

Presented by Karina Lazicka



KL

karinalazicka.com

Problem



You're spending too much on content that doesn't convert.

Traditional production is slow, expensive, and built for a world that no longer exists.

I combine strategic thinking with AI-powered creation to produce content that looks premium, moves fast, and actually performs.

KL

I create smarter, sharper content tailored to your brand — backed by strategy and distributed with precision.

Education Background

BA (HONS) IN BUSINESS & MARKETING
ESSEX UNIVERSITY – LONDON, UK

DIGITAL MARKETING PROFESSIONAL DIPLOMA
DIGITAL MARKETING INSTITUTE – DUBLIN, IRELAND

STRATEGY & LEADERSHIP SPECIALIZATION DIPLOMA
DIGITAL MARKETING INSTITUTE – DUBLIN, IRELAND

AI IN MARKETING SPECIALIZATION DIPLOMA
DIGITAL MARKETING INSTITUTE – DUBLIN, IRELAND

PLATFORMS SPECIALIZATIONS:



GREEK



ENGLISH



POLISH



Portfolio



Portfolio





PERFUME
WORLD



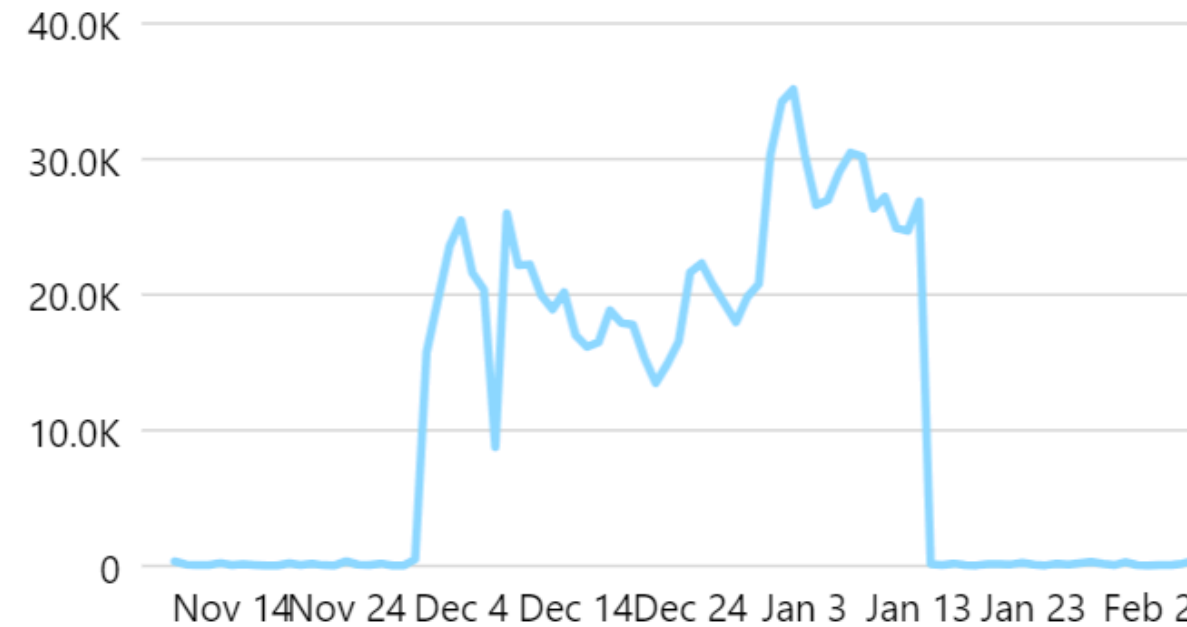


Ads Results

Reach

Facebook reach ⓘ

147,469 ↑ 651.8%



Instagram reach ⓘ

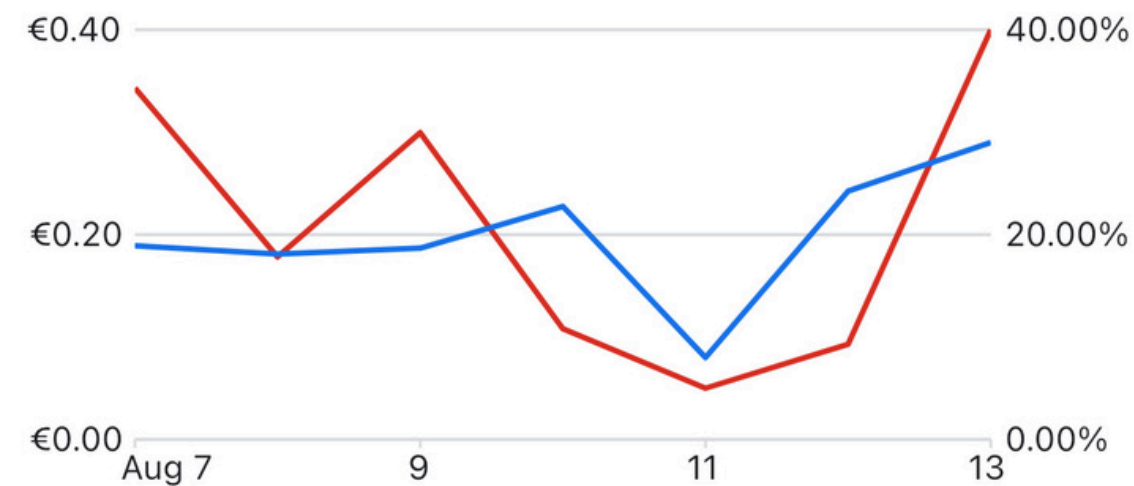
18,569 ↑ 17.6K%



Clicks 196

Impr. 719

CTR 27.26%



Performance ⓘ

[See all](#)

Impressions

16.4K ↑ 1K%

from previous 28 days

3-second video views

814 ↑ 748%

from previous 28 days

Engagement

211 ↑ 1K%

from previous 28 days

Net followers

1.4K ↑ 5K%

from previous 28 days

Ads Results

Reach

Video views

814,150

+814.1K (>999.99%) ↑

Reached audience

802,141

+802.1K (>999.99%) ↑

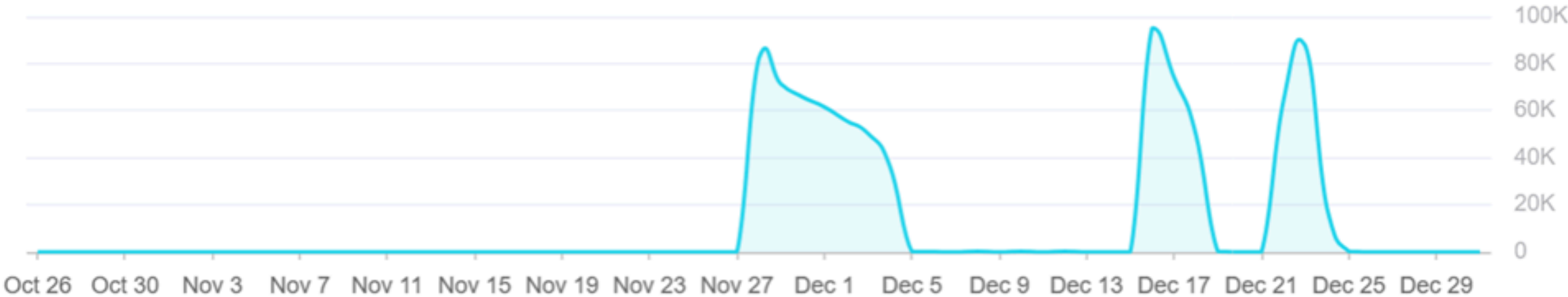
Profile views

896

+896 (>999.99%) ↑

Video views ⓘ

Oct 26, 2025 - Dec 31, 2025



Engagement

Likes

879

+879 (>999.99%) ↑

Shares

42

+42 (>999.99%) ↑

Comments

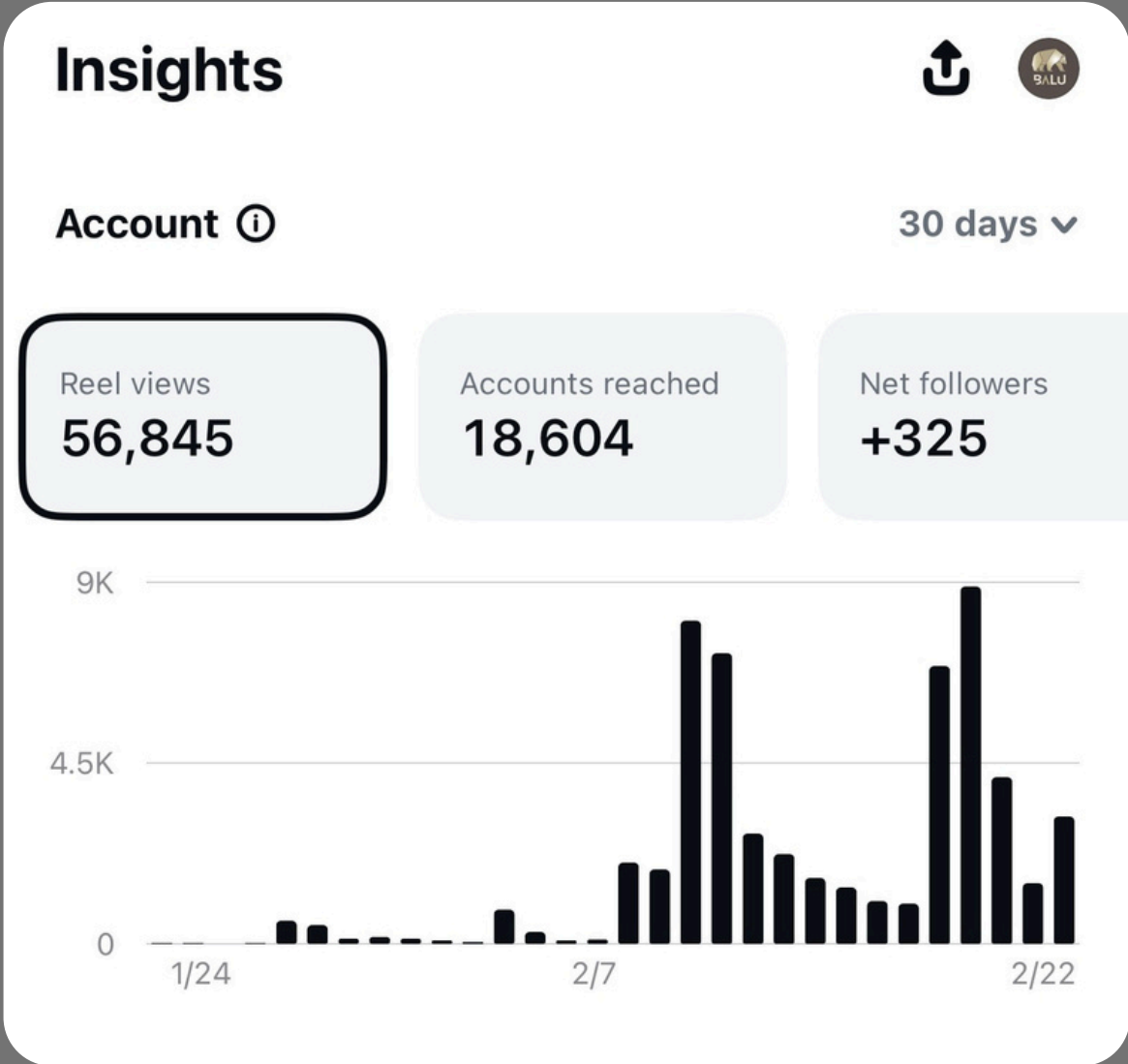
8

+8 (>999.99%) ↑

Ads *Results*

☐	New Traffic Campaign	€0.05	7-day click or ... All conversions	224 Link clicks	€0.08 Per Link Click
☐	New Traffic Campaign - Text different	€0.05	7-day click or ... All conversions	349 Link clicks	€0.09 Per Link Click
☒	Traffic - Reel YT - FB	€0.02	7-day click or ... All conversions	221 Link clicks	€0.05 Per Link Click

Social Media Results



Social Media Results

Views	↗ 99.3K	>
Interactions	↗ 4.3K	>
New followers	↗ 334	>
Content you shared	72	>

Profile activity ⓘ

vs 25 Aug-22 Nov

Profile visits

5,967

+328.0%

5,350

+291.1%

External link taps

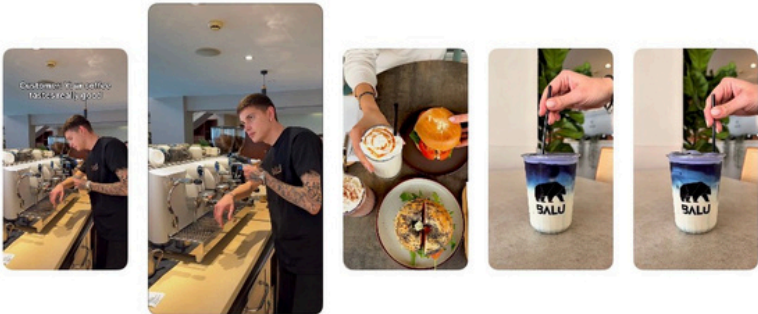
86

+230.8%

Business address taps

531

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● Followers	10.00%
● Non-followers	90.00%

Top sources of views ⓘ

Reels tab	61.8%
Feed	13.2%
Stories	10.0%
Explore	8.6%

Testimonials



Stathis Stavrinos

Local Guide · 9 reviews · 8 photos



KL Marketing were absolutely fantastic to work with! Professionals and incredibly responsive.

Communication with Karina was seamless, and she was happy to revise multiple times until my professional logo was exactly what I envisioned.

Highly recommend their services!



Stephanie Lechnou

1 review



Karina is one of a kind. She has done my wedding invitations and stationery. The whole experience was great, I couldn't have asked for a better service. Not only she was diligent and to the point with everything, she made herself available as much as I didn't have to feel that I had to follow up, and always responded promptly. Her priority was to fulfill my vision and made sure to deliver the best result. Further to the professionalism she is the most patient, sweet and kind person! 😊



Νίκη Παναγιώτου

6 reviews · 3 photos



I had the pleasure of working with KL Marketing Solutions for my business, Events by Nicky, and I couldn't be happier with the results. From logo creation to branding, business cards, and content creation for social media, Karina delivered excellence every step of the way. She truly understood my vision and brought it to life with creativity and precision. The attention to detail and commitment to quality exceeded my expectations. I highly recommend KL Marketing Solutions to anyone looking for top-notch marketing services!



Elena Kyriakou

1 review



I had the pleasure of working with KL Marketing Solutions and I must say their exceptional work exceeded my expectations. From start to finish, Karina, demonstrated professionalism, creativity and a clear understanding of our business needs. What stood out the most is her ability to deliver the best results, while maintaining a collaborative and supportive approach. I would highly recommend KL Marketing Solutions to anyone looking for a reliable and results-driven marketing partner.

Thank you, Karina, for your outstanding work!

Packages

Launch *Grow* *Dominate*

AI-generated content tailored to your brand.

Ready to use across social media, website, and ads.

2 Custom Videos
10 Custom Images

3 posts per week

€260 /month

Everything in Launch +

- Up to 3 accounts management
- Social Media & Content Audit & Strategy
- Social Media Calendar & Copywriting
- Hashtags & SEO
- Reporting & Recommendations

€440 /month

Everything in Grow +

- Campaigns Audit
- Campaigns Development
 - Copywriting
 - A/B testing
- Campaign Execution & Optimization
 - Reporting & Recommendations
 - Strategy Calls

€620 /month

Add On

+ 2 Videos
+ 6 Images

*Total 20 – 4 videos, 16 images
4 posts per week
(including carousels)*

+ €180 /month

Project

10 Videos
30 Images

(any format, for any purpose)

€900

Process



Ready to start?

Option 1 — For people who want to talk first:



Book a free 30-min discovery call:

<https://calendar.app.google/rEuy3nuVsr6bZfmD9>

Option 2 — For people who are ready now:



Email me directly to get started:

karina@kl-marketing solutions.com

Subject: "Let's start" — and I'll send you everything you need

KL



+357 97771211

karina@kl-marketingsolutions.com