PORTFOLIO · CANADA EDITION · 2026

# Marketing that earns attention.

**Selected work for clients in Canada.**
Backed by our founder's 25 years in marketing and advertising, and an AI marketing platform he created.

MMM CREATIVE MARKETING SOLUTIONS INC. · TORONTO

FLAGSHIP CASE · HEALTH

# Metanoia Clinic

**Location** Richmond Hill, ON

**Role** Marketing plan, brand, web, growth

**CHALLENGE**

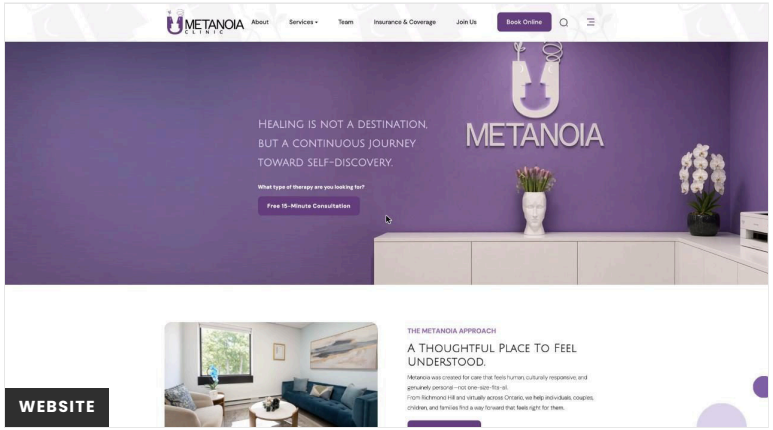
A Persian-language psychotherapy practice with no visual identity, competing for the GTA's Iranian diaspora against larger, English-first clinics.

**WHAT WE DID**

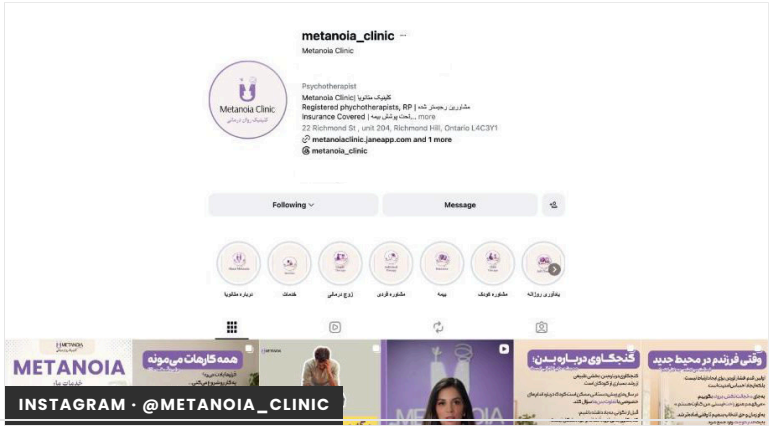
- Full visual identity and bilingual website (metanoia-clinic.com) with therapist matching and online booking.
- Growth plan: positioning on culturally responsive care, insurance coverage and a 15-minute free consult.
- Supported the clinic's marketing as it expanded its clinical team.

**9,051**
INSTAGRAM FOLLOWERS*

**342**
INSTAGRAM POSTS*




WEBSITE




INSTAGRAM · @METANOIA_CLINIC



* Total public Instagram count as of Nov 10, 2026; not a measure of growth attributable to MMM

FLAGSHIP CASE · THE CONTENT SYSTEM

# A bilingual content factory, not a posting schedule.

**SYSTEM**

- Audience personas and a dated master calendar with occasion-based swaps.
- Reusable omnichannel master prompts hard-coding brand voice.
- Carousels, stories and reels in Canva on a fixed design system; campaign series on insurance, child safety, couples, immigration stress and workshops.

**CRAFT**

Psychological concepts (CBT, schema therapy, narrative therapy) told through storytelling frameworks the Persian audience already knows, so clinical content reads as culture, not lecture.

**3** PLATFORMS · INSTAGRAM · TIKTOK · FACEBOOK




CAMPAIGN CREATIVE · INDIVIDUAL COUNSELLING

CASE STUDY · IMMIGRATION SERVICES

# Dana Immigration

**Location** Toronto & Halifax **Period** 2025 – present

**Role** Marketing plan · Executive advisor

**CHALLENGE**

Immigration consulting is high-stakes and high-noise. Dana needed authority with Persian-speaking applicants across Canada, the US and Europe, and a steady stream of case evaluations.

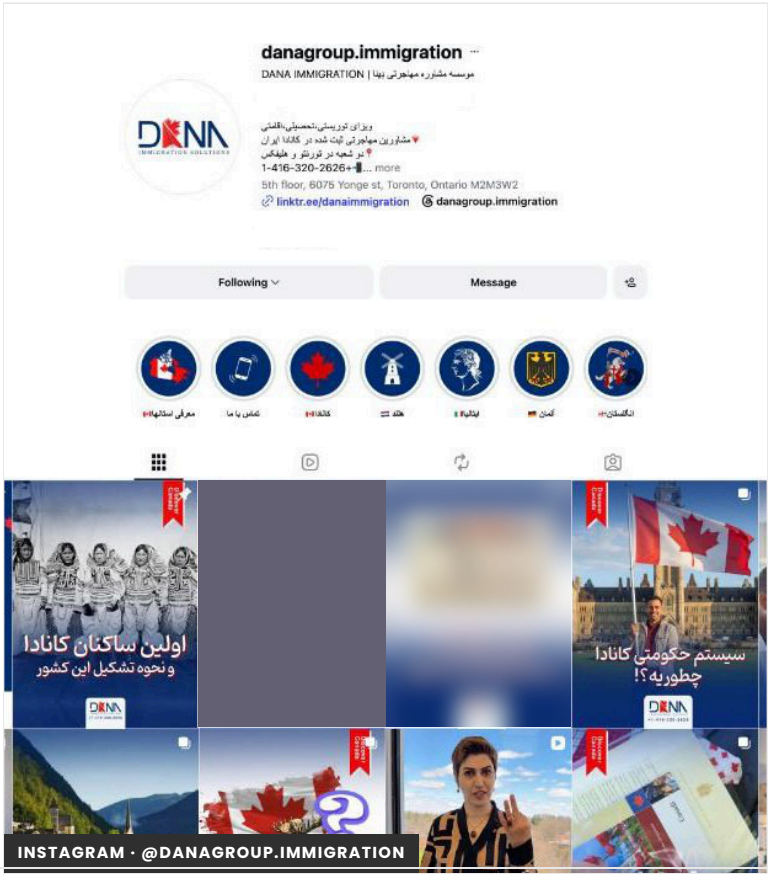
**WHAT WE DID**

- Positioning on registered consultants and step-by-step case updates: "Trust in Dana, move with confidence."
- Content system built on policy news, success stories and country guides (Canada, Netherlands, Italy, Germany, UK, US).
- Website and lead flow: case-evaluation form, WhatsApp booking, consistent service grid.

**11K**
INSTAGRAM FOLLOWERS*

**2**
BRANCHES

**6**
DESTINATION MARKETS COVERED



INSTAGRAM · @DANAGROUP.IMMIGRATION



* Public Instagram profile count as of Nov 10, 2026

CASE STUDY · GROUP MARKETING

# Royal Crown Holding

**Location** Toronto, ON **Role** Marketing plan · Executive advisor

**CONTEXT**

A diversified holding with companies in fintech (Canam), e-commerce (Sanixway), education (Dana Learning Center) and construction (RCH Build), sharing one Yonge Street address and no shared marketing logic.

**WHAT WE DID**

- Group-level marketing architecture: a parent brand for investors, distinct go-to-market plans per subsidiary.
- Shared content and lead infrastructure across the Dana brands and the holding.

CASE STUDY · EDUCATION

# Dana Education Group

**Location** Toronto, ON **Role** Marketing plan · Executive advisor

**CONTEXT**

A one-stop education provider (language exam preparation, academic advising, online courses) that sells best when paired with the immigration journey.

**WHAT WE DID**

- Positioned education as the first step of the Dana immigration funnel rather than a standalone service.
- Unified voice and visuals across Facebook, Instagram and the group site.

AFFILIATE CASE · EXPERIENCE STUDIO LAUNCH

# Luminic Studio

**Disclosure:** Luminic Studio is MMM's affiliated production house. MMM developed its brand strategy, visual identity and branding.

**Location** North York, ON **Period** 2026 launch, ongoing

**Role** Marketing plan · Launch advisor

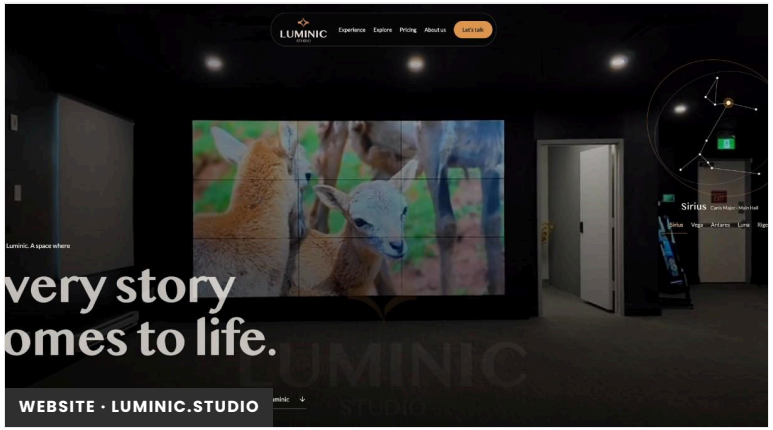
**CHALLENGE**

A brand-new venue for content, podcasts, workshops and events, opening with five rentable spaces to fill.

**WHAT WE DID**

- Launch plan built around "Every story comes to life": space tour reels, behind-the-scene series and an opening offer.
- Immersive website with named halls (Sirius, Vega, Antares, Luna, Rigel) and a pricing path.
- Digital product catalogue (English and Persian), brand book, trackable QR system and launch stickers for the JÜNE sub-brand: "Joy begins here."

**5** SPACES MARKETED



WEBSITE · LUMINIC.STUDIO



INSTAGRAM · @LUMINICSTUDIO

CASE STUDY · FITNESS

# Trusted Sport Club

**Location** Richmond Hill, ON **Period** 2025 – present

**Role** Marketing plan · Executive advisor

**CHALLENGE**

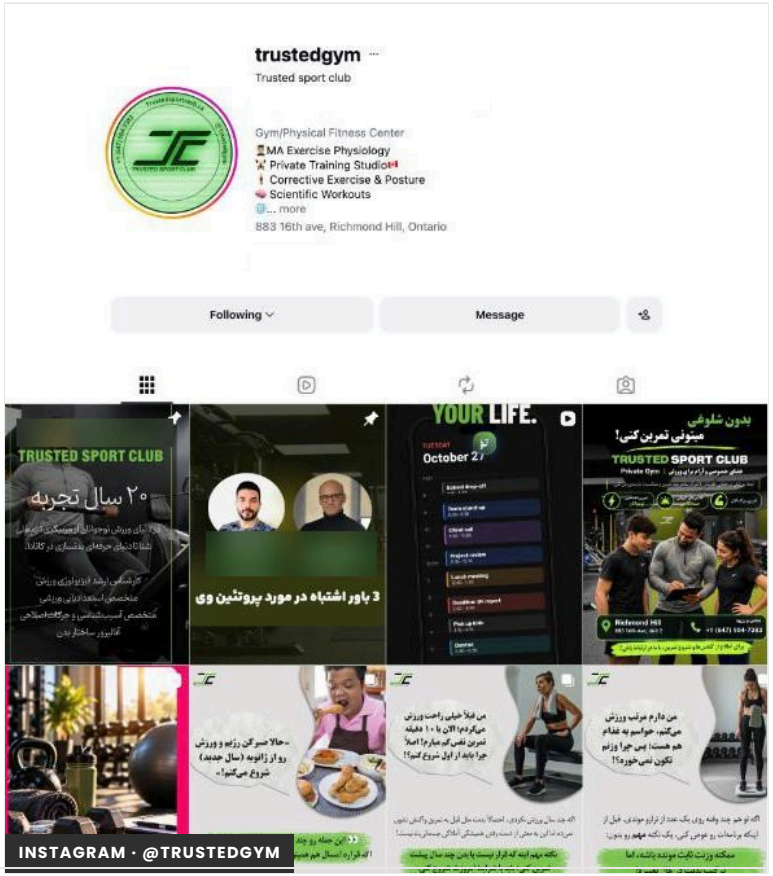
A private training studio led by an exercise physiologist, selling expertise in a market that sells abs. The science had to become the brand.

**WHAT WE DID**

- Positioning on corrective exercise, posture and scientific programming, with the club's own "20 years of experience" as the proof line.
- Bilingual content: myth-busting posts, teen and adult programs, monthly reminders and a daily schedule format.
- Local lead flow for a single-location business.

**10K**
INSTAGRAM FOLLOWERS*

**214**
INSTAGRAM POSTS*




INSTAGRAM · @TRUSTEDGYM



* Public Instagram profile count as of Nov 10, 2026

CASE STUDY · DENTAL

# Viva Dental Group

**Location** Orangeville, ON **Period** 2025 – present

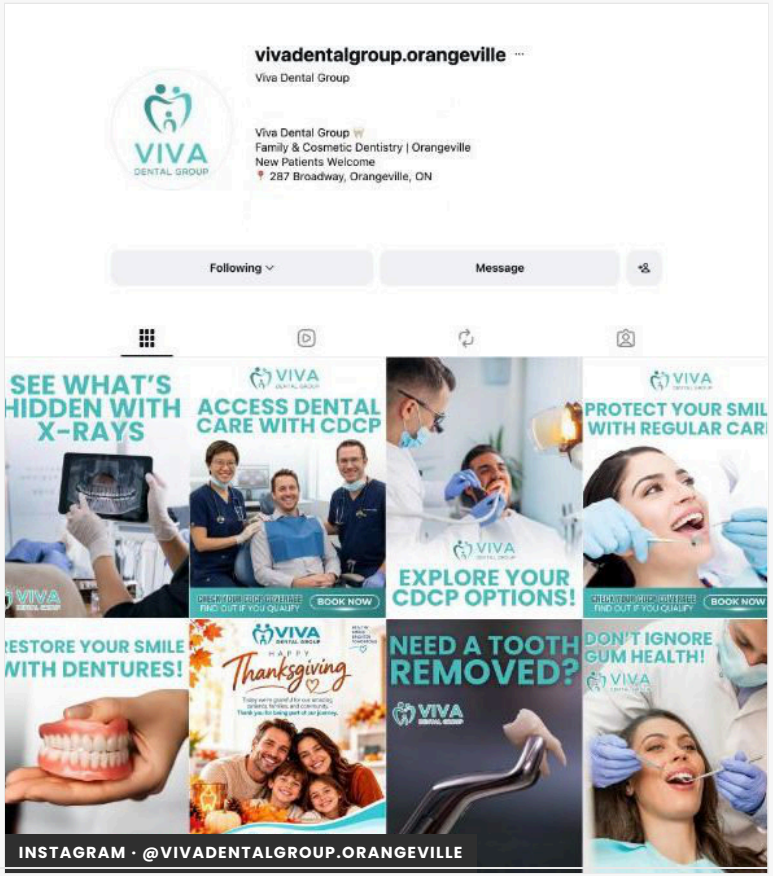
**Role** Brand strategy · Content system

**CHALLENGE**

A family and cosmetic practice in a small Ontario town needed to look like a brand, not a listing, and to run content without an agency on call.

**WHAT WE DID**

- Brand strategy: Caregiver/Lover archetype mix, tagline "Where Care Meets Your Smile," plum-rose-teal palette.
- Content system: single-frame posts, a content calendar, a Canva Bulk Create package and a setup manual, all built for team handoff.
- CDCP (Canadian Dental Care Plan) education series to convert newly covered patients.




INSTAGRAM · @VIVADENTALGROUP.ORANGEVILLE

**98**

INSTAGRAM POSTS*



* Public Instagram profile count as of Nov 10, 2026

CASE STUDIES · HOSPITALITY, LUXURY AND AESTHETICS

# JÜNE Café · Luxperience · Clara Med Spa

## JÜNE Café (Luminic sub-brand; affiliated with MMM)

Launch identity for a new café: sticker system and window copy ("Joy begins here", "Made to be shared", "Join us, stay a while"), trackable QR codes for Instagram and web, teasing phase before opening.

**LAUNCH BRANDING · PRINT · QR**

## Luxperience

Logo and visual identity for a luxury experience brand: olive-and-umber palette, approved colour system and logo guideline; brand book in progress.

**LOGO · IDENTITY · BRAND BOOK**

## Clara Med Spa

Content system for a medical-aesthetics clinic and its training arm, Clara Academy: service posters and recruitment creative.

**SERVICE CREATIVE · RECRUITMENT CREATIVE**




CLARA MED SPA · SERVICE CREATIVE




CLARA ACADEMY · RECRUITMENT CREATIVE

PLATFORM · CREATED AND RUN BY MMM'S FOUNDER

# Marketising.ai

**Type** B2B SaaS · Cognitive AI Marketing OS **Markets** Canada

**Languages** English · Persian

**THESIS**

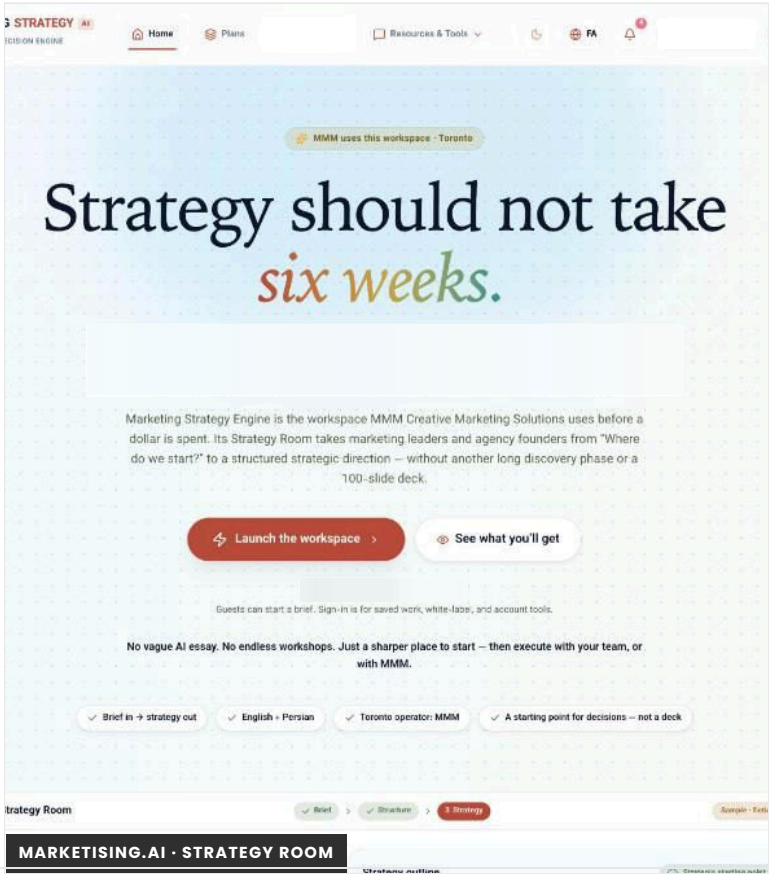
"Strategy should not take six weeks." A messy business challenge goes in; a structured, actionable marketing strategy comes out in one session, ready for a team or for MMM to execute.

**INSIDE**

- Strategy Room: brief → structure → strategy.
- Launch Engine: 360° campaign briefs, content calendars, reel scripts, competitive intelligence and agency proposals.

**3**
STEP STRATEGY ROOM (BRIEF · STRUCTURE · STRATEGY)

**2**
LANGUAGES, ONE ENGINE



MARKETISING.AI · STRATEGY ROOM

SERVICES

# Strategy, design and campaigns.

### Marketing strategy

Written marketing plans, positioning, channel mix, budgets and KPIs. Fractional CMO and executive advisory for owner-led businesses.

### Brand identity

Naming, visual identity, brand archetype and voice, bilingual brand guidelines, Canva brand kits for in-house teams.

### Content systems

Personas, calendars, master prompts and design systems that let a small team publish daily across Instagram, TikTok and Facebook.

### Web & product

Websites, booking and lead flows, and full product builds, from loyalty platforms to AI marketing software.

### Paid media

Google, Meta and TikTok campaigns managed through a unified ad stack with cross-platform reporting.

### Film & production

Commercials, reels and AI-assisted video; concept, storyboard, voice and edit.

### Diaspora marketing

English and Persian, one strategy. Culturally fluent messaging for the GTA's Iranian community and beyond.

### Marketising.ai

Software access for teams who want the method without the retainer: brief to structured strategy in one session.