

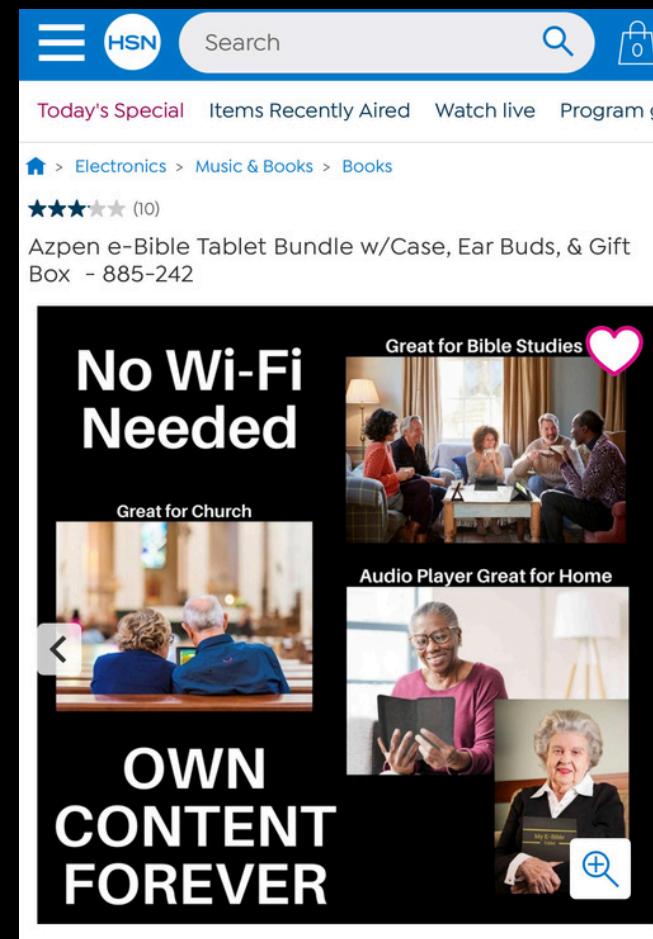
WORK AT AZPEN: ROBERT WARREN

# MARKETING PORTFOLIO

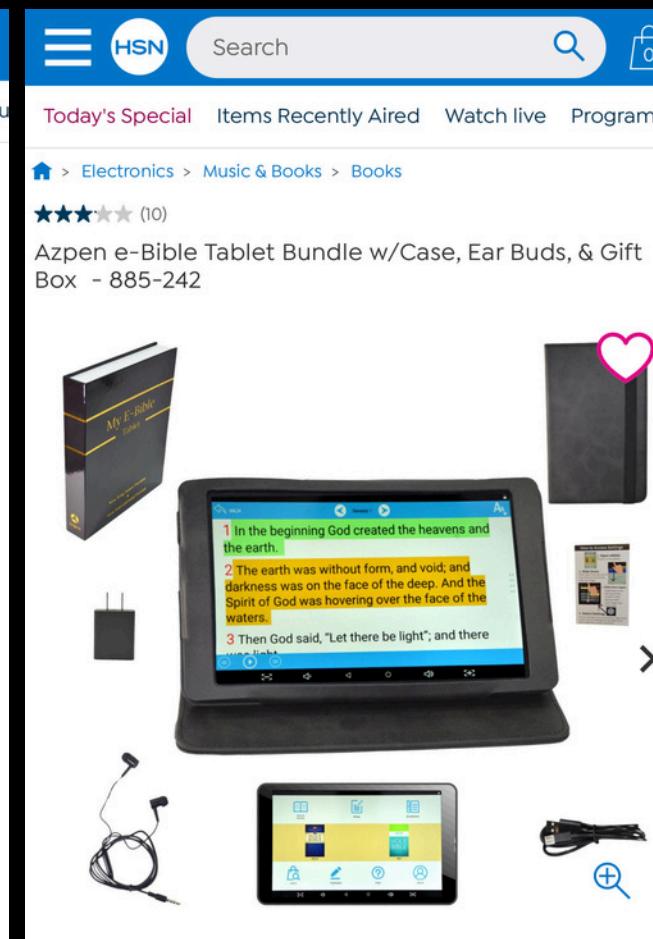
\*DISCLAIMER: ALL CONTENT IN THIS  
MULTIMEDIA PRESENTATION IS FOR  
PORTFOLIO USE OF ROBERT WARREN ONLY.

# INTRODUCTION

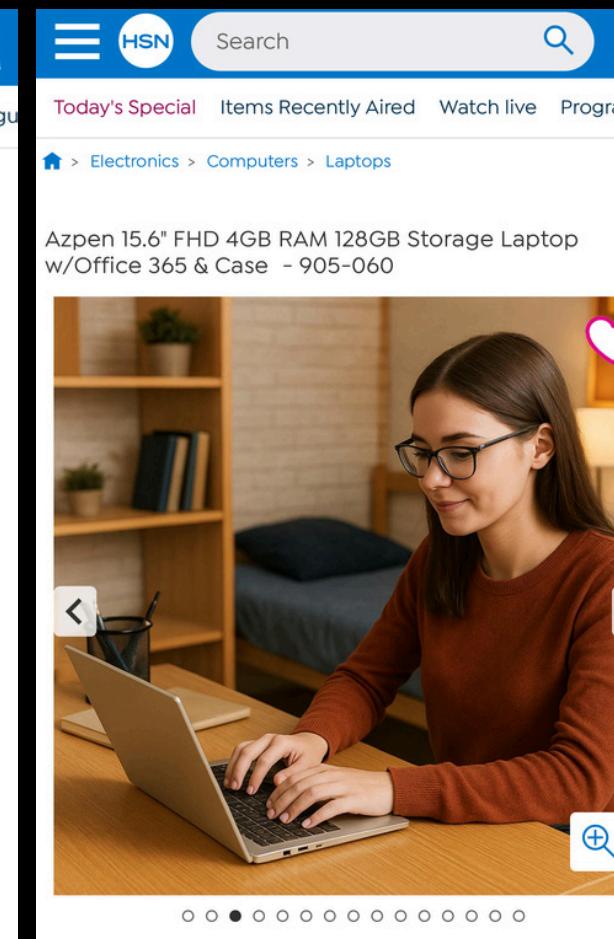
This presentation will demonstrate actionable examination of my work for Azpen with: SEO, PPC, usability, findability, strengths, to demonstrate expertise in optimization and testing. This multi media presentation will be targeting recruiters with a vision for updating their, or clients, marketing strategies.



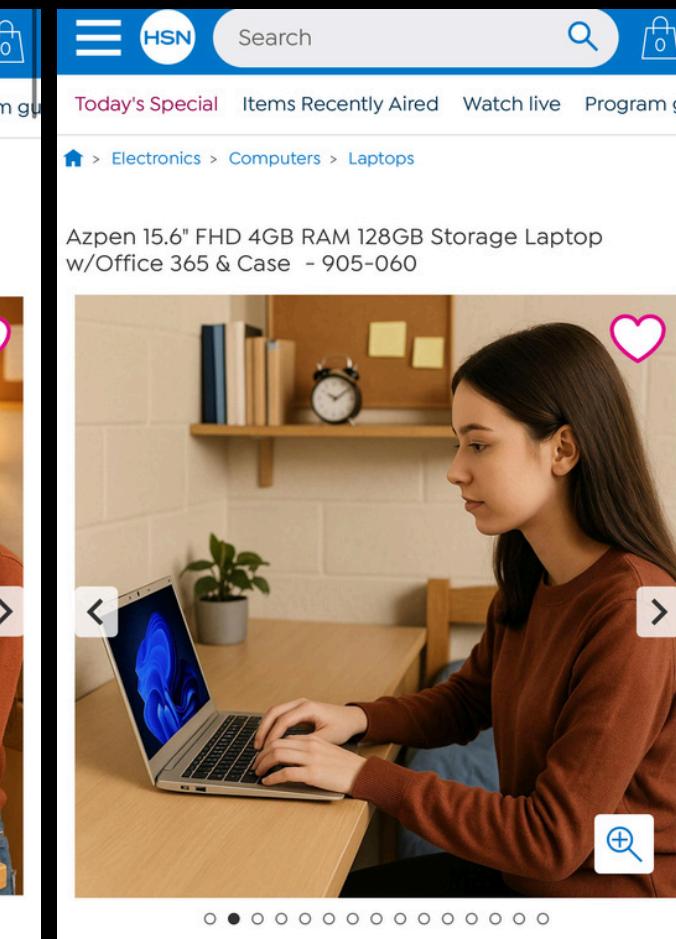
Azpen's My eBible



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

**Top clicked links**

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

**Top engaged contacts**

CONTACT	OPENS
Robert < <a href="mailto:support@azpenpc.com">support@azpenpc.com</a> >	30
< <a href="mailto:jimmytodd@jtsm.us">jimmytodd@jtsm.us</a> >	14
LUIS A. FORERO < <a href="mailto:luforero@gmail.com">luforero@gmail.com</a> >	11
Mike Glasscock < <a href="mailto:mglasscock@azpenpc.com">mglasscock@azpenpc.com</a> >	7

[View larger](#) [Remove HubSpot Branding](#)

**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:

**Spread the Word G800**

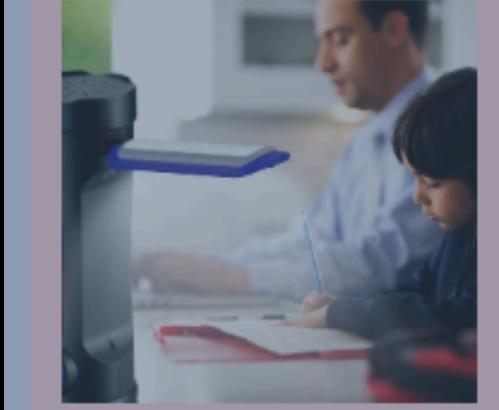
The G800 Tablet is AMAZING to say the least. AS SEEN ON TV this is a BEAST TABLET with 4G LTE to connect ALMOST ANYWHERE on cell data.

**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, WiFi Radio and more

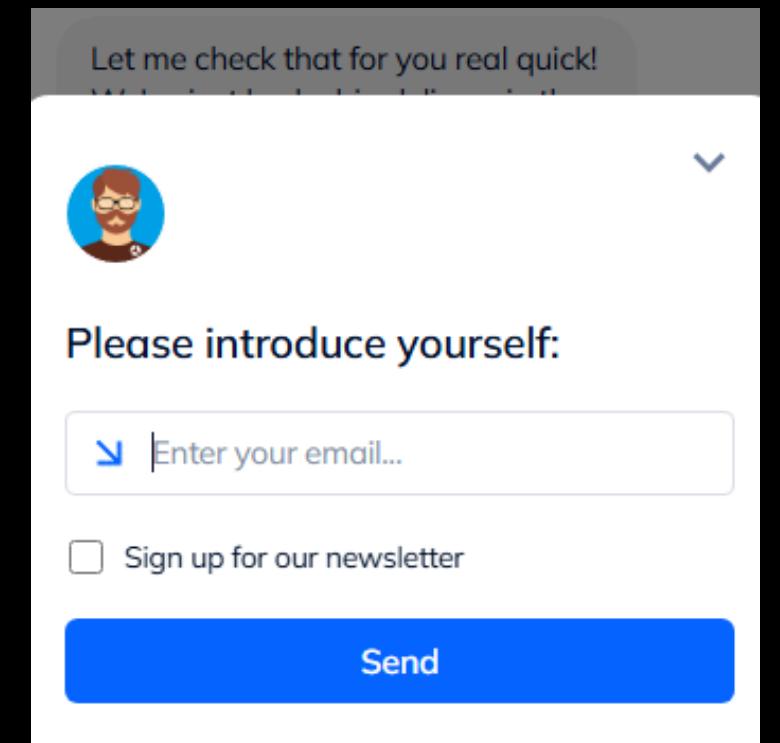
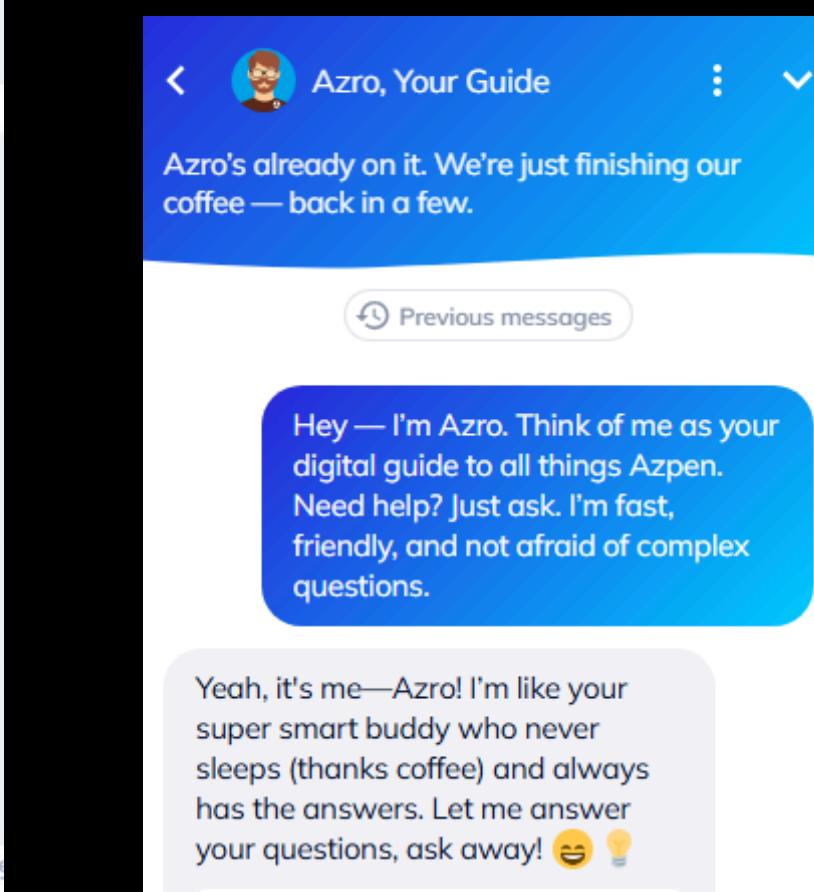
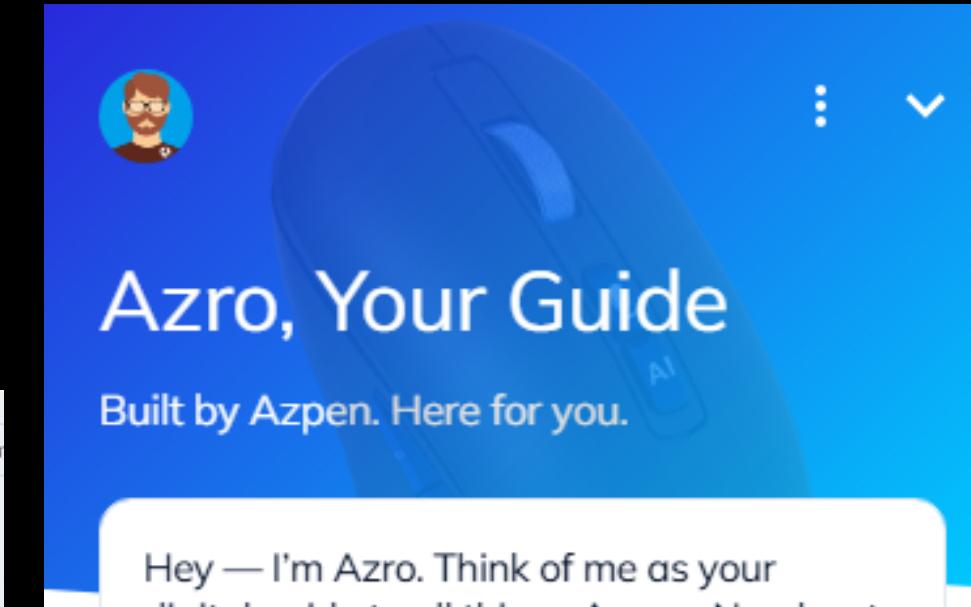
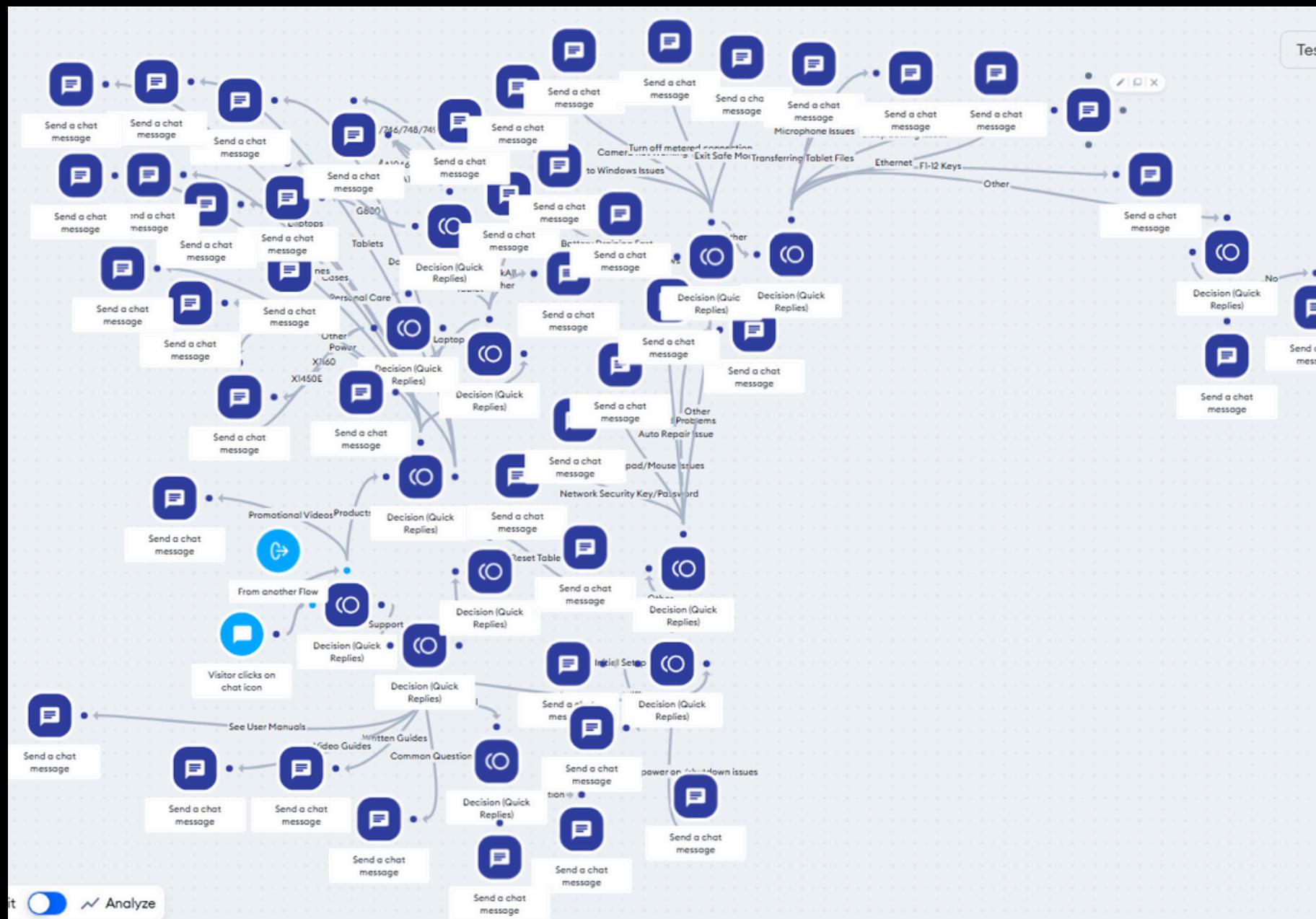
**Don't Miss Our Newest Video**

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

[See it on !\[\]\(0a430dbc7d06af85b831adcff8150400\_img.jpg\) Tok:](#) 

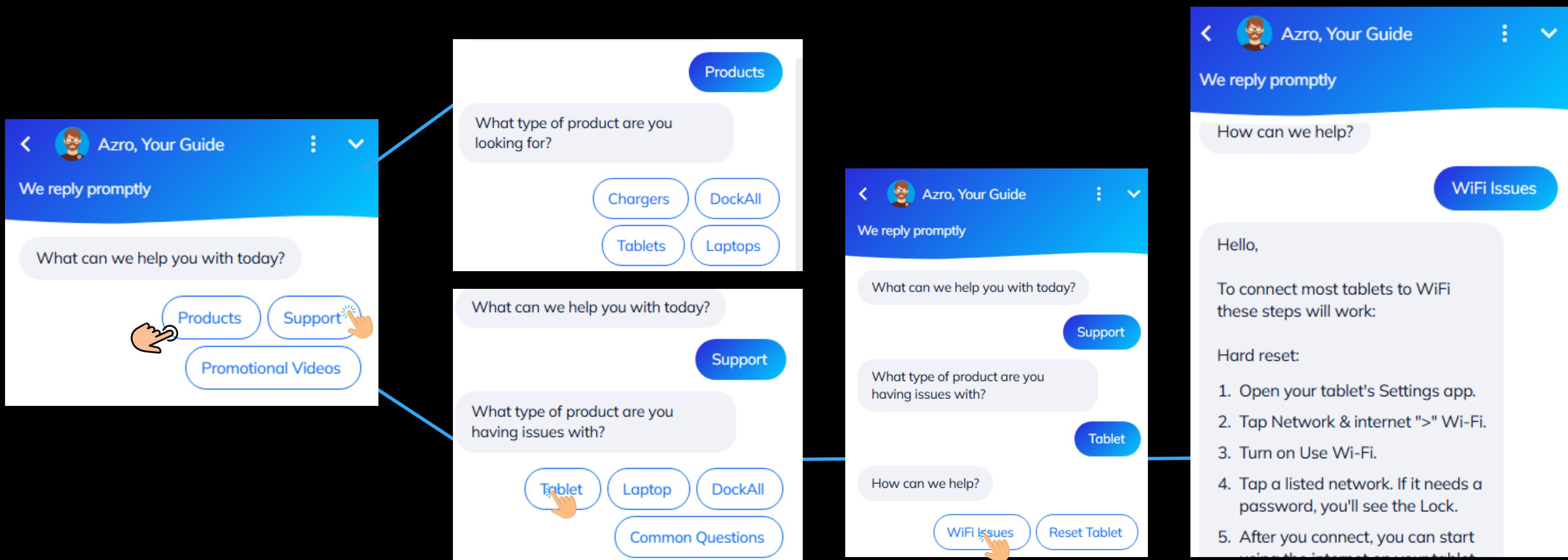
# AI INTEGRATIONS

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.

## How Can We Help You?

### Support Center

#### Choose a category

- Q&A/Drivers: Quick Fixes to Common Questions
- Video Guides: Support to Fix Most Issues
- Written Guides: Quick Help for Tablets/Laptops and More
- Promotional: See New Products, Holiday Videos, etc
- User Manuals: Save and Print Manuals And Warranty

---Written Guides---

Want to register your product?

Product Registration  
Registration Form

RESET STEPS Tablets/Laptops (WIFI Crase Data)

Reset Steps for Laptops  
Reset Steps for Laptops  
All Resets  
Basic Reset Steps

Understanding Windows & Laptops:

WIFI, Dead Laptop/Battery, Pin & More Windows Issues  
Laptop Not Powering On  
Windows FAQ and Troubleshooting Tips  
Windows Tips: General  
Activating Windows  
Windows: Activate Windows (Product Keys)  
Setup (Initial Setup Process)  
Windows 11 Initial Setup Process  
Battery  
Resolving Basic Battery Issues  
More Battery Issues/Tips  
F1-12  
F1-12 Keys: Basic Guide to Understanding  
Auto Repair  
How to Fix Automatic Repair in Windows  
Corrupt Windows  
Windows: Fail to Detect (Corrupt Windows)  
Windows: Corrupt Windows

Microsoft (Create an Account) Phone Not Recognized

Phone Number Troubleshooting  
Flickering Screen on Laptop Issue  
Ring Flickering Screen On Laptop  
MP3 to Windows Issues  
Issues Syncing MP3 to Windows Media Player  
Camera Not Working on Laptop  
F10 Key Fix  
Turn Off Metered Connection

How to Turn Off a Metered Connection  
Edit Safe Mode  
How to Edit Safe Mode in Windows  
Microphone Issues  
How to Remove Microphone Issues  
Transferring Tablet Files via USB  
How to Transfer Files via USB

Sleep Mode, Sleeping Laptop, Turn On/Screen Timeouts, Idle PC

How to Return on-screen timeout issues  
How to Create an Gmail Account  
Steps to create a Gmail  
Ethernet Connection Issues  
Ring Ethernet Problems

Connection Issues

Phone not charging after the first 10 minutes of the night Dockless  
Bluetooth Issues  
Bluetooth Not Connecting/Device's Work  
Volume Issues  
Dockless/Volume Troubleshooting

Tablets:

Charging Issues with Tablets  
Tablet Charging Issues  
How to Insert SIM Card into Tablet  
Inserting a SIM Card  
Voice Commands  
Turn off - screen commands  
The tablet is off/turn off

## How Can We Help You?

### Support Center

#### Choose a category

- Q&A/Drivers: Quick Fixes to Common Questions
- Video Guides: Support to Fix Most Issues

#### Guides

##### ---VIDEO GUIDES---

Want to register your product?

Product Registration  
Registration Form

#### How-To's Laptops:

Laptop: Password Lock/Factory Reset  
How to do a Hard Reset on Laptop  
Laptop: Initial Setup  
How to Make it Past Initial Setup Screens  
Laptop: Connect to Internet  
How to Connect to the Internet  
Laptop: Won't charge, power on, or has shutdown issues (HARD RESET)  
What to do when laptop won't charge, power on or shuts down  
Laptop: How to Power On PC  
How to turn on your laptop  
Laptop: How to Power Down PC  
How to shut down your laptop  
Laptop: Basic Keyboard Keys (Including Sound/Volume)  
How to: Basic Keys Video

#### How-To's Tablets:

Tablets: Reset Steps Most Models  
Reset of A1080 & Most Models  
Tablets: Reset Steps A1080G & Similar Models  
Reset of A1080G & Similar Models  
Tablets: Install Apps  
How to install apps on the tablet  
Tablets: Access Internet  
How to access the Internet on tablet  
Tablets: Connect Bluetooth  
How to connect Bluetooth on tablet  
Tablets: SIM Cards  
How to insert a SIM on tablet

- Written Guides: Quick Help for Tablets/Laptops and More
- Promotional: See New Products, Holiday Videos, etc
- User Manuals: Save and Print Manuals And Warranty

Didn't find what you were looking for? Contact us.

Contact

## How Can We Help You?

### Support Center

#### Choose a category

- Q&A/Drivers: Quick Fixes to Common Questions

##### ---Q&A---

All MOUSE Drivers  
Windows Driver: [CLICK HERE to Download for Windows](#)  
Apple Driver: [CLICK HERE to Download for Apple](#)  
TABLETS  
Q: How do I register my product?  
A: Use this form: [Registration Form](#)  
Q: How do I reset or clear my tablet?  
A: Use this guide: [Basic Reset Steps on video: Reset of A1080 & Most Models](#)  
LAPTOPS  
Q: How do I register my product?  
A: Use this form: [Registration Form](#)  
Q: How do I get past the initial setup screens on my laptop?  
A: Use this guide: [Windows 11 Initial Setup Process on video: How to Make it Past Initial Setup Screens](#)  
Q: I am having a lot of trouble in the Microsoft Screen, what do I do?  
A: Make sure to click "Create a new account" right under the user that asks for an email. If you're still having issues use this guide: [Windows 11 Initial Setup Process on video: How to Make it Past Initial Setup Screens](#)  
Q: How do I hook up WiFi on my laptop?  
A: Use this video: [How to Connect to the Internet](#)  
Q: What is my network security key for my laptop?  
A: This is either your WiFi password or security key from your WiFi provider. If you need them reach out to your Internet provider as it varies depending on who your provider is.  
Q: Why won't the network security key work, my password is correct on my laptop?  
A: Be careful of the "Cap Lock" key when typing it in. It's case sensitive. If that does not fix the problem you need to reach out to your Internet provider. They may be able to reset your password, give you the password or a security key. We do not have these handles we provide them.  
Q: How do I fix my laptop that won't turn on, is dead, or powers down after turning on?  
A: This written guide may help: [Windows FAQ and Troubleshooting Tips](#) or this video: [Laptop: Won't charge, won't power on, or it powers down after turning on - YouTube](#) Make sure that device charger is plugged all the way into the laptop, if there is a small gap in the spacing it may not actually be charging.  
Q: I can't see my mouse on the screen, what do I do?  
A: Please make sure when you use the trackpad you are moving the mouse with one finger. If it still does not work try to clean the edges of the track pad with a paperclip or the edge of your finger being careful not to get stuck. If you still have issues after that for X1080 try FN + F2 for X1140 try FN + F3.

##### DOCKABLES

Q: How do I register my product?  
A: Use this form: [Registration Form](#)  
Q: Will this wireless charger work for my phone?  
A: If your phone supports wireless charging it should support  
Q: Will this wireless charger work for my tablet?  
A: Your tablet may not be supported as it may not match up with the coils of the device that supports wireless charging  
Q: Why can't I get the device to charge my phone?  
A: Here is a guide to help solve your issue: [Phone not charging after not all the way back](#)  
Q: Why can't my phone connect to this device via bluetooth?  
A: Here is a guide to help: [Bluetooth Not Connecting/Device's Work](#)  
Q: I have a bunch of Dockables, is there any way to seamlessly switch between them?  
A: The only way to switch would be by going to the settings on your phone, using Bluetooth, then pair to the device you want to connect to. If that does not work you may have to disconnect from one and then connect to your previously saved devices then reconnect, selecting the Dockable you wish to connect to.

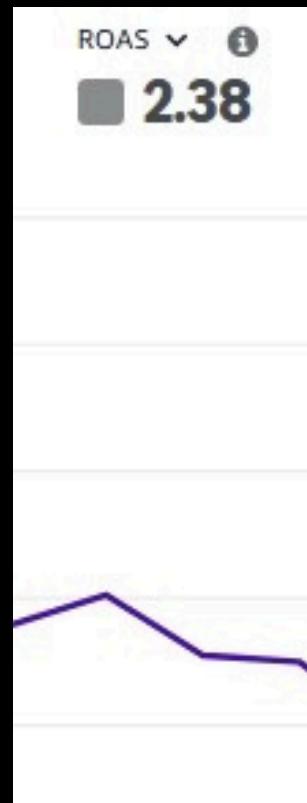
- Written Guides: Quick Help for Tablets/Laptops and More
- Promotional: See New Products, Holiday Videos, etc
- User Manuals: Save and Print Manuals And Warranty

Didn't find what you were looking for? Contact us.

Contact

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

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

A screenshot of an Amazon bidding strategies interface. At the top, it says 'Other bidding strategies' with a radio button selected. Below this is a section titled 'Dynamic bids - up and down' with a dropdown arrow. A detailed description follows: '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 applied to determine when bids are raised or lowered.'

This demonstrates an understanding of various bidding strategies.

A screenshot of an Amazon paid goals interface. It shows three goals: 'Top of search (first page)' with a bid of '900 %', 'Rest of search' with a bid of '100 %', and 'Product pages' with a bid of '900 %'. Each goal has a small 'i' icon to its right.

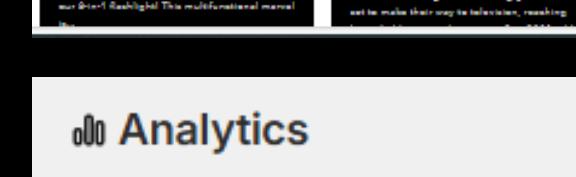
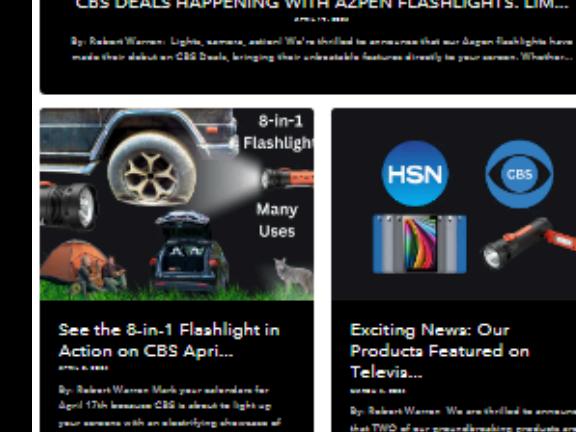
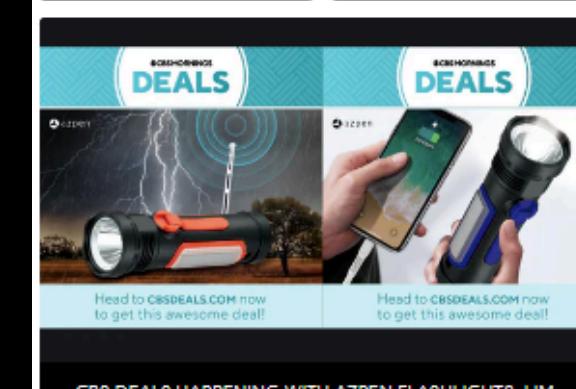
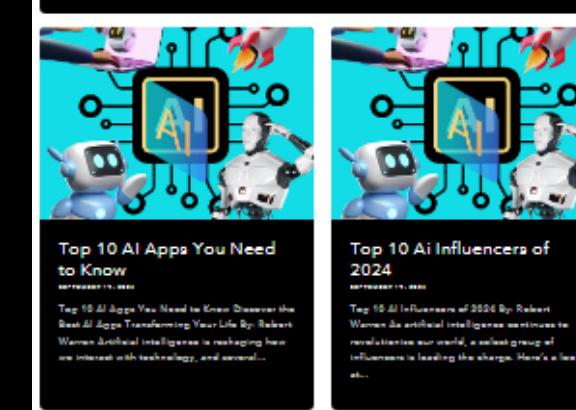
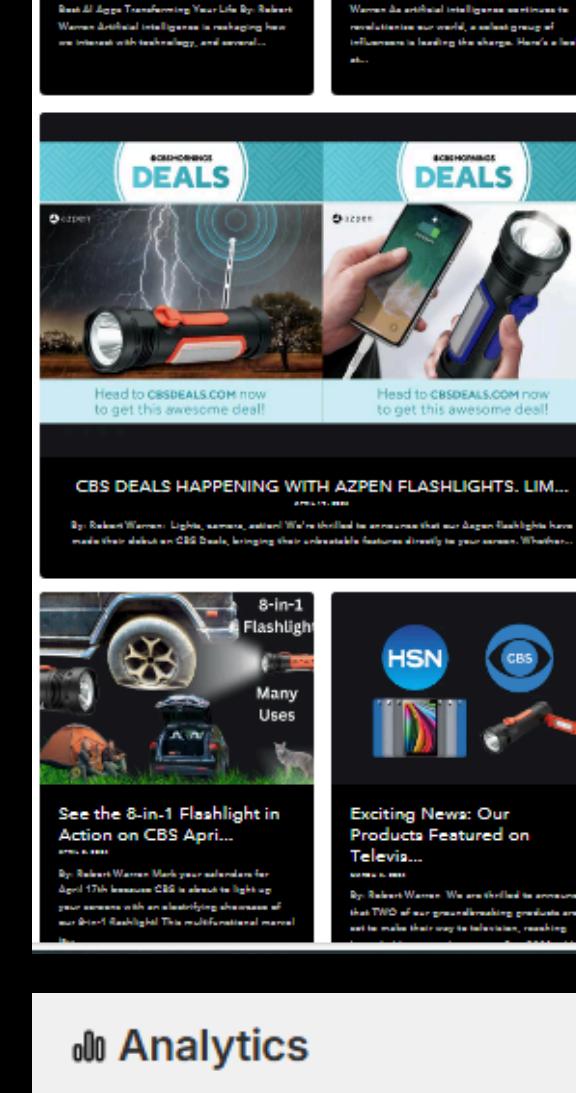
This showcases paid goals and aiming to target top of search with the campaign

# AZPEN MARKETING

# 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 shows two TikTok profiles side-by-side. The left profile is for a personal account (@azpenofficial) with 3,242 following, 1,034 followers, and 362 likes. It features a bio with discounts and links to websites, and a pinned video about top gadgets. The right profile is for a business account (Azpen Innovation) with 1,751 subscribers and 56 videos. It features a bio with links to the company's website and social media, and a feed of various product videos including a head massager and a smartphone.



-  [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

# 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

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 Tabet 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

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

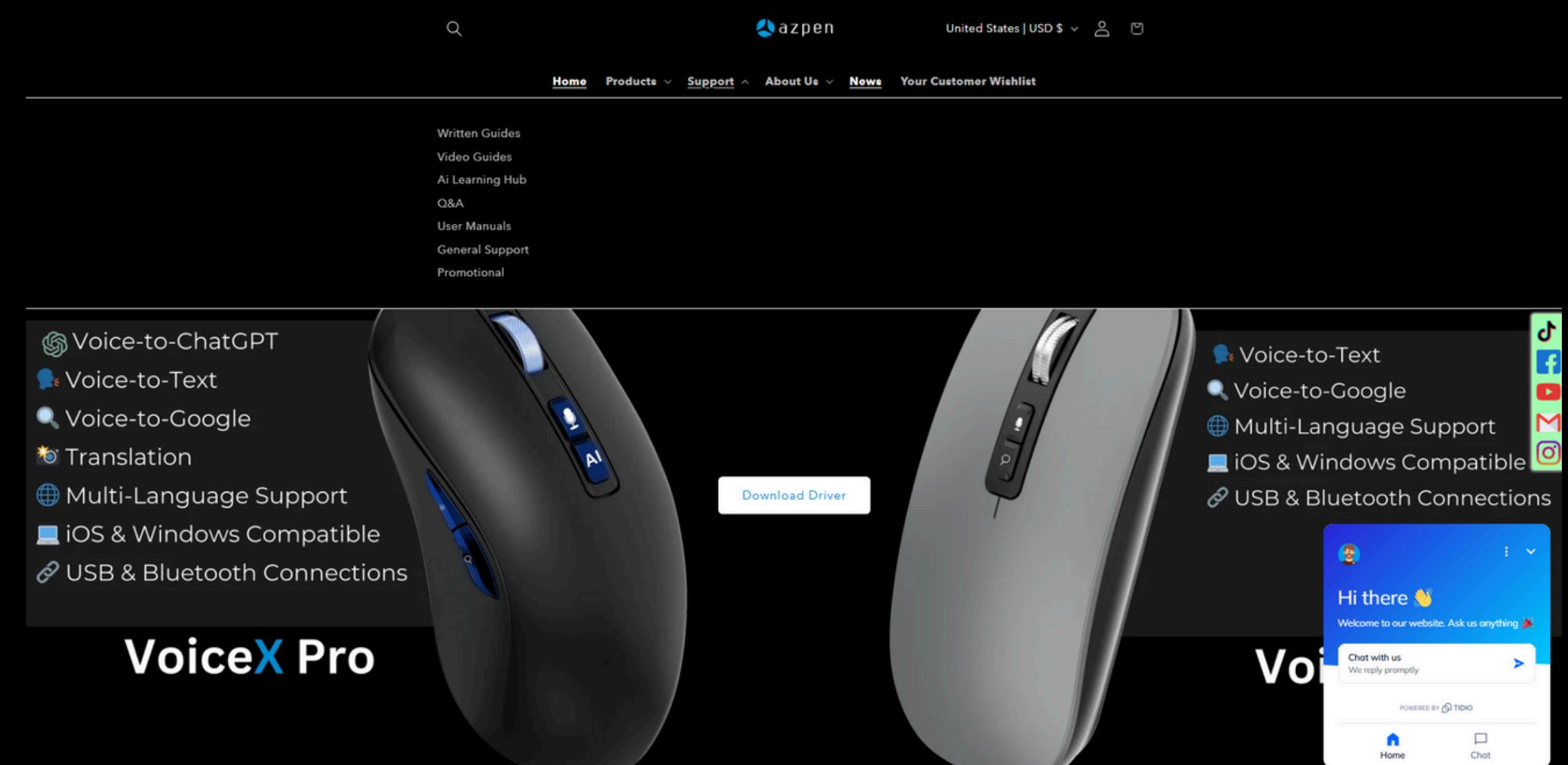
DOCK Phones. CHARGE Devices. LISTEN To Songs. SPEAK With Calls.

CES INNOVATION AWARDS

AZPEN MARKETING

# 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.



# THANK YOU

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