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PORTFOLIO

ABOUT



Senior Performance Strategist & Business Partner

I am a **Senior Google Ads & PPC Strategist** with 6+ years of experience architecting **high-ROI growth for B2B and B2C brands** in the US and South African markets. My focus is on technical precision and strategic alignment that translates directly into **measurable revenue**.

Operating as a registered corporation (Pty Ltd), **I provide Corp-to-Corp specialized support** for US-based agencies and brands. I bring senior-level expertise to complex portfolios on a flexible, contract basis, allowing for a **high-impact partnership** that scales with your business needs.

Fully equipped for **remote collaboration**, I ensure seamless communication across time zones and a **data-driven approach to your growth**.

Google Ads Specialist

GA4 & GTM Tracking

Cross-Channel Strategy

Strategic Brand Growth

B2B & SaaS Growth

Performance Reporting



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01

Strategic Demand Capture & Scalable Growth

I specialize in transforming complex Google Ads accounts into high-performance growth engines. My approach combines technical account architecture with data-driven bid strategies to ensure every dollar of ad spend is optimized for maximum ROI.



Google Ads Performance

Full-Network Mastery

Whether it's high-intent Search, visual Display, or the automated power of Performance Max (PMax), I architect campaigns that find your customers at every stage of the funnel. I focus on granular keyword sculpting and advanced audience targeting to ensure your brand dominates the search results page.

Niche: Hair Restoration & Transplant Surgery (High-Ticket Lead Gen).

The Challenge: The client was struggling with high CPAs and low-quality lead volume. The existing account structure and website lacked focus, leading to wasted spend.

The Strategic Pivot:

- **Full Website Overhaul:** Designed and developed a high-converting, mobile-first website to improve user experience and landing page relevance.
- **Precision Search Strategy:** I rebuilt the Google Ads account from the ground up, focusing exclusively on mid-to-bottom funnel keywords with high commercial intent.
- **Conversion Integrity:** Implemented advanced tracking to filter out low-quality inquiries and prioritize high-value surgical consultations.

About The Brand

CASE STUDY 1

SPECIALIZED MEDICAL CLINIC

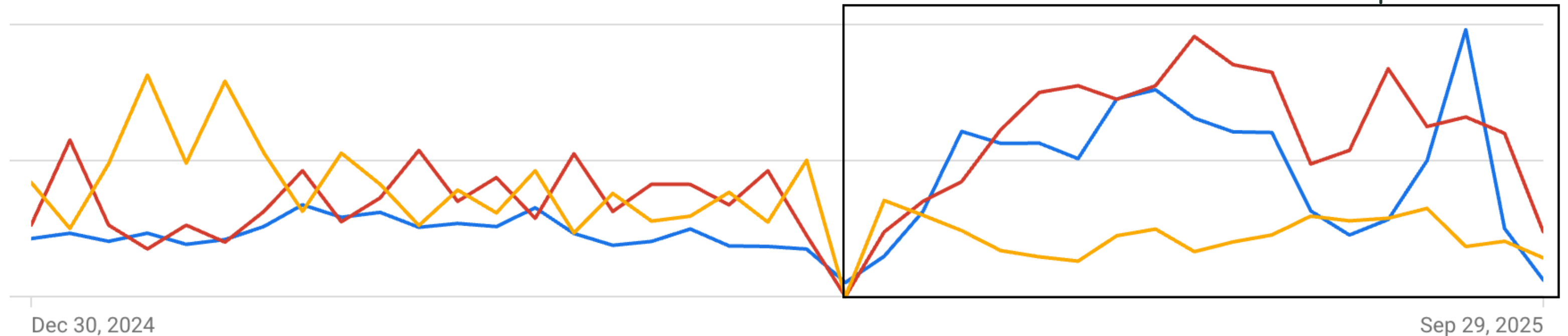


The Results

- **40.52% Reduction** in CPA (Cost Per Acquisition).
- **85.45% Increase** in Qualified Lead Volume.
- **112.26% Increase** in relevant paid website traffic.

Clicks ▼ 35.7K	Conversions ▼ 1.5K	Cost / conv. ▼ RM170K	Cost RM170K
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Results after account overhaul and taking over account management



Niche: Specialized Trailer Manufacturing (High-Ticket B2C).

The Challenge: The client was facing potential liquidation and reached out as a final attempt to salvage the business. The primary obstacles were a non-converting website and a total lack of high-intent lead flow.

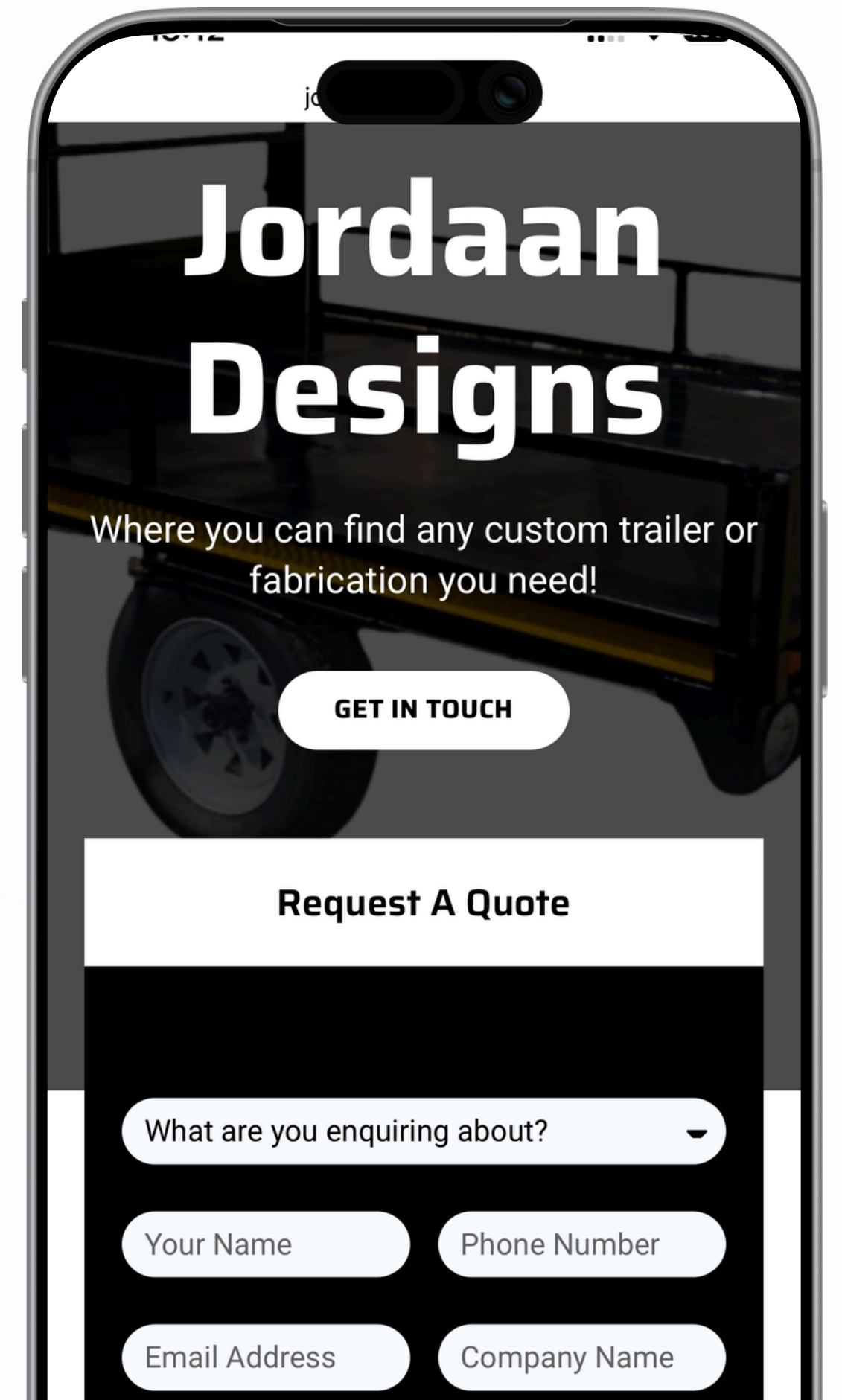
The Strategic Pivot:

- **Total Digital Overhaul:** I redesigned the entire web presence with a focus on high-conversion landing pages engineered specifically for Google Ads traffic.
- **Lead Flow Optimization:** Launched targeted Search campaigns focusing on high-value, specialized manufacturing keywords.
- **Scaling to Capacity:** Monitored lead volume in real-time to ensure the client's sales team could manage the influx, eventually dialing back spend once production capacity was reached.

About The Brand

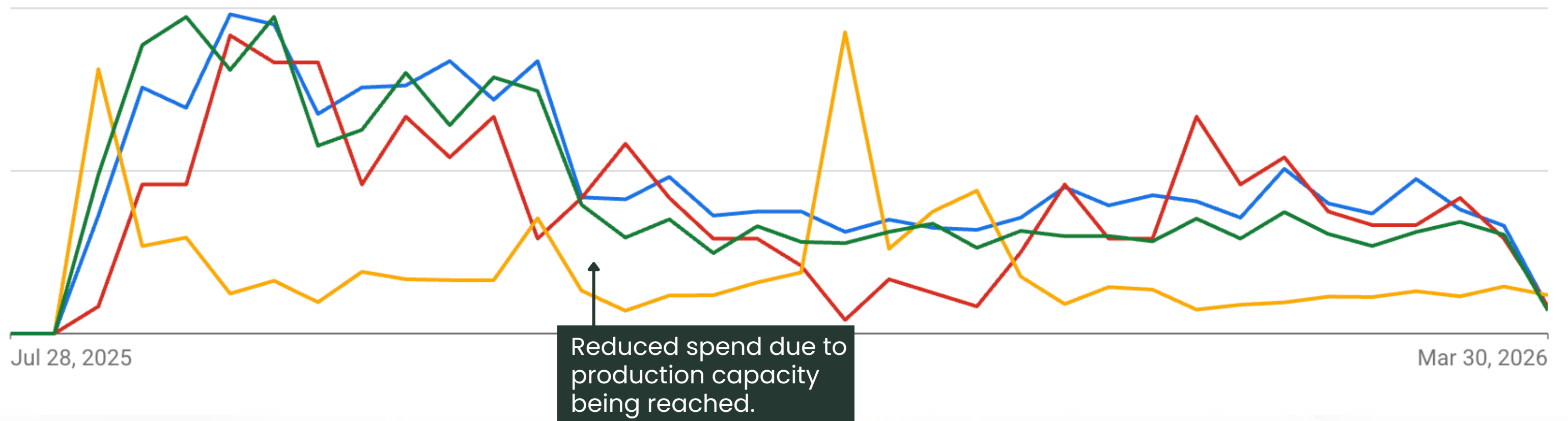
CASE STUDY 2

CUSTOM MANUFACTURING (B2C)



The Results

- **Business Revitalized:** Successfully moved the company from the verge of liquidation to a position of over-capacity.
- **Inbound Influx:** Generated a consistent volume of high-quality leads that exceeded the client's immediate fulfillment capabilities.
- **Managed Growth:** Optimized the account to maintain a low CPA, ensuring maximum profitability.



Niche: Stationery & Office Supplies (High-Volume B2C).

The Challenge: As a well-known national supplier, the brand had an established presence but lacked granular optimization. The goal was to take over account management, identify untapped growth opportunities, and maximize the efficiency of their existing ad spend.

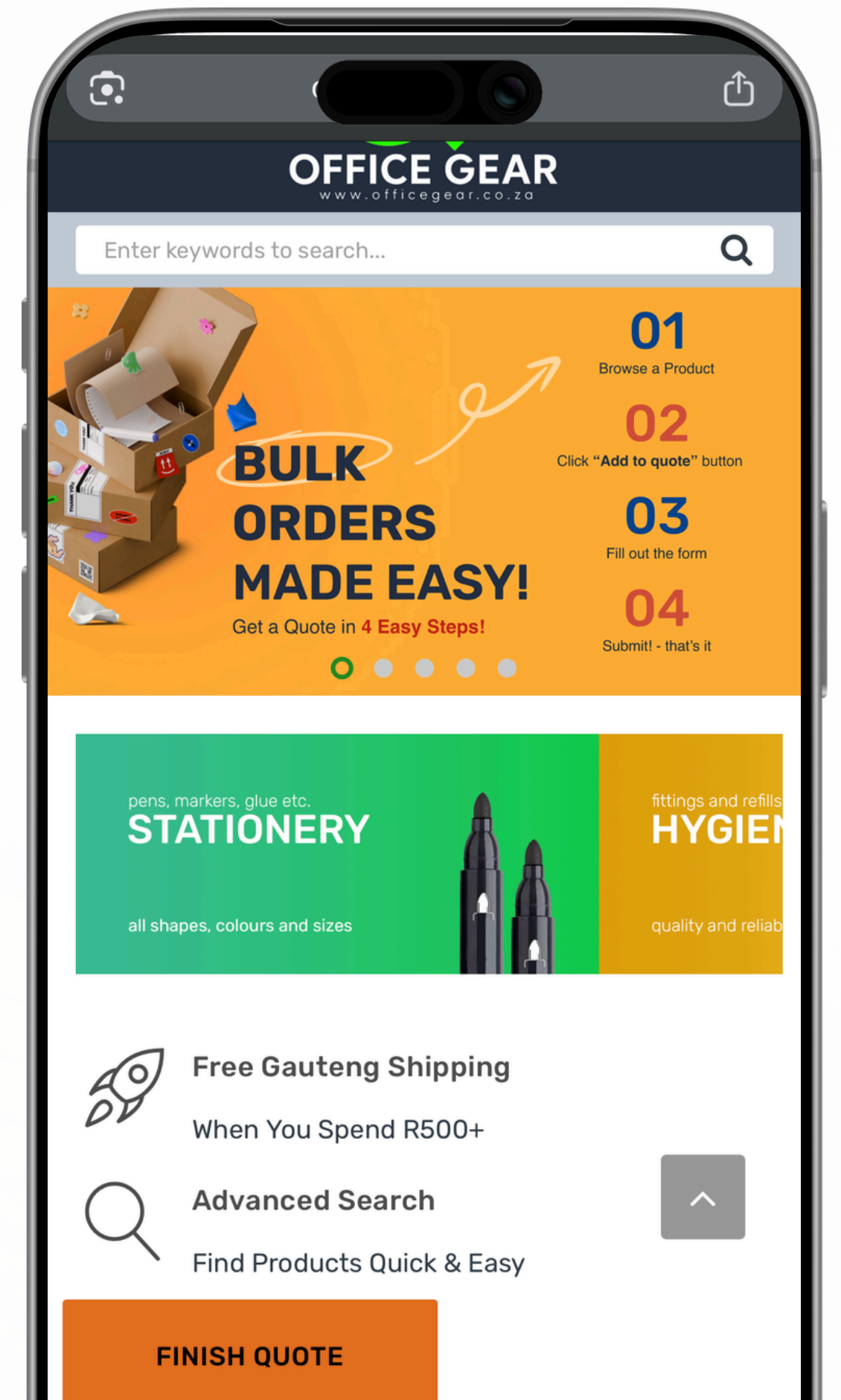
The Strategic Pivot:

- **Account Hygiene & Optimization:** Conducted a deep-dive audit to eliminate wasted spend on low-performing SKU clusters and reallocated budget to high-margin categories.
- **Advanced Feed Management:** Optimized the Google Merchant Center feed to improve the performance of Shopping and Performance Max (PMax) campaigns.
- **Operational Reporting:** Architected a custom, high-end reporting suite to provide the executive team with real-time clarity on ROAS, profit margins, and inventory-driven performance.

About The Brand

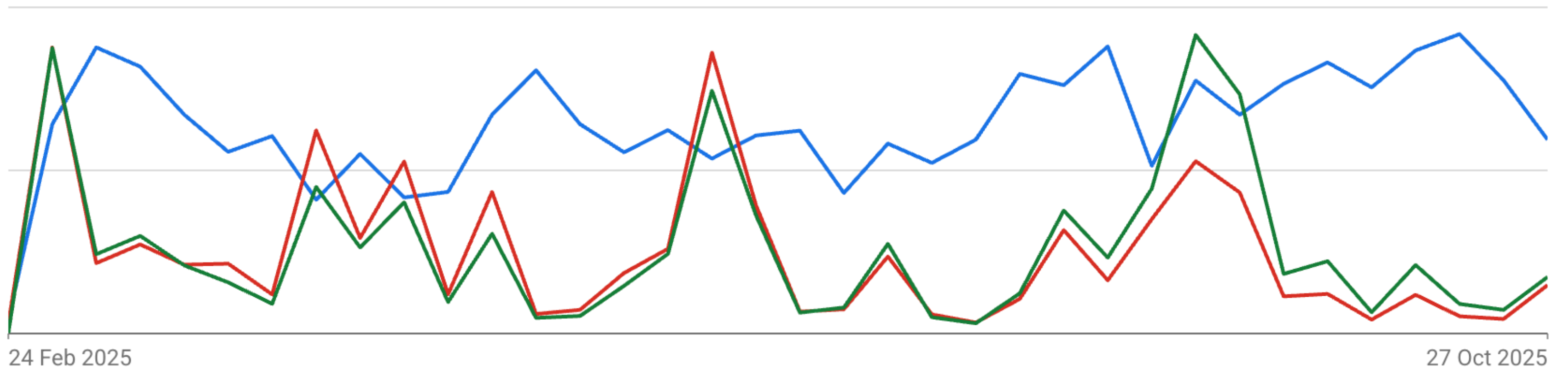
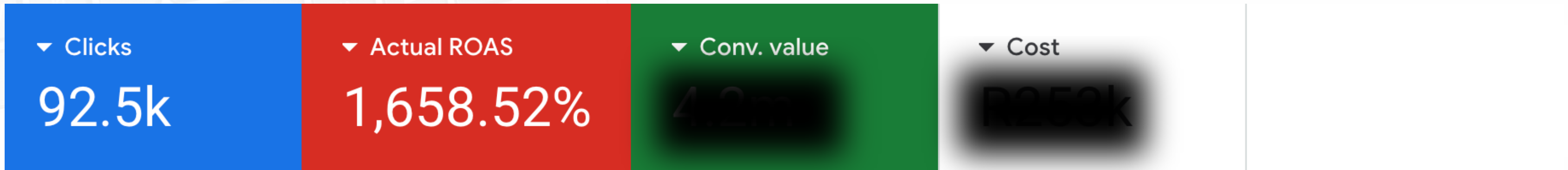
CASE STUDY 3

ESTABLISHED E-COMMERCE BRAND



The Results

- **1,658% Actual ROAS:** Achieved a consistent 16.5x return on ad spend across the entire account portfolio.
- Successfully managed high-volume revenue growth through strategic budget scaling.
- **Streamlined Efficiency:** Balanced 92.5k clicks with precision targeting to ensure high intent and peak conversion rates.



Niche: Specialized Calibration & Technical Services.

The Challenge: The client was receiving a steady volume of leads, but they lacked the specific focus required for their specialized offerings. The primary goal was to shift away from generic inquiries and attract high-intent B2B decision-makers seeking precision calibration services.

The Strategic Pivot:

- **Keyword Refinement & Negative Sculpting:** Performed a surgical audit of search terms to eliminate broad, irrelevant traffic. I pivoted the strategy toward "Long-Tail" industrial keywords that signaled professional intent.
- **Lead Quality Framework:** Refined ad copy and landing page messaging to speak directly to technical procurement officers, pre-qualifying users before the click.
- **Conversion Optimization:** Streamlined the conversion path, allowing the algorithm to prioritize quality over quantity.

About The Brand

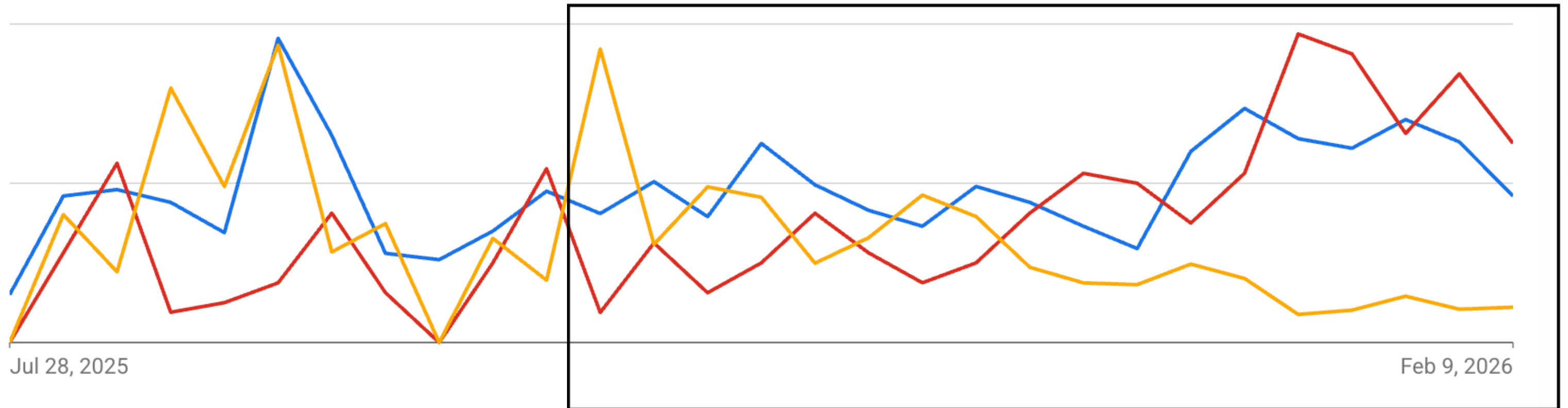
CASE STUDY 4

CUSTOM MANUFACTURING (B2C)



The Results

- **72.15% Increase** in quality conversions.
- **43.07% Reduction** in CPA (Cost Per Acquisition).
- **Sustained Quality Growth:** Successfully increased lead volume while simultaneously driving down the CPL.
- **High-Intent Lead Flow:** Delivered conversion volumes that was significantly more aligned with the client's core service capabilities.



Niche: Prenatal & Postpartum Fitness & Recovery (Niche Subscription/Digital Product).

The Challenge: The client was struggling to reach a highly specific audience (expectant and new mothers) while navigating Google's strict health and wellness policy landscape. Initial campaigns were underperforming due to poor audience alignment and frequent policy flags that restricted reach.

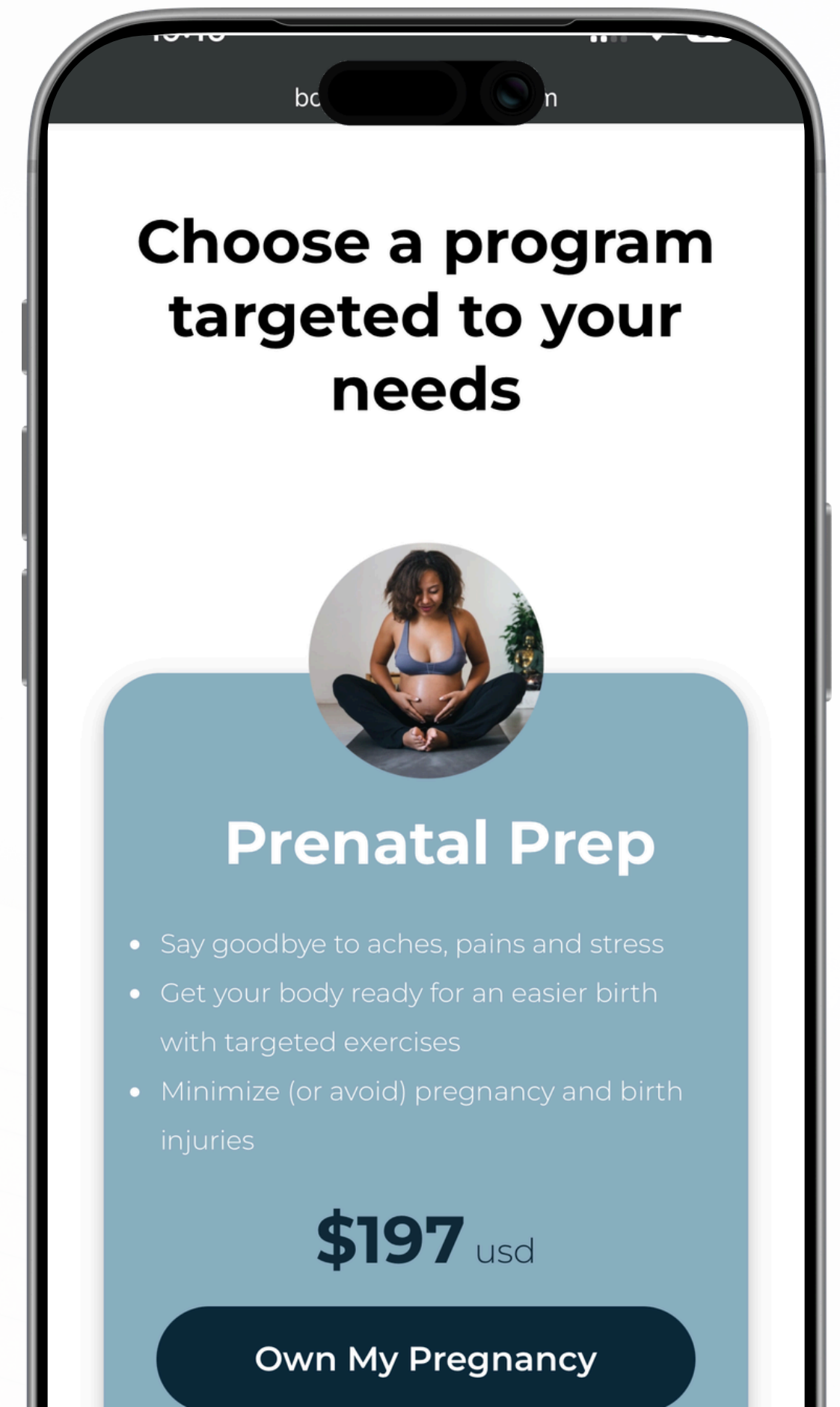
The Strategic Pivot:

- **Policy-Compliant Architecture:** Re-engineered the ad copy and creative strategy to strictly adhere to Google's personalized advertising standards, ensuring zero downtime from account suspensions.
- **Granular Audience Targeting:** Utilized custom-intent and life-event targeting to find users at specific stages of their pregnancy journey, replacing generic traffic with high-conversion intent.
- **Funnel Scaling:** Optimized the conversion path for digital product sales, focusing on driving high-quality traffic to targeted landing pages that addressed specific prenatal pain points.

About The Brand

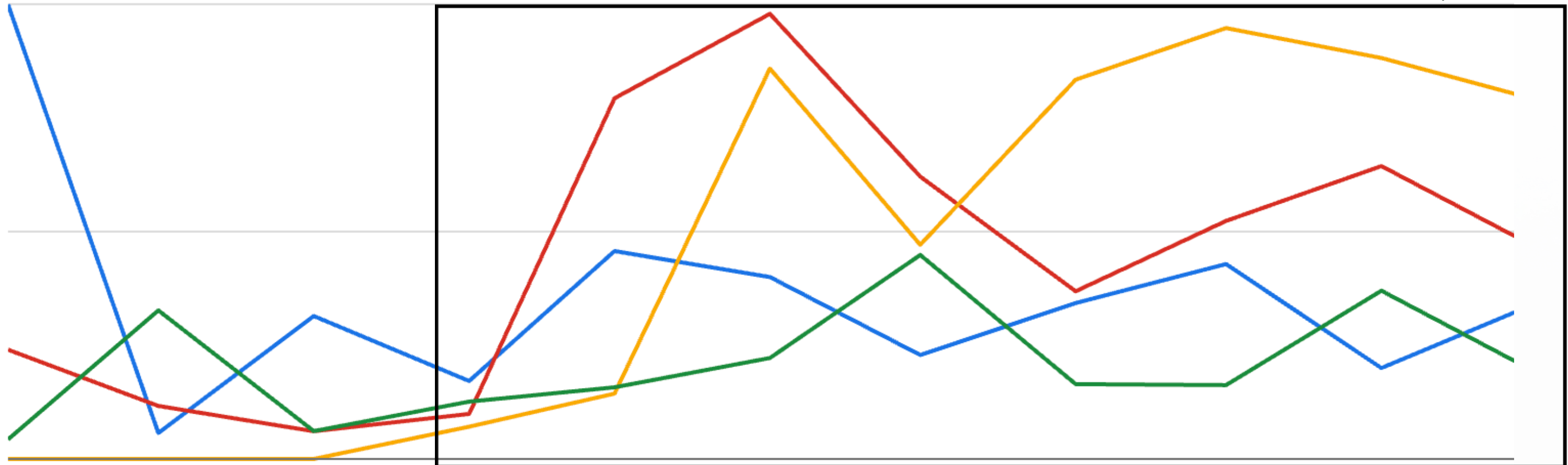
CASE STUDY 5

HEALTH & WELLNESS



The Results

- **\$21,624.33 in Revenue:** Successfully scaled revenue from near-zero to over \$21k in a single period following the account takeover.
- **Targeted Growth:** Achieved stable, high-volume performance by driving traffic from a highly specialized niche audience.
- Maintained a healthy conversion flow while optimizing the Cost Per Acquisition (\$89.48) for a high-LTV digital product.



02



Creative-Led Growth & High-Velocity Scaling

I specialize in leveraging Meta's powerful machine learning to turn social attention into measurable revenue. My approach combines psychological creative strategy with advanced audience signal testing to build scalable, high-ROAS funnels that consistently outperform industry benchmarks.

Meta Ads Performance

Full-Funnel Social Architecture

I move beyond "boosting posts" to architecting sophisticated account structures, from broad-audience, Top-of-Funnel (TOFu) awareness to high-intent, Dynamic Retargeting. By utilizing Advantage+ placements and manual bidding strategies, I ensure your brand stays top-of-mind throughout the entire customer journey.

CASE STUDY 1 B2B LEAD GEN

About The Brand

Niche: Commercial & Industrial Flooring Solutions (Lead Gen)

The Challenge: The client struggled to generate high-quality B2B leads from contractors and property managers. The primary hurdles were high friction on external landing pages and inconsistent lead quality, resulting in a high cost-per-acquisition.

The Strategic Pivot:

- **Frictionless Lead Capture:** Deployed Meta Instant Forms to capture data directly within the app, eliminating mobile drop-offs and website load-time friction. Integrated custom form questions to filter intent, ensuring only "sales-ready" commercial inquiries were delivered to the client.
- **Targeted B2B Prospecting:** Utilized high-intent audience signals and Lookalike Audiences to ensure ads were served exclusively to decision-makers in the commercial flooring space.

The Results

- **63.7% Increase** in total lead volume.
- **48.2% Reduction** in Cost Per Lead (CPL).
- **Enhanced Quality:** Client confirmed a significant shift toward high-intent, qualified commercial inquiries.

Campaign ↑↓	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressio... ↑↓	Reach ↑↓
Meta Lead Gen BOF	612 Leads (Form)	R28.80 Per Lead (Form)	R270.00 Daily	R17,628.15	341,582	96,189
Meta Lead Gen MOF	158 Leads (Form)	R39.24 Per Lead (Form)	R290.00 Daily	R6,200.00	115,188	48,514

CASE STUDY 2 LUXURY JEWELRY BRAND

About The Brand

Niche: Luxury Jewelry & Bespoke Diamond Rings

The Challenge: Operating with a limited Meta budget, the brand needed to compete in a high-ticket luxury space. The goal was to generate high-value inquiries on Meta without overextending the ad spend.

The Strategic Pivot:

- **Precision Funnel Alignment:** Focused exclusively on mid-to-bottom funnel audiences, capturing users already demonstrating high intent for bespoke jewelry services.
- **Custom Goal Tracking:** Engineered advanced website tracking to prioritize three high-value conversion actions: Design a Ring inquiries, Product Enquiries, and Contact Form submissions.
- **Quality Over Quantity:** Optimized delivery for "sales-ready" interactions, ensuring that even with a lean budget, the traffic produced high-quality engagement.

The Results

- **62.1% Increase** in total lead volume since campaign inception.
- **Multi-Touch Success:** All tracked leads showed a high internal conversion rate, proving the quality of the Meta-sourced traffic.
- **Optimized Reach:** Delivered over 224k impressions to a highly qualified, niche audience, maintaining brand presence alongside larger-budget efforts.

Campaign ↑↓	Design Ring	Product Enquiry	Contact Form	Impressions ↑↓	Reach ↑↓
Diamond Rings Leads Gen	17	19	1	224,825	92,660

CASE STUDY 3 PRIVATE UNIVERSITY LEAD GEN

About The Brand

Niche: Higher Education & Fashion Academy

The Challenge: The institution required a high-impact, 4-month enrollment drive to secure student applications for the upcoming academic year.

The Strategic Pivot:

- **Program-Specific Architecture:** Segmented the account into degree-specific campaigns (Fashion Design, Retail, Media), allowing for granular budget control and tailored messaging for each faculty.
- **Full-Funnel Synergy:** Leveraged Meta for a broad awareness and mid-funnel intent strategy, while aligning with Google Search to capture bottom-funnel demand.
- **Niche Audience Targeting:** Engineered custom audience profiles for each degree path, ensuring that high-value creative programs were reaching students with the specific aptitude and interest required.

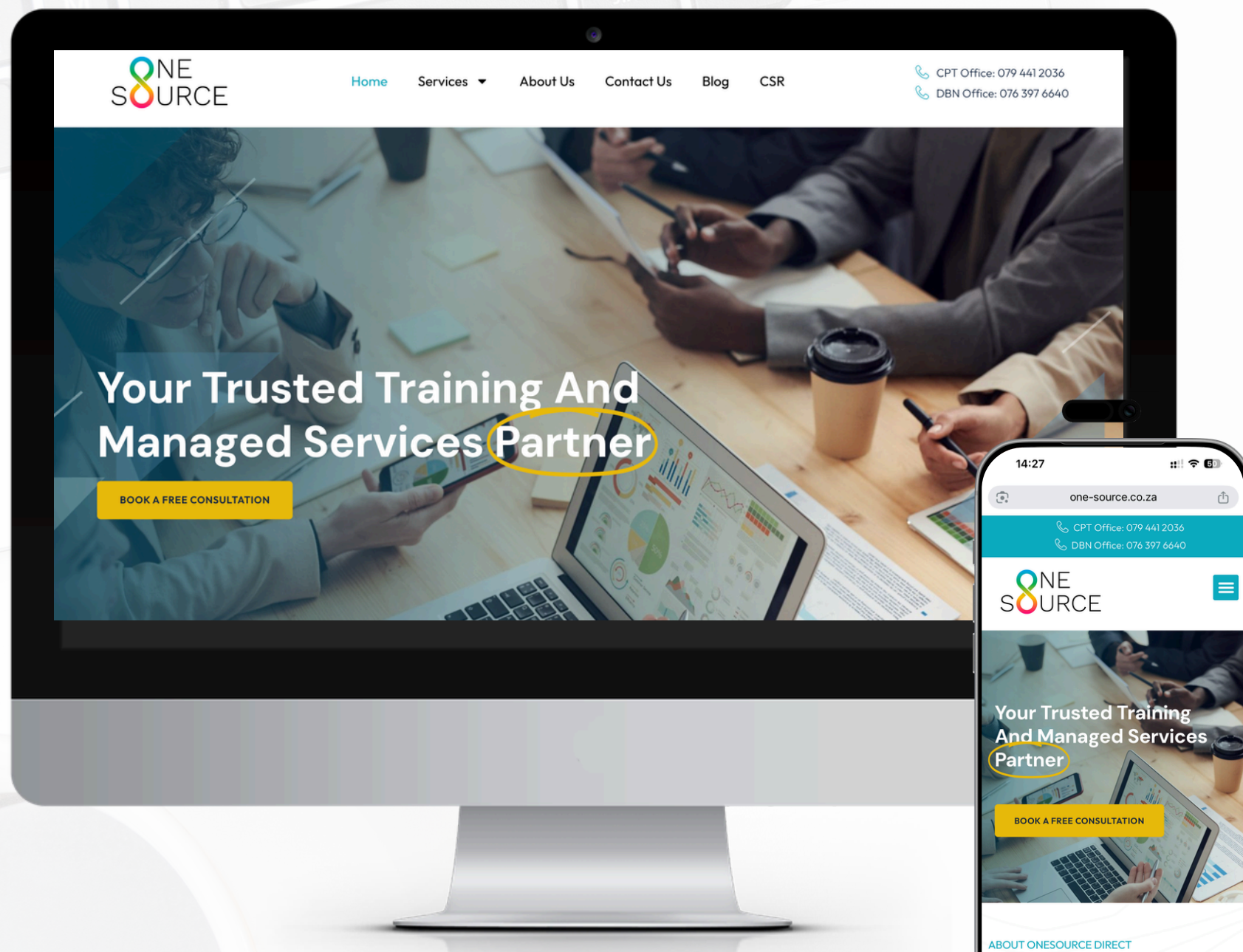
The Results

- **32.3% Increase** in total student applications compared to the previous year.
- **Massive Reach:** Optimized delivery to reach over 1.2 Million unique prospects, significantly expanding the institution's national footprint.

Campaign ↑↓	Results ↑↓	Impressions ↑↓	Reach ↑↓
BA Honours Degree in Fashion	43 Multiple conversions	516,446	181,393
BA Degree in Applied Fashion Retail	57 Multiple conversions	601,497	220,593
BA Degree in Fashion Design	64 Multiple conversions	1,199,000	367,603
Diploma in FMMM	109 Multiple conversions	400,278	158,885
Higher Certificate In Applied Fashion	113 Multiple conversions	768,172	295,641

03

Website Development

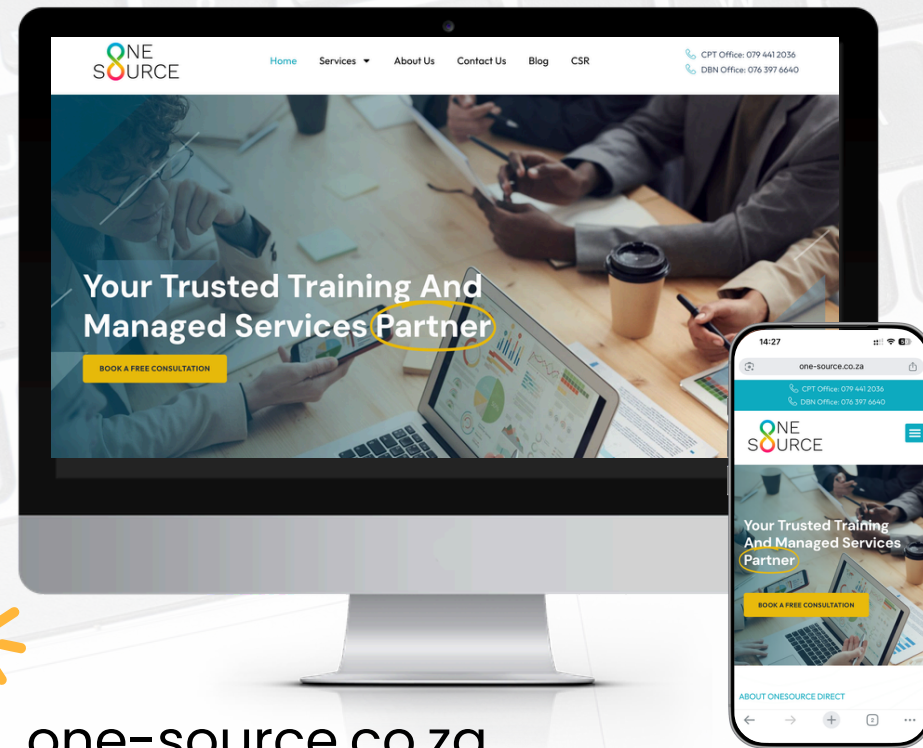


I specialize in designing and developing high-performance websites and landing pages engineered specifically for conversion. My approach bridges the gap between aesthetic design and technical performance, ensuring that every site is optimized for optimal user experience (UX), and mobile-first responsiveness.

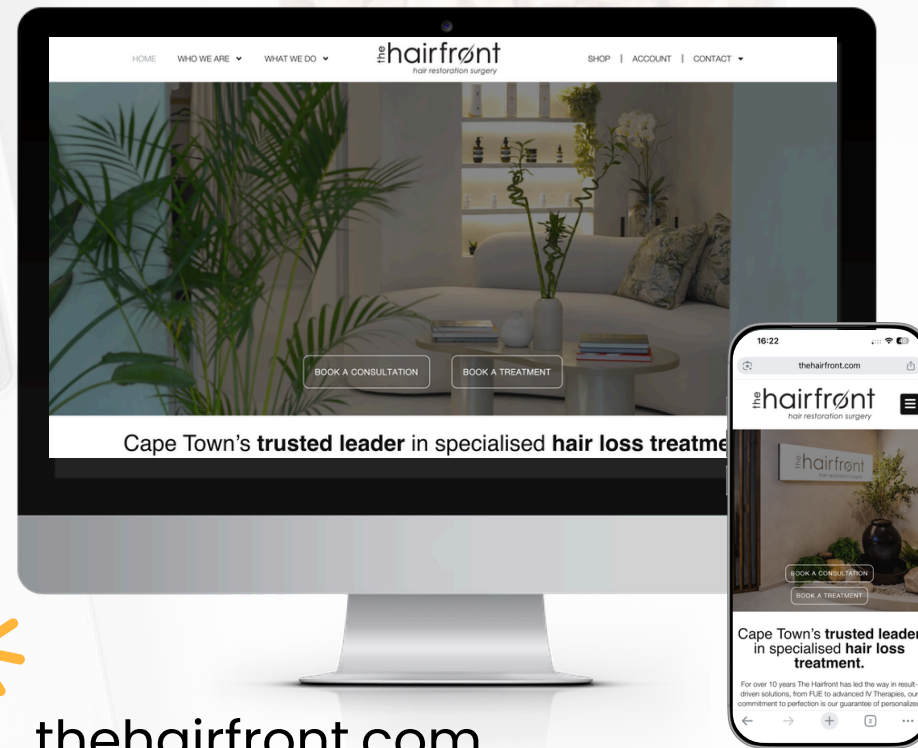
By aligning the destination with the digital marketing funnel, I create digital assets that don't just look professional, they drive lower acquisition costs and maximize return on ad spend (ROAS).

FEATURED PORTFOLIO & LIVE PROJECTS

A selection of high-performance websites developed to serve as the foundation for scalable digital growth.



one-source.co.za



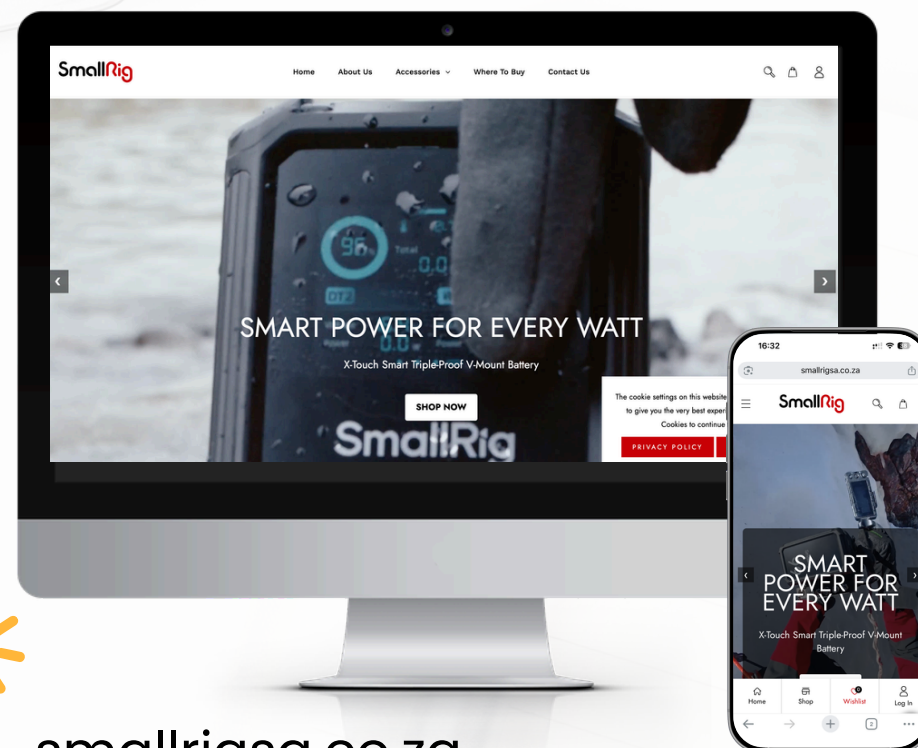
thefairfront.com



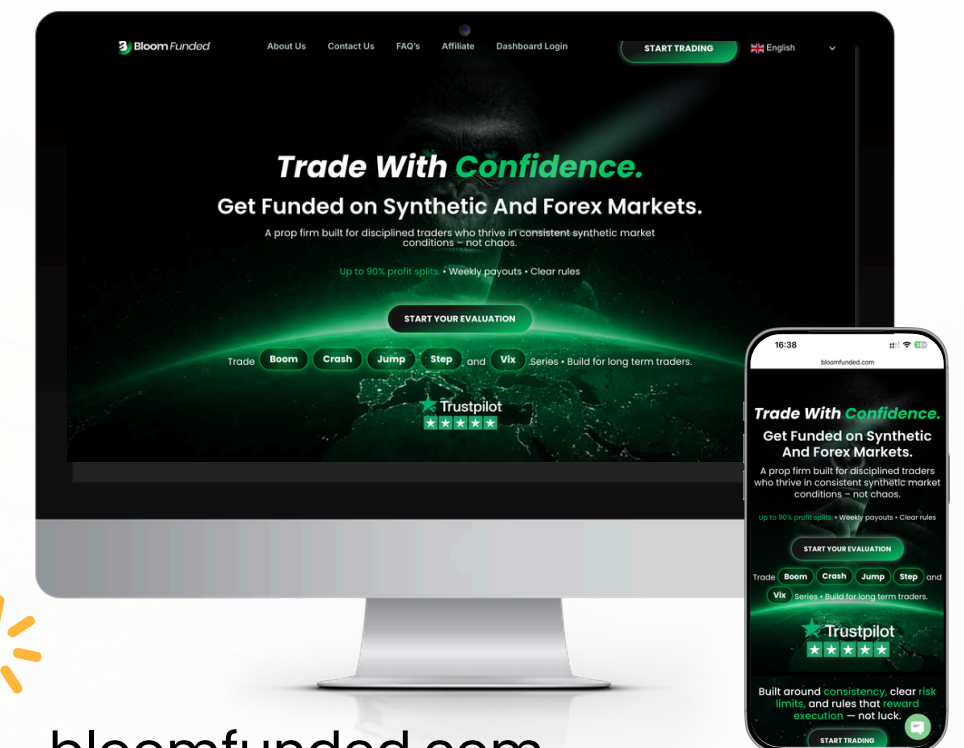
premiernut.co.za



voetvanafrika.co.za



smallrigsa.co.za



bloomfunded.com



04

Data Tracking & Performance Reporting

I architect robust tracking environments to ensure 100% data integrity across the entire funnel. By bridging the gap between raw data and actionable insights, I enable brands to optimize for revenue rather than vanity metrics.

- **Measurement:** Expert GA4 & GTM setup, including custom event tracking and server-side configurations.
- **Social Attribution:** Advanced Meta Pixel & CAPI implementation to maximize signal recovery in a post-iOS14 landscape.
- **CRM Integration:** Seamless syncing of lead data (HubSpot, Salesforce, etc.) for Offline Conversion Tracking.
- **Custom Dashboards:** High-end Data Studio reporting that translates multi-channel data into clear executive summaries.

Other Services

Holistic Marketing Strategy

Developing 360-degree digital roadmaps that align paid media, organic presence, and brand positioning to ensure long-term, sustainable growth across all channels.

High-Conversion Copywriting

Crafting compelling, sales-driven copy for ad creatives, landing pages, and email sequences that speaks directly to the target audience's pain points and drives action.

Performance-Based Creative Design

Producing high-impact static and motion assets tailored for Google and Meta. I focus on "Creative-Led Growth," ensuring every visual is backed by data to drive higher engagement and ROAS.

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Thank You.