



Hi I'm Love from the Philippines

I help businesses and brands turn social media, content, and ads into consistent leads and sales using funnels, automation, and strategies focused on real results.

*System and Media Buying

1. Meta Ads+ Chat Automation System

Industry: Ecommerce

Role: Social Media + Meta Ads + Chat Automation

Stage: Early-stage / Testing

Challenge / Situation

The brand was just starting out, and there wasn't a clear system yet for handling inquiries.

People would message, but there was no proper flow to guide them or move them toward a sale.

Goal

Generate inquiries and build a simple but working system to turn interest into actual customers.

What I Did

- Ran Meta Ads using video creatives and direct-response copy
- Tested different hooks and angles to see what gets attention
- Built a chat flow to respond instantly and guide conversations
- Made sure the flow felt natural, not scripted or templated


Flow: **Ads** → **Chat** → **Conversation** → **Conversion**

- Established Content Pillars and curated social media post to increase brand awareness
 - Created AI Video Materials
-

Results

- 500+ inquiries generated in 1 week
- Converted inquiries into sales
- Built a working lead flow the brand can continue using
- CTR : 4-7% across videos

Benchmark

- **Below 1%** → Weak (not performing)
- **1% – 2%** → Average (can be optimized)
- **2% – 3%** →  Good (can be improved)
- **3% – 5%+** → Strong performer (scale worthy)
- **5%+** → High-performing (creatives are working well and angles are catching the audience)

Insights

For newer brands, sending traffic straight to a page isn't always enough.

Conversations (chat) tend to convert better because you can guide people step by step.

Umpisa pa lang... mainit na agad ang laban.

Akala mo ready ka. [...see more](#)



MESSANGER
Round 1 Pa
Lang, Paag...

Send message

Umpisa pa lang... mainit na agad ang laban.

Akala mo ready ka. [...see more](#)



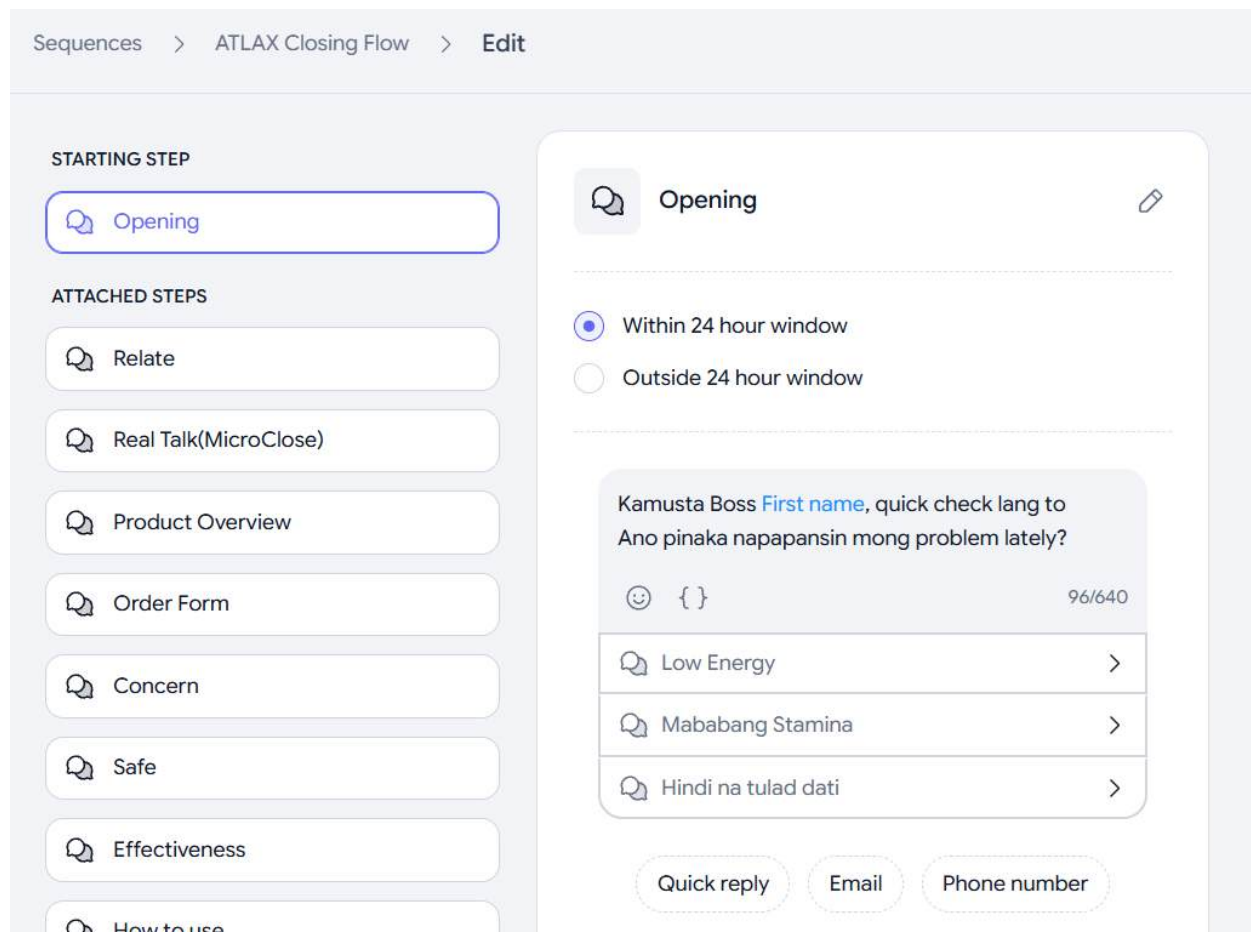
MESSANGER
Round 1 Pa
Lang, Paag...

Send message

Sequence settings

Configure care scenario sending

TIMELINE		Activate	Content
<u>Immediate</u>	⋮	<input type="checkbox"/>	Send: Opening
<u>After 1 Minute</u>	⋮	<input checked="" type="checkbox"/>	Send: Relate
<u>After 2 Minutes</u>	⋮	<input checked="" type="checkbox"/>	Send: Pain
<u>After 3 Minutes</u>	⋮	<input checked="" type="checkbox"/>	Send: Agitate



2. Low Budget Ads → Actual Sales

Industry: Food & Beverage (Steak and More)

Role: Social Media + Meta Ads

Stage : Growth (Local Business)

Challenge / Situation

The business didn't have a clear brand direction, and content was inconsistent. They were posting, but it wasn't really driving sales.

Goal

Increase sales and make the brand more appealing to local customers.

What I Did

- Established branding in terms of tone, direction and visuals
 - Created simple but consistent content
 - Ran local Meta Ads focused on actual buyers
 - Created Meta ads video and meta ad copy
 - Matched the messaging with what people were already looking for
-

Results

- Around ₱200,000 (~\$3,600+) in sales
- Only ~₱2,400 (~\$20) ad spend (₱100/day for 2 weeks)
- 6-9% CTR (Bench Mark : 1-2%)
- Strong return even with a small budget
- 6-9 % Click through rate

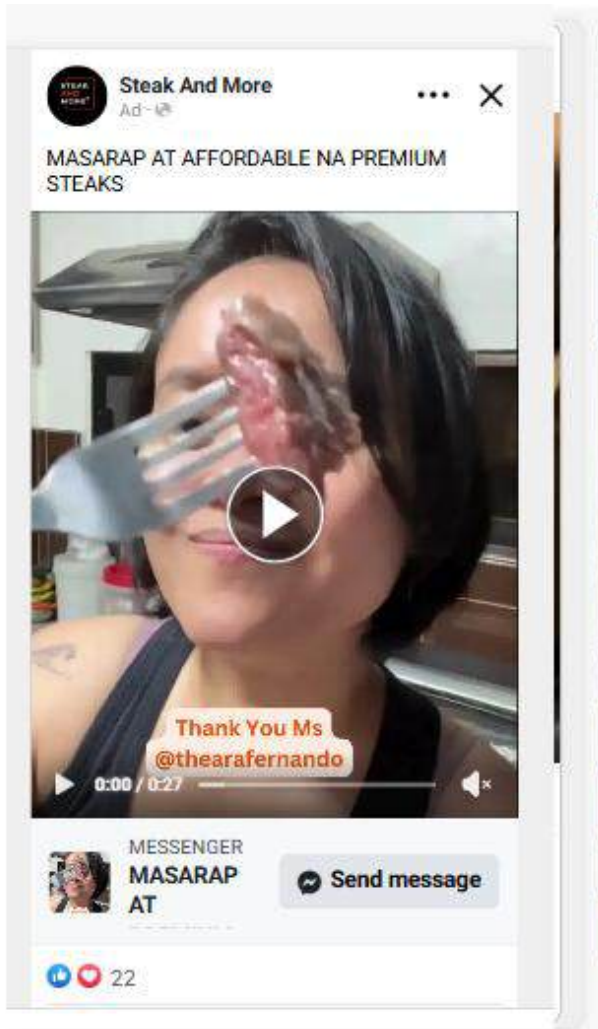
Benchmark

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- **5%+** → High-performing (creatives are working well and angles are catching the audience)

Insights

You don't always need a big budget.

If the offer, visuals, and targeting are aligned, even small campaigns can bring in real sales.



3. Lead System (Ads + Website + Inquiry Flow)

Industry: Real Estate

Role: MetabAds + Website + Chat Flow

Challenge / Situation

They didn't have a clear system before.

Inquiries were coming in from different places (chat, Facebook), but there was no proper way to track or follow up. They are not utilizing Meta ads to acquire leads and sales

Goal

Generate consistent inquiries and create a smoother flow from inquiry to actual buyer.

What I Did


- Built a website to properly showcase available properties
- Added inquiry forms to capture and organize leads
- Created a financing page to answer common buyer concerns
- Ran Meta Ads to bring in targeted traffic
- Set up a chat flow to handle and qualify inquiries faster

Flow: **Ads** → **Website** → **Inquiry Form** → **Chat** → **Client**

Results

- Generated consistent inquiries
- Helped contribute to a ₱6M (~\$100K+) property sale
- Made lead handling more organized and easier to follow up
- CTR = 4.27% - 6.37%

Benchmark


- **Below 1%** → Weak (not performing)
- **1% – 2%** → Average (can be optimized)
- **2% – 3%** →  Good (can be improved)
- **3% – 5%+** → Strong performer (scale worthy)
- **5%+** → High-performing (creatives are working well and angles are catching the audience)
-

Insights

In real estate, ads alone won't do much if there's no system behind it. You need a place where leads go, and a way to handle them properly.

PALMS Estate Solutions
Ad · 48

Live just in front of EVO City the next BGC



Collin Ville
is a **SMART**
Choice for you

0:05 / 0:53

MESSENGER
Chat in Messenger

Send message

You and 11 others

Like Comment Share

PALMS Estate Solutions
Ad



Chat in Messenger

Like Comment Share Bookmark


Live just in front of EVO City the next BGC

**LOOKING FOR EFFICIENT
WAY TO SELL / BUY
YOUR PROPERTY?**

LET'S HELP YOU

GET THE CARE AND GUIDANCE YOU DESERVE

PALMS ESTATE SOLUTIONS



PALMS Estate Solutions
Making any real estate deals e...

Follow



Prime Two-Storey House with Roof Deck – Multinational Village, Parañaque

₱12,000,000.00

Location: Multinational Village Moonwalk
Parañaque City

Type: Town House

Bedrooms: 4

Bathrooms: 4

Lot Area: 188 sqm

Floor Area: 380 sqm

Payment Options: Cash

Description

This well-designed two-storey home with an open roof deck offers generous living spaces, functional layout, and modern comfort—ideal for families seeking convenience and style in a prime Parañaque location. Ground Floor • Front garden • Spacious living area • Separate sitting area • Dining area • Clean kitchen • Utility kitchen with direct access to the garage • Maid's room with toilet & bath • Powder room Second Floor • Master bedroom with walk-in closet and ensuite toilet & bath • Bedroom 1 with toilet & bath • Bedroom 2 with toilet & bath • Bedroom 3 • Common toilet & bath • Family area • Provision for balcony • Outdoor washing area at the back • Stair access leading to the roof deck Third Floor • Open-area roof deck – perfect for entertaining, relaxing, or future customization Appliances included in the Sale • Air-conditioning units • Refrigerator • Stove and oven • Washing machine • Bed frames This property combines space, functionality, and lifestyle features in a sought after neighborhood, an excellent choice for end users or investors.

Features

Maid's room, open area roof deck, secured subdivision with 24/7 guards.

Inquire About This Property

Your Name

Your Email

Your Phone

Best Time to Call

Your Offer

Let us know your offer

Additional Message

Send Inquiry



Your Dream Home Awaits

Find the perfect property for your family or retirement with PALMS Estate Solutions

[View Properties](#)

Discover Your Dream Property

Explore our carefully curated selection of premium properties across Metro Manila.



Prime Two-Story House AR...

Multicultural Village Marikina
Pasig City
4BR | 4 Bath | 100 sqm
This well-designed two-story home...

₱12,000,000.00

[View Details](#)



952 sqm Residential Farm L...

Calumpang, Marikina City
078 | 10 Bath | 952 sqm
Enjoy your Tagaytay without leaving the city...

₱7,516,000.00

[View Details](#)



Stylish 4-DR Duplex Townho...

37th Street Marikina Village
4BR | 3 Bath | 110 sqm
Step into comfort and convenience...

₱14,000,000.00

[View Details](#)



Spacious Bungalow in Juvet...

Juvetina, Pasig City
2BR | 1 Bath | 60 sqm
Experience the perfect blend of style...

₱5,100,000.00

[View Details](#)



Cozy Townhouse Near SM L...

Lancaster Central, Tala City
3BR | 2 Bath | 70 sqm
Discover the perfect city family home...

₱3,300,000.00

[View Details](#)



Lancaster The House Mode...

Lancaster Central, Tala City
3 BR | 2 Bath | 100 sqm
Spacious 3-Bedroom Home in Lancas...

₱4,300,000.00

[View Details](#)

Property Financing Solutions

Need access to funds without selling your property? We offer secure and transparent property-backed financing solutions.

- ✓ Property title used as collateral
- ✓ Flexible loan terms
- ✓ Clear legal documentation
- ✓ Confidential and professional handling


[Apply for Property Financing](#)

Stories of Satisfaction


I had a great experience with Palms Estate Solutions. I was able to secure the financing I needed for my property in a timely and professional manner. Thank you!

Go Luo
Real Estate Investor

[Read More](#)


Thank you to Palms Estate Solutions for helping me secure the financing I needed for my business. The process was smooth and professional. Highly recommended!

Erik Cuevas
Business Owner

[Read More](#)


I highly recommend Palms Estate Solutions for their professional and efficient service. They helped me secure the financing I needed for my property. Thank you!

Eymee Rios
Real Estate Consultant

[Read More](#)

[See All Testimonials](#)

About Us

PALMS Estate Solutions has been helping families and investors find their perfect homes with ease and reliability. Our dedicated team ensures personalized service tailored to your needs.

Contact Us

Reach out today to start your journey to your dream property!

Have a property you'd like to sell? Reach out to Palms Estate Solutions and let our team guide you through a smooth and hassle-free process.

- [Call Us](#)
- [Call Us on the App](#)
- [Message Us](#)
- [Leave Us a Message](#)

- **Social Media Work**

I use social media to support leads, engagement, and actual sales — not just for posting.

I make sure content aligns with the brand’s message, audience, and overall marketing goal.

Food Business

- Content direction
- Visuals and posts
- Meta Ads
- Social Media end-end process

✓ Helped drive actual sales

✓ Improved engagement



Real Estate

- Established Content Pillar
- Curated Social Media posts and Copy
- Established FAQ's and Brands
- Meta Ads Campaign

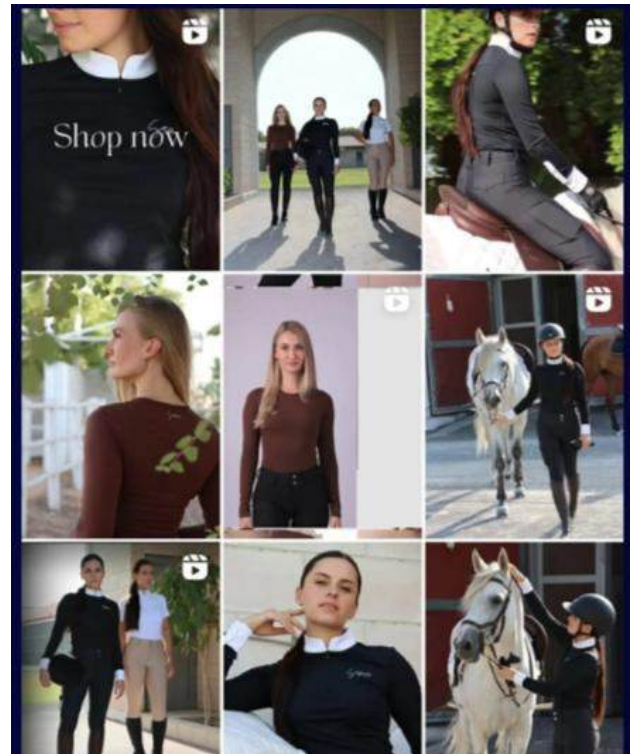
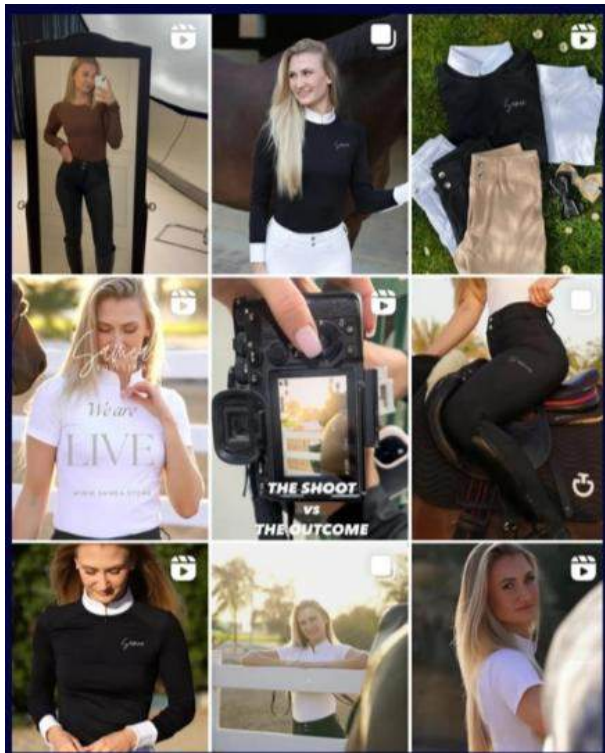
✓ Helped generate inquiries ✓ Established Brand Guidelines



Lifestyle Brand - Equestrian Clothing

- Established Content pillars
- Visual consistency
- Creation of Social Media Post

✓ Improved brand look and engagement ✓ Helped reached out to UGC creators

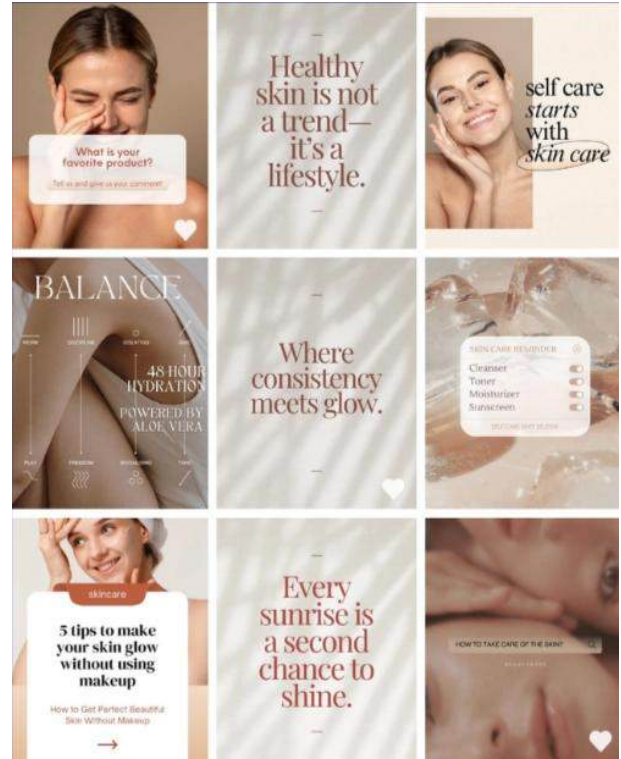
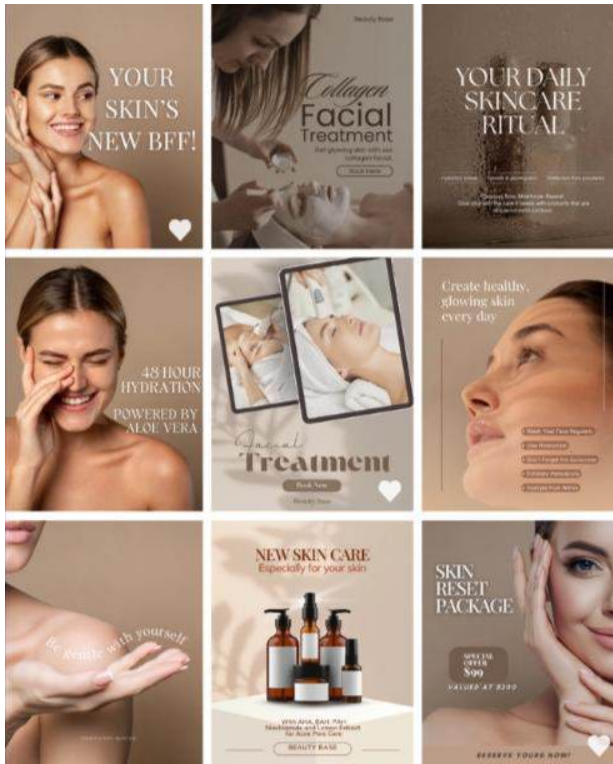


Aesthetic Clinic

- Established Content pillars
- Visual consistency
- Creation of Social Media Post

✓ Brand Consistency and Guideline

✓ Helped Increase engagement and inquiries



Funnels & Systems

These are some of the funnel setups I've worked on depending on the goal of the business — whether it's lead generation, bookings, or direct sales.

Lead Generation Funnel

Used for: Coaches, wellness brands, and service-based offers

This setup is usually used when the goal is to collect leads and build a relationship before selling.

Flow:

Lead magnet / Ads → Landing Page → Email Sequence → Offer

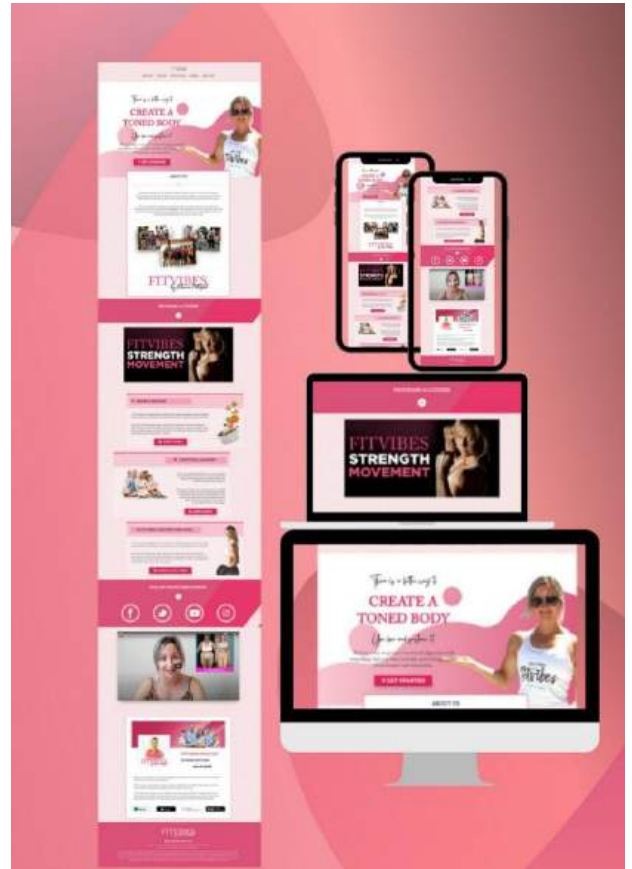
My approach :

I usually start with a simple landing page with a clear hook, then use email to continue the conversation and guide them toward the offer.

This works well when people need more time before making a decision.

Requirements : A client must have a solid offer / program.

Must have brand assets/materials to use like : Videos, testimonials , Actual Offer I can help with creating branding,palette, format



Booking Funnel

Used for: Clinics, service providers, and consultation-based businesses

Used for: Clinics, service providers, and consultation-based businesses

This works best for businesses that want to convert interest into actual booked calls or appointments.

Flow:

Ads → Landing Page → Booking

Here, the goal is to remove hesitation and make it easy for someone to book.

I make sure the page answers common questions upfront and builds enough trust so users feel comfortable taking the next step. The focus is less on content, and more on clarity and decision-making.

Coaching Funnel / Membership

Used for: Personal brands, coaches, and course creators

Flow: Content / Ads → Landing Page → Email Campaigns → Offer

For coaching offers, people usually don't buy right away. So instead of pushing the offer immediately, I focus on warming them up first — through content, landing pages, and emails — before introducing the actual program.

This helps filter the right audience and improves conversion.

How I approach it:

The goal here is to warm up the audience first — not to sell immediately — using content and emails before presenting the offer. This is usually built around a lead magnet or free content to attract the right audience.

Requirements : Social media presence or atleast willing to build online presence through creating valuable contents





Ecommerce Funnel

Used for: Product-based businesses

This is more direct and focuses on getting the sale as quickly as possible.

Flow:

Ads → Product Page → Checkout

How I approach it:

I focus on product positioning, clear benefits, and reducing friction in the buying process to improve conversions.

For other Funnel Works Please see attached PDF

https://drive.google.com/file/d/1Dloui6wLF9qi_MCqW8jxvULhExwqKxqN/view?usp=drive_link

Email Marketing & Automation

I use email as part of the funnel — not just to send messages, but to support leads, drive conversions, nurturing, follow-ups, and retention.

I firmly believe that, when people subscribed to your email, they want to get to know the brand even more, and to build a deeper relationship beyond social media.

The approach depends on the business and campaign.

For ecommerce, the focus is on recovering sales and increasing repeat purchases.

For service-based businesses, it's more about nurturing leads and guiding them toward booking or taking action.

Ecommerce Emails

These are used to drive conversions and recover lost sales.

Abandoned Cart Email Promo / Discount Email

Used when someone adds to cart but doesn't complete checkout.

View sample → [Abandoned Cart Sample](#)

Used for campaigns and limited-time offers.

View sample → [Discount Sample](#)

Service-Based / Coaching Emails

These are used to guide leads toward booking or taking action.

Booking / Nurture Email

Used after someone shows interest but hasn't taken action yet.

View Samples → [Lead Nurture](#) [Booking or Conversion](#)

How I Approach Email For Other Emails

Not every email is meant to sell.

Some emails are meant to:

- follow up
- guide
- build trust
- or bring people back

View Sample (Click the Link Below)

[Reconnecting Email \(Coaching\)](#) [Ecommerce Email Sequence](#)

[Reconnecting Email](#) [Webinar Invitation](#) [Exclusive Discount](#)

Email works best when it's connected to the full funnel.

or at least aligned with a specific campaign or goal in mind.

Tools

Social Media

Facebook | Instagram | YouTube | LinkedIn

Ads & Traffic

Meta | Google Ads | YouTube Ads

Performance Tracking

Meta Manager | Google Analytics | SEMrush | Metricool

Management & Scheduling

Asana | ClickUp | Trello | Metricool | Meta

Marketing & Automation

ActiveCampaign | Mailchimp | Omnisend | ManyChat | Botcake

Content, Design & Optimization

Canva | Capcut | Inshot | Figma

Hemingway Editor | Wordtune | Paraphrasing Tools

Funnels, Websites & CRM

GoHighLevel (GHL) | ClickFunnels | Kartra | [Systeme.io](https://systeme.io) |

Shopify | WordPress | GoDaddy

AI Tools

ChatGPT | Claude | Gemini | Grok | HeyGen | ElevenLabs | Suno

I don't rely on tools alone — I use them based on what the business actually needs and what will work best for their current setup.

I can also work with existing systems and optimize what's already in place instead of forcing new tools unnecessarily.

Grow with me

Working Setup & Requirements

Before building any project like funnel or campaign, I make sure we're clear on where the business currently is and where we want to go.

I usually look at it as:

Point A → Point B

Point A (Current Situation)

- What's currently working (if any)
 - Existing content, assets, or traffic
 - Current challenges (low leads, no system, poor conversion, etc.)
-

Point B (Goal/Expectations)

- More leads / inquiries
 - More booked calls
 - More sales / conversions
 - A more structured and scalable system
-

Who I work best with

I understand that most businesses seek support either to scale or because something isn't working yet — whether it's getting consistent leads, improving conversions, or scaling what's already there.

I work best with businesses that are ready to improve and grow, not necessarily perfect, but clear on their direction and committed to making things work.

This usually includes:

- A clear product, service, or offer (or at least defined direction)
 - A working or validated business (not just an idea)
 - Willingness to invest in marketing (ads, tools, or growth efforts)
 - Openness to testing, improving, and scaling
-

What I usually need from the client

To execute properly, I typically need access to or clarity on the following:

- Offer / product / service details
 - Branding assets (logo, content, or direction)
 - Previous marketing efforts or strategies (if any)
 - Access to platforms (ads, website, CRM, etc.)
 - Budget for ads or tools (if applicable)
 - Available content (photos, videos, or raw materials)
-

Not everything has to be complete from the start —

Part of the process is identifying gaps and building the right system based on available resources.

The goal is not just to “try marketing,” but to build something that actually works and grows over time.

Why work with me?

I follow a structured approach depending on the business, goal, and stage..

BRIDGES Framework

Brand Alignment - Making sure brand messaging, visuals, and offer are aligned

Research - Understanding the audience, market, competitor and what's already working this may also include trends and approach depending on the goal and campaign.

****Ideation** - ****Creating content, angles, process and strategies based on insights and goals**

Data-Driven - Tracking performance and making decisions based on results

Growth Focus - Improving what's working and scaling it. This also includes Engagement especially for social media

Evaluate - ****Reviewing performance , parameters and identifying gaps**

Scale or Re-strategize - Doubling down or adjusting depending on results

This helps me avoid guesswork, become more efficient and focus on what actually works — not just what looks good.

Other Works (Feel free to check)

[Social Media Creatives](#) [Social Media Strategies](#) [IG Feeds](#)

If you're looking for someone who can grow with you — building systems, improving your marketing, and turning content into actual results — I'd love to work with you.

I focus on creating structured systems that actually help businesses move from where they are now to where they want to be — whether that's more leads, more sales, scalable system, or sustainable growth.

If you already have something working, we improve and scale it. If you're starting from scratch, we build it the right way from the ground up. All I want is someone who is willing to grow with me .

Feel free to contact me :

lovizemediaservices@gmail.com **0932-660-0378** (Whatsapp and Viber)

I'm open to work on Project | Full Time /Flexible | Part Time