



Neetu Maurya

DIGITAL MARKETER

Portfolio



Hello I am Neetu

I am an experienced digital marketer adept at Google Ads, Facebook Ads, and lead generation strategies. With a strong focus on client management and team coordination, I excel in crafting impactful campaigns and driving quality leads. My portfolio demonstrates a track record of success in optimizing landing pages, implementing local SEO tactics, and delivering exceptional results.

I am passionate about leveraging digital marketing techniques to achieve business objectives and exceed client expectations. With excellent communication skills and a dedication to staying ahead of industry trends, I am committed to delivering innovative solutions that drive growth and success for my clients

CASE STUDIES

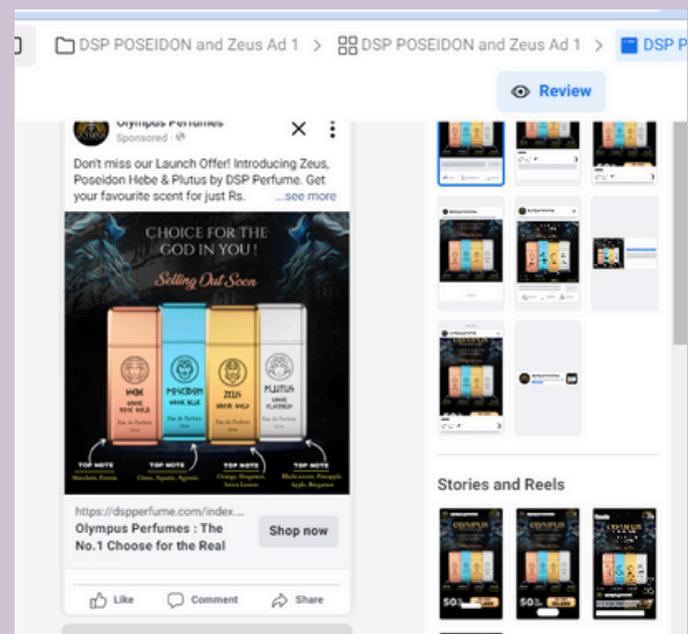
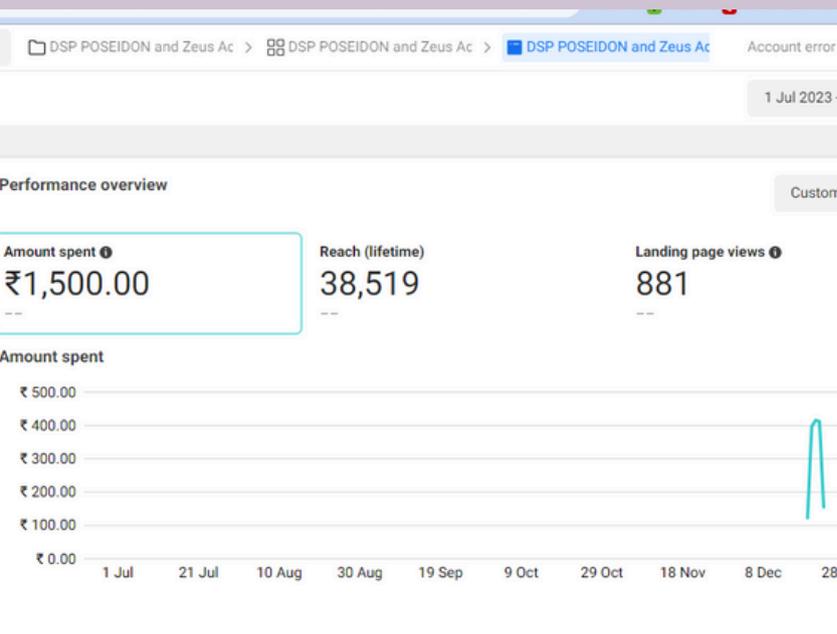
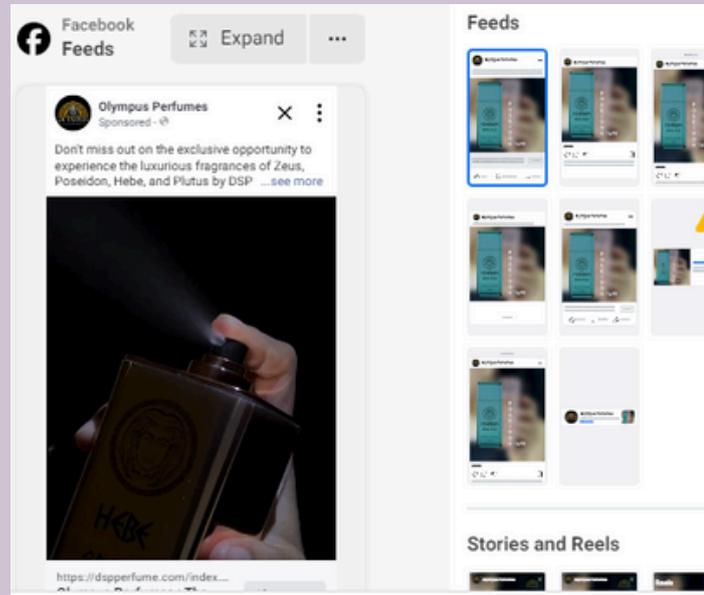
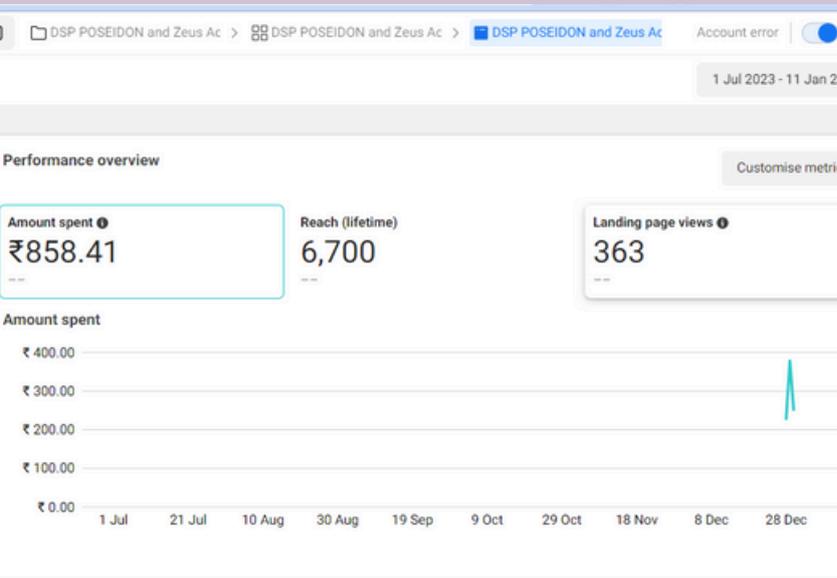
6 Days facebook Ads

The client wanted more quality leads for their 6-day live campaign in the perfume niche. We created multiple sign-up conversion campaigns, testing 15 locations to find the best targeting interests. The goal was to ensure optimal performance and boost conversions.

1	Leads	₹2421
2	cost per leads	₹18 per leads
3	Amount spent in ads	₹ 6221
4	No of click	120688
5	sales made	50 perfume

$$\begin{aligned} \text{ROI} &= \text{Net Profit} / \text{Total investment} * 100 \\ &= 17500 / 6221 * 100 \\ &= 281\% \end{aligned}$$

Here is the Ads copy and Result

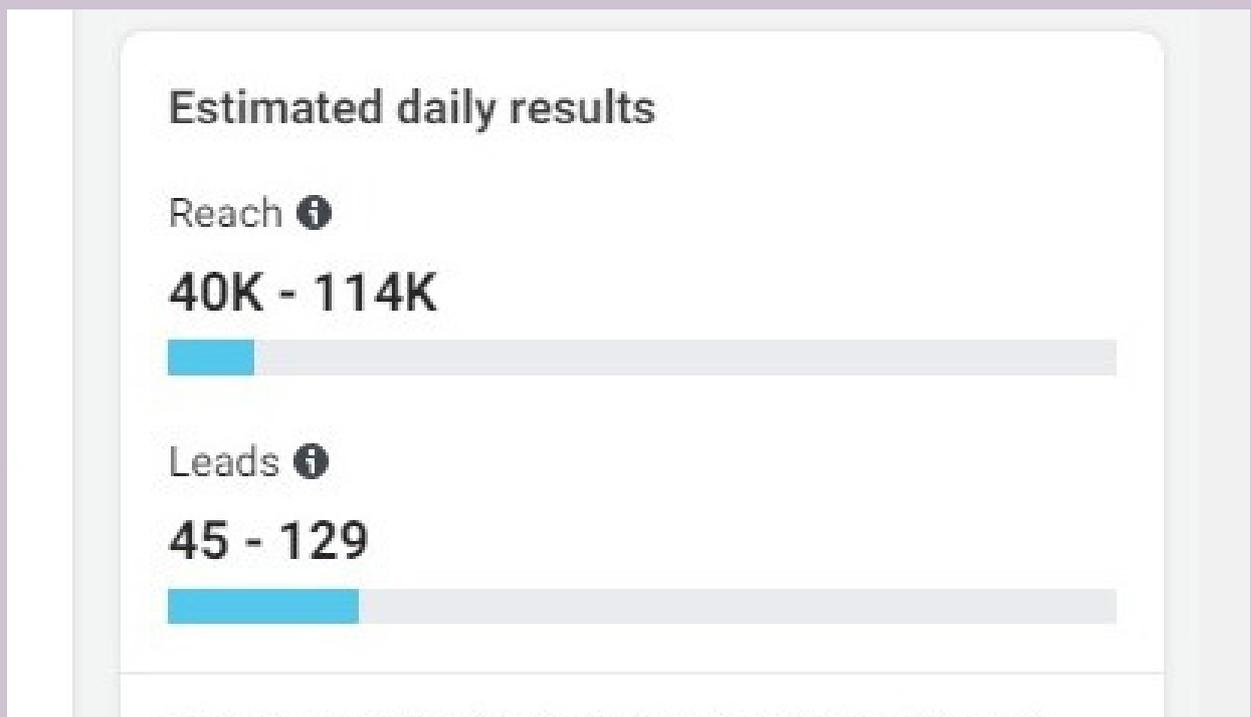


We tried out 15 creatives featuring captivating perfume bottle images. Alongside, we penned five unique long copies and tested different headlines for each.

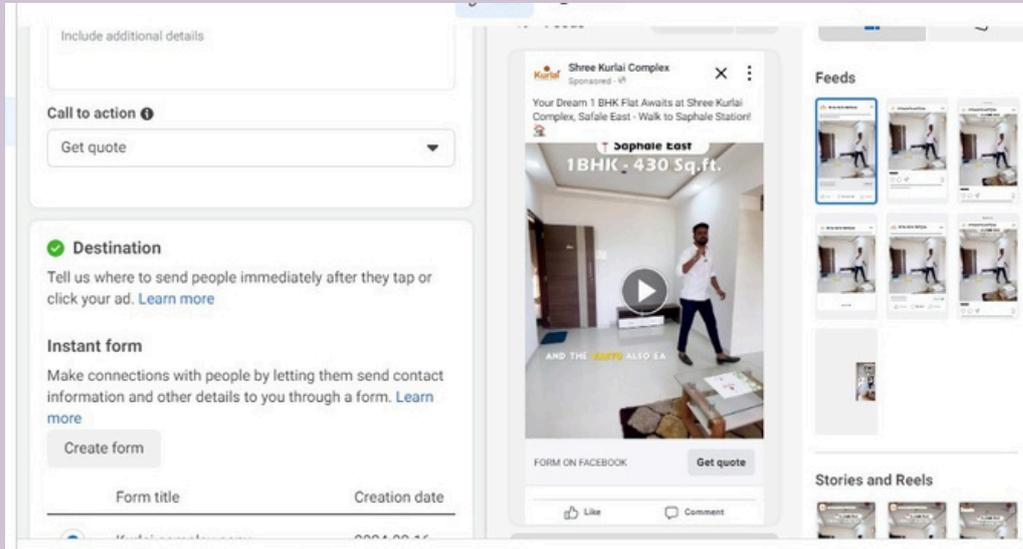
CASE STUDIES

13 Days Facebook Ads Campaign

To elevate the caliber of leads for their 13-day real estate live campaign, the client sought dynamic strategies. We developed multiple sign-up conversion campaigns and meticulously tested 15 locations to pinpoint the most captivating targeting interests. Our goal was to maximize performance and drive conversions to new heights.



ADS COPY



PERFORMANCE OVERVIEW



Include additional details

Call to action ⓘ

Get quote ▼

Destination ✓

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant form

Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)

Create form

Form title	Creation date
Kurlai Complex	0001-00-16

Shree Kurlai Complex
Sponsored · View

Your Dream 1 BHK Flat Awaits at Shree Kurlai Complex, Safale East - Walk to Saphale Station!

Saphale East
1 BHK - 430 Sq.ft.

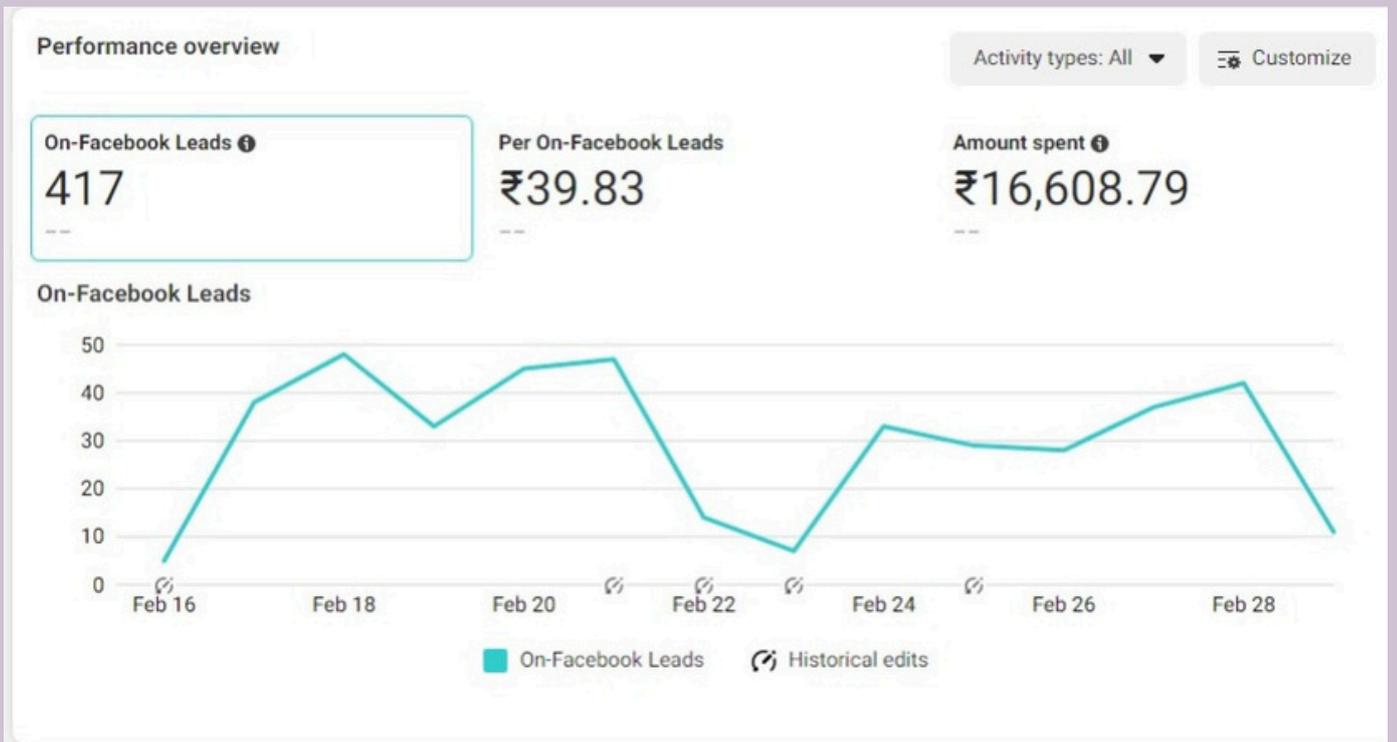
AND THE **VAFFS** ALSO EA

FORM ON FACEBOOK Get quote

Like Comment

Feeds

Stories and Reels



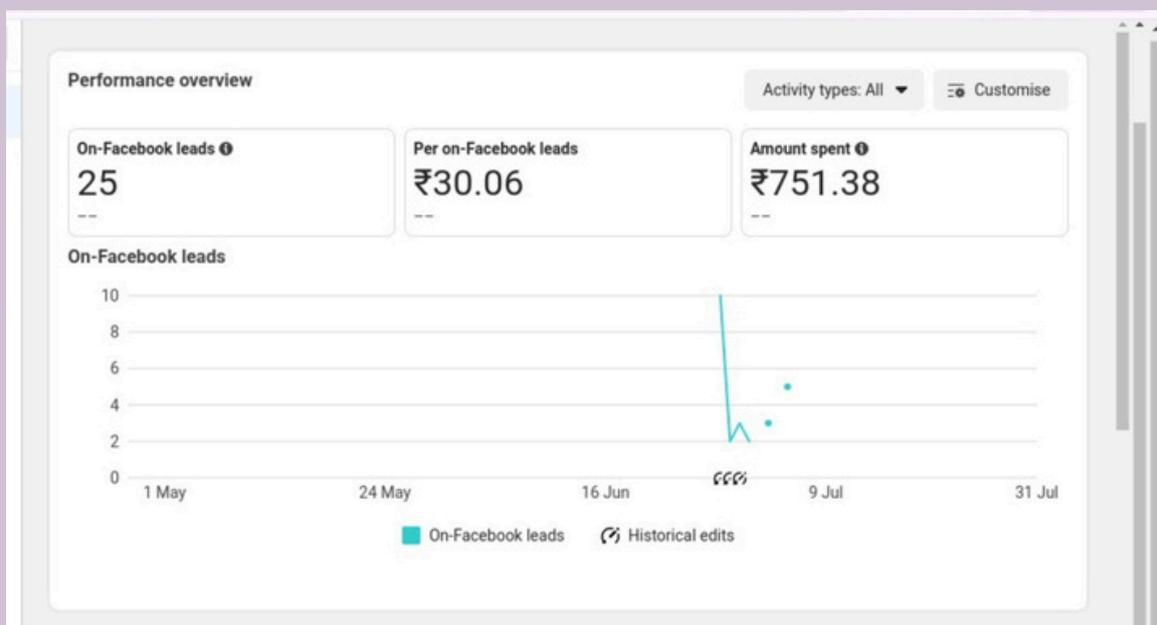
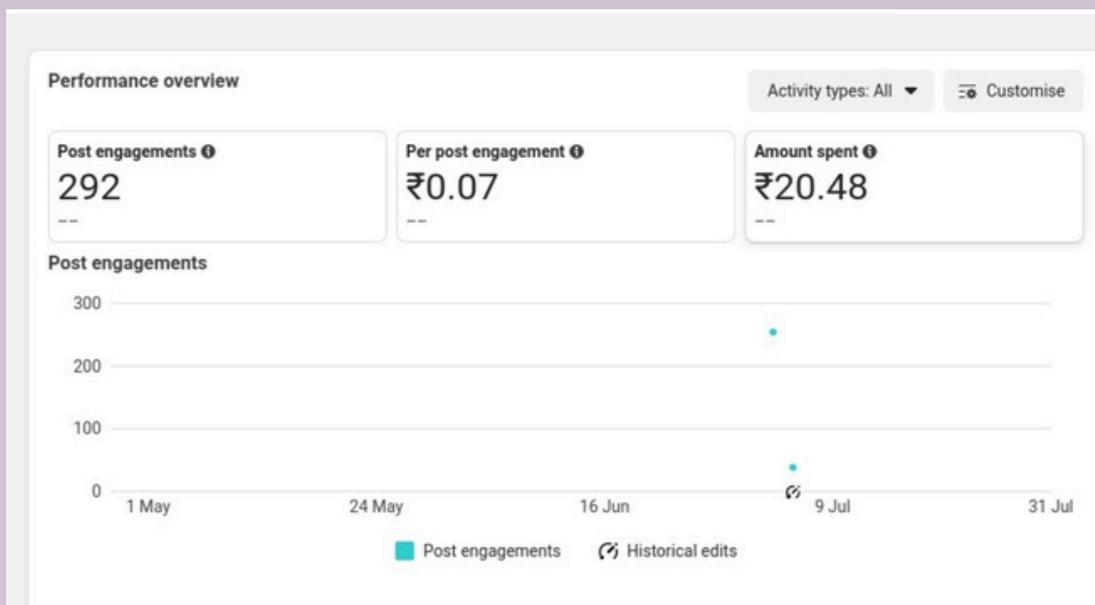
PLACEMENT PER PLATFORM

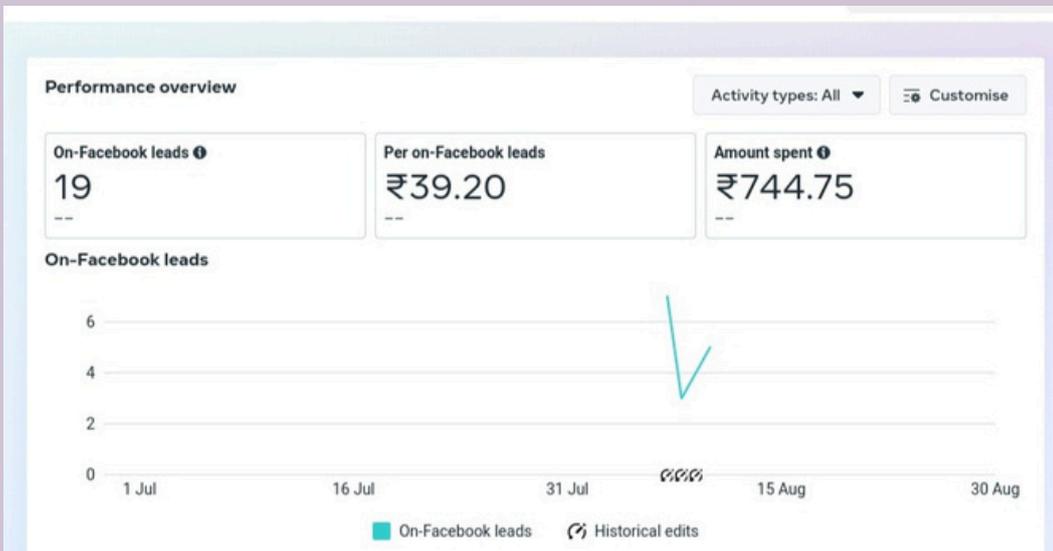
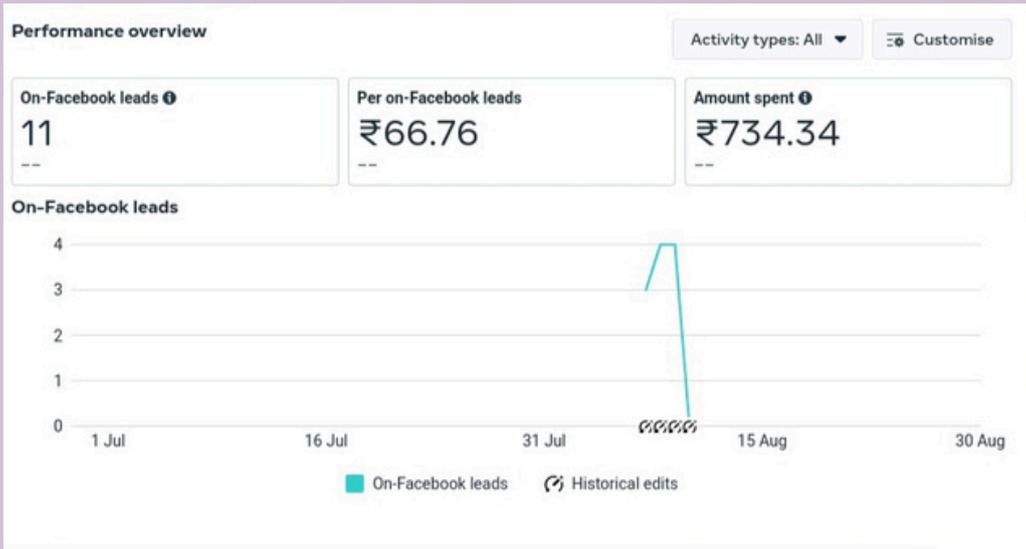


AGE & GENDER DISTRIBUTION



FACEBOOK ADS EXPERTISE





E- Commerce ADS EXPERTISE

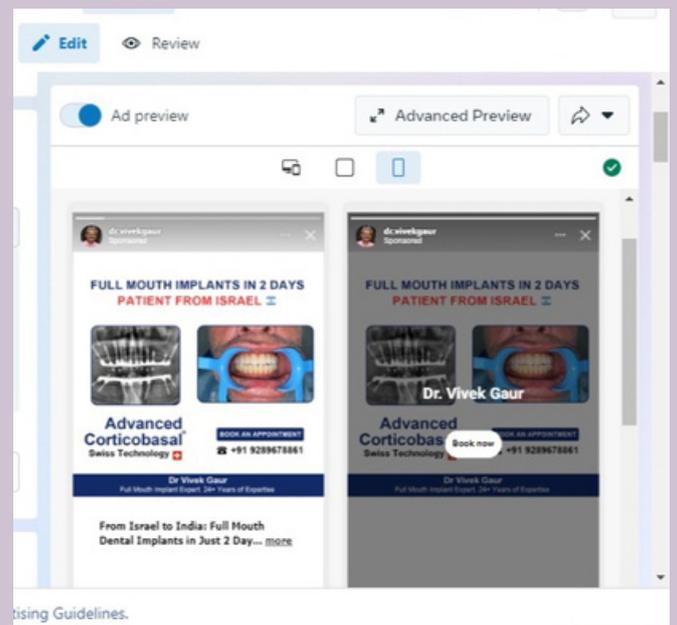
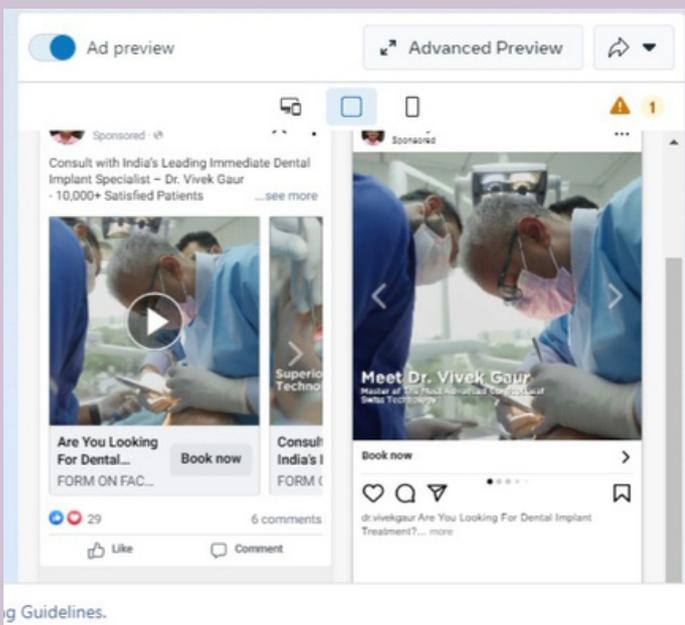
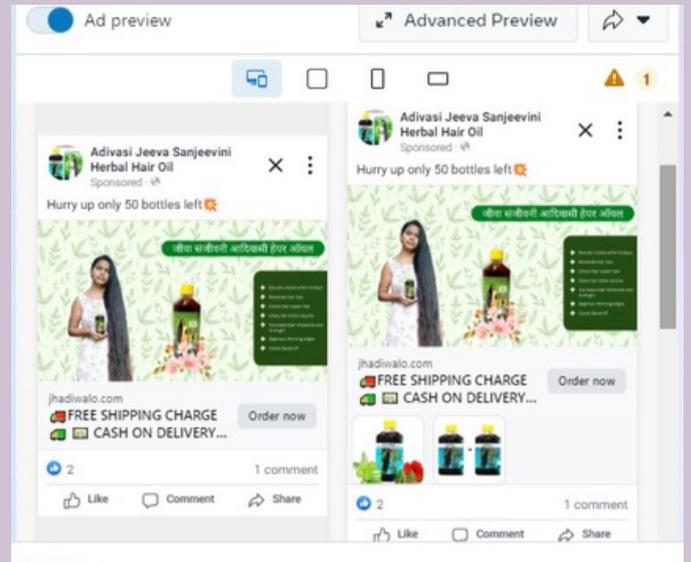
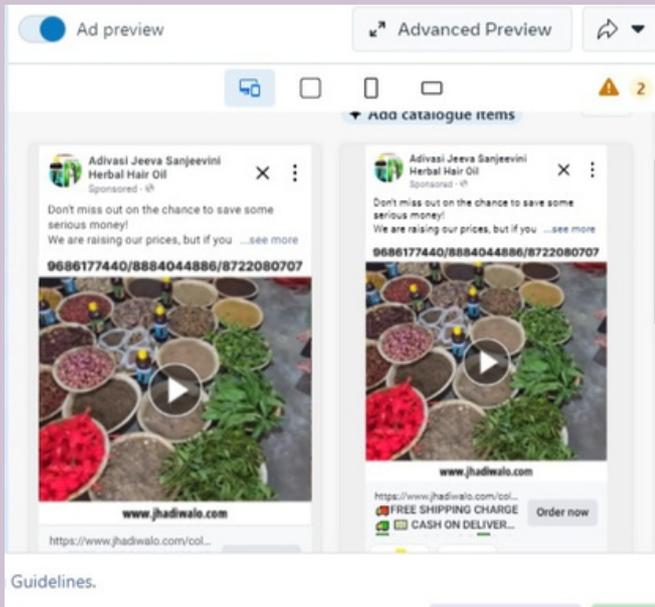
This screenshot shows a Facebook Ads performance report for the period of 3 Sep 2024 to 15 Sep 2024. The report is filtered by 'All ads' and shows data for 8 campaigns. The columns displayed are: Off/On, Campaign, Click-through rate, Clicks (all), CTR (all), CPC (all), Purchase ROAS (return on ad spend), and Website purchase ROAS (return on ad spend). A red bracket highlights the Purchase ROAS values for the 'sale ads (looklike, cutome) RV 18/8/24 (Reel im...' and 'sale ads (looklike, cutome) ... Unpublished edits' campaigns, which are 10.46 and 3.61 respectively.

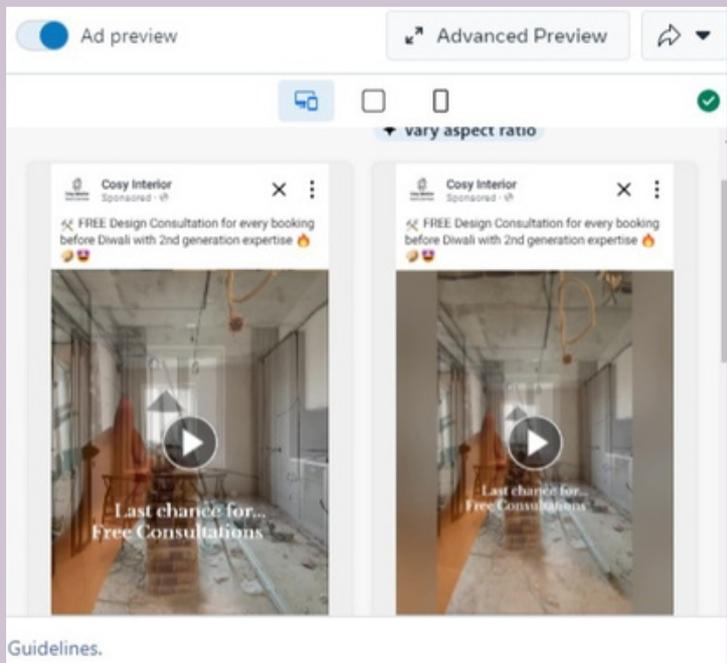
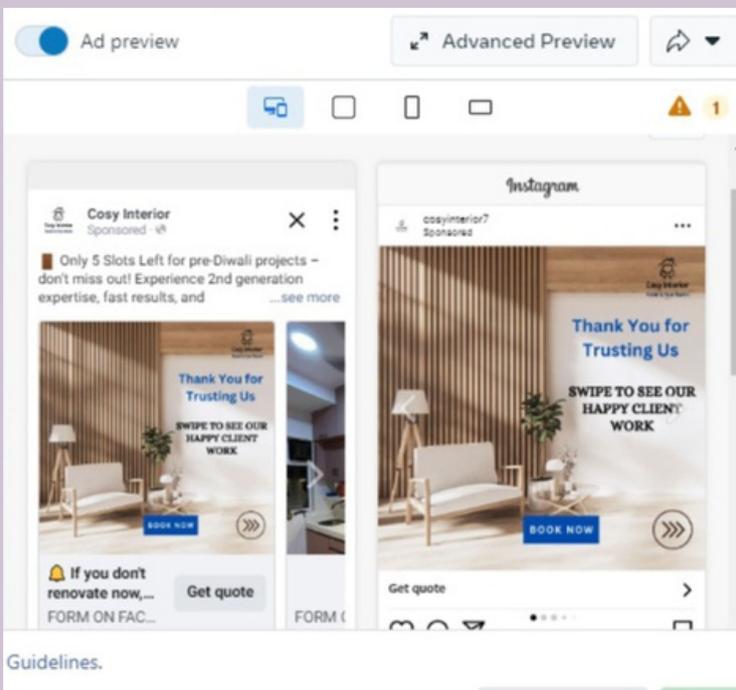
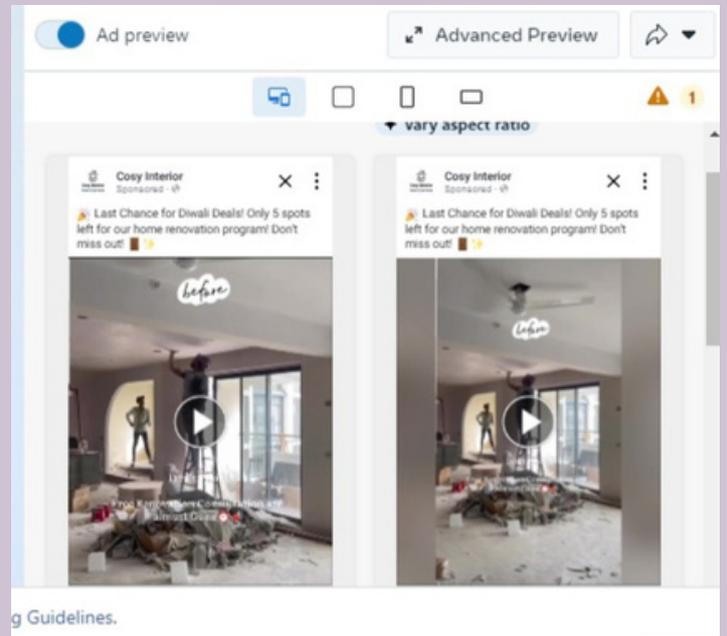
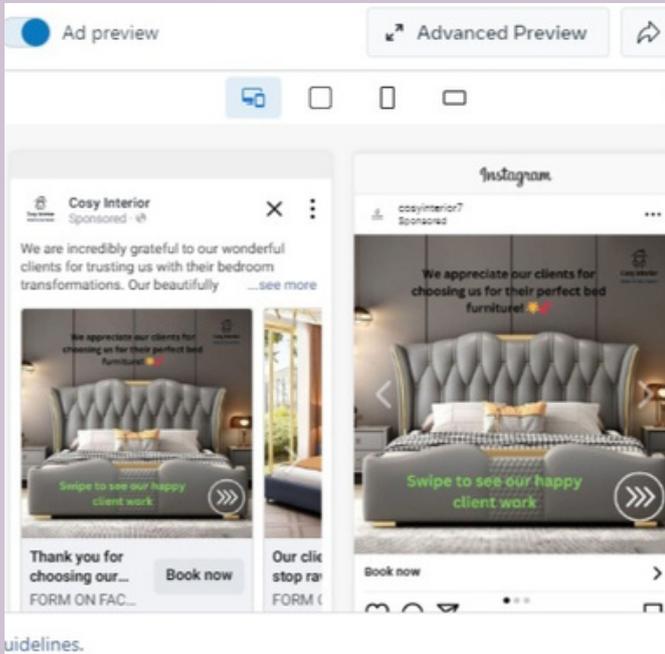
Off/On	Campaign	Click-through rate	Clicks (all)	CTR (all)	CPC (all)	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)
<input checked="" type="checkbox"/>	Sale ads 12/9/24	—	—	—	—	—	—
<input checked="" type="checkbox"/>	CBO-sales-11 sept.	1.08%	836	1.50%	₹7.55	1.27 ^[1]	1.27 ^[1]
<input checked="" type="checkbox"/>	sale ads (looklike, cutome) RV 18/8/24 (Reel im...	1.21%	2,178	1.86%	₹7.96	10.46 ^[1]	10.46 ^[1]
<input type="checkbox"/>	sales- IB	0.88%	64	1.13%	₹11.13	—	—
<input type="checkbox"/>	sale ads (looklike, cutome) ... Unpublished edits	0.67%	68	0.90%	₹12.22	3.61 ^[1]	3.61 ^[1]
Results from 8 campaigns ^[1] Excludes deleted items		1.14% Average	3,146 Total	1.69% Per Impressions	₹8.01 Per Click	7.64 ^[1] Average	7.64 ^[1] Average

This screenshot shows a Facebook Ads performance report for the period of 4 Sep 2024 to 15 Sep 2024. The report is filtered by 'All ads' and shows data for 8 campaigns. The columns displayed are: Off/On, Campaign, Attribution, Results, Reach, Frequency, Cost per result, and Budget. A red bracket highlights the 'Website purchases' results for the 'sale ads (looklike, cutome) RV 18/8/24 (Reel im...' and 'sale ads (looklike, cutome) ... Unpublished edits' campaigns, which are 37 and 2 respectively.

Off/On	Campaign	Attribution	Results	Reach	Frequency	Cost per result	Budget
<input checked="" type="checkbox"/>	Sale ads 12/9/24	—	—	—	—	—	Using ad s...
<input checked="" type="checkbox"/>	CBO-sales-11 sept.	click or 1-...	4 ^[1] Website purchases	48,683	1.15	₹1,577.08 ^[1] Per purchase	₹1,500.00 Daily
<input checked="" type="checkbox"/>	sale ads (looklike, cutome) RV 18/8/24 (Reel im...	click or 1-...	37 ^[1] Website purchases	84,454	1.38	₹468.61 ^[1] Per purchase	₹1,000.00 Daily
<input type="checkbox"/>	sales- IB	click or 1-...	Website purchase	5,127	1.11	— Per purchase	Using ad s...
<input type="checkbox"/>	sale ads (looklike, cutome) ... Unpublished edits	click or 1-...	2 ^[1] Website purchases	6,956	1.08	₹415.52 ^[1] Per purchase	₹1,000.00 Daily
Results from 8 campaigns ^[1] Excludes deleted items		click or 1-...	Multiple conversions	138,453 Accounts Centre acc...	1.34 Per Accounts Centre account	— Multiple conversions	—

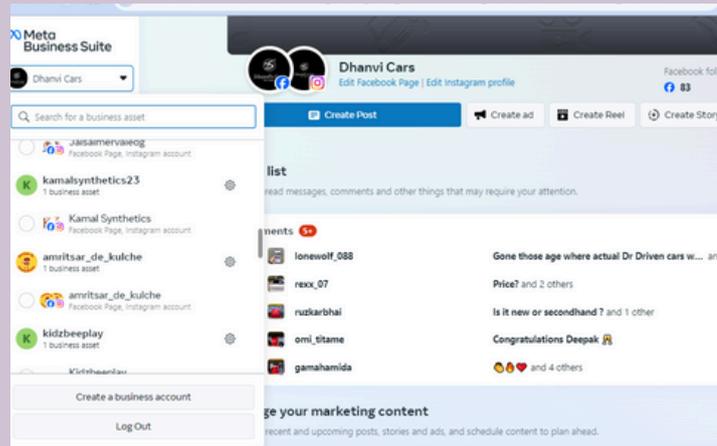
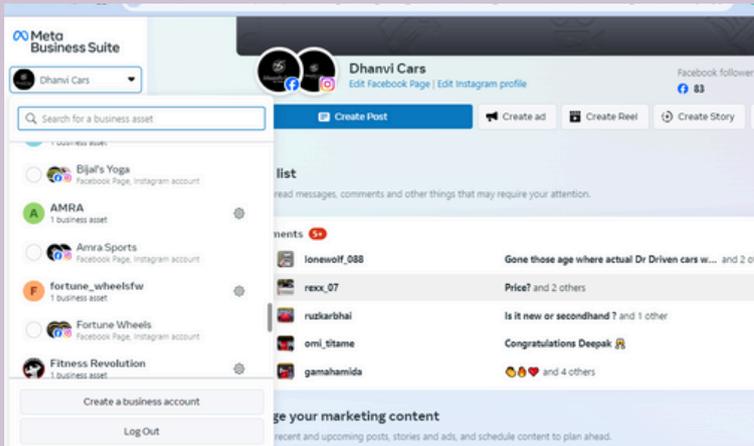
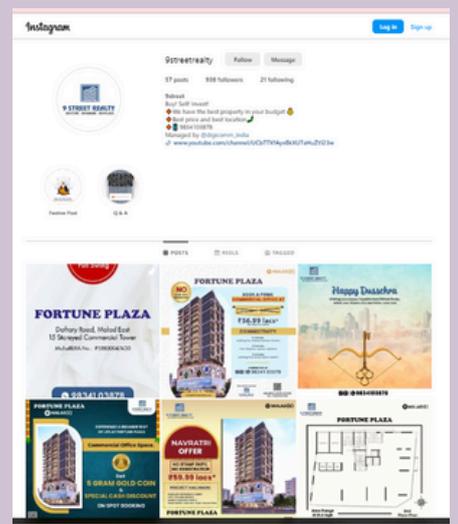
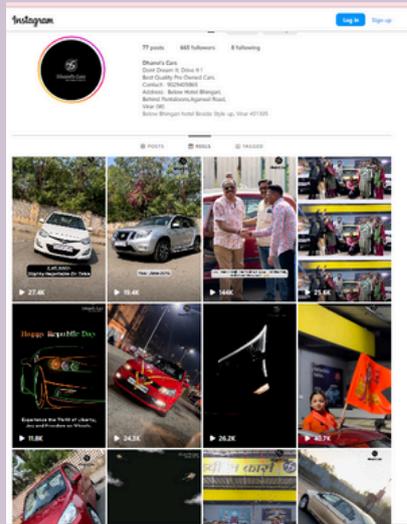
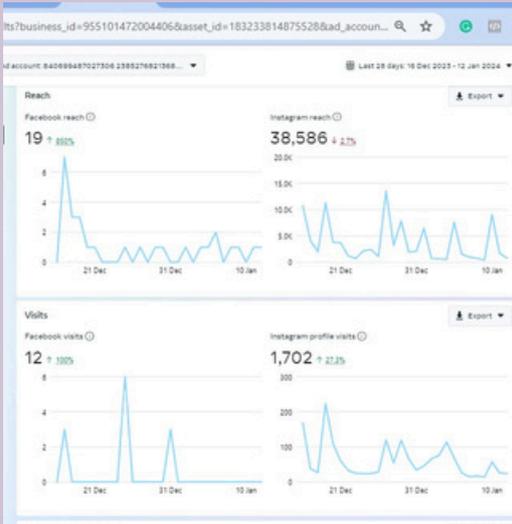
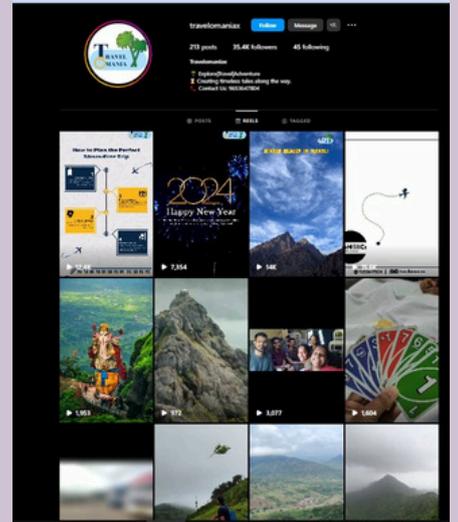
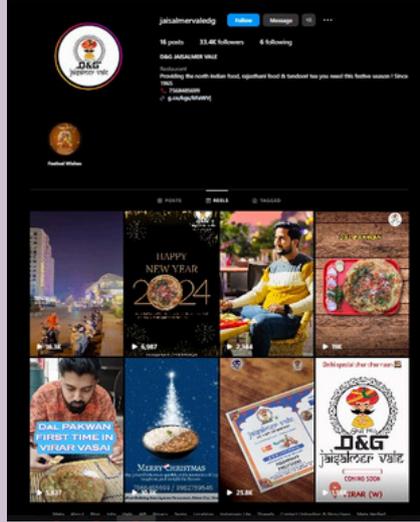
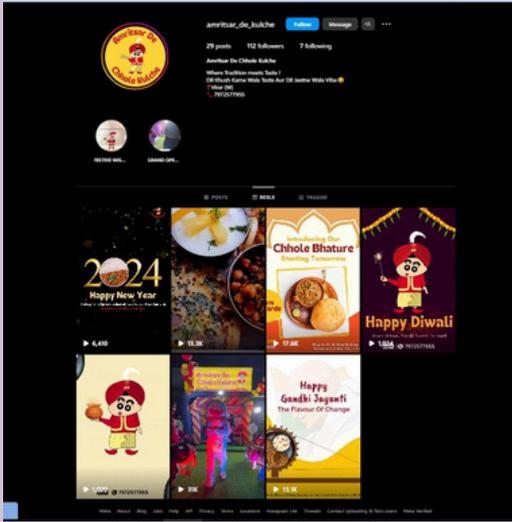
I experimented with various creatives using captivating images and wrote 10 to 12 unique long copies, testing different headlines for each





Here Are A Few Of My Clients

I managed social media Accounts for 70+ clients across various niches, aiming to deliver the best results by boosting follower engagement.

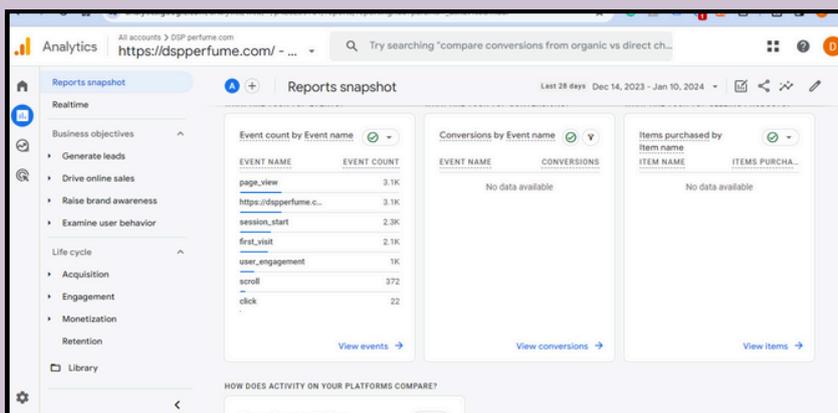
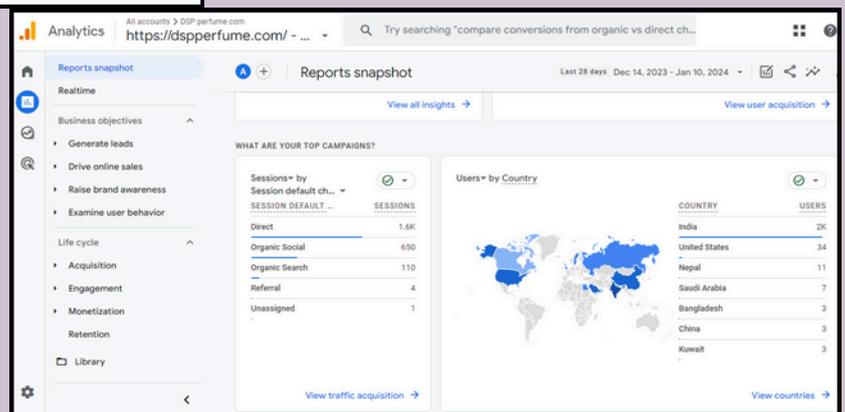
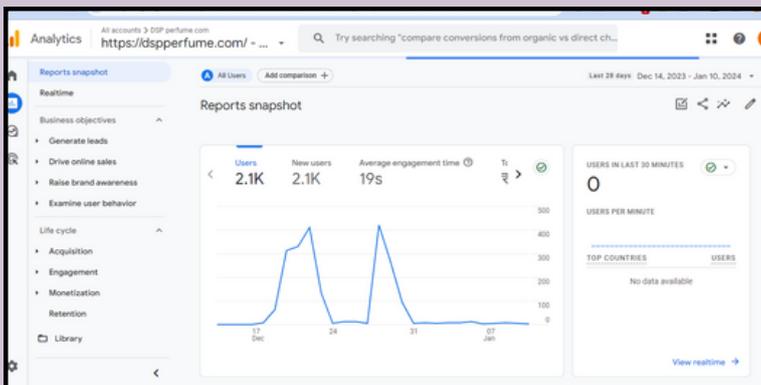


Expert in Googles Ads

- Skilled in keyword research.
- Experienced in running ads.
- Utilize Google Analytics effectively.
- Proficient in Google Tag Manager



Utilize Google Analytics effectively.



Proficient in Google Tag Manager.



Default Workspace > Tags

Name ↑	Type	Firing Triggers	Last Edited
Ad words Conversion Linker	Conversion Linker	All Pages	3 months ago
Call no click	Google Ads Calls from Website Conversion	call no clicks 69, phone no click	a month ago
clicks appointment	Google Ads Conversion Tracking	get appointment click	a month ago
Conversion Linker	Conversion Linker	All Pages	a month ago
facebook pixel	Custom HTML	All Pages	8 days ago
Form_fill thankyou	Google Ads Conversion Tracking	Thankyoupage_view	a month ago
GA4 - Schedule An Appointment	Google Analytics: GA4 Event	Schedule An Appointment - Thank You	3 months ago
Google Ads - Schedule an appointment	Google Ads Conversion Tracking	Schedule An Appointment - Thank You	2 months ago
Google Ads Calls from Website Conversion	Google Ads Calls from Website Conversion	call leads	a month ago
Google Ads Conversion Tracking 1	Google Ads Conversion Tracking	Just Links	a month ago

Default Workspace > Variables

Name ↑	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Container ID	Container ID
Event	Custom Event
Form Classes	Data Layer Variable
Form Element	Data Layer Variable
Form ID	Data Layer Variable
Form Target	Data Layer Variable

Default Workspace > Triggers

Name ↑	Event Type	Filter	Tags	Last Edited
all clicks	All Elements		0	a month ago
call leads	Page View	Page URL contains https://www.drivevka...	1	a month ago
call no clicks 69	All Elements	Form URL contains tel:7045195369	1	a month ago
get appointment click	All Elements	Click Text contains GET AN APPOINTMENT	1	a month ago
just all clicks	Just Links		0	a month ago
Just Links	Just Links	Click URL contains https://api.whatsapp.c...	1	a month ago
Just Links 1	Just Links	Click URL contains https://api.whatsapp.c...	0	a month ago
Page View	Page View	Page URL contains https://api.whatsapp.c...	0	a month ago
Phone no	Page View	Page URL contains /contact-us/	0	a month ago
phone no click	All Elements	Form Text contains +91 7045195369	1	a month ago
Schedule An Appointment - Thank You	Custom Event	Page Path contains /thankyou/	2	2 months ago
Thankyoupage_view	Page View	Page URL contains https://www.drivevka...	1	a month ago
Wclick	All Elements		0	a month ago



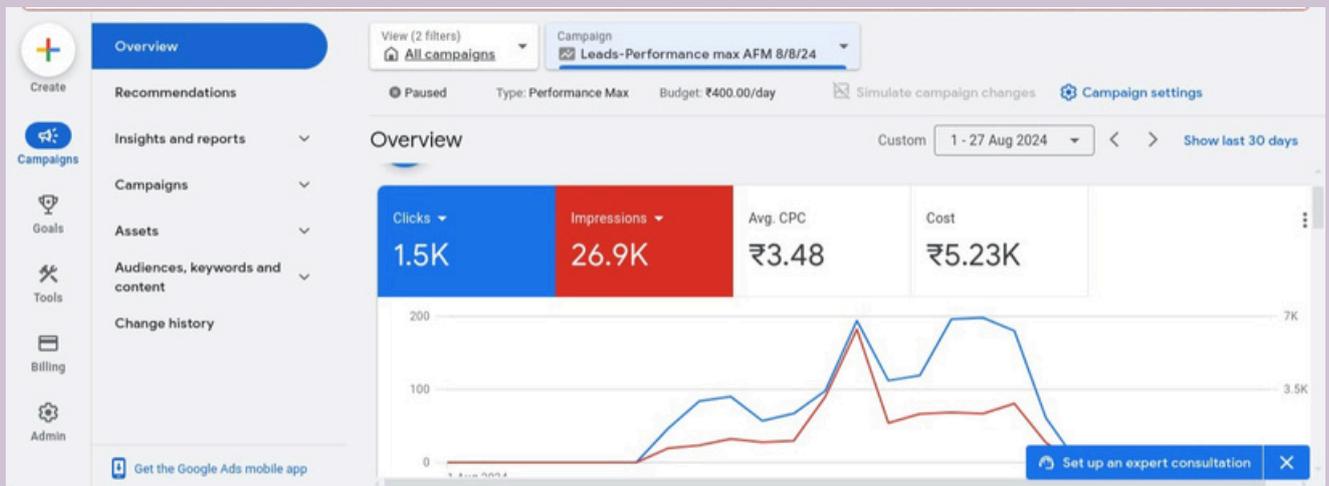
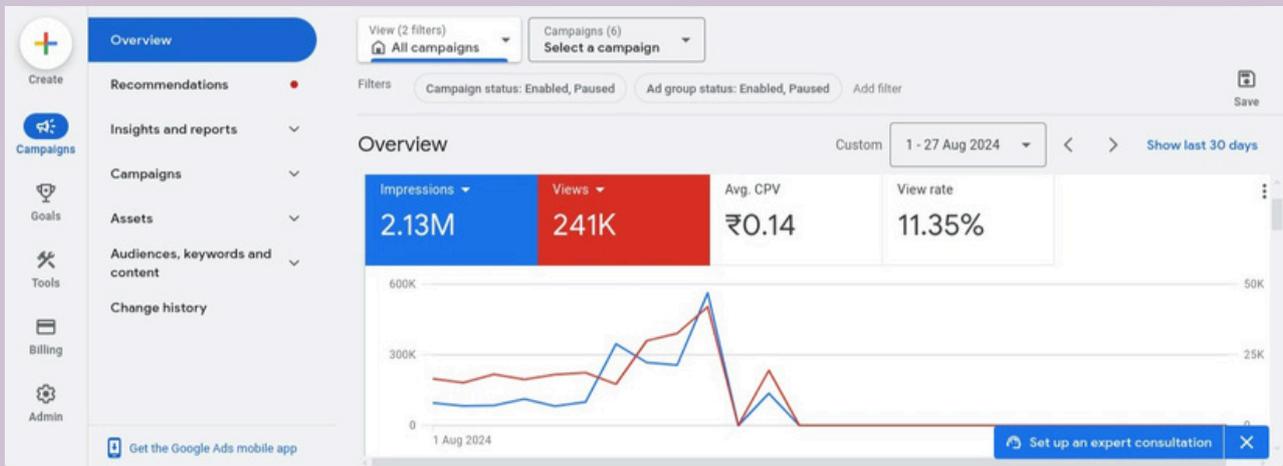
Expert in Google Ads

The screenshot shows the Google Ads Overview page for a campaign. The left sidebar contains navigation options: Create, Insights and reports, Campaigns, Goals, Tools, Billing, and Admin. The main content area displays the following information:

- View (2 filters): All campaigns
- Campaign: smart ads ghaziabad call gmb 07/08/2024 16:...
- Custom date range: 1 - 27 Aug 2024
- Total Spend: ₹7,059.55
- Key Performance Indicators (KPIs):
 - Impressions: 6.88K (How often your ads were shown)
 - Clicks: 1.31K (Actions on your ads)
 - Local actions: 4 (Actions showing intent to visit)
 - Calls: 35 (Calls to your business)
- Buttons: View performance details, Get the Google Ads mobile app, Set up an expert...

The screenshot shows the Google Ads Overview page for an ad group. The left sidebar contains navigation options: Create, Recommendations, Insights and reports, Campaigns, Assets, Audiences, keywords, and content, Search keywords, Audiences, and Locations. The main content area displays the following information:

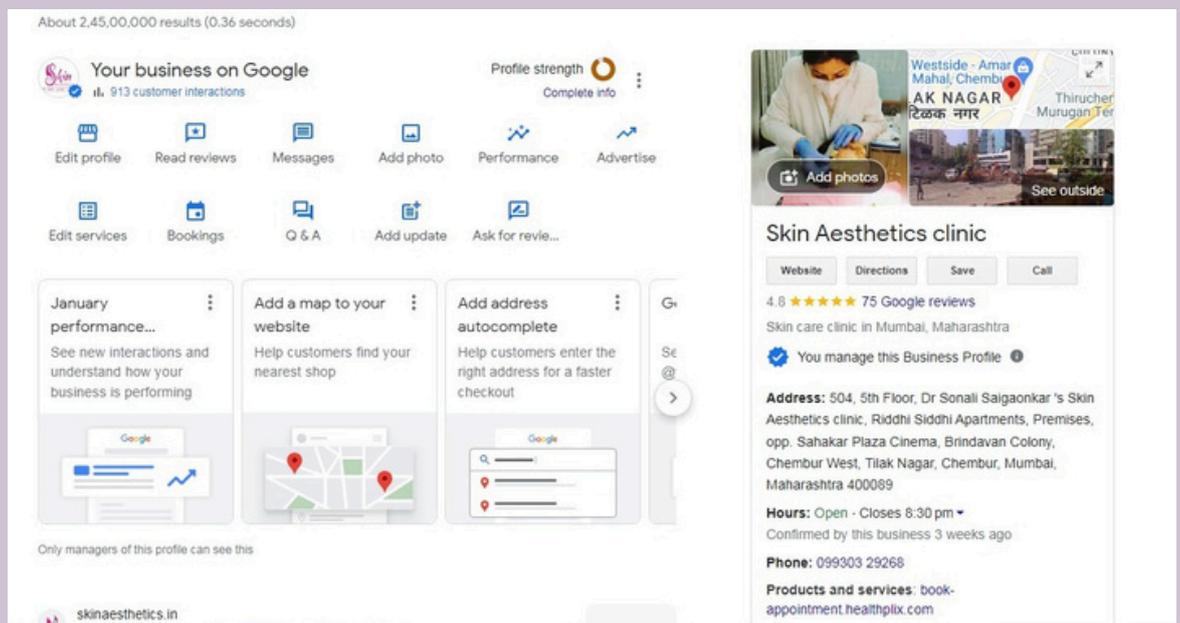
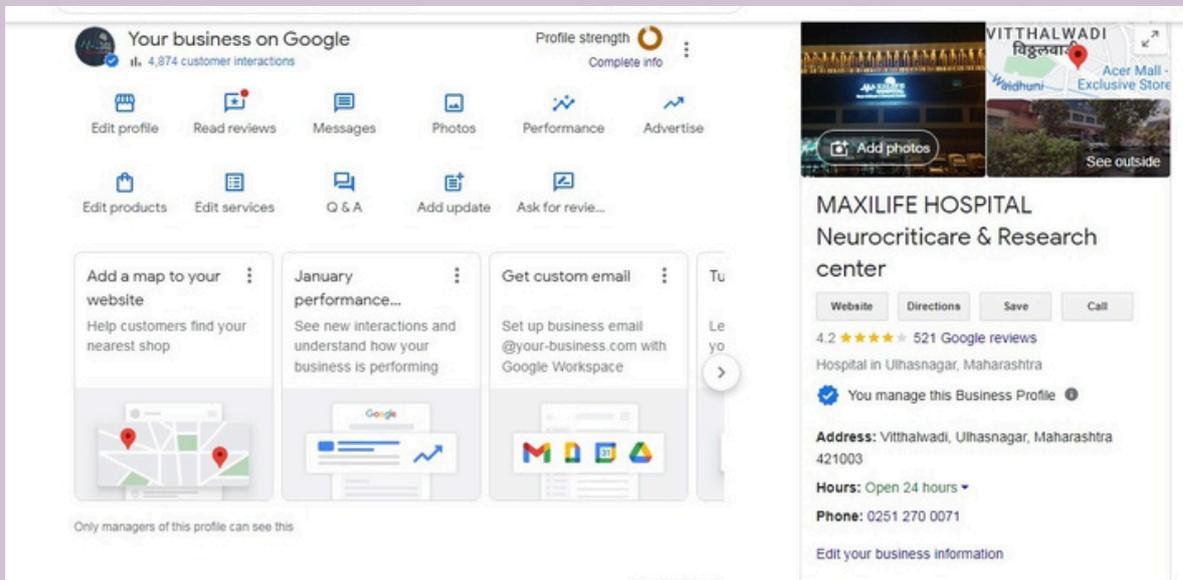
- View (2 filters): All campaigns
- Campaign: CD_Google_Exec
- Ad groups (1): Select an ad group
- Enabled status
- Status: Limited by budget
- Type: Search
- Budget: ₹300.00/day
- Optimization score: 67.7%
- Buttons: Simulate campaign changes, Campaign settings
- Overview date range: All time (May 6 - Aug 30, 2024)
- Key Performance Indicators (KPIs):
 - Clicks: 120
 - Conversions: 41.00
 - Cost / conv.: ₹12.98
 - Cost: ₹532
 - Impressions: 4.09K
- Metrics chart showing trends over time.
- Buttons: Download, Feedback



Google My Business

Google My Business is a tool that helps businesses manage their online presence and appear in Google search results with key information like location, hours, and reviews.

My Expertise To Make This Happen



Thank You