

FAISAL ZAHOOR

ABOUT ME

I am a Google Ads and social media marketing expert with over 7 years of experience across multiple industries, including eCommerce, real estate, EdTech, and more. I hold an MBA in Marketing and Operations, which enhances my strategic and analytical approach to campaign management.



CORE COMPETENCIES

- **Google Ads Expert:** Proficient in search, display, shopping, video, and app campaigns. Expertise in campaign optimization, keyword research, bid strategies, A/B testing, and ROI maximization.
- **Social Media Expert:** Hands-on experience with Facebook, Instagram, LinkedIn, Pinterest, and Twitter Ads, managing full-funnel marketing strategies, and content creation.
- **Industry Expertise:**
 - **eCommerce:** Scaling online stores through performance marketing and funnel optimization.
 - **Real Estate:** Generating high-quality leads through hyper-targeted campaigns for property listings.
 - **EdTech:** Driving enrollment and brand awareness via cost-effective ad strategies.



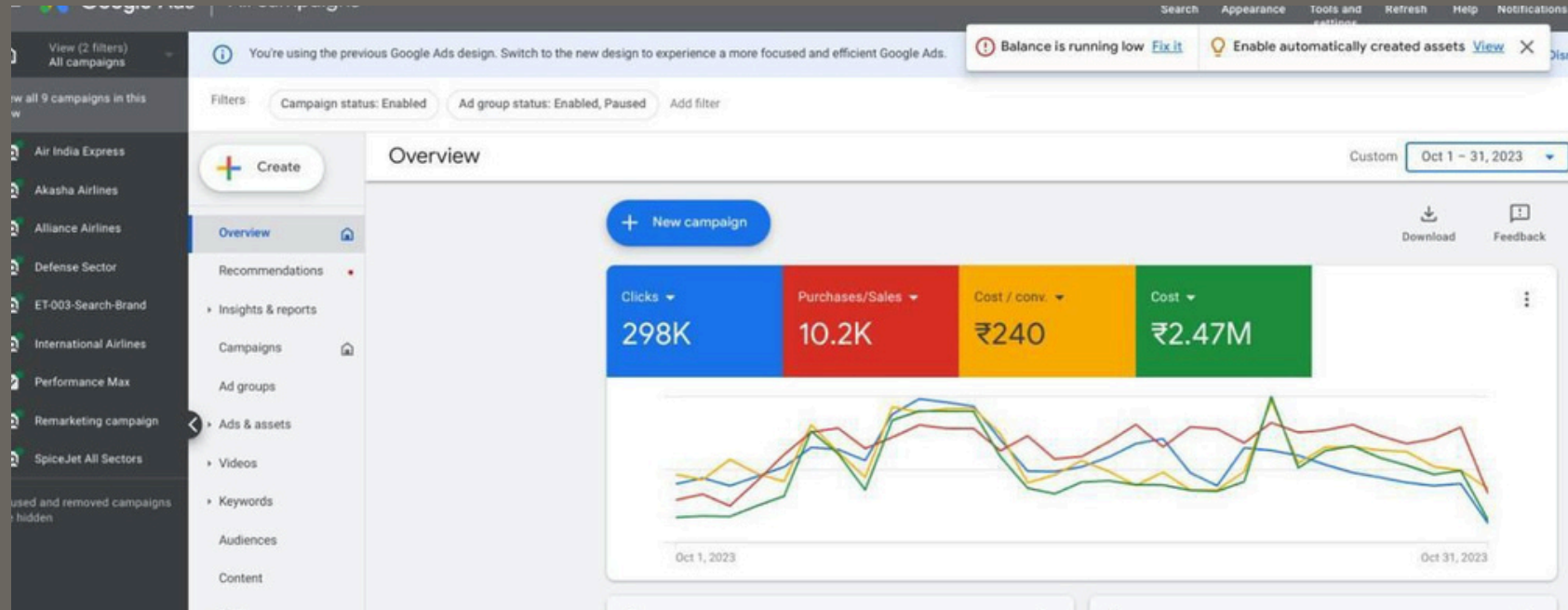
CASE STUDY

Google Ads Campaigns

Optimizing Campaign Performance for Aviation Sector Clients

Objective:

To drive significant traffic and sales for multiple airlines and sectors in the aviation industry, while optimizing for cost-effective conversions through Google Ads campaigns



Campaign Strategy: Launched a multi-faceted Google Ads strategy with a focus on high-conversion keywords and a mix of Search, Performance Max, and Remarketing campaigns. The target sectors included international airlines, defense, and domestic carriers, ensuring diversified outreach.

- Data-Driven Optimization: Leveraged data insights to continuously refine audience targeting, bid strategies, and ad copy, focusing on high-ROI opportunities.
- Budget Allocation: Prioritized ad spend on top-performing sectors, reducing spend on lower-converting campaigns, ensuring efficient budget utilization.
- A/B Testing: Conducted extensive testing on ad creatives, landing pages, and bidding strategies to maximize performance.

Results:

- Traffic Growth: The campaigns collectively achieved 298,000 clicks within the month of October 2023, showcasing our ability to drive significant traffic.
- Conversions: The campaigns led to 10,200 sales/purchases, demonstrating a strong conversion rate from the generated traffic.
- Cost Management: We maintained a cost-per-conversion of just ₹240, well within the industry average, by focusing on high-quality leads and optimizing ads for relevancy.
- Total Spend: A total of ₹2.47 million was spent across all campaigns, showing a robust investment in securing quality traffic and conversions.
- Overall Impact: The campaign performance showcases the ability to scale traffic, drive meaningful conversions, and manage costs effectively. This approach ultimately contributed to achieving higher revenue and market penetration for the aviation clients.

Social Media Campaigns

🔍

All ads

📦 Had delivery

📦 Active ads

+ More views

1 Jun 2024 - 30 Jun 2024

Search and filter

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Reports

Export

<input type="checkbox"/>	Off/On	Campaign		Att set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	INTERNSHIP - Retargeting	₹800.00 Daily	7...	Website purchase	—	—	—	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cognizavest - Traffic - 21-03	set bud...	7...	13,627 Link Clicks	1,064,470	1,698,887	₹0.77 Per link click	₹10,500.90	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NSDC approved certificate courses	₹2,400.00 Daily	7...	51 Website purchases	113,824	495,327	₹1,177.16 Per purchase	₹60,035.01	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cognizavest-Short Term Courses 10-March-24	₹1,800.00 Daily	7...	37 Website purchases	208,154	665,837	₹1,216.23 Per purchase	₹45,000.41	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	cognidise - Daily Journal 2024 Carousel	set bud...	7...	Website purchase	—	—	—	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delhi offline course - 03-March-2024	₹800.00 Daily	7...	Website purchase	—	—	—	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	cognidise - New Sales -wellness Journal 2024	set bud...	7...	Website purchase	—	—	—	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	cognidise - New Sales 27-March-24	₹1,200.00	7...	—	—	—	—	—	Ongoing
Results from 63 campaigns				M...	Multiple conversions	1,444,387	4,002,238	Multiple conversions	₹178,567.85	
Excludes deleted items					Accounts Centre acc...	Total	Total	Total Spent		

Case Study: High-Impact Multi-Campaign Strategy for Educational Programs

Objective:

To drive awareness, traffic, and purchases for various educational programs, including internships, certificate courses, and wellness journals, using Facebook Ads across a targeted audience base.

Challenge:

The challenge was to manage and optimize multiple campaigns simultaneously for various education-focused offerings. Each campaign had distinct target audiences and goals, ranging from generating traffic for short-term courses to encouraging purchases of physical and digital products.

Approach:

- Targeted Ad Sets: Created multiple ad sets within each campaign to focus on segmented audiences—ranging from students seeking internships to professionals looking for certifications.
- Multi-Platform Strategy: Leveraged Facebook Ads to target users across both mobile and desktop platforms, maximizing reach and engagement.
- Optimized Budgeting: Each campaign had a daily budget allocation, carefully optimized for maximum ROI. Budgets were adjusted based on real-time performance, ensuring the most successful campaigns received higher investment.
- Retargeting Campaigns: Implemented retargeting strategies for those who visited product pages but didn't complete the purchase, improving conversion rates on high-intent audiences.
- A/B Testing: Consistently tested ad creatives, landing pages, and bidding strategies to refine performance based on what resonated most with each target audience.

Results:

- **Significant Reach & Impressions:** The campaigns collectively reached over 1.06 million users and delivered 1.69 million impressions, reflecting the successful penetration of targeted audiences.
- **Conversion Success:** The key Cognizavest Traffic campaign achieved 13,627 link clicks with an average cost-per-click of just ₹0.77, driving cost-effective traffic to the website. The Cognizavest Short Term Courses campaign resulted in 51 purchases with a cost-per-purchase of ₹1,177.16, ensuring profitable conversions.
- **Effective Budget Management:** Total spend on the various campaigns amounted to ₹178,657.85 across multiple campaigns, with the largest campaigns delivering significant returns on ad spend (ROAS).
- **Sustained Campaign Performance:** With ongoing campaigns, consistent adjustments in targeting and budgeting have maintained their effectiveness, ensuring continuous performance improvements.

Overall Impact:

Through strategic audience segmentation, precise budgeting, and ongoing campaign management, we successfully drove traffic, conversions, and awareness for diverse educational programs, proving the power of targeted digital advertising for the education sector.

Tools & Technologies



In my digital marketing projects, I have utilized a diverse range of top-tier tools and platforms to drive campaign success and enhance brand visibility. These include Google Ads for targeted paid advertising, SEO (Search Engine Optimization) to improve organic search rankings, and Social Media Marketing through platforms like LinkedIn and Facebook to engage with broader audiences.

I've also leveraged Google Analytics for data-driven insights and tracking campaign performance, while Email Marketing and Content Creation tools have enabled me to build personalized customer experiences.

For website enhancement, I have worked with platforms like WordPress, ensuring optimized and engaging web presence. This well-rounded toolkit has enabled me to deliver impactful and measurable results across various digital marketing chan

CERTIFICATIONS

GOOGLE SEARCH CERTIFICATION

META BLUE PRINT 

META MEDIA PLANNING 

META MEDIA BUYING 

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