



Mark
Mates



STRUCTURED MARKETING AND BUSINESS GROWTH SYSTEMS

We build clear marketing systems,
automation infrastructure, and growth
strategies for businesses that want organized
and scalable development.



Who We Are

Building Organized Growth For Modern Businesses

Mark Mates is a marketing and business growth company focused on helping organizations develop structured systems for long-term success.

Turn Your Business Into Structured
Growth Systems.

Instead of disconnected campaigns or random marketing efforts, we build complete growth infrastructures that connect:

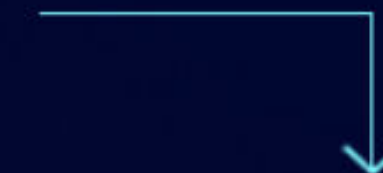
Research

Strategy

Planning

Execution

Outcomes



OUR CAPABILITIES

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graph TD; A[360° Marketing Systems] --- B[Brand Development & GTM Strategy]; A --- C[Agentic AI & Automation Systems]; B --- C; C --- D[IT Project Management & Business Analysis]; B --- D;
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360° Marketing Systems

End-to-end marketing planning and execution.

Brand Development & GTM Strategy

Building brand identity, positioning, and ready for market launch

Agentic AI & Automation Systems
Structured Workflows, Automated Systems and Agentic Solutions.

IT Project Management & Business Analysis

Structured process execution, Business Documentation, and workflow management.

OUR MARKETING WORKFLOW



The background features several overlapping, semi-transparent light blue geometric shapes, primarily rectangles and polygons, some with clipped corners, creating a modern, architectural feel.

**INDUSTRIES
WE SERVED**



Construction &
Real Estate



Blockchain &
Web3



AI & SaaS
Products



IT Service
Companies



E-commerce &
Fashion Industry



Media & News
Platforms



Personal Brands &
Industry Leaders

OUR CLIENTS



Danial
Ahmed



Saba
Kalsoom



CASE STUDIES





IT Service
Companies

Red Star Technologies

A Software Company Specializing
In Project Management And
Development For B2B Clients.

Platforms & Tools:

Clickup

Meta

Google

LinkedIn

TikTok

Adobe

Apolo

Facebook Ads

Problems & Challenges:

- Weak Brand identity
- Poor and inconsistent visuals
- No strategy for organic growth
- Low presence on Facebook, Instagram and TikTok

Our Strategy:

- Revamped Brand identity
- Created high conversion visuals
- Used trend-driven growth tactics
- Managed full social media strategy
- Instagram reach ↑3.5x, reels views ↑400% in 45d



Construction
& Real Estate

Gobind Trades

Canadian Construction Company
Serving Multiple Sectors With Expertise
Across Diverse Construction Trades.

Platforms & Tools:

LinkedIn

Instagram

Facebook

TikTok

Facebook Ads Manager

Perplexity

Sales Navigator

Clickup

CapCut

Eleven Labs

Adobe

Problems & Challenges:

- No structured system for Lead Generation
- Limited Social Media reach
- Slow follower growth

Our Strategy:

- Community targeting & smart distribution
- Paid hiring campaigns with clear CTAs
- Dual growth: leads + brand visibility
- Visuals for FB, LinkedIn, X & TikTok
- 145K views, 45K reach, 800+ followers



Construction
& Real Estate

Gobind Builders

Canadian Construction Company
Delivering End-To-End Projects From
Blueprint To Key Handover.

Platforms & Tools:

LinkedIn

Instagram

Facebook

TikTok

Facebook Ads Manager

Perplexity

Sales Navigator

Clickup

CapCut

Eleven Labs

Adobe

Problems & Challenges:

- Lack of a structured lead generation system
- Limited Social Media presence
- Slow audience growth

Our Strategy:

- Audience-focused content & distribution
- Paid hiring drives with strong CTAs
- Growth strategy: leads + visibility
- Created visuals & social ad campaigns
- 145K views, 45K reach, 800+ followers



AI & SaaS
Products

Quick Data AI

AI-Driven SaaS Platform Delivering
Automated, Precise, And Scalable
Data Insights.

Platforms & Tools:

LinkedIn

X (Twitter)

Instagram

Product Hunt

G2

Capterra

Canva

HeyGen

MetaSuite

ChatGPT

Illustrator

Problems & Challenges:

- Struggling to stand out in a loaded AI SaaS market
- No defined GTM strategy
- Technical product messaging is hard to grasp
- Limited trust without reviews or early validation

Our Strategy:

- Defined brand identity, voice & positioning
- Storytelling content strategy with feedback
- Expanded presence on SaaS platforms
- Boosted recognition & multi-channel engagement
- Optimized analytics-driven lead funnel



Blockchain
& Web3

Web3Names.ai

Web3 Domain Marketplace
Empowering Digital Identity And
Blockchain Addresses.

Platforms & Tools:

LinkedIn

Reddit

Facebook

TikTok

Mid journey

Community Management

Automation Workforce

Meta Business Suite

Discord

Notion Automation

Problems & Challenges:

- Product launch from scratch
- Establishing presence for new product launch
- Service and product platform

Our Strategy:

- Cross-platform social growth & reach
- Creative growth-hacking tactics
- Growth strategy: leads + visibility
- Managed Discord to boost engagement
- Scaled users via data-driven strategies



E-commerce &
Fashion Industry

HotPressKC

E-Commerce Print Supplier For
Custom DTF & UV Transfers For
Apparel Brands.

Platforms & Tools:

LinkedIn

Shopify

Pinterest

Facebook Ads Manager

Facebook

Semrush

Problems & Challenges:

- Limited digital presence & online visibility
- Low industry authority & recognition
- Minimal geographic reach & market coverage
- Need to expand brand influence effectively

Our Strategy:

- Built geo-targeted blog ecosystem
- SEO-focused regional content strategy
- Created industry educational content
- Managed Shopify & online presence
- Boosted sales via AEO & GEO marketing



E-commerce &
Fashion Industry

OVR

Lifestyle Apparel brand Selling
Purpose-Led Streetwear And
Accessories.

Platforms & Tools:

HeyGen

Leonardo AI

Pinterest

Sora

ElevenLabs

Veo

Meta Business Suite

Problems & Challenges:

- No existing social media presence or audience
- Undefined brand voice & visual identity online
- Need pre-launch content to build awareness
- Require high-quality visuals & motion graphics

Our Strategy:

- Defined brand voice, visuals & messaging
- Produced posts, reels & motion graphics
- Used AI tools for scalable content
- Ran teaser, countdown & hype campaigns
- Managed calendar & post-launch tracking



AI & SaaS
Products

Pangea Tech

AI-Driven Software Company
Delivering Scalable Solutions For Data
Insights And Workflow Automation.

Platforms & Tools:

Clickup

Problems & Challenges:

- Needed clearer structure to showcase services
- Wanted to communicate expertise effectively
- Required organized presentation of offerings
- Aimed for better client understanding

Our Strategy:

- Managed B2B marketing: leads & quality
- Ran targeted email campaigns for nurturing
- Handled LinkedIn lead gen & client comms
- Tracked performance with detailed reports
- Improved conversions & automated workflows



Media & News
Platforms

Sports Limitless

Multi-Channel Digital Platform
Delivering Comprehensive Sports
News And Media Content.

Platforms & Tools:

Instagram

Facebook

LinkedIn

X (Twitter)

Canva

CapCut

Problems & Challenges:

- Low content visibility and limited social reach
- Minimal audience interaction with public posts
- Slow follower growth and declining engagement
- Few visits across all social media pages

Our Strategy:

- Created & formatted sports content
- Organic content seeding in groups
- Community engagement strategy
- Cross-platform content funneling
- Reached 1M+ users, 69.8K+ interactions



Danial
Ahmed

Personal Brands &
Industry Leaders

Danial Ahmed

Business solutions professional driving efficiency through project management, process analysis, & automation.

Platforms & Tools:

LinkedIn

LinkedIn Scheduler

ChatGPT

Canva

Adobe

Problems & Challenges:

- Low post impression
- Poor engagement
- No posting strategy or brand voice

Our Strategy:

- Conducted competitor analysis & research
- Built brand identity & messaging
- Created complete content engine
- Grew LinkedIn connections & community
- 200K+ impressions, 3.1K+ new followers



Saba
Kalsoom

Personal Brands &
Industry Leaders

Saba Kalsoom

Helping Founders Build
Tech Startups And Talent
Land Roles.

Platforms & Tools:

LinkedIn

Instagram

Problems & Challenges:

- Lack of structured personal branding
- Social media presence
- Influencer launch in the market

Our Strategy:

- Crafted stories via newsletters & articles
- Built brand identity & messaging
- Built brand identity through social content
- Boosted engagement with targeted posts
- Strengthened audience connection & reach



IT Service
Companies

Kohocircle

Digital Marketing And Influencer
Agency Driving Brand Visibility And
Engagement.

Platforms & Tools:

Facebook

Instagram

Metricool

Problems & Challenges:

- Align brand positioning with messaging
- Streamline content creation & distribution
- Integrate performance tracking for impact
- Measure results across all channels

Our Strategy:

- Provided process automation
- Workflow optimization
- Client social media optimization
- Strategy building
- Structured growth funnels



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