

Marketing Strategies

Designed and executed effective B2C marketing and sales strategies,

1. **Google Ads** – Online campaign to locals only.
 - Created campaigns.
 - Insights and Reports.
 - Dashboard.
 - Google Merchant Center.
 - Connection to google analytics.
2. **SMS campaign** – Broadcasted locally 100,000+ text message by engaging corporate office of mobile service provider.
 - Established **UAN toll free number**
 - Defined the UAN routing in collaboration of mobile company.
3. **YouTube Ads** – Developed YouTube ad using Canva.
 - Connected with google analytics.
4. **LinkedIn Marketing** Campaigns.
 - Configured the LinkedIn Campaign Manager to establish the marketing in the LinkedIn community.
 - Tagged the concerns pages.
5. **Google Analytics** – Tagged the website (on concerned pages) to get the conversions.