



| VANDERBEEK |  
SOLUTIONS |

TECHNICAL  
MARKETEER

# Chris van der Beek

## INTRODUCTION

#Wordpress #AdobeCC #Indesign #Illustrator

With my marketing agency for small and medium-sized (tech) companies, I want to help your business become more visible on the Internet and boost your sales through better conversion to new and existing customers. I believe in the power of customized solutions and am happy to engage with you to understand your specific needs and goals.

I have experience in the tech industry and therefore focus on that area. Together, we will create a strategy that suits your business and effectively reach and convince your target audience to do business with you. My services cover a wide range, including branding, social media marketing, Wordpress websites, search engine optimization, email marketing and more. I keep myself abreast of the latest developments in these areas so I can apply them to your strategy for optimal results.







# Certification

## LAPTOP LIFESTYLE MASTER PROGRAM

The Laptop Lifestyle Master program taught me how to market a successful online business. I learned the importance of niche selection, building an email list, and creating valuable content. Overall, the program provided me with the tools and knowledge in digital marketing.

## TECHNICAL ENGINEERING

I have become a technical engineer in electrical, plumbing, central heating, gas installations and entrepreneur. With a solid educational background and a successful period as the owner of an engineering company, I redirected my skills into the world of marketing.

Now, as founder of my marketing agency, I combine this technical know-how with creative strategies to bring success to clients in various industries.

# Projects



## ADOBE CREATIVE CLOUD

I use Adobe Indesign and Illustrator to design your branding, catalogues, flyers, letterheads, company profiles, business cards and more (multipage) documents.

## WORDPRESS

I use Wordpress combined with DIVI to create your responsive website and optimize it with SEO to improve search engine visibility and ranking. Plus, with DIVI's intuitive interface, you have the power to effortlessly modify and update your site content for ongoing SEO success. Afterwards, if desired, you can maintain your website yourself after a short course. Of course, I'm happy to do that for you as well!

## E-MAIL MARKETING

Email marketing enables you to reach a wide audience and build relationships with personalized content, ultimately driving sales and providing valuable analytics for optimization.



# MAGAZINE COVER

## Services

- Branding
- Social Media Management
- Content Creation & Design
- E-Mail Marketing
- Web Design
- SEO



# WELCOME!

With my marketing agency, I strive to elevate your business to the next level and boost your sales. I believe in the power of tailor-made solutions, which is why I like to meet with you to understand your specific needs and goals. Together, we create a strategy that suits your business and allows us to engage with and convince your target audience.

My services include branding, content creation, social media marketing, search engine optimization, search engine advertising and email marketing. I am continuously educating myself on the latest trends and developments within the technical sector (bijvoorbeeld), ensuring your business to thrive in this fast-moving industry.

I've had the honor of working for various businesses, ranging from small start-ups to medium-sized organizations.

With VANDERBEEK Solutions, I am committed to the success of my clients and I look forward to growing your business as well.

Reach out today for a consultation—no pressure, just valuable insights!

Warm regards,  
Chris van der Beek

Please feel free to get in touch!

Or make an appointment in calendar!

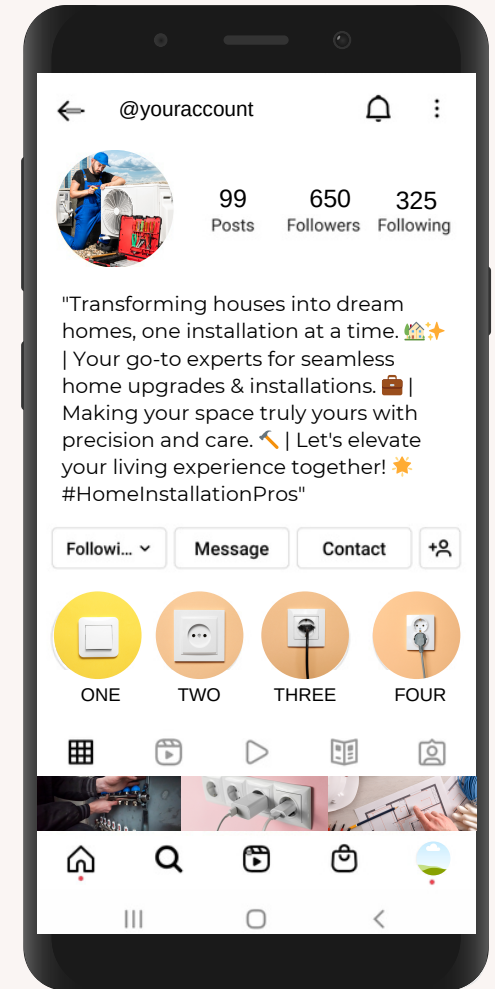
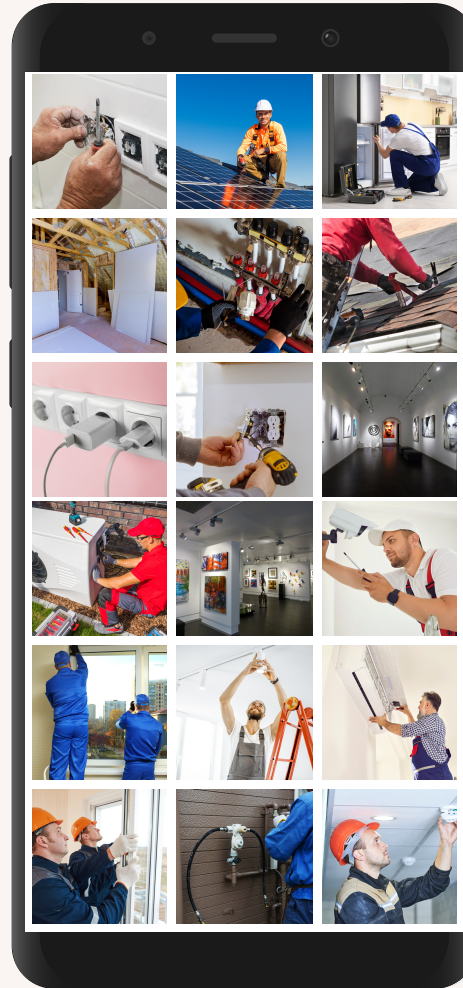


# Showcase

# Social Media Management

Strong social media is very important for the visibility of your brand. We make sure you stay up-to-date.

- Strong aesthetics
- Posts and stories daily, weekly or monthly according to your desired frequency
- SEO Reporting
- Highlights
- Instagram
- LinkedIn







# Content Creation & Design

Strong branding is essential for any company. Let me help you with that!



- Social Content
- Web Designs
- Logo & Brandbook
- Flyers, Business Cards
- Catalogues
- Company profile



# Email Marketing

Email marketing is crucial for businesses because it is a direct and personal way to connect with their customers.

It enables targeted communication, reaching specific segments with tailored content, which increases the likelihood of conversion.

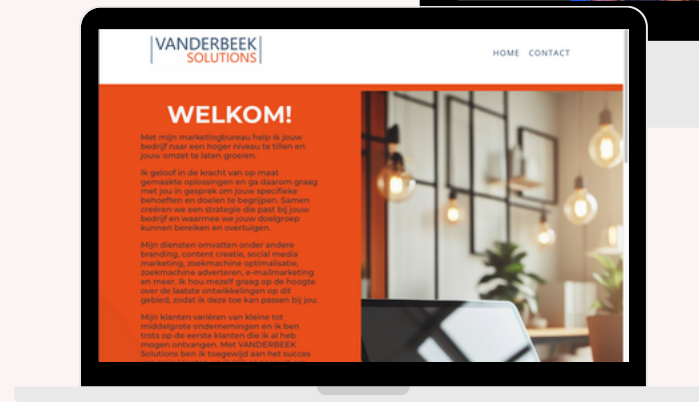
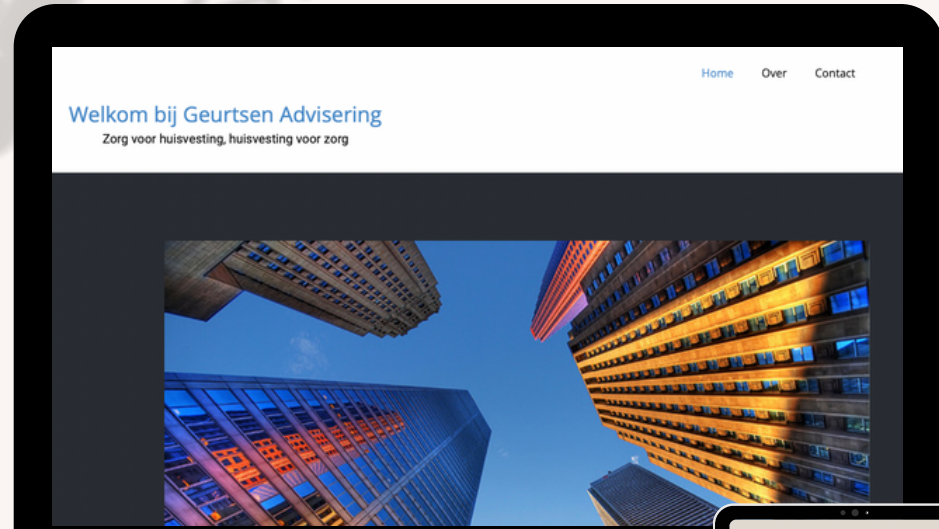
Moreover, email marketing is a cost-effective and measurable strategy, allowing businesses to track performance and optimize their campaigns for better results.



# Web Design

Highly responsive website

- WordPress
- DIVI
- Google Analytics reports
- SEO





# Case Study

## REFLECTION

— COACHING | TRAINING | ADVIES —

### GOAL

Make a brand identity and an engaging website for Reflection that reflects their unique vision and resonates with their target audience.

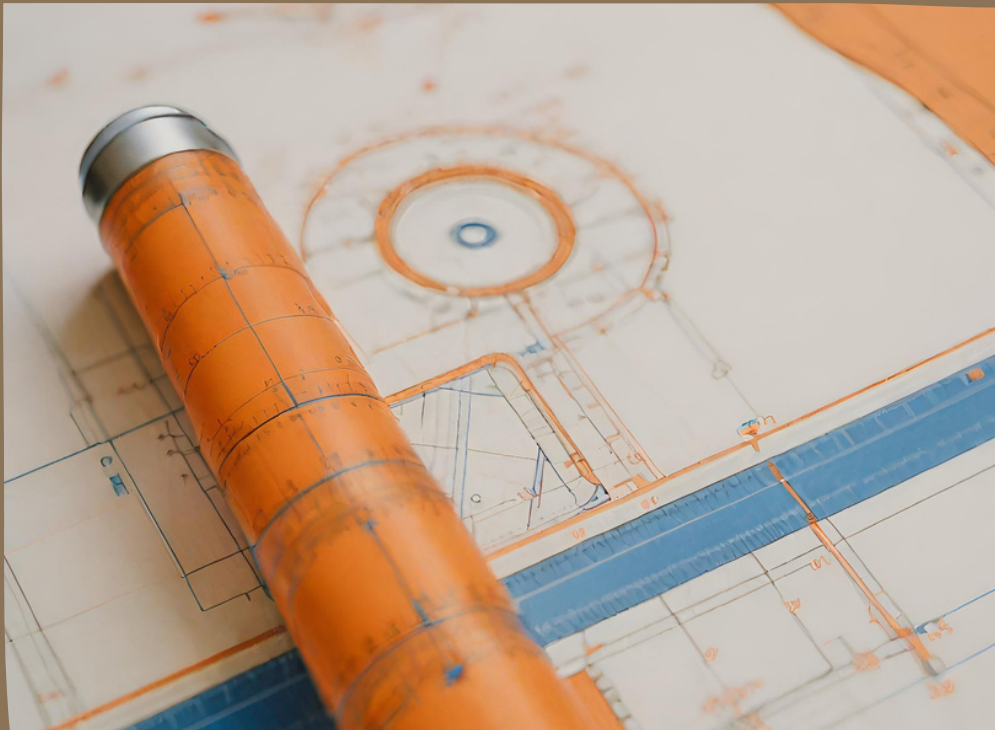
### SOLUTION

Enhance Reflection's brand perception, boost customer engagement, and drive business growth through innovative design, compelling storytelling, and strategic marketing.

### RESULTS

After branding and website launch, Reflection's identity resonates with their audience, driving increased engagement and inquiries, fueling business growth and success.

# Let's Work Together



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