



# MARKETING PORTFOLIO

“

“Creativity without Strategy is called Art.”

Creativity with Strategy is called Advertising


**Jef.I.Richards**

”



# SOCIAL MEDIA

Social Media Account is like an image of the brand.  
Creativity and Content are like communication between  
a brand and its seekers and customers.



# UNIVISE SOCIAL MEDIA CREATIVES



Stuck in assignments or some subject?

**HIRE A STUDENT FOR HELP**



CONNECTING



**HELP CO STUDENTS  
AND EARN**



STUDENTS

# LAIQA SOCIAL MEDIA CREATIVES

premium sanitary pads

LAIQA  
premium sanitary pads

**SUPER ABSORBENT PADS**

₹ 219 ~~₹ 198~~

Softest Pad in India!  
NO Leaks, NO Stains, NO STRESS!



**LAIQA SANITARY PADS & LINERS**  
Good for HER & Good for EARTH



LAIQA

OR YOU'LL END UP DAYS LIKE THIS



# SOCIAL MEDIA CREATIVES



**IS YOUR CHILD'S WEIGHT PREVENTING THEM FROM RISING HIGH?**

Help Your Child Loose Weight In A Safe And Healthy Way With Our Doctor Approved Program Made For Children



Visit [Skoooc.com](http://Skoooc.com) Call +91 93809 29081



**IS YOUR CHILD'S WEIGHT A CONCERN FOR YOU**

Help Your Child Lose Weight In A Safe And Healthy Way With Our Doctor Approved Program Made For Children



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# DIGITAL MARKETING SERVICES

“ACTIONS ARE LOUDER THAN WORDS THAT WE BELIEVE.”

# CASE STUDIES

## LEAD GENERATION CAMPAIGN:

Hair transplant service: one of our client do provide the hair transplant service. Our Company came up with extra ordinary strategy to generate the quality leads Their company has no ideas the social media marketing can do wonder's to their business In short spam of time We generated Hundreds of leads per month with Low CPL for their different Branches all across the india.

		Campaign Name		Bid Str	Budget	At Ser	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-Chd	+	Accr Disa	₹500.00 Daily	2..	11 On-Facebook Leads	4,570	5,781	₹42.25 Per On-Facebook L...	₹464.77
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-GOs	+	Accr Disa	₹500.00 Daily	2..	16 On-Facebook Leads	16,384	25,296	₹112.02 Per On-Facebook L...	₹1,792.38
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-gujarat		Accr Disa	₹500.00 Daily	2..	8 On-Facebook Leads	4,288	5,224	₹40.90 Per On-Facebook L...	₹327.21
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation for Dewas and Ind...		Accr Disa	₹300.00 Daily	2..	31 On-Facebook Leads	3,762	4,558	₹13.45 Per On-Facebook L...	₹416.93
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation chandigarh		Accr Disa	₹3,000.00 Daily	2..	72 On-Facebook Leads	32,368	41,572	₹55.50 Per On-Facebook L...	₹3,996.02
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-goa new		Accr Disa	₹1,500.00 Daily	2..	12 On-Facebook Leads	23,568	35,973	₹270.87 Per On-Facebook L...	₹3,250.49
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-Gujarat		Accr Disa	₹1,000.00 Daily	2..	45 On-Facebook Leads	49,984	110,566	₹157.46 Per On-Facebook L...	₹7,085.51
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-goa		Accr Disa	₹1,500.00 Daily	2..	13 On-Facebook Leads	24,064	37,911	₹251.86 Per On-Facebook L...	₹3,274.20
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-jaipur		Accr Disa	₹200.00 Daily	2..	127 On-Facebook Leads	43,304	61,429	₹56.18 Per On-f acebook L...	₹4,505.06
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation- Jaipur		Accr Disa	Using ad set bu...	2..	9 On-Facebook Leads	8,528	10,544	₹108.64 Per On-Facebook L...	₹977.79
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation-Goa Campaign		Accr Disa	Using ad set bu...	2..	3 On-Facebook Leads	4,468	5,234	₹170.91 Per On-Facebook L...	₹512.74
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation		Accr Disa	Using ad set bu...	2..	— On-Facebook Lead	4,722	5,784	— Per On-Facebook L...	₹471.77 of ₹28,000.00
<a href="#">&gt; Results from 12 campaigns @</a>						2..	347 On-Facebook Leads	182,976 People	349,872 Total	₹78.28 Per On-Facebook Le...	₹27,164.87 Total Spent



# CASE STUDIES

## LEAD GENERATION CAMPAIGN FOR STOCK MARKET LEARNING INSTITUTE :


Lead generation for the stock Market Institute through Facebook and Instagram Campaigns: Our Team did various split test and learned the behavior of people what type of people are most active for the conversion as client goal was clear was to maximize the conversion. Our team worked through the funnel process in these campaigns which not only improves the quality but also the conversion for the institute.

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Stat	Bid Str	Bud	Attr Set	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation all cities	abled	L	₹	2	2 On Facebook Leads	306	337	₹63.96 Per On Facebook L	₹127.92
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation Campaign-Mumbai	abled	L	₹	2	34 On Facebook Leads	6,292	10,735	₹81.36 Per On Facebook L	₹2,766.23
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Traffic Website	abled	L	₹	2	94 Link Clicks	5,332	10,257	₹0.83 Per Link Click	₹494.44
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation campaign for 5 cities	abled	L	₹	2	32 On Facebook Leads	10,144	16,706	₹102.46 Per On Facebook L	₹3,278.57
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation Ads for Goa	abled	L	₹	2	8 On Facebook Leads	6,668	21,860	₹219.86 Per On Facebook L	₹1,758.84
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation	abled	L	₹	2	4 On Facebook Leads	5,598	8,562	₹821.92 Per On Facebook L	₹3,287.66
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead generation Dubai Campaign	abled	L	₹	2	— On Facebook Lead	797	940	— Per On Facebook L	₹419.20
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead Generation Campaign	abled	L	₹	2	182 On Facebook Leads	23,840	49,770	₹52.83 Per On Facebook L	₹9,615.52
		3 Results from 8 campaigns (3)				2	—	56,752 People	119,167 Total	—	₹21,748.38 Total Spent

# BRAND AWARENESS CAMPAIGN:

Sports Brand Awareness Campaign:

Don't miss out on this amazing Slowpitch tournament in Amazing Las Vegas NV  
Event Date: This May 2-3 Get the details now at [www.lasvegasworlds.com](http://www.lasvegasworlds.com)



**AMAZING SLOWPITCH TOURNAMENT**  
IN LAS VEGAS NV  
ON 2nd and 3rd May, 2020

[www.lasvegasworlds.com](http://www.lasvegasworlds.com)

LASVEGASWORLDS.COM  
**Slow Pitch Tournament in Amazing Las Vegas**  
On 2nd & 3rd May 2020 [Book Now](#)

53,077 People Reached      3,801 Engagements      [Boost Unavailable](#)

You and 697 others      62 Comments 95 Shares

[Like](#)      [Comment](#)      [Share](#)



# “ECOMMERCE CAMPAIGN”

Good ROI is main ground on which success of the Ecommerce campaigns is measured and we do this also with the perfection.

# CLOTHING COMPANY ADS :

We run the campaign for the new clothing store and store doesn't have presence on any media. so our Strategies helps to generate the sales within few months of running the campaigns we are able to reach the Good ROI.

Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
₹1,800.00 Daily	28-day click o...	1,281 Purchases	242,368	527,197	₹19.84 Per Purchase	₹25,418.27
₹1,000.00 Daily	28-day click o...	2 Purchases	2,619	2,633	₹75.57 Per Purchase	₹151.13
₹500.00 Daily	28-day click o...	2 Purchases	806	809	₹31.88 Per Purchase	₹63.76
₹1,800.00 Daily	28-day click o...	11 Purchases	6,231	6,231	₹24.75 Per Purchase	₹272.21
₹1,800.00 Daily	28-day click o...	5,566 Purchases	490,230	1,002,811	₹8.01 Per Purchase	₹44,607.48
₹800.00 Daily	28-day click o...	185 Purchases	55,168	71,833	₹20.16 Per Purchase	₹3,729.88
₹1,000.00 Daily	28-day click o...	32 Purchases	17,083	18,584	₹28.14 Per Purchase	₹900.44
₹1,000.00 Daily	28-day click o...	28 Purchases	14,000	14,557	₹29.63 Per Purchase	₹829.68
₹800.00 Daily	28-day click o...	159 Purchases	39,807	52,629	₹15.59 Per Purchase	₹2,479.44
Using ad set bu...	28-day click o...	267 Purchases	48,256	71,070	₹10.77 Per Purchase	₹2,876.36
Using ad set bu...	28-day click o...	7,753 Purchases	588,561	1,675,337	₹12.87 Per Purchase	₹99,816.21
Using ad set bu...	28-day click o...	1,453 Purchases	187,712	360,009	₹16.25 Per Purchase	₹23,611.73
Using ad set bu...	28-day click o...	297 Purchases	83,280	122,454	₹22.53 Per Purchase	₹6,690.95
Using ad set bu...	28-day click o...	35 Purchases	11,780	12,179	₹24.61 Per Purchase	₹861.49
	28-day click o...	— Multiple Conversions	1,908,485 People	4,563,272 Total	— Multiple Conversions	₹250,793.96 Total Spent

# HIGH TICKET MACHINE:

The campaign was for the sale of the high ticket product. As product was high ticket product so we achieve the sales through using various funnels designed specially for the client's product. Helps us to achieve the good sales

	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks
<input type="checkbox"/> See Details	Off	Lowest cost	\$20.00	—	—	—	—	\$0.00	Ongoing	
<input type="checkbox"/> Catalogue Sales	Off	Lowest cost	\$20.00	—	—	—	—	\$0.00	Ongoing	
<input type="checkbox"/> Conversions(NEW)	Off	Lowest cost	\$20.00	1	11,308	16,410	\$212.17	\$212.17	Ongoing	
<input type="checkbox"/> Retargeting Conversions - cart, page views, vid...	Off	Lowest cost	\$20.00	—	1,213	8,214	—	\$164.53	Ongoing	
<input type="checkbox"/> Conversions for bicycle depot	Off	Lowest cost	\$20.00	—	1,490	6,279	—	\$111.34	Ongoing	
<input type="checkbox"/> Traffic-bicycle	Off	Lowest cost	\$20.00	107	3,218	10,642	\$0.84	\$89.90	Ongoing	
<input type="checkbox"/> awareness-The Bicycle Depot	Off	Lowest cost	\$20.00	134,368	134,368	136,379	\$1.05	\$141.07	Ongoing	
<input type="checkbox"/> Conversions 50 percent retargeting	Off	Lowest cost	\$20.00	—	1,132	1,782	—	\$23.90	Ongoing	
<input type="checkbox"/> Conversions M58	Off	Cost per click	\$200.00	—	1,223	1,820	—	\$10.44	Completed	
Results from 21 campaigns (0)				—	457,465	1,306,917	—	\$4,282.43		
					People	Total		Total Spent		

**GOOGLE ADS/PPS ADS.**

# INSTITUTE LEADS

One of the campaign of the google ads run for the engineering and medical preparation Institute.  
The client objective was to gather leads for various branches across the country.

<input type="checkbox"/>		Campaign	Budget	Status	Optimization score	Campaign type	Imp.	Interactions	Interaction rate	Avg. cost	Cost	Conversions
<input type="checkbox"/>		Latest Discovery Ads - CB	₹750.00/day	Paused	–	Discovery	6,498,089	274,355 Clicks, engagements	2.26%	₹0.86	₹184,641.25	0.00
<input type="checkbox"/>		Gunkirpa leads add	₹500.00/day	Paused	–	Search	0	0	–	–	₹0.00	0.00
<input type="checkbox"/>		OSAT 2021-22	₹7,000.00/day	Eligible	–	Discovery	284,618	28,908 Clicks, engagements	10.16%	₹1.08	₹31,196.51	0.00
<input type="checkbox"/>		OCI Test Series App promotions	₹11,000.00/...	Paused	–	App	167,166	53,718 Clicks, engagements	32.13%	₹0.22	₹11,779.79	987.00
<input type="checkbox"/>		OCI Test Series App - Search	₹30,000.00/...	Paused	–	App	3,090,301	289,076 Clicks, engagements	12.59%	₹0.30	₹115,365.83	6,920.00
<input type="checkbox"/>		OCeye Opener Scholarship	₹3,000.00/day	Paused	–	Discovery	647,904	27,643 Clicks, engagements	4.27%	₹1.50	₹41,586.71	2.00
<input type="checkbox"/>		Digital Learning Programme	₹499.00/day ₹14,865.60/...	Paused	–	Smart	108	17 Clicks	15.74%	₹11.09	₹188.52	0.00
<input type="checkbox"/>		CB-Video Conversion Ad	₹1,000.00/day	Paused	–	Video	686,560	232,492 engagements	33.86%	₹0.43	₹99,430.02	0.00
<input type="checkbox"/>		CB-DISPLAY Campaign	₹1,000.00/day	Paused	–	Display	5,257,422	148,248 Clicks	2.82%	₹0.80	₹118,407.84	0.00
<input type="checkbox"/>		cb- new discovery	₹2,000.00/day	Paused	–	Discovery	3,725,452	42,714 Clicks, engagements	1.15%	₹2.06	₹88,167.61	0.00
<input type="checkbox"/>		App promotion-App-3	₹1,500.00/day	Paused	–	App	0	0	–	–	₹0.00	0.00
<input type="checkbox"/>		Admission Leads-Discovery-1	₹10,000.00/...	Paused	–	Discovery	33,821	318 Clicks	1.32%	₹0.72	₹229.88	0.00
<input type="checkbox"/>		admission	₹5,000.00/day	Eligible	–	Display	298,202	8,203 Clicks, engagements	3.63%	₹0.00	₹0.00	0.00
Total: All but removed ca...							27,472,932	1,261,228 Clicks, engagements, views	4.59%	₹0.86	₹1,080,192.26	11,123.00
<input checked="" type="checkbox"/>	Total Account						27,590,438	1,266,122 Clicks, engagements, views	4.59%	₹0.87	₹1,099,923.83	11,123.00



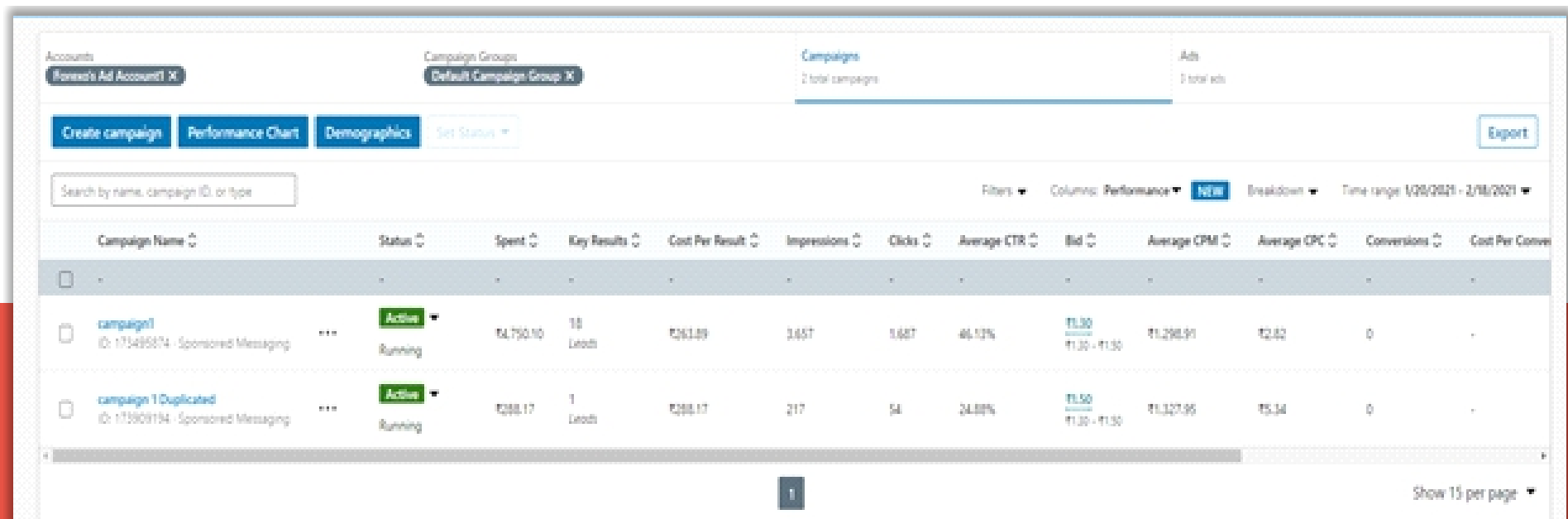
# ECOMMERCE STORE

Ads for one of the candies online store in the with the Good ROI. We run various types of campaign like display ads, search ads

<input type="checkbox"/>		Campaign	Budget	Status	Optimisation score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.
<input type="checkbox"/>		candyville 1	CA\$10.0...	Paused	-	Search	237,601	7,798 Clicks	3.28%	CA\$0.20	CA\$1,532.85	17.50	CA\$87.59
<input type="checkbox"/>		Sales-Search-ad(12-07-2020)	CA\$20.0...	Eligible	93.9%	Search	69,460	3,224 Clicks	4.64%	CA\$0.29	CA\$943.22	58.00	CA\$16.26
<input type="checkbox"/>		candyville-traffic-alberta	CA\$5.00...	Paused	-	Search	18,613	619 Clicks	3.33%	CA\$0.18	CA\$110.90	3.50	CA\$31.69
<input type="checkbox"/>		Sales-Display(7-12-2020)	CA\$5.00/...	Paused	-	Display	34,025	129 Clicks	0.38%	CA\$0.52	CA\$67.41	0.00	CA\$0.00
<input type="checkbox"/>		Sales-Smart-1	CA\$5.00/...	Paused	-	Display	17,290	57 Clicks	0.33%	CA\$0.19	CA\$10.91	0.00	CA\$0.00
<input type="checkbox"/>		Sales-Search-alberta	CA\$5.00...	Paused	-	Search	5	0	0.00%	-	CA\$0.00	0.00	CA\$0.00
Total: All but removed ca...							376,992	11,829 Clicks	3.14%	CA\$0.23	CA\$2,665.30	79.00	CA\$33.74
Total: Account							376,992	11,829 Clicks	3.14%	CA\$0.23	CA\$2,665.30	79.00	CA\$33.74

# LINKEDIN CAMPAIGN

One of the professional platform is LinkedIn as compared to all other platform. leads campaign run for the forex trading.









The screenshot displays the LinkedIn Campaign Manager interface. At the top, there are tabs for 'Accounts', 'Campaign Groups', 'Campaigns', and 'Ads'. Below these are buttons for 'Create campaign', 'Performance Chart', 'Demographics', and 'Set Status'. A search bar is present, and there are filters for 'Columns: Performance', 'NEW', 'Breakdown', and 'Time range: 1/28/2021 - 2/18/2021'. The main table lists two campaigns:

Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conve
campaign1 ID: 173485574 - Sponsored Messaging	Active Running	14,750.10	18 Leads	€263.89	3,457	3,687	46.51%	€1.90 €1.30 - €1.90	€1,298.91	€2.82	0	-
campaign 1 Duplicated ID: 173508194 - Sponsored Messaging	Active Running	€288.17	1 Leads	€288.17	217	54	24.89%	€1.50 €1.30 - €1.90	€1,327.95	€5.34	0	-

At the bottom, there is a page indicator '1' and a 'Show 15 per page' option.

# APP DOWNLOADS :

App store Downloads campaign for live streaming app in Canada got in total 8181 clicks

<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Leads-Display-Tabletstream	US\$10.00...	Eligible	-	Display	1,388,291	5,182 Clicks	0.37%	US\$0.09	US\$462.09
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Leads - Tablet Stream	US\$40.00...	Eligible	-	Search	15,324	1,554 Clicks	10.14%	US\$0.90	US\$1,393.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 App promotion-App-3	US\$15.00...	Paused	-	App	62,044	935 Clicks	1.51%	US\$0.11	US\$101.57
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Android Hindi and Punjabi	US\$10.00...	Paused	-	App	34,282	325 Clicks	0.95%	US\$0.12	US\$40.08
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Android App	US\$10.00...	Paused	-	App	4,907	110 Clicks	2.24%	US\$0.06	US\$6.91
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 What's on Television Tonight?	US\$15.00/... US\$456.00...	Paused	-	Smart	2,661	75 Clicks	2.82%	US\$1.64	US\$122.97
Total: All but removed ca...							1,507,509	8,181 Clicks	0.54%	US\$0.26	US\$2,126.72
<input checked="" type="checkbox"/>	Total: Account		US\$50.00...				1,507,509	8,181 Clicks	0.54%	US\$0.26	US\$2,126.72