

02 March, 2026

# EXPERIENCE

MARKETING PORTFOLIO

# AMERICA

Name of Project:  
Experience America

Presented By:  
Techoneer

[www.techoneer.pk](http://www.techoneer.pk)

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# About this project

A U.S. immigration consultant with 15+ years of experience launched an online membership platform to educate and guide global investors and families on U.S. visa options, particularly the E-2 investor visa, while expanding into the English-speaking market.

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In February 2026, 20 posts were published to build awareness and promote Expamerica.

Facebook generated 8,194 reach and 518 link clicks with minimal ad spend.

Instagram reached 1,415 users and drove profile visits efficiently.

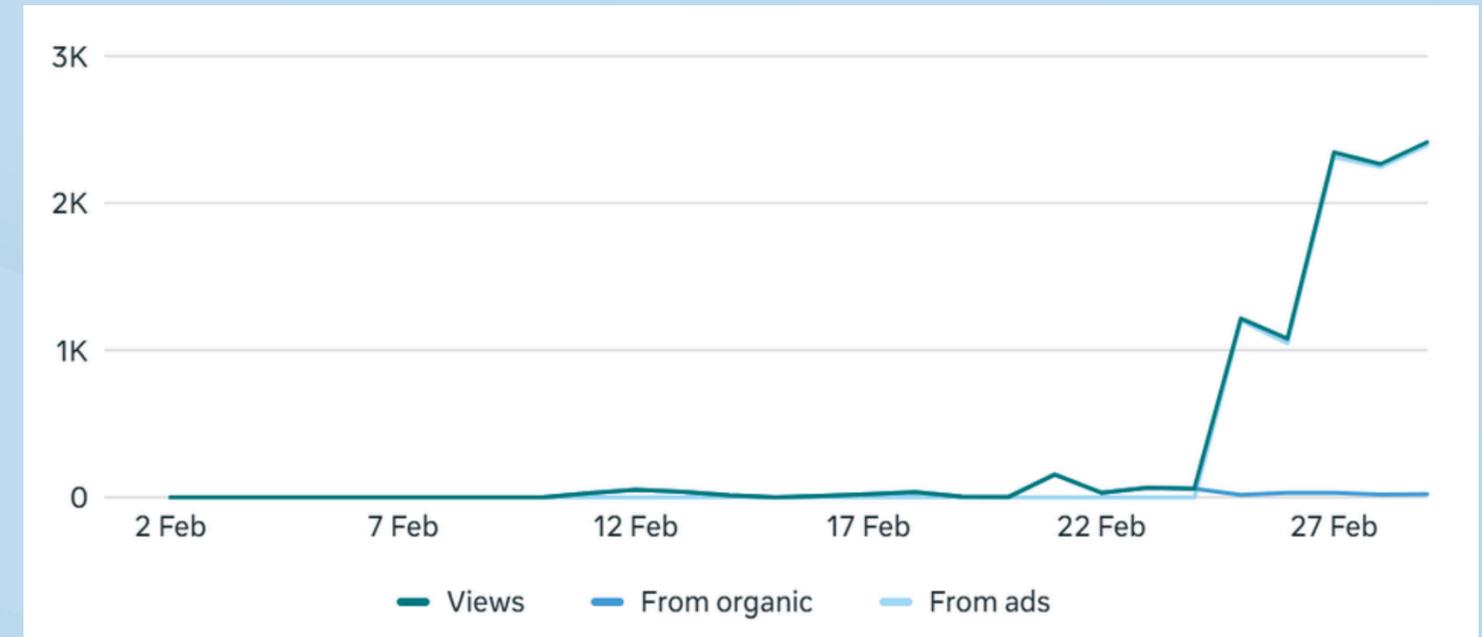
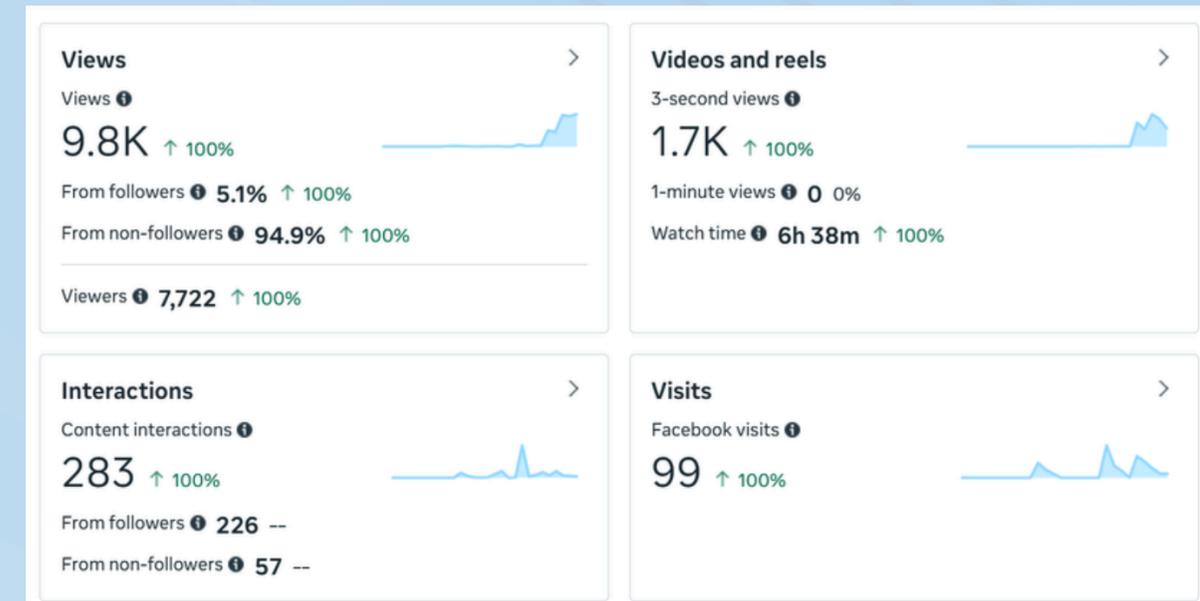
Overall, the campaign successfully established initial brand visibility across both platforms.

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# Project Goal

- Establish a credible English-speaking audience
- Drive targeted traffic to the platform, including free memberships
- Increase engagement and active participation within the community
- Build a scalable digital ecosystem for long-term growth
- Support sustainable brand expansion and client acquisition



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# Our Strategy



## Audience Engagement

*Create content that connects and encourages interaction*

## Educational Value

*Short-form reels to inform and attract the target audience*

## Consistent Presence

Regular posting to build brand awareness and community

## Platform Optimization

Optimize Facebook & Instagram for reach and growth

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# Our Work



## + Content Creation

Professional, brand-aligned posts and engaging short-form reels

## Strategy & Planning

Consistent content strategy for audience engagement

## Platform Management

Set up and optimized Facebook & Instagram for growth

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# Campaign Results

## Campaign Objective

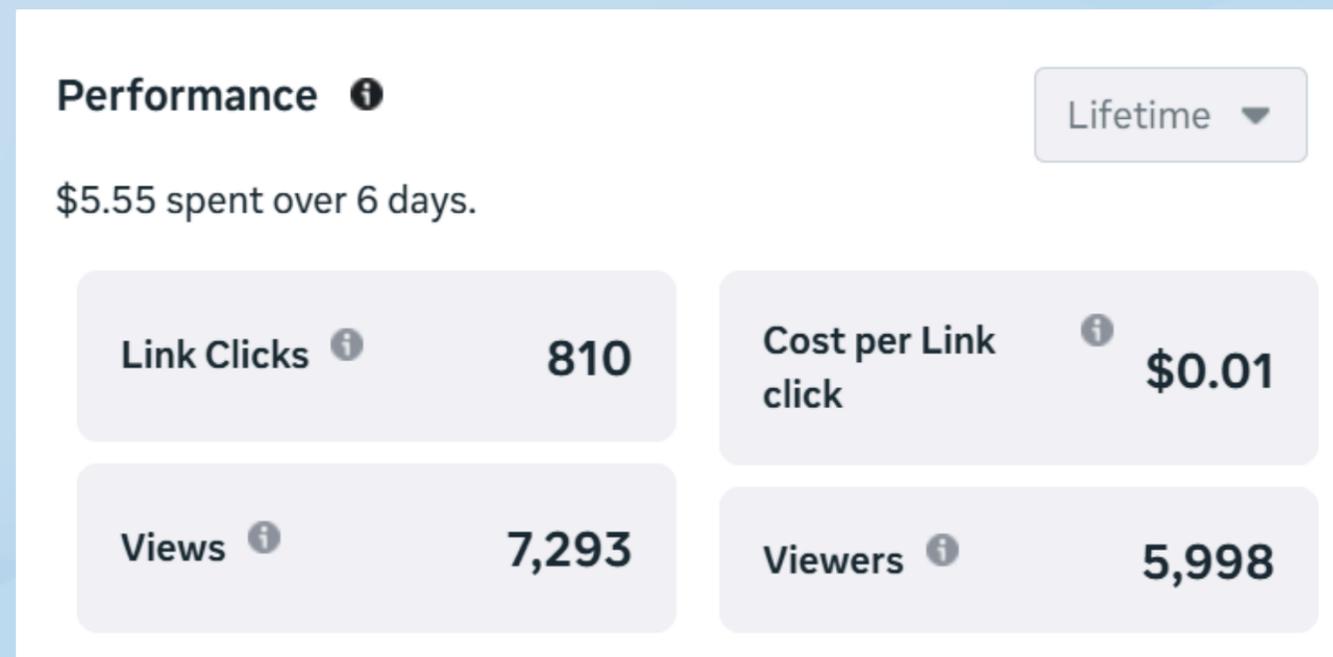
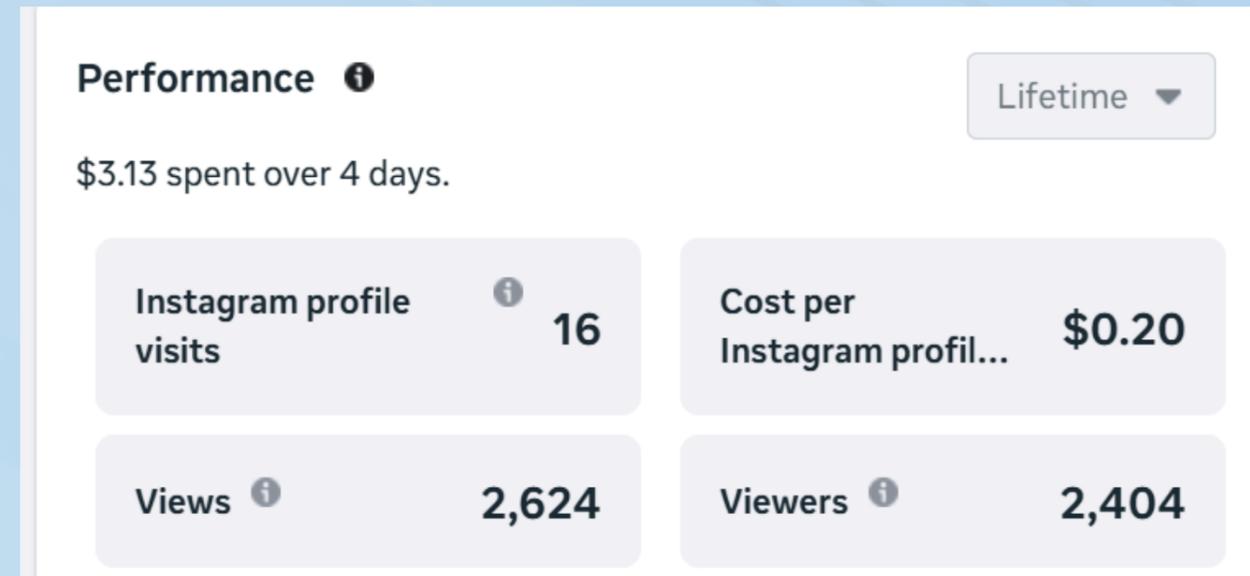
The Facebook campaign aimed to generate low-cost link clicks, while the Instagram campaign focused on increasing profile visits and visibility. Both were optimized for maximum reach and engagement on a limited budget.

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## Analytics & Reports

With \$8.68 total spend, Facebook delivered 810 link clicks at \$0.01 per click and reached 5,998 people. Instagram generated 16 profile visits at \$0.20 per visit and reached 2,404 people, achieving cost-effective results on both platforms.



# Tools Used

- *Facebook*
- *Instagram*
- *Meta Business Suite*
- *Canva*



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# Techoneer

## Digital Marketing Agency

*Techoneer helps brands grow online through content creation, social media management, and targeted campaigns.*

*We focus on clear visuals, consistent branding, and results that make an impact.*

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# LETS

# WORK TOGETHER!

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