

Digital Marketing & Design for Startups & SMEs

Service Guide & Portfolio

01

Built for Lean Budgets

Affordable, customised marketing plans for startups, solo-traders and small organisations.

02

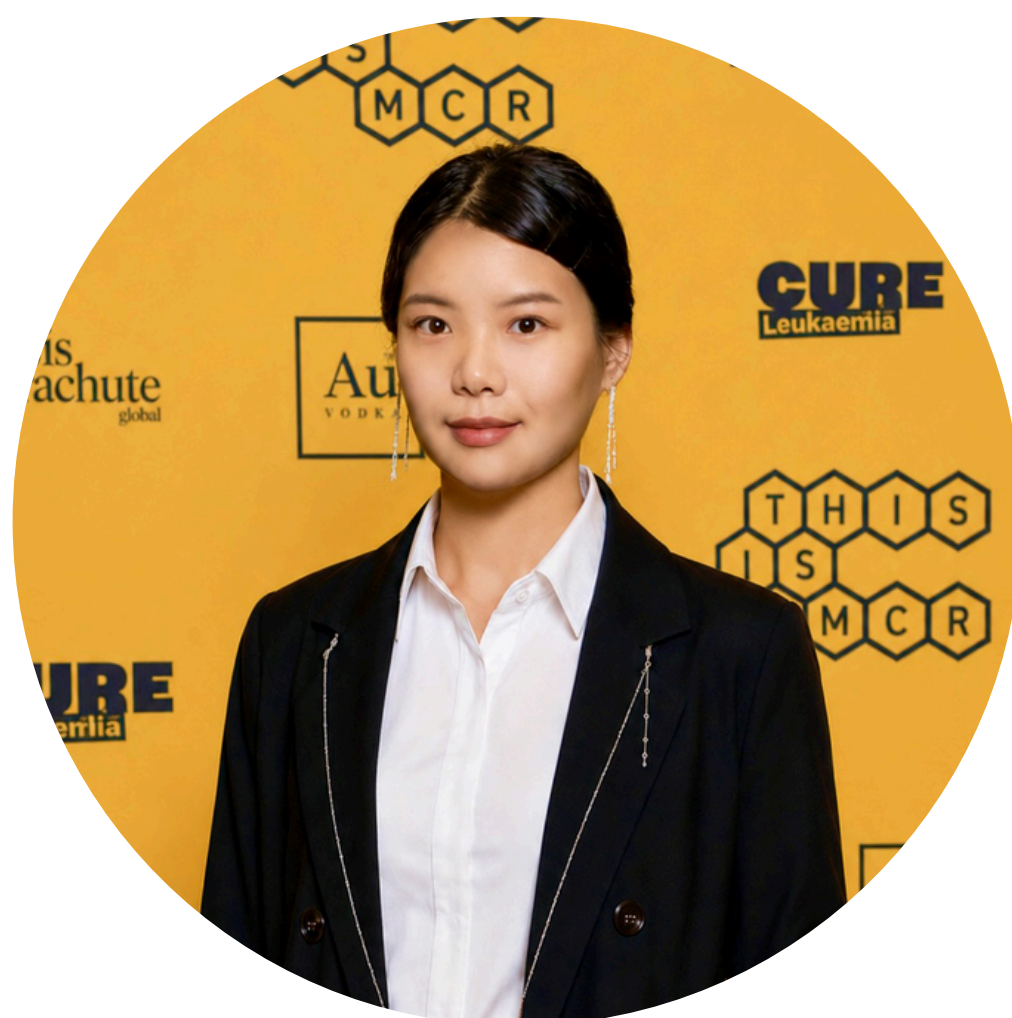
Teaching You to Market with AI

I show you how to use AI tools yourself, so you can keep marketing confidently long after the project ends.

03

Honest, Responsible Guidance

Practical advice grounded in real experience.
No overselling, just what actually works for businesses like yours.



Sophia Shen

Venture Further Award 2026 Winner

MSc Digital Marketing - UoM

BA Product Design - WHUT



I am a Manchester-based digital marketing and creative professional with experience across 3 startup ventures.

My experience combines **design, marketing strategy, branding, social media management, website development, and AI tools.**

Specialising in design and digital marketing for:

Startups

Early-Stage Businesses

Solo-Traders

Social Enterprises

Small Businesses

Small Organisations (CIOs, CICs...)

Foundational packages to launch, position and grow.
Strategy, content and AI workflows in one plan.

Ideal for new brands with an initial brand concept, a product or service, and a newly registered business.

- ## User Journey Analysis



Digital Marketing Packages

Foundational packages to launch, position and grow.
Strategy, content and AI workflows in one plan.

Startup Launch Package (Premium)

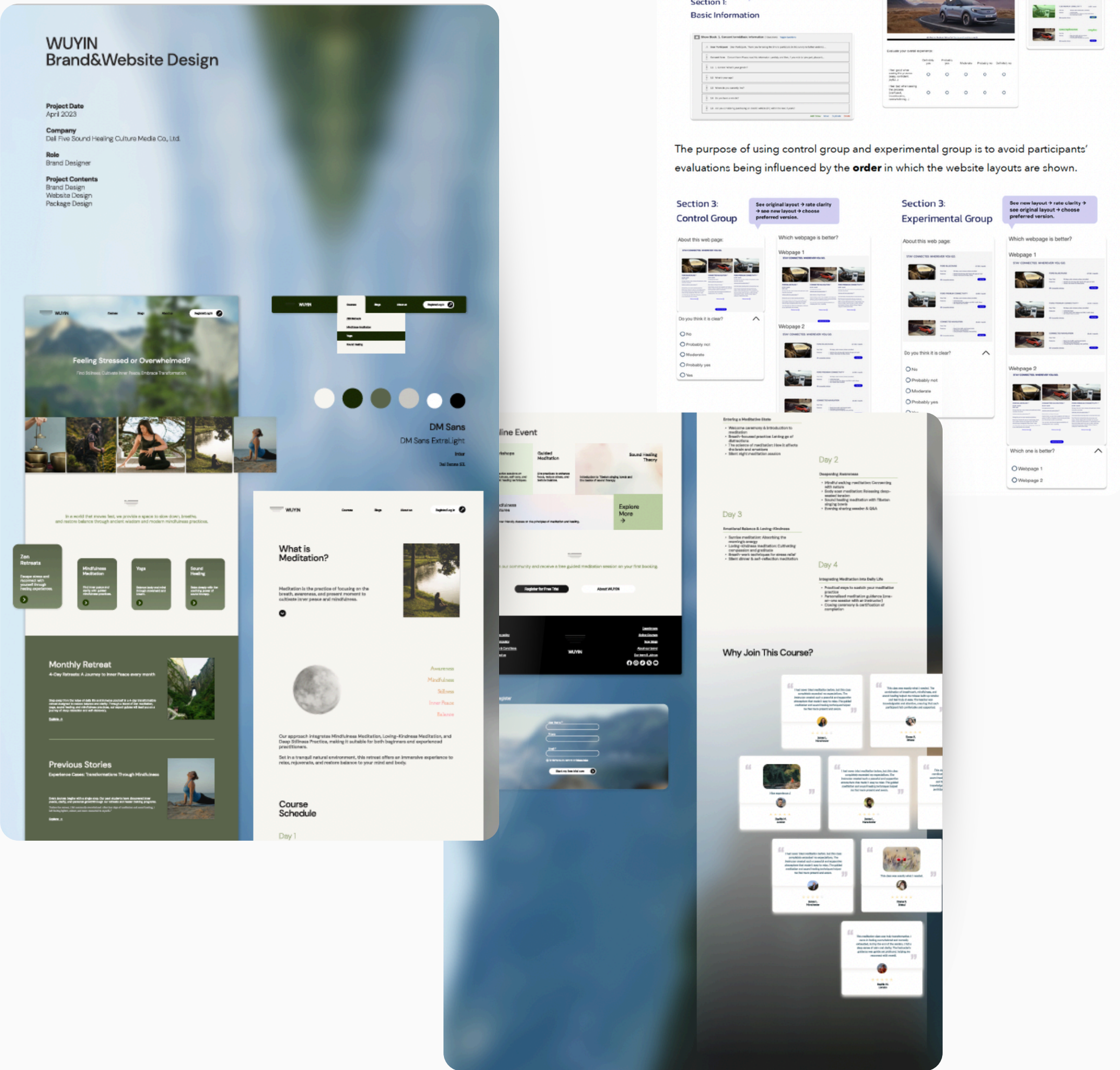
Ideal for startups that already understand their target audience and have an established website and social media presence.

- **3-Month digital marketing plan**
- **Business, market & competitor research**
- **Customer Persona development**
- **Multi-channel marketing strategy**
- **AI design prompts for social media**

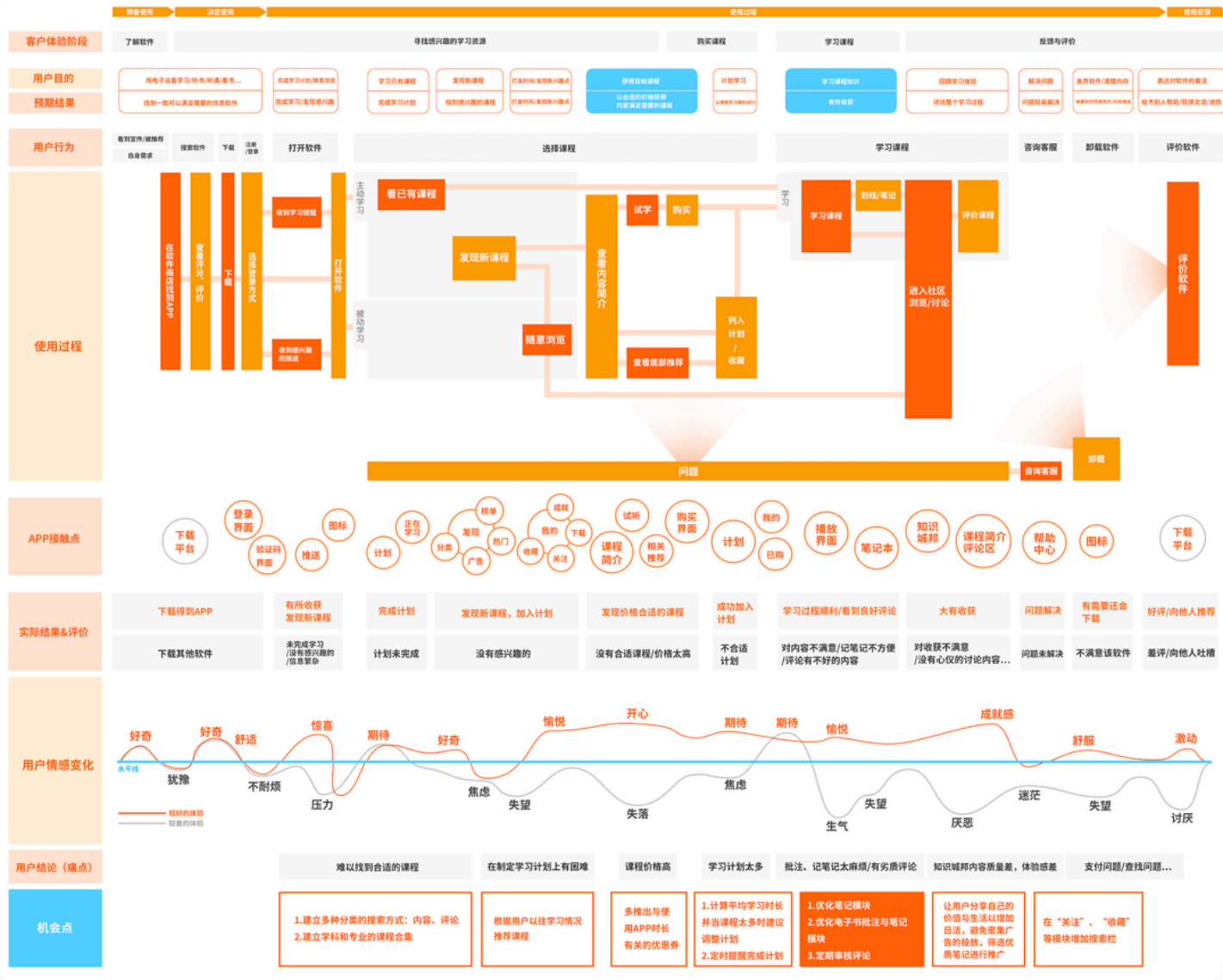
Plus:

- **Website setup**
- **Brand positioning & Brand guidelines**
- **Content strategy**
- **3 creative campaign ideas**
- **Canva templates for all digital marketing content**

Webpage & UX Design



User Experience Analysis



Digital Marketing Packages

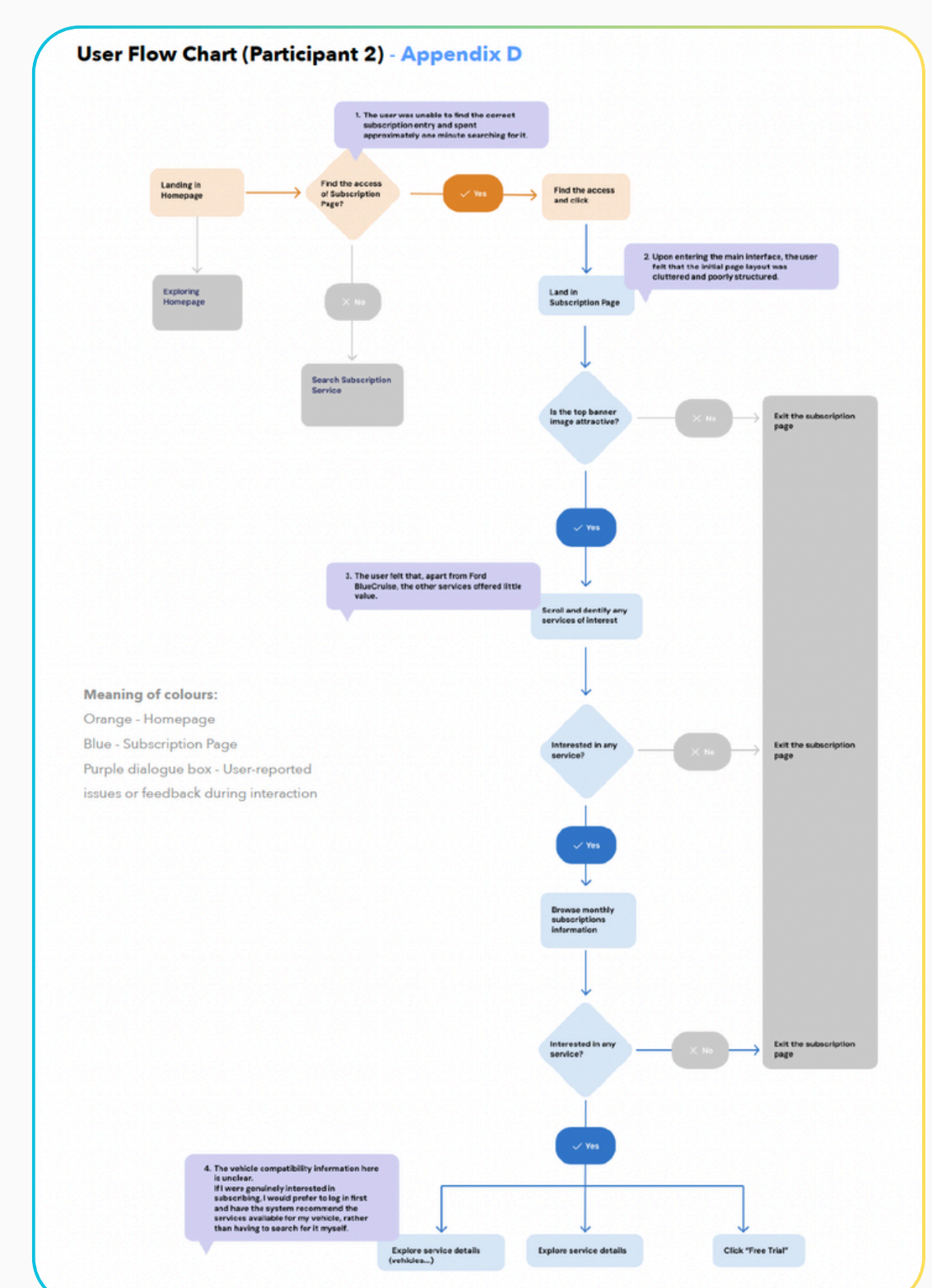
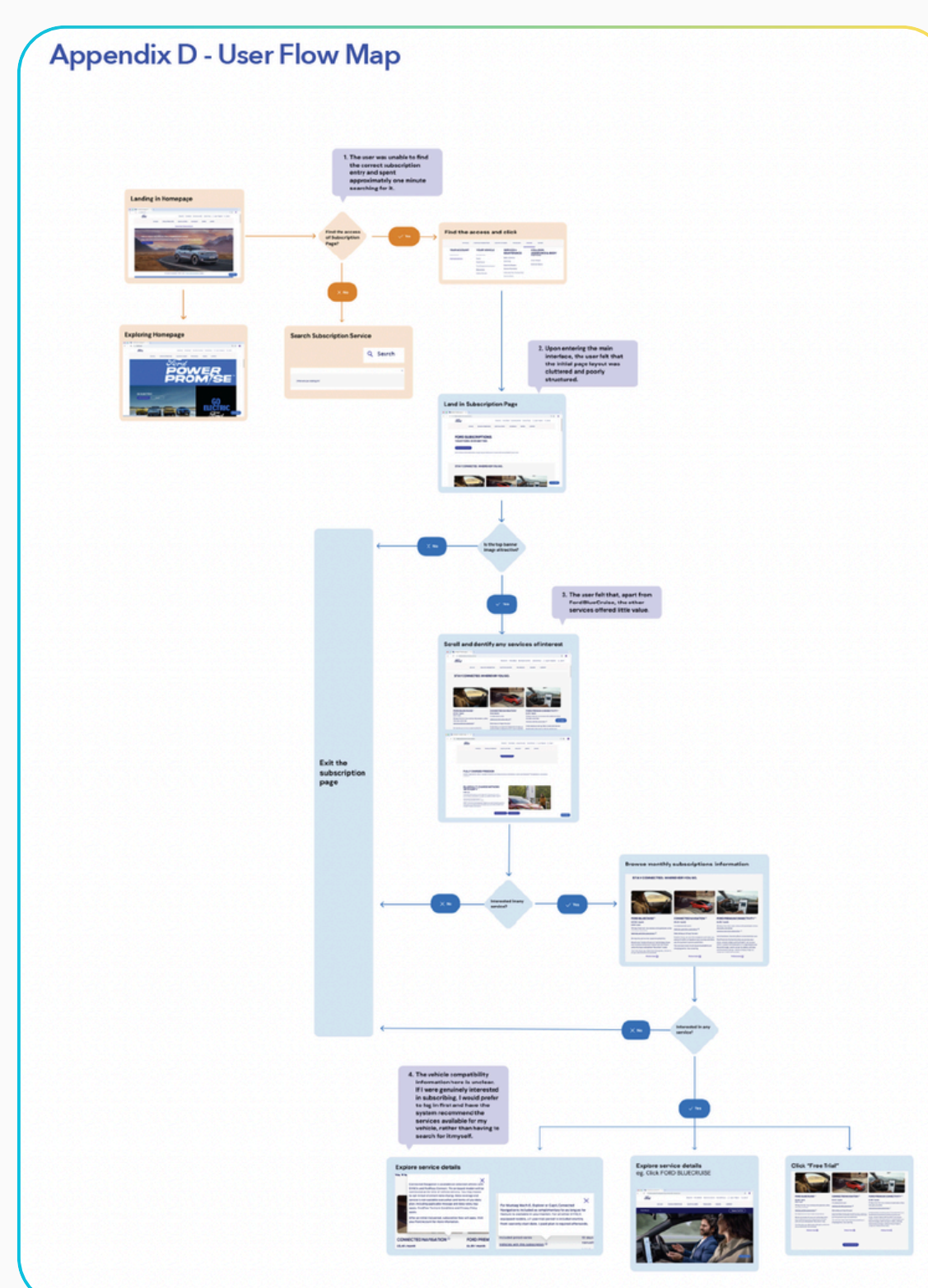
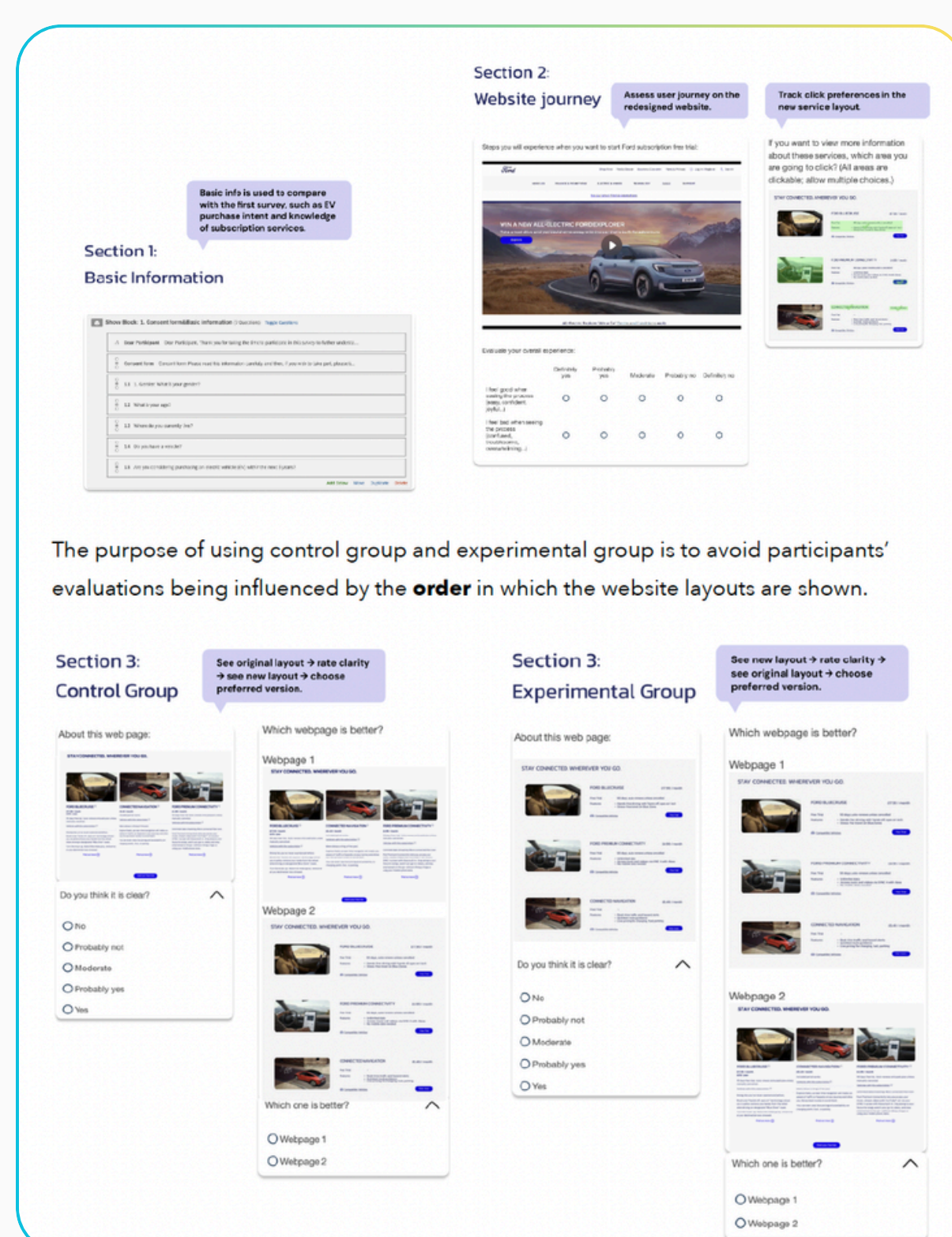
Foundational packages to launch, position and grow.
Strategy, content and AI workflows in one plan.

Growth & Customer Acquisition Plan (Basic)

Ideal for established businesses (1–3 years) with an existing or stable customer base that want to increase sales, as well as businesses undergoing a period of transition.

- **Search Engine Optimisation**
- **Website user experience (UX) diagnostic report**
- **Customer acquisition strategy**
- **3-Month digital marketing plan**
- **Content marketing strategy (social media & email marketing & blogs...)**
- **AI prompts for social media content**

Website User Experience Diagnose



Digital Marketing Packages

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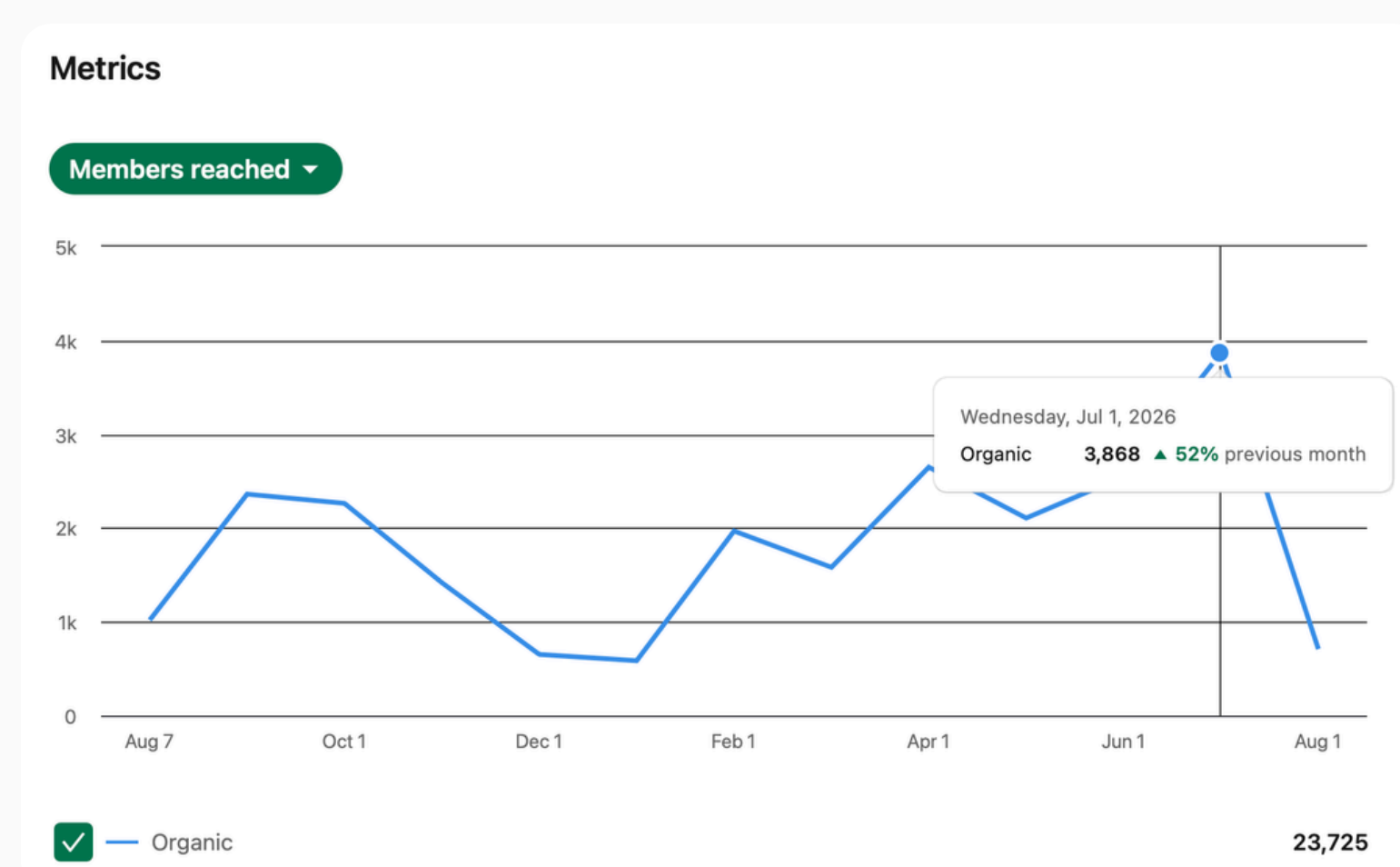
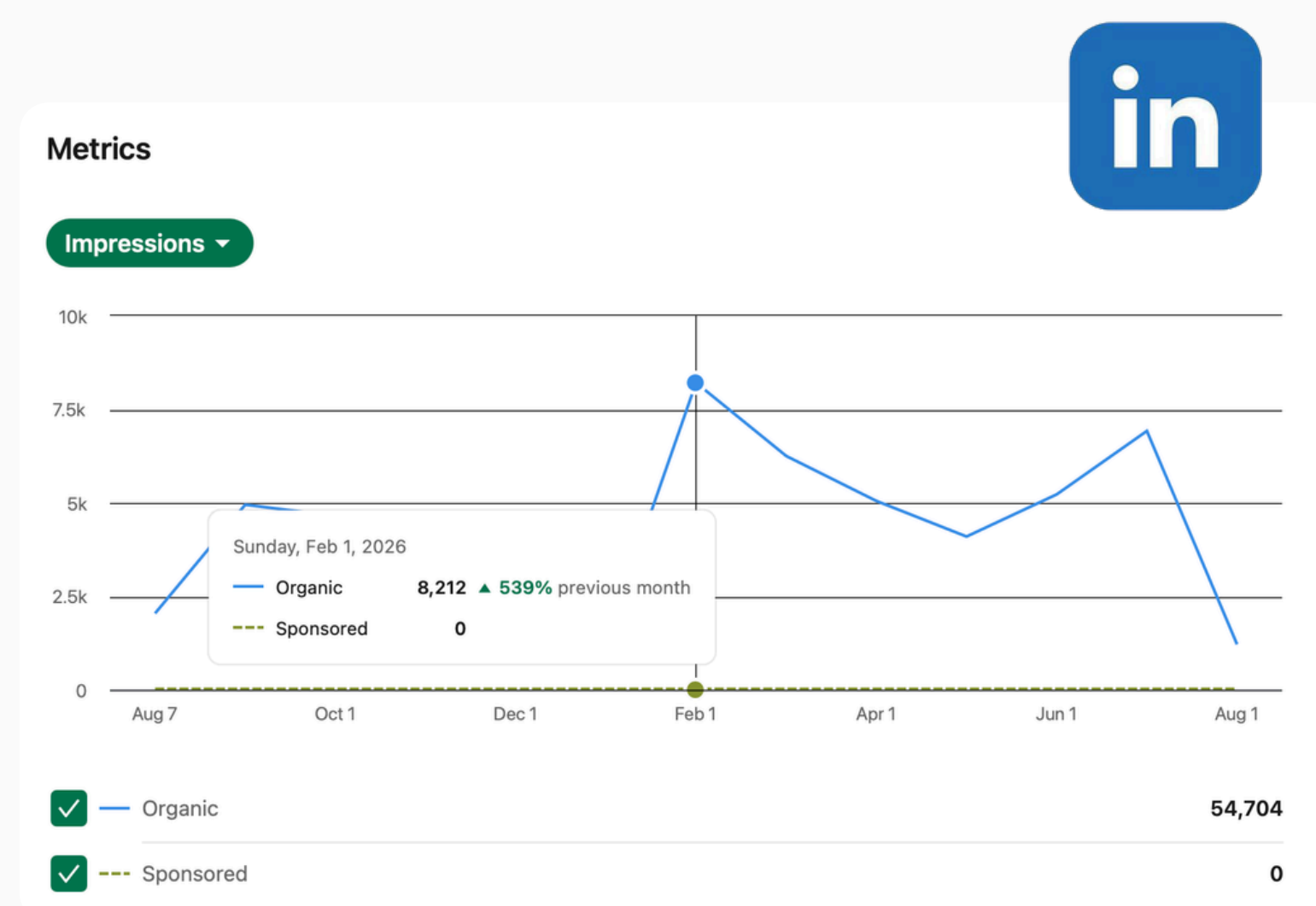
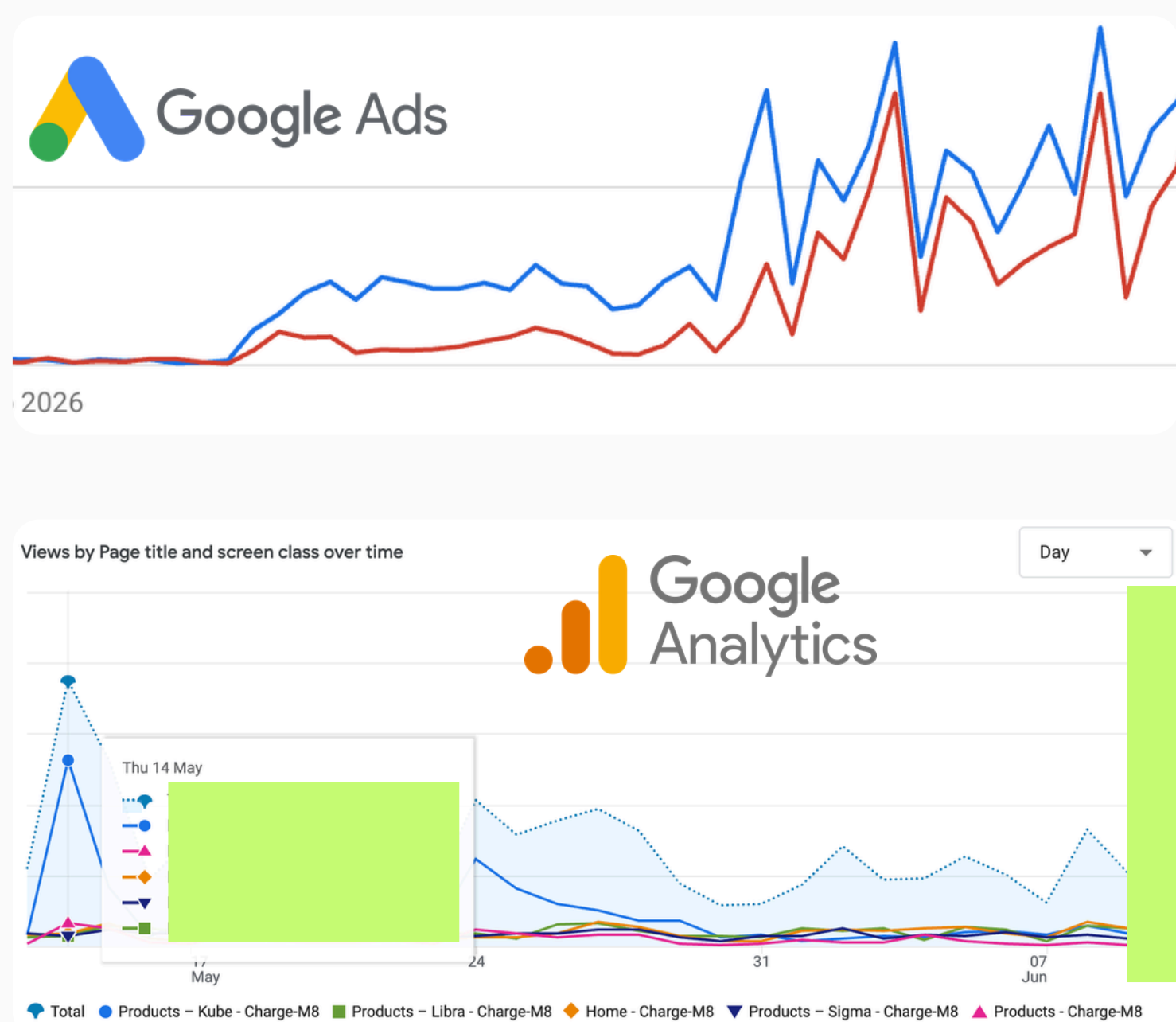
Growth & Customer Acquisition Plan (Premium)

Ideal for established businesses (1–3 years) with an existing or stable customer base that want to increase sales, as well as businesses undergoing a period of transition.

- **Search Engine Optimisation**
- **Website user experience (UX) diagnostic report**
- **Customer acquisition strategy**
- **3-Month digital marketing plan**
- **Content marketing strategy (social media & email marketing & blogs...)**
- **AI prompts for social media content**

Plus:

- **Website optimisation**
- **3 Email marketing templates (sales, news & education)**
- **Low-budget paid advertising plan**
- **AI marketing tools setup**



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Marketing & Branding Consultation

Ideal for businesses with limited budgets that can create their own marketing materials but need professional marketing advice.

- **Diagnostic report**
- **Marketing strategy & branding analysis**
- **Customer acquisition**
- **Social media recommendations**
- **AI marketing tactics**
- **Website user experience (UX) review & recommendations**
- **Search Engine Optimisation**
- **Marketing recommendations**



Design

My design style:

Marketing-led and growth-focused, built around **strong brand storytelling** and **visual consistency** (not generic, cookie-cutter design).



Pricing is tailored to your specific needs. You are not limited to purchasing services from a single package - services from any category can be combined to create a bespoke package.

Website

- Page, structure & layout
- Visual design
- User experience (UX) design
- Enhancing product/service imagery
- ...

Brand Guidelines

- Logo use
- Font and layout
- Digital visuals
- Product/service visuals
- Partnership/co-branding visuals

Logo

- Industry and competitor research
- Client preference research
- 3 initial design concepts
- Primary and alternative logo versions
- Files for digital and print use

Social Media Visuals

- Branded post templates
- Short-form visuals & videos
- Campaign and event graphics
- Profile and cover images
- Editable Canva templates
- Platform-specific optimisation

Leaflets & Brochures

Print-ready & digital files:

- Leaflet and flyer design
- Product or service brochures
- User guides and manuals
- Brand-consistent visuals

Customisation

- Presentation / pitch deck
- Email and newsletter
- Event and exhibition
- Improving existing designs
- Resizing and format adaptation
- ...

Design

My design style:

Marketing-led and growth-focused, built around **strong brand storytelling** and **visual consistency** (not generic, cookie-cutter design).

In my experience, brand design can help startups communicate their core purpose to customers in the shortest possible time. A professional image, a serious commitment to quality, and close attention to detail are all essential to presenting a company in the best possible light.

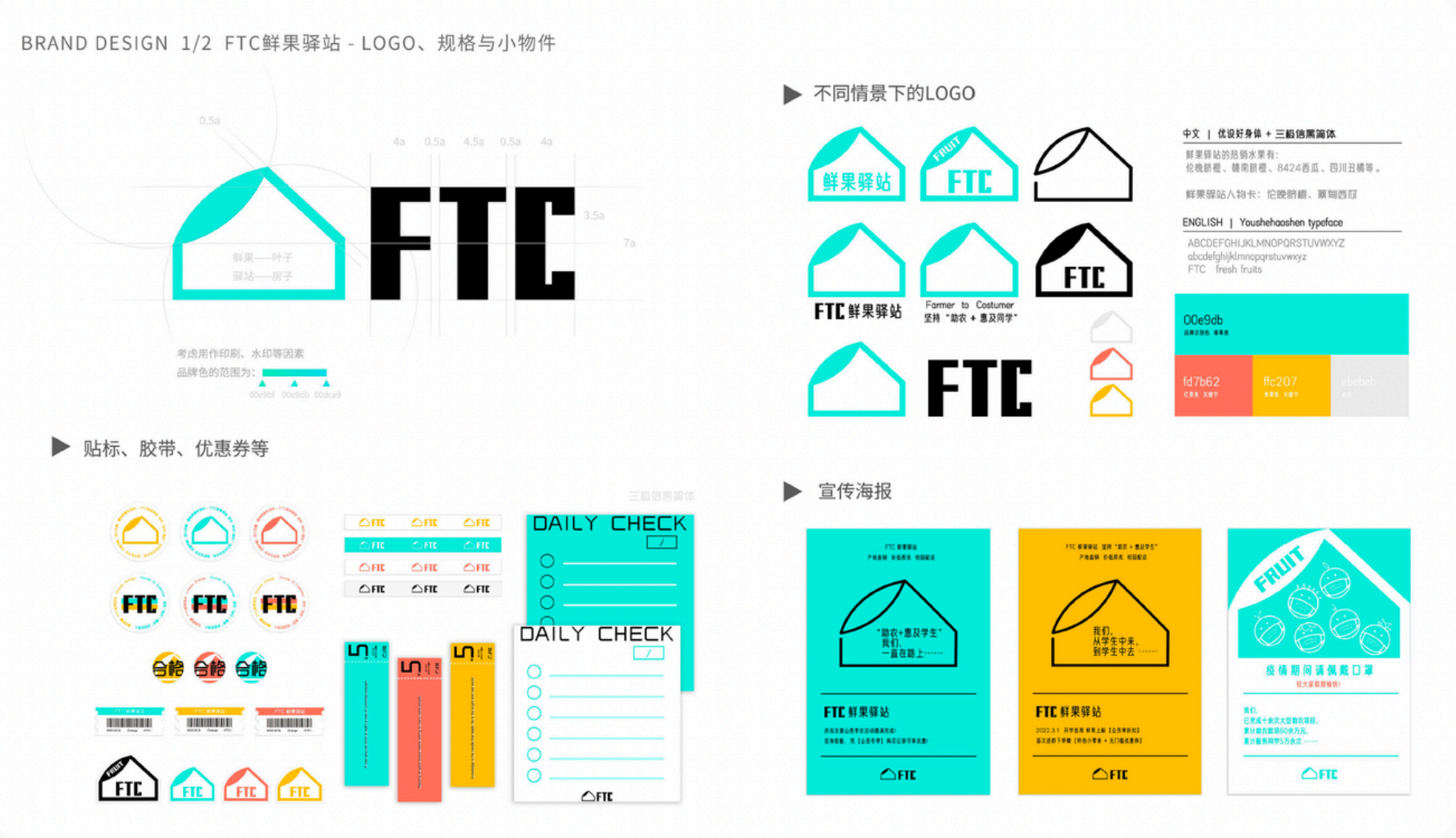
My design work for businesses is informed by:

- My own entrepreneurial experience and experience working within startups
- My educational background in both design and digital marketing
- A focus on supporting sales and improving conversion
- Consideration of future business growth, scalability and long-term development

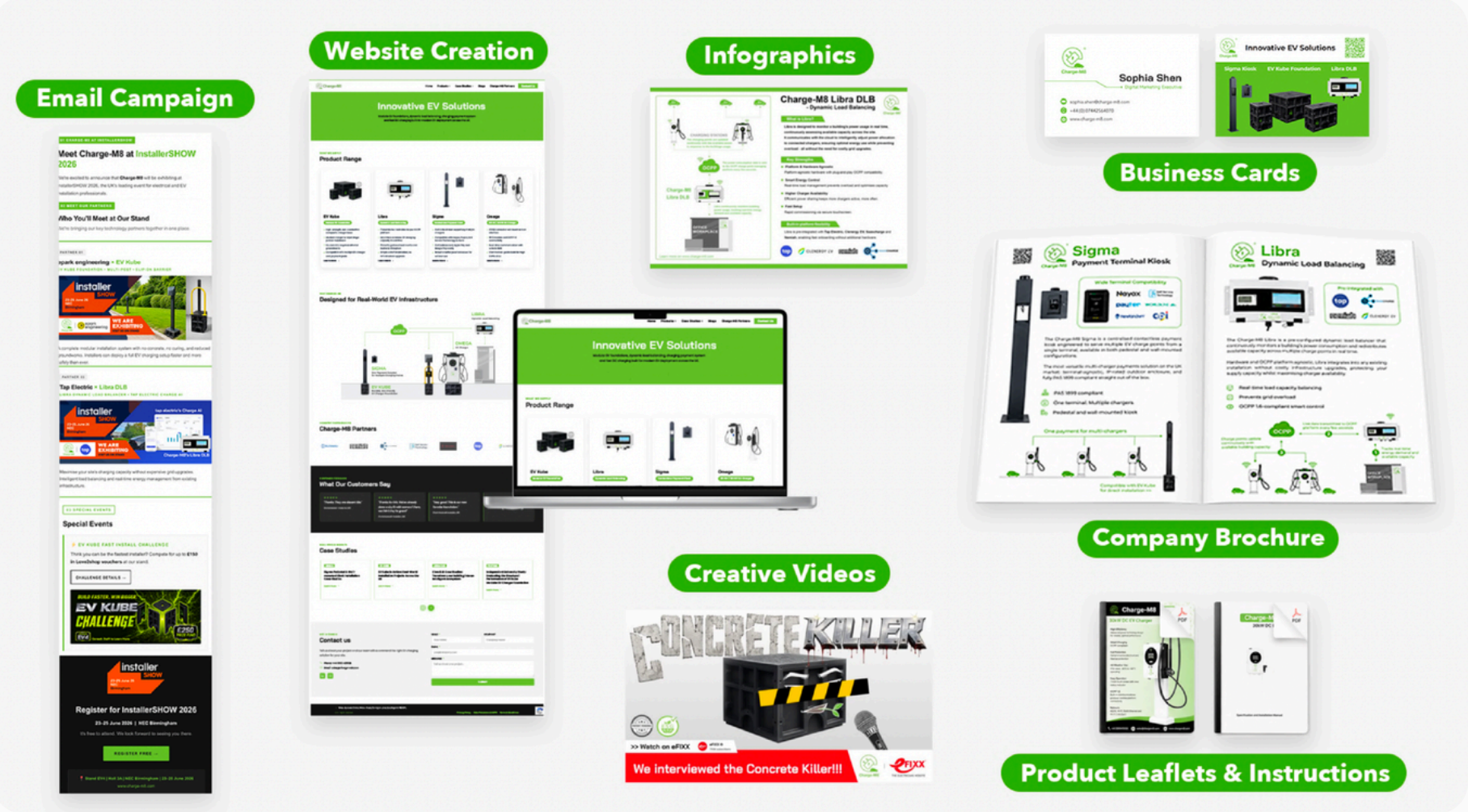
Website Design



Brand Design



Multiple Brand Assets Design



How We Work

My email: sophiashen.DM@outlook.com

01 Free Initial Consultation

We can discuss your project, marketing goals and expected outcomes together before you make a decision.

02 Agreement & Proposal

At the beginning of the service, after the contract has been signed and the deposit has been paid, I will provide an initial proposal. If you are not satisfied with the proposal, you may request to pause or terminate the service.

03 Delivery

During the project, I will use a shared document to record my work, allowing you to check the progress at any time. When the work is delivered, you will have one opportunity to provide feedback and request minor revisions.

04 3-Month Free Marketing Consultation

If you purchase a digital marketing package (Launch/growth), you will receive three months of free marketing consultation by email. You can send me questions and ask for advice, and I will provide guidance. This support does not include the creation of new content.

05 Feedback & Referral Rewards

If you recommend my services to someone else and they purchase a service, you and the person you referred will each receive one complimentary standalone service (e.g. Search Engine Optimisation or content strategy) from any digital marketing package after full payment has been made.

Small businesses cannot afford to underestimate the power of digital marketing and brand design.

Response Time

1 day

Working Hours

Mon–Fri

18:30- 20:30

Sat, Sun

10:00 - 21:00

Channels

Email

OneDrive

Google Meet