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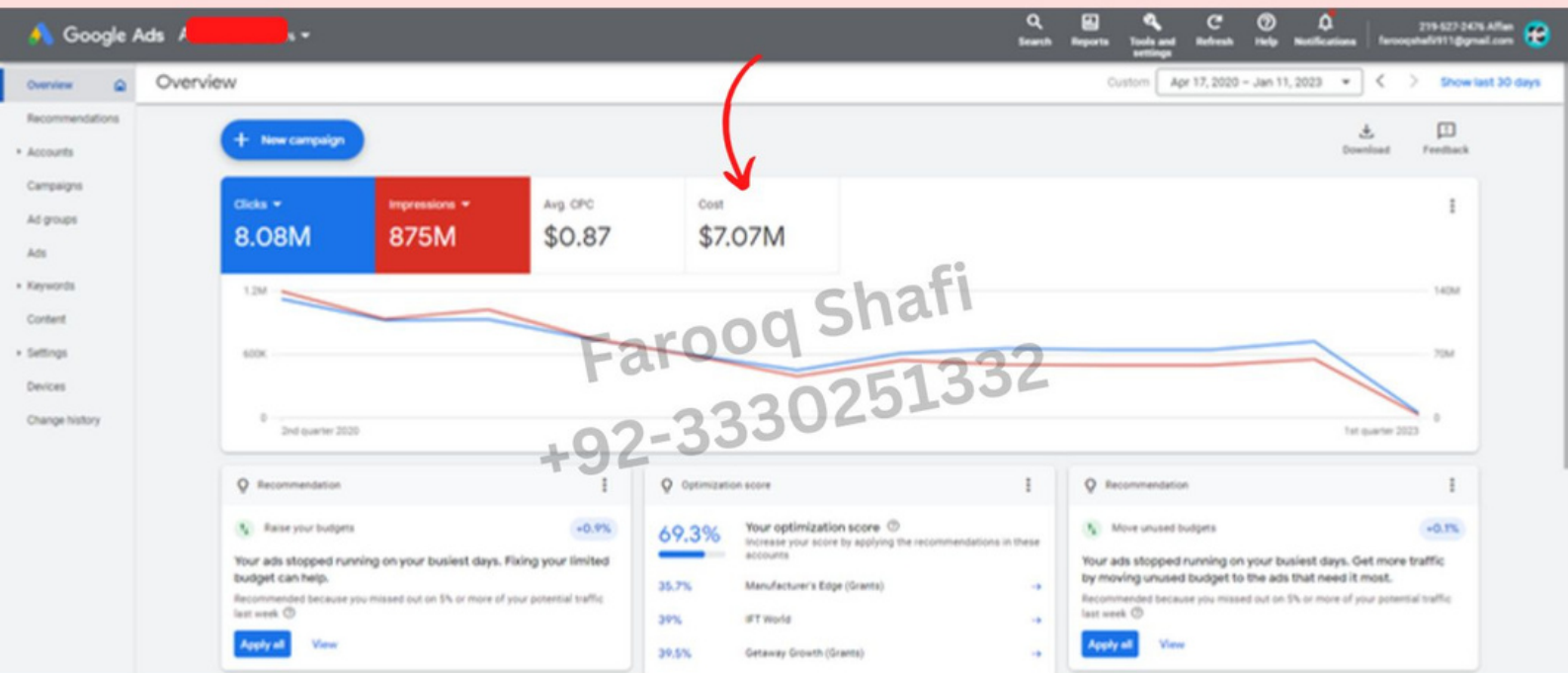


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Channel Selection · Strategy · Execution

All Time \$Dollars\$ Managed in Google Ads



Max \$Dollars\$ Managed in META Ads

The screenshot shows the Meta Ads Campaigns dashboard for 'PlatinumLED Therapy NEW (1158213...)'. The table below lists various campaigns and their performance metrics:

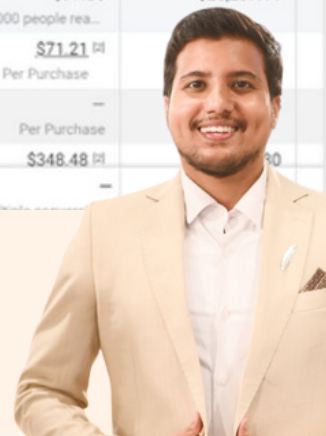
Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
☒	MOF [LC] (P) VV + FB/IG Engagers - Conver...	313	289,424	2,181,515	\$156.47	\$48,976.51
☒	(US) TOF [LC] (ATC) 2% LAL - Conversion	2,488	655,729	2,564,007	\$41.32	\$102,792.01
☒	MOF [LC] Reach Stories Remarketing 30	288,538	288,538	2,775,175	\$97.86	\$28,237.11
☒	BOF [LC] Visitors Evergreen - Conversion	2,327	287,193	3,408,761	\$71.21	
☒	BOF Catalog Dynamic Remarketing 2021		166,997	5,869,585		
☒	(US) TOF Couple Tailored sales campaign (n...	8	114,688	195,264	\$348.48	
	Results from 161 campaigns		10,730,694	61,058,980		

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Highlights from Proven Strategies



Decrease in Cost Per Aquisition



Multi-Channel Marketing Campaigns

Growth Strategy

Marketing funnel experiments tested landing pages, offers, and ad channels (Google and Facebook/Instagram, primarily). Email testing and automation acquired new customers and repeat buyers at improving margins.

Mood board and photography collaboration produced a collection of on-brand images. Daily campaign optimization and collaboration yielded a long list of growth opportunities.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant	Results	Reach	Impressions	Cost per Result
GLO - Lookalike (US, 1%) - 60k Shopify E...	Campaign Off	Lowest cost	Using ca...	May 25, 2020, 4...	17	5,739	8,743	\$14.14
GLO - Lookalike (US, 5%) - 60k Shopify E...	Campaign Off	Lowest cost	Using ca...	May 25, 2020, 4...	31	5,006	6,621	\$17.11
GLO - Lookalike (US, 1%) - GLO - Purchase...	Off	Lowest cost	Using ca...	May 25, 2020, 4...	3,362	7,296	2,296	\$26.30
GLO - Lookalike (US, 1%) - GLO - PageView...	Off	Lowest cost	Using ca...	May 25, 2020, 4...	2	3,504	4,315	\$51.97
GLO - US - Ecom Based Interests	Off	Lowest cost	Using ca...	May 25, 2020, 4...	1	2,908	3,504	\$72.44
Results from 5 ad sets					38	15,439	30,479	\$20.76

Data-Driven Strategy

An omnichannel campaign incorporating digital ads, email, and offline marketing (events and other tactical outreach) created traction among user audiences..

Creative assets (video, graphics, and a website), custom promotional campaigns, and positioning strategies supported ongoing traction.

Campaign name	regions	Cost per result	Amount spent	Ends	Link clicks	3-second video plays	Video percentage watched	Website purchase ROAS (return)
		3,515	\$16.93	\$200.76	Ongoing	59	154	19.90
		5,438	\$124.96	\$249.92	Ongoing	246	2,351	7.89
		12,276	\$114.63	\$1,400.88	Ongoing	246	2,351	6.46
		3,910	\$167.26	\$652.26	Ongoing	44	466	8.35
		13,293	\$125.61	\$251.21	Ongoing	281	2,907	7.56
		5,470	\$252.61	\$252.61	Ongoing	79	716	4.35
		19,053	\$49.91	\$1,954.26	Ongoing	229	1,934	12.16
		5,550	\$250.67	\$250.67	Ongoing	73		
		8,985	\$100.12	\$600.47	Ongoing	116		
Results from all campaigns		\$10,896	\$1,786.67	\$1,786.67	Ongoing	3,068		

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Highlights from Proven Data



MONTHLY REVENUE

Conversion-Centric Strategy

Custom audience modeling in Facebook combined with rapid multivariate testing of ad copies, graphics, and video delivered profitable campaigns at launch. Regular strategic deep dives unearth cultural insights, new marketing angles, and alternative customer outreach methods. Generated Leads at a lower CPA that ultimately affected the Monthly Revenue.

	Campaign Name	Delivery	Budget	Results	Reach	Impression	Cost per Result
	LS - Facebook Targeting Map	Off	Using ad...	12 On Face...	437	439	\$0.32 Per On-Facebook Leads
	LS - LeadAd - Facebook Audience Targeting G...	Off	Using ad...	1,019 On Face...	57,809	109,713	\$0.43 Per On-Facebook Leads
	LS - Remarketing - 30% Discount	Off	\$5.00 Daily	6 On Face...	500	2,263	\$6.79 Per On-Facebook Leads
	LS - RM - Lead Ads	Off	\$20.00 Daily	2 On Face...	904	1,150	\$31.72 Per On-Facebook Leads
	LS - Lead Ads - SMS Test	Off	\$20.00 Daily	1 On Face...	523	672	\$34.58 Per On-Facebook Leads

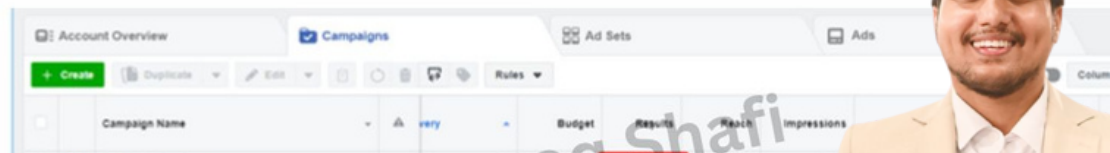


Over the past year, significant growth

Engagement Strategy

A custom WordPress website optimized for search engines delivered #1 rankings on desktop and mobile devices. Google Search and YouTube Ads and Facebook Ads delivered regular and ongoing leads.

Paid campaigns scaled successfully with greater lead volumes and decreasing Cost Per Lead targets. Leads were validated and tracked with dynamic call tracking and form submission confirmation. Strategy consultations provided guidance on lead management and phone sales.



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“Fashion Go – Online Dropshipping and Wholesale marketplace (www.fashiongo.net)”
 -Targeted all online wholesaler and drop shippers in the USA and created traction on our Ads. Monthly Ad spend was around \$150K and CPA was around \$20-\$25

Campaign	Imps	Clicks	Cost	Conversions	Cost / conv	Conv rate	Avg CPC	CTR	Search imp share	Search cost share
Search-01 Campaign-US-KPA-01	11,833	1,919	\$3,861.77	33,537.93	\$423.84	+71.96%	\$2.02	13.17%	28.23%	13.19%
Search-01 Campaign-US-KPA-02	3,274	130	\$885.36	31,241.71	\$885.36	-49.37%	\$6.92	12.18%	-2.24	-18.43%
Search-01 Campaign-US-KPA-03	25,867	1,962	\$5,228.41	35,472.24	\$1,797.17	+50.61%	\$2.67	8.52%	31.31	31.31
Search-01 Campaign-US-KPA-04	4,759	386	\$739.81	34,117.17	\$739.81	-49.37%	\$1.93	15.80%	+52.47%	52.47
Search-01 Campaign-US-KPA-05	18,145	2,405	\$2,914.13	32,255.48	\$76.42	+42.67%	\$1.23	13.33%	31.31	31.31
Search-01 Campaign-US-KPA-06	40,811	4,942	\$1,420.27	34,117.17	\$41.63	-49.37%	\$2.91	12.18%	-2.24	-18.43%
Search-01 Campaign-US-KPA-07	17,382	1,405	\$2,055.66	34,117.17	\$1,463.38	-49.37%	\$1.46	13.33%	31.31	31.31
Search-01 Campaign-US-KPA-08	11,772	1,386	\$1,348.37	34,117.17	\$366.85	-49.37%	\$0.97	13.33%	31.31	31.31
Search-01 Campaign-US-KPA-09	105,214	15,541	\$1,584.58	31,573.41	\$159.81	+71.96%	\$2.40	13.33%	31.31	31.31

FashionGo.Net Facebook Ads Performance Summary (last 3M)

Date (Year Month)	Amount spent...	Website leads	CPL	Frequency
Jun 2022	\$4,921.92	45	\$109.38	1.06
Jul 2022	\$3,015.11	58	\$51.98	1.19
Aug 2022	\$1,385.16	26	\$53.28	1.17

The number of conversions and CPL were most optimal during July

Campaign	Budget	Status	Cost	Conversions	CPL
Search-01 Campaign-US-KPA-01	\$1,400.00/day	Limited by budget	\$4,238.40	1,400.00	\$3.03
Search-01 Campaign-US-KPA-02	\$800.00/day	Limited by budget	\$1,797.17	31,241.71	\$57.56
Search-01 Campaign-US-KPA-03	\$750.00/day	Limited by budget	\$5,228.41	35,472.24	\$147.38
Search-01 Campaign-US-KPA-04	\$500.00/day	Some ads limited by budget	\$739.81	34,117.17	\$216.94
Search-01 Campaign-US-KPA-05	\$400.00/day	Limited by budget	\$2,914.13	32,255.48	\$72.05
Search-01 Campaign-US-KPA-06	\$300.00/day	Some ads limited by budget	\$1,420.27	34,117.17	\$41.63
Search-01 Campaign-US-KPA-07	\$200.00/day	Some ads limited by budget	\$2,055.66	34,117.17	\$57.33
Search-01 Campaign-US-KPA-08	\$100.00/day	Limited by budget	\$1,348.37	34,117.17	\$366.85
Search-01 Campaign-US-KPA-09	\$100.00/day	Limited by budget	\$1,584.58	31,573.41	\$50.19



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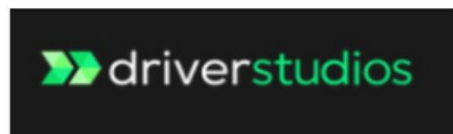
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www.buildtak.com

A 3d Printing Sheet business which started to get good traction and no. of conversion.

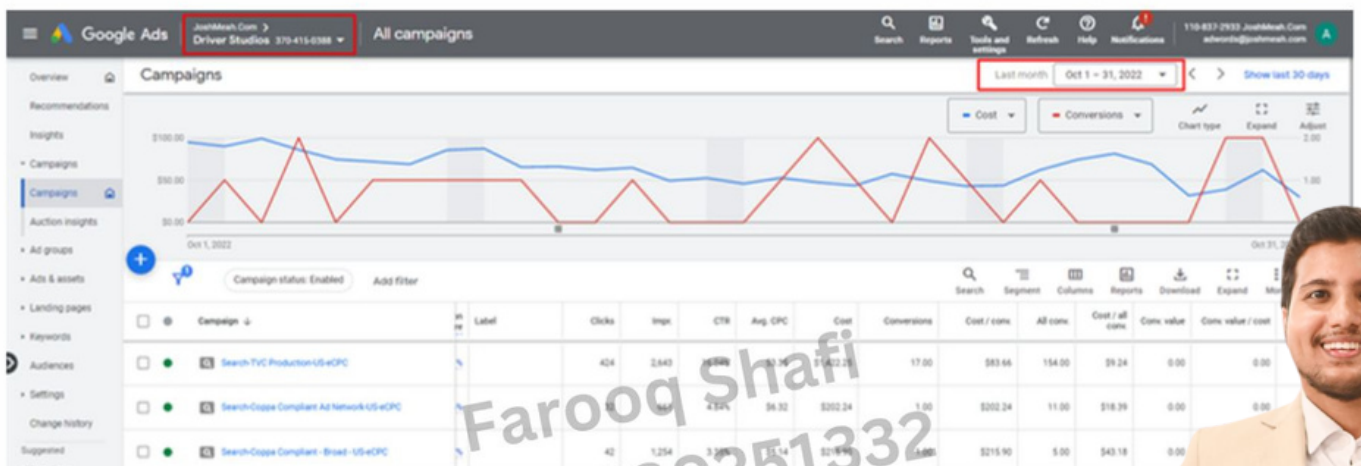
Campaign	version	Cost / conv.	Conv. rate	Avg. CPC	CTR	Search eng. share	Search lost IS (budget)	Search lost IS (rank)	Label	Conv. value	Conv. value / cost	Transaction USA	Transaction Value USA	Transaction ROAS USA
Reg Shop - All Products - US	8.00	\$56.33	2.30%	\$1.29	0.89%	16.42%	16.74%	62.64%		313.75	0.70	6.00	2,079.24	4.61
Search - Brand - US - eCPC	21.00	\$19.44	9.25%	\$1.80	22.63%	77.49%	0.00%	22.51%		1,746.01	4.28	19.00	1,894.65	4.64
Reg Shop - Other - Products - US	2.00	\$125.62	1.38%	\$1.73	0.74%	34.11%	4.07%	67.82%		160.09	0.64	1.00	145.06	0.58
Search - Brand - eCPC - EU	6.00	\$21.39	5.85%	\$1.15	16.91%	96.9%	0.70%	8.52%		410.16	3.20	0.00	0.00	0.00
Search - 3D Printing - Surface & Spatula - US - eCPC	2.00	\$52.91	3.45%	\$1.82	3.98%	19.11%	0.00%	79.12%		149.14	1.41	2.00	152.28	1.44
Display - DYN RM - US - eCPC	0.00	\$0.00	0.00%	\$1.24	0.71%	0.00%	0.00%	0.00%		0.00	0.00	0.00	0.00	0.00
Search - RLSA RM - US - eCPC	0.00	\$0.00	0.00%	\$2.81	7.81%	34.38%	0.00%	65.62%		0.00	0.00	0.00	0.00	0.00
Search - 3D Printing - Surface & Spatula - EU - eCPC	0.00	\$0.00	0.00%	-	-	-	-	-		0.00	0.00	0.00	0.00	0.00
Video Brand Custom Placements US	0.00	\$0.00	0.00%	-	0.00%	-	-	-		0.00	0.00	0.00	0.00	0.00
Search - DSA - RM - US - eCPC	0.00	\$0.00	0.00%	-	0.00%	100.00%	0.00%	0.00%		0.00	0.00	0.00	0.00	0.00
Total All but removed campaigns	39.00	\$38.23	3.98%	\$1.52	1.16%	21.85%	14.73%	63.43%		2,779.15	1.86	28.00	4,271.23	2.87
Total Account	39.00	\$38.51	3.96%	\$1.52	1.17%	21.82%	14.64%	63.54%		2,779.15	1.85	28.00	4,271.23	2.84



Driver Studios

<https://www.driver-studios.com/>

A TV Commercial Company that got leads at as lower as \$100 and closed the sale at minimum \$10K TO \$15k



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<https://platinumtherapylights>

An E-commerce Shopify Store that got website purchases at a avg ROAS of 10X whereas, the avg cost/purchase was brought to \$120 to sell a product worth \$950

Off/On	Campaign	Amount spent	Purchases conversion value	Website purchases conversion value	Meta purchase conversion value	Purchase ROAS (return on ad spend)
☒	BOF [LC] Visitors Evergreen - Conversion	\$165,911.21	\$3,558,926.53	\$2,808,235.43	\$3,858.63	21.37
☒	BOF Catalog Dynamic Remarketing 2021	\$159,673.50	\$0.00	\$0.00	\$0.00	—
☒	(US) TOF [LC] (ATC) 2% LAL - Conversion	\$102,917.27	\$165,470.02	\$12,479.36	\$0.00	1.60
☒	Tailored sales campaign 12/02/2022 Campaign	\$82,447.68	\$1,057,307.47	\$752,154.28	\$2,488.09	10.85
☒	(US) TOF [LC] (ABO) Healthy Living + Qualit...	\$67,248.60	\$798,252.72	\$771,670.87	\$0.00	11.87
☒	(US) TOF Interest - VV	\$60,991.23	\$0.00	\$0.00	\$0.00	—
Results from 161 campaigns		\$1,275,165.26	\$0.00	\$0.00	\$0.00	—

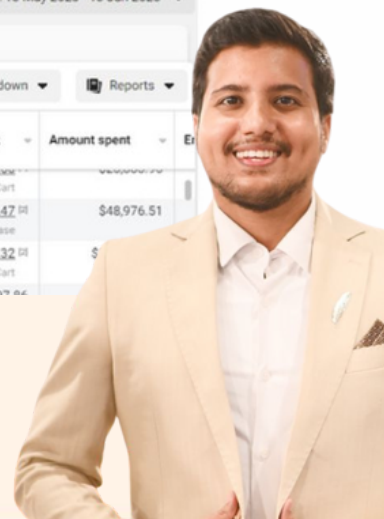
Off/On	Campaign	Offline purchases	Meta purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Cost per purchase
☒	MOF [LC] (P) VV + FB/IG Engagers - Conver...	182	—	12.32	7.74	\$98.35
☒	(US) TOF [LC] (ATC) 2% LAL - Conversion	28	—	1.61	1.21	\$790.75
☒	MOF [LC] Reach Stories Remarketing 30	11	—	1.90	1.46	\$743.12
☒	BOF [LC] Visitors Evergreen - Conversion	578	4	21.39	16.94	\$56.97
☒	BOF Catalog Dynamic Remarketing 2021	—	—	—	—	—
☒	(US) TOF Couple Tailored sales campaign (n...	3	3	5.06	4.02	\$253.44
Results from 161 campaigns		Total	Total	Average	Average	Per Action

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
☒	MOF [LC] (P) VV + FB/IG Engagers - Conver...	213	298,424	2,181,515	\$156.47	\$48,976.51
☒	(US) TOF [LC] (ATC) 2% LAL - Conversion	2,488	655,729	2,564,007	\$41.32	\$

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Some Winning ADS - Static Only



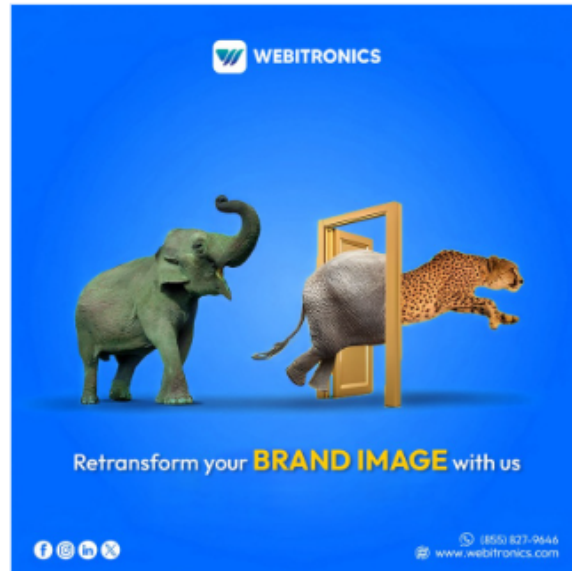
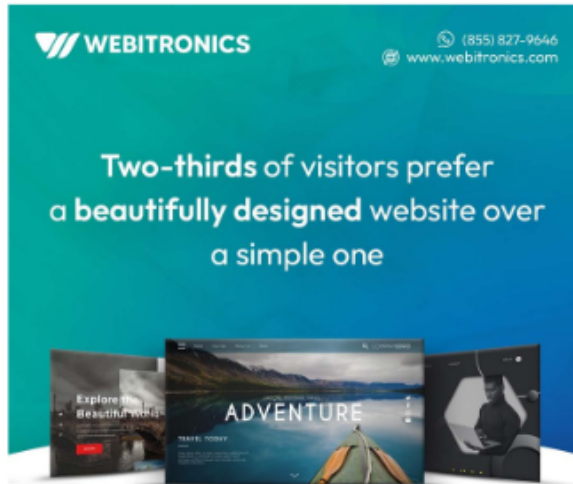
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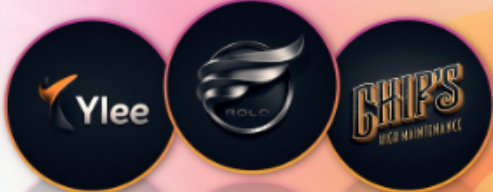
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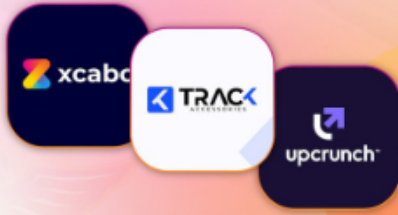


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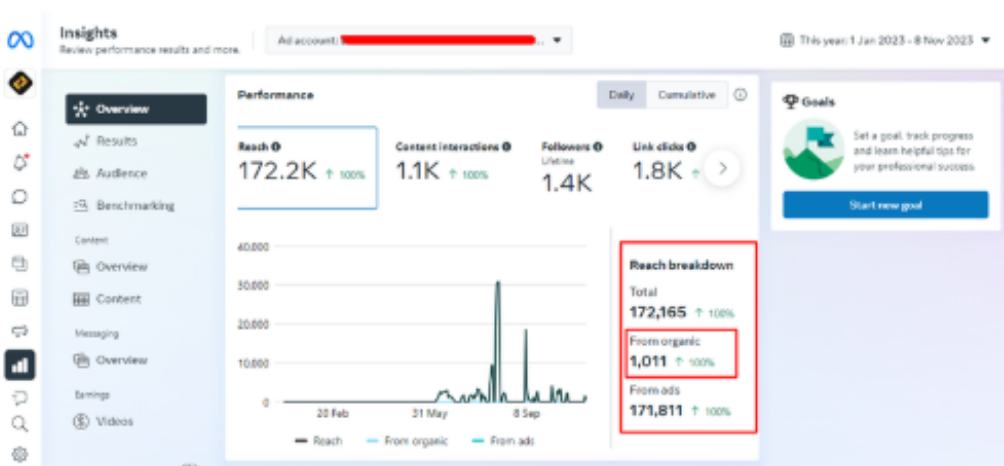
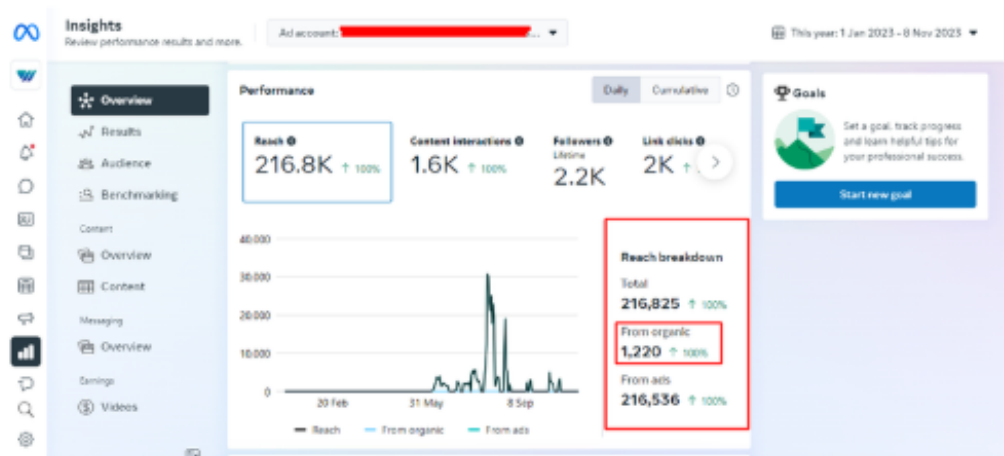
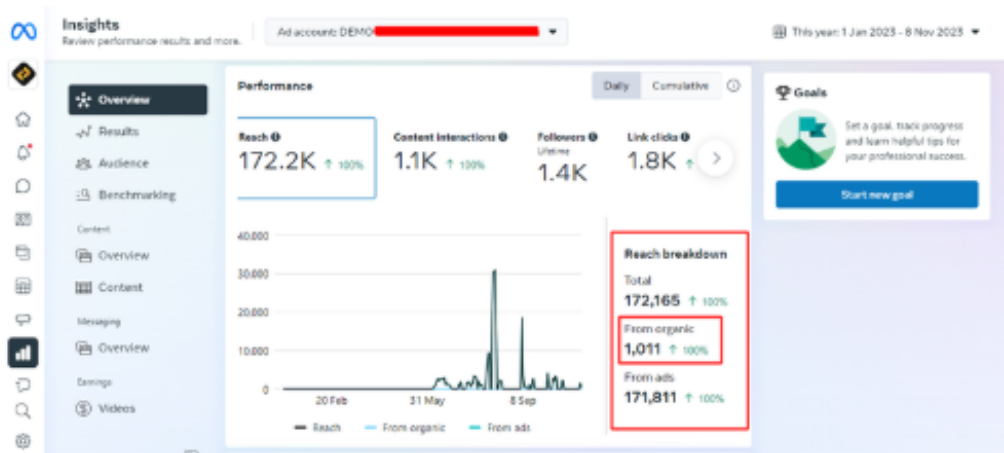
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META Organic Growth Non-Paid



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How to Reach ME???

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Phone # +92-3330251332

Website: www.farooqshafi.com

LinkedIn: <https://www.linkedin.com/in/farooq-shafee-3058a1184/>



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