Maria Antoneta

Digital Services & Creative Capabilities

Websites, marketing and intelligent digital solutions.

antoneta-safta.com



Maria Antoneta

Strategy, Creativity and Digital Execution

I connect strategy, creativity and technology to build digital experiences that support real business goals.

WEBSITES | MARKETING | DESIGN | INTELLIGENT WORKFLOWS



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A Connected Digital *Ecosystem*

- Website Solutions
- Branding & Graphic Design
- Social Media Marketing
- Content Creation
- SEO
- Google Ads
- Email Marketing
- AI Automation
- Digital Strategy
- Project Coordination

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Websites for *Different Business Goals*

From professional presentation websites to complex digital platforms, every website starts with a clear purpose.

Presentation websites

For companies and professionals who need a clear online presence.

Personal brand websites

For consultants, founders, creators and public professionals.

E-commerce websites

For businesses that want to sell products or services online.

Blog websites

For businesses and professionals publishing educational or specialised content.

Media and editorial websites

For articles, news, interviews and digital publications.

Portfolio websites

For presenting projects, services and creative work.

Landing pages

For campaigns, lead generation and service promotion.

Service platforms

For businesses requiring accounts, subscriptions, listings or specialised functionality.

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From Structure to Launch

- Website strategy
- Sitemap and content structure
- User journey planning
- Wireframes and Figma design
- UI/UX direction
- Responsive website design
- WordPress and Elementor implementation
- HTML, CSS and Bootstrap solutions
- E-commerce configuration
- Contact forms and newsletter integrations
- Analytics and tracking integrations
- Mobile optimisation
- Testing and launch support
- Website maintenance and improvements



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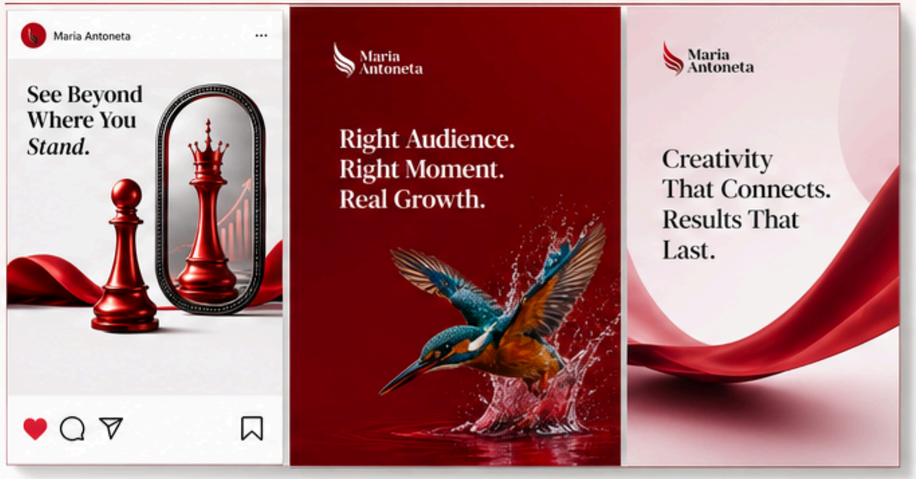
A Visual Identity With Direction.

Strong design creates
recognition, consistency and trust.



SERVICES

- BRAND VISUAL DIRECTION
- LOGO CONCEPTS
- COLOR & TYPOGRAPHY SYSTEMS
- SOCIAL MEDIA VISUAL IDENTITY
- CAMPAIGN VISUALS
- PRESENTATION DESIGN
- DIGITAL BROCHURES
- BUSINESS CARDS
- BANNERS & COVERS
- WEBSITE GRAPHICS
- EMAIL GRAPHICS
- INFOGRAPHICS
- PRINT & DIGITAL MARKETING MATERIALS





Design that leads. Identity that lasts.

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STRATEGY. CREATIVITY. CONSISTENCY.

Content With *Purpose*

Content that *connects*. Strategy that *grows*.



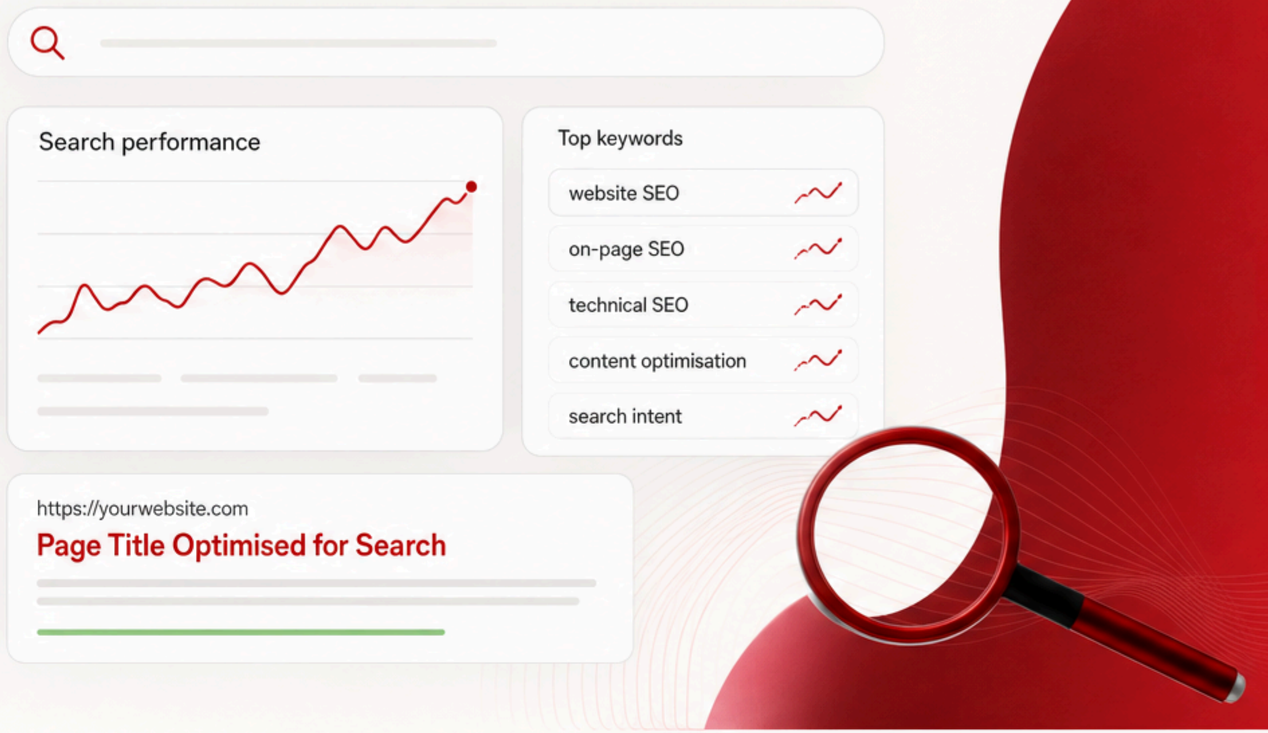
- SOCIAL MEDIA STRATEGY
- ACCOUNT POSITIONING
- CONTENT PILLARS
- MONTHLY EDITORIAL CALENDARS
- POST CONCEPTS
- COPYWRITING
- STATIC POST DESIGN
- CAROUSEL DESIGN
- STORIES
- REEL & TIKTOK CONCEPTS
- VIDEO SCRIPTS
- SHORT-FORM VIDEO EDITING
- PUBLISHING & SCHEDULING
- CAMPAIGN CONTENT
- PERFORMANCE REVIEW

INSTAGRAM • FACEBOOK • LINKEDIN • TIKTOK • YOUTUBE

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Built to Be Found

SEO connects website structure, content and search intent to improve organic visibility.



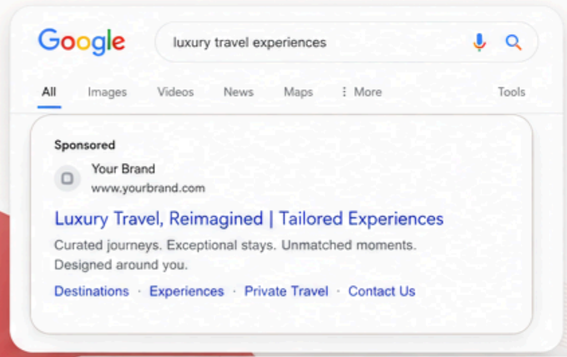
- Website SEO Audits
- Keyword Research
- Search Intent Analysis
- On-Page SEO
- Technical SEO Review
- Page Title Optimisation
- Meta-Description Optimisation
- Heading Structure
- Internal Linking
- Website Content Optimisation
- Blog Content Planning
- Image Optimisation
- Indexing Checks
- Google Search Console Monitoring
- SEO Reporting

SEO is a long-term strategy. Results take time and depend on many factors.

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Campaigns With Clear *Direction*

Strategic Google Ads that connect intent with impact.





1. Google Ads Strategy

Research-driven strategy aligned with your goals.

2. Account & Campaign Review

In-depth audit to uncover opportunities and gaps.

3. Keyword Planning

Intent-based keyword research that drives relevant traffic.

- luxury travel
- private villa
- boutique hotel
- resort escape

4. Search Campaign Setup

High-performing campaigns built for visibility and intent.

Ad · www.yourbrand.com
Luxury Travel, Reimagined
Curated journeys. Exceptional stays. Unmatched moments.

5. Campaign Structure

Organised ad groups and themes for clarity and control.



6. Ad Copy Direction

Compelling, relevant copy that speaks to intent.

Ad · www.yourbrand.com
Tailored Travel Experiences
Curated for you. Designed to inspire. Discover more.

7. Audience & Location Settings

Target the right audiences in the right locations.

- In-market audiences
- Remarketing audiences
- Location targeting

8. Landing Page Alignment

Ensure messaging, offers, and experience align with ad intent.

9. Conversion Tracking Coordination

Ensure tracking is accurate, complete, and actionable.

- ✓ Conversions
- ✓ Micro-conversions
- ✓ Form submissions

10. Budget Planning

Smart budget allocation across campaigns and priorities.

- Brand Campaigns
- Non-Brand Campaigns
- Remarketing

11. Campaign Monitoring

Ongoing oversight to keep campaigns on track.

12. Optimisation

Continuous improvements to strengthen performance.

- ✓ Keywords
- ✓ Ad performance
- ✓ Bids & budgets
- ✓ Audiences

13. Performance Reporting

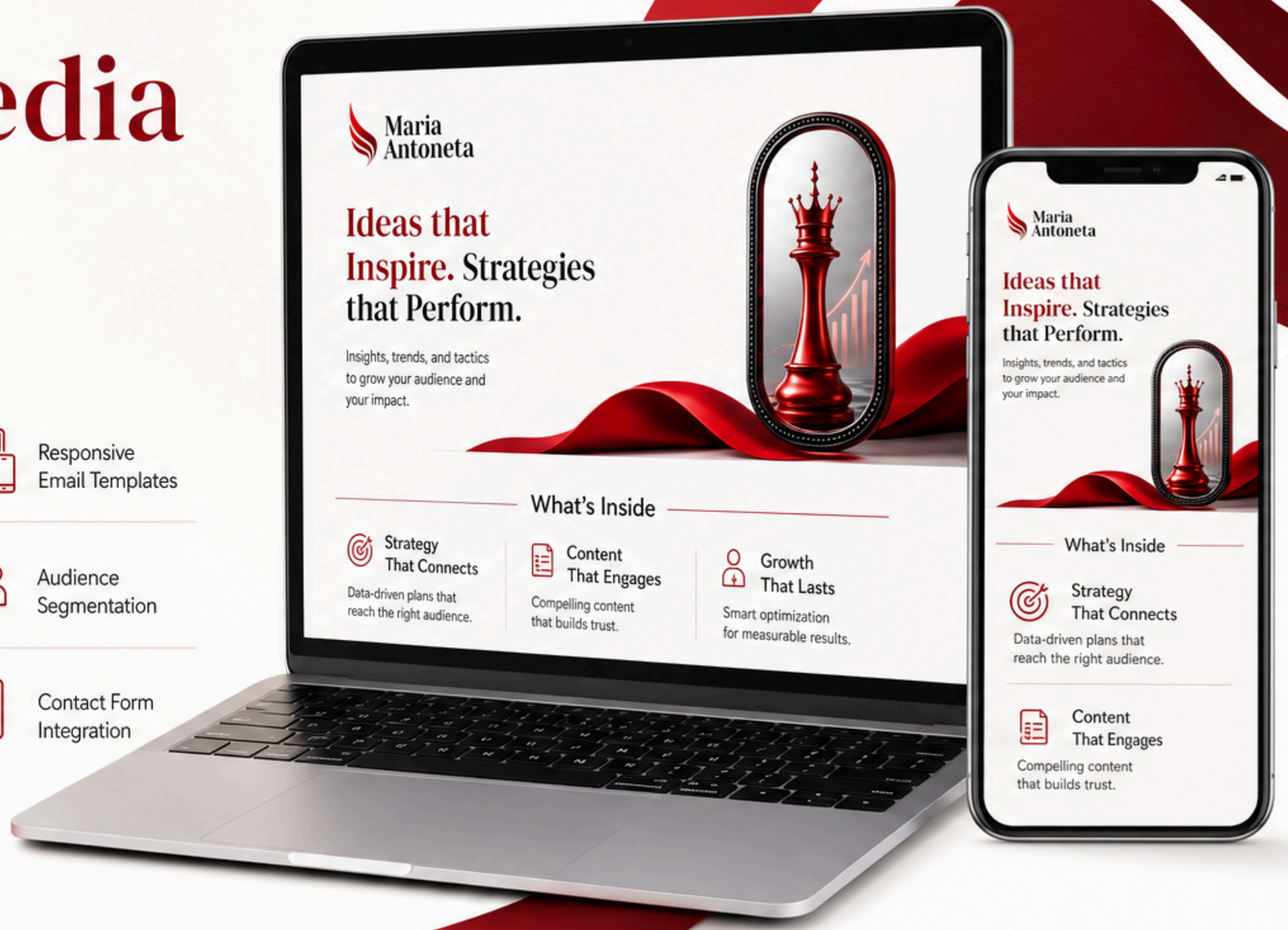
Clear reporting that highlights what matters.

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Communication Beyond Social Media

Strategic email marketing that builds relationships, boosts engagement, and drives real results.

- Email Marketing Strategy
- Newsletter Planning
- Newsletter Design
- Responsive Email Templates
- Email Copywriting
- Welcome Emails
- Promotional Campaigns
- Audience Segmentation
- Automated Email Sequences
- Lead Nurturing
- Re-engagement Campaigns
- Contact Form Integration
- Campaign Scheduling
- Performance Monitoring



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Smarter Systems. Less Manual Work.

AI and automation can simplify repetitive processes and create more efficient digital workflows.



- Workflow Analysis
- Repetitive Task Identification
- Automated Lead Collection
- Contact Form Automation
- Automated Email Follow-ups
- Newsletter Automation
- CRM Workflow Planning
- Content Repurposing Workflows
- AI-Assisted Content Systems
- Internal Notifications
- Task Automation
- Reporting Workflows
- Digital Tool Integrations
- Customised Automation Concepts

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One Vision. The Right Direction.

Digital strategy and project coordination *that brings ideas to life.*



- Digital Strategy
- Communication Planning
- Creative Direction
- Campaign Planning
- Content Direction
- Project Structure
- Task & Deadline Coordination
- Budget Planning
- Collaborator Coordination
- Design Supervision
- Implementation Review
- Quality Control

Specialised collaborators can be coordinated when a project requires additional development, design, advertising or production expertise.

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From Idea to Implementation

1

Discover

Understanding the business, objectives and audience.

2

Define

Creating the strategy, structure and visual direction.

3

Design

Transforming the direction into clear digital concepts.

4

Implement

Building, producing and coordinating the required solutions.

5

Optimise

Reviewing performance and improving the digital experience.

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Let's Build Something With Direction.

Whether you need a website, a stronger digital identity or a connected marketing system, every collaboration begins with understanding what your business truly needs.

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Digital Strategy • Websites • Marketing • AI Automation

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