



THE DIGITAL TRANSFORMATION CONSULTANT YOU NEED



JOIN MY ECOMMERCE CLUB

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LEIGHTON CAMPBELL

ECOMMERCE GENERAL

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WHAT I DO?

I help brands to generate more leads and convert more sales, digitally.



HOW I DO IT?

I create digital business ecosystems that enable companies to sell their products and services to customers wherever they are.

I achieve this by optimizing the organization's marketing and sales processes with digital communications that target prospects at key touchpoints.

With a key focus on the numbers, results are engineered through constant tweaking of the derived formula.



WHY DO YOU NEED ME?

It is common for marketing teams to engage agencies when they:

- Need help in executing marketing initiatives that are highly repetitive
- Require specialized skill sets that aren't readily available in house.

These agencies are normally adept at executing these ideas and bringing them to life.

Though most may boast being strategic in their approach, many campaigns fail to yield the expected results.

My role as digital transformation consultant seeks to make better sense of your marketing spend. By maintaining a strong focus on meeting key KPIs, I work with both the marketing team and agencies to develop a **digital-first** conversion strategy. Additionally I ensure that this strategy is prioritized throughout the execution of events and campaigns, whether offline or online.



MY AREAS OF EXPERTISE

**DIGITAL
BUSINESS
STRATEGY**

**DIGITAL SELLING
SYSTEMS &
OPERATIONS**

**WEB &
E-COMMERCE
SYSTEMS**

**PAYMENT
GATEWAYS**

**PROMOTIONAL
CAMPAIGNS &
AUTOMATIONS**

**DIGITALIZATION
PROCESSES
& POLICIES**



MY PROFILE



Award winning executive with 15 years of experience driving digital transformation and growth for top-tier companies and government agencies across the Caribbean, North America, and Europe. Over the last 15 years, Leighton has conducted over **1,000** client consultations; managed over **300** implementations; impacted over **200** brands; and sold over **30 million** digital products. He is an expert in developing and executing go-to-market strategies, optimizing digital ecosystems, and leading cross-functional teams to deliver tailored solutions that enhance client acquisition and retention.

Leighton Campbell is the holder of a B.Sc in Computer Science from the University of the West Indies and has built a solid reputation as an ecommerce innovator, consultant & trainer. He has delivered digital transformation consultation and training to over 2000 professionals, impacting teams from prominent organizations including Grace Kennedy, Jamaica Business Development Corporation, Startup Canada, Caribbean Export Development Agency, Cayman Islands Centre for Business Development, Heart NSTA and Kingston Creative.

In 2018, the Jamaica Business Development Corporation awarded Leighton for being the most improved and best team player of his Cohort of their Accelerator Program. He was later awarded the prestigious title of J.B.D.C. Boss Man of the year 2019.

Today, Leighton is a thought leader on ecommerce and digital business in the Caribbean. He currently sits on the steering committee for the Digital Transitioning Programme, funded by the European Union, where his role is to influence policy on how this programme digitally transforms the way how organizations conduct business.



WHY CHOOSE ME?

30+ MILLIONS PRODUCTS SOLD

I have developed strategies that are tried, tested and proven to deliver results!

150 + TEAMS IMPACTED

I've worked with many business teams to deliver innovative solutions within budget & ontime.

15 YEARS+ EXPERIENCE

I have spent the last 15 years providing digital transformation solutions to companies large and small.

MY WORK SPANS MANY INDUSTRIES



MARKETS SERVED



 Training

 Projects



LEIGHTON CAMPBELL *in the Media*



[CLICK TO VIEW](#)

MY DIGITAL CONVERSION SERVICES

CORPORATE EVENT RSVP

DIGITAL FORMS

We created custom digital forms that enable event attendees to RSVP online.

TARGET MARKETING

Use direct marketing tools to promote your event to the customer segments it is relevant to.

QR CODES

Use QR codes at your event along with lead generation forms to collect expressions of interest for initiatives, products or opportunities promoted at the event.

Scotiabank WOMEN INITIATIVE

invites you to join us for a
special public forum:

THE STATE OF THE JAMAICAN WOMAN

Perspectives on the progress, welfare and unlimited potential of women in Jamaica



**Tuesday, February 4, 2025
5:30 PM**



Kingston, Jamaica

GENERATE LEADS FOR PRODUCTS

LEAD FORMS

We created lead generation forms that capture expressions of interest from prospects and forward them in real time to sales agents.

MARKETING AUTOMATION

Use marketing automation to share key product information that give prospects more reasons to buy your products.

LANDING PAGES

Create interactive sales pages that convince prospects to buy your products. This would include product info, how to buy, reasons to buy, client testimonials, etc...

QR CODES

Integrate qr codes in all marketing collateral to facilitate easy access to product information and opt into specials.

REGISTER PROGRAMME PARTICIPANTS

REGISTRATION FORMS

We create registration forms to sign up participants for initiatives and programmes.

PARTICIPANT FEEDBACK

Execute polls to get participant feedback and measure programme satisfaction.



**Shanique
Ellington**

CEO, Lechamp Cosmetics
2023 SVA Winner

"Thanks to the programme,
my team grew from 1 to 30
persons and sales increased
by 200%."

Fuel your business with the
**Scotiabank Vision Achiever
Programme**

ENTER TO WIN PROMOTIONS

DIGITAL FORMS

We create entry forms for campaign entrants to submit entries anywhere anytime.

WINNER SELECTION

Manage winner selection progress with BGLC approved methodologies.

FARM TO
FORTUNE
PROMOTION



BUY A BAG A FEED & WIN A BAGGA CASH EVERY WEEK

PRIZES

WIN A SHARE OF

\$8 MILLION

WITH HI-PRO!

GRAND PRIZE

\$3 MILLION

2ND

\$2 MILLION

3RD

\$1 MILLION

WEEKLY PRIZE

1 WINNER OF \$100,000

PLUS DAILY PRIZES



TO ENTER:



PURCHASE QUALIFYING
HI-PRO PRODUCT



TEXT ENTRY CODE TO
(876) 552-4748



LISTEN OUT FOR THE
WINNING CALL!

DIGITAL SALES PROMOTION

ECOMMERCE SYSTEM CREATION

Create high conversion ecommerce systems for product sales or promotional campaigns.

PLATFORM MANAGEMENT

Manage the platform performance throughout promotional period.

For only US\$30

WIN
OUR SLICE OF
Paradise!

VALUED AT

US\$2.4MILLION
+ US\$40,000 CASH

AND
The H'Evans Scent®
Adventure Park

ENTER NOW AT
goldenticketonline.com

H'EVANS SCENT
RELEASING THE INNER YOU

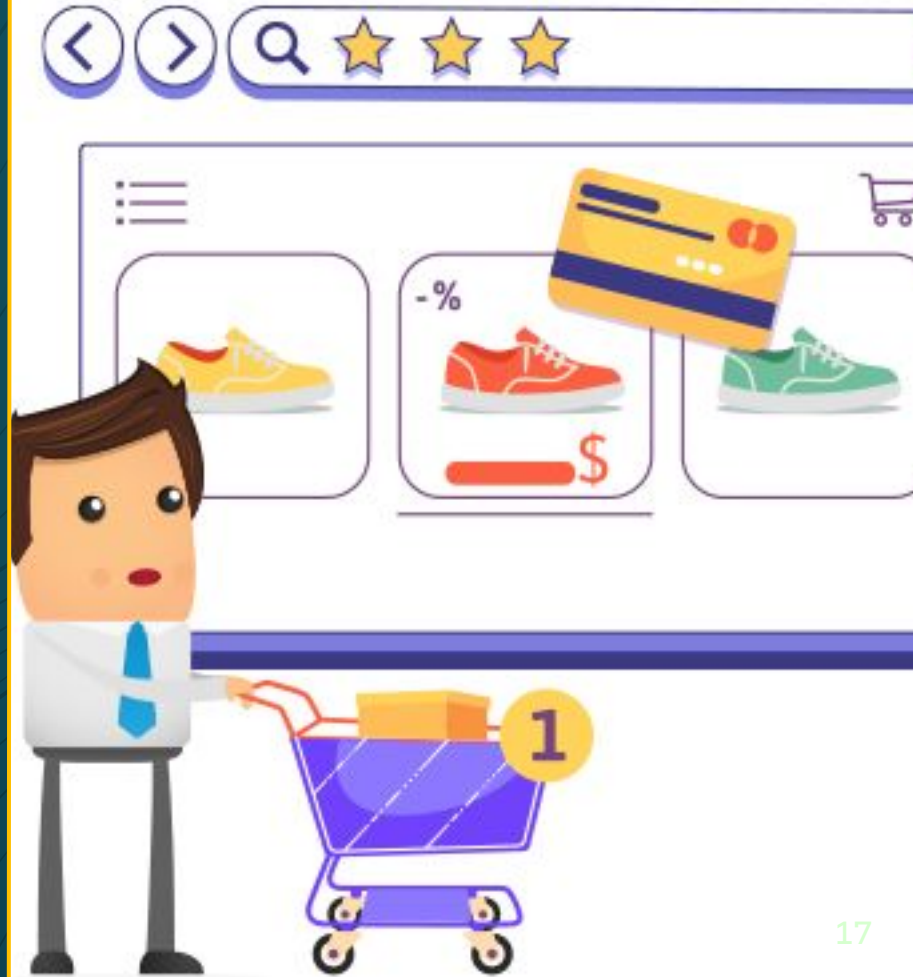
CUSTOMER LOYALTY & REFERRALS

SETUP & MANAGE LOYALTY SYSTEMS

Setup a points manage system that allow customers to generate points from purchases made online. Points can be used as cash value towards future purchases

SETUP & MANAGE LOYALTY SYSTEMS

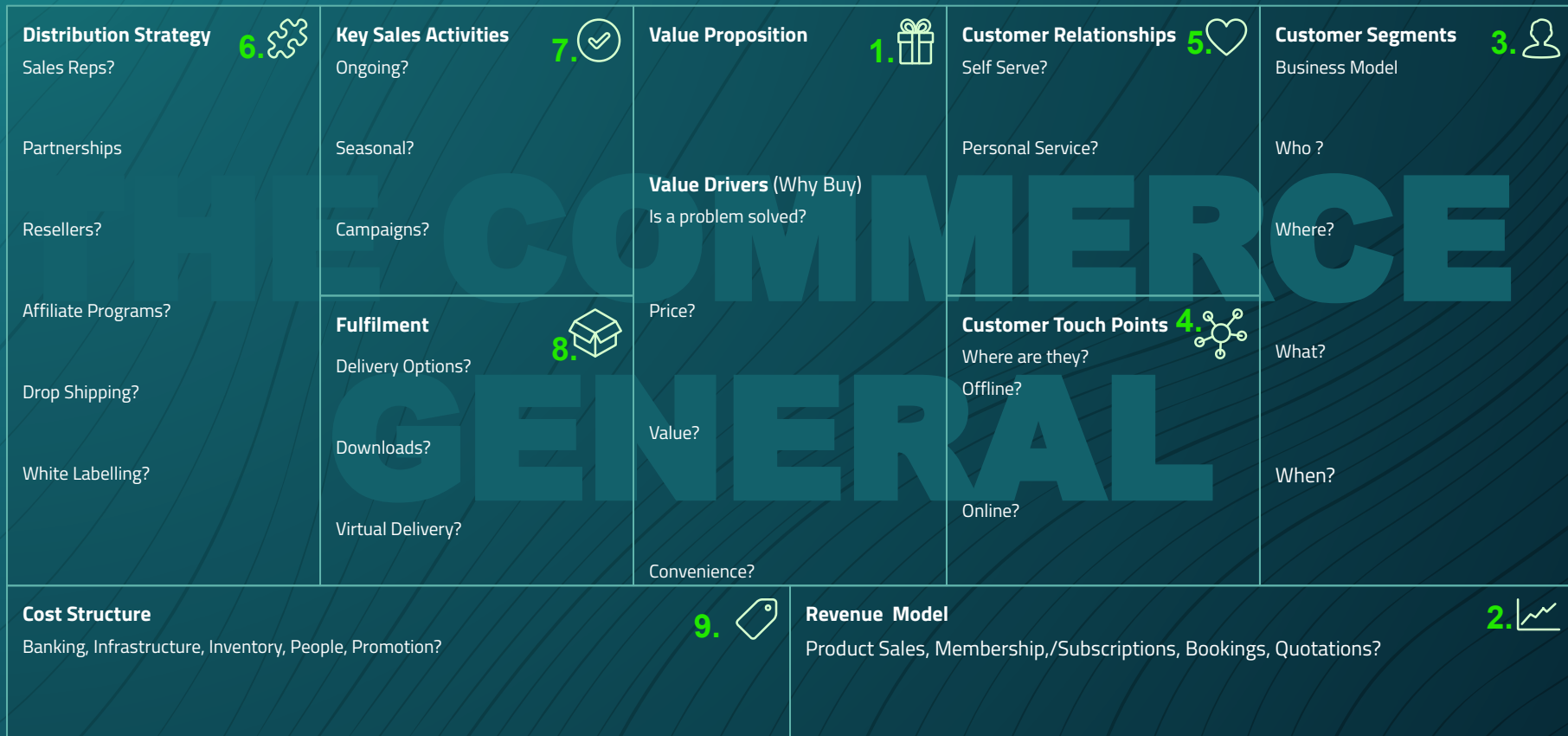
Same points management system can be extended to manage a referral programme, where customers can earn points when referees complete purchases on your website.



MY DIGITAL CONSULTING APPROACH

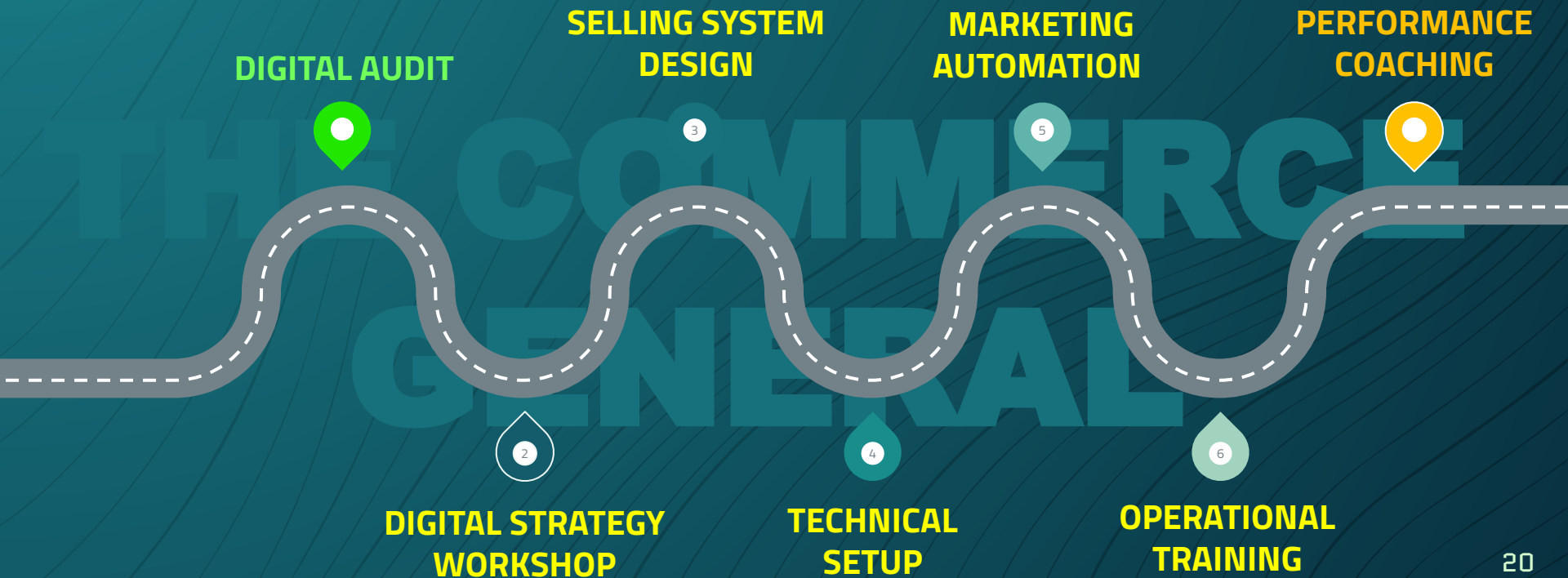
I OFFER A PERSONALIZED DIGITAL STRATEGY

I develop ecommerce business models that maximize revenue streams. Below is the business model canvas used to map out the most important elements of any digital business.





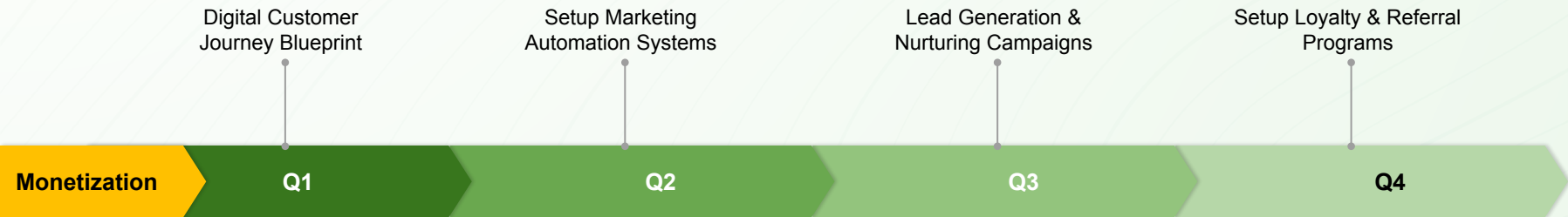
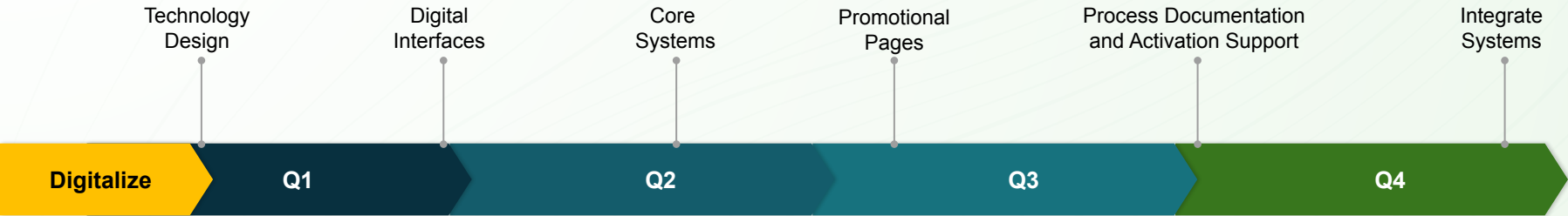
I HAVE A CLEAR DIGITAL TRANSFORMATION PROCESS





I OFFER A STEP BY STEP EXECUTION JOURNEY

My digital transformation journey is undertaken in measurable phases.



YOUR INVESTMENT

Engaging me as a Digital Transformation Consultant for your company sees me taking a leadership role in how your company executes its digital strategy, with ownership of the outcome.

Starting @ 1,500/mth



YOUR RETURN

An improvement in how your business thinks and executes digitally. No longer are you guessing and spelling, but pursuing goals in a formulated and confident manner.

**A Better Approach, Measurable
Results & Peace Of Mind**



SCOPE OF MY WORK

Strategy

- Digital Audit
- Strategy Formation
- Manage Strategy Execution, from concept to operations.

Leadership

- Budget & Process Management
- IT Project Management
- Management Reports & Presentations
- Strategic Decision Making

Execution

- Align Execution Process
- Team Meetings
- Daily Phone, WhatsApp and Email Support
- Team & Process Training (as needed)

SOME DIGITAL TRANSFORMATION CLIENTS



DIGITAL TRAINING PARTNERS



ECOMMERCE
GENERAL



THANKS FOR YOUR
CONSIDERATION