

# LIAISON MARKETING

Your special **link-creator agent**

[www.liaison.world](http://www.liaison.world)



# Who I am



# Clément Assingo

Communication and Digital Marketing  
expert - 11 years in the field

Lived and worked on 4 continents

100+ clients in almost every sector

Speaks French, English and Spanish

I dedicate my time crafting identities, experiences, and growth systems for ambitious brands.

My work blends strategic clarity, aesthetic precision, and intelligent marketing to create brands that don't chase attention - they command it.

Each project is a partnership in excellence - tailored, timeless, and designed to make your brand impossible to ignore.



**Why I do what I do**



I've seen too many people build something great, and lose energy trying to [make others see it](#).

Good businesses shouldn't suffer because of weak [communication](#).

I do this because I know what that feels like. That pressure. That frustration.

My work exists to take it [off your plate](#), so you can focus on what you do best: running and growing your business.

When we [work together](#), you stop worrying about the next post, the next client, the next impression.

Your message becomes [clear, consistent](#), and [confident](#). Your brand looks [beautiful](#).

And that's when growth finally feels [easy again](#).



Also, I really like it.

It's a fun job.

:)



# What I do



Our package  
**Brand Kickoff**

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Turnkey solution  
**to get started right.**

## **The Ultimate Brand Kickoff**

**The right boost starting from**

**1199 \$ USD**

**For New Businesses, Dreamers,  
and Go-Getters**

**Launch your brand with a strategy that screams  
professionalism and resonates with your audience.**

*Included in "Brand Kickoff"*

**1 Brand Positioning & Strategy Session**

**1 Custom Logo Design & Brand  
Identity**

**1 Business Card & Email signature  
Design**

**1 SEO-Optimized Landing Page**

**3 Social Media pages setup**

*All our offers are customizable. Tell us what you need!*



## Our package Website Creation

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Get noticed  
the right way.

# Website creation

The right online presence starting from

**1599 \$ USD**

**Turn Your Online Presence into a  
Magnet for Growth**

Your audience is online—are you showing up  
the way you should?

*Included in "Website Creation"*

### Conception

Briefing and Specifications  
Competitive Analysis  
Website Sitemap

### Design and Content

2 Landing Page Mockups  
Text and Image Content  
1 Homepage + 4 Tabs

### Optimizations

SEO optimization  
Mobile optimization

### Hosting and setup

12-Month Server Hosting  
Google Analytics Setup  
SSL Security Certificate ([https](https://))

*3 Rounds of Back and Forths per Phase*

*All our offers are customizable. Tell us what you need!*

Our package

## Social Media Domination Blueprint



Reach  
and interact

# Social Media Domination Blueprint

The right Social Media presence from

**499 \$ USD / month**

**Grow Your Following, Build  
Community, and Dominate Social  
Landscapes**

**From scrolling to converting—turn followers into loyal fans  
and paying customers.**

*Included in "Social Media Domination Blueprint"*

### Creation of a Strategy

- Competitive Analysis
- Selection of Social Media Platforms
- Content Typology
- Definition of the Problematic
- Choice of Platforms
- Categorization and Content Proposals
- Moderation Guidelines
- Definition of KPIs
- Basic Graphic Charter
- Publishing Calendar
- Moderation and Management of Accounts
- 10 posts / month
- 1 video / month
- Online moderation 5 days / week
- Performance Reports
- Monthly KPIs
- Qualitative Analysis

*All our offers are customizable. Tell us what you need!*

Our package

## Content and Engagement Hub

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Talk to  
the people that matter.

## Content & Engagement Hub

Price depending on volume

**Build a Content Machine That Keeps  
Your Audience Coming Back**

Keep your brand top of mind with engaging, consistent,  
and on-trend content.

*Included in "Content and Engagement Hub"*

Discovery and Planning  
Client Briefing  
Keyword Research  
Content Strategy  
Competitor Analysis  
Content Calendar  
Blog Content  
Outline Creation  
Writing  
Internal Linking  
Readability  
Social Media Content  
Platform-Specific Content  
Visuals  
Captions and Hashtags  
SEO Optimization  
On-Page SEO  
Client feedback  
Publishing  
Performance Tracking and Optimization  
Reporting

*All our offers are customizable. Tell us what you need!*



Our package

## AI-Driven Marketing Innovation

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Use the  
**newest tools available.**

# AI-Driven Marketing Innovation

**Price depending on volume**

**Bring the Power of AI to Your  
Marketing Strategy**

**Step into the future with cutting-edge AI tools that save  
you time and maximize results.**

*Included in "AI-Driven Marketing Innovation"*

Discovery & Audit

AI Opportunity Identification

Strategy & Roadmap

Pilot Testing

Full-Scale Implementation

Monitoring & Optimization

Reporting & Scaling

*All our offers are customizable. Tell us what you need!*

And many other  
**available services**

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Strategy



Copywriting



Design



Coaching



Emailing



Lead Generation



SEA & PPC



Processes



Video



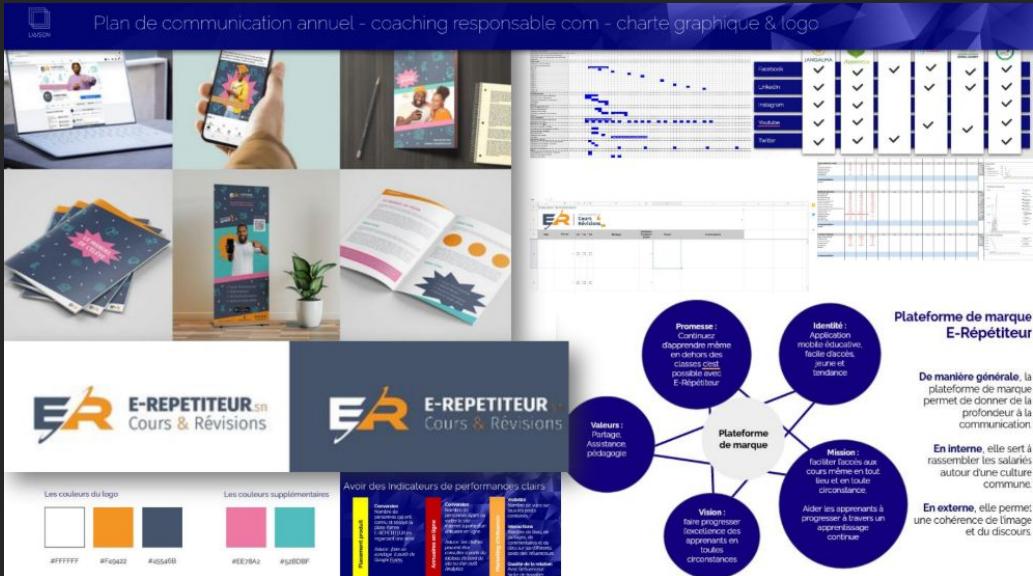
And more

# **The work STRATEGIES**

# Strategy Com & Mkg



## **Creation of the communication and marketing strategy**

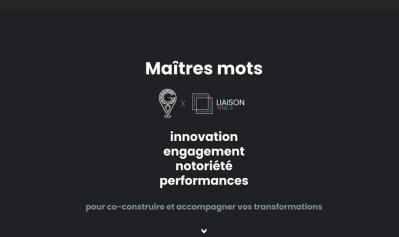




# Strategy Com & Mkg



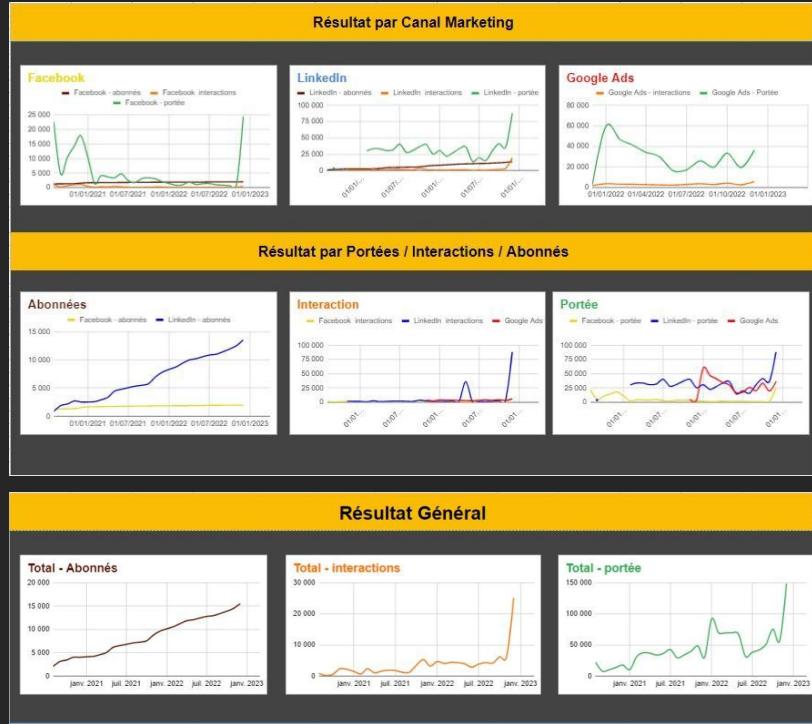
Creation of communication and marketing strategy



# Google Ads



**Creation and monitoring of targeted and sponsored campaigns.** Creation of keyword lists, exclusions, daily monitoring, and monthly reporting.



# Strategy Campaign



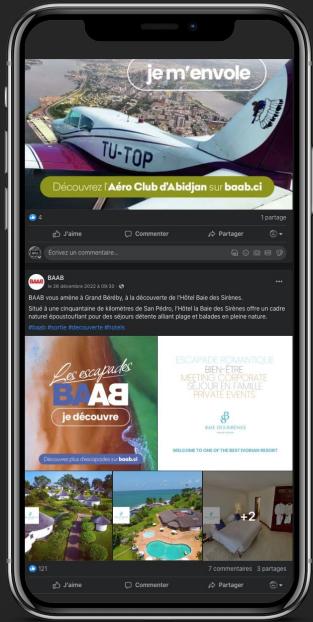
Communication strategy and media campaign. Graphic charter, design, copywriting, messages, iconography.



# Social Media



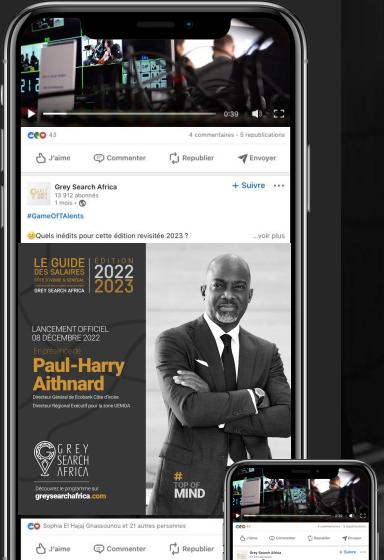
**Facebook page management:**  
editorial calendar planning,  
content creation, and posting.



# Social Media



**LinkedIn campaign for the launch of the Salary Guide:**  
account management and engagement, content creation, and publication.



En téléchargement sur  
[greysearchafrica.com](http://greysearchafrica.com)

# Coaching and Professional Development make sense

**Several training sessions created and conducted for over 50 people.**

Special coaching for the communications officer, who became the communications manager.



**The work**

**ARTISTIC DIRECTION**

# Artistic Direction



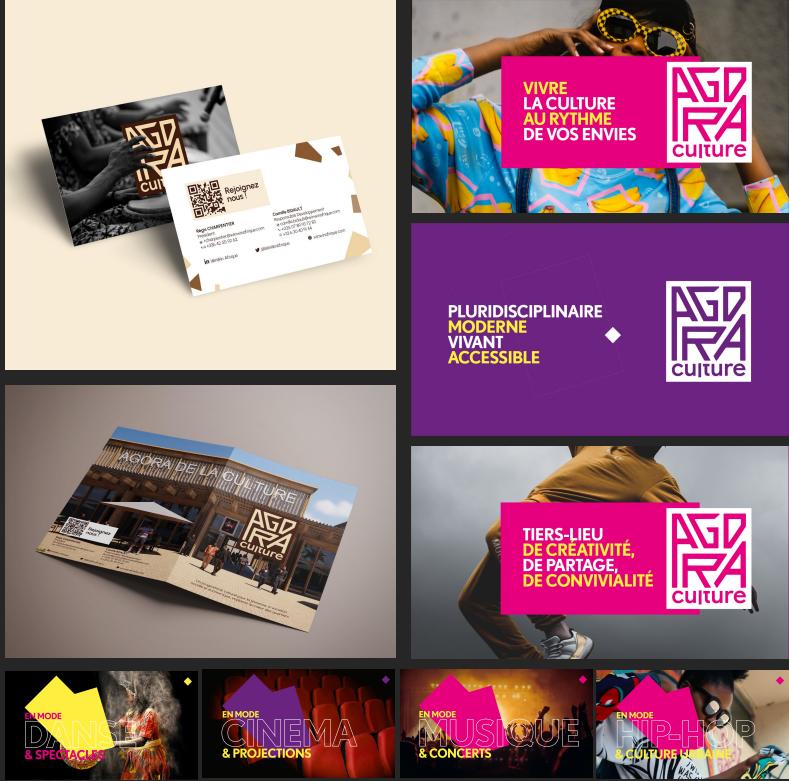
Printable and foldable  
leaflet design



# Artistic Direction



**Logo design + graphic charter  
dressings, dynamic presentation of  
the structure, print communication  
supports and stands.**



# Artistic Direction

**I**  
Italia Delizie  
dal 2004

**Logo creation and  
rebranding of the web  
visual identity. Design of  
banners, headers, sliders,  
and categorization.**



# Artistic Direction



Graphic design of the job passport.  
Passport-format booklet  
of 38 pages printed in  
10,000 copies.



# Artistic Direction



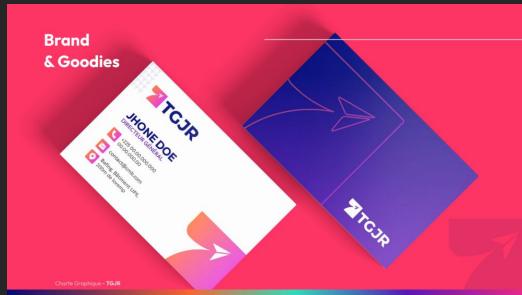
**Creation of the graphic  
charter for social media.**



# Artistic Direction



**Design of the logo and web visual identity. Design of banners, headers, sliders, categorization.**



## Couleurs & Nuances

Ca qu'il faut savoir :  
Les couleurs sont les éléments de l'Identity de la marque.  
Elles représentent fidèlement l'Idéologie / Esprit de l'entreprise. Elles devront être respectées comme indiqué dans le chevalet.

### Couleurs et dégradés



Charte Graphique - 108

## Support Physique



# Artistic Direction



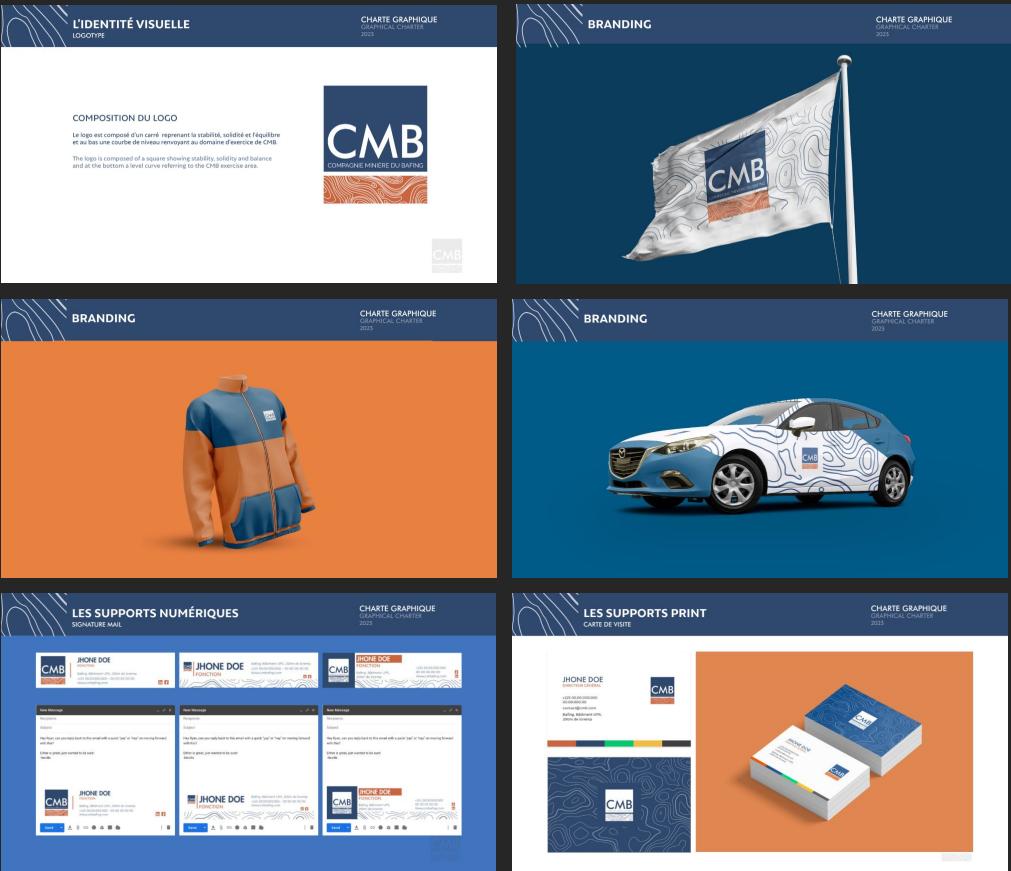
Redesign of the logo and web visual identity. Design of banners, headers, sliders, categorization.



# Artistic Direction



## **Creation of the logo and the graphic charter.**



# TV Spots



**Creation and production of a commercial for the brand,**  
including script, casting,  
coordination, and complete artistic direction.



**The work**

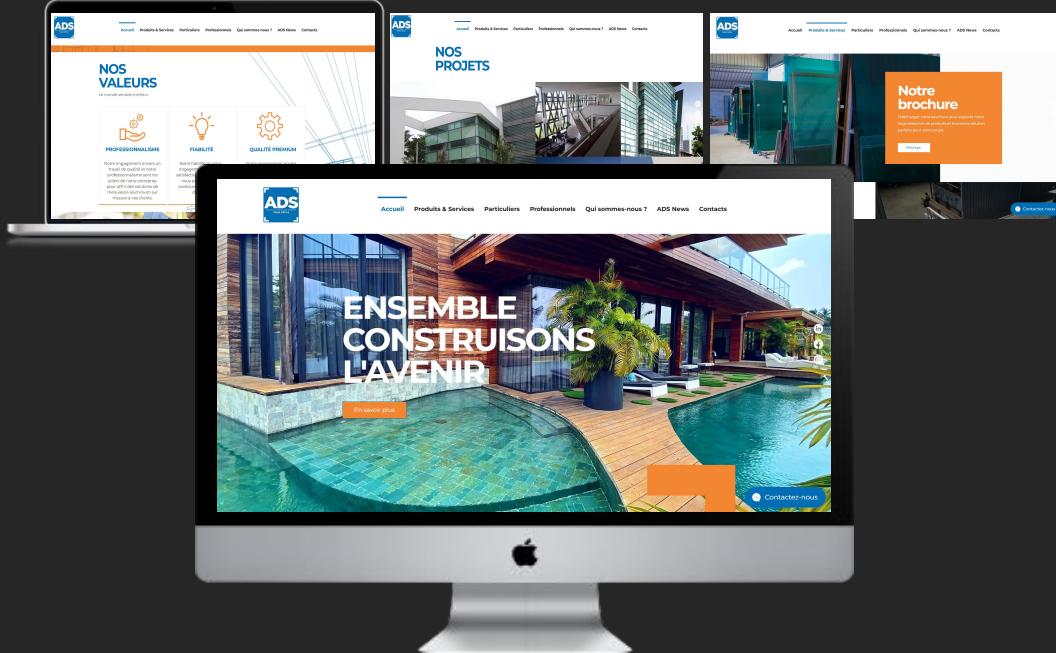
**WEBSITES**

# Website Creation



Design and integration  
of the website

<https://www.adswestafrica.com/>

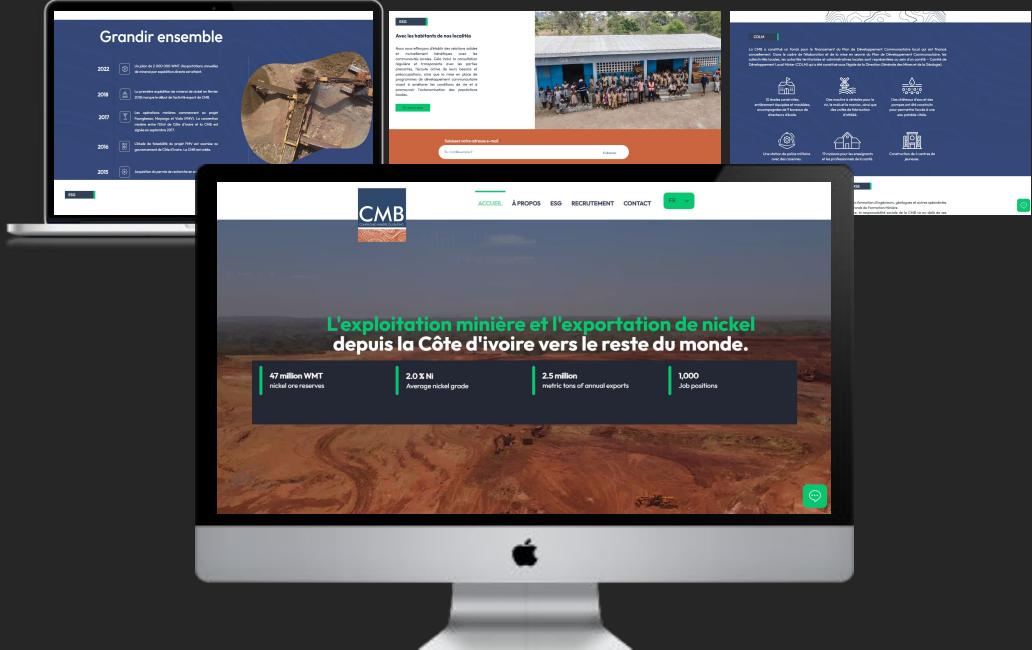


# Website Creation



Design and integration  
of the website

<https://www.cmbafing.com/>

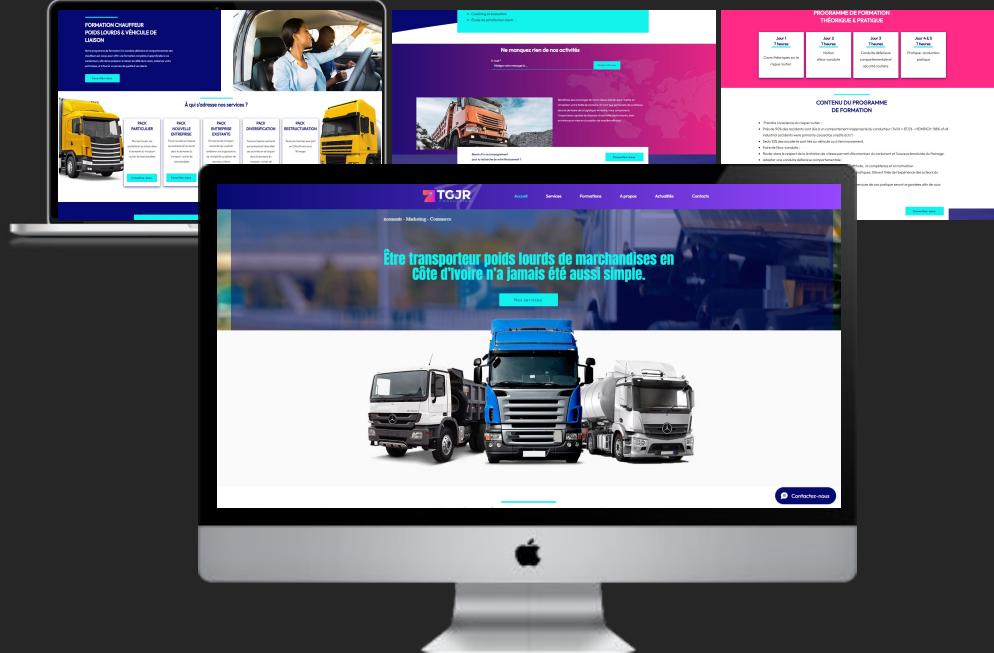


# Website Creation



**Design and integration  
of the website**

<https://clementassingo.wixsite.com/tgjr>

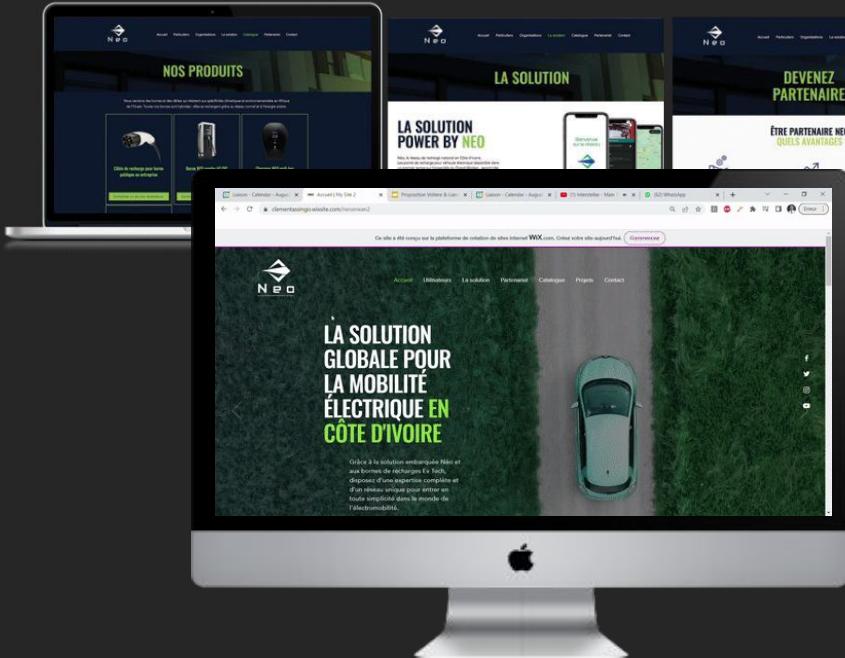


# Website Creation



**Design and integration  
of the website**

<https://clementassingo.wixsite.com/my-site-1-copy>



[www.neocharging.africa](http://www.neocharging.africa)

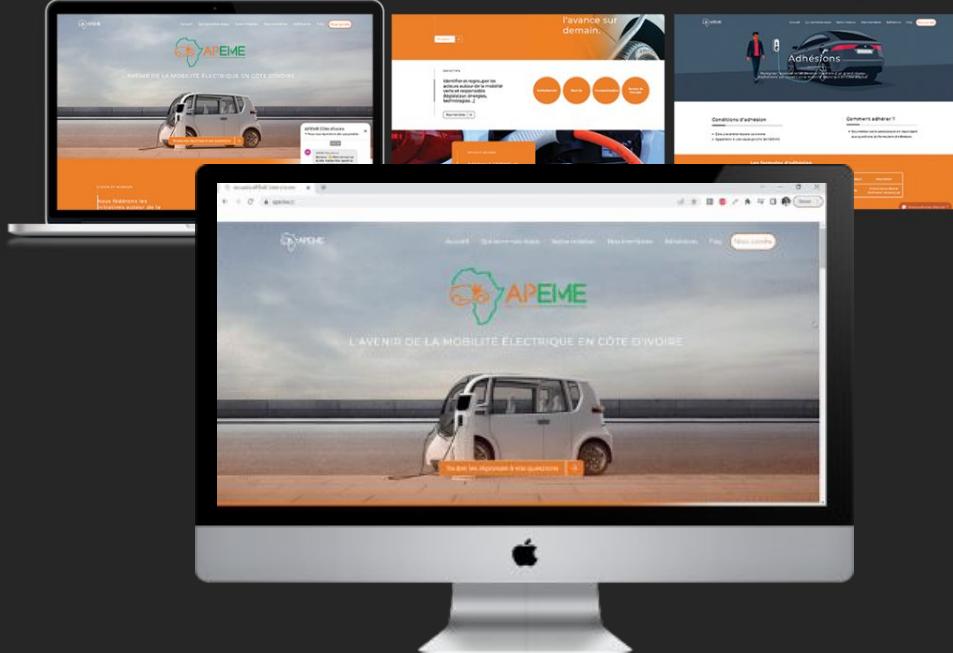


# Website Creation



**Design and integration  
of the website**

<https://clementassingo.wixsite.com/my-site-1-copy>



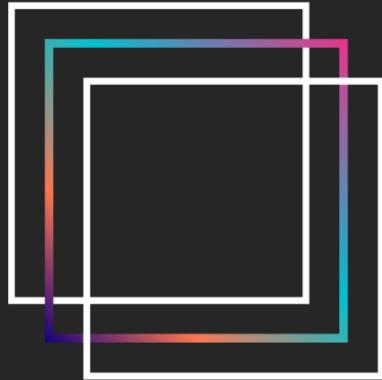
Start activating your  
marketing potential

## My clients



And more





LIAISON  
MARKETING

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