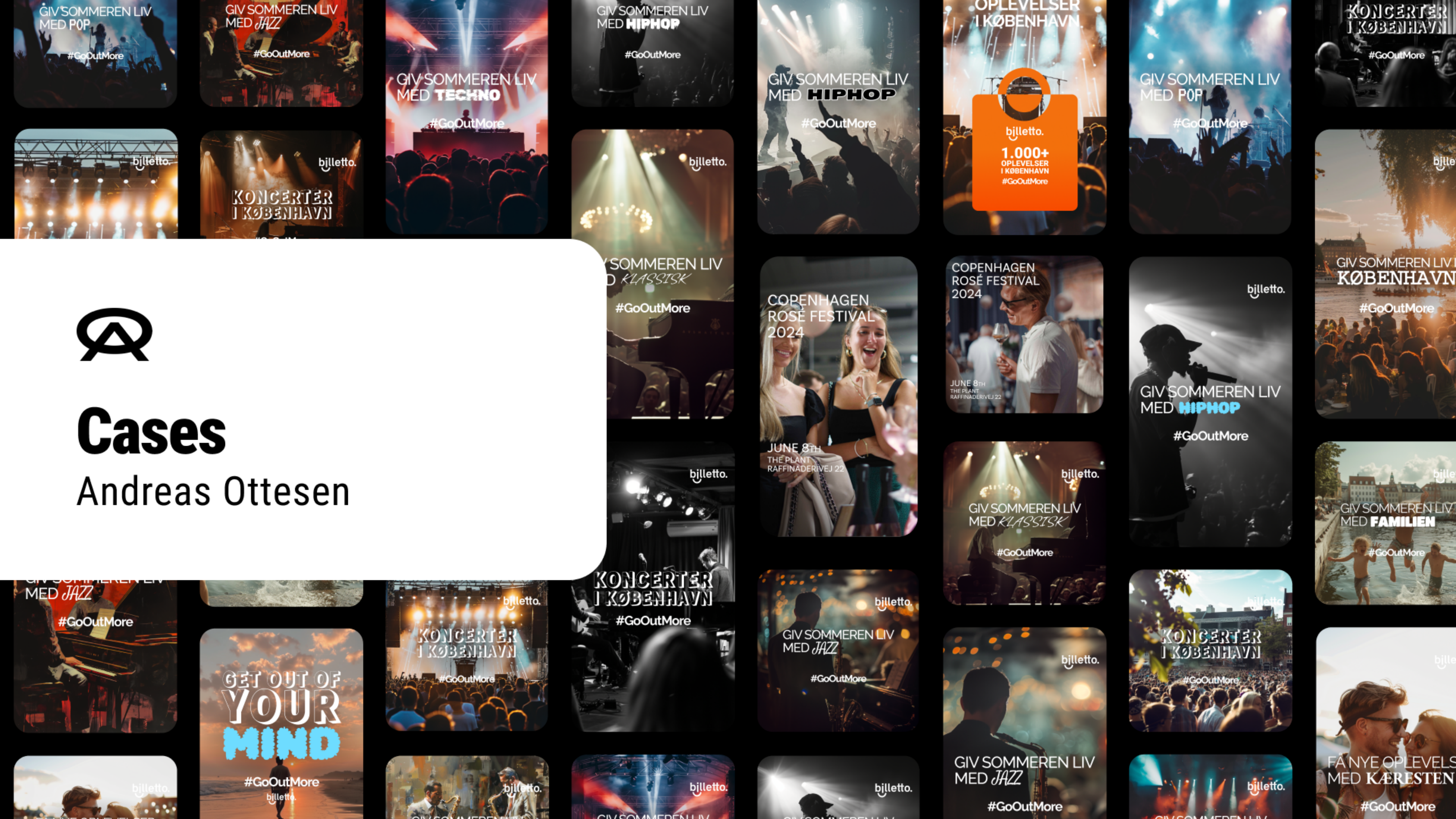




Cases

Andreas Ottesen





Page 2: Content

Page 3: Clients

Page 4: References

Page 5: Billetto case

Page 10: Dirks case

Page 13: SMILY case

Page 16: 3 short cases

Page 17: 3 short cases

Page 18: Software

Page 19: CRM & Automation

Page 20: Content marketing

Page 21: Paid marketing

Page 22: Creative production

Page 23: Contact

CASE
billetto.

CASE
DIRKS

CASE
smily™

SOME OF MY RESULTS

billetterto.

+44%
CTR

+56%
Campaign revenue

154
Automations updated

DIRKS

+201%
YoY growth

10.000+
Email permissions

7.6x
ROAS

smily™

€280.000+
Revenue in two months

8.000+
Leads generated

38x
ROAS

100+
Automated emails

[Pii]

20x
ROAS

LIVING FLOWERS

9x
ROAS

BOARD COMPANY

-25%
CPL

AGERAS

+17%
Lower CPL

100+
SoMe campaigns

M3PANEL

9x
Lower CPL

+30%
Increased lead intake

SOME OF THE BRANDS I HAVE WORKED WITH

roccamore

Europcar

JUUL



DAIKIN



smily™



BESTSELLER



BoConcept



steamgreen

billetterto.



soundmade.



GoCollective

StormGroup



Bring&Clean

gottlieb & co.

dot.what



cfl



Clever

HAPS NORDIC



PHASEONE



elektron Tættere på dig

BOARD COMPANY



Calvin Klein

Risika

M3PANEL

HAPS NORDIC

OFFICEHOTEL



REFERENCES

M3PANEL

Across their campaigns in the Nordic countries, I achieved a **decrease in CPL to 1/10** after a week. We got the results by implementing automated audiences to enhance the marketing funnel. The results were steady during the time I was managing this client.

Martin Knudsen

CMO | M3 panel

It has been a pleasure to work with a strategic marketing mind like Andreas.

After only a week, the difference in our marketing results was incredible! So much that we had to verify the results. His approach is very professional, strategic, and all-around oriented.

elektron

Tættere på dig

The case was about lead generation that resulted in a **decrease in cost per lead of 70% and an increase in total sales by 200%**. We got the results by expanding the audience and using video ads we took at the office.

Lasse Nørremark Kristensen

CMO | Elektron

Andreas is an ambitious, structured, and expert in Facebook marketing, it was a pleasure, to work with Andreas and I can highly recommend him.

billetterto.

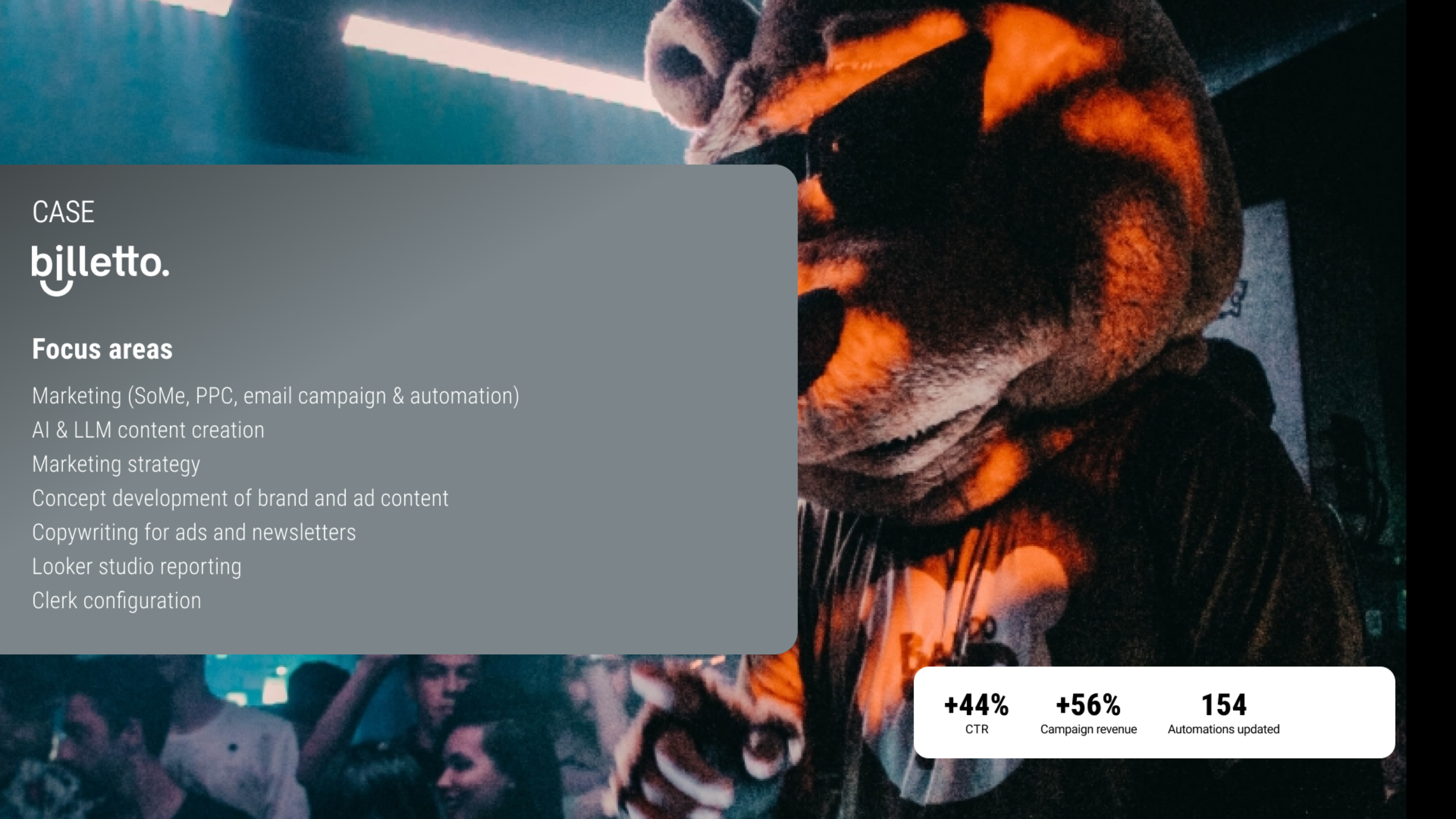
As Head of B2C Marketing, I was building the marketing team, setting up marketing automation across all paid media channels, email and affiliate partners.

Martin Nørtoft

CCO | Billetterto

I've had the pleasure of working with Andreas at Billetterto. Andreas is a skilled digital marketer. Andreas has an incredibly high professional level.

With Andreas, you get a guy who is always aware of the latest trends and tendencies and who understands what's going on in the market. Andreas is very commercial and performance-oriented



CASE

billetterto.

Focus areas

Marketing (SoMe, PPC, email campaign & automation)

AI & LLM content creation

Marketing strategy

Concept development of brand and ad content

Copywriting for ads and newsletters

Looker studio reporting

Clerk configuration

+44%

CTR

+56%

Campaign revenue

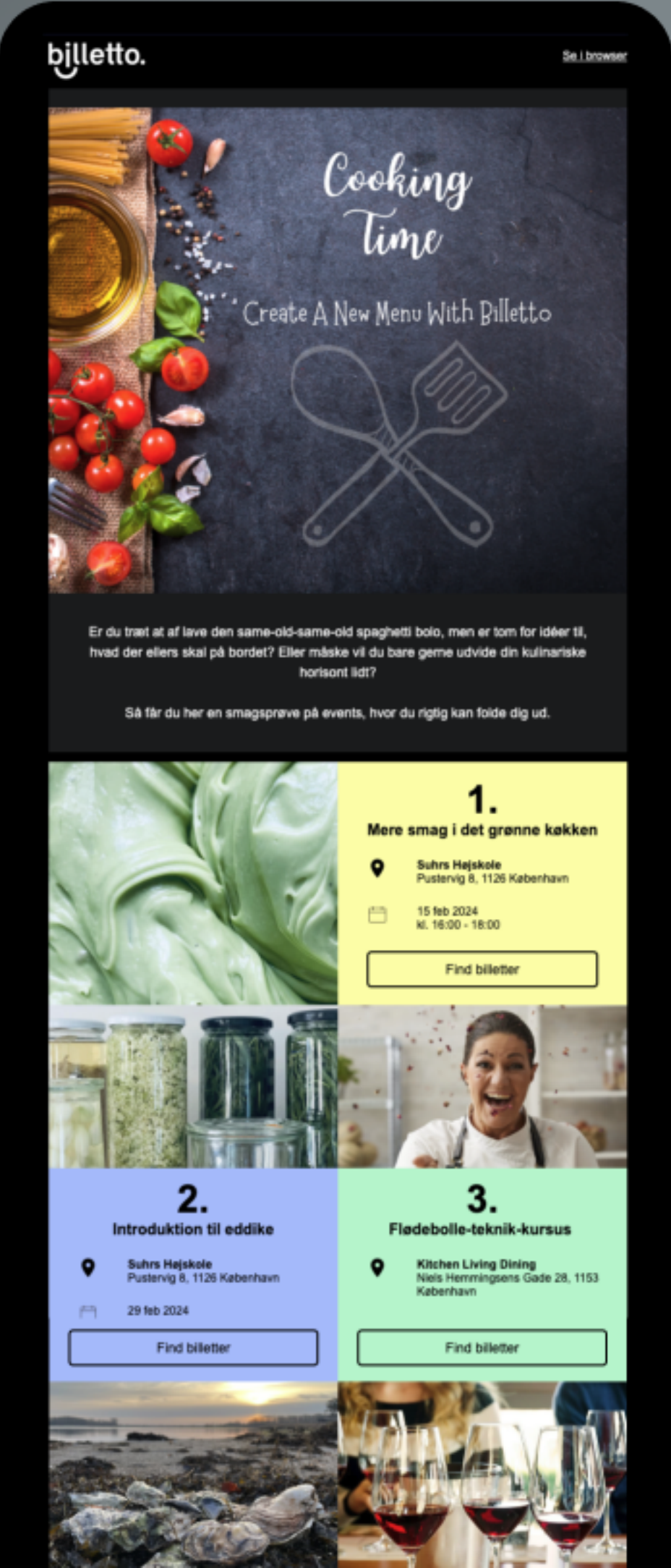
154

Automations updated

EMAIL DESIGN | BILLETTO

Software used
klaviyo

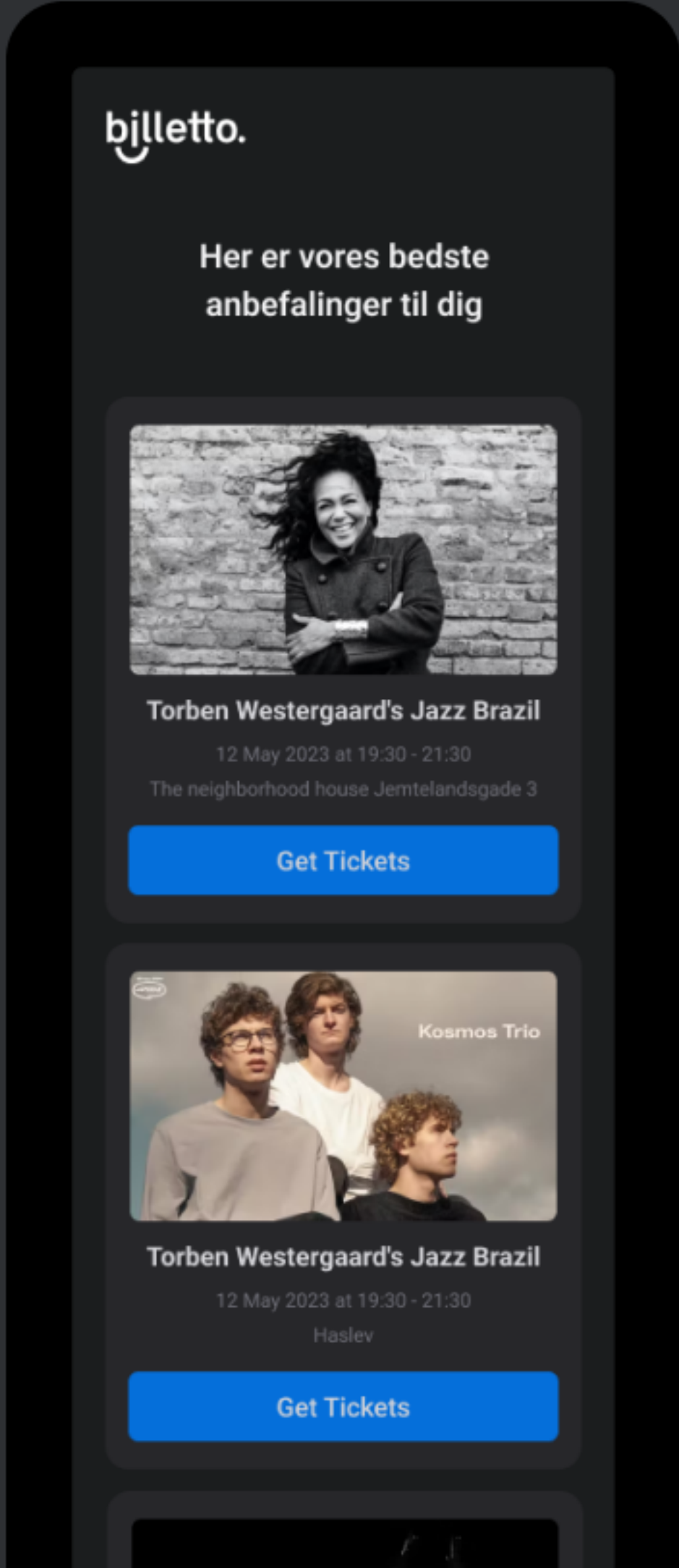
Old campaign design



New campaign design



Old automated design



New automated design



CASE | BILLETTO

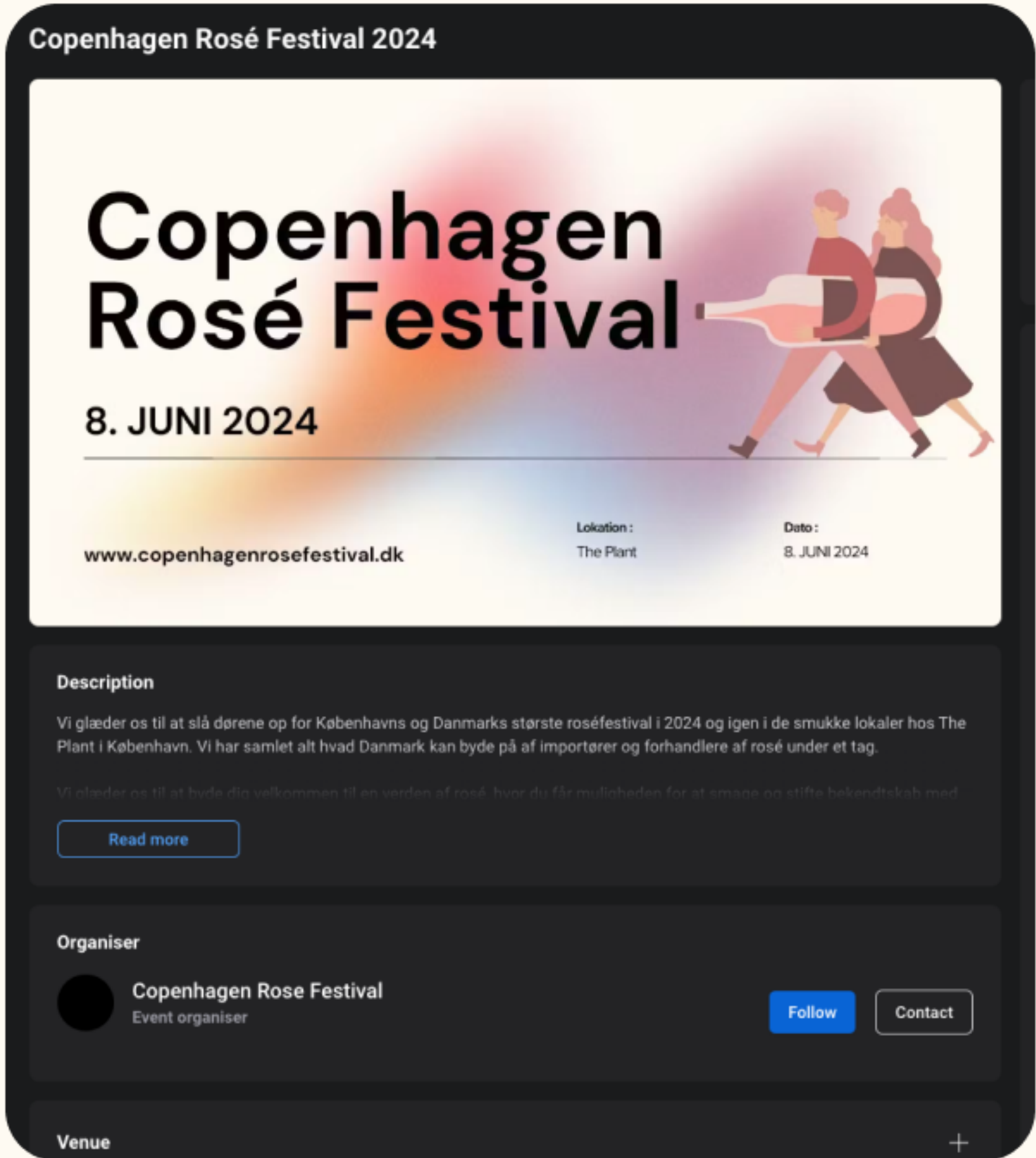
Campaign design

Copenhagen Rosé festival 2024

SoMe ads

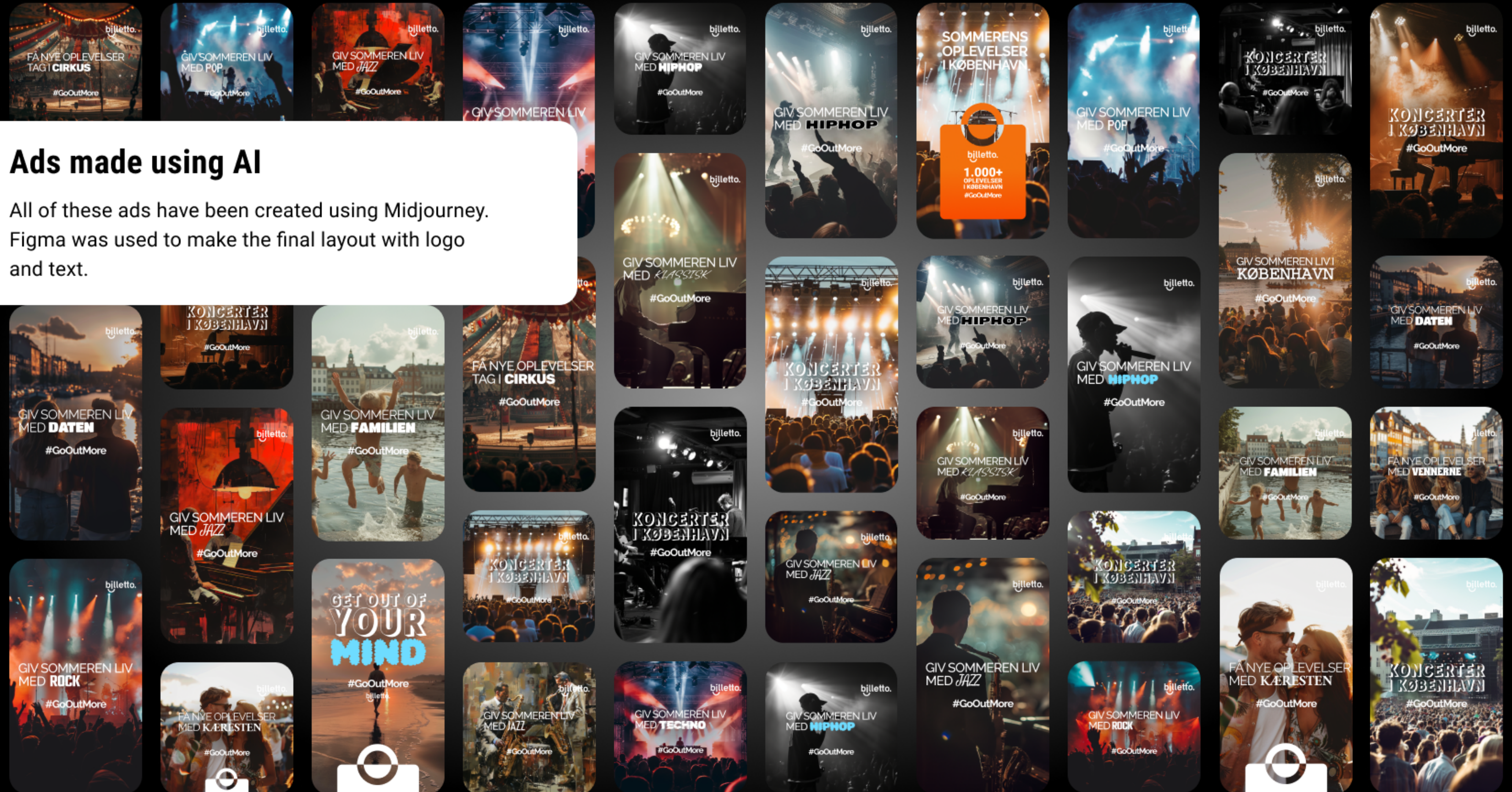


Landing page



Ads made using AI

All of these ads have been created using Midjourney.
Figma was used to make the final layout with logo and text.



CASE | BILLETTO

POOLEN

Launch of a new venue
With a capacity of 2.500 people, the venue is the largest of it's kind in Copenhagen. Introducing a new edgy warehouse venue located at Reffen.

Results
27% sales uplift
373k Impressions

Web banners

THE WHEEL
REINIER ZONNEVELD

DITTE ALEXANDRA

BAIME

IDA AYA

POOLEN

COPENHAGEN'S NEW WAREHOUSE VENUE

OPENING: SPRING 2024

REINIER ZONNEVELD - KIASMOS - LÅGSUS

LÅGSUS

POOLEN

1 NOVEMBER 2024

KØBENHAVN

MAIL CAMPAIGNS

billetterto.

Gå til website

POOLEN

OPENING: MAY 8TH 2024

COPENHAGEN'S NEW WAREHOUSE VENUE

Forår i København

KØBENHAVN FÅR NYT STORT SPILLESTED

Den 8. maj åbner Københavns nye warehouse venue - Poolen. Et stort og råt venue dedikeret til koncerter, shows, fester og events med plads til 2500 stående publikummer.

Poolen åbner med et brag af et rave arrangement i samarbejde med holdet bag Distortion, når den hollandske DJ-superstjerne Reinier Zonneveld er først navn på plakaten den 8. maj.

SE ALLE POOLEN'S EVENTS

THE WHEEL

REINIER ZONNEVELD

DITTE ALEXANDRA

BAIME

IDA AYA

THE WHEEL X POOLEN: REINIER ZONNEVELD (LIVE)

8. MAJ 2024

Første fest i Poolen

Holdet bag Distortion inviterer til allerførste fest i Poolen, når de udrunder deres nye klubkoncept The Wheel og præsenterer techno-stjernen Reinier Zonneveld den 8. maj

POOLEN

1. NOVEMBER

billetterto.

Gå til website

POOLEN

BUY 2 TICKETS OR MORE GET 50% OFF

CODE: POOLEN2

THE WHEEL X POOLEN

REINIER ZONNEVELD

WEDNESDAY

8 MAY

THE WHEEL X POOLEN: REINIER ZONNEVELD LIVE

KOM MED TIL ÅBNINGSFESTEN FOR KØBENHAVNS NYE VENUE

8 MAJ 2024

Københavns nye store venue, Poolen, åbner den 8. maj og som Billetterto-kunde får du eksklusiv mulighed for at få halv pris på køb af 2 billetter eller mere, til åbningsfesten med techno-stjernen Reinier Zonneveld. Brug kampagnekoden POOLEN2 for at låse op for tilbuddet.

Halv pris køb over 2 billetter! BEGRÆNSET BILLETTER MED RABAT

Brug rabatkoden: POOLEN2 ved kassen.

KØB BILLETTER

Sådan bruger du rabatkoden: Tryk "Find billetter" og tilføj det ønskede antal billetter. Indsæt herefter rabatkoden i højreside og gå til betaling.

REINIER ZONNEVELD

Dyna mask hollandsk techno-producer kendt for sit kraftfulde live-act og intense lydscener har været til Danmark tre gange.

DITTE ALEXANDRA

Ditte Alexandra er kendt for sin dybe tekno, her er det elektroniske musik genre med et stort fokus på det elektroniske og det elektroniske.

BAIME

Den danske duo består af den elektroniske musiker Baime og den elektroniske musiker Baime.

SoMe ADS

THE WHEEL X POOLEN

REINIER ZONNEVELD

WEDNESDAY

8 MAY

THE WHEEL X POOLEN

REINIER ZONNEVELD

WEDNESDAY

8 MAY

THE WHEEL X POOLEN

REINIER ZONNEVELD

WEDNESDAY

8 MAY

MAY 8, 2024

LAUNCH PARTY

THE WHEEL

REINIER ZONNEVELD LIVE

BAIME

DITTE ALEXANDRA

IDA AYA

POOLEN

COPENHAGEN

REFRESHED

CASE DIRKS

Focus areas

Marketing (SoMe, PPC & email)
Creation of marketing strategy
Management of a design team
Conceptdevelopment of brand and ad content
Copywriting for ads and newsletters

+201%
YoY growth

10.000+
Email permissions

7.6x
ROAS

Revamping a jeweller with history

We started working with this client three weeks before Black Friday. In those weeks, a graphic designer and I created the ad content for SoMe, content marketing, and email marketing.

The BF campaign focused on getting email subscribers by signing up for a better discount, using lead ads on Meta.

BF campaign results (YoY change)

- **157% increase in revenue**
- **82% lower marketing budget**
- **ROAS: 43.6x** (Up 872%)

Christmas campaign results (YoY change)

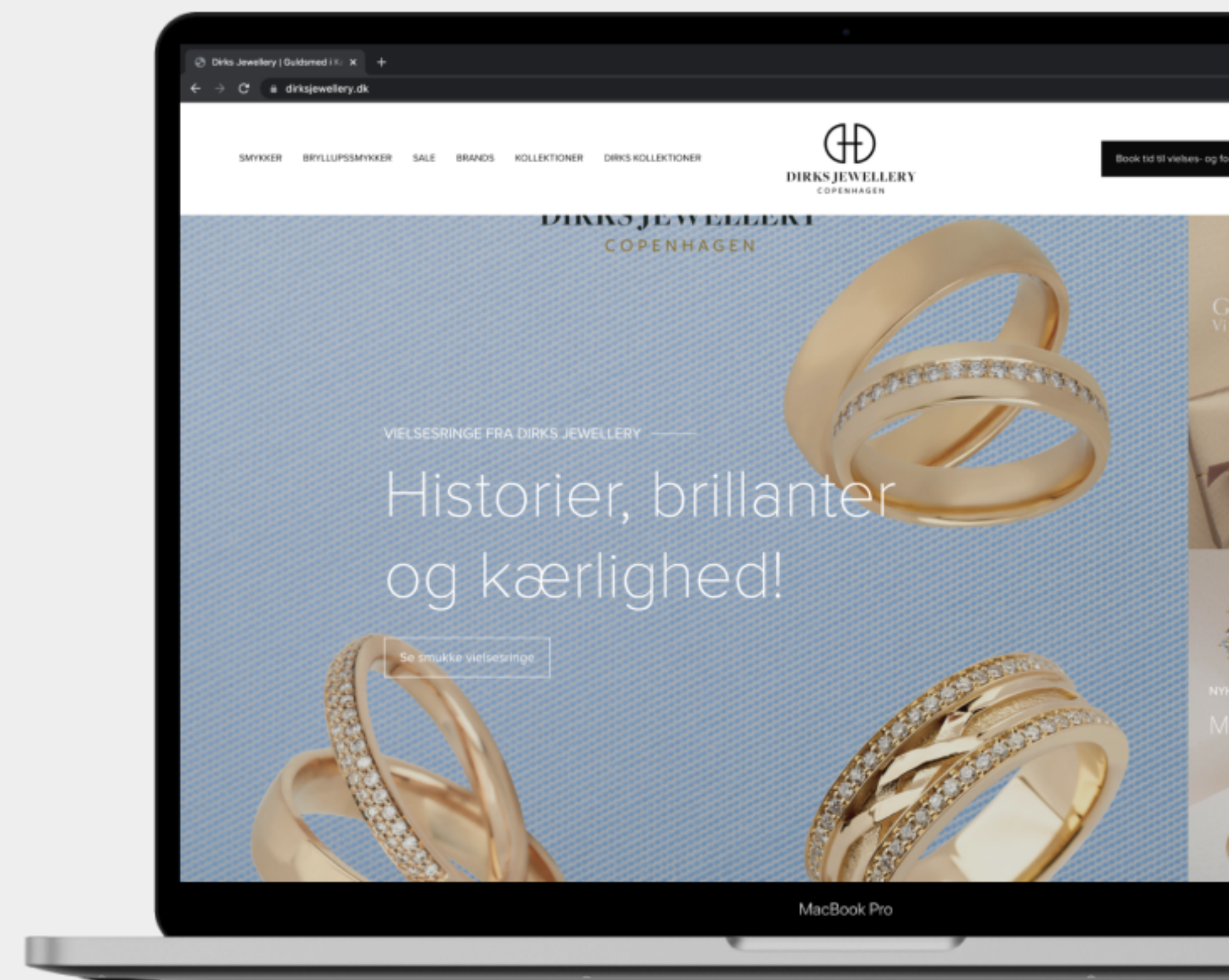
- **increased the revenue by 208%,**
- **with a 40% lower marketing budget**
- **ROAS: 27.2x** (Up 347%)

With Dirks, we went through a digital transformative journey, focusing on automation and increasing LTV.

Results first year

- **YoY growth of 201%**
- **28% lower marketing budget.**
- **ROAS: 7.6x** (Up 280%)
- **10.000+ new email subscribers**
- **avg. order value increased 142%**

New website design



New web shop with a better customer flow and with a look and feel that match the premium jewellery they create by hand.

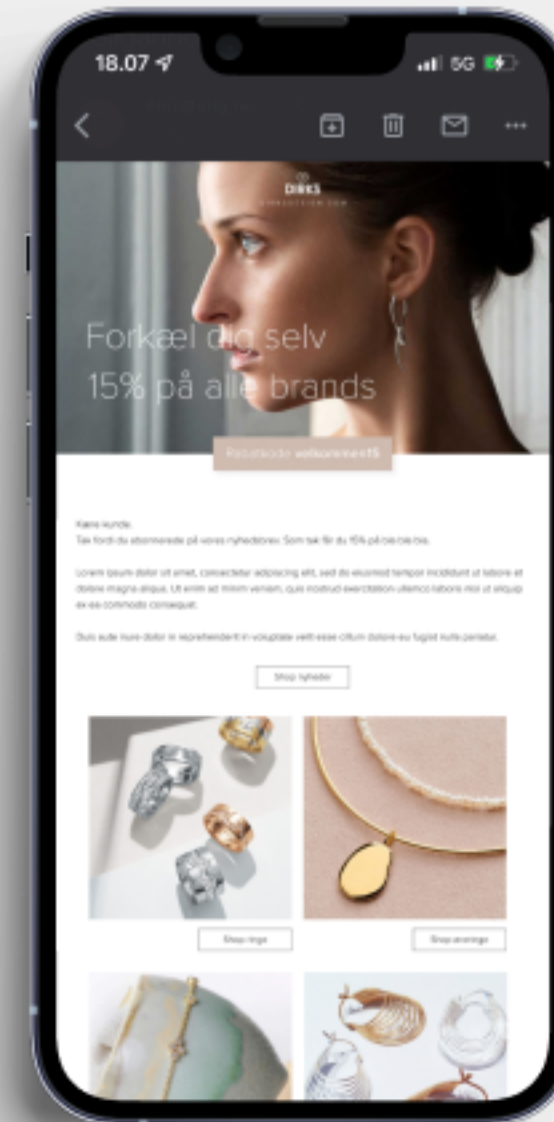
Marketing campaign design & photoshoots



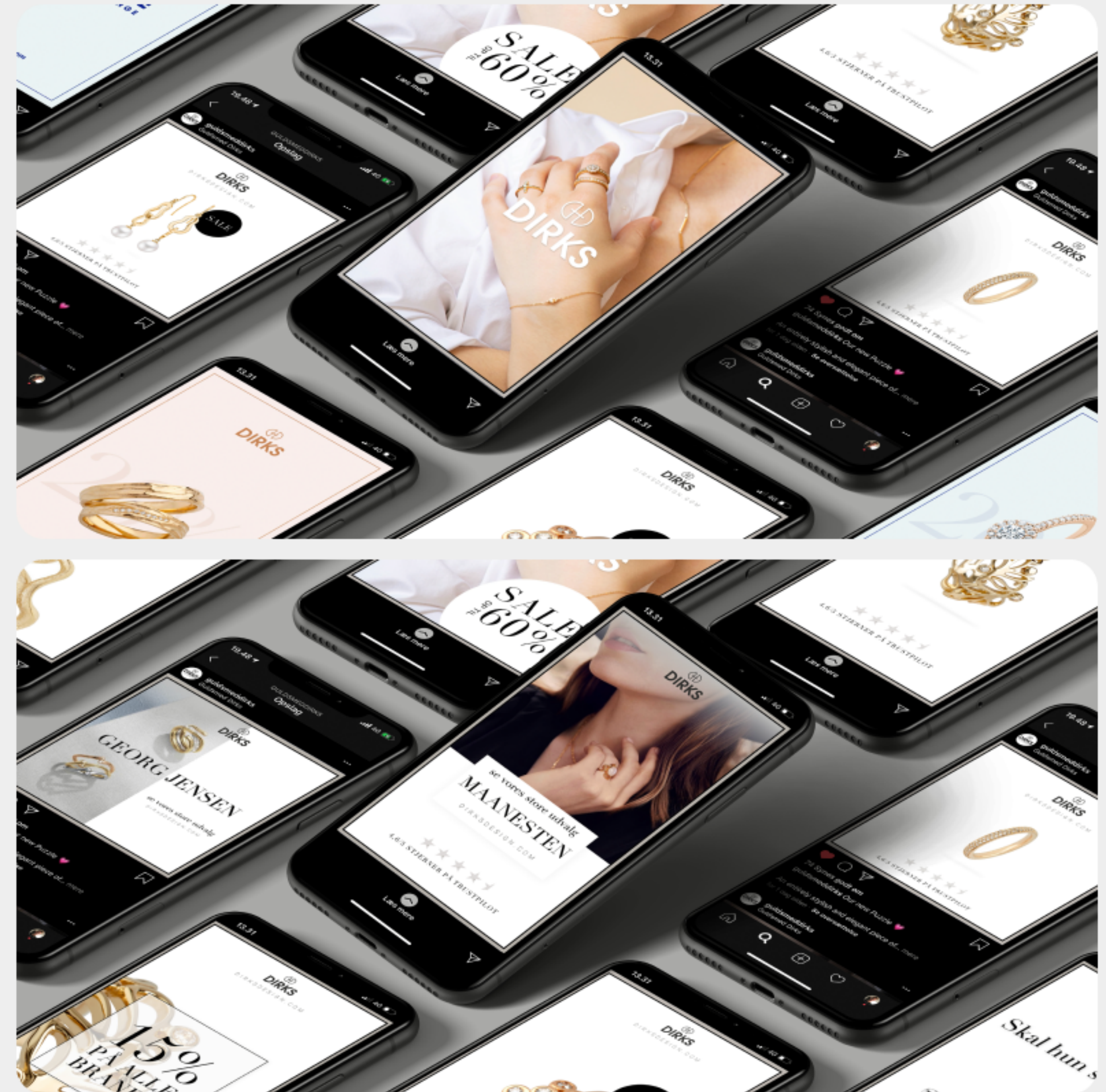
Story ad



Story ad



Newsletter



CASE

smily™

Focus areas

Marketing (SoMe, PPC & email automation)
Creation of marketing strategy
Management of a design team
Conceptdevelopment of brand and ad content
Copywriting for ads and newsletters

€280.000+

Revenue in two months

8.000+

Leads generated

38x

ROAS

100+

Automated emails

Revolutionizing Invisible Braces with Effective Marketing

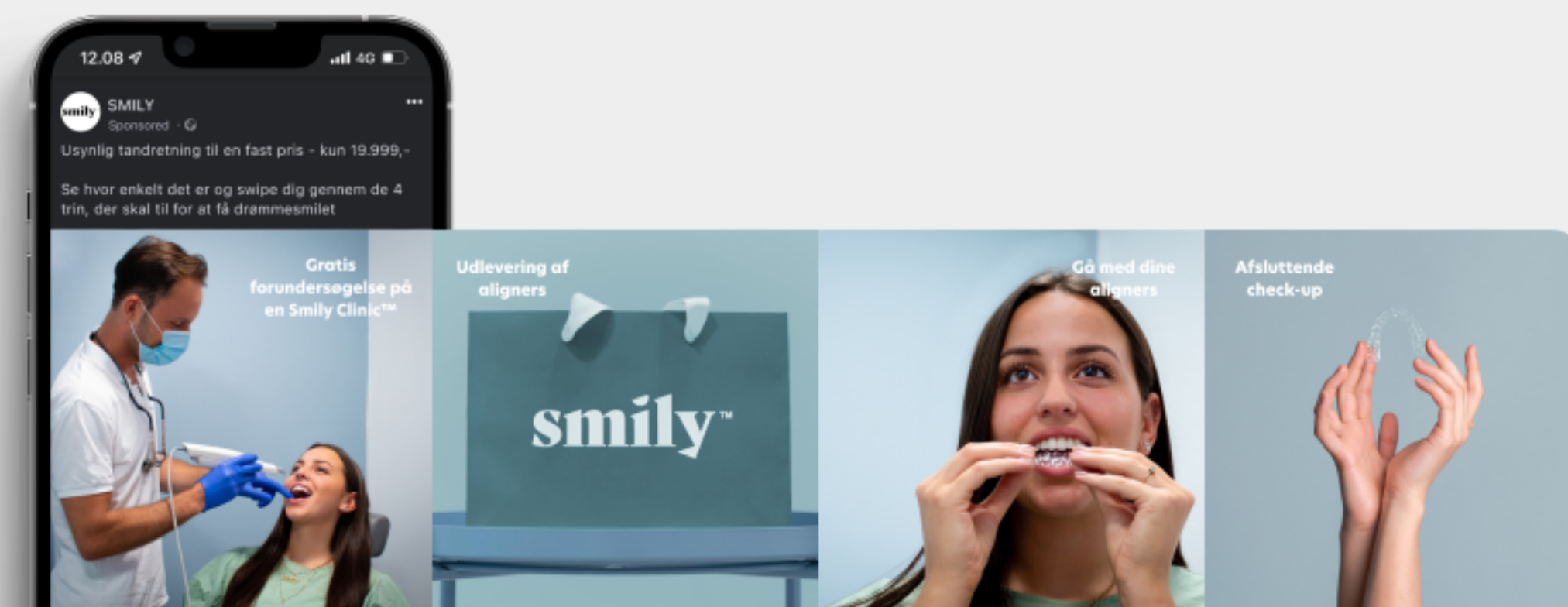
SMILY introduced a groundbreaking concept by eliminating the expensive middleman in the invisible braces market, offering a highly competitive price point.

I was responsible for the go-to-market strategy, which entailed setting the marketing plan, as well as communication and creative direction. I utilized marketing automation across social media and email, using Active Campaign and Zapier, which became the cornerstone of their marketing and sales strategy.

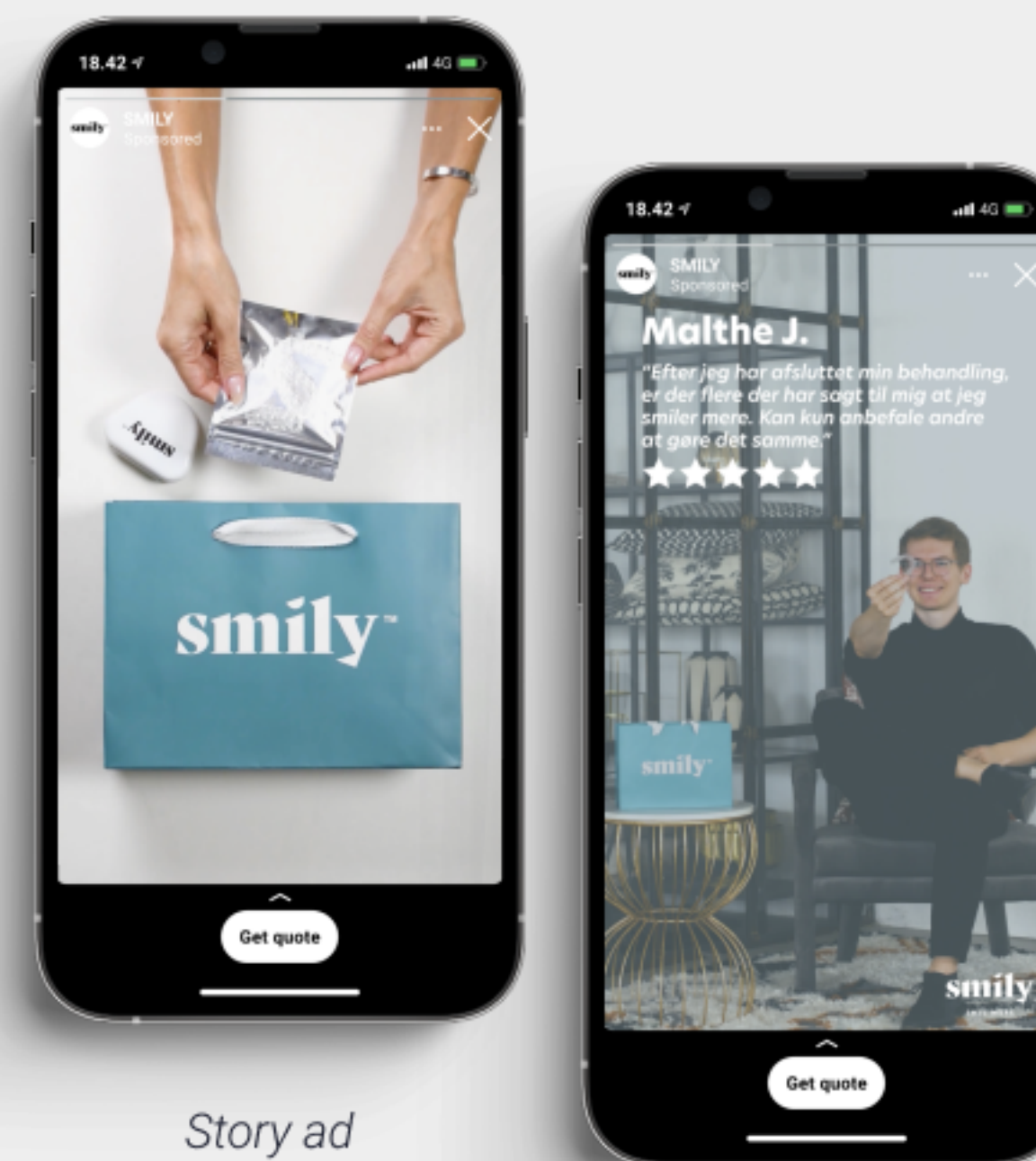
We began with a broad audience, and after securing 1,000 subscribers, we refined our approach using custom audiences like Facebook lookalikes. This strategy turned Facebook and Instagram into highly cost-effective lead generation channels, achieving a ROAS of over 38x.

SMILY reached millions (DKK) in revenue and attracted an investment from a Danish venture capital firm less than six months after launching the first ads.

New website design



Carousel ad



Story ad

Story ad



Email marketing automation

Automation

We used Active Campaign to get leads through an email flow that would nudge the leads from MQL to clients without manual contact.

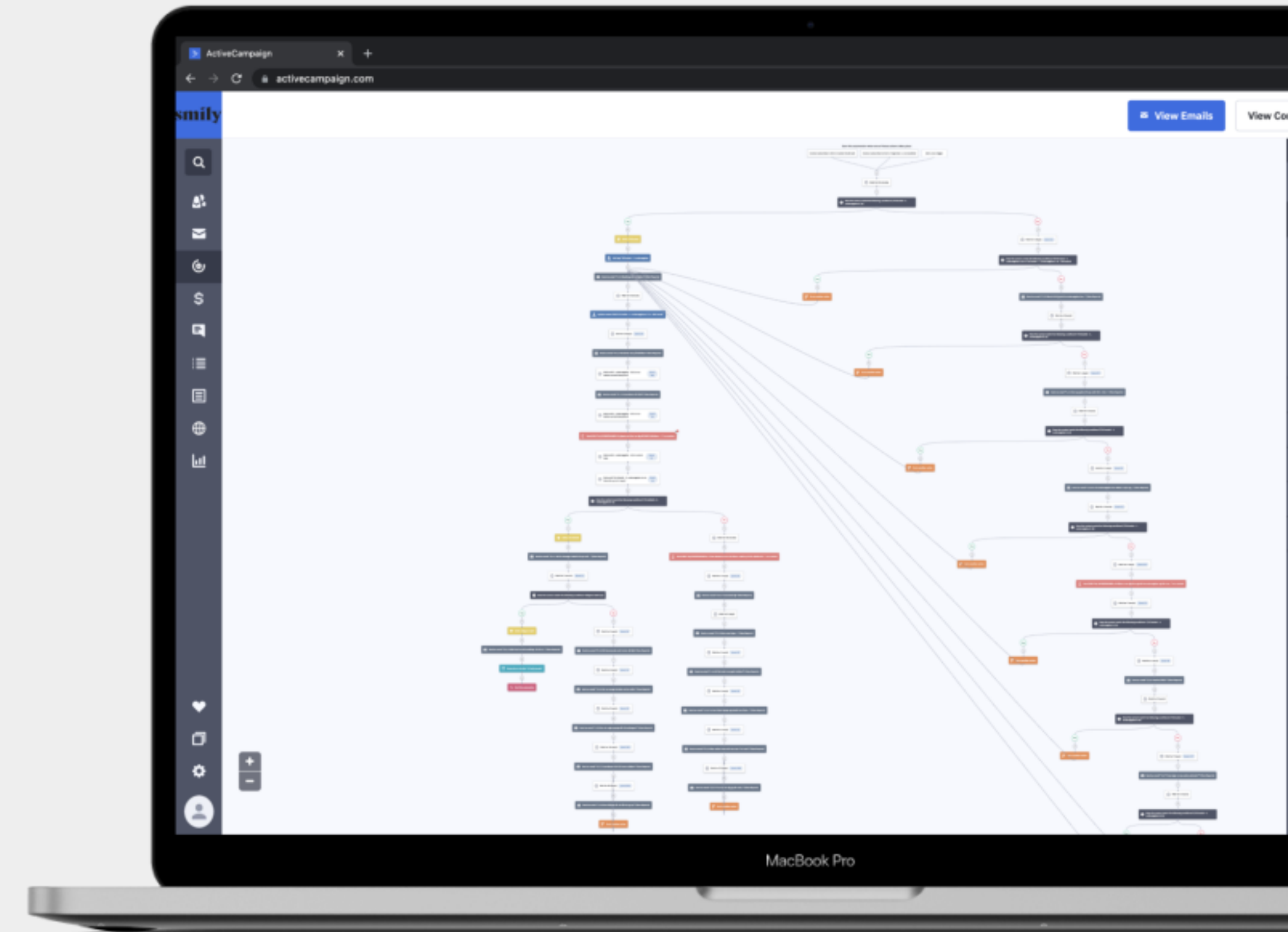
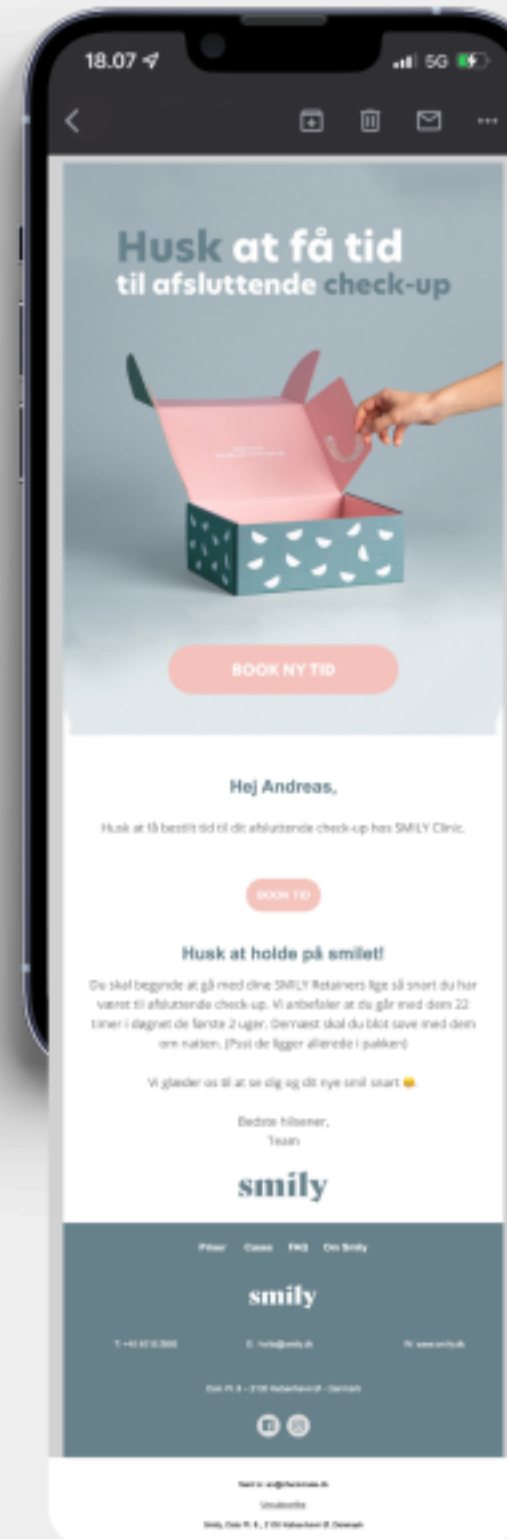
The client journey was either started by booking a session, taking a test, or signing up for their newsletter.

There were a total of **6 automations**, with more than **100 emails**. The automation was sorting the leads and giving them a personalised email flow based on how they react to the emails, behaved on the website and other triggers.

They also had an extensive treatment plan that I automated and is customised based on the customer's personal treatment plan.

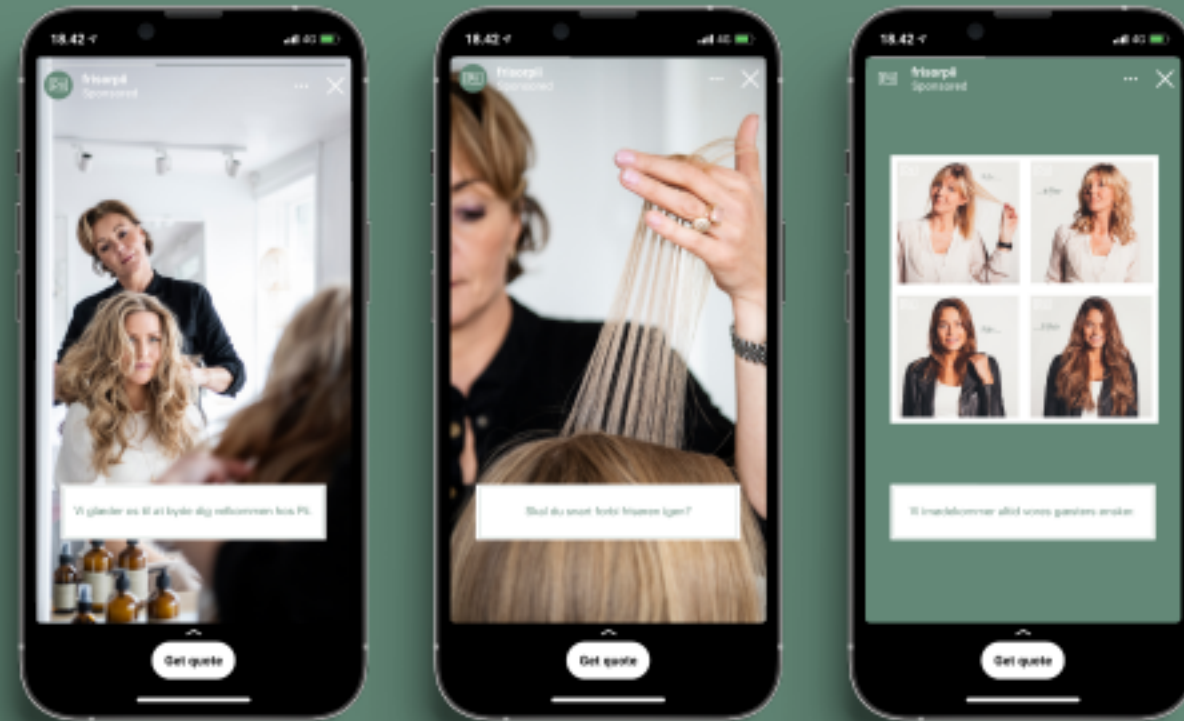
Software used

ActiveCampaign ➤



CASE

Pii



Chain of hairdressers in Copenhagen

Frisør Pii has multiple salons around the greater Copenhagen area. I ran Facebook campaigns to get bookings for their saloons.

I delivered on

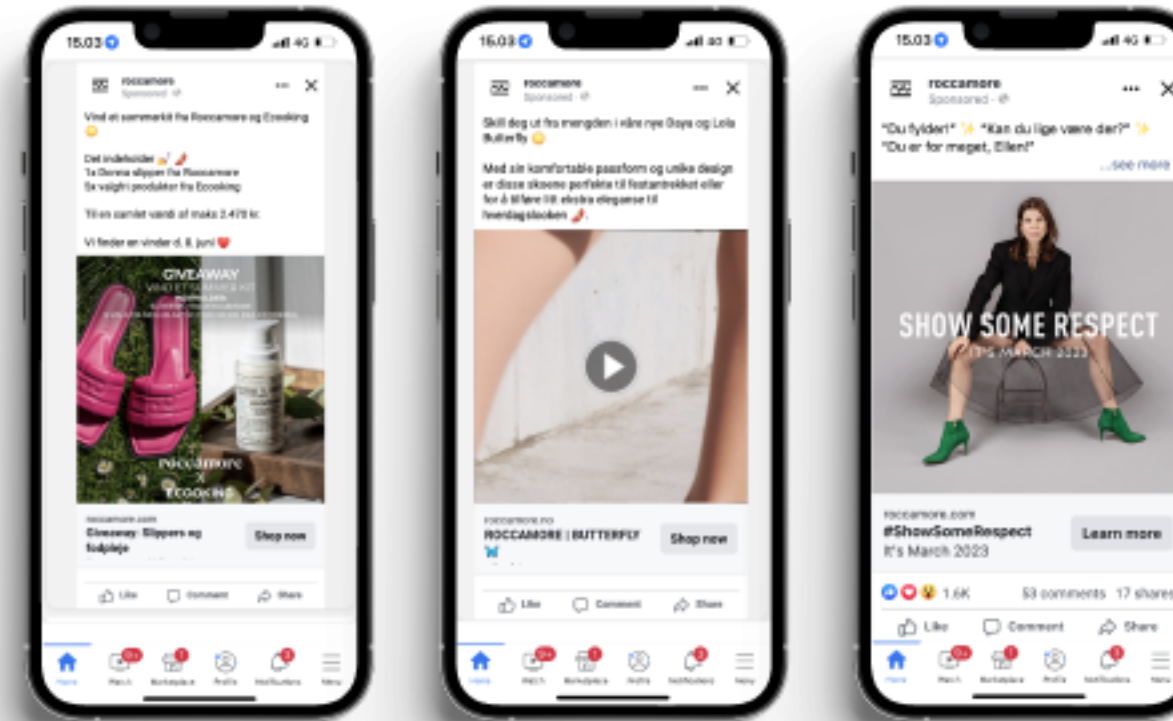
- Lead ads on Facebook
- Content for ads
- Setting up server side tracking for bookings

The campaign was highly successful delivering bookings.

- **ROAS: 20x.**

CASE

roccamore



Danish design, Italian handcraft

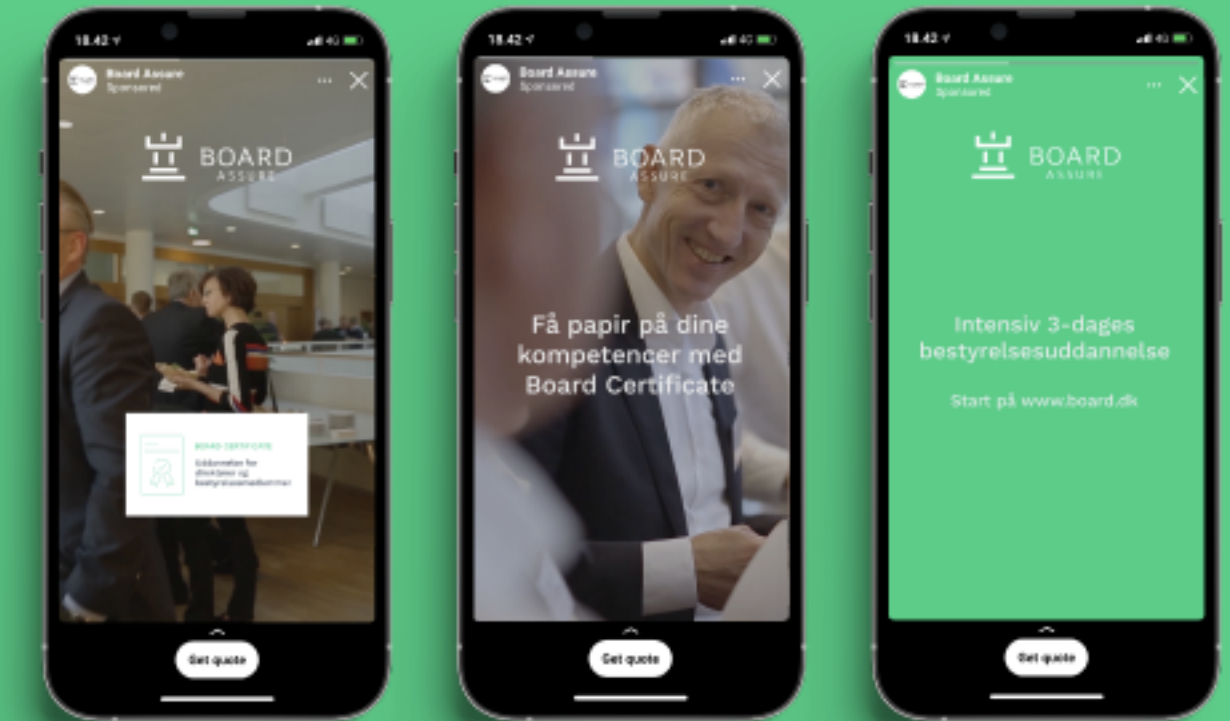
Roccamore is a Danish luxury shoe brand with a large community of devoted "shoe lovers".

I was in charge of all paid marketing activities: budgets, yearly planning of campaigns for seasons, launches, sales, etc., content production for paid ads, and coordination with our e-commerce and SoMe manager.

Multiple product launches a month lead to a content production bottleneck. My first task was to improve content and copy and optimize workflow for the creative team.

CASE

BOARD COMPANY



Certificate for Board members

The board company had a lot of USPs that weren't utilized much in the ads before I started working with them. Most of the performance improvements were due to improved content and copy.

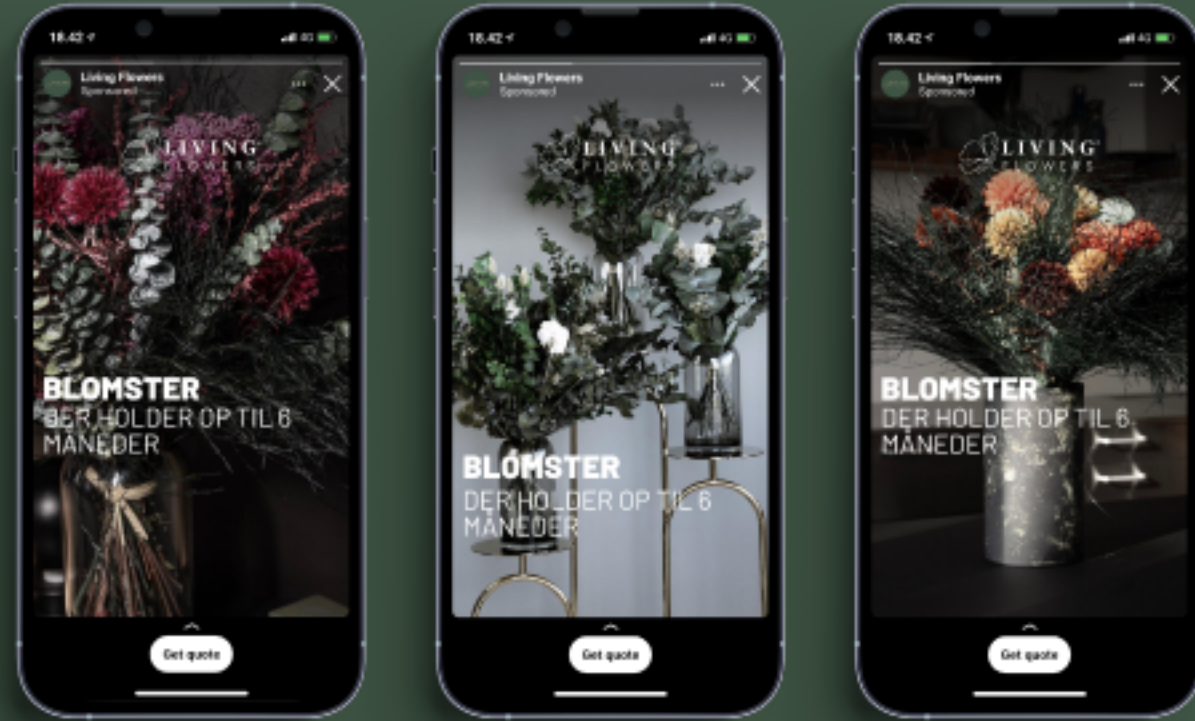
I delivered on

- Ads on Facebook and Google
- Content for ads
- Ad copy
- Feedback for CRO

In the first three months I achieved

- **CPL was decreased by 25%.**

CASE



Launching a flower brand

I launched the first Living Flowers ads on Meta in 2020. The ads delivered good results from the first day. Optimizing content, copy, and audiences and using catalog ads for retargeting campaigns decreased CPA.

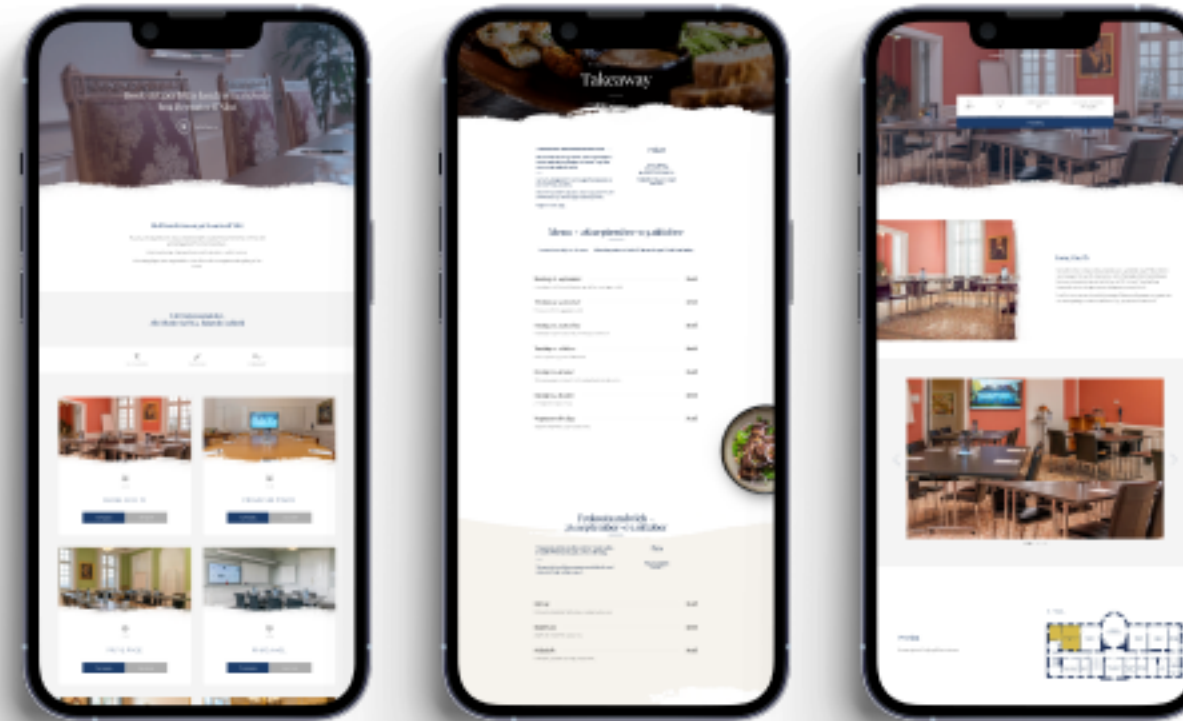
I delivered on

- Ads on Facebook
- Content for ads
- Feedback for CRO

SoMe campaign was highly successful delivering

- **ROAS of more than 9x.**

CASE



A Danish castle full of history

Bernstorff Slot is a castle located a bit north of Copenhagen.

The castle was a client before COVID-19 hit. When Covid hit, we made a landing page for their takeaway and promoted it.

That led to the hotel being able to stay afloat during the time of strict Covid restrictions.

I delivered on

- Ads on Facebook and Google
- Content for ads
- LP creation in WP

CASE



"One of Europe's next unicorns"

- Lugard Road Capital

I was in charge of global performance marketing on social media.

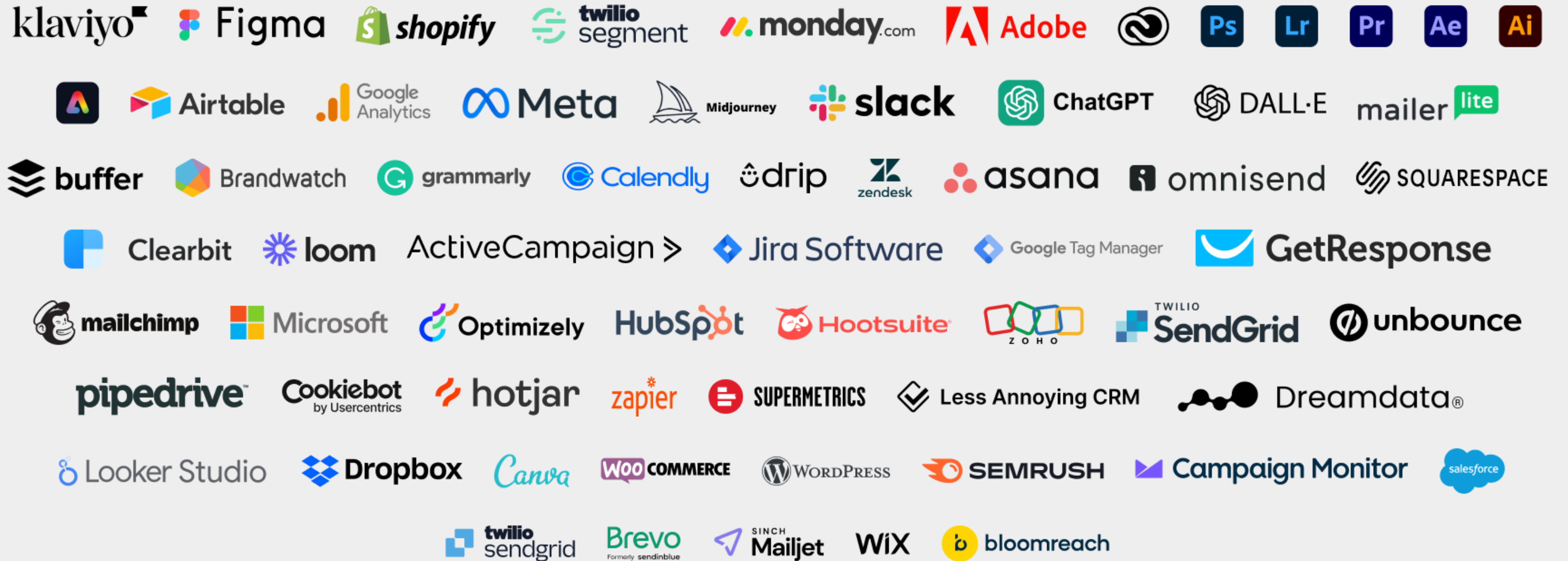
I delivered on

- Ads on Facebook and LinkedIn
- Content for ads
- Ad copy
- Strict reporting for each markets CSO

Those efforts led to

- **CPL decreasing by 17%**
- **Increased brand recognition**

SOME OF THE SOFTWARE I USE



MAIL & CRM

Brief

CDPs, CRM, and email software are essential tools for tracking and automating marketing based on customer behavior and creating audiences based on that.

I have worked with many e-commerce and B2B companies to use a CRM/CDP to segment users based on behavior and to qualify which stage they are at in the sales process - going from MQL, SQL, to client, and retention.

I became a Klaviyo partner in 2024.

B2B leadgen

Active Campaign and HubSpot are my preferred CRM and email tools for B2B lead generation. Especially since they both work very well in collaboration with the sales department and no 3rd party tool is needed.

klaviyo
PARTNER

E-commerce automation

Klaviyo is my preferred email tool for creating automated flows. Their seamless integration with most CMS makes it easy to generate user-specific content based on categories viewed and much more.

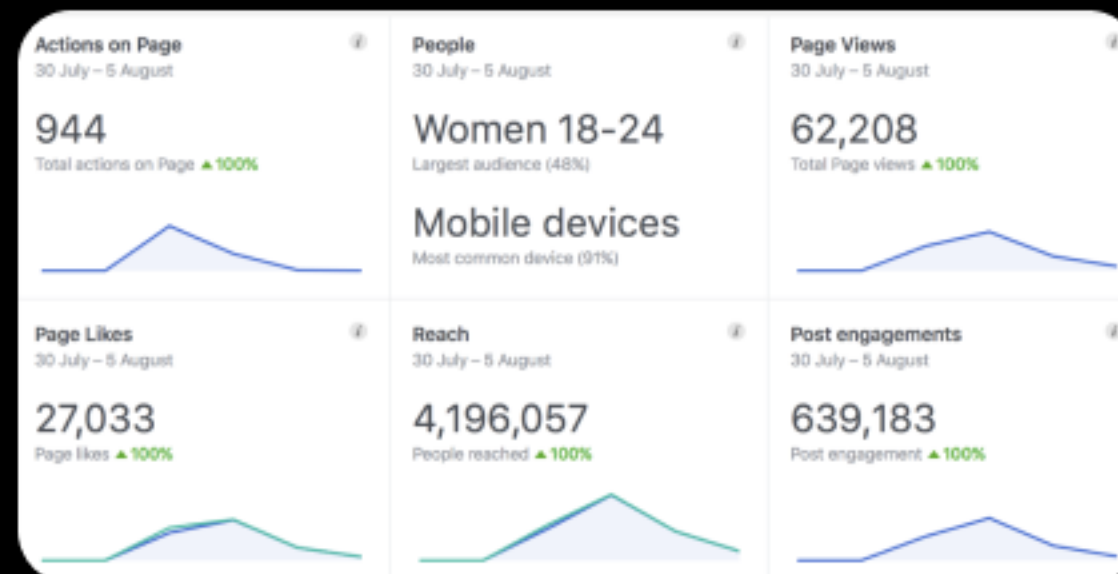


CONTENT MARKETING

Brief

I have created content and copy for content marketing since 2015. In the first few years, I focused on making viral content for Facebook when organic reach was more accessible, with posts going viral weekly.

I have worked strategically with content teams, setting the direction for content and optimizing production to decrease workload, so there was more time to be creative. Using the right software has helped reduce the workload by automating posts and getting insights for optimizing content and understanding audiences.



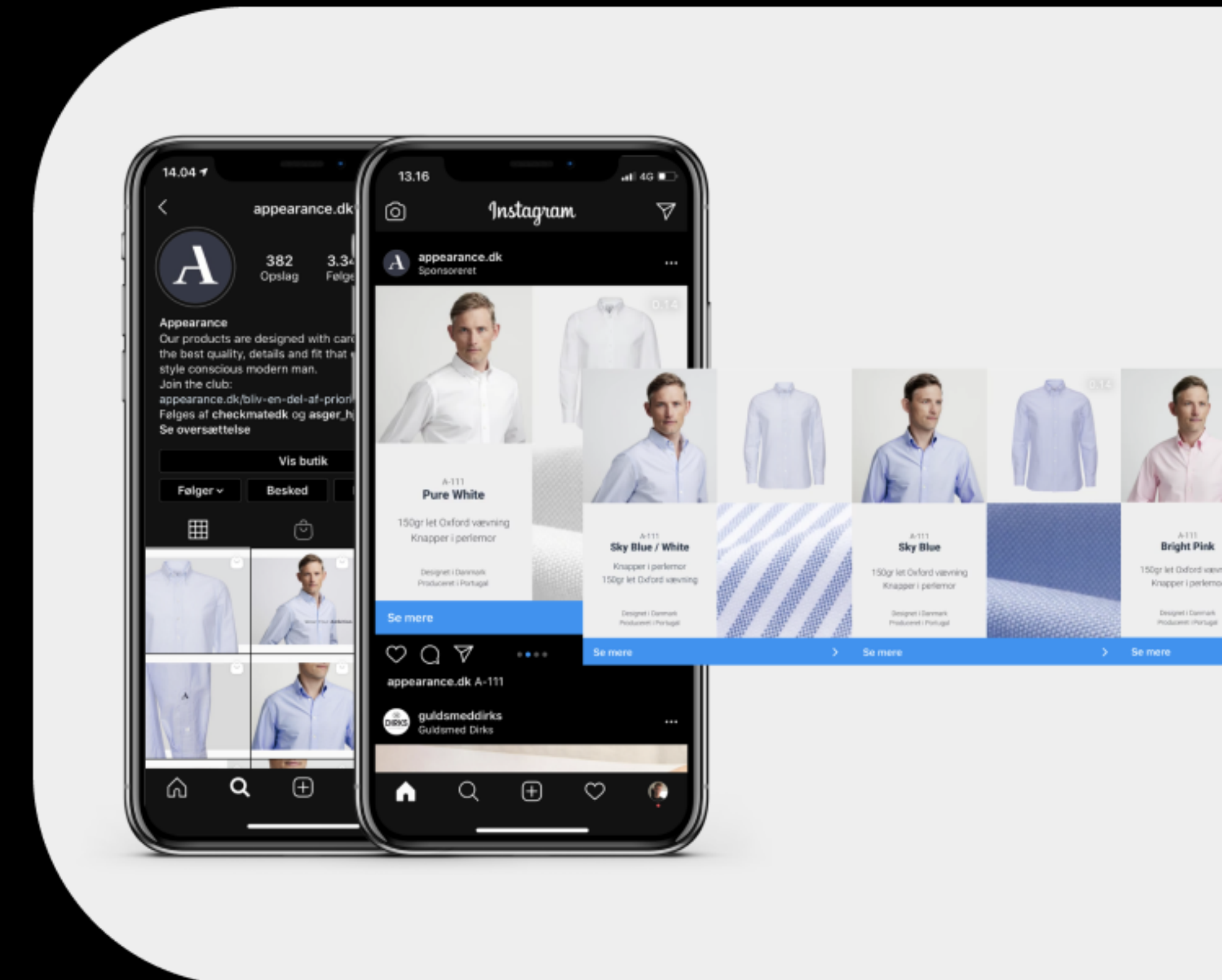
Stats for a store in Paris. A week after getting two posts viral. **Ad spend: €25**

15 tusind Synes godt om +16 tusind denne uge

2,6 mio. post reach this week

Stats for reach and likes for a local store in Oslo, Norway.
Ad spend: €20

Stats for a restaurant guide page in Paris I made as an affiliate
Ad spend: €17



PAID MARKETING

Brief

I begin every paid ad strategy by understanding the product, target audience, and USPs. This insight guides my choice of channels and content to effectively engage audiences across platforms like Facebook, Google Ads, LinkedIn, TikTok, and Snapchat.

Meta ads | Facebook, Instagram, Messenger & Audience network

Meta Ads leverages advanced algorithms to target your audience, making Facebook the leading platform for B2C campaigns.

Compelling ad content is crucial for driving performance on Facebook and other social media platforms, with video typically being the most effective format, particularly for top-funnel ads.

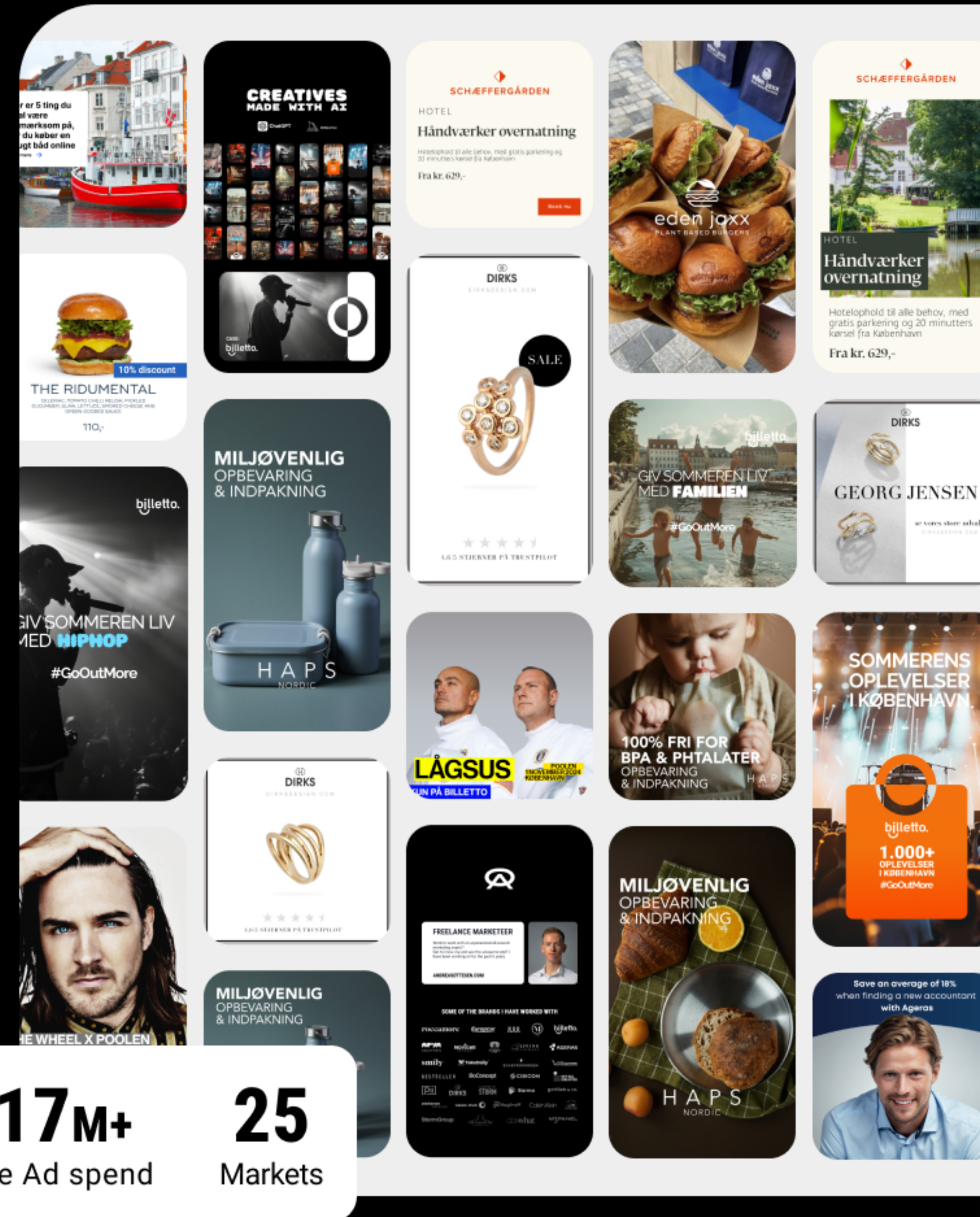
LinkedIn Ads

LinkedIn is the best platform for targeting B2B clients. The platform has a high CPM compared to Facebook but offers B2B relevant targeting and ABM solutions.

Companies outside of the EU also have the option to use "Conversation" ads, which allows companies to set sales reps as the sender. Conversation ads are the most cost-effective format for high-quality lead generation.

Google Ads

Google Ads is a platform I mostly have used for SEM, since display and YouTube ads is more for branding and don't deliver short term and easily measured performance like SEM.



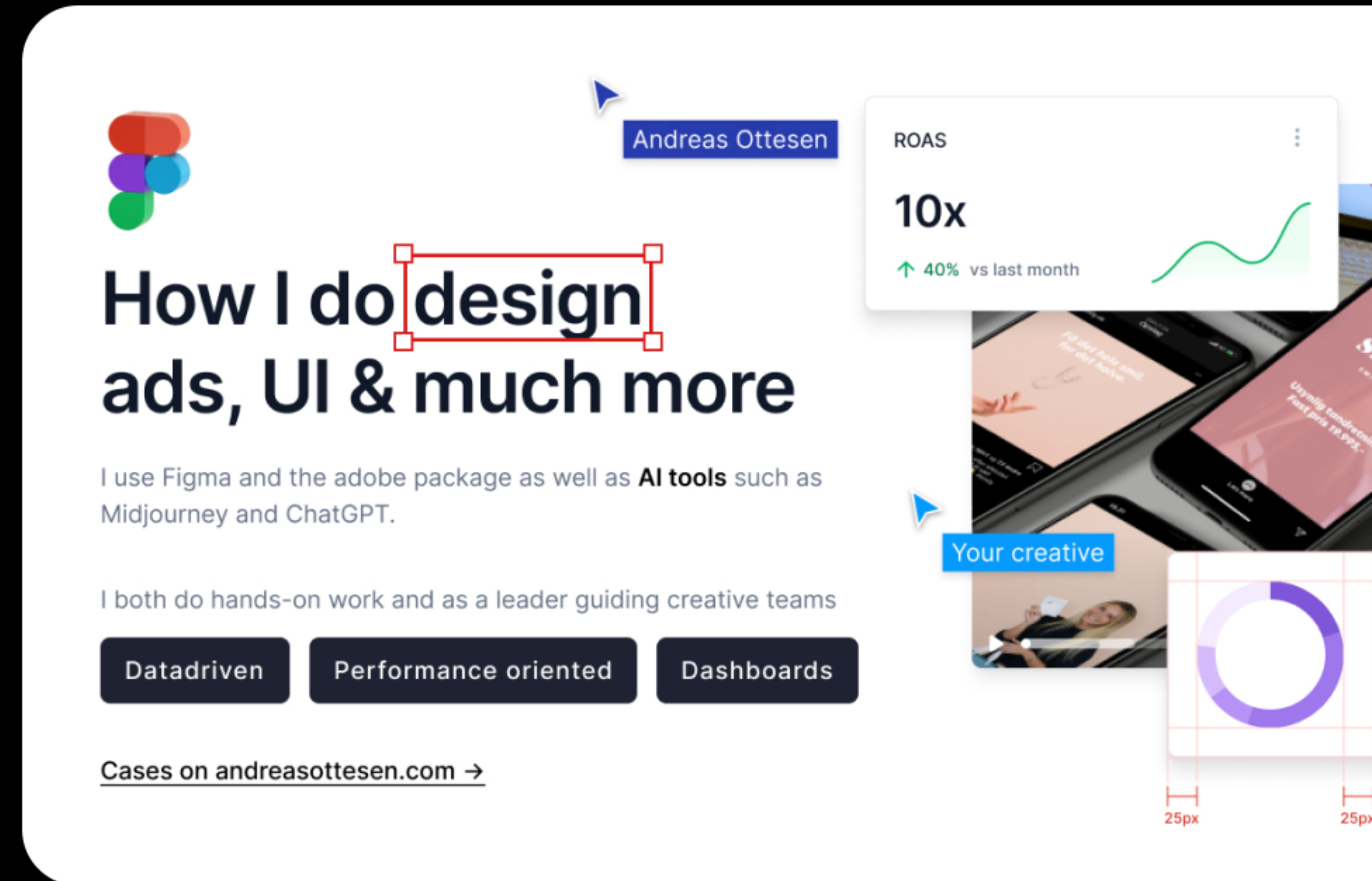
DESIGN

Brief

Since 2015, I have been doing graphic design and content creation, leveraging several industry-leading tools, including Figma, Adobe Creative Suite, Canva, and AI-powered platforms like MidJourney and DALL-E.

My experience combines hands-on design tasks with leadership roles, where I've effectively managed teams and coordinated photoshoots to bring brand visions into compelling ads and content for SoMe and websites.

I have worked with several companies to establish and refine their CVI, ensuring consistent identity and tone across print and digital channels. Some of the companies I have helped with this include Ageras, Smily, Gladcyklen, TheodorJessen, Officehotel, and many more.





Thanks for reading

Andreas Ottesen



MY CV

See my CV on my website, where you can read more about my experience.

SEE CV

If CTA is not functional copy this link: andreasottesen.com/cv

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BOOK A MEETING