

MARKETING PORTFOLIO CASE STUDY



Content Strategy, Lead Generation & Community Building

*Workbooks, Mailchimp funnels, social channels and community
for a women and girls personal development brand.*

PREPARED BY

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Loyalty Group Limited

Building a content engine, lead-generation funnels and an engaged community for a women and girls personal development brand.

PREPARED BY	Fatimah Owodunni
ROLE SECTOR	Marketing, content and community
FOCUS AREAS CHANNELS	Education, coaching and personal development
PROGRAMME LAUNCH	Content strategy Lead generation Community setup
	Instagram, TikTok, LinkedIn, Mailchimp, Linktree
	11 May 2024

Overview

Loyalty Group Limited is a purpose-driven education and coaching brand that helps women and girls grow with confidence, clarity and purpose. Its flagship programme, the Loyalty Growth Personal Development Program, is a free monthly programme for women aged 18 and above, launched on 11 May 2024. A sister programme, Becoming HER, supports girls aged 13 to 18.

I led marketing and content across the engagement, owning three connected areas of the work:

- **Content strategy.** I turned an empowerment-led proposition into a repeatable, always-on content engine.
- **Lead generation.** I built lead-capture funnels and free tools that converted social reach into an owned email audience.
- **Community setup.** I set up branded channels, a centralised link hub and live events that kept the community returning each month.

Challenge and Objective

A brand-new, free programme needed awareness and sign-ups from a standing start. There was no established lead-capture system, and content was spread across disconnected channels. My objectives were clear:

- Build awareness for a new programme and convert interest into registrations.
- Replace ad hoc posting with a consistent, strategic content operation.
- Create a way to capture leads and grow an owned email audience rather than relying on reach alone.
- Establish branded, credible social channels and a single place to route traffic.
- Build a community that stays engaged between the monthly sessions.

Approach and Strategy

I structured the work around three pillars, underpinned by a clear view of the audience.

Content strategy

I built the editorial engine on a single framework: **one deep topic, one clear message, one story to anchor it, adapted across multiple platforms.**

This turned one strong idea into platform-specific content rather than disconnected posts, and I planned it ahead on a shared calendar with weekly themes, daily formats and named owners.

Lead generation

I developed free, high-value lead magnets and paired each with a Mailchimp landing page built to capture emails, so that reach on social converted into an owned audience I could market to directly.

Community setup

I set up and branded the social channels, centralised every link through a Linktree hub, and ran live events to bring the community together in real time.

Audience and persona

I grounded every message in a clear picture of who we served, developing customer personas from the programme audience to guide tone, topics and content angles.

Execution

Each area of the strategy was delivered and evidenced through live, published work.

1. Content strategy and editorial engine

- Built a rolling content calendar mapping monthly themes such as resilience, wellbeing, productivity and emotional intelligence to daily formats including quotes, "Do you know" posts, fun quizzes, testimonials and blog carousels.
- Assigned owners and cadence so the team could produce consistently across every channel.
- Applied the deep-topic framework so each theme flowed cleanly from one idea into platform-specific content.

F24															
	A	B	C	D	E	F	G	H	I	J					
13		balancing work & rest	stating month's theme	Quote 2	Testimonial from the growth session					fatimah					
14	July		29	30	31	1	2	3	4						
15		staying productive	quote 1 & story post	stating week's theme	quote 2	quote 3	month summary								
16	August		5	6	7	8	9	10	11						
17		exercise and personal/professional growth													
18	August	new month's theme	Quote 1	Quote 2	Quote 3	Fun Quiz!				fatimah					
19		mental wellbeing and personal/professional growth	12	13	14	15	16	17	18						
20	August		19	20	21	22	23	24	25						
21		nutrition, energy and personal/professional growth													
22	August		26	27	28	29	30	31	1						
23		work-life balance and personal/professional growth													
24	September		2	3	4	5	6	7	8						
25	Building Resilience: Thriving in Uncertain Times	Understanding Resilience	Monday Quote	Tuesday Quote	Wednesday Quote	Do you Know	Fun Quiz!			fatimah					
26	September		9	10	11	12	13	14	15						
27		Embracing Change and Adversity	Monday Excerpt	Tuesday Quote	Blog Carousel	Do you Know	Fun Quiz!			fatimah					
28	September		16	17	18	19	20	21	22						
29		for Stress and Anxiety	Monday Excerpt	Tuesday Quote	Wednesday Quote	Do you know	Fun Quiz!			fatimah					
30	September		23	24	25	26	27	28	29						
31	Emotional Intelligence: The Key to Personal and Professional Success		Tuesday Monday Quote	Wednesday Welcome note	Thursday Quote	Do you know	Fun Quiz!			fatimah					

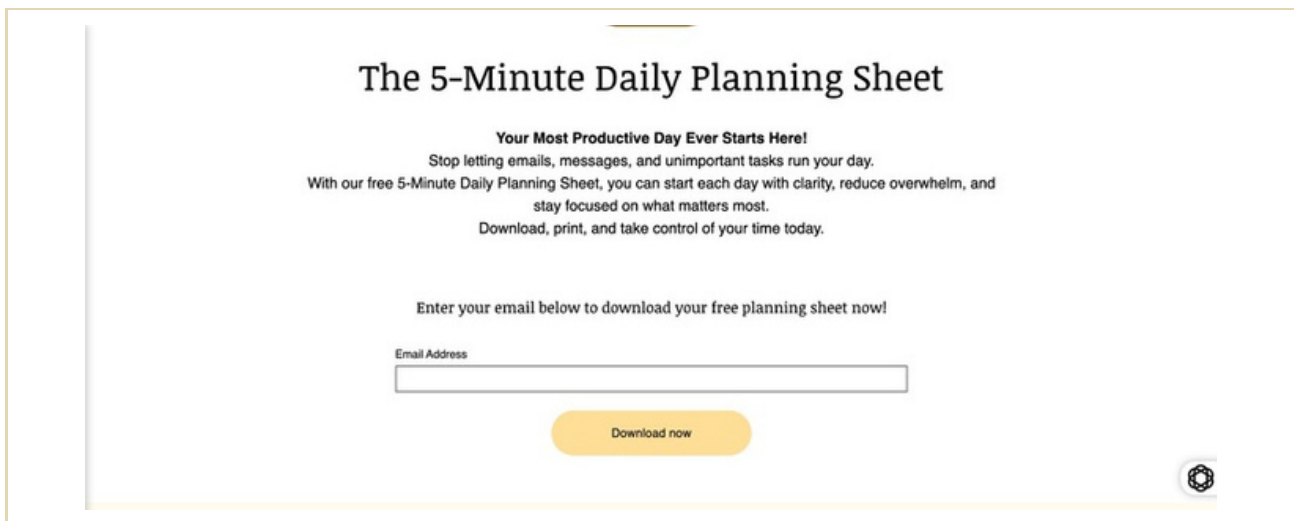
Evidence: rolling editorial calendar mapping weekly themes to daily content formats and owners.

2. Lead generation and workbook development on Mailchimp

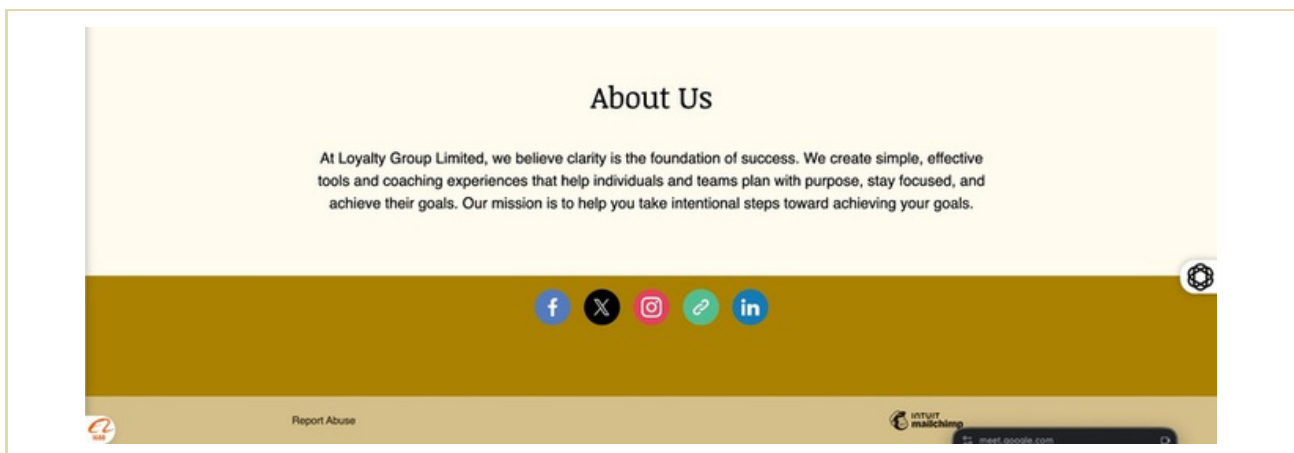
- Developed free lead magnets including the Goal Clarity Workbook, the 5-Minute Daily Planning Sheet, an emotional intelligence workbook and a Research Starter Toolkit.
- Wrote and built conversion-focused landing pages on Mailchimp, each leading with a clear value proposition and an email-capture form.
- Connected sign-ups into the email platform to grow an owned audience for ongoing programme communication.



Evidence: Goal Clarity Workbook lead-capture landing page.



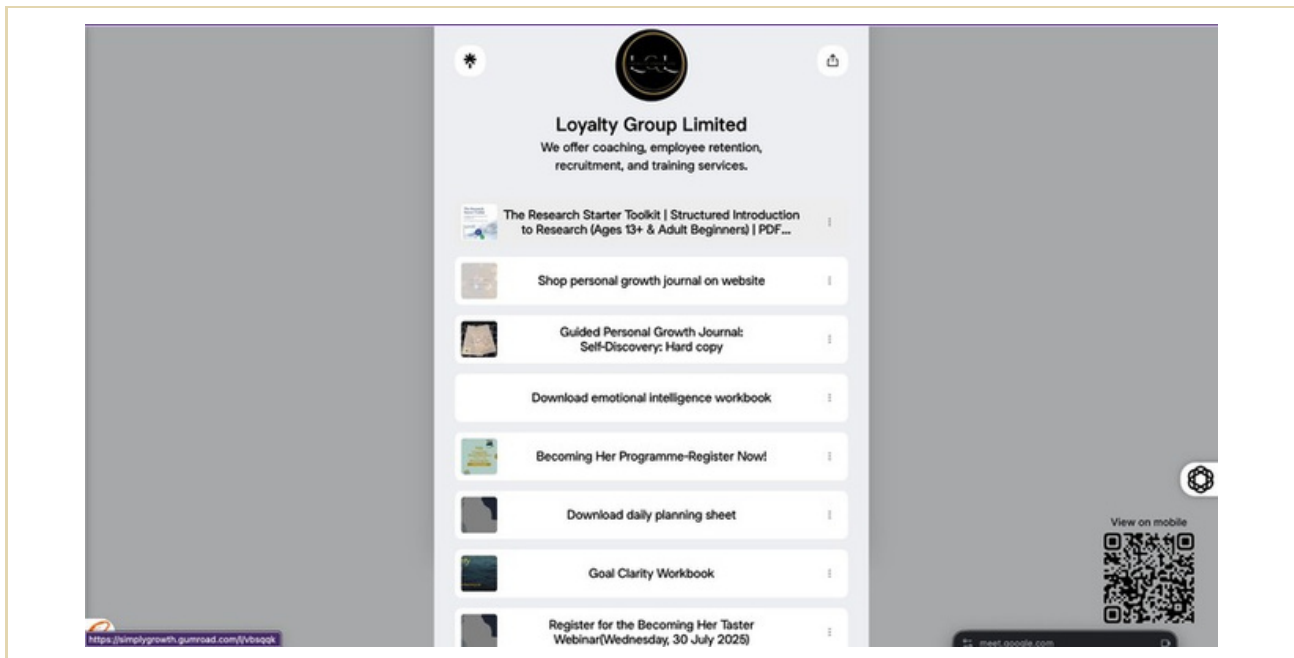
Evidence: 5-Minute Daily Planning Sheet lead-capture landing page.



Evidence: landing pages built and hosted on Mailchimp, with brand links and social handles.

3. Link-in-bio and Linktree setup

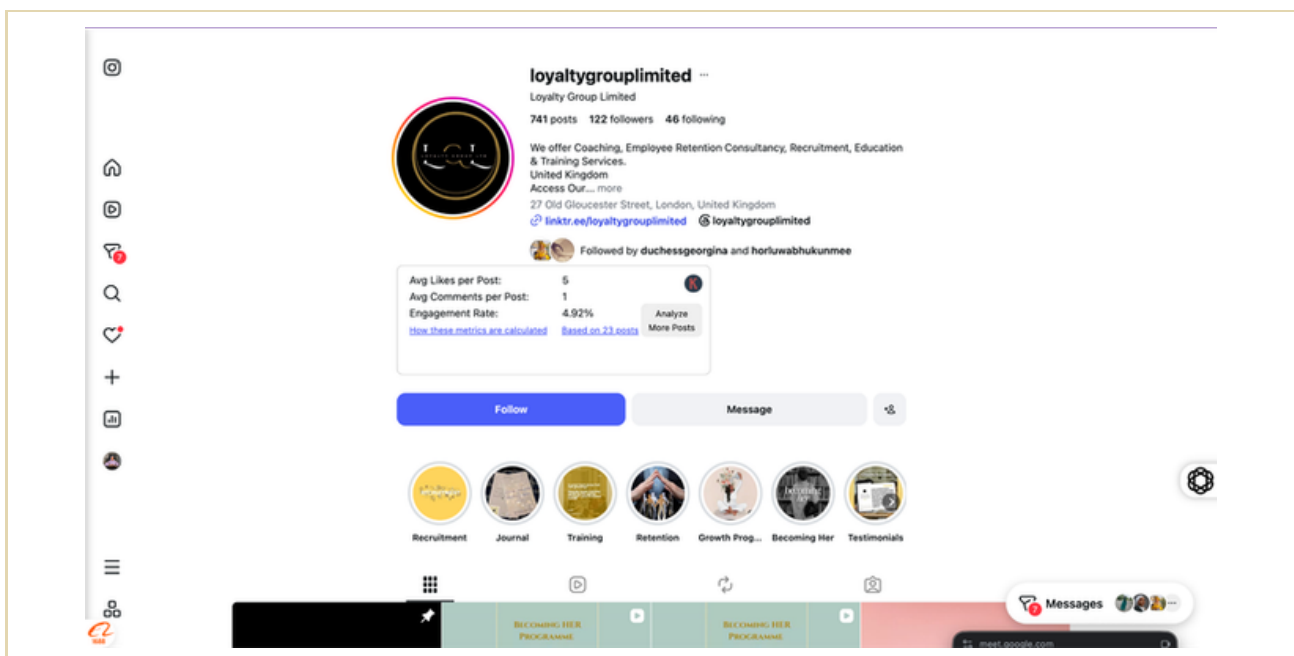
- Centralised every offer, workbook, journal and registration link into a single branded Linktree hub.
- Used it as the conversion layer beneath every social bio, routing followers to lead magnets, the shop and programme sign-ups.



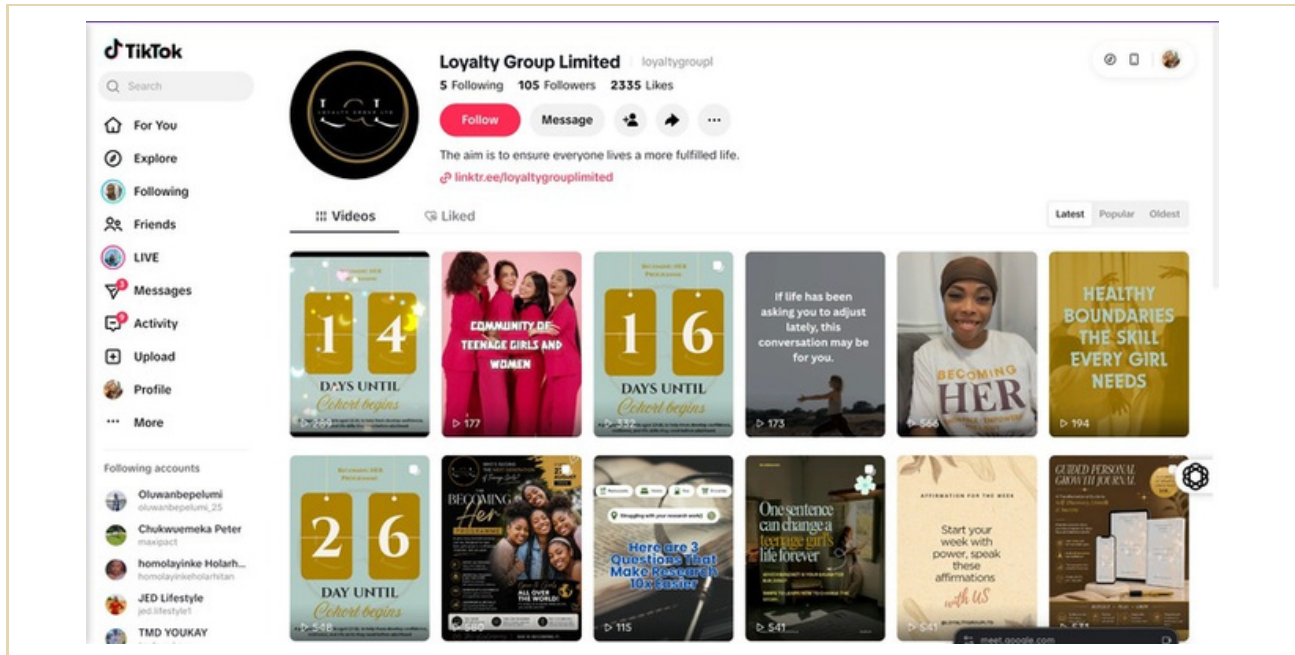
Evidence: branded Linktree hub linking to workbooks, journals, programme registration and webinar sign-ups.

4. Social media page setup

- Set up and branded the Instagram and TikTok presences with a consistent logo, bio, service description and structured story highlights covering Recruitment, Training, Retention, Growth Programme, Becoming Her and Testimonials.
- Built out the content libraries and organised highlights to guide new visitors from first view to first action.



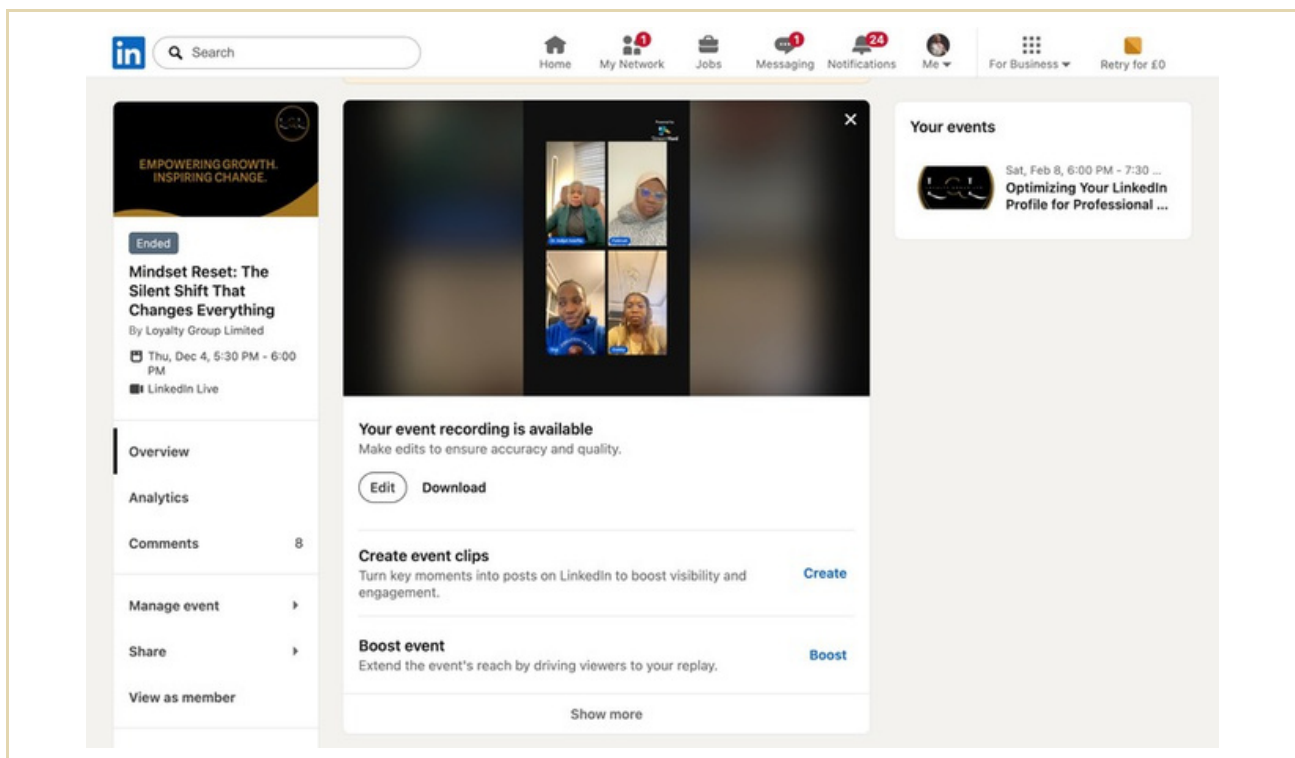
Evidence: Instagram profile with branded bio, service description, Linktree link and structured story highlights.



Evidence: TikTok presence with branded profile and a content grid spanning countdowns, community and educational videos.

5. Community setup and live events

- Ran LinkedIn Live sessions to bring the community together in real time and deepen engagement beyond static posts.
- Hosted "Mindset Reset: The Silent Shift That Changes Everything" with the founder and guests, retaining the recording for on-demand reach.
- Supported community touchpoints before, during and after the monthly sessions, including feedback collection to inform future programming.



Evidence: LinkedIn Live event hosted for the community, with recording retained and audience comments.

6. Customer persona development

I developed customer personas from the programme documented audience to keep messaging sharply targeted.

Primary persona: The Growth-Focused Woman

- **Who she is.** Women aged 18 and above, balancing work with personal development.
- **Goals.** To set clearer goals, build confidence and consistency, and grow personally and professionally.
- **Pain points.** Overwhelm, second-guessing her goals, and a lack of structure or supportive community.
- **Motivations.** Empowerment, resilience and becoming the best version of herself.
- **Reached through.** Instagram, TikTok, LinkedIn and email.

Secondary persona: The Aspiring Teen (Becoming HER)

- **Who she is.** Girls aged 13 to 18, and the parents and guardians who support them.
- **Goals.** To build confidence, emotional intelligence and leadership skills before adulthood, in a safe and supportive space.
- **Reached through.** Programme campaigns and community-focused content.

Personas derived from documented programme audience. Full persona worksheet available on request.

Results and Impact

The work moved the brand from a standing start to a consistent, engaged presence with live lead-capture funnels. Quality of engagement led the outcomes.

4.92% Instagram engagement rate, ahead of common benchmarks	741 Instagram posts published, building a content library	2,335 TikTok likes across the content library
500+ views on top-performing TikTok videos	8 live conversion links in the Linktree hub	4+ free lead magnets live and capturing emails

- Launched the Loyalty Growth Personal Development Program on 11 May 2024 and sustained monthly programme communication.
- Built an always-on content engine that kept the brand consistently present across Instagram, TikTok and LinkedIn.
- Achieved a 4.92% Instagram engagement rate, ahead of common industry benchmarks, from a library of 741 published posts.
- Grew a TikTok content library to 2,335 likes, with top educational and countdown videos passing 500 views each.
- Turned social reach into an owned audience through Mailchimp lead-capture funnels and a centralised Linktree hub of 8 live conversion links.
- Deepened community engagement through a LinkedIn Live event, retaining the recording for on-demand reach.

Additional performance data to be added from platform exports

- Mailchimp email open and click-through rates.
- Sign-up and registration volume generated by the campaigns.
- Workbook download counts per lead magnet.
- Feedback response and participant retention rates.

Skills Demonstrated

Content strategy . Lead generation . Email marketing . Copywriting . Social media marketing . Community building . Editorial planning . Campaign development . Persona development . Brand messaging



Thank You



Content that connects. Funnels that convert. Community that returns.

LET'S CONNECT

[!\[\]\(4cafc60cd39da821525d7c6589540296_img.jpg\) Fatimah Owodunni](#)

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