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.

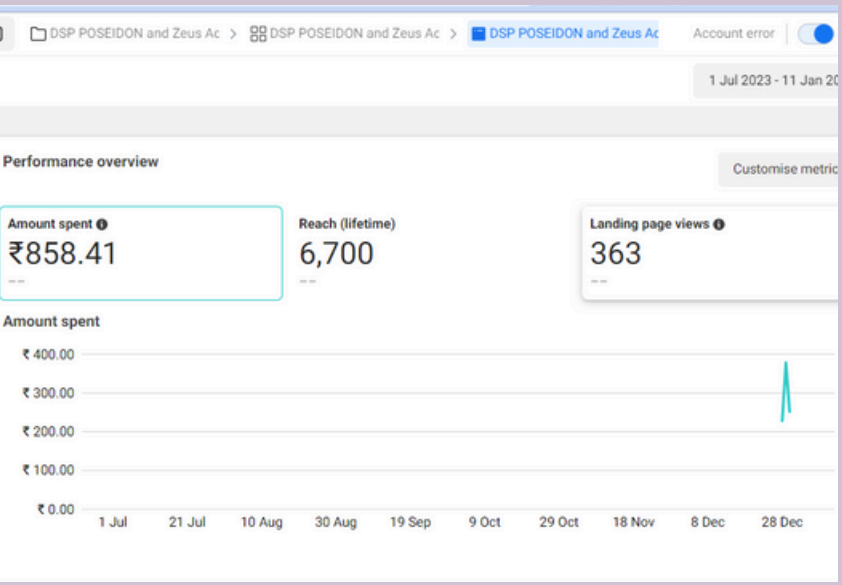
1	**Leads**	₹2421
2	**cost per leads**	₹18 per leads
3	**Amount spent in ads**	₹ 6221
4	**No of click**	120688
5	**sales made**	50 perfume

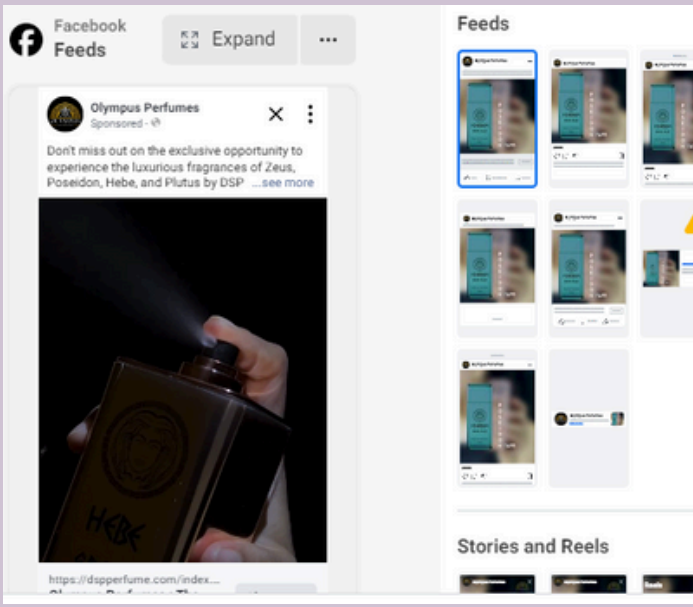
ROI= Net Profit /Total investment* 100

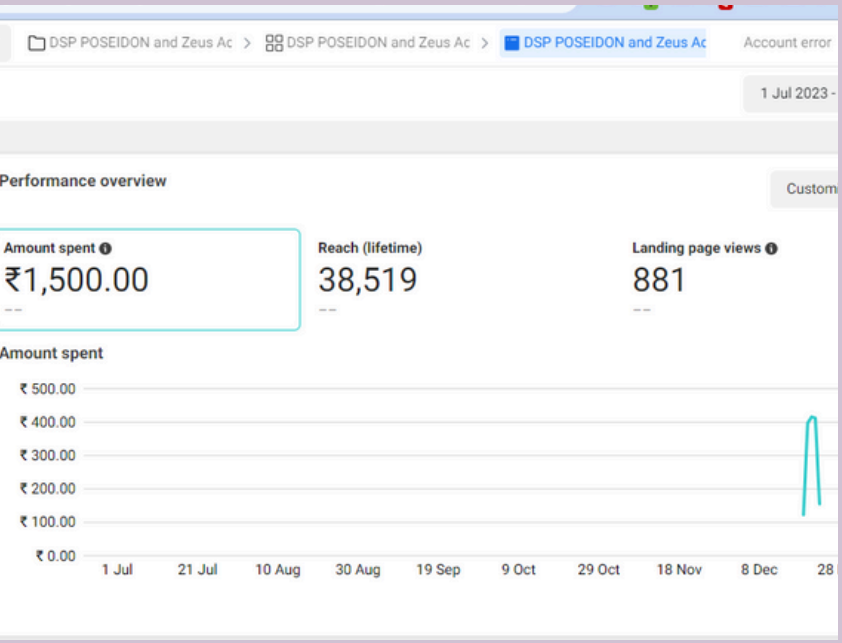
17500/6221*100

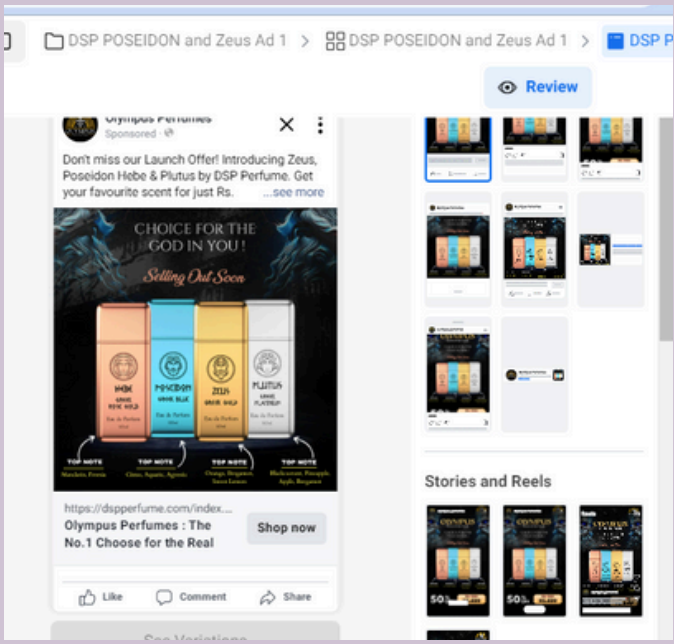
=281%

Here is the Ads copy and Result







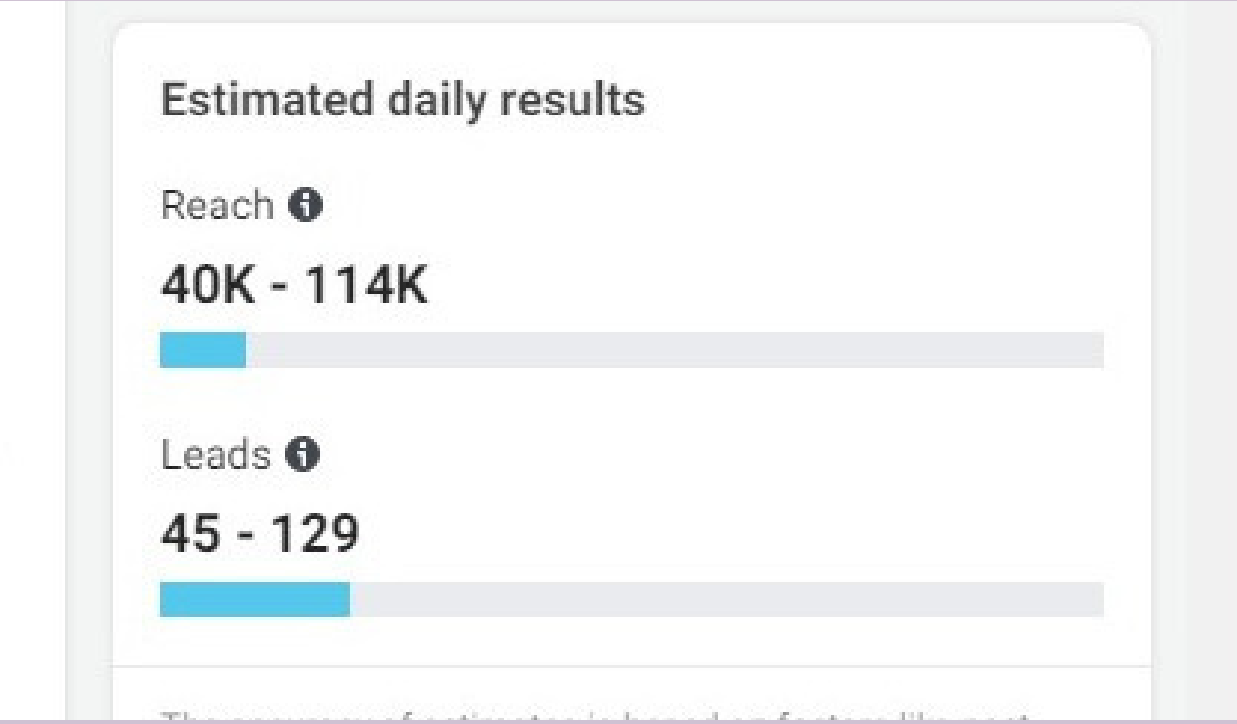


We tried out 15 creatives featuring captivating perfume bottle images. Alongside, we penned five unique long copies and tested different headlines for each.

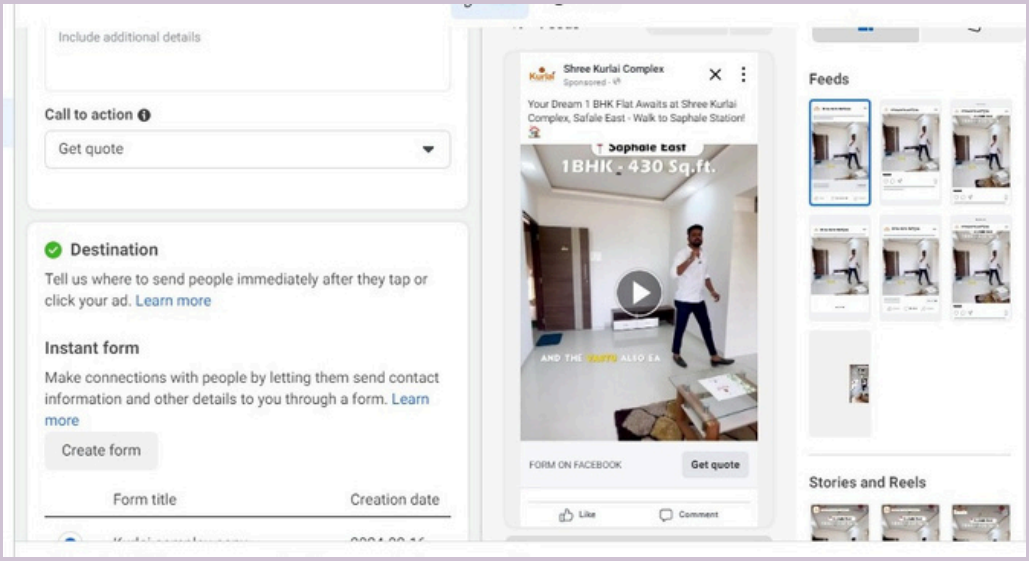
CASE STUDIES

13 Days Facebook Ads Campaign

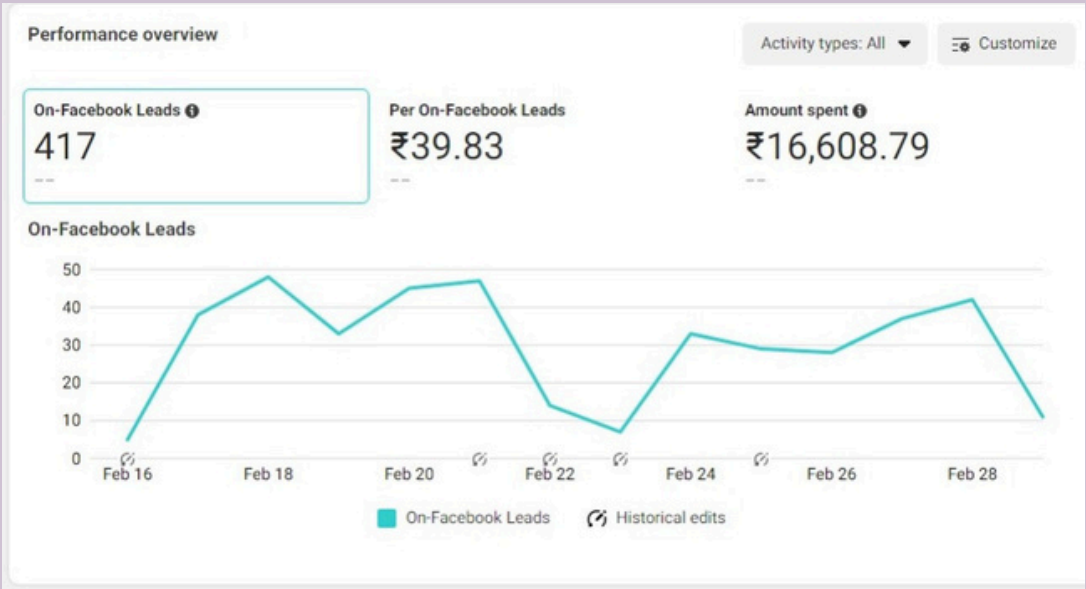
To elevate the caliber of leads for their 13-day real estate live campaign, the client sought dynamic strategies. We developed multiple sign-up conversion campaigns and meticulously tested 15 locations to pinpoint the most captivating targeting interests. Our goal was to maximize performance and drive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

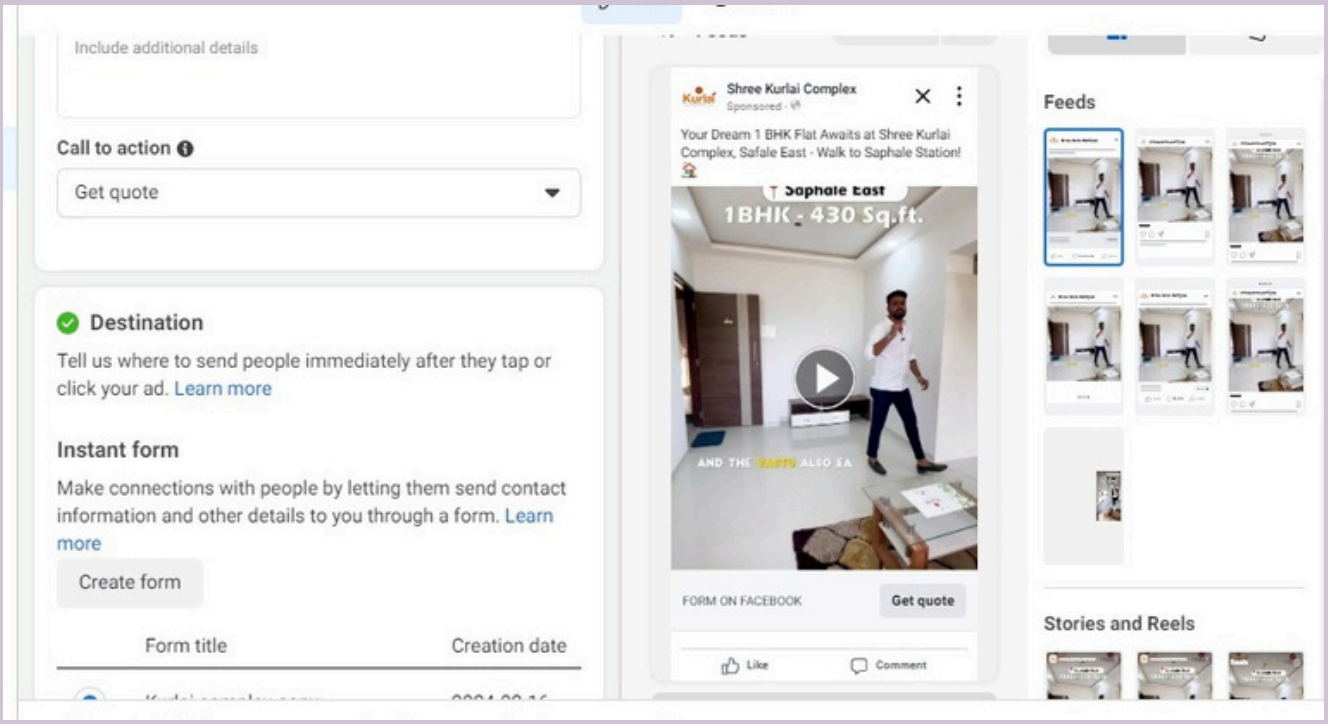


ADS COPY



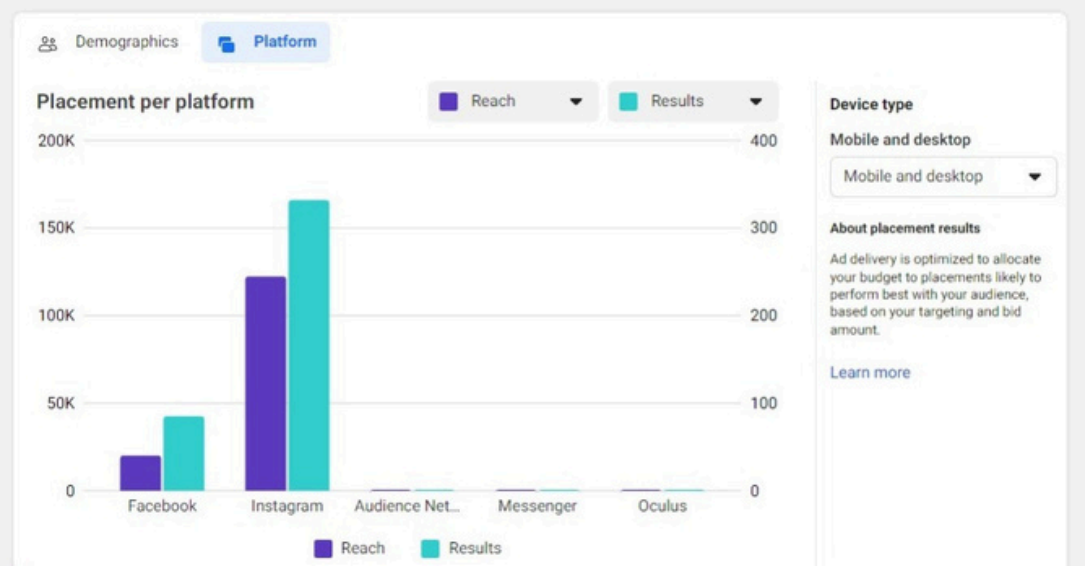
PERFORMANCE OVERVIEW




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
Shree Kurlai Complex
Sponsored
Your Dream 1 BHK Flat Awaits at Shree Kurlai Complex, Safale East - Walk to Saphale Station!
Saphale East
1BHK - 430 Sq.ft.
FORM ON FACEBOOK
Get quote
Like
Comment
Feeds
Stories and Reels

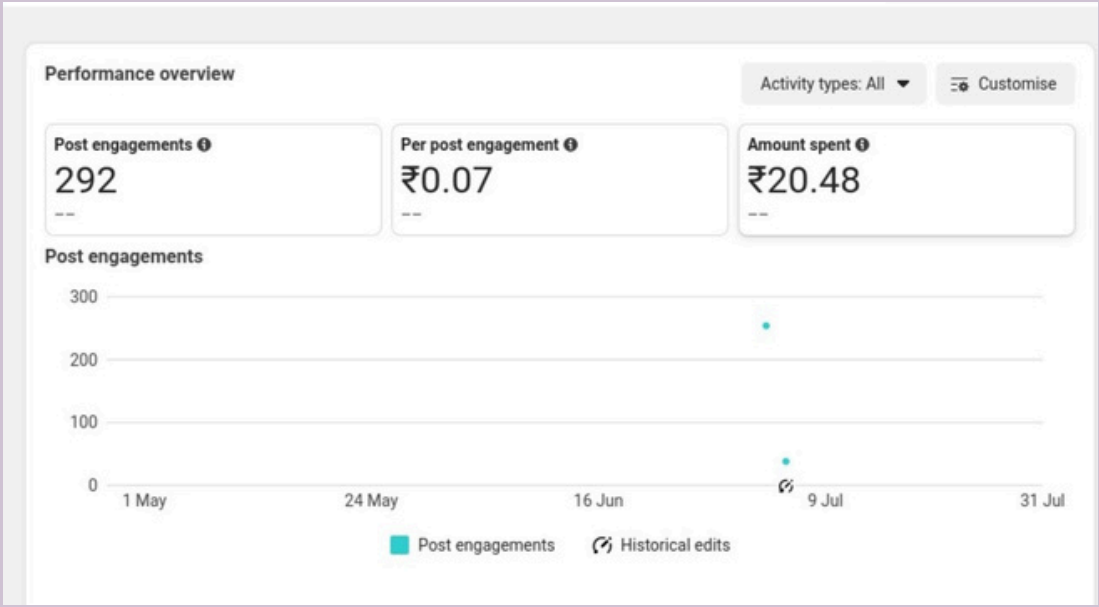
Performance overview
Activity types: All
Customize
On-Facebook Leads
417
Per On-Facebook Leads
₹39.83
Amount spent
₹16,608.79
On-Facebook Leads
50
40
30
20
10
0
Feb 16
Feb 18
Feb 20
Feb 22
Feb 24
Feb 26
Feb 28
On-Facebook Leads
Historical edits

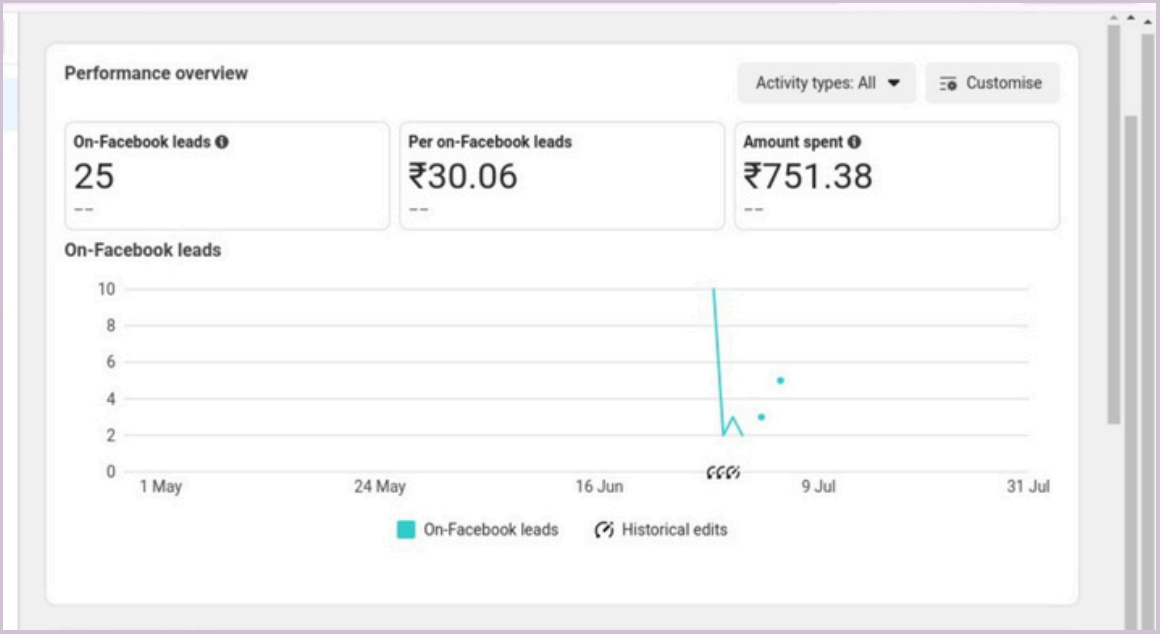
PLACEMENT PER PLATFORM



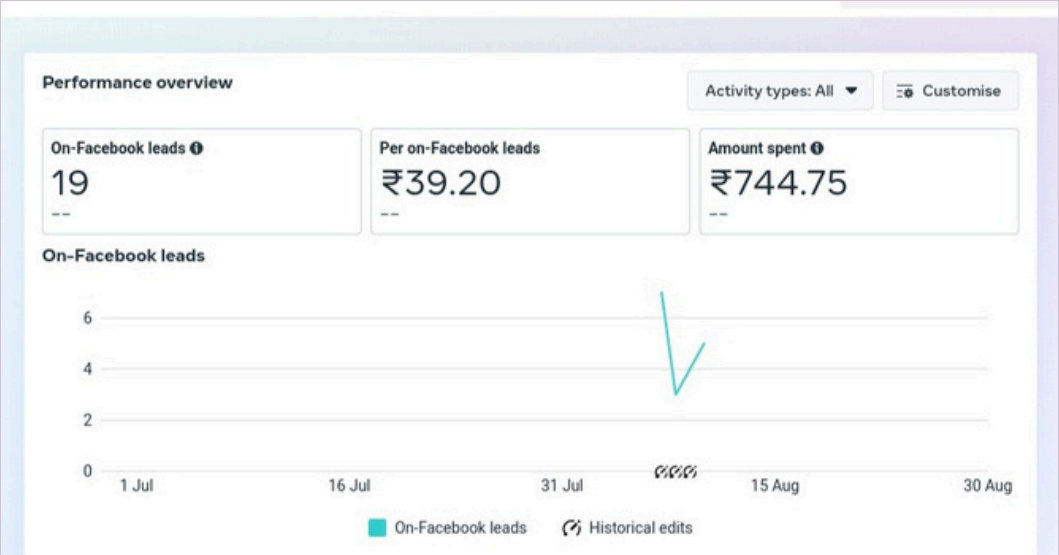
AGE & GENDER DISTRIBUTION

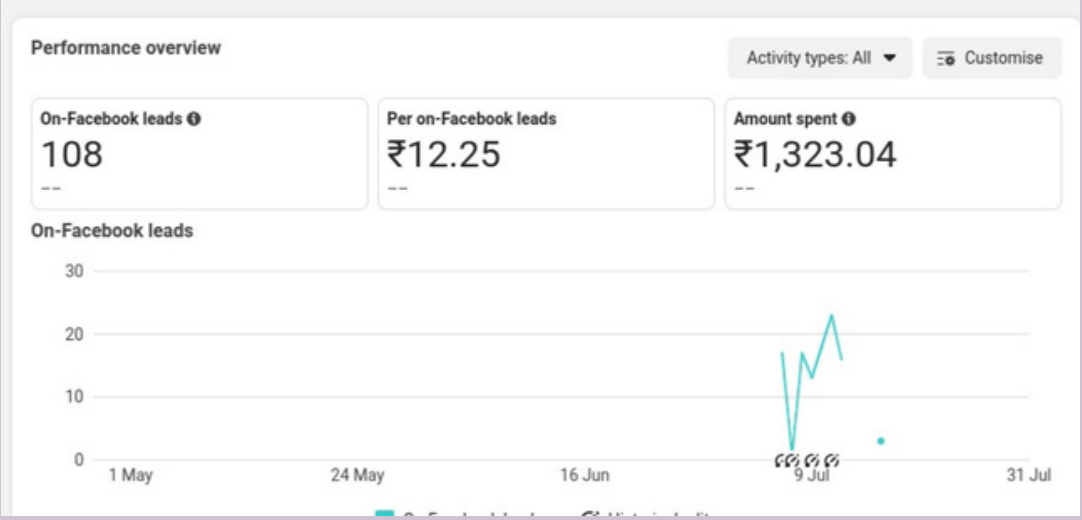
FACEBOOK ADS EXPERTISE



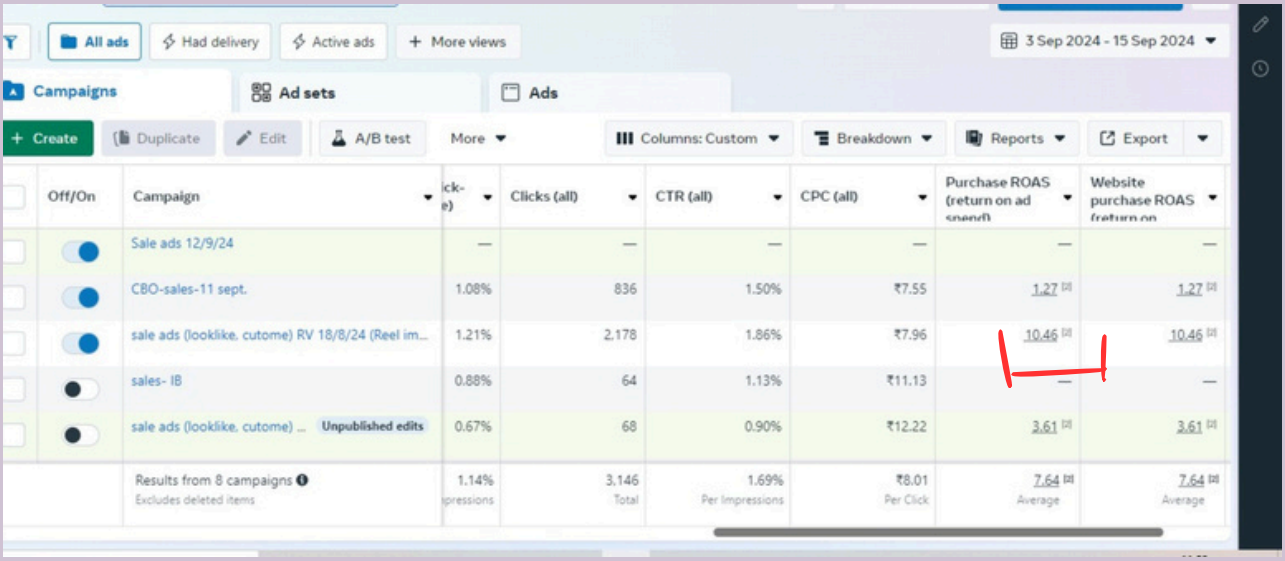


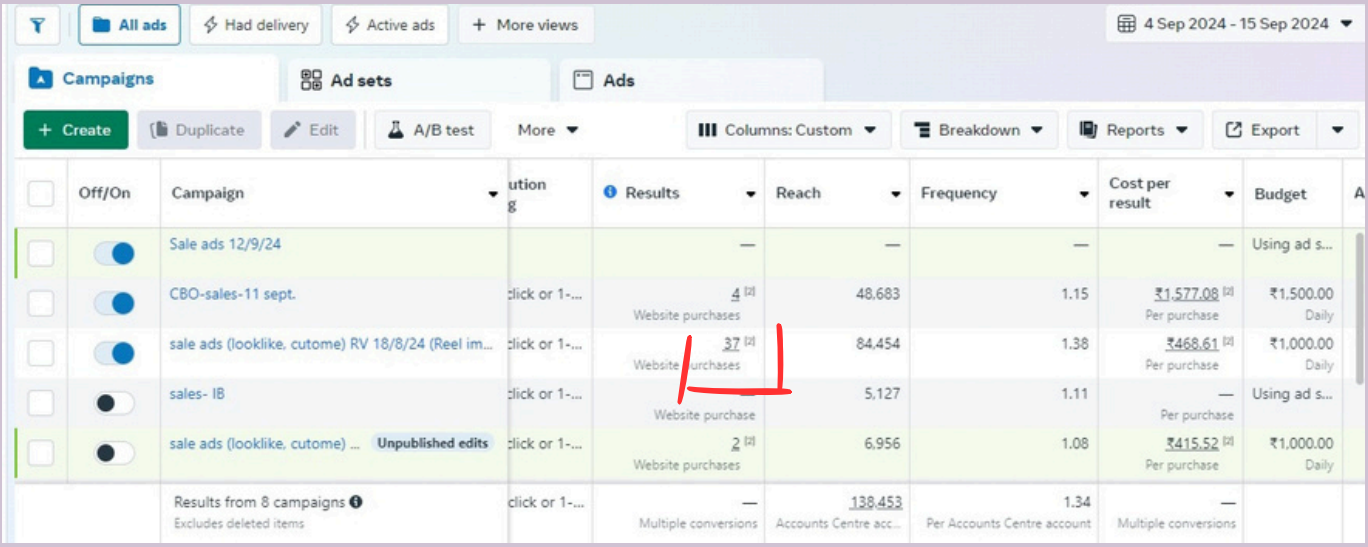
Performance overview
Activity types: All
Customise
On-Facebook leads
11
--
Per on-Facebook leads
₹66.76
--
Amount spent
₹734.34
--
On-Facebook leads
4
3
2
1
0
1 Jul
16 Jul
31 Jul
15 Aug
30 Aug
On-Facebook leads
Historical edits


Performance overview
Activity types: All
Customise
On-Facebook leads
19
--
Per on-Facebook leads
₹39.20
--
Amount spent
₹744.75
--
On-Facebook leads
6
4
2
0
1 Jul
16 Jul
31 Jul
15 Aug
30 Aug
On-Facebook leads
Historical edits

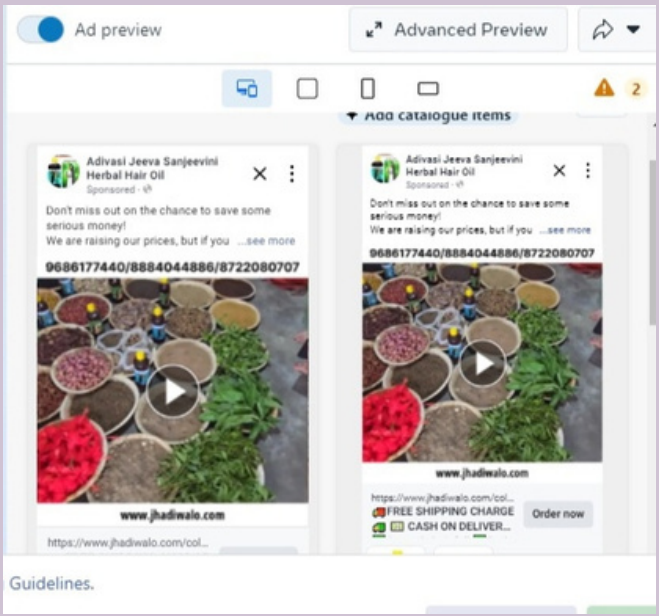

Performance overview
Activity types: All
Customise
On-Facebook leads
108
--
Per on-Facebook leads
₹12.25
--
Amount spent
₹1,323.04
--
On-Facebook leads
30
20
10
0
1 May
24 May
16 Jun
9 Jul
31 Jul

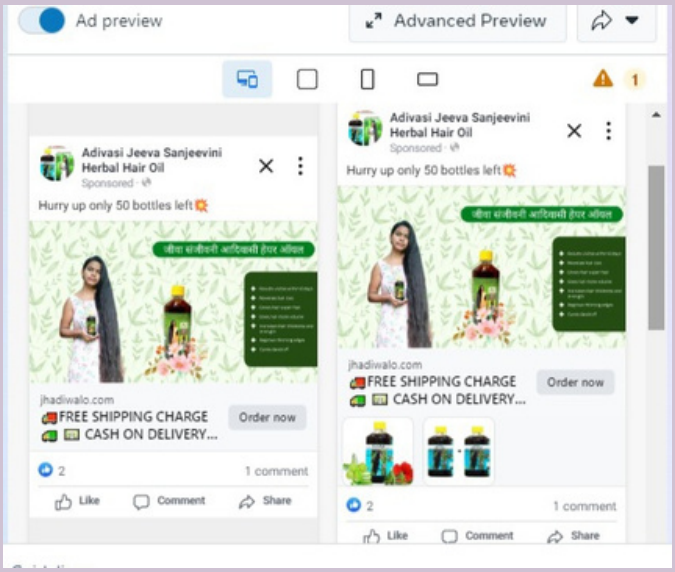
E- Commerce ADS EXPERTISE

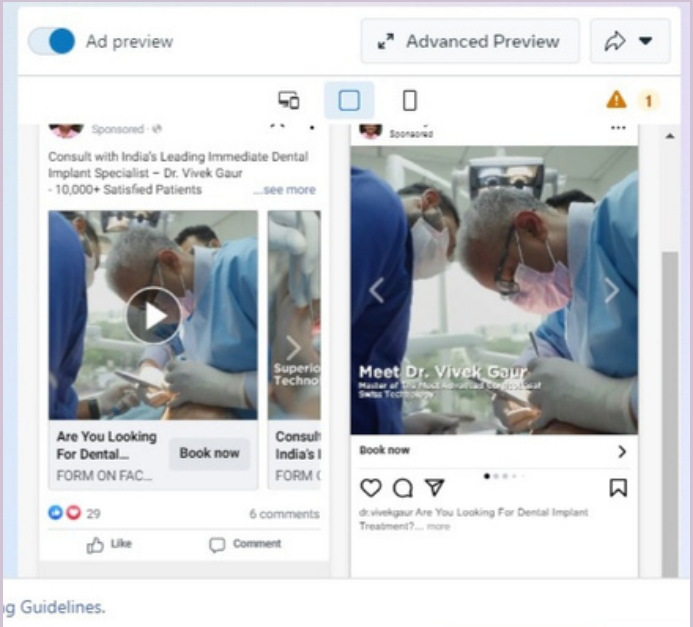


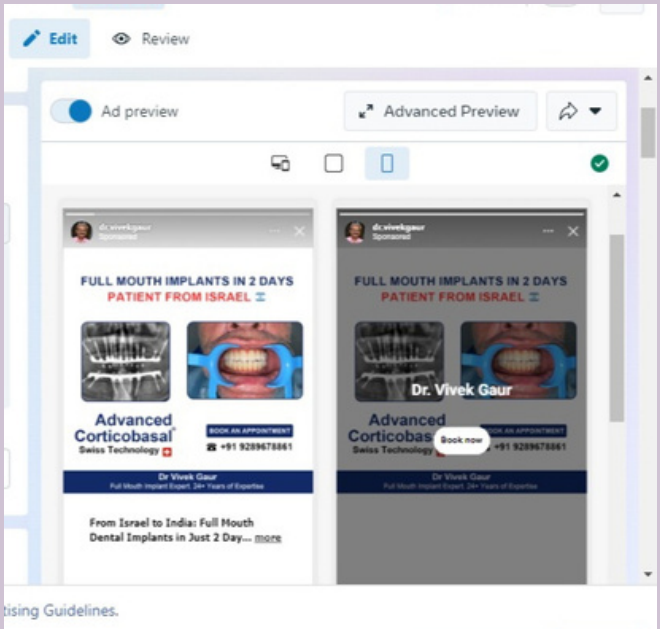


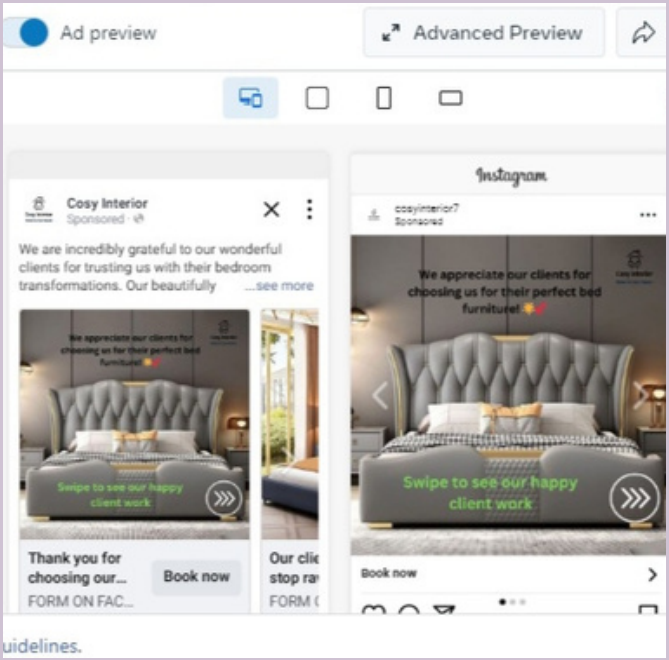
I experimented with various creatives using captivating images and wrote 10 to 12 unique long copies, testing different headlines for each

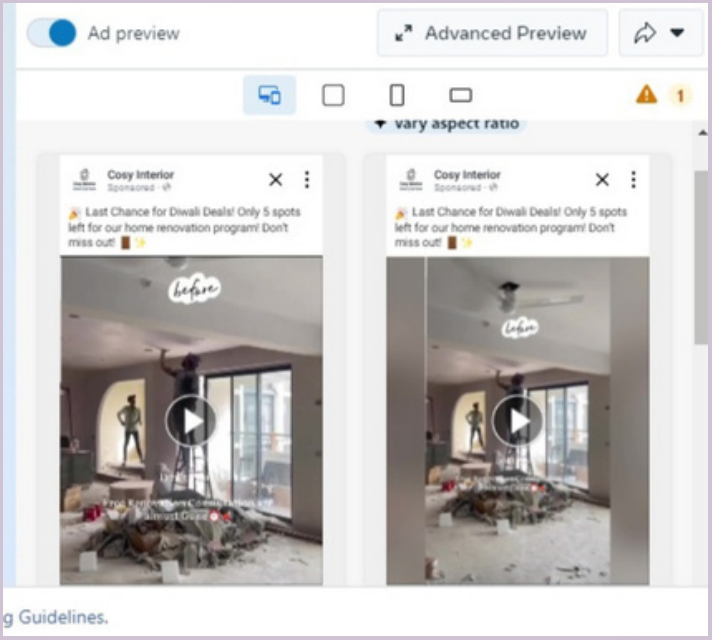


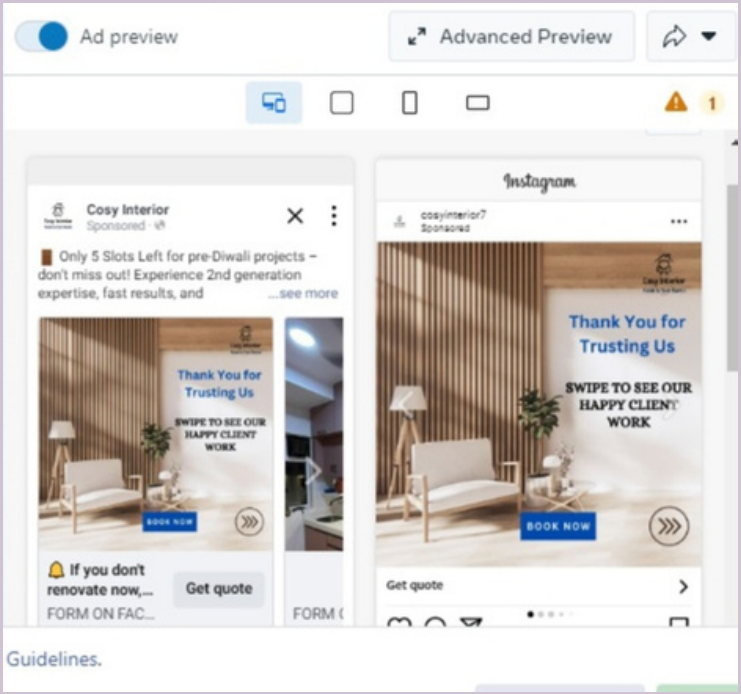


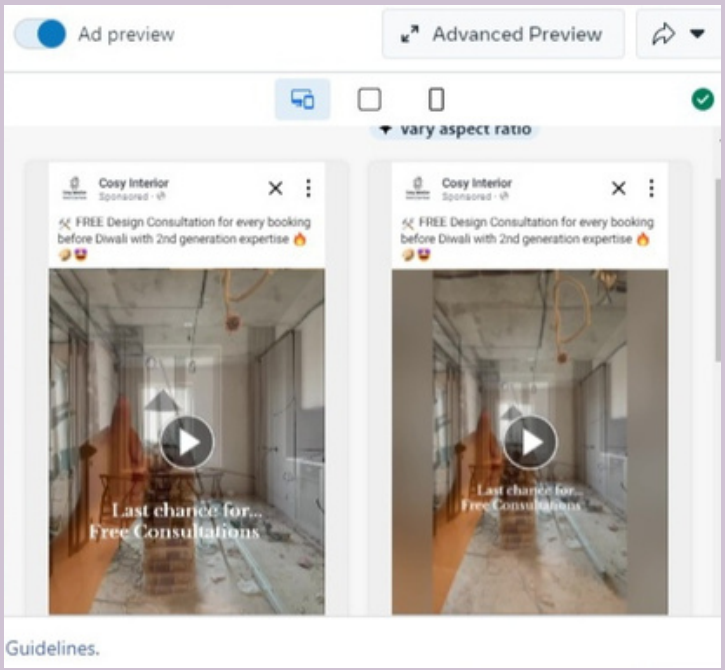





Ad preview
Advanced Preview
Cosy Interior
Sponsored
We are incredibly grateful to our wonderful clients for trusting us with their bedroom transformations. Our beautifully ...see more
Swipe to see our happy client work
Thank you for choosing our...
Book now
FORM ON FAC...
Instagram
cosyinterior7
Sponsored
We appreciate our clients for choosing us for their perfect bed furniture!
Swipe to see our happy client work
Book now
uidelines.

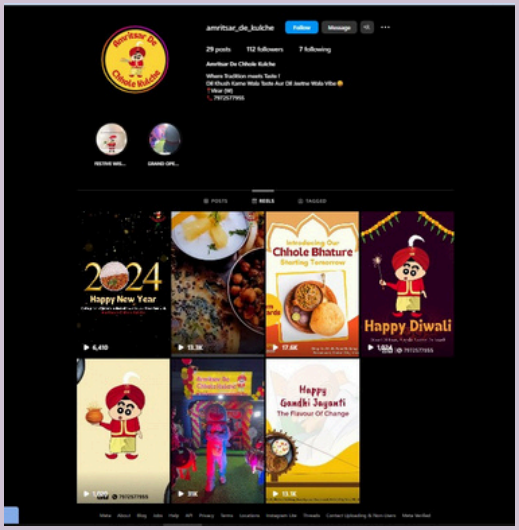

Ad preview
Advanced Preview
vary aspect ratio
Cosy Interior
Sponsored
Last Chance for Diwali Deals! Only 5 spots left for our home renovation program! Don't miss out!
before
g Guidelines.

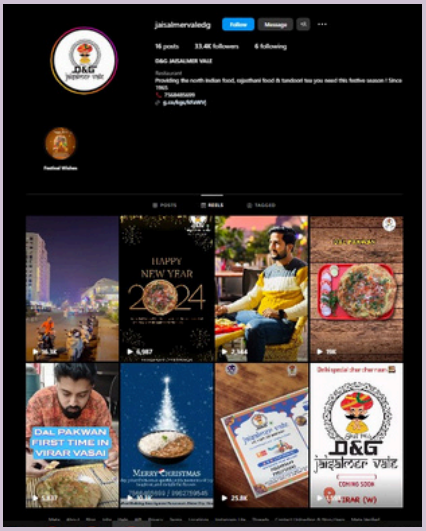

Ad preview
Advanced Preview
Cosy Interior
Sponsored
Only 5 Slots Left for pre-Diwali projects – don't miss out! Experience 2nd generation expertise, fast results, and ...see more
Thank You for Trusting Us
SWIPE TO SEE OUR HAPPY CLIENT WORK
BOOK NOW
If you don't renovate now,...
Get quote
FORM ON FAC...
Instagram
cosyinterior7
Sponsored
Thank You for Trusting Us
SWIPE TO SEE OUR HAPPY CLIENT WORK
BOOK NOW
Get quote
Guidelines.

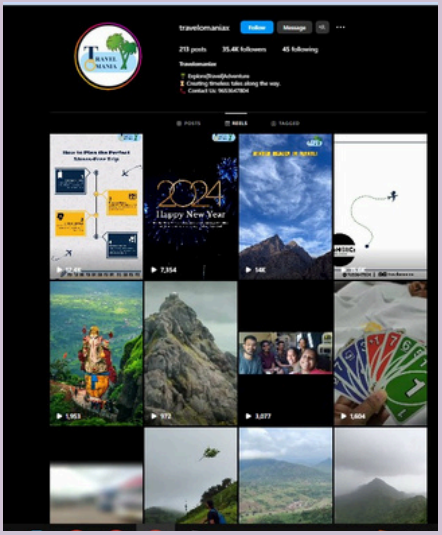

Ad preview
Advanced Preview
vary aspect ratio
Cosy Interior
Sponsored
FREE Design Consultation for every booking before Diwali with 2nd generation expertise
Last chance for...
Free Consultations
Guidelines.

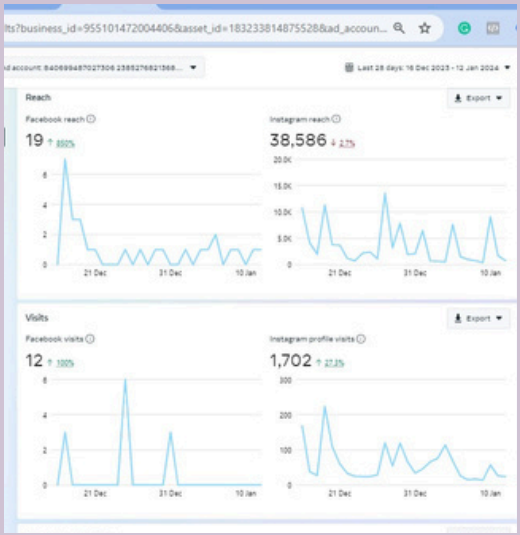
Here Are A Few Of My Clients

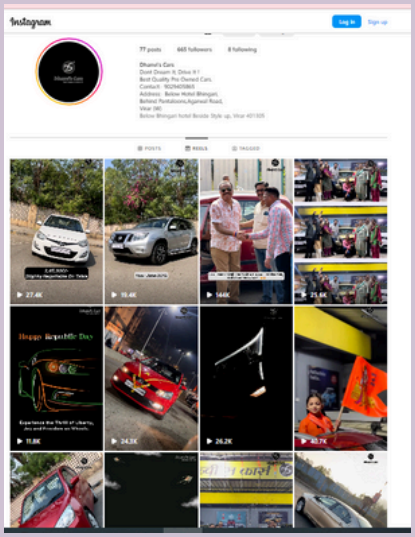
I managed social media Accounts for 70+ clients across various niches, aiming to deliver the best results by boosting follower engagement.

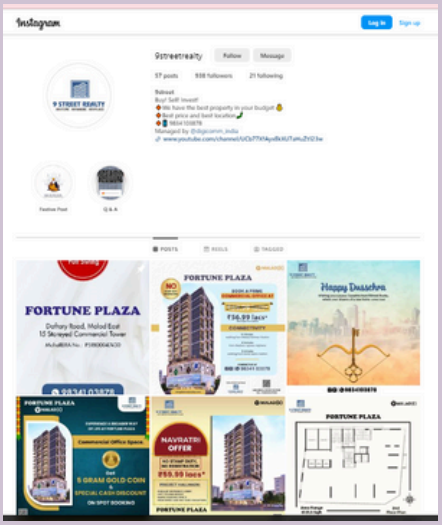


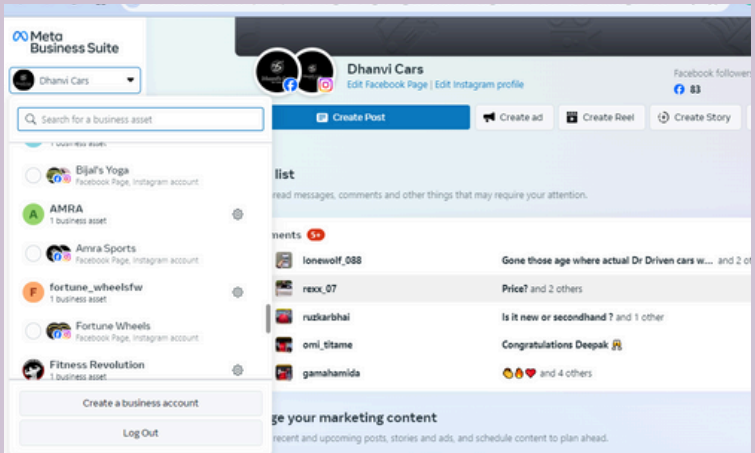


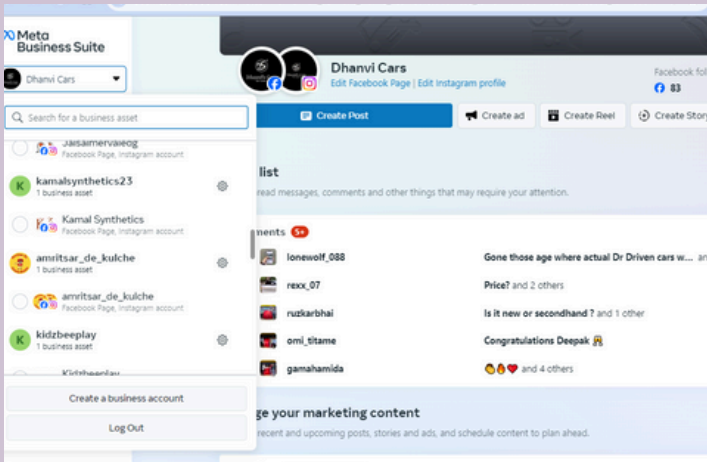








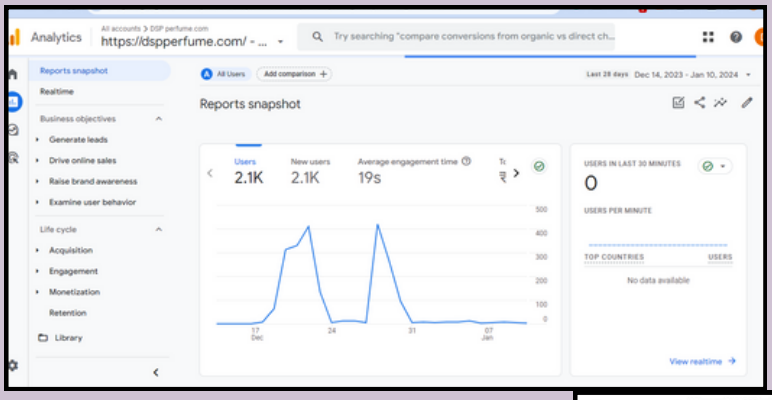


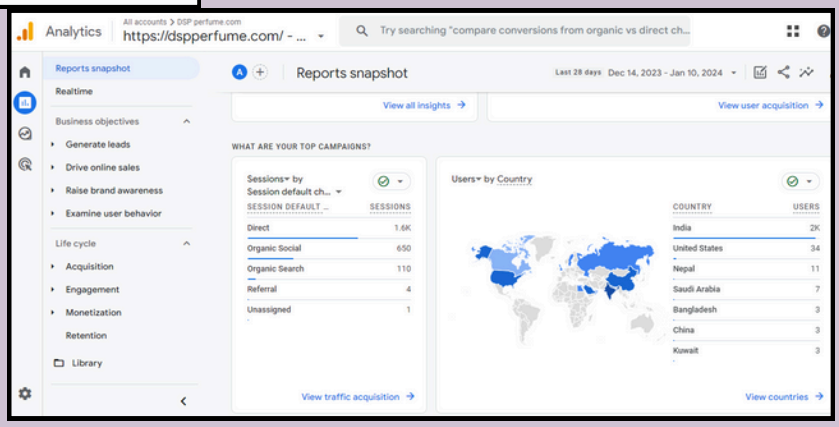


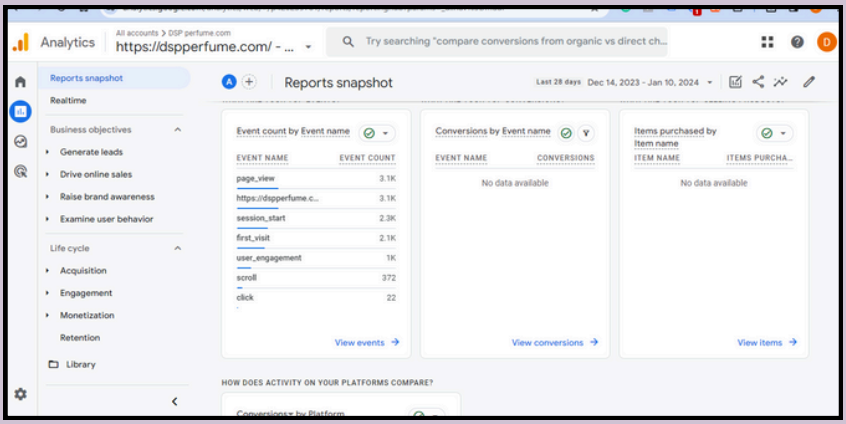
Expert in Googles Ads

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

Utilize Google Analytics effectively.

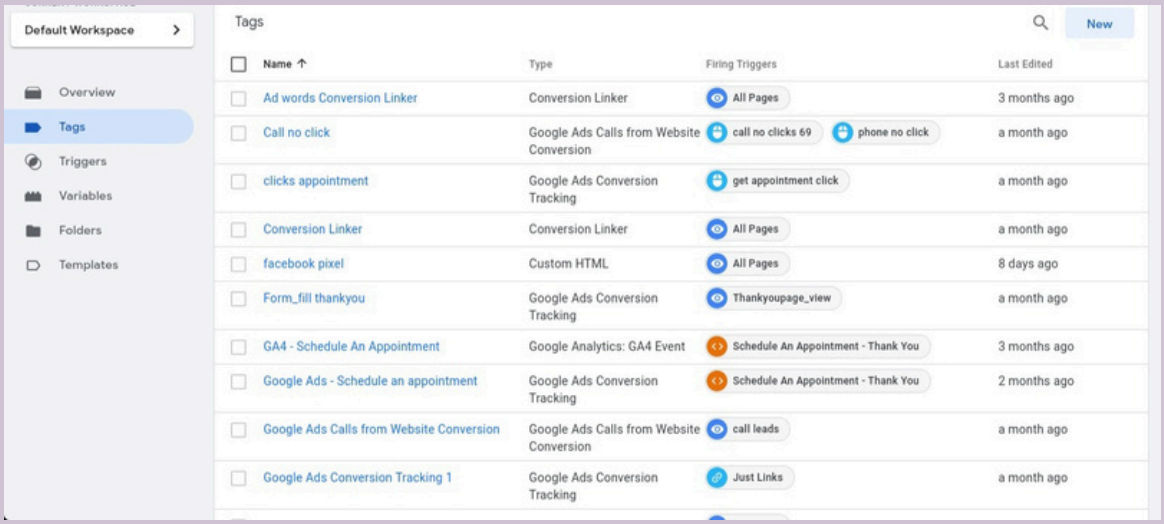


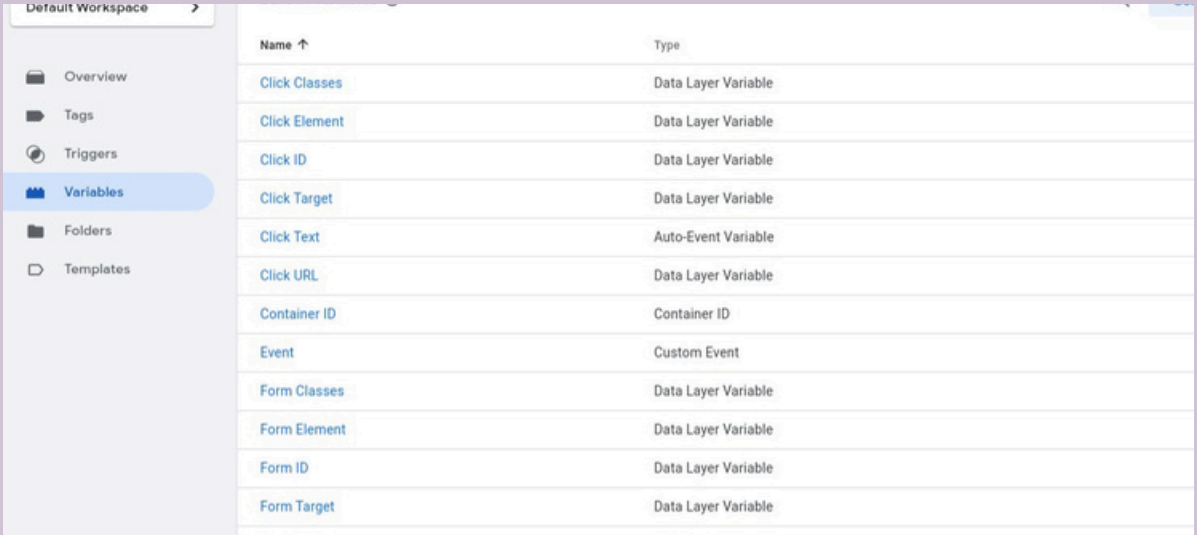


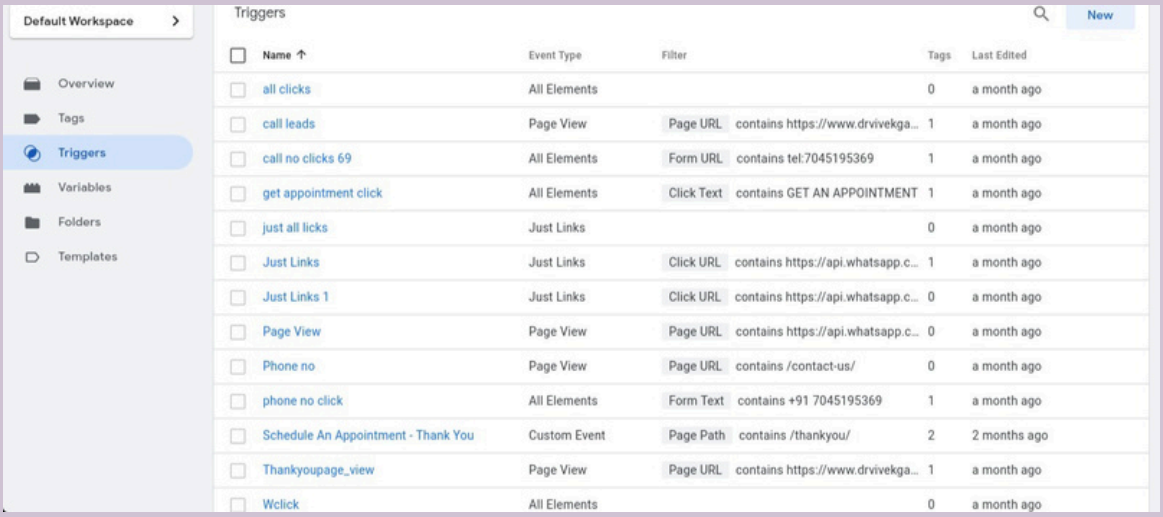


Proficient in Google Tag Manager.

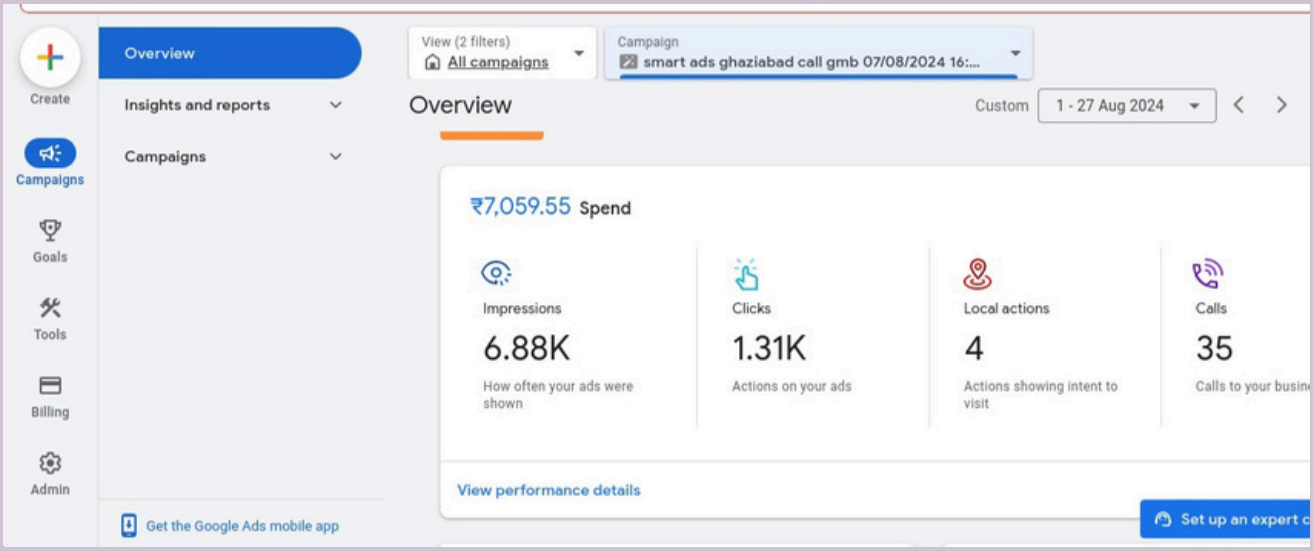
Google Tag Manager

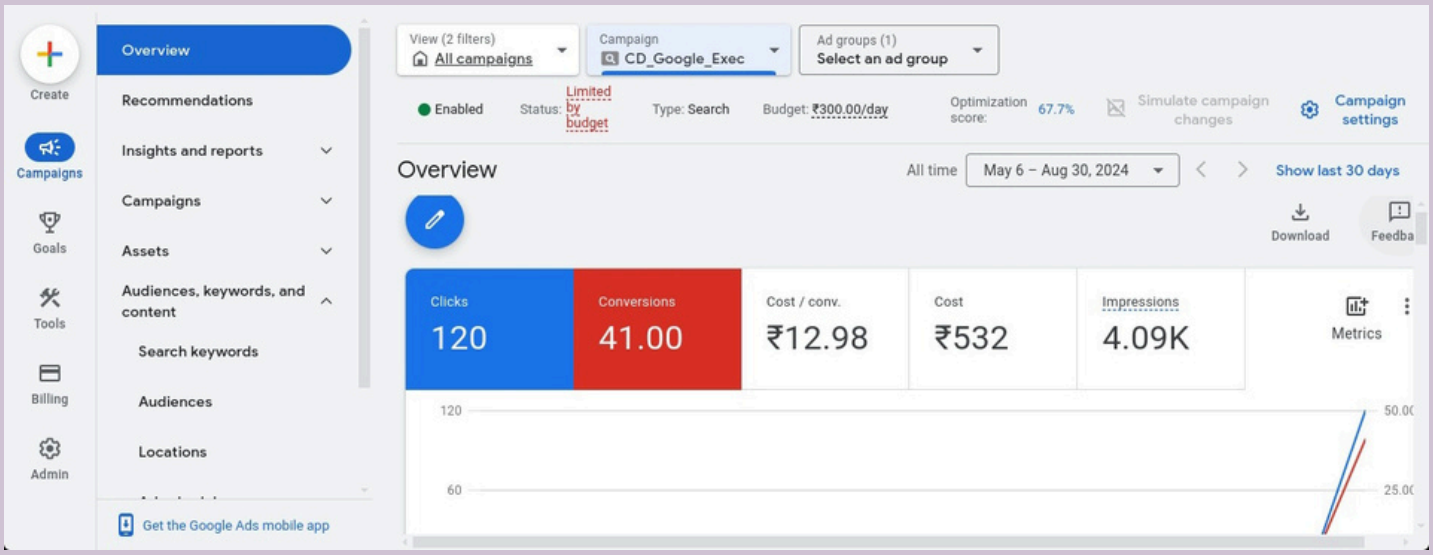


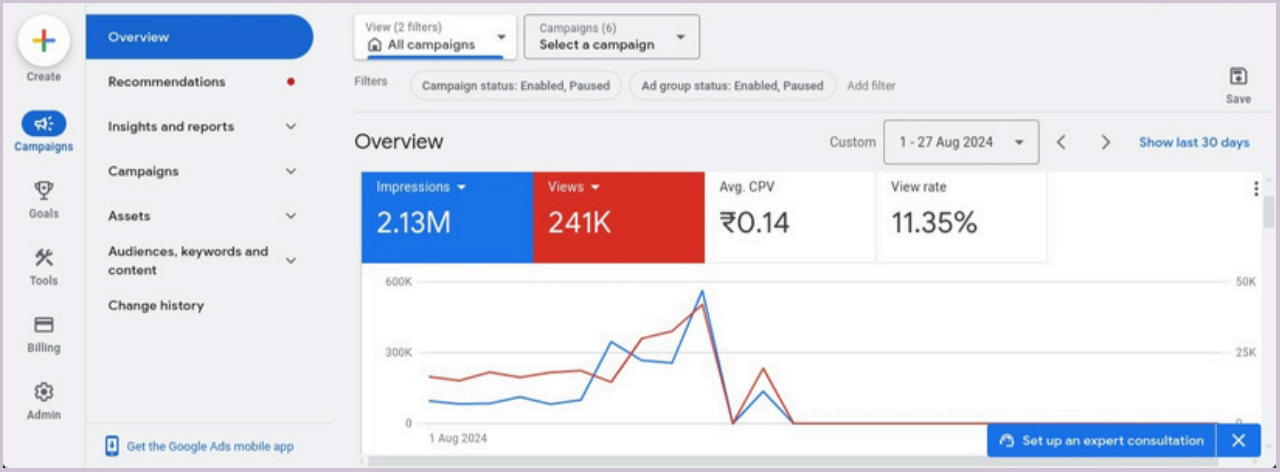


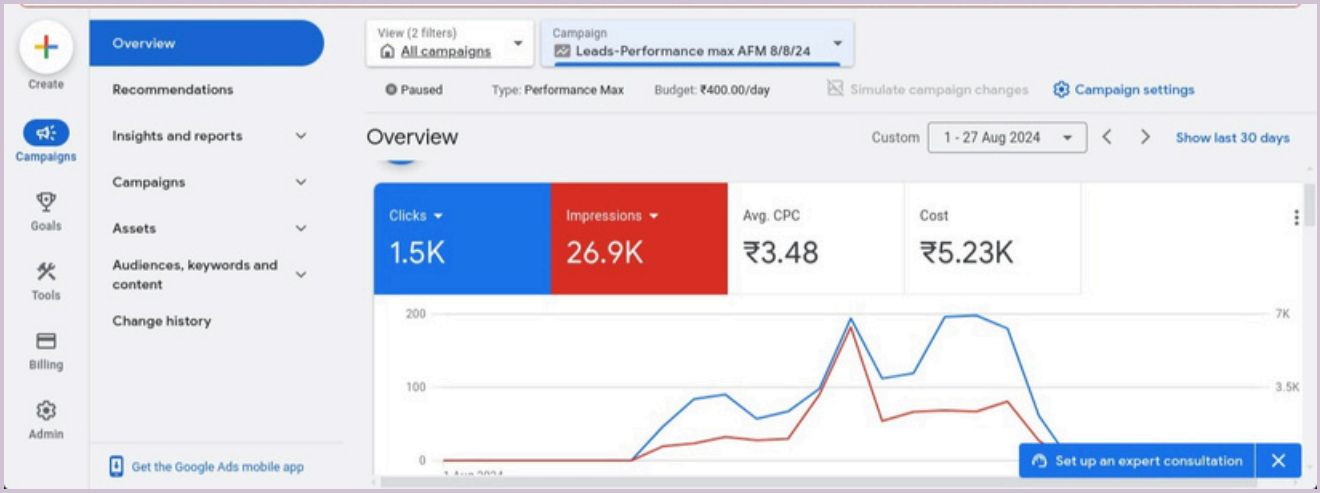


Expert in Googles Ads





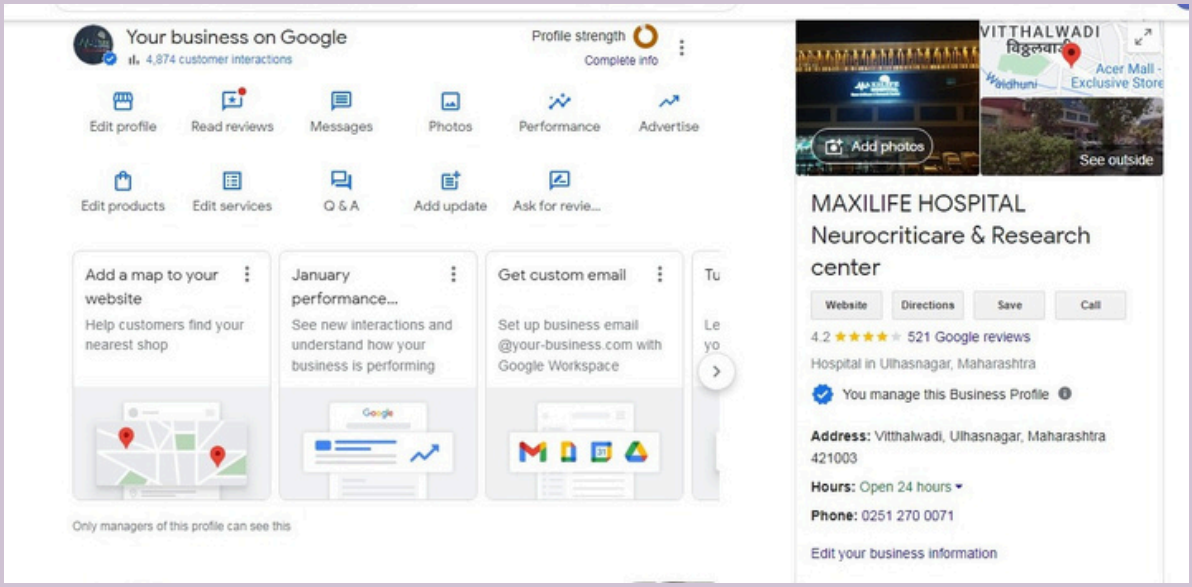

Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Assets
Audiences, keywords and content
Change history
Get the Google Ads mobile app
View (2 filters)
All campaigns
Campaigns (6)
Select a campaign
Filters
Campaign status: Enabled, Paused
Ad group status: Enabled, Paused
Add filter
Save
Overview
Custom
1 - 27 Aug 2024
Show last 30 days
Impressions
2.13M
Views
241K
Avg. CPV
₹0.14
View rate
11.35%
600K
300K
0
50K
25K
1 Aug 2024
Set up an expert consultation

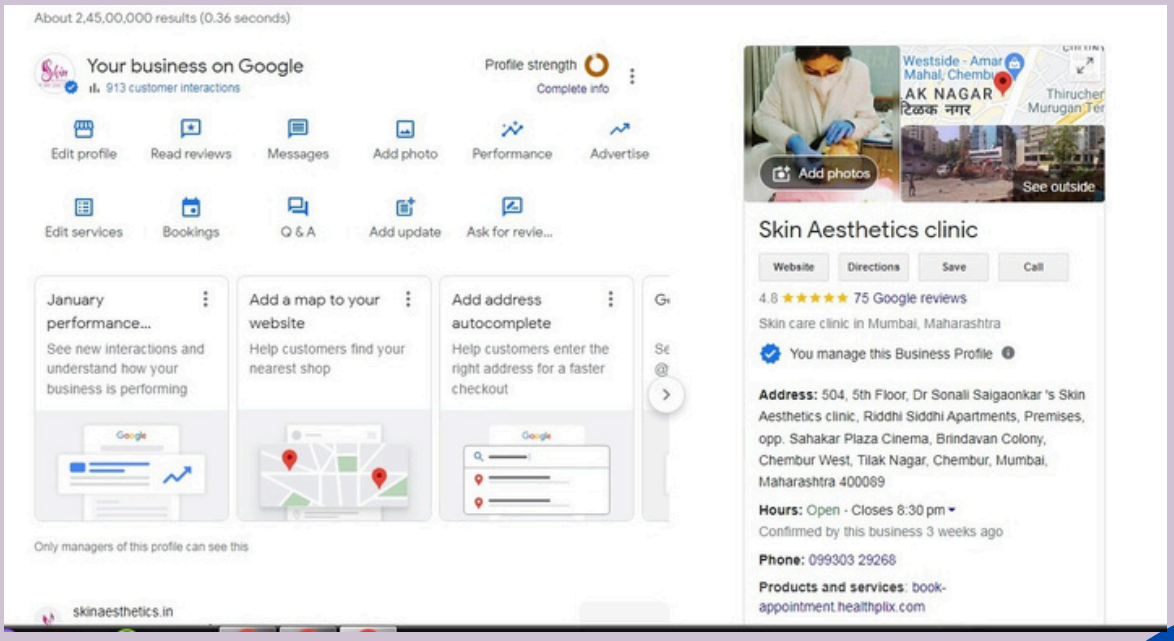

Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Assets
Audiences, keywords and content
Change history
Get the Google Ads mobile app
View (2 filters)
All campaigns
Campaign
Leads-Performance max AFM 8/8/24
Paused
Type: Performance Max
Budget: ₹400.00/day
Simulate campaign changes
Campaign settings
Overview
Custom
1 - 27 Aug 2024
Show last 30 days
Clicks
1.5K
Impressions
26.9K
Avg. CPC
₹3.48
Cost
₹5.23K
200
100
0
7K
3.5K
Set up an expert consultation

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