

Antonia Franckenstein

Digital Business Manager Portfolio



Welcome & About

I am a professionally trained and certified Digital Business Manager with a background in Property Management and Virtual Assistance. I specialize in enhancing your business efficiency by managing projects, teams, and operations. My goal is to streamline your workflow, allowing you more time to focus on what matters most: growing your business and igniting creativity.

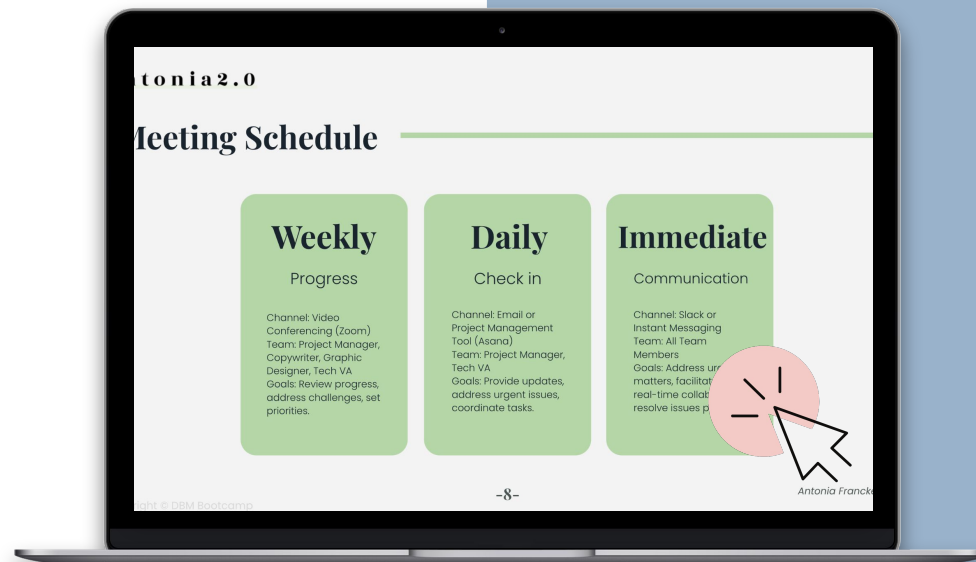




Project Management

Funnel Setup

- **Project Goal:** Implementing a complimentary sales funnel for a Dog Bootcamp program to upsell additional services.
- **My Role:** Crafting the proposal, planning the project within Asana, and maintaining oversight throughout the duration of the project.



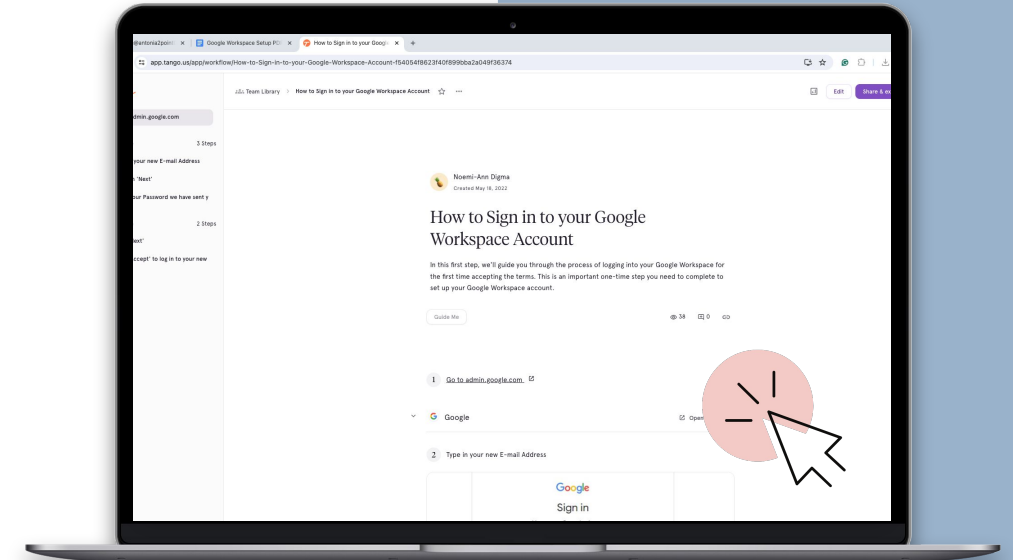
Click on the image above to view a 4 minutes video walkthrough of this project.



SOP Creation

Google Workspace Setup

- **Project Goal:** Provide a detailed walkthrough for setting up the new Google Workspace tailored to each client's business specifications.
- **My Role:** Ensuring comprehensive setup, meticulously checking for any omitted steps, and optimizing the SOP.
- **Results & Highlights:** Simplifying the process for each client to establish their workspace account seamlessly, tailored precisely to their business needs, leaving no lingering questions or uncertainties.



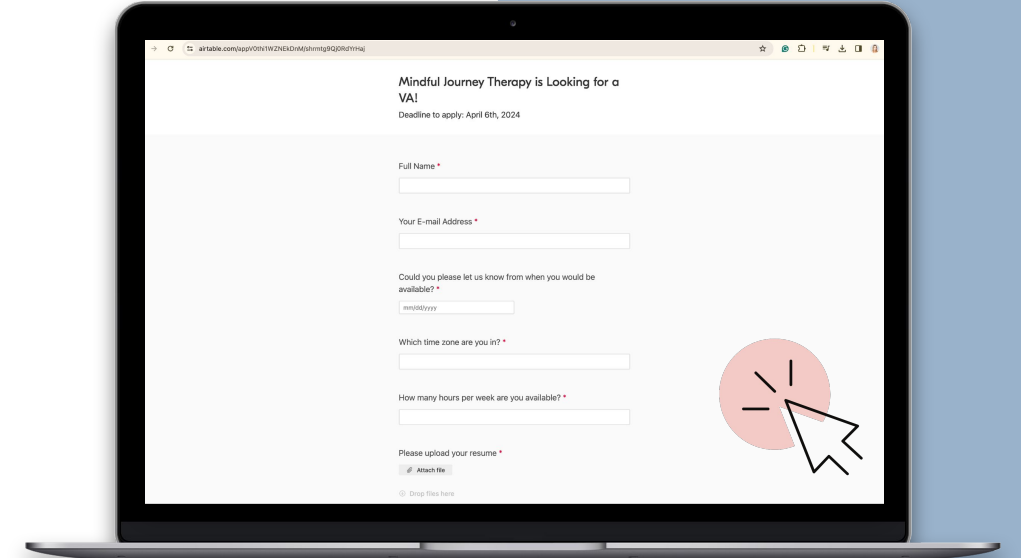
Click on the image above to view a 1 minute video walkthrough of this project.



Hiring Process

Hire a VA Process

- **Project Goal:** Identifying a skilled copywriter Virtual Assistant with a keen eye for detail.
- **My Role:** Developing the job brief, creating an application form, and systematizing the entire process for seamless selection of the ideal candidate.



Click on the image above to view a 2 minutes video walkthrough of this project.

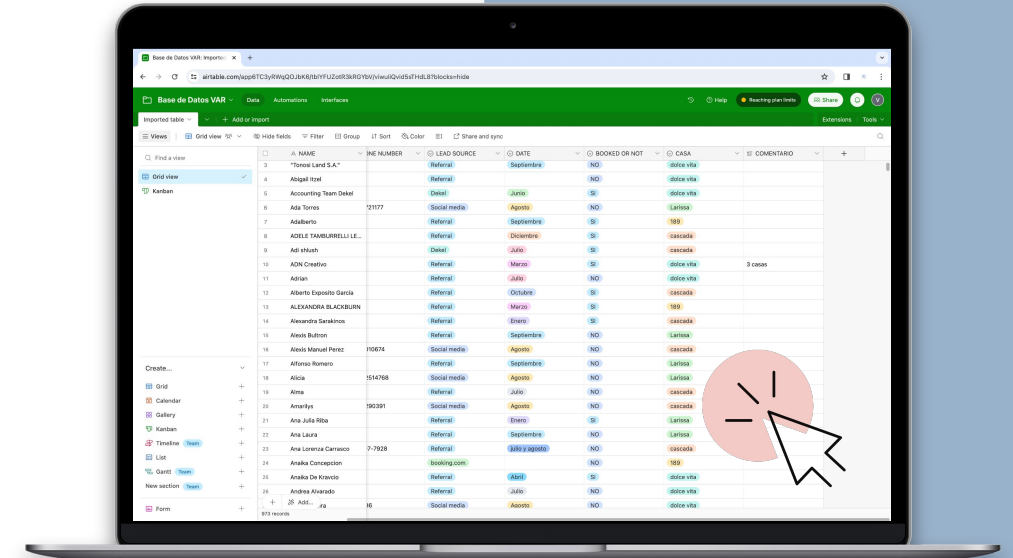




System Set Up

CRM Set Up

- **Project Goal:** Develop a comprehensive CRM for a Vacation Rental Agency with various viewing and filtering options for effective analysis.
- **My Role:** Building the CRM with optimal filtering, categorization, and viewing capabilities.
- **Results & Highlights:** Streamlined focus on the primary lead source for monetization, as the CRM facilitated tracking of lead conversion, highlighting the most effective sources.



Click on the image above to view a 1 minute video walkthrough of this project.

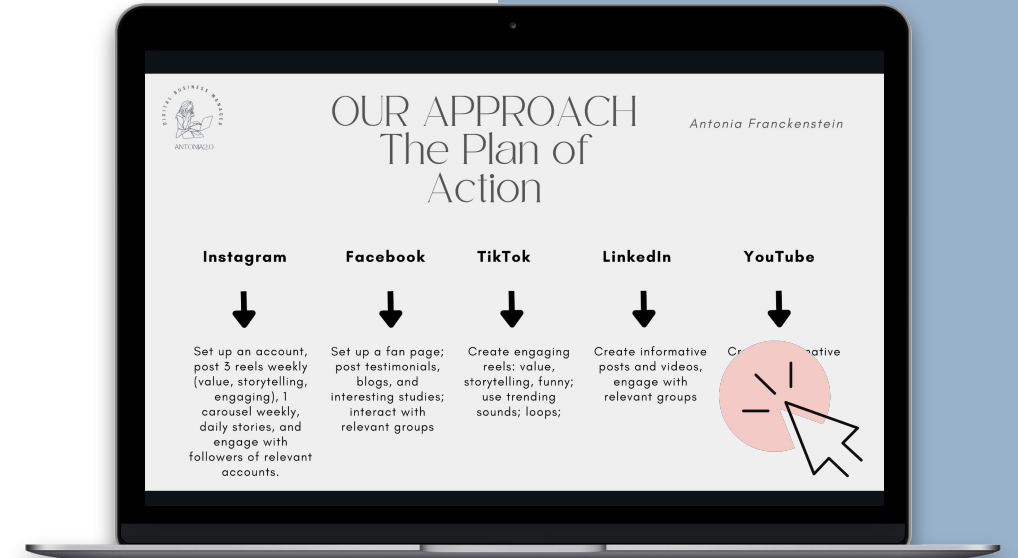




Marketing Strategy

Development of a Content Plan

- **Project Goal:** Identifying optimal strategic marketing approaches for a Mindfulness Coaching business.
- **My Role:** Conducting research and analysis of the coaching market and target clients, pinpointing the most effective marketing strategies. Providing a comprehensive proposal for a potential content plan.



Click on the image above to view a 3 minute video walkthrough of this project.

Packages & Services

All my services are available in English, Spanish and German

Essential Retainer

Unlock consistent support with our Essential Retainer package. Access 20 hours of expert assistance each month

Price: \$600/month

Advantage Retainer

Maximize your advantage with our 40-hour Retainer package. Gain dedicated support and flexibility to tackle your business needs effectively.

Price: \$1200/month

Premium Retainer

Elevate your business with our Premium Retainer package. Enjoy 60 hours of tailored support monthly, empowering you to achieve your goals with confidence.

Price: \$1800/month

Tailored Retainer

Design bespoke project-based solutions aligned with your specific needs. Let's collaborate to create the ideal plan for achieving your business objectives.

Price: Customized based on client requirements and scope of work.



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[Click here to book a free 30-minute consultation call](#) to chat about how I might be able to help you do streamline your business!





**“Antonia’s contributions as
our business manager have
been
instrumental in optimizing
operations.”**

Melanie Herren @ Vista Azul Rentals



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Next Steps

Ready to take your business to the next level?

Schedule a Discovery Call Today!

[Click here to book a free 30-minute consultation call!](#)



You can contact me here:

Email: office@antonia2point0.com

I will get back to you Monday – Friday during business hours.

I can't wait to work with you.

Antonia



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