



bellsempire.com/me

MOBILAINER

Mobilainer Properties Kft & Ponos Kft

For you cause we care for
people and the planet

Presented By: **Abdullahi Olarewaju Bello**

Mobilainer kft

Portfolio & Products



- Office containers
- Storage containers
- Guard cabins
- Sanitary units
- Mobile homes
- Modular houses



These are

- Portable buildings
- Prefabricated structures
- Construction-site units
- Temporary housing solutions
- For Events





Market Positioning & Industry Role



- Construction infrastructure support
- Modular housing market
- Temporary worksite solutions
- Affordable housing solutions

Solving:



- Housing costs rising
- Modular homes = cheaper
- Fast installation
- High demand for temporary offices & construction containers



Mobilainer

Market Focus

-  **Core segment: Young professionals and first-time buyers**
-  **Secondary segment: Investors seeking sustainable housing assets**
-  **Urban and suburban communities facing high demand for affordable homes or offices**

Mobilainer

Current researched Strategies



Online classified
listings (product
ads)



Website product
catalog



Direct
phone/email
sales



B2B demand
(construction
companies)

Mobilainer

Researched Addition



- SEO blog strategy
- Full Media Usage



- Lead capture funnels
- Conversion landing pages



- International marketing targeting
- AutoChatbot



- Lifestyle visuals
- Video marketing
- Property tours



Fast delivery + flexible logistics



Modular scalable housing solutions



Profitable SME with good credit reliability

Mobilainer

Strengths





Ponos Business

Ponos Kft

A B2B service company that helps other businesses operate, grow, and scale



- HR outsourcing
- Marketing strategy
- Property & real estate management
- Web & design services
- Sales support
- Startup investment connection (Business Angel)
- Operational services (cleaning, facilities)





Ponos Business

Strategic Position



- Strategic consultants
- Operational service providers
- Growth & scaling advisors

Current Strategy



- Corporate language
- Strategy-focused messaging
- Trust & expertise branding





Ponos Business

Researched Addition



Funnel based
marketing
system



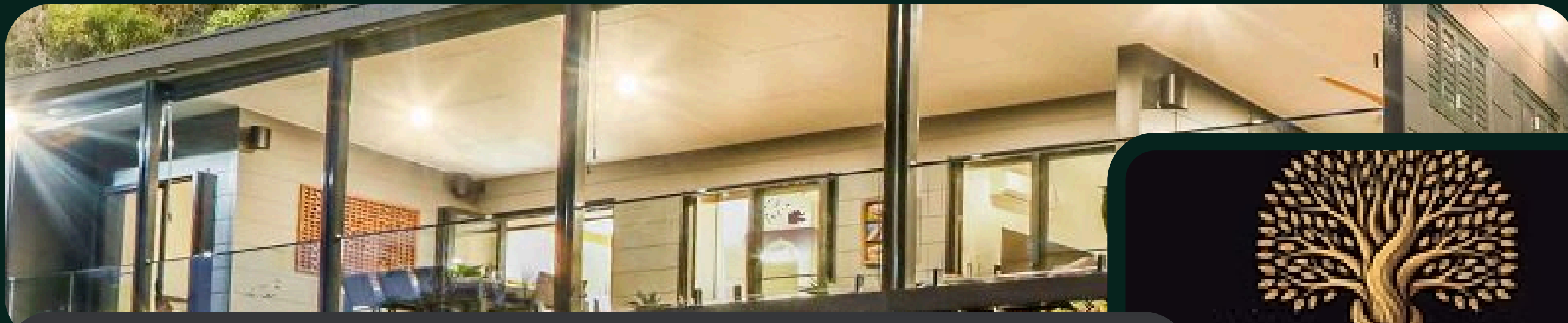
- SEO lead generation
- B2B LinkedIn strategy



- Conversion focused websites
- AutoChatbot



- Branding differentiation
- Growth Automation



MOBILAINER



PONOS BUSINESS

Observed Business Ecosystem

Ponos Work → Business services & operational support



Mobilainer → Core modular housing & infrastructure business



My role bridges digital growth, web operations, and marketing across both interconnected business units.



Rólám

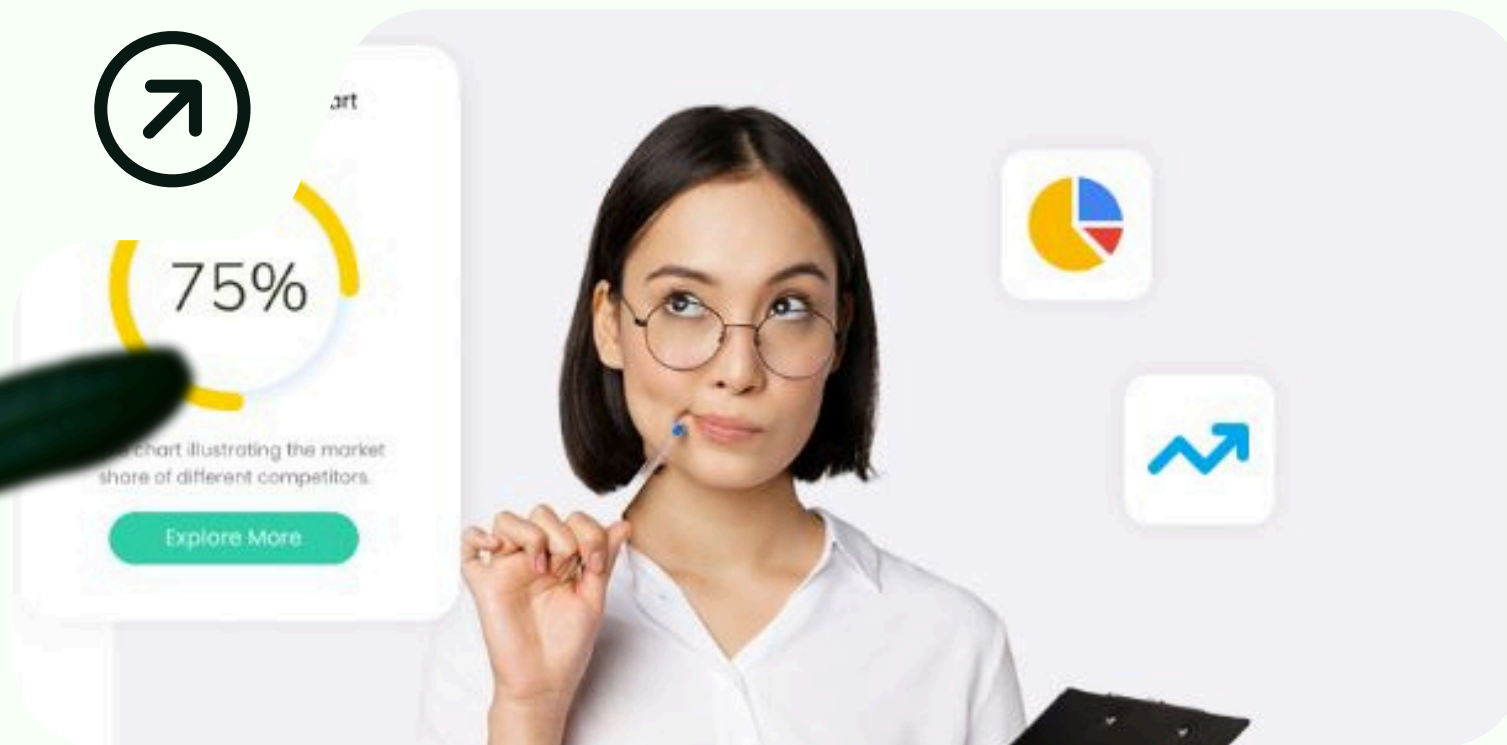
◀ Abdullahi
Olarewaju Bello ▶

bellsempire.com/me

Hello...

I am Bello Abdullahi .0.

bellsempire.com/me



Introduction

Digital Growth & Web Operations Specialist
10+ Years Experience | Master's in Marketing

Key strengths:

- Full-stack web development (code + CMS platforms)
- Marketing strategy & sales funnel optimization
- SEO & digital visibility scaling
- Visual Design (Graphics & UI/UX)

Web Development

HTML, CSS, JS, WordPress, Webflow, Wix

Marketing

Strategy, SEO, funnels, growth

Design

Branding, UI/UX & Product design

Technical

Systems, troubleshooting, integrations

Business

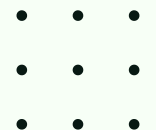
Sales strategy & operational thinking



Core skill Outline



Tools



Web Development

- Webflow
- WordPress
- Wix
- Html, CSS, JS
- Visual Studio Code (VS Code)
- Sass
- Tailwind CSS
- Bootstrap
- Bluefish
- Elementor
- Git

Technical

- Zendesk
- SolarWinds RMM
- Zapier
- Prometheus
- PRTG
- Astera Centerprise
- Wireshark
- Nagios
- ServiceNow
- Grafana

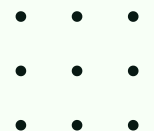
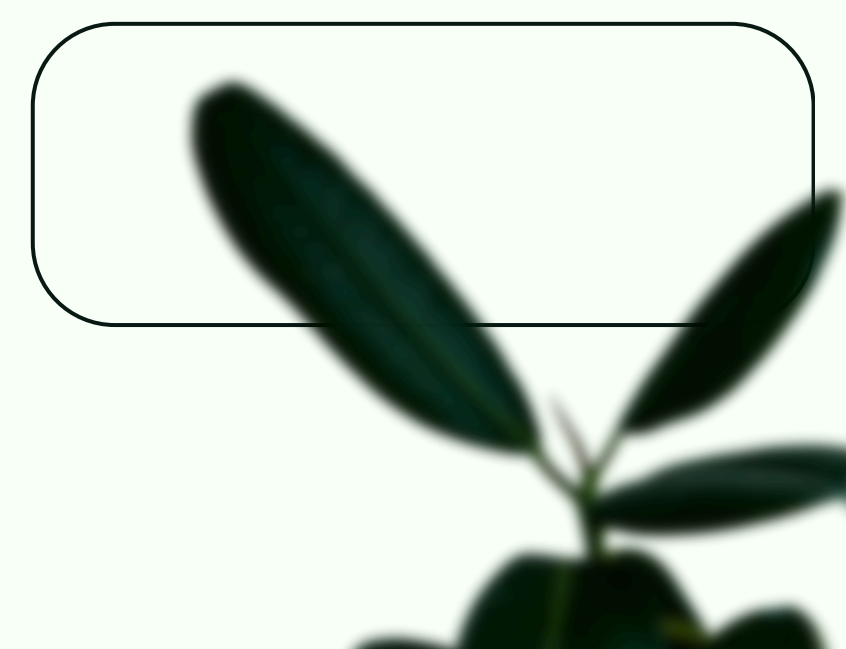
Marketing

- Semrush
- Google (Ads,Console,Analytics & more)
- HubSpot
- Ahrefs
- Hotjar
- Mailchimp
- ActiveCampaign
- Zapier
- Amplitude
- Hunter.io

Business

- Salesforce
- HubSpot
- Gong
- monday.com
- Clari
- Pipedrive
- Quantive StrategyAI
- Tableau
- Zoho One
- Asana

Design

- Figma
 - Corel Draw
 - Adobe tools
 - InVision
 - Axure
 - Proto.io
 - UserBit
 - Maze/ Canva
 - Material Design
 - Affinity Designer
- 
- 



First simple case study vision for Mobilainer

"My vision is to transform Mobilainer.hu from a product catalog into a 24/7 lead generation engine." : : :

- Proposed Solution: The Offer & Limited Launch Funnel
- Concept: A complete campaign ecosystem where a FOMO driven video drives traffic to a strategic landing page. The page guides visitors through a narrative flow introduction, product showcases (each with features and launch specials), and a low friction sign-up block offering benefits all while analytics track scroll depth, clicks, and conversions. A final block bridges visitors to the main Mobilainer site.
- My Skills: I can build this with WordPress, create the FOMO video with editing tools, implement countdown timers with JavaScript, and install tracking (Microsoft Clarity, Google Analytics) to capture user behavior. My marketing background ensures the psychology and copy convert.
- Why It's Magic: It creates urgency (FOMO) that drives action, showcases multiple products with individual narratives, captures qualified leads through strategic offers, and provides real data on exactly how users engage which blocks they scroll, what they click, where they hesitate. This isn't just a website it's a measurable, optimizable lead generation system disguised as a product launch.



First simple case study vision for Ponos Business

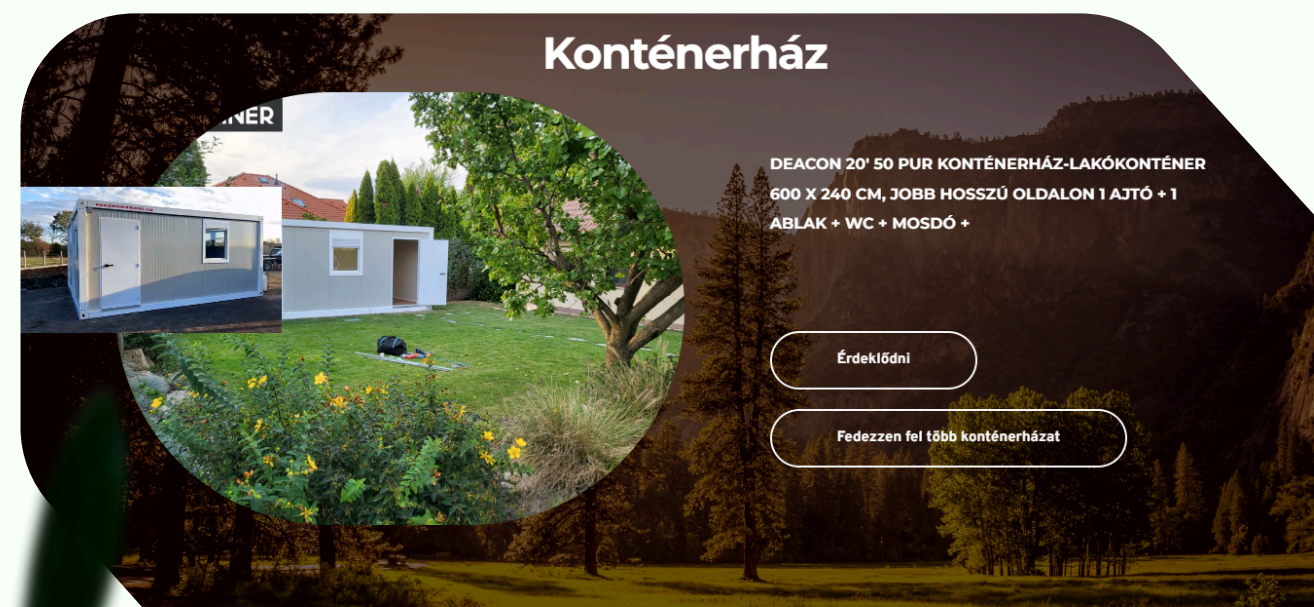
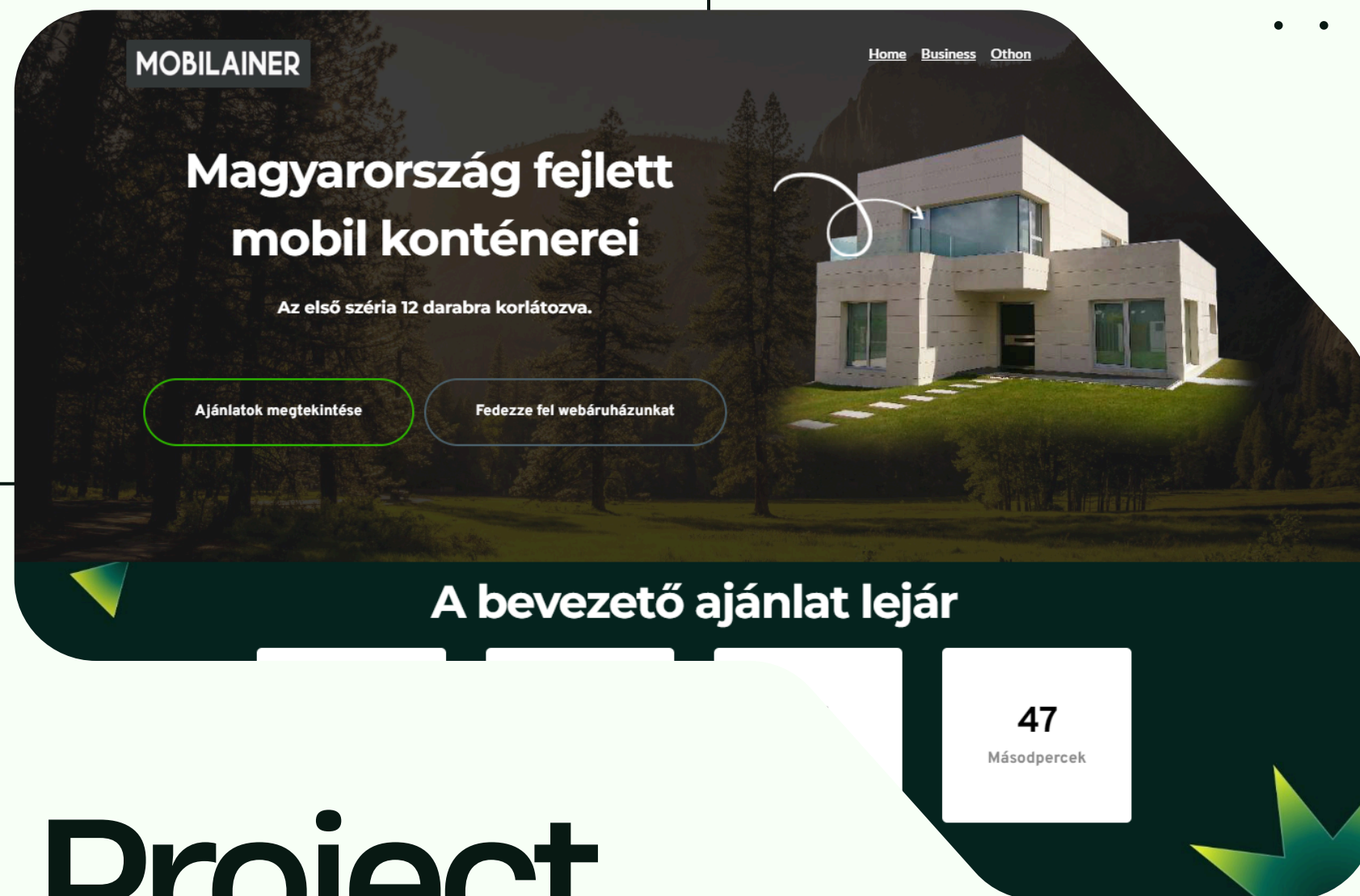
Proposed Solution: The "Cross-Team Success Story" Authority Platform

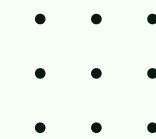
Concept: A professional case study hub that showcases how Ponos teams collaborate to deliver results. The flagship feature is a detailed case study on the Mobilainer Premium X Series launch highlighting how the development team built the landing page, the marketing team created the FOMO strategy, the business team handled analysis and pricing logic, the design team crafted the visual content, and the sales support team managed the lead flow from launch to conversion. This is supported by service pages, team expertise highlights, and clear calls-to-action for free consultations.

My Skills: Full WordPress development combined with marketing strategy and copywriting to build a site that positions Ponos as the hidden engine behind Mobilainer's success attracting new clients while strengthening the group's brand.

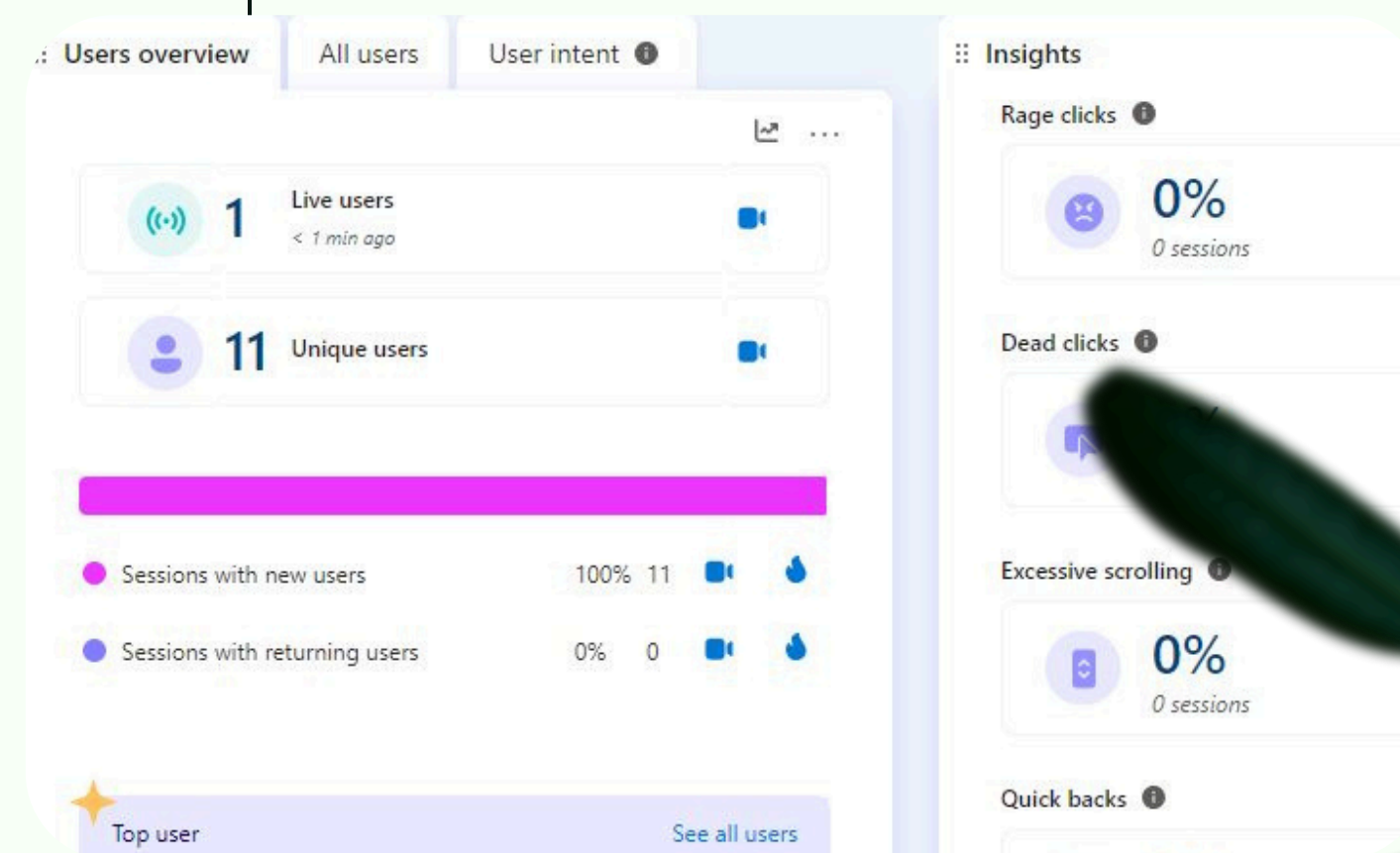
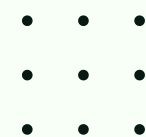
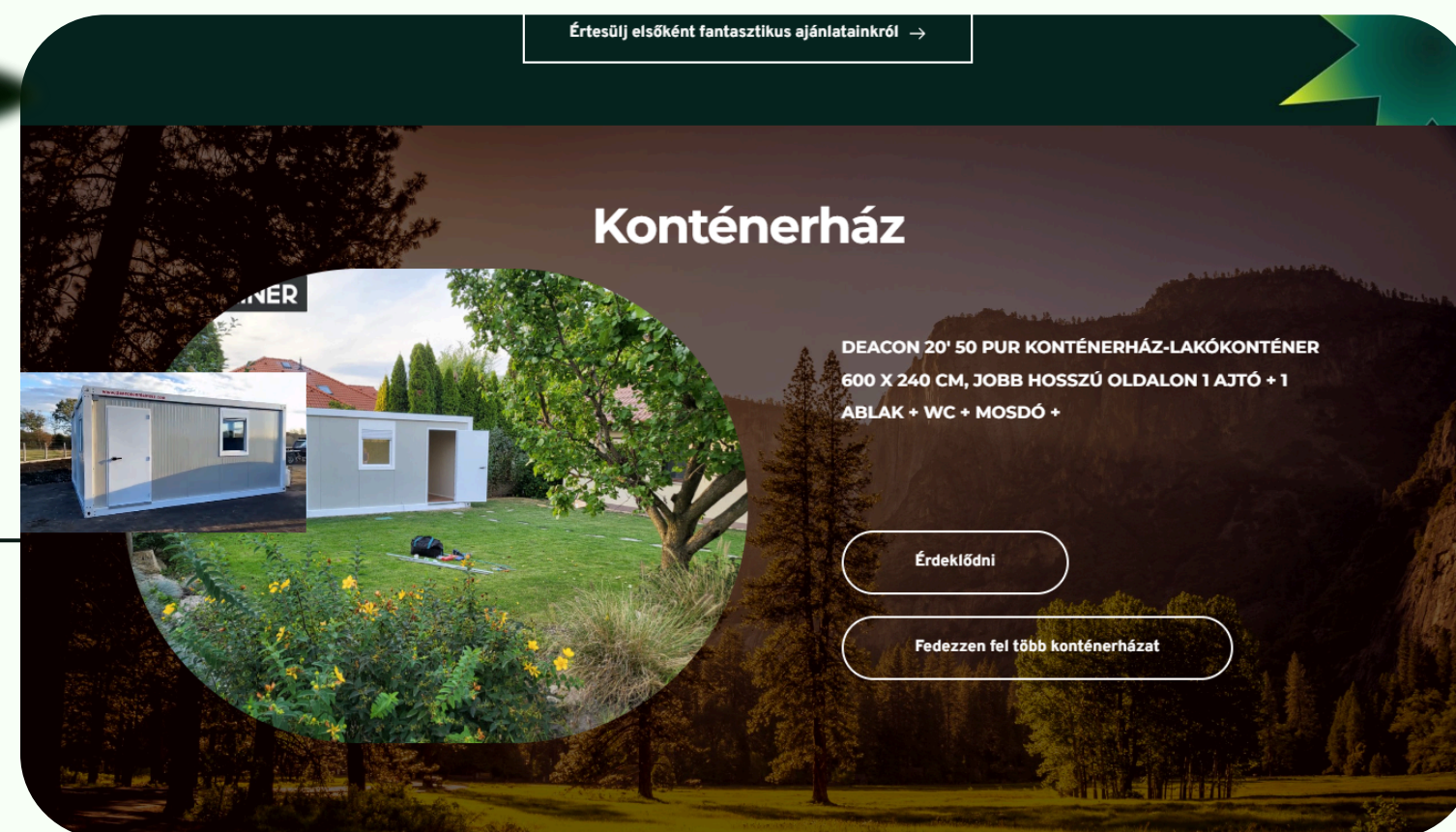
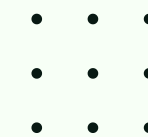
Why It's Magic: It doesn't just claim expertise it shows it through a real, successful launch. Every visitor sees exactly how Ponos works across teams, proving the value before the first conversation. Mobilainer is celebrated, not critiqued. And the site becomes a lead generation tool for new consulting clients who want the same results.

Project execution





Results





+35699213434

bellsempire.com/me



Hungary

Thank You!