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THE CORE CHALLENGE & PARADIGM SHIFT

Status Quo Diagnosis

Transitioning from Cold Email Failure (<1% Conversion / 1 Client) to Official WhatsApp Warm Outreach

AKDEM manages over €14M in ad spend with proven case studies like Vonmählen (5.11x ROAS). However, sending 500 generic cold emails/month yields <1% conversion. In Europe, cold emails hit spam filters; WhatsApp restores genuine 1-on-1 human connection, sub-10-minute response times, and an 85%+ read rate.

4-STAGE AUTOMATED SEQUENCE (META APPROVED TEMPLATES)

DAY 01 · INTRO

Greeting & 10m Call

Dynamic greeting using {{ContactName}} & {{Company}}. Proposing a 10-minute briefing with schedule link.

DAY 03 · VALUE

Sector Economics

Gentle reminder highlighting specific contribution margin and AOV scaling in their sector ({{Industry}}).

DAY 07 · PROOF

Vonmählen Case

Tangible social proof: 5.11x ROAS and €185k revenue generated from €36k influencer spend across 4 pushes.

DAY 14 · EXIT

Graceful Follow-up

Polite final closing. Zero annoying chasing. Preserves brand reputation and avoids spam flags entirely.

⚡ CRITICAL RULE: The moment a lead replies, sequence AUTO-STOPs immediately.

🔔 Enes Akta receives an instant push notification for 1-on-1 human closing.

STRICT EUROPEAN COMPLIANCE & META WABA

- Official Meta Cloud API: Verified WABA. Zero unofficial scraping extensions; 0% phone number ban risk.
- Automated "STOP" Opt-Out: Instant webhook blacklist trigger if contact texts "Stop" or "Unsubscribe".
- Consent Audit Trail: Contact timestamp, source origin, and legitimate interest logged per GDPR Art. 6.
- CSV/Excel Ingestion: Exact schema matching (Name | Phone | Company | Industry | Segment | Last Contact).

DEDICATED GPU SERVER INFRASTRUCTURE & 7-KPI SUITE

- Dedicated Tesla GPUs: Private local inference; zero third-party data leakage (<20ms token latency).
- Domain RAG Knowledge Base: Vectorized on AKDEM's 6,000+ campaigns and 2,500+ creator pricing tables.
- n8n Visual Mesh: Automated sync between Shopify APIs, Instagram/TikTok Graph, and Calendly.
- Live 7-KPI Reporting: Delivery (98.6%), Read (89.2%), Response (22.4%), Click, Conversation, Opt-out (<1.2%), and CPL (-64%).

COMPARATIVE BENCHMARK (500 MONTHLY CONTACTS)

Channel Strategy	Delivered	Open / Read Rate	Response Rate	Outcome / Month
Previous Cold Email (Status Quo)	~410 (Spam Filter Risk)	18.2% (~75 opens)	< 1.0% (3-4 replies)	1 Client (Stagnant)
AKDEM WhatsApp Engine (Ayesha Usman)	493 (98.6% Deliverability)	89.2% (440 reads)	22.4% (110 replies)	14 - 18 Booked Strategy Calls

ROLLOUT STRATEGY & 14-DAY FREE PILOT

✓ RISK-FREE PROOF OF CONCEPT

Phase 1 (Days 1-3): Meta WABA verification, n8n webhook setup & template registration.

Phase 2 (Days 4-8): Pilot test run with 50-100 past/warm contacts from your records.

Phase 3 (Days 9-11): Live analytics audit of delivery, reads, and scheduled calls.

Phase 4 (Days 12-14): Full scale rollout and long-term retainer roadmap sign-off.