

JACOBUS FOURIE

Strategy that becomes delivery.
AI that supports real work.

Selected work through Blink Digital Consulting
Canada & South Africa | October 2026

7+ years

Hands-on digital marketing

AI + growth

Apps, workflows & acquisition

2 markets

Canada & South Africa

MY ROLE

Director of Marketing and founder of Blink Digital Consulting. I connect strategy with hands-on delivery across paid acquisition, SEO, AI visibility, websites, apps, CRM and conversion optimization.

INSIDE THIS PORTFOLIO

A real assistant workflow in Zenchi AI; a developing growth-audit tool; interactive SEO reporting and proposals; and the original client case studies and reporting extracts. Each example states what was built, what it demonstrates and how its results should be read.

[Explore the public showcase](#) / [Open the featured AI workflow](#)

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HOW I CONNECT THE WORK

From a business problem to a usable system.

ACQUISITION & DISCOVERY

Google Ads, LinkedIn, Meta and Reddit advertising; technical, on-page and off-page SEO; content, local discovery and GEO/AEO. Campaigns and search work connect to relevant landing pages and enquiries.

AI-ASSISTED IMPLEMENTATION

Use Codex, AI Studio and other AI tools to research, scope, build, troubleshoot and review websites, applications and business workflows. Define the task and acceptance checks; inspect the output before delivery.

CONVERSION & FOLLOW-UP

Forms, quizzes, booking, CRM fields, tags, pipelines, webhook mapping and email sequences. Make the next step clear and preserve the handoff from lead capture into follow-up.

REPORTING & COMMERCIAL COMMUNICATION

Turn source evidence into readable reporting, prioritized actions and interactive proposals. Keep historical results, illustrative planning and production capabilities clearly distinguishable.

PUBLIC SPEAKING

[CanadianSME Small Business Podcast](#)

Adapting to Digital Trends: A Conversation with Jacob Fourie

2 August 2024 | 16 minutes 35 seconds

A discussion of digital marketing, SEO, AI chatbots and adapting to emerging technology.

[LinkedIn profile](#) / [All showcase links](#)

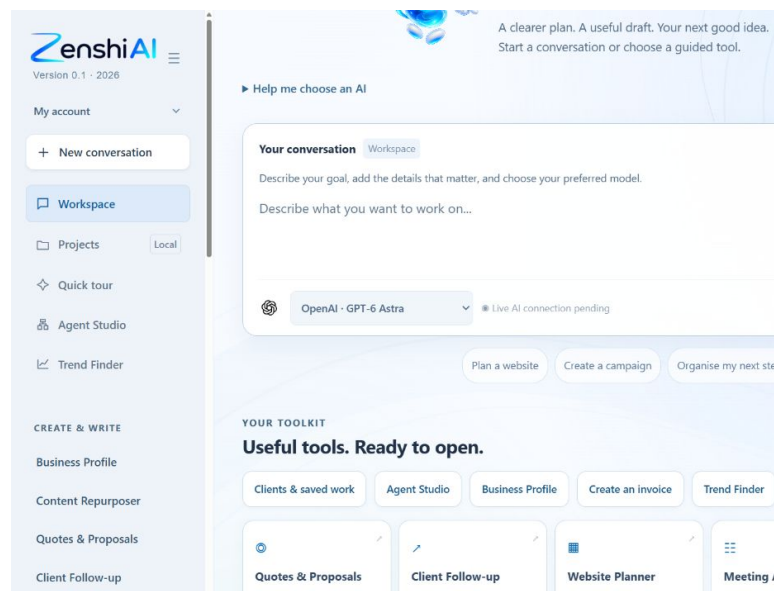
ZENCHI AI / AGENT STUDIO

Turn a recurring brief into a reusable assistant.

I helped shape and build an AI workspace around practical business tasks. Agent Studio brings model choice, saved instructions, approved reference context and recoverable conversations into one repeatable workflow.

THE WORKFLOW

- 01 Define** Set the assistant purpose, audience, model and instructions.
- 02 Save** Store the assistant revision and relevant reference context.
- 03 Run** Ask a real business question; receive a model-generated response.
- 04 Recover** Return to saved work without rebuilding the brief from scratch.



Development workspace capture. The public workflow page includes the actual assistant configuration and generated response.

Open the featured AI workflow

Status: working development app; selected real AI and persistence tests are documented. This showcase is a no-login walkthrough. The connected app requires its own account.

ACTUAL INSTRUCTIONS. ACTUAL OUTPUT.

Small Business Marketing Planner | Captured 12 October 2026

The screenshot displays the 'Small Business Marketing Planner' interface. On the left, a sidebar shows 'Saved conversations' with a list item: 'Agent: Small Business Marketing Planner - I run a local wellness business. Ask me the three essential questions before drafting a plan... v1'. The main panel is titled 'AI model' and shows 'Gemini - 3.1 Pro Preview' selected. Below this, it states 'Availability is checked by the provider when you run. Each response has a 2,000-token output limit. Credits include instructions, notes and conversation history.' The 'Instructions' section defines the role as a 'practical and strategic marketing planning assistant' and the target user as 'Small business owners'. It lists 'Intake Questions' to be asked before creating a plan. Under 'Conversation starters', three sample prompts are provided. The 'Approved reference notes' section includes buttons to 'Save to my account', 'Save as a separate copy', and 'Archive assistant'. Below this, a 'Talk to this assistant' section shows a chat history with three messages: 'I need help creating a weekly marketing plan.', 'I have a new product and a tiny budget, how do I market it?', and 'Can you help me organize my social media marketing for the week?'. The 'You' section shows the user's input: 'I run a local wellness business. Ask me the three essential questions before drafting a plan.' The 'Small Business Marketing Planner' section shows the AI's response, which includes a greeting and three numbered questions to gather more information. At the bottom, there is a 'Your message' input field and a 'Send to assistant - uses credits' button.

THE INPUT

A local wellness business asks for the three essential questions before drafting a marketing plan.

THE RESPONSE

The assistant asks about the offer, target audience and available marketing budget.

WHY IT MATTERS

The workflow collects missing context before producing a plan. Instructions are saved and reusable.

VERIFICATION

A separate isolated test recorded a real model response, credit settlement, replay without an extra charge and conversation recovery after another login.

Captured development evidence, not a claim of customer adoption or revenue. External actions, accounting integrations and live customer billing are not demonstrated here.

[Inspect the full-size screenshots and workflow](#)

BLINK GROWTH AUDIT

From a website address to a clearer growth conversation.

A developing audit experience that combines business intake, website evidence and prioritized recommendations. The intended journey helps a prospect understand visibility, trust, conversion and follow-up opportunities before a consultation.

Blink Growth Audit Free Public Audit
by Blink Digital Consulting

Turn more visits into enquiries.

See what helps customers find you, trust you and get in touch — and where to improve next.

Public information only. No passwords needed.

See an example audit ->

Start with your business

A few details to point us in the right direction.

WEBSITE * **BUSINESS NAME ***

yourcompany.co.za Your Business

WHAT DO YOU DO? * **CITY OR AREA ***

Solar installations Johannesburg

EMAIL *

you@yourcompany.co.za

> Add a Google listing or address (optional)

☐ Send me occasional growth tips from Blink. Optional.

Request free audit ->

Your details are used for this audit. Marketing updates are optional.

Blink Digital Consulting — Growth Architecture & Digital Reviews

Free public-information audit • Confidential & non-invasive • South Africa

WHAT I AM BUILDING

A branded, responsive intake and report interface; evidence collection and provider handling; and a practical path from findings to priorities. The work combines product design, AI-assisted implementation, measurement and conversion planning.

CURRENT STAGE

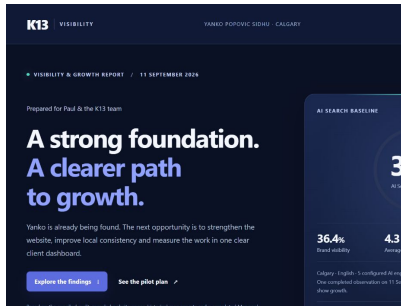
Development showcase. A protected AI-search provider test produced a real response and citations on 14 October. The complete public audit, CRM handoff and report delivery are not signed off for launch.

[View selected work](#)

REPORTING THAT GUIDES THE NEXT STEP

Evidence, client experience and commercial clarity.

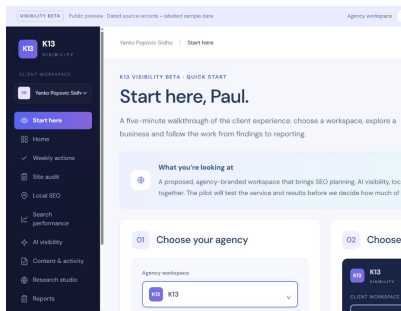
Yanko visibility & growth report



An interactive report connecting website findings, local search and an AI visibility baseline to an implementation plan. Shows the source, interpretation and next action.

[Explore this example](#)

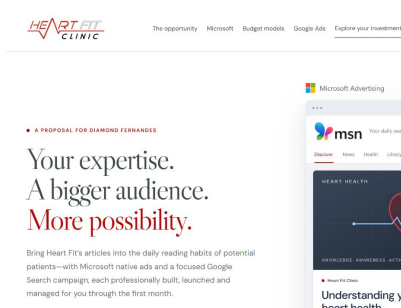
White-label visibility dashboard



The K13 beta demonstrates agency and client views, source-aware reporting, AI engine comparisons and a guided tour. It explores a custom alternative to third-party reporting tools; live sync and secure roles are unfinished.

[Explore this example](#)

Heart Fit interactive proposal



A client-facing proposal with channel rationale, scope and investment models. Makes the buying decision understandable and distinguishes planning assumptions from campaign results.

[Explore this example](#)

The following six pages preserve the supplied client case studies and dated report samples. Historical snapshots remain separate from the development examples above.

Graduate Institute of South Africa

Connecting course discovery with enquiries, nurturing and sales follow-up.

250+

Cumulative leads generated

R1M+

Potential sales pipeline

4 months

Engagement achievement window

THE BUSINESS NEED

GISA needed a clearer route from discovering a course to making an enquiry and progressing through sales follow-up. Website information, campaigns and nurturing needed to support one connected journey.

MY CONTRIBUTION THROUGH BLINK

Connected website and course-enquiry improvements with paid lead generation, educational content, LinkedIn distribution and email nurturing. Supported lead follow-up and quotation activity so the sales team could progress opportunities.

THE COMMERCIAL RESULT

More than 250 leads and over R1 million in potential sales pipeline within four months. The Facebook campaign screenshot supplied on 14 October 2026 shows 95 form leads at R19.30 per lead, with approximately R1.83K campaign spend.

WHY IT MATTERS FOR AGENCY OPERATIONS

The engagement demonstrates coordination across content, web, advertising and CRM, with attention to what happens after an enquiry arrives. Campaign outputs were connected to a process for progressing opportunities.

Measurement: Cumulative lead and pipeline figures reflect the owner-confirmed September 2026 case study. Pipeline is potential sales, not collected revenue or confirmed enrolments. The October Facebook snapshot is separate; its leads are not added to the cumulative total. The selected reporting date range is not visible.

Heart Fit Clinic

Making a specialist healthcare business more discoverable in AI-assisted search.

#1

Monitored AI brand rank

50.6%

ChatGPT Search visibility

273

Recorded website citations

THE BUSINESS NEED

Heart Fit Clinic needed stronger discovery for questions about heart health assessments, prevention and EECF services, with useful content that helped potential patients understand the clinic and its services.

MY CONTRIBUTION THROUGH BLINK

Combined SEO and content improvements with service and location-page updates, clearer article discovery and consultation prompts. Used search and AI visibility reporting to assess how the brand and its website appeared in relevant answers.

THE VISIBILITY RESULT

At the 8 September 2026 checkpoint, Heart Fit Clinic held first place in the monitored brand comparison on ChatGPT Search, Google AI Overviews and Google AI Mode. Visibility measured 50.6%, 48.3% and 38.3%, respectively, with 273 website citations across these platforms.

WHY IT MATTERS FOR AGENCY OPERATIONS

This work connects content strategy, website implementation and measurement. The commercial objective was stronger discovery around relevant patient questions, with clear consultation routes when prospective patients reached the website.

Measurement: Historical snapshot from the Canada-focused monitor on 8 September 2026. Rankings apply to the monitored brands and answers, not the entire market. Citations are references to the website, not unique visitors, leads or bookings. No revenue attribution is claimed.

Warnock & Associates

Building search discovery through a sustained legal content and distribution program.

~250%

Monthly impression growth

59.2K

July 2026 search impressions

869

July 2026 search clicks

THE BUSINESS NEED

The firm needed a stronger search presence for legal services in Airdrie and a useful library of Alberta legal information that reflected its areas of practice.

MY CONTRIBUTION THROUGH BLINK

Delivered a sustained weekly legal content program over more than a year, supported by LinkedIn distribution and link development. Built content around practice areas and reviewed search and AI visibility to communicate progress.

THE SEARCH RESULT

Reported monthly impressions increased from 16,900 in November 2025 to 59,200 in July 2026, approximately 250% growth. Closing desktop checks recorded #1 for "airdrie law firm" and #3 for "commercial lawyers airdrie". The 18 September AI snapshot recorded 131 Google AI Overview citations.

WHY IT MATTERS FOR AGENCY OPERATIONS

A repeatable production cadence connected subject-matter content, distribution and performance reporting. The engagement shows sustained delivery and clear reporting of search outcomes across a long-running client account.

Measurement: Search-impression comparison: November 2025-July 2026. Clicks: July 2026. Rankings: closing desktop checks. AI citations: 18 September 2026 snapshot. This was a focused content and distribution engagement; results are not presented as paid-media returns or attributable revenue.

SEO reporting & interpretation

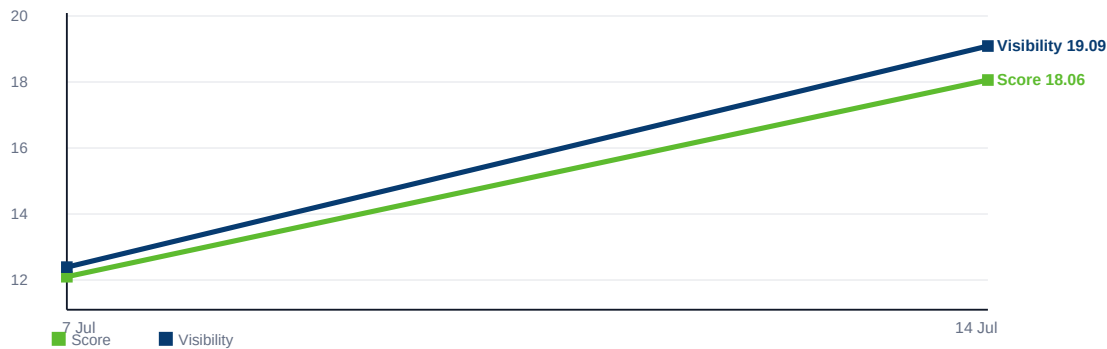
Heart Fit Clinic | Original report extract | July 2026

AI Visibility Is the Standout Win

The AI Search Watcher data shows Heart Fit Clinic holding the #1 brand position in the monitored Canada set for 7-14 July 2026. The significance is the before-and-after: AI visibility was not established when the campaign began, and the current monitored set now places Heart Fit Clinic ahead of large institutional names such as Cleveland Clinic, Mayo Clinic, Ottawa Heart Institute, American Heart Association, Johns Hopkins Medicine, and Stanford Health Care.

AI Search Score 18.06 +6.0 points	AI Visibility 19.09 +6.7 points	Brand Frequency 53 +20 mentions	Best AI Source Google AIO 35.19 visibility
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AI score and visibility movement



So what: AI systems already understand Heart Fit Clinic as a specialized cardiovascular provider. The immediate growth path is to feed these systems more clear, citation-friendly pages around EECP, cardiac rehab, private heart assessment, Calgary cardiology alternatives, and prevention programs.

Brand	AI rank	Score	Visibility	Frequency	Movement
Heart Fit Clinic	1	18.06	19.09	53	+20
Cleveland Clinic	2	8.07	7.6	50	+15
Mayo Clinic	3	8.01	7.6	48	+11
University of Ottawa Heart Institute	4	5.19	5.42	30	+13
American Heart Association	5	4.13	4.17	23	+23

Best-performing AI prompts

Prompt cluster	Score	Visibility	Avg pos.	Citations
Best cardiac rehabilitation program in Calgary	56.72	58.33	4.0	1
Heart clinics in Canada offering EECP therapy	55.56	55.56	1.0	3
Book a free heart health consultation in Canada	55.39	55.56	1.3	2
Private heart health assessment in Calgary	55.06	55.56	1.6	2
EECP therapy in Calgary	55.06	55.56	1.6	1
Heart clinic offering EECP in Calgary	54.89	55.56	1.9	4

Original client-report page 3. Demonstrates AI visibility reporting, comparison tables and prioritized opportunities. This July snapshot is separate from the September results on page 8 of this portfolio.

Paid campaign reporting

GISA | Original LinkedIn lead-generation report extract | July 2026

LinkedIn Paid Lead Generation

The current supplied LinkedIn dashboard reports 83 leads for Accredited IT Courses With GISA, ad Ad_1_27May2026. These figures replace the earlier campaign snapshot in this report.

83

Current ad leads

Ad_1_27May2026.

ZAR 2,351.10

Current ad spend

Reported dashboard total.

ZAR 28.33

Cost per lead

Reported LinkedIn CPL.

1.42%

Click-through rate

576 clicks.

Reporting level	Leads	Spend	CPL	Impressions	Clicks	CTR
Accredited IT Courses With GISA - Ad_1_27May2026	83	ZAR 2,351.10	ZAR 28.33	40,691	576	1.42%

Paid media readout

- The selected active ad generated 83 leads from ZAR 2,351.10 spend at ZAR 28.33 per lead.
- The ad recorded 40,691 impressions and 576 clicks, producing a 1.42% click-through rate.
- Lead acquisition is measurable, but commercial return cannot be confirmed without qualified lead, proposal, enrolment and payment outcomes.
- The campaign dashboard and CRM export use different reporting cut-offs and should not be compared as if they cover the same period.

WHAT THIS SAMPLE DEMONSTRATES

Clear campaign economics: leads, spend, cost per lead and click-through rate.

The readout distinguishes measurable acquisition from unverified downstream revenue, and flags different reporting cut-offs between advertising and CRM records.

Original report page 7. This ad-level snapshot shows 83 leads at ZAR 28.33 per lead. It is separate from the four-month cumulative case study; these figures must not be added to that total.

Facebook campaign results

GISA | Meta Ads figures supplied on 14 October 2026

Course enquiries at R19.30 per lead

Campaign: GISA | Course Enquiries | Sep-Oct 2026

95	R19.30	~R1.83K
Form leads	Cost per lead	Campaign spend

Reporting level	Leads	CPL	Spend
GISA course-enquiry campaign Sep-Oct 2026	95	R19.30	~R1.83K

PAID MEDIA READOUT

The campaign recorded **95 form leads** at a reported **R19.30 per lead**. It remained active with two days left at the time of capture, so these are interim results.

FACEBOOK & LINKEDIN

Facebook's reported R19.30 cost per lead is approximately **32% lower** than the R28.33 LinkedIn cost per lead shown in the July report. The snapshots cover different periods; this is a comparison of reported acquisition costs, not lead quality or sales return.

Source and scope: Transcribed from the supplied Meta Ads image. The selected date range is not visible. Campaign spend is displayed as R1.83K; R1,833.62 is the separate account-level total. The seven-day R23.30 alert is not the campaign-wide cost per lead. Figures are not added to the cumulative GISA case-study totals.