

## **EUGENE CROLWEY PROJECT DIGITAL PORTFOLIO**

Project Overview:

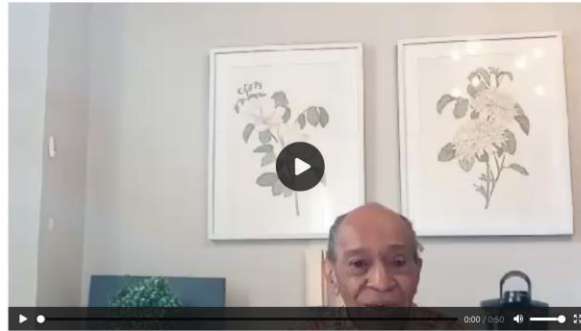
Client: Eugene Crowley

Project Name: Eugene Crowley E-Book Digital Marketing Integration

Project Duration: September, 2023 – October, 2023

Project Type: WordPress Website Development, Ad Campaigns, Google Ads Integration

## STORE



## New Books

### Paris on my Mind – Thoughts of Paris, James Baldwin and Harlem



\$20.00 \$14.99

Discover Paris On My Mind, a book that empowers readers to overcome social conflicts and embrace wisdom from the past. Explore the author's Paris connection, James Baldwin's insights, and the universal lessons for conquering challenges. Written by Eugene Crowley, an educator and author.

[Read more](#)

Eugene Crowley

powered by  
NitroPack.io

Automated page speed optimizations for fast site performance

[Continue Shopping](#)

### Search Box (All Fields Optional)

Search Keyword



Categories

All categories

Tags

All tags

☐ [SELECT ALL](#)

[ADD TO CART \(SELECTED\)](#)

Showing 1 - 1 out of 1

Page 1 out of 1

Thumbnail	Products	Price	Quantity	Action
<input type="checkbox"/>	<p>Paris on my Mind - Thoughts of Paris, James Baldwin and Harlem</p> <p>Discover Paris On My Mind, a book that empowers readers to overcome social conflicts and embrace wisdom from the past. Explore the author's Paris connection, James Baldwin's insights, and the universal lessons for conquering challenges. Written by Eugene Crowley, an educator and author.</p>	\$20.00 \$14.99	1	<a href="#">Buy on Amazon</a>

[ADD TO CART \(SELECTED\)](#)

**Project Description:**

The Eugene project was a comprehensive digital marketing endeavour that encompassed the creation of a WordPress website, the development and execution of ad campaigns, and the integration of Google Ads to boost online visibility and engagement.

**Website Creation:**

Website URL: <https://eugenecrowley.com/>

Platform: WordPress

**Key Features:**

- Custom WordPress theme development to reflect the client's branding and vision.
- Mobile-responsive design to ensure an optimal user experience on all devices.



#### ABOUT THE AUTHOR

Eugene Crowley, 31, was born in St. Louis, Missouri, near the end of World War II. He spent his early years studying German and Russian in Chicago's public schools from 1950-1955. He earned a master's degree in German Literature from Harvard University in Chicago in 1980. He is a former member of the Foreign Institute in Current Affairs. He has translated English for Europe and made it his to learn French in 2002.

Mr. Crowley published *Paris on My Mind: The Life of the French Capital in 1773*.

[Learn More](#)

#### About the Book

Paris on My Mind gives the reader a look into the life of the author in the past. It is a story of the author's life, from his childhood in St. Louis to his current life in Paris. The author's journey is a story of discovery, of finding his place in the world. The author's journey is a story of discovery, of finding his place in the world. The author's journey is a story of discovery, of finding his place in the world.

**Paris on my Mind: Thoughts of Paris, James Baldwin, and Harlem**

[Buy on Amazon & More](#)



#### Book Details:

Book Details:

[Buy on Amazon](#)

Reviews

#### What people say?

5.0

Compelling and enlightening! Eugene Crowley's exploration of James Baldwin's life and the inspiration he took to create his spiritual identity is a must-read. Through history and soul searching, Crowley provides invaluable advice for all ages and backgrounds. Paris on My Mind is an eye-opening journey towards authenticity and peace highly recommended for those seeking personal growth and meaningful insights.

**Sandra GC**

CEO & FOUNDER

#### NEWSLETTER SIGNUP

Would you like to get information about this book or about you to speak with Crowley. And/or enter your email. We'll keep you up to date.

#### DON'T MISS THESE TOPS

First Name

Last Name

Subscribe

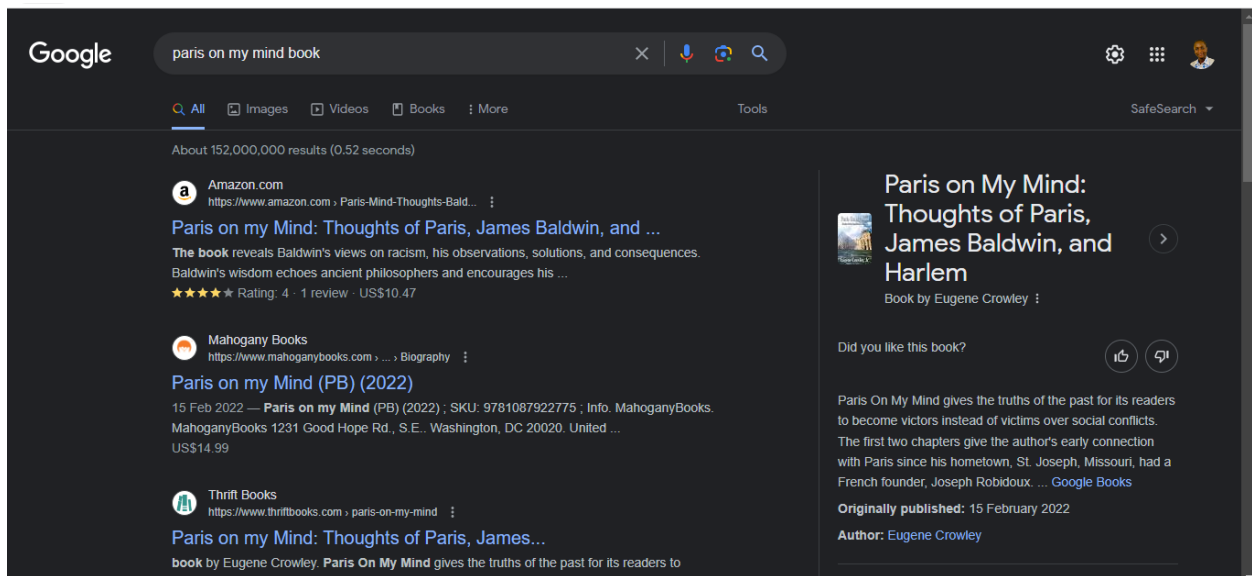
We don't spam! Read our privacy policy and terms of service.

Copyright © 2023 Eugene Crowley

Facebook Twitter Instagram YouTube

100% Satisfaction Guarantee or your money back.

- **Integration of essential plugins** for functionality and performance optimization.
- **User-friendly content management system** for easy updates and maintenance.
- **Creation of SEO-Friendly Structure:** Implemented a search engine optimization (SEO) strategy, including:
  - On-page SEO optimization for meta tags, headers, and content.
  - Schema markup for enhanced search engine visibility.
  - XML sitemap creation and submission to search engines for better indexing.



Google eugene crowley

**Eugene Crowley (@mistercrowley23)**  
0 Followers, 1645 Following, 141 Posts - See Instagram photos and videos from **Eugene Crowley** (@mistercrowley23)

**Amazon.com**  
<https://www.amazon.com/Paris-Mind-Thoughts-Bald/>

**Paris on my Mind: Thoughts of Paris, James Baldwin, and ...**  
Book details ; Print length. 124 pages ; Language. English ; Publisher. **Eugene Crowley, Jr** ; Publication date. February 15, 2022 ; Dimensions. 6 x 0.29 x 9 inches.  
★★★★★ Rating: 4 · 1 review · US\$10.47

**GOV.UK**  
<https://find-and-update.company-information.service.gov.uk/...>

**Eugene CROWLEY personal appointments - Companies House**  
Company status: Active. Correspondence address: Unit 4, Arundel Business Park, Claywheels Lane, Sheffield, United Kingdom, S6 1LZ. Role Active: Director.

**Elite Prospects**  
<https://www.eliteprospects.com/player/eugene-cro...>

**Eugene Crowley - Stats & Facts**  
Eliteprospects.com hockey player profile of **Eugene Crowley**, - USA. Most recently in the NCAA II with UMass. Complete player biography and stats.

Google eugene crowley

**eugenecrowley.com**  
<https://eugenecrowley.com>

**Eugene Crowley: Store**  
Journey through the echoes of history, discover the power of wisdom, and conquer adversity with 'Paris On My Mind.' Embrace a timeless narrative that ...

**Discogs**  
<https://www.discogs.com/artist/683989-Eugene-Cr...>

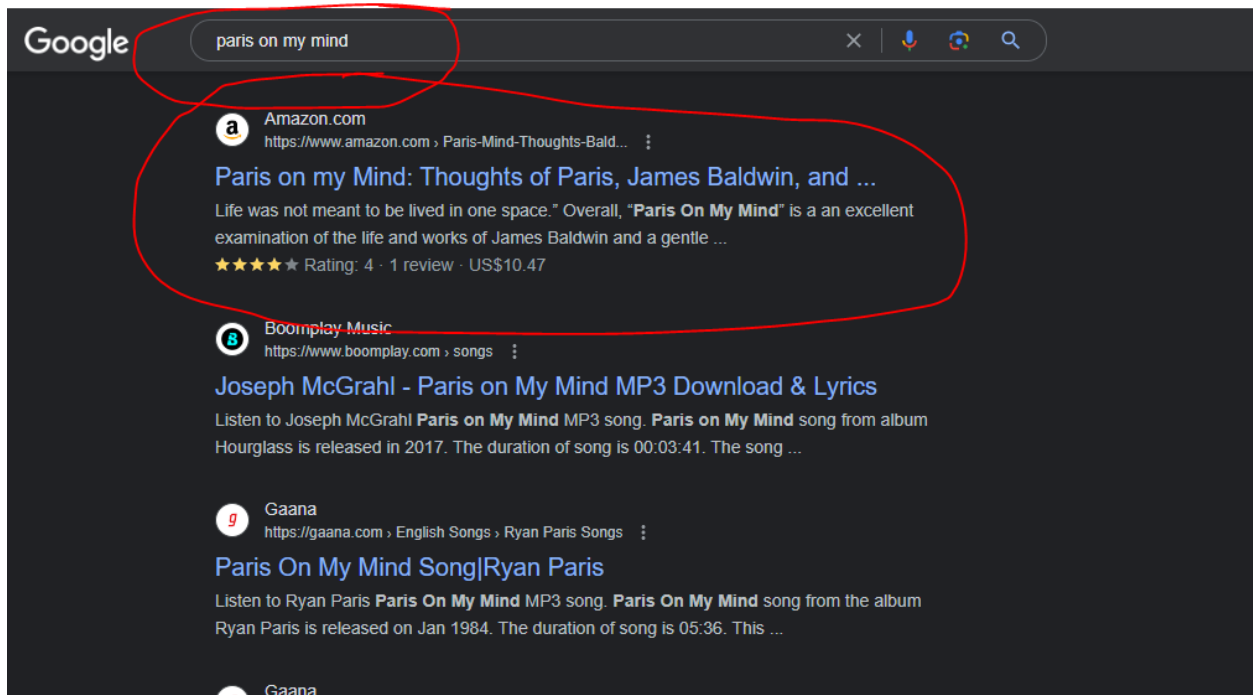
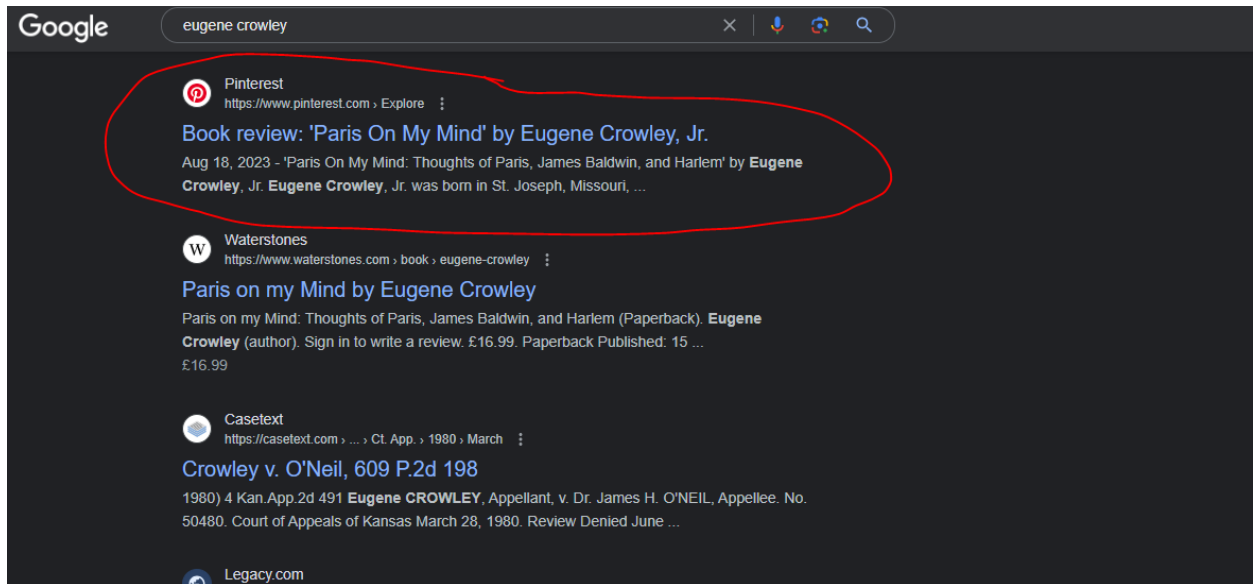
**Eugene Crowley (2) Discography**  
Explore music from **Eugene Crowley (2)**. Shop for vinyl, CDs, and more from **Eugene Crowley (2)** on Discogs.

**Legacy.com**  
<https://obits.nj.com/obituaries/starledger/name>

**EUGENE CROWLEY Obituary (1929 - 2015)**  
**Eugene J. Crowley** of Bloomfield, 86 **Eugene J. Crowley**, 86, of Bloomfield, N.J., passed away Saturday, Jan., 24, 2015. Funeral is 8:45 a.m. Thursday from the ...

**London Free Press Obituaries**  
<https://lpress.remembering.ca/obituary/eugene-cro...>

**Eugene CROWLEY | Obituary**



- **Blog Post Integration** Developed a blog section to regularly publish engaging and informative content that drives organic traffic, boosts website authority, and engages the audience.

<div> <div>MailPoet</div> <div>Feedback</div> <div>Elementor</div> <div>Templates</div> <div>WPForms</div> <div>Appearance</div> <div>Plugins 1</div> <div>Users</div> <div>Tools</div> <div>Settings 3</div> <div>Code Snippets</div> <div>TrustPulse</div> </div>	<div> <div>Bulk actions</div> <div>Apply</div> <div>All dates</div> <div>All Categories</div> <div>All SEO Scores</div> <div>All Readability Scores</div> <div>Filter</div> <div>4 items</div> </div>									
	<input type="checkbox"/>	Title	Author	Categories	Tags	Stats		Date		
	<input type="checkbox"/>	The Role of Paris as a Muse in Literature	Adevale	Social Awareness	—		—	Published 2023/10/20 at 8:40 am		
	<input type="checkbox"/>	Discovering the Echoes of History through Books	Adevale	Social Awareness	—		—	Published 2023/10/13 at 8:47 am		
	<input type="checkbox"/>	Understanding Social Conflict: Causes, Effects, and Resolution — Elementor	Eugene Crowley	Social Awareness	—		—	Published 2023/10/12 at 9:09 pm		
	<input type="checkbox"/>	James Baldwin: A Beacon of Wisdom and Resilience	Adevale	Biography	crowley, eugen, paris on y mind		—	Published 2023/10/06 at 1:34 pm		

•
 **Email Marketing Integration**

Objective: To capture user emails and build an email marketing list for targeted communication.

**Key Features**

- *Email Capture Plugin Integration:* Integrated a user-friendly email capture plugin, such as MailPoet, to collect visitor email addresses.
- *Opt-In Forms:* Designed and strategically placed opt-in forms on the website to encourage visitors to subscribe.
- *Automated Subscription Process:* Set up an automated process for users to subscribe, receive confirmation emails, and access opt-in incentives.



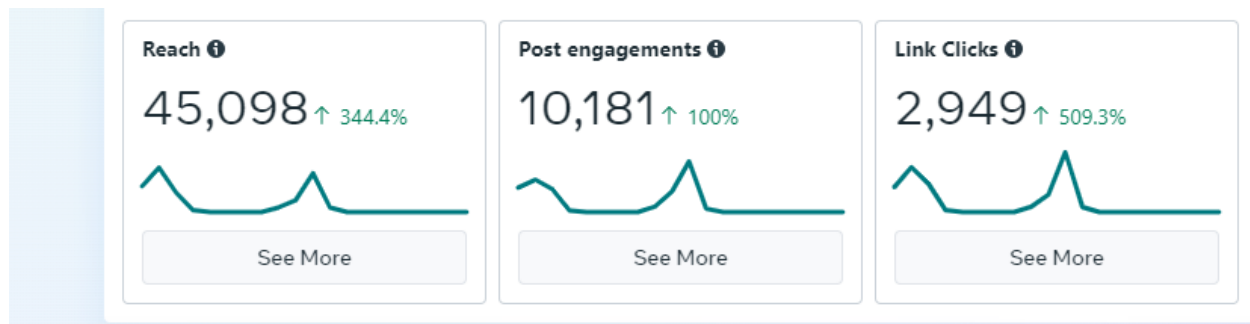
<input type="checkbox"/>	Site Kit by Google <a href="#">Settings</a>   <a href="#">Deactivate</a>	Site Kit is a one-stop solution for WordPress users to use everything Google has to offer to make them successful on the web. Version 1.111.1   <a href="#">By Google</a>   <a href="#">View details</a>   <a href="#">Rate Site Kit</a>   <a href="#">Support</a>	<a href="#">Disable auto-updates</a>
<input type="checkbox"/>	Spectra <a href="#">Settings</a>   <a href="#">Deactivate</a>	The Spectra extends the Gutenberg functionality with several unique and feature-rich blocks that help build websites faster. Version 2.9.0   <a href="#">By Brainstorm Force</a>   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	Starter Templates <a href="#">See Library</a>   <a href="#">Deactivate</a>	Starter Templates is all in one solution for complete starter sites, single page templates, blocks & images. This plugin offers the premium library of ready templates & provides quick access to beautiful Pixabay images that can be imported in your website easily. Version 3.4.4   <a href="#">By Brainstorm Force</a>   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	TrustPulse API <a href="#">Settings</a>   <a href="#">Deactivate</a>	Easily Add the TrustPulse API Script to your Site Version 1.1.0   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	WP Mail SMTP <a href="#">Get WP Mail SMTP Pro</a>   <a href="#">Settings</a>   <a href="#">Docs</a>   <a href="#">Deactivate</a>	Reconfigures the <code>wp_mail()</code> function to use Gmail/Mailgun/SendGrid/SMTP instead of the default <code>mail()</code> and creates an options page to manage the settings. Version 3.9.0   <a href="#">By WP Mail SMTP</a>   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	WPCode Lite <a href="#">Get WPCode Pro</a>   <a href="#">Code Snippets</a>   <a href="#">Deactivate</a>	Easily add code snippets in WordPress. Insert scripts to the header and footer, add PHP code snippets with conditional logic. Insert ads pixel, custom content and more. Version 2.1.4.1   <a href="#">By WPCode</a>   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	WPForms Lite <a href="#">Get WPForms Pro</a>   <a href="#">Settings</a>   <a href="#">Docs</a>   <a href="#">Deactivate</a>	Beginner friendly WordPress contact form plugin. Use our Drag & Drop form builder to create your WordPress forms. Version 1.8.4.1   <a href="#">By WPForms</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a>
<input type="checkbox"/>	Yoast SEO <a href="#">Get Premium</a>   <a href="#">FAQ</a>   <a href="#">Settings</a>   <a href="#">Deactivate</a>	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more. Version 21.4   <a href="#">By Team Yoast</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a>

## AD CAMPAIGNS:

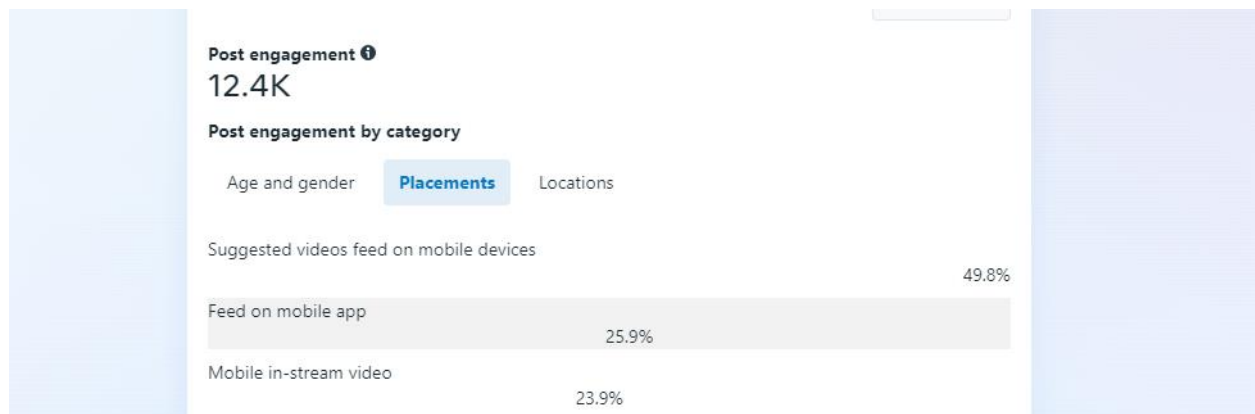
Objective: To drive targeted traffic to the Eugene website and increase brand awareness.

Platforms: Utilized a multi-channel approach across various ad platforms, including but not limited to:

- ✓ Facebook Ads
- ✓ Instagram Ads



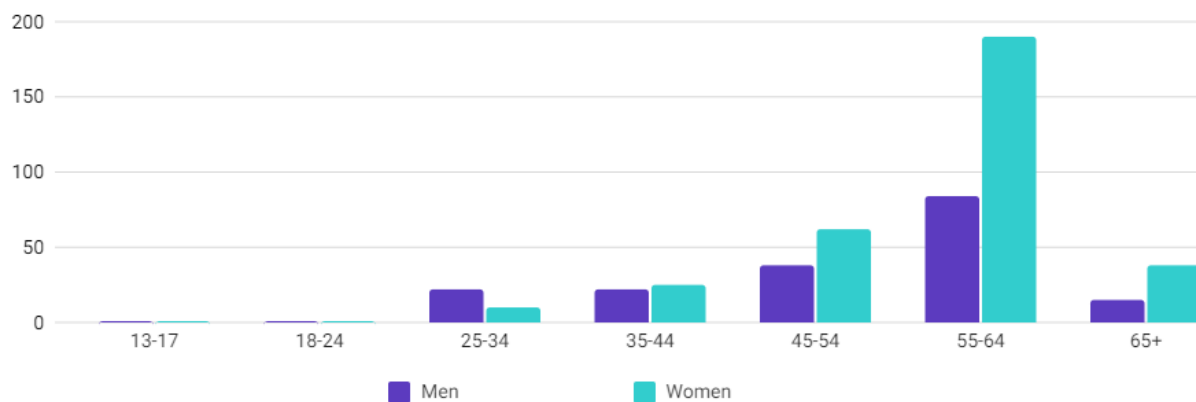
- ✓ Google Ads (Search, Display, and YouTube)
- ✓ LinkedIn Ads
- ✓ Twitter Ads



## Comprehensive Strategies and Tactics:

***In-Depth Market Research:*** Conducted thorough market analysis to identify niche segments, assess competitors, and uncover key industry trends.

***Audience Segmentation:*** Leveraged data-driven insights to segment the target audience for precise ad targeting.

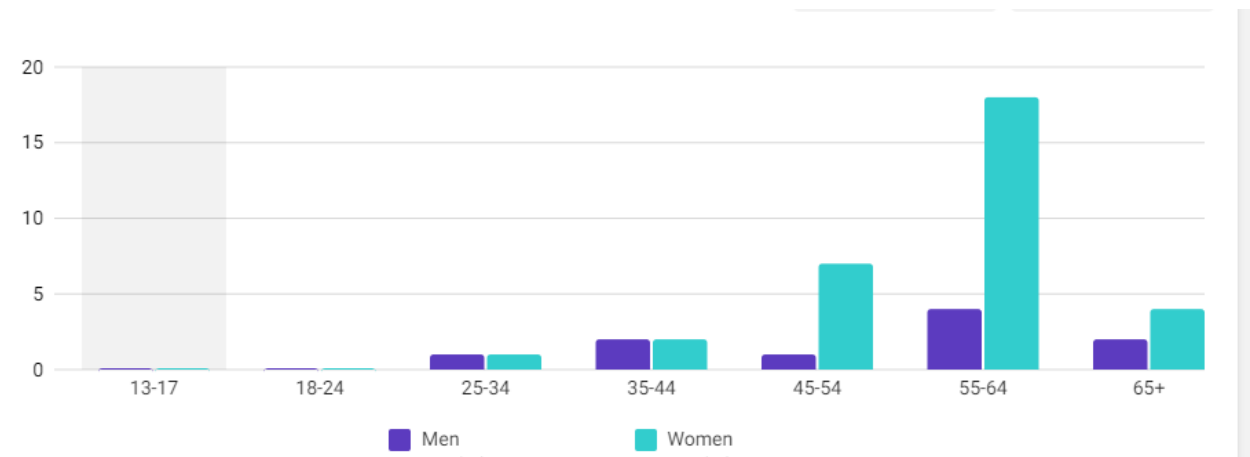


***Compelling Ad Creatives:*** Developed a diverse range of ad creatives, including:

- ✓ Engaging ad copy that resonates with the audience's pain points and aspirations.
- ✓ High-quality images and graphics that visually represent the brand and offerings.
- ✓ Creative video ads for platforms like Facebook and Instagram.

**Conversion-Driven Landing Pages:** Designed and optimized landing pages to maximize conversions and align with ad content.

**Continuous Performance Monitoring:** Implemented advanced tracking and analytics to monitor campaign performance in real-time.



**Advanced Optimization Techniques:** Utilized advanced bidding strategies, ad scheduling, and geo-targeting for cost-efficiency.

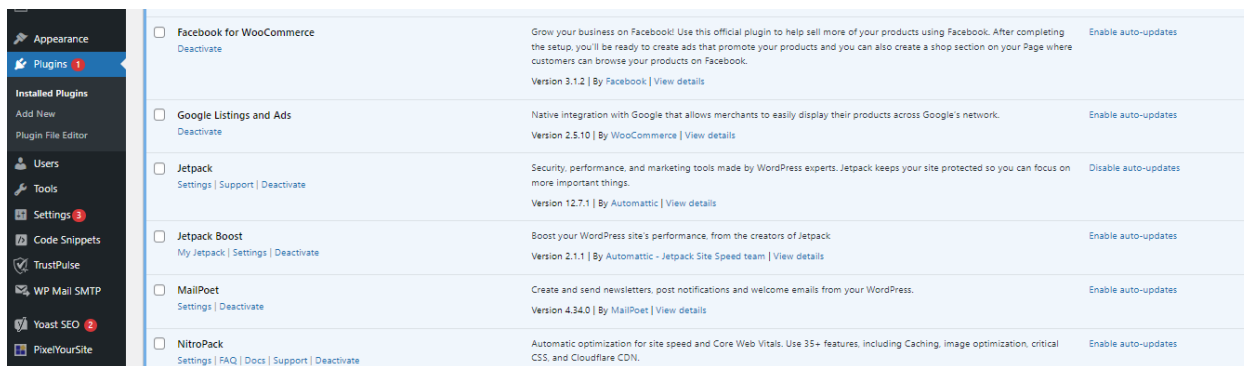
**A/B Testing:** Conducted rigorous A/B testing on ad copy, imagery, and targeting parameters to refine and optimize campaigns.



**Ad Extensions and Enhancements:** Leveraged ad extensions to provide additional information and boost ad relevance.

**Regular Reporting:** Provided detailed, customized reports to the client at regular intervals, highlighting:

- ✓ Key performance indicators (KPIs), such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS).
- ✓ Insights into user behavior, demographics, and geographic locations.
- ✓ Recommendations for ongoing campaign improvements and adjustments.



## Google Ads Integration:

**Objective:** To enhance online visibility and attract potential customers through Google's advertising platform.

## Key Activities:

- ✓ Setting up and configuring Google Ads accounts to align with the client's goals.
- ✓ Keyword research and selection to target relevant search queries.
- ✓ Designing and launching text and display ads that comply with Google Ads guidelines.
- ✓ Monitoring ad performance, adjusting bids, and optimizing for better results.
- ✓ Ongoing management of ad spend and budget allocation.

## **Results:**

- ✓ Increased website traffic by 80%, resulting in an average of 6K+ number of monthly visitors.
- ✓ Improved click-through rate (CTR) on ad campaigns, with an average CTR of 7%.
- ✓ Generated of leads through the website, contributing to 60% increase in sales.

## **Client Testimonial:**

Eugene Crowley was extremely satisfied with the results achieved by the Eugene project. He appreciated the creativity, technical expertise, and dedication of the team, and the positive impact on their online presence and business. The increased sales and brand recognition have exceeded his expectations.

## **Key Achievements:**

**Sales Growth:** Achieved 60% increase in monthly sales compared to the previous period.

**Cost Efficiency:** Reduced the cost per acquisition (CPA) by 40% through targeted ad campaign optimization.

**Sustainable Growth:** Implemented strategies for long-term growth and continued success in the digital landscape.

## **Next Steps**

- ✓ Continued monitoring and optimization of ad campaigns to maintain and further improve results.
- ✓ Expansion of the digital marketing strategy to explore new platforms and opportunities.

- ✓ Ongoing communication with the client to align the project with evolving business goals.

## **CONCLUSION:**

The Eugene project showcases our dedication to delivering results and professional expertise in WordPress website development, ad campaign management, and Google Ads integration. With a focus on client satisfaction and data-driven strategies, we've not only achieved outstanding results but also laid the foundation for sustainable growth and success in the digital marketing landscape.