

INTENT2LEAD

**Hello Everyone.**

# I'M RONAN RAY BAYATE

I help businesses grow through strategic content marketing and high-converting landing pages.



INTENT2LEAD



## ABOUT ME

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What began as four years in customer service ignited my passion for driving real business growth. While sharpening my skills at a US-based digital marketing agency, I acquired the **Intent2Lead** domain to leverage and familiarize myself with marketing tools that require a dedicated domain. To deepen the experience, **I created a logo — fully immersing myself in the process of building a brand from the ground up.**

This hands-on approach helped me develop expertise in **strategic content marketing, compelling copywriting, and designing landing pages.** I create content that captivates audiences, engages and nurtures prospects, and drives meaningful results.

My mission is to build a reputation grounded in integrity. **I work closely with clients to help boost visibility, attract quality leads, and grow through thoughtful, data-driven campaigns.**



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**Intent2Lead**

Outreach. At Scale.



# SKILL BUILDER

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## Exploring Content & Landing Page Strategies

Content marketing combined with expertly crafted landing pages is a strategy that uses valuable, relevant content alongside focused conversion points to attract leads, build trust, and drive results.

It's more than just promotion — it delivers real value. Each piece of content educates, sparks interest, and engages visitors, turning those conversion points into powerful tools people want to interact with. By providing helpful guides, case studies, insights, and tips, the brand stays top-of-mind and positions itself as a trusted expert in its field.

# SERVICES

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## ✓ Landing Pages + Lead Capture

I design and build sleek landing pages that turn clicks into conversions — fast, modern, and results-driven.

## 🎯 Full-Funnel Campaign Execution

From strategy to launch — I handle end-to-end campaign management, including copy, creatives, and automation. You focus on growth; I handle the grind.

## 📱 Social Media Marketing & Email Outreach

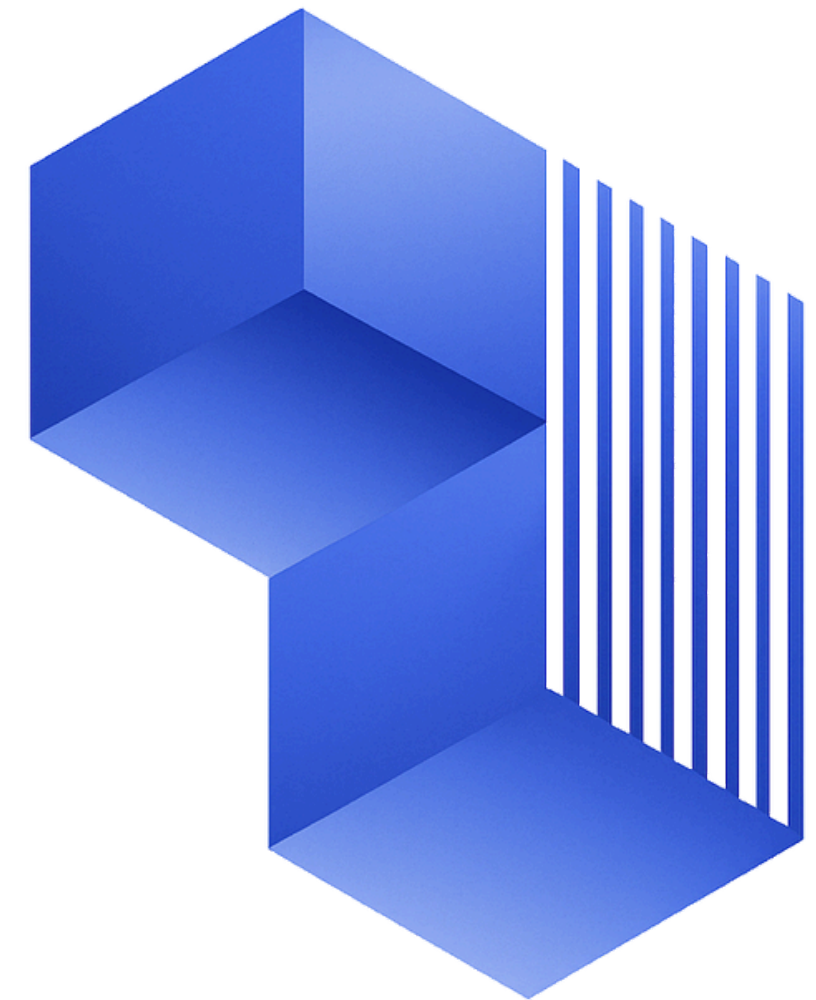
I create engaging social media content and craft targeted email outreach campaigns designed to capture attention, spark interest, and drive action — strategic messaging that earns clicks and builds meaningful connections.

## 🚀 Google Ads

While I haven't yet launched client campaigns, I've gained hands-on familiarity by publishing a test campaign myself, deepening my understanding of Google Ads mechanics and best practices.

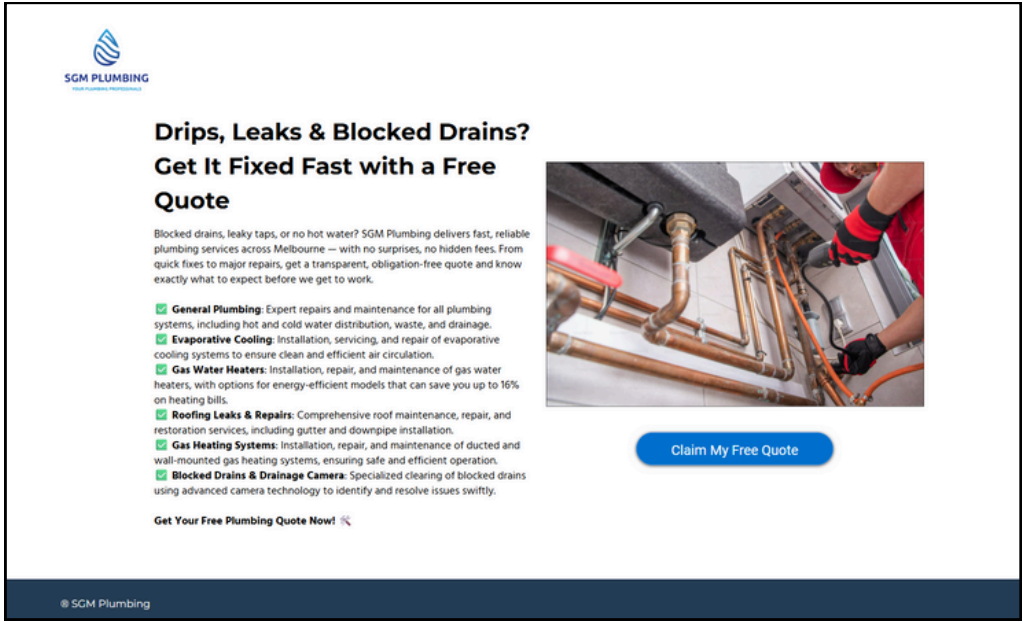
## 🌐 Wix

I manage Wix websites by updating content regularly to keep the site fresh, user-friendly, and aligned with brand goals.



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# LANDING PAGES BUILT

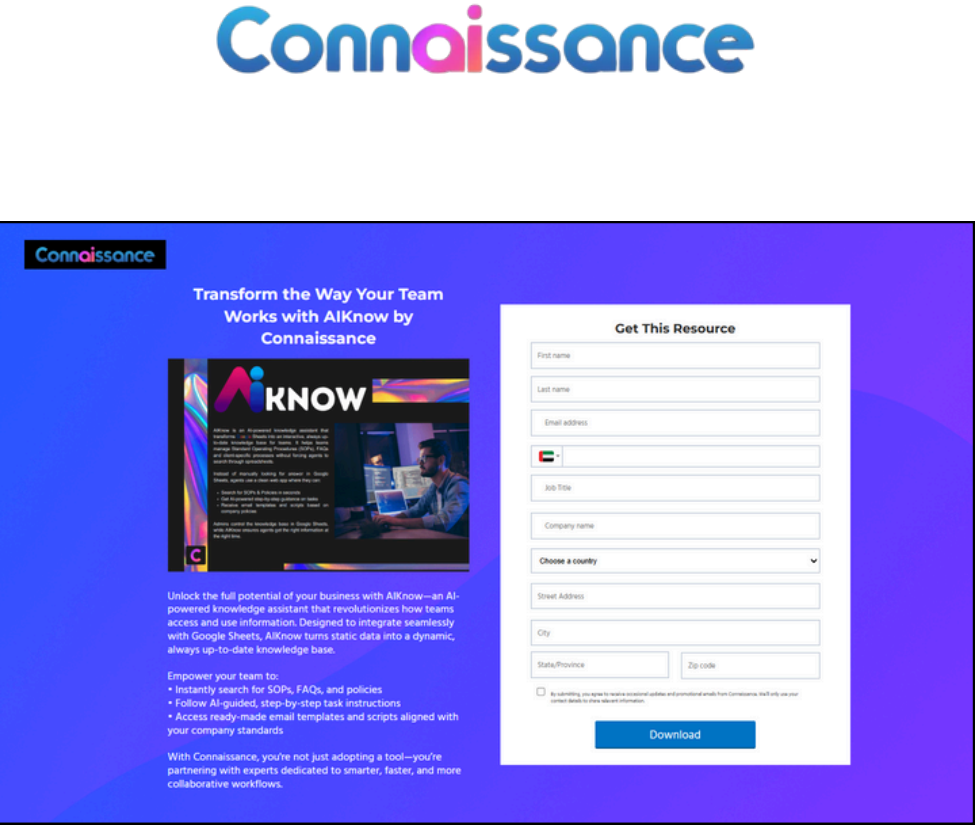


Conversion-focused landing page linking to SGM’s quote request form



I built my own funnel. Click the image to explore it in action.

[View Canva visuals I designed here](#)



Lead generation landing page with gated resource download

# EMAIL CAMPAIGNS

I believe the **best way to learn is by doing**. This campaign is a **passion project** — a **pro bono service** for a colleague launching automation tools. He also happens to be my very first client. The goal? **Take action, learn, refine, and drive results.**

Email statistics > Say goodbye to spreadsheet chaos — meet your AI knowledge assistant

Open rate45.41% (178)

Spam report rate0% (0)

Click rate37.76% (148)

Bounced rate1.02% (4)

392 Emails

Start typing to view matchesFilter by

Email statistics > Head of Finance & Ops? Automate the grind — AIKnow can help

Open rate46.34% (19)

Spam report rate0% (0)

Click rate12.2% (5)

Bounced rate0% (0)

41 Emails

Start typing to view matchesFilter by

Email statistics > Operations Leaders — Ready to Supercharge Research?

Open rate47.5% (19)

Spam report rate0% (0)

Click rate12.5% (5)

Bounced rate0% (0)

40 Emails

Start typing to view matchesFilter by



# TOOLS

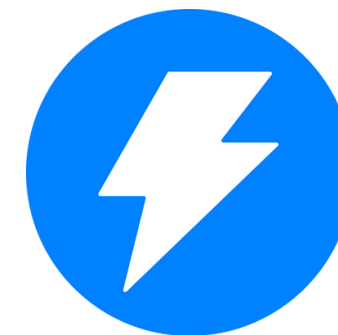
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systeme.io



Trello



instantly







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## Talk soon

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With **Intent2Lead**, it's no longer cold outreach — it's warm opportunity