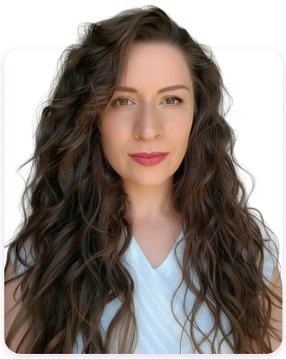

Iskra Brankova

Web & Graphic Designer

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Ebook campaign
“Top 10 Trading Secrets”

Project Overview

Client / Brand

EDUTRADING

Project Type

Digital marketing campaign

Deliverables

Landing page design
Social media promotional banners
Email marketing campaign

Goal

Increase awareness of the EduTrading education platform and encourage users to download the ebook and begin their trading education journey.

Context

EduTrading is an educational brand focused on preparing users to enter the trading world with the knowledge and skills needed to use professional trading platforms.

The “**Top 10 Trading Secrets**” ebook campaign was created as a lead generation initiative designed to attract new users interested in trading education.

The campaign encouraged users to download the ebook and start learning before transitioning to the licensed brands who operate on our trading platform.

Challenges

The main challenge was to communicate complex financial concepts in a way that felt:

- accessible for beginners
- credible and trustworthy
- engaging enough to motivate users to download the ebook

Additionally, the campaign had to maintain visual consistency across multiple marketing channels including **landing pages**, **social media** and **email campaigns**.

My Role

Web & Graphic Designer

Responsibilities:

- Designed the campaign landing page
- Created social media promotional visuals
- Designed email campaign layouts
- Ensured visual consistency across all campaign assets
- Collaborated with marketing, content and product teams

Collaboration

This campaign required close collaboration between multiple teams including:

- **Marketing team** (campaign strategy and messaging)
- **Content team** (ebook and educational materials)
- **CRM specialists** (email campaign distribution)
- **Developers** (landing page implementation)

The collaboration ensured the campaign messaging, visuals and user experience worked seamlessly across all channels.

Design Approach

The visual direction focused on:

Clarity
Financial education content can be intimidating, so the layout prioritized readability and structured information hierarchy.

Trust and professionalism
Clean typography, structured layouts and professional visual elements were used to build credibility.

Conversion focus
The landing page was designed to guide users toward the ebook download using clear CTAs and simple form interaction.

Campaign Assets

Landing Page

Purpose:
Convert visitors into leads by encouraging them to download the ebook.

Key elements:
- Strong headline introducing the ebook
- Clear value proposition
- Key topics covered in the ebook
- Download form with simple user flow
- Visual preview of the ebook

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Social Media Campaign

Social media visuals were designed to:

- generate awareness of the ebook
- highlight key learning benefits
- direct traffic to the landing page

Visuals emphasized:

- strong headlines
- trading-related visuals
- educational value

Email Campaign

Email design supported the campaign by:

- introducing the ebook to existing users
- highlighting the main educational benefits
- encouraging users to download the resource

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Get your eBook, join the platform, expect our call

The layout was optimized for readability and mobile responsiveness.

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GO TO THE PLATFORM

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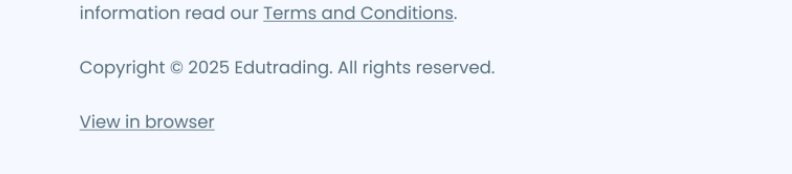

Results & Impact

The campaign successfully introduced the educational resource and supported the brand's goal of attracting new users interested in learning about trading.

Concept

The campaign positions trading education as an accessible first step into the financial markets, using clear messaging and structured visual hierarchy to guide users toward downloading the ebook.

Landing Page & Thank you Page Visuals

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The offer will expire:

00:00:00
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What You'll Get from This Ebook

- **Pro-level strategies** you can apply right away.
- **How to use trends like the January Effec**t and **Santa Rally** to time your trades.
- **Why crises**—like wars or inflation—**can be golden investing windows**.
- **A fresh take on crypto,** Web 3.0, and spotting tomorrow's tech giants.
- **How to think against the herd** and make smarter, independent moves.

Get a FREE ebook

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3 Build a solid investing program
Whether part-time or full-time, online trading offers the possibility to generate profits with a schedule that fits your lifestyle.

4 Stay ahead with real-time market insights
With access to up-to-date news, charts, and analysis tools, you'll be equipped to respond to opportunities as they happen.

5 Learn valuable skills for life
Understanding how markets work gives you critical thinking, risk management, and analytical skills that apply far beyond trading.

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