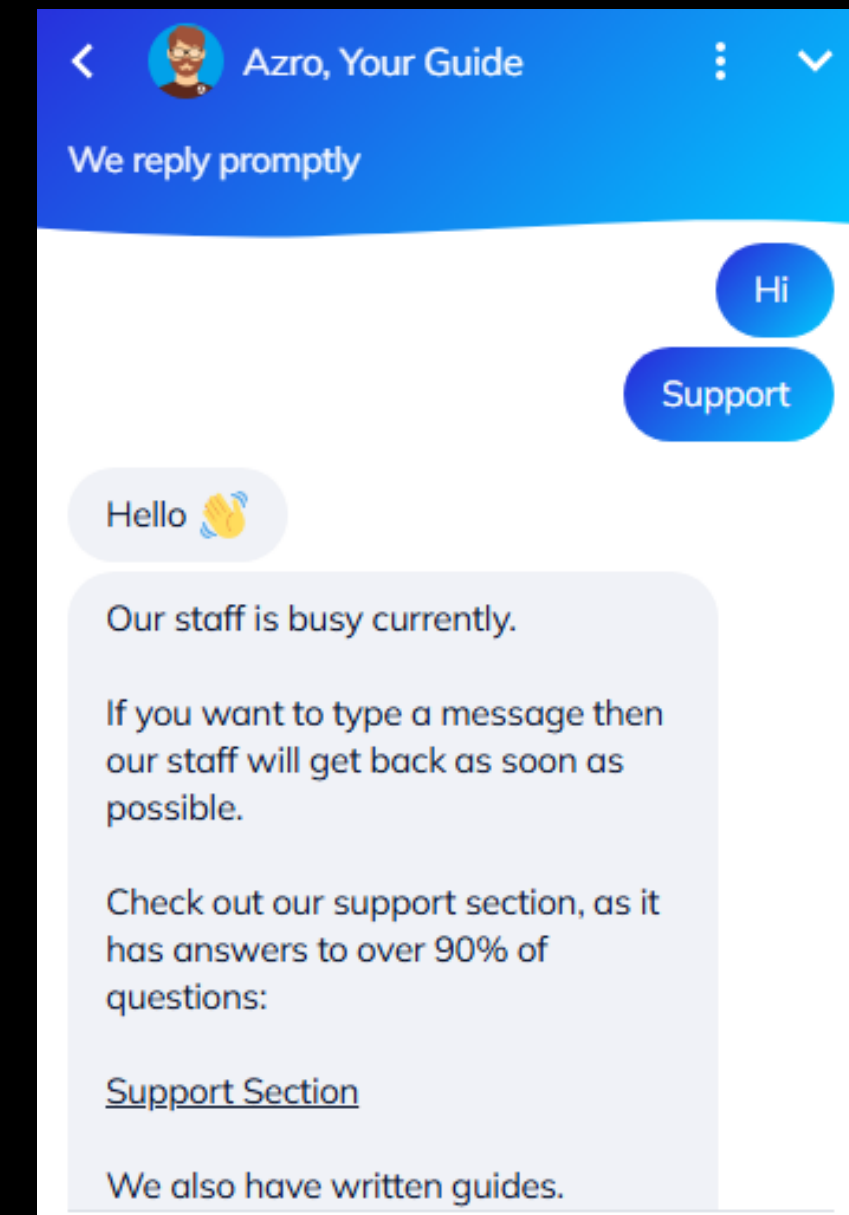
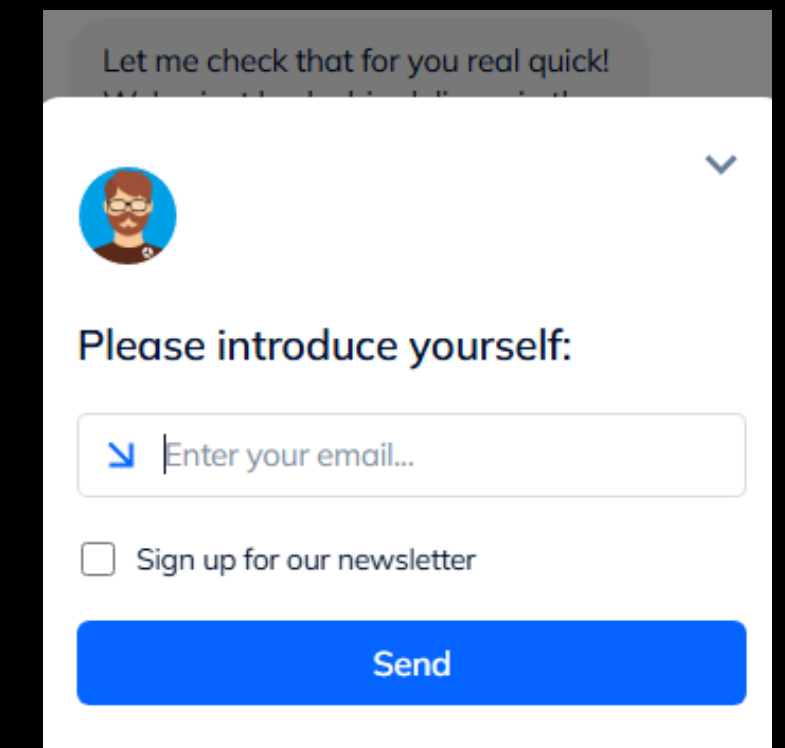
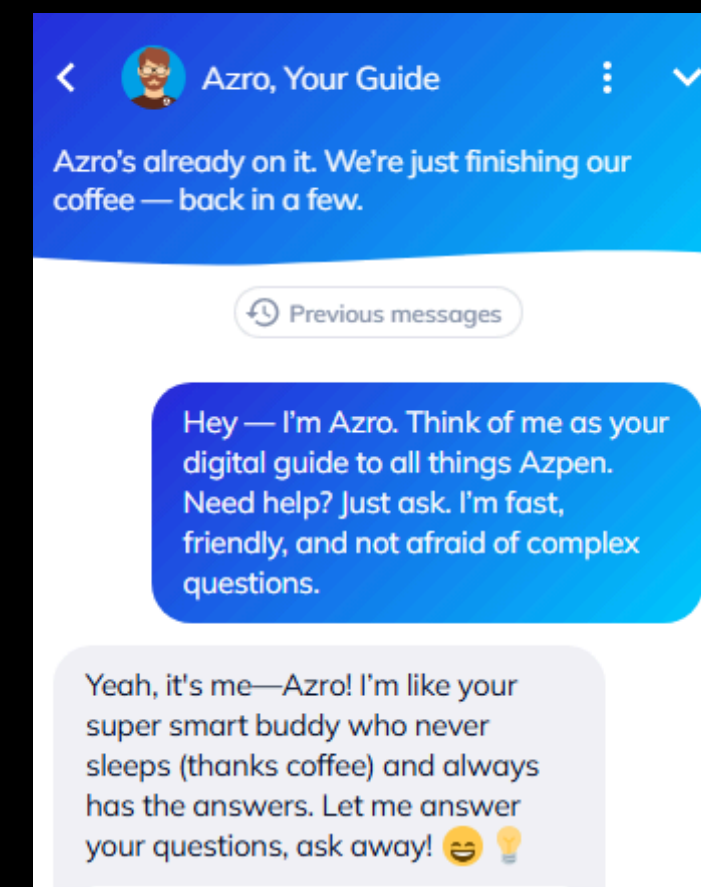
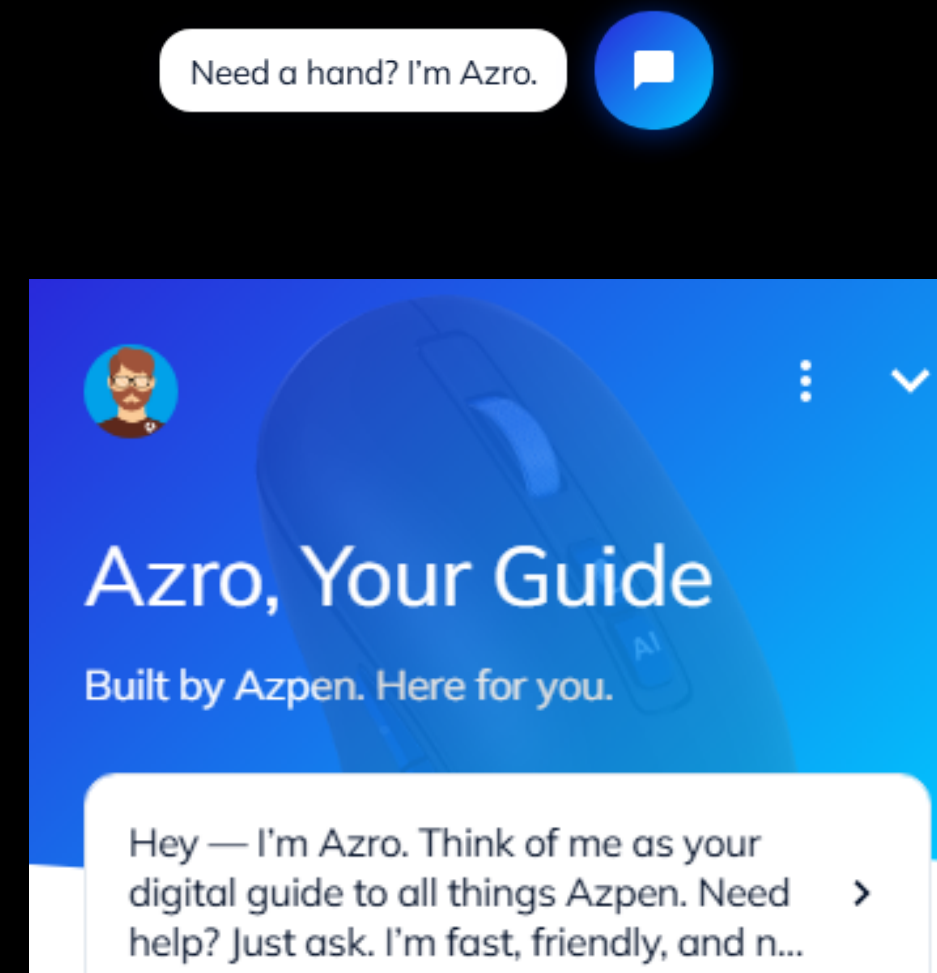
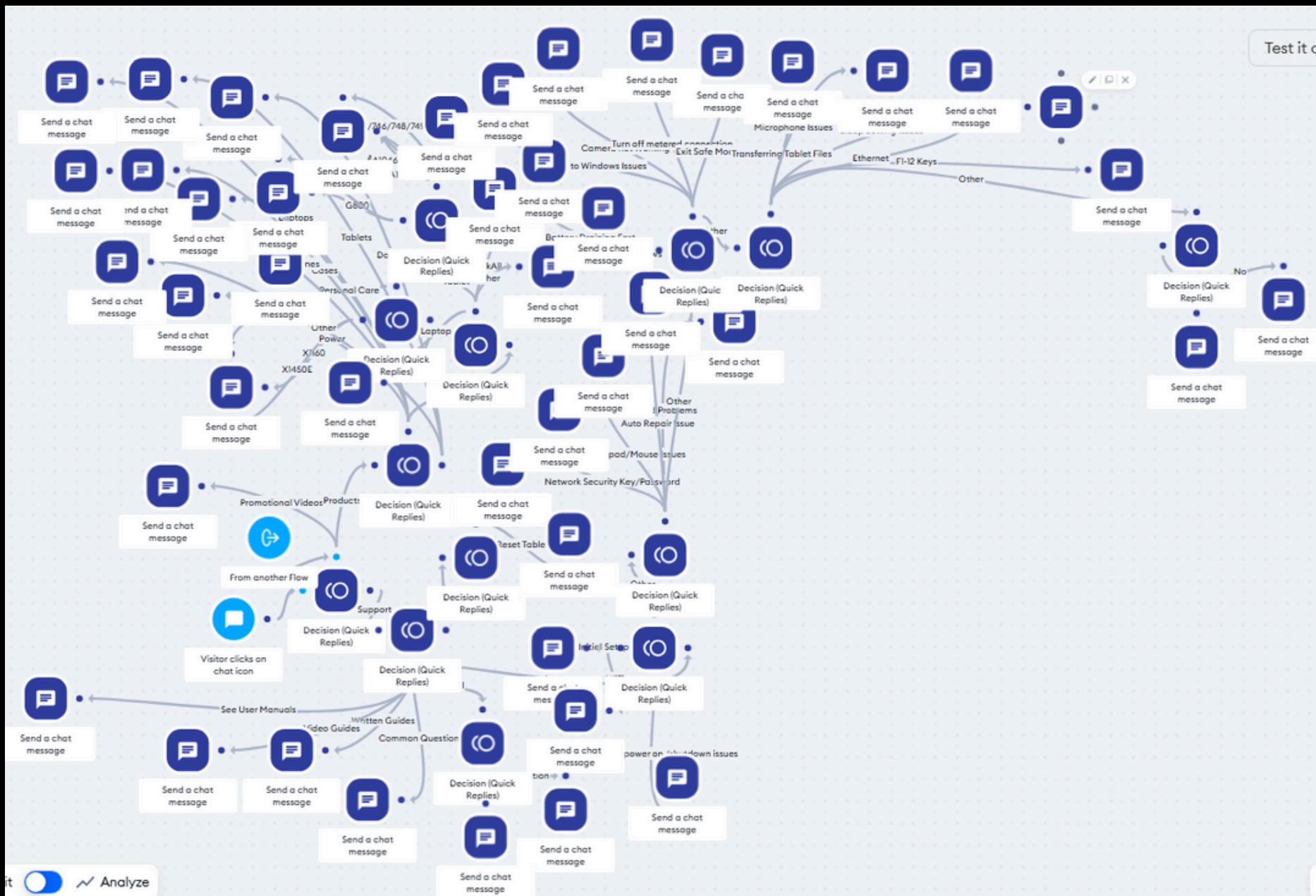
60%

See Here

AI INTEGRATIONS

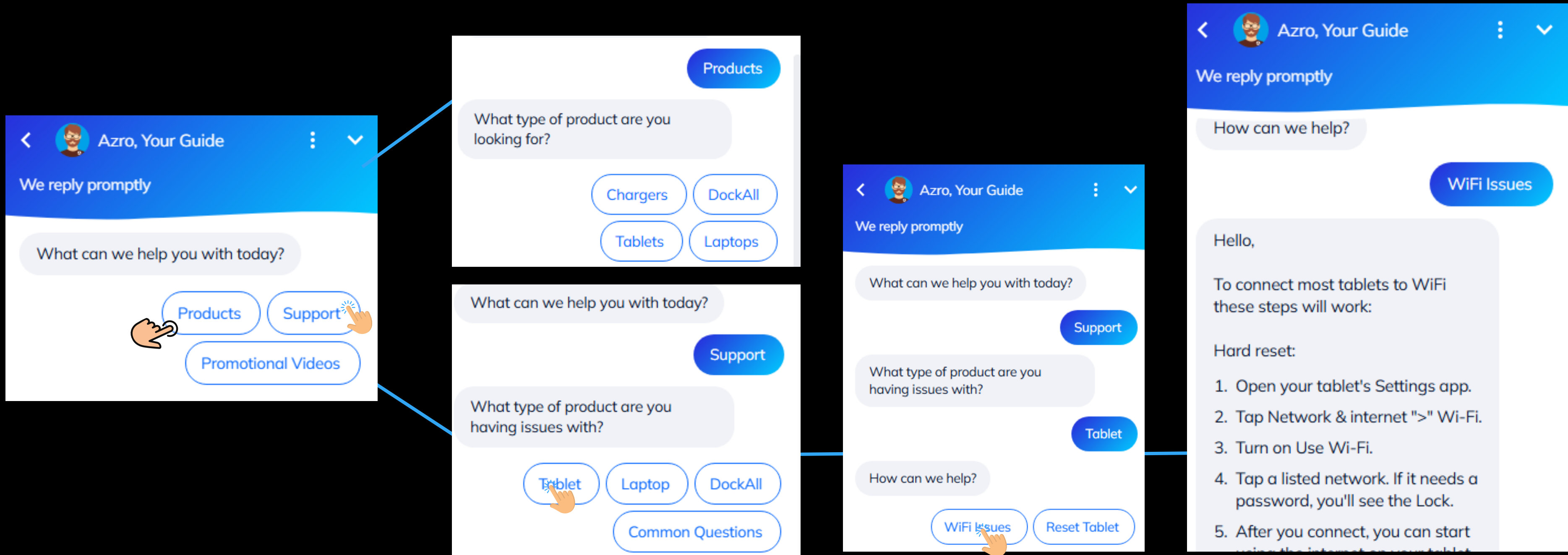
AI INTEGRATIONS

Integrated a chatbot on the main website with if/then flows with various nodes of information. Through doing this the ChatBot was trained to answer customer questions with little human interactions needed. Also able to use the ChatBot for lead generation.



AI INTEGRATIONS: EXAMPLE FLOWS

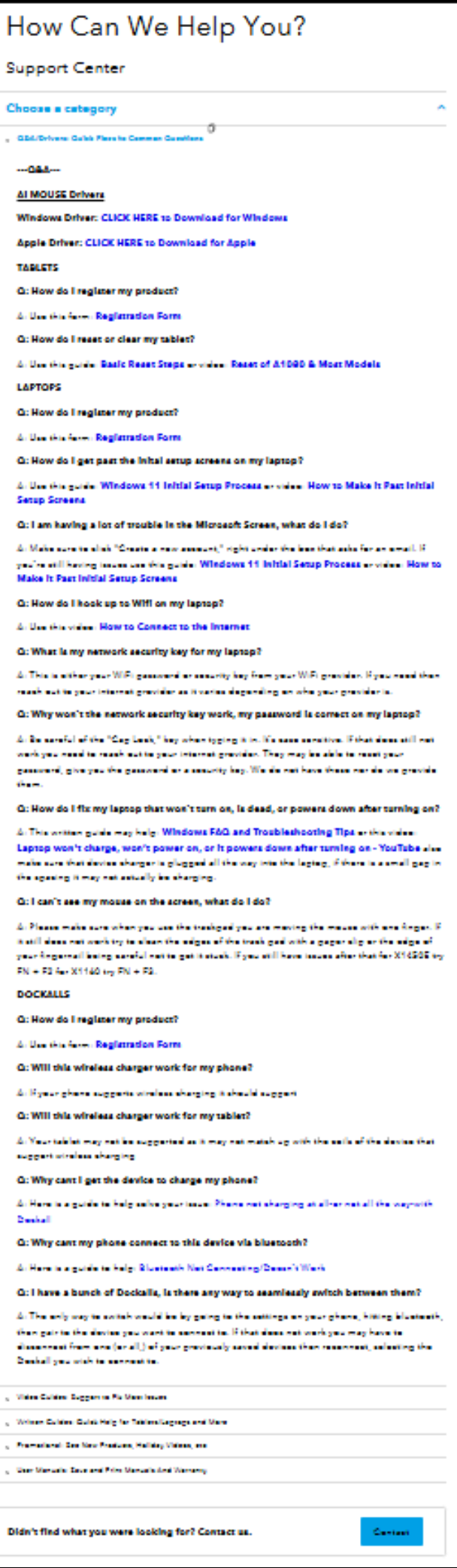
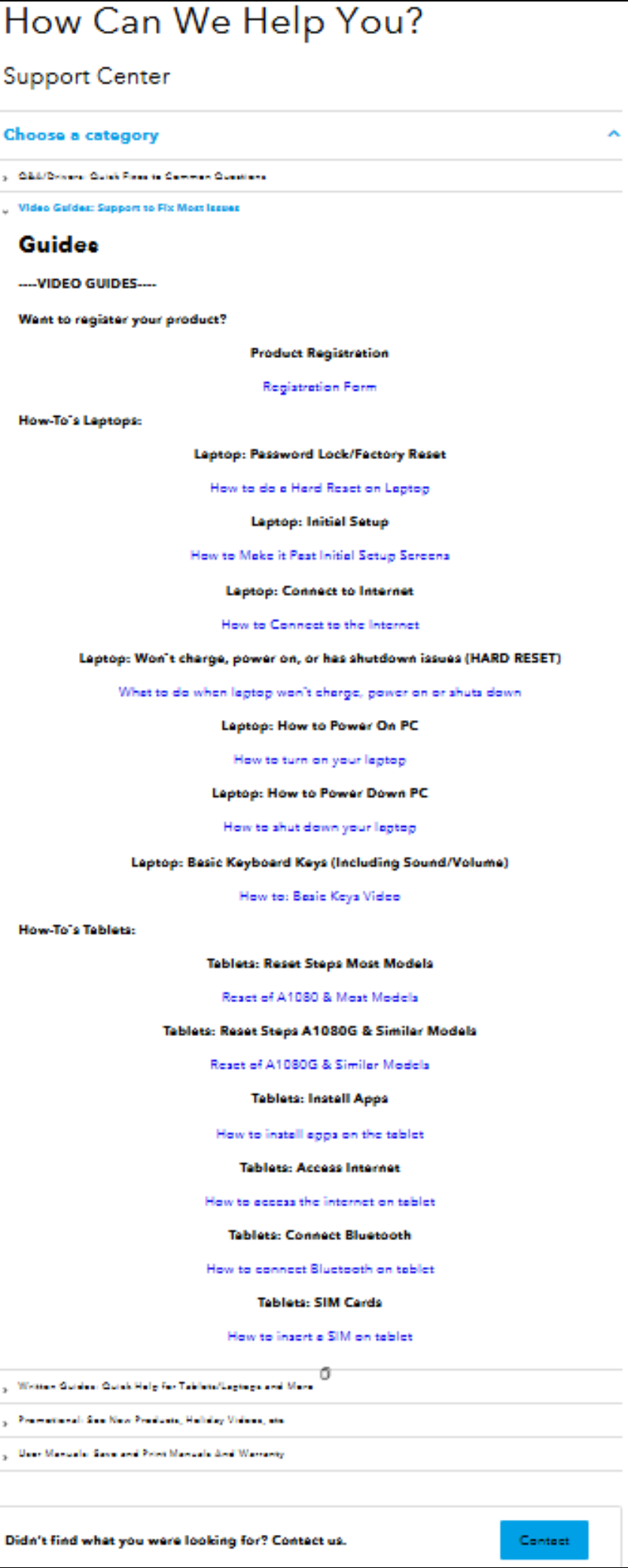
The ChatBot was trained both to answer from keyword triggers in written responses as well as clickable buttons. Below illustrates an example of a flow to address Wi-Fi Issues, as well as illustrates what happens if you click various triggers. By integrating an Ai ChatBot it increases leads, sales and saves time answering questions.



AZPEN MARKETING

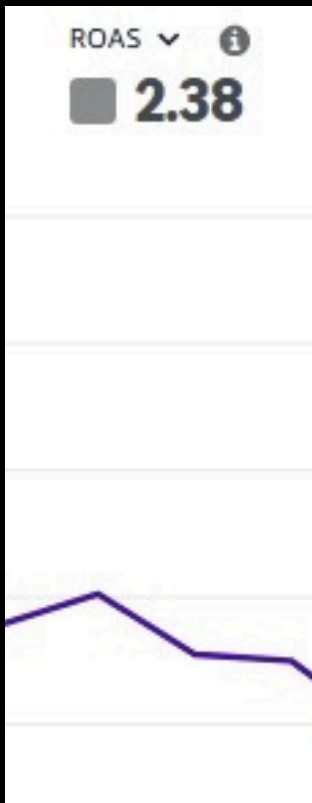
OPTIMIZING PROCESSES

To help streamline customer service processes the right images show how written and video guides were created to boost efficiency. They were collected into a page that customers can easily access to get their questions answered. Alongside this a Q&A section was created to answer common questions.



PAID ADVERTISING (PPC)

This is an example of work I have done with Amazon PPC by analyzing bids, top of search, rest of search and product pages.



(Left) This is an example of a campaign I did for Amazon that made a 2.38 ROAS. After selling through warehouse inventory we slowed down the campaign.

<input checked="" type="checkbox"/>	substitutes	⋮	Delivering
<input checked="" type="checkbox"/>	loose-match	⋮	Delivering
<input checked="" type="checkbox"/>	close-match	⋮	Delivering
<input checked="" type="checkbox"/>	complements	⋮	Delivering
<input checked="" type="checkbox"/>	substitutes	⋮	Delivering
<input checked="" type="checkbox"/>	complements	⋮	Delivering

(Right) This is an example of using broad, phrase and exact keywords for a campaign.

☒ Other bidding strategies

Dynamic bids - up and down

We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale. Schedule rules are

This demonstrates an understanding of various bidding strategies.

Increase your bid for specific Amazon placements.

Top of search (first page)

900%

Rest of search

100%

Product pages


900%

This showcases paid goals and aiming to target top of search with the campaign

SEO & SOCIAL MEDIA

Using SEO best practices such as keyword research, competitor analysis, Meta Descriptions, fixing broken links, indexing issues, alt tagging, and more, was able to boost site interactions. Used social media to spread awareness, humanize the brand, develop different levels of follows such as: casual, loyal and fan. Experience scheduling social posts and keeping up with trends. Ran everything from Facebook, Instagram, TikTok, YouTube, Email and more.

The image is a screenshot of the Instagram profile for 'Azpen Shop'. At the top, the profile name 'Azpen Shop' is displayed with a verified badge. Below the name is the handle '@azpenofficial'. The profile picture is a blue circular logo with a white stylized 'A' and a plus sign. The bio section contains the text: 'Thank you to all our new followers!!', 'Discounts: www.icoolproducts.com', 'Tech: www.azpenpc.com', '#blackfriday #christmas', and '🌐 www.azpenpc.com'. The statistics show 3,242 Following, 1,034 Followers, and 362 Likes. There are three buttons: 'Edit profile', 'Share profile', and a plus icon for more options. Below the bio, there are three links: 'TikTok Studio' and 'Shop'. At the bottom, there are three pinned posts. The first post is titled 'Top Gadgets You Need to Know: Part 2' and shows a man with a beard. The second post is titled 'Don't Miss Wireless Charger + Speaker' and shows a man pointing. The third post is titled 'Secret Websites You Need to Know: Part 2' and shows a man holding a laptop. The bottom navigation bar is visible with icons for home, search, post, activity, and profile.



AZPEN
RE-SETUP & MAINTENANCE

AI, Personal Care
& More

TECH UPDATES

AZPEN

SUBSCRIBE

support@azpenpc.com

www.azpenpc.com

Azpen Innovation

@azpeninnovation1751 · 123 subscribers · 56 videos

Azpen Innovation...more

100k.com/@azpenofficial and 2 more links

Customize channel Manage videos

Home Videos Shorts Playlists Posts

For You

Head Massager:

Lifestyle Features Video

Head Massager rHB 1400 Lifestyle Features Video

147 views · 1 year ago

Head Massager:

14 Massage Heads Multi Mode Relaxation Acupoints Massage Dual Water Sensation 190 Massage Unlimited Head Circumference Head-Long Battery Life

Head Massager: Don't Miss!

47 views · 2 months ago

Head Massager

rHB 1400 Head Massager Features Video Volume 2

100 views · 1 year ago

Thanksgiving 2022 Special Drone

48 views · 1 year ago

Shorts

Life Hack: Personal Massager to Follow You...

19 views

Videos

Head Lifeline by Azpen - 9 Features, 1 Smart Device, A...

3 views · 1 month ago

Voice X Pro Video

14 views · 1 month ago

Azpen Head Massager: Don't Miss!

47 views · 2 months ago

8 in 1 Horizontal Flashlight Video

10 views · 6 months ago

Amazon Store Video

2 views · 8 months ago

My e-Bike

100 views · 10 months ago

Promotional

This is a playlist of some of the best electronics we have. Items are such things as headphones, chargers, flashlights, speakers, kitchen appliances and more. Including seasonal videos...

HAPPY HOLIDAYS VISIT AZPENPC.COM

Holiday Gift Guide

8 in 1 Flashlight, as Featured

GB00 Features B Roll Video

Thanksgiving 2022 Special

Flashlight Promotional Video

Head Massager rHB 1400

 **Azpen Innovations, Inc.** ...

Apr 24 · 🌐

Everyone is hopping on this trend created by Ai! So are we! Meet the marketing department action figure series! Also, check out our Ai line at: <https://www.azpenpc.com/collections/driver>

Message us for discounts on other products!

#AI #trendingpost #trend #actionfigures #share #follow #LikeFollowShare #technology



Azpen Innovations, Inc.

azpen

Posted by LeadConnector

Apr 17, 2024 · 🌐

See us on @CBSnow!!! You do not want to miss!!!!
Don't miss these great deals!
See on the site: <https://cbsdeals.com/collections/azpen>
[#electronics #deals #electronicsdeals](#) [#CBS](#) [#dailydeals](#)
[#flights](#) [#azpen](#) [#azpencc](#) #

@CBSMORNINGS

DEALS

azpen



Head to CBSDEALS.COM now
to get this awesome deal!

Azpen Innovations, Inc.

azpen

Posted by Social Champ

Jan 3, 2024 · 🌐

The Consumer Electronic Show is coming up! Azpen will be there! Time to get excited! See you there very soon!! [CES](#)
[#electronics](#) [#CES](#) [#ConsumerElectronicShow](#) [#LasVegas](#)

CES

Consumer Technology Association

Jan. 9-12, 2024
Las Vegas, NV

See you at CES soon!




Smartphones Tablets Dockails Wireless Accessories

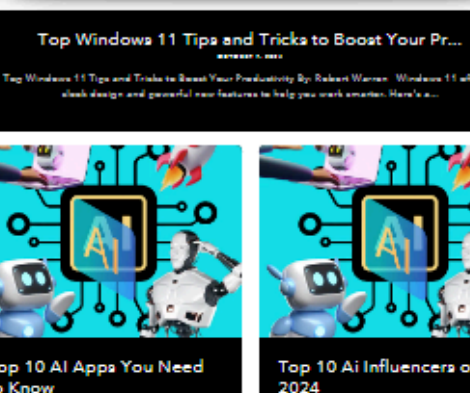
We offer products and solutions for:

- All-in-One programs
- MPOS
- Remote Camera/Distributor
- Customer Hardware/Software
- Flexible financing/purchase options





News



Top Windows 11 Tips and Tricks to Boost Your Pr...

SEPTEMBER 11, 2023

Tag Windows 11 Tips and Tricks to Boost Your Productivity By: Robert Warren Windows 11 offers a sleek design and powerful new features to help you work smarter. Here's a...

Top 10 AI Apps You Need to Know

SEPTEMBER 11, 2023

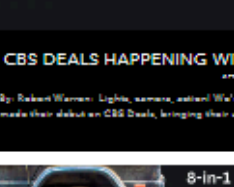
Tag 10 AI Apps You Need to Know Discover the Best AI Apps Transforming Your Life By: Robert Warren Artificial intelligence is reshaping how we interact with technology, and several...

Top 10 AI Influencers of 2024

SEPTEMBER 11, 2023

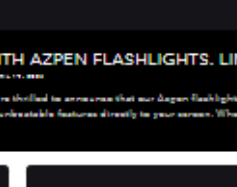
Tag 10 AI Influencers of 2024 By: Robert Warren As artificial intelligence continues to revolutionize our world, a select group of influencers is leading the charge. Here's a look at...

CBSHOMEVIDEOS DEALS



Head to CBSDEALS.COM now to get this awesome deal!

CBSHOMEVIDEOS DEALS




Head to CBSDEALS.COM now to get this awesome deal!

CBS DEALS HAPPENING WITH AZPEN FLASHLIGHTS. LIM...

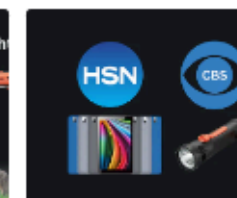
APRIL 11, 2023

By: Robert Warren Lights, camera, action! We're thrilled to announce that our Azpen Flashlights have made their debut on CBS Deals, bringing their unbeatable features directly to your screen. Whether...



8-in-1 Flashlight

Many Uses



See the 8-in-1 Flashlight in Action on CBS Apr...


APRIL 11, 2023


By: Robert Warren Mark your calendars for April 17th because CBS is about to light up your screens with an electrifying showcase of our Brilliant Flashlight! This multifunctional marvel...


Exciting News: Our Products Featured on Televis...


APRIL 11, 2023


By: Robert Warren We are thrilled to announce that TWO of our groundbreaking products are set to make their way to television, reaching...





 Search





 [https://www.azpenpc.c...](https://www.azpenpc.com/)


 Overview



 Performance


 URL inspection


 Indexing

-  Pages
-  Videos
-  Sitemaps
-  Removals

 Experience

-  Core Web Vitals
-  HTTPS

 Shopping

-  Product snippets
- Merchant listings
- Merchant opportunities

 Enhancements

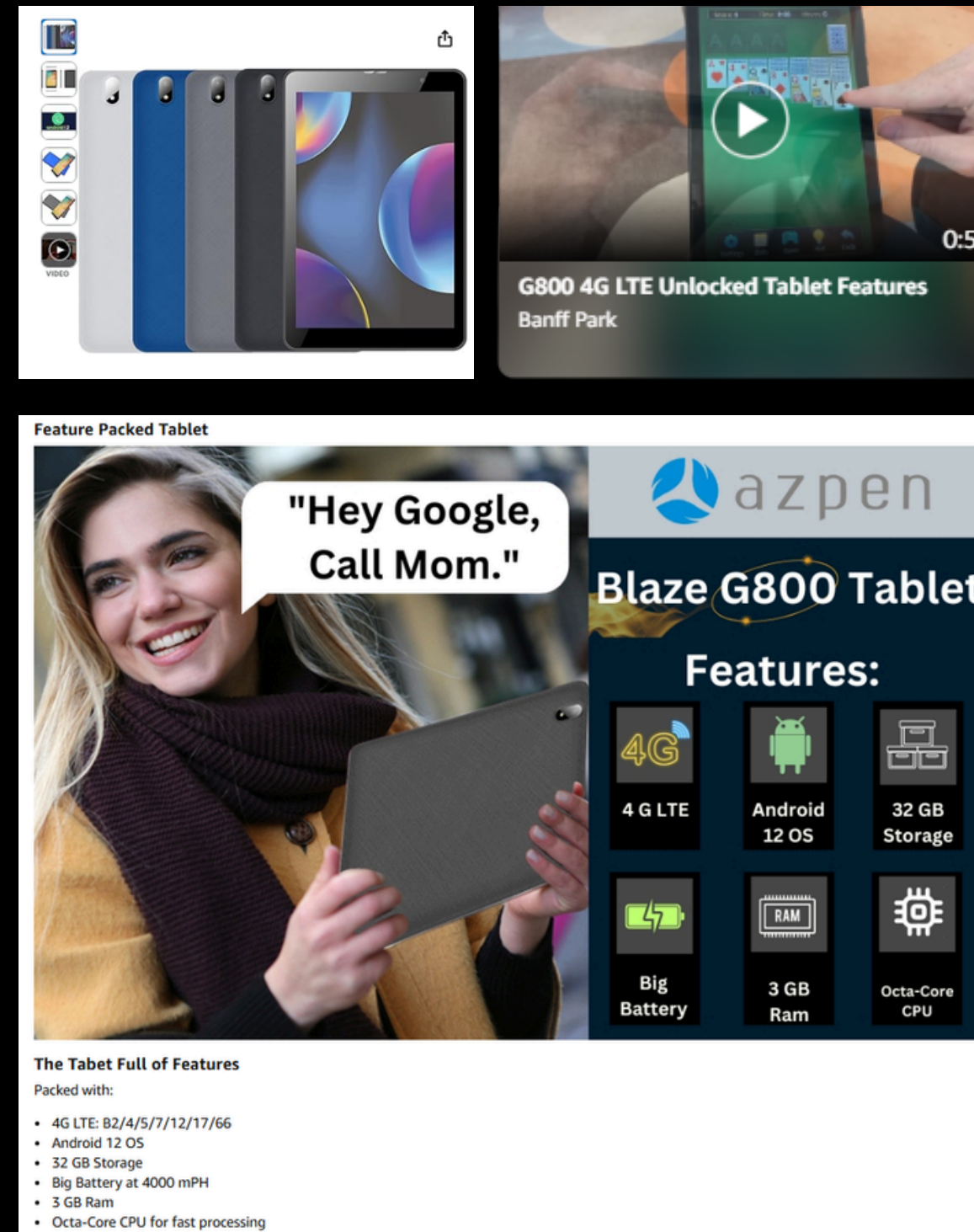
- FAQ

 Security & Manual Actions

AZPEN MARKETING

FINDABILITY: ECOMMERCE CHANNELS

- Optimized the Amazon storefront, as well as other channels, to reflect current products with videos, banners and clickable buttons the newest products. Revamping the store makes it easier to access products and understand what the brand has to offer.
- Updated product listings (on multiple channels) to reflect most current products with zoomable images to enhance SEO and also video content.
- Used keyword research when creating descriptions, titles and bullet points
- Did A+ Content to help customers connect with the product more
- Engaged with customers
- Designed all content



The image shows a product listing for the 'Blaze G800 Tablet' by Azpen. On the left, there's a vertical strip of icons representing various features like 4G, Android, storage, battery, RAM, and CPU. Next to it is a video player showing a hand interacting with the tablet. Below the video is a 'Feature Packed Tablet' section with a woman using the tablet and a speech bubble saying 'Hey Google, Call Mom.' To the right of this is a list of features: 4G LTE, Android 12 OS, 32 GB Storage, Big Battery, 3 GB Ram, and Octa-Core CPU. At the bottom, there's a section titled 'The Tablet Full of Features' with a list of specifications: 4G LTE: B2/4/5/7/12/17/66, Android 12 OS, 32 GB Storage, Big Battery at 4000 mPH, 3 GB Ram, and Octa-Core CPU for fast processing.

Feature Packed Tablet

"Hey Google, Call Mom."

azpen

Blaze G800 Tablet

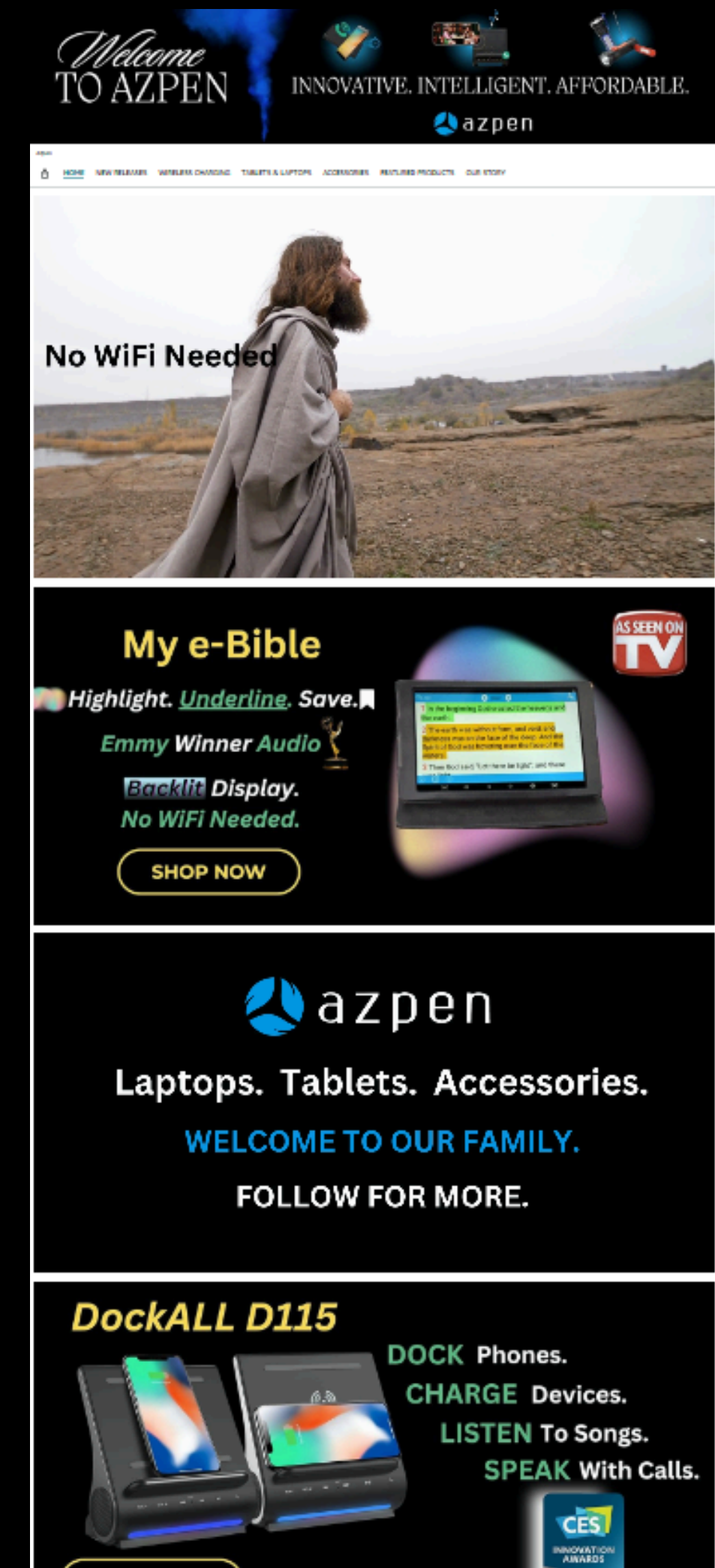
Features:

- 4G LTE
- Android 12 OS
- 32 GB Storage
- Big Battery
- 3 GB Ram
- Octa-Core CPU

The Tablet Full of Features

Packed with:

- 4G LTE: B2/4/5/7/12/17/66
- Android 12 OS
- 32 GB Storage
- Big Battery at 4000 mPH
- 3 GB Ram
- Octa-Core CPU for fast processing



The image shows a banner for the Azpen website. At the top, it says 'Welcome TO AZPEN' and 'INNOVATIVE. INTELLIGENT. AFFORDABLE.' with the Azpen logo. Below this is a navigation bar with links: HOME, NEW RELEASES, WIRELESS CHARGING, TABLETS & LAPTOPS, ACCESSORIES, FEATURED PRODUCTS, and OUR STORY. The main content area features a large image of a man in a grey robe with the text 'No WiFi Needed'. Below this is a section for 'My e-Bible' with the text 'Highlight. Underline. Save.' and 'Emmy Winner Audio'. It also mentions 'Backlit Display' and 'No WiFi Needed.' with a 'SHOP NOW' button. At the bottom, there's a section for the 'DockALL D115' with the text 'DOCK Phones. CHARGE Devices. LISTEN To Songs. SPEAK With Calls.' and a 'CES INNOVATION AWARDS' logo.

Welcome TO AZPEN

INNOVATIVE. INTELLIGENT. AFFORDABLE.

azpen

HOME NEW RELEASES WIRELESS CHARGING TABLETS & LAPTOPS ACCESSORIES FEATURED PRODUCTS OUR STORY

No WiFi Needed

My e-Bible

Highlight. Underline. Save.

Emmy Winner Audio

Backlit Display.

No WiFi Needed.

SHOP NOW

azpen

Laptops. Tablets. Accessories.

WELCOME TO OUR FAMILY.

FOLLOW FOR MORE.

DockALL D115

DOCK Phones.

CHARGE Devices.

LISTEN To Songs.

SPEAK With Calls.

CES INNOVATION AWARDS

BRANDING

Running the website, social, then eCommerce channels it was made to keep consistent in branding from tone, colors and messaging. Doing branding I also created user manuals and boxes for products that keep consistent to brand guidelines. To help familiarize sales reps with the brand we held product trainings to keep them in the loop as well as giving them flyers that match guidelines.



MODEL# G800
Call X at XXX-XXX-XXXX
to schedule a meeting at
All Wireless Prepaid Show

Blaze G800



4G LTE

Luxury Tablets

 8" HD Display

 Octacore CPU
(8x1.6 GHz)

 Memory
32GB + 3GB RAM

 4G LTE


 Dual Cameras

 Android 12



 4 Colors
Available

 Battery Life Up to
7 Hours

 Type C Fast
Charging



United States | USD \$



Home

Products

Support

About Us

News

Your Customer Wishlist

Written Guides

Video Guides


Ai Learning Hub


Q&A


User Manuals


General Support


Promotional


 Voice-to-ChatGPT


 Voice-to-Text

 Voice-to-Google

 Translation


 Multi-Language Support


 iOS & Windows Compatible


 USB & Bluetooth Connections


Download Driver


VoiceX Pro


 Voice-to-Text

 Voice-to-Google

 Multi-Language Support

 iOS & Windows Compatible

 USB & Bluetooth Connections



Hi there

Welcome to our website. Ask us anything

Chat with us

We reply promptly

POWERED BY Tidio

Home Chat

THANK YOU

*DISCLAIMER: ALL CONTENT IN THIS
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PORTFOLIO USE OF ROBERT WARREN ONLY.