PORTFOLIO PROJECT:2 COHORT:20

COURSE: DIGITAL MARKETING

INSTITUTE: IEC

TEACHER: SIR MUHAMMAD BILAL

By: Farjad Ibne Siddiq

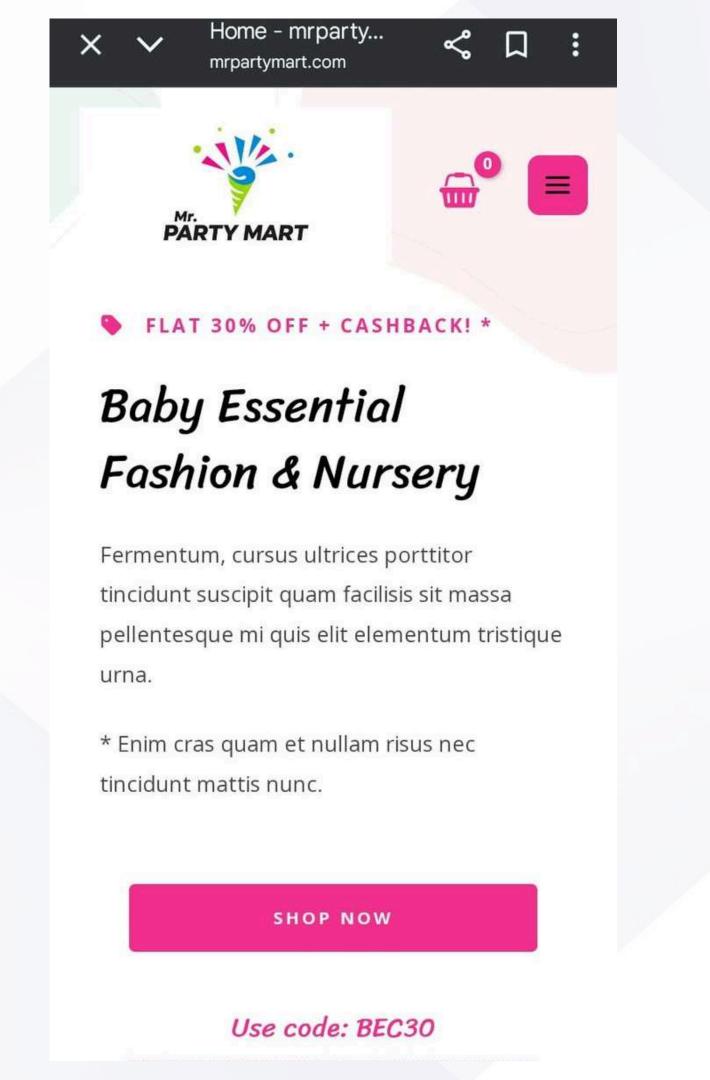
PART ONE: WEBSITE DEVELOPMENT

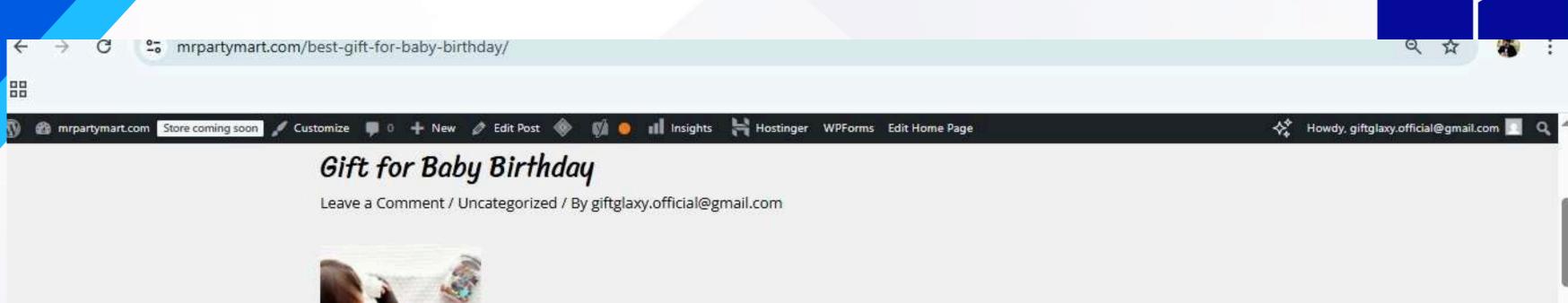
Use the domain you were assigned to buy.

Create a landing page with a professional Header & Footer.

-Blog Page

° Publish one SEO optimized blog post (use proper title, meta description, heading, keywords).

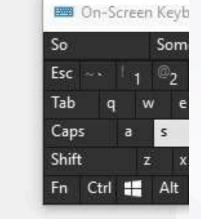






Celebrating a baby's birthday is a joyful event full of love and laughter. Parents, relatives, and friends come together to mark the milestone. The question most people face is: what is the best gift for a baby birthday?

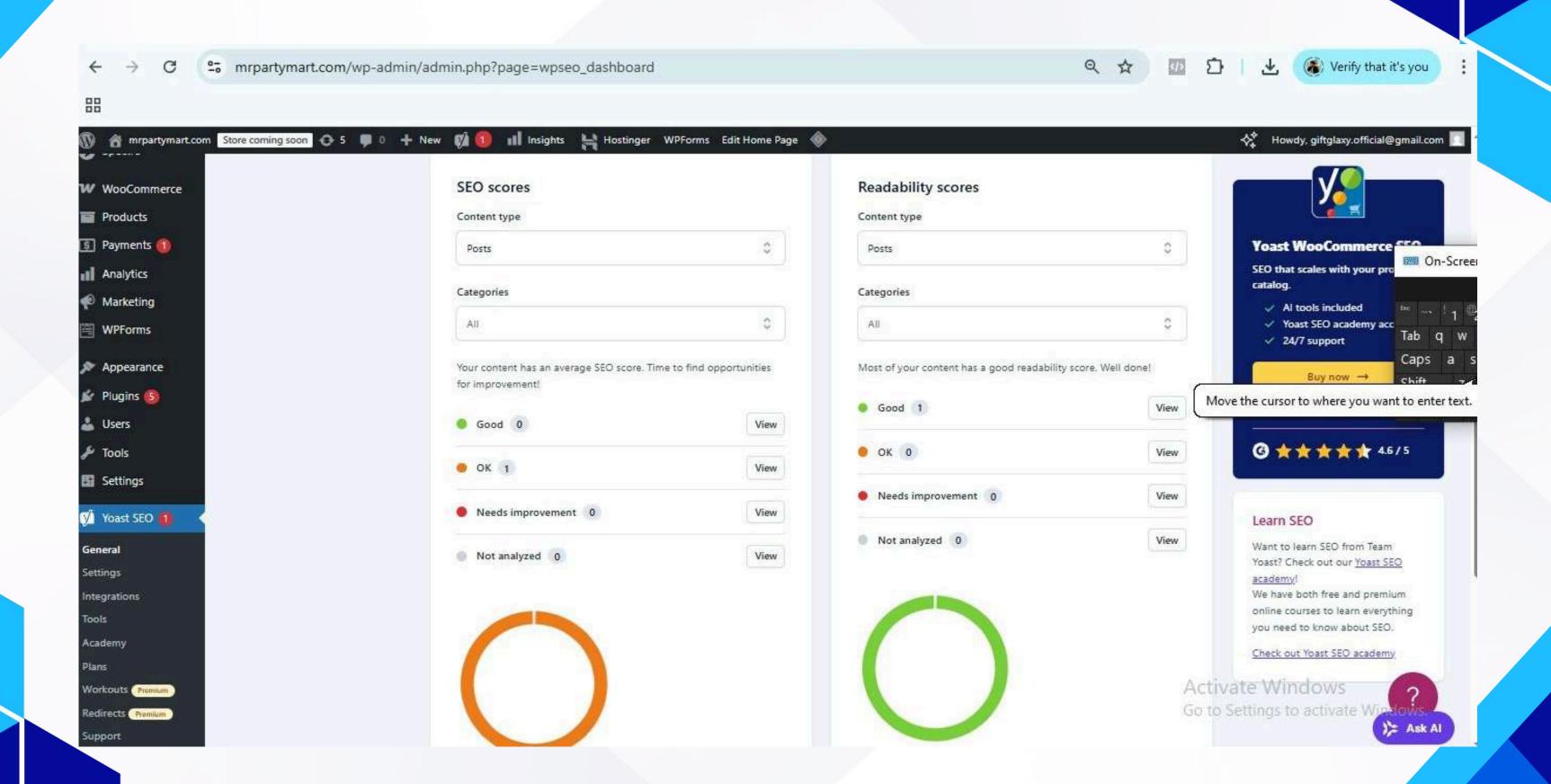
A thoughtful baby birthday gift should be safe, age-appropriate, and memorable. In this guide, you'll find useful ideas, trusted tips, and safe choices.



Why Choosing the Right Baby Birthday Gift Matters Emotional Value

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A gift is more than an item. Parents remember who gave their baby a first teddy bear or blanket. Choosing a baby birthday gift with emotional meaning helps create lasting memories.



PART TWO: SOCIAL MEDIA SETUP

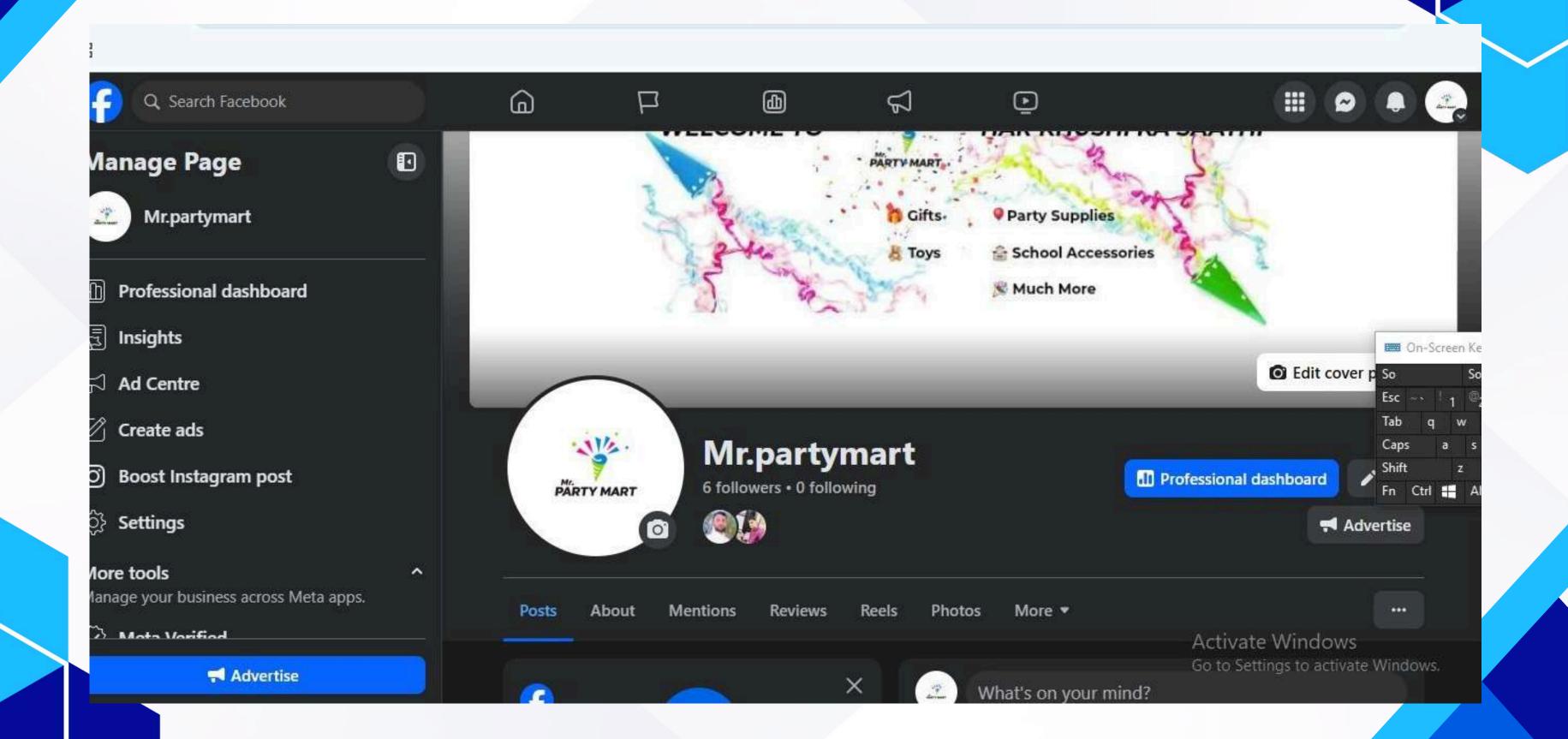
Create a FB page and Insta page for your

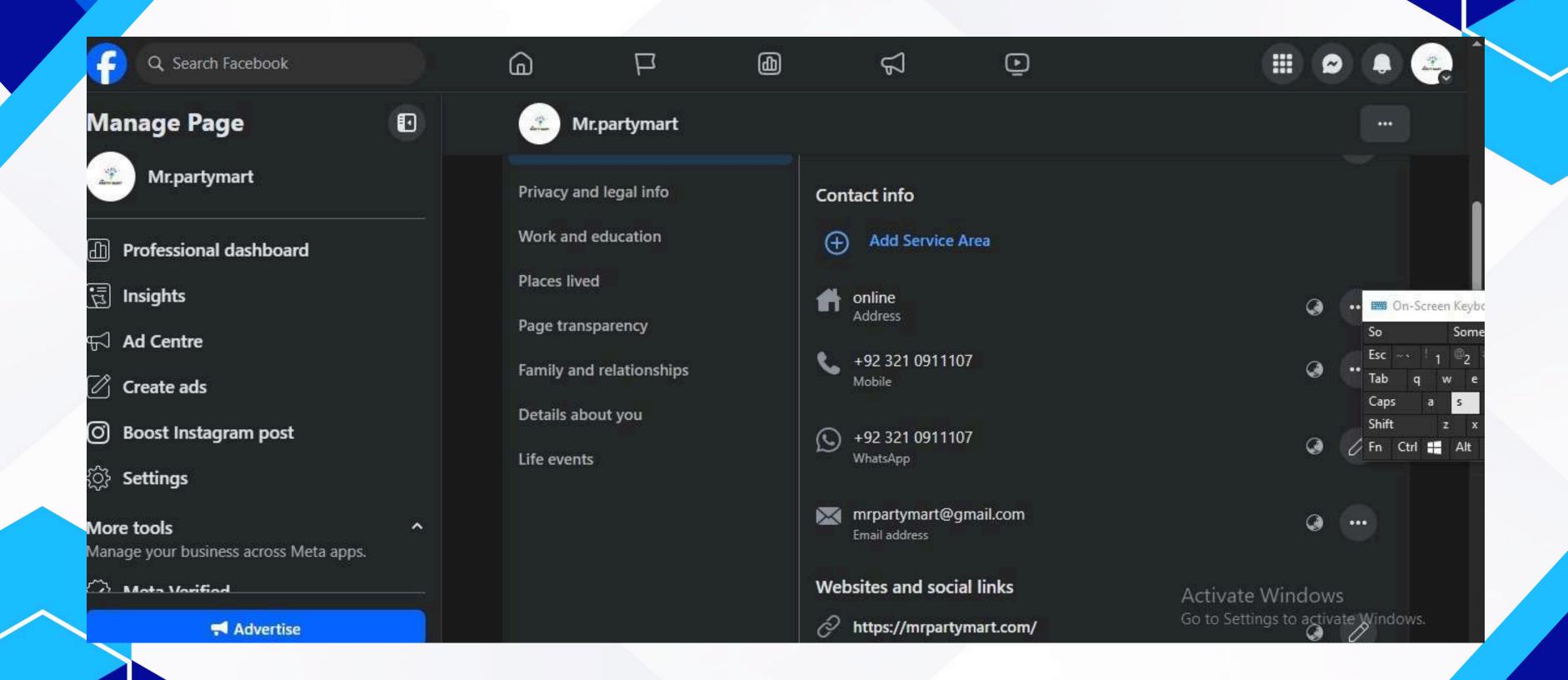
- WEBSITE/BRAND
- Connect FACEBOOK AND INSTAGRAM pages.
- Add all necessary business details (bio,profilepic,cover photo and contact details).
- Add your website link on your both profiles.

NAME Mr party mart Mr.
PARTY MART LOGO

COVER PHOTO



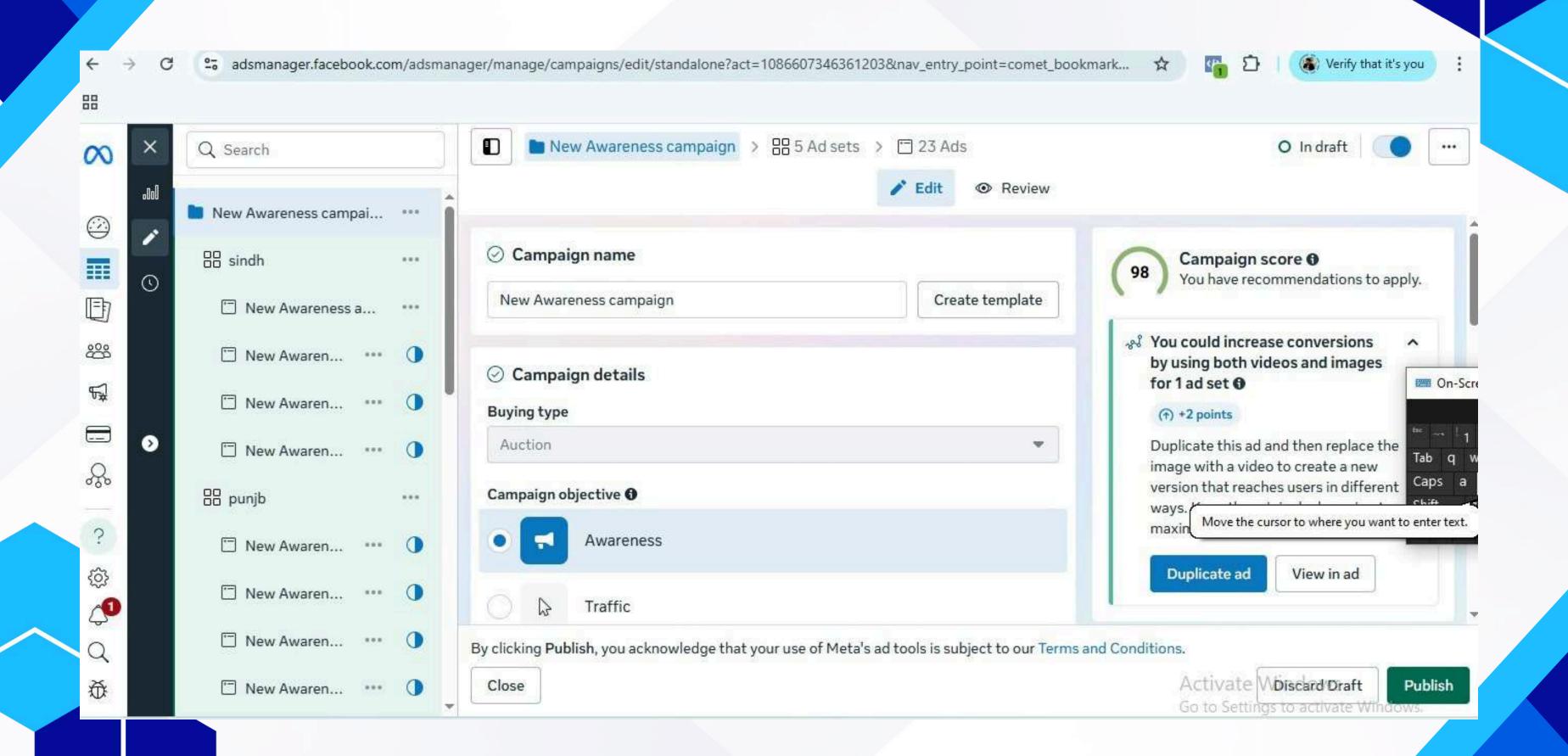


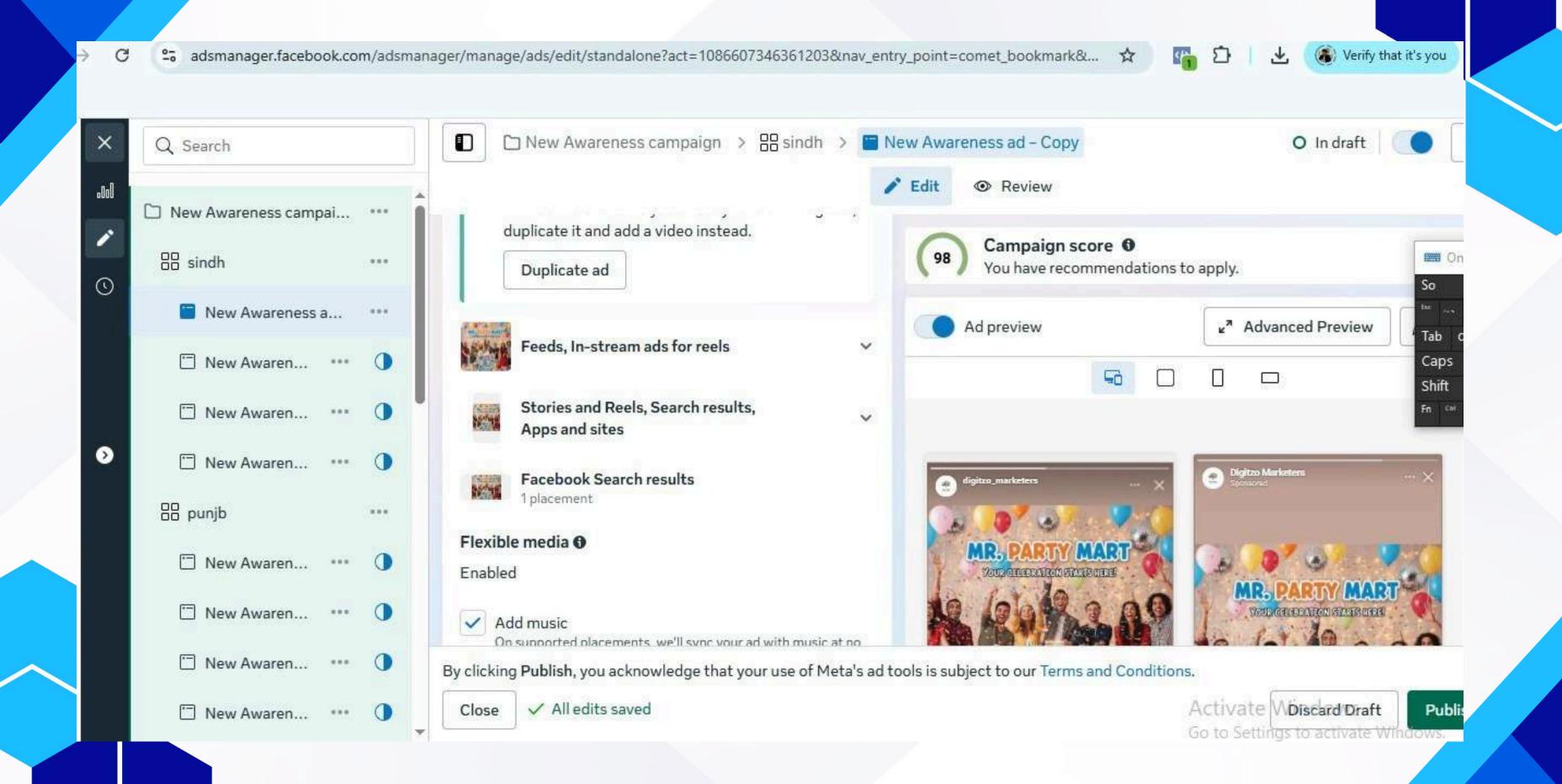


PART THREE-FACEBOOK CAMPAIGN STRUCTURE

Create 5 campaigns on facebook divided by objective:

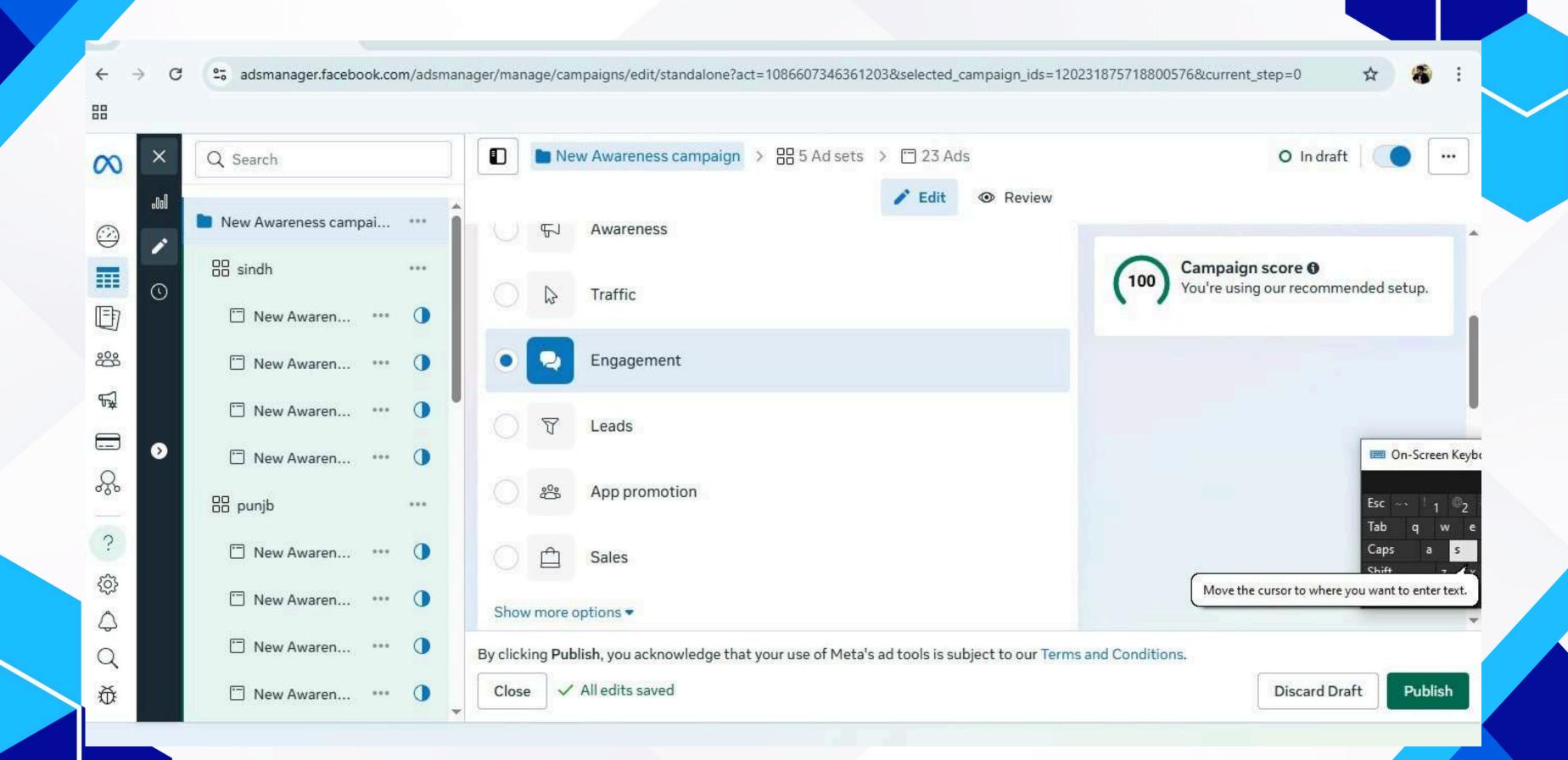
- Awareness
- Consideration
- Conversion
- Engagement
- Lead Generatiom/Sales
- Each campaign must have: 5 AD Sets (with different targeting, placement or audiences).
- 3 Ads inside each Ad set.

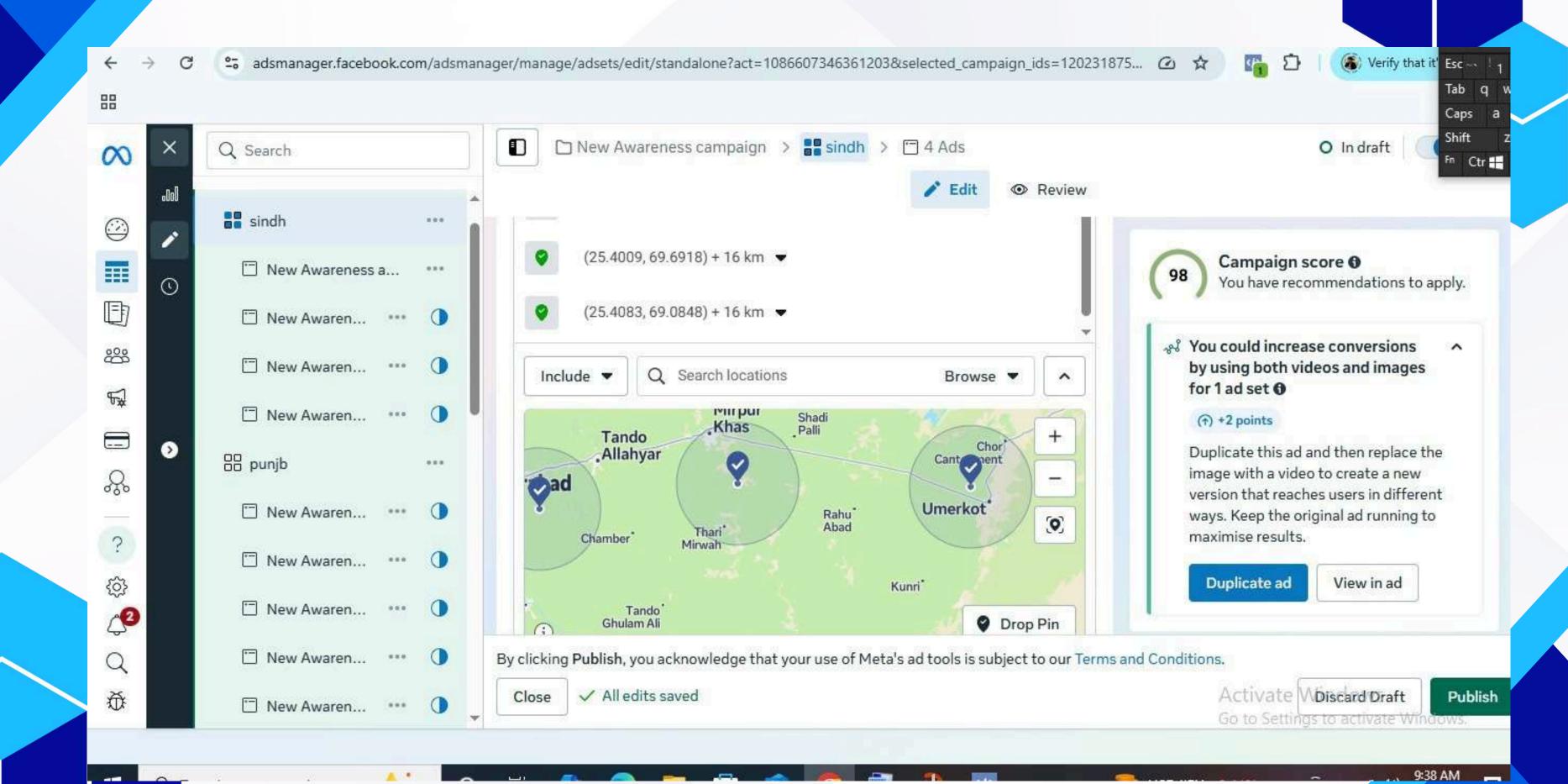


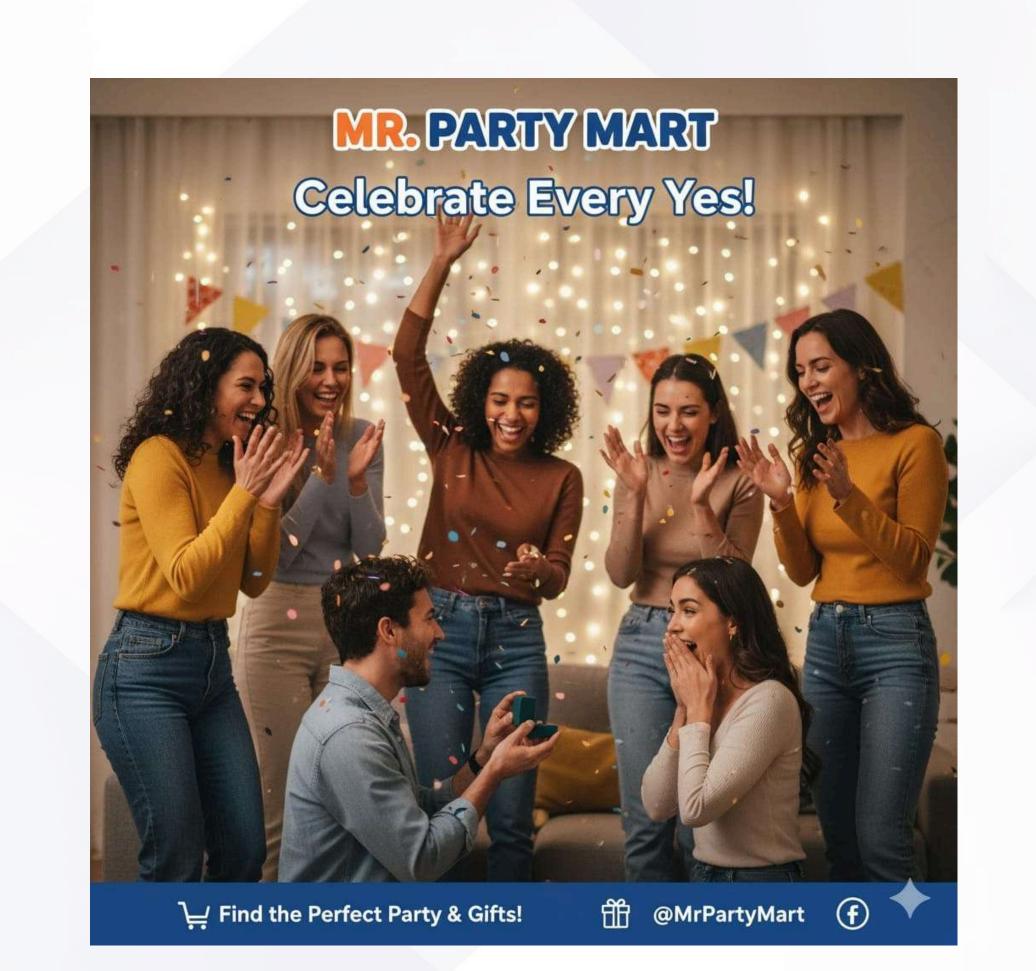




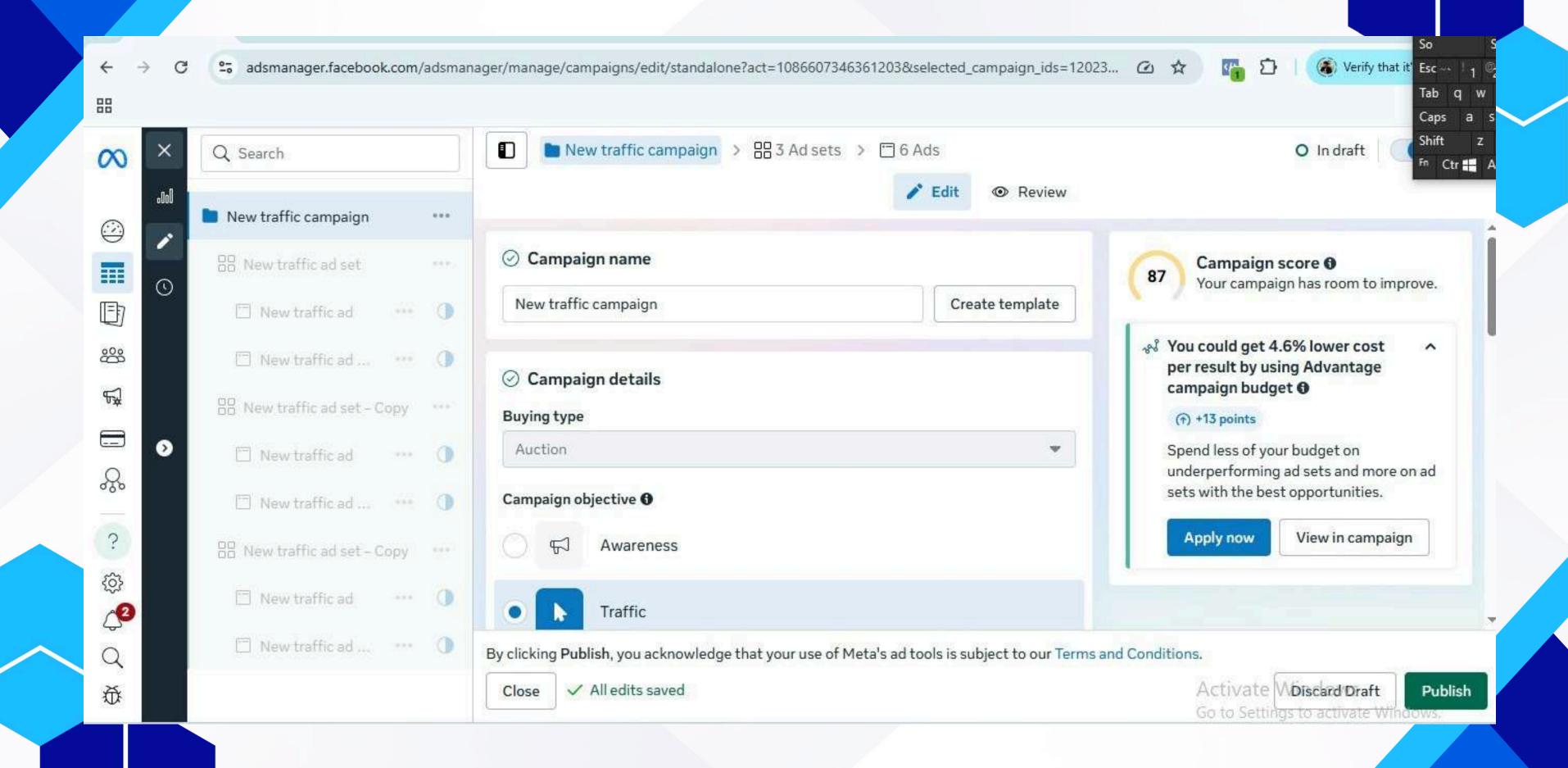


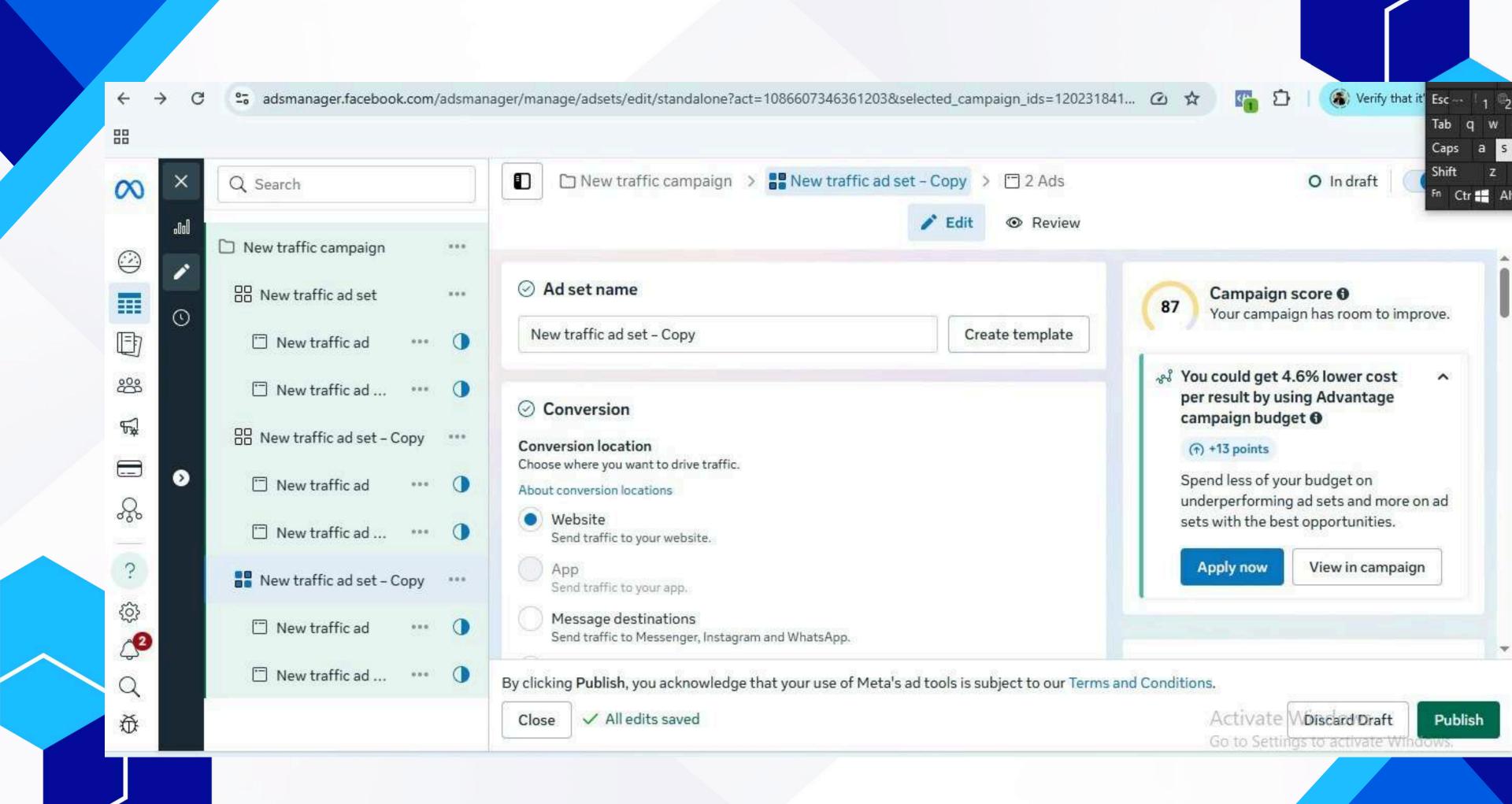




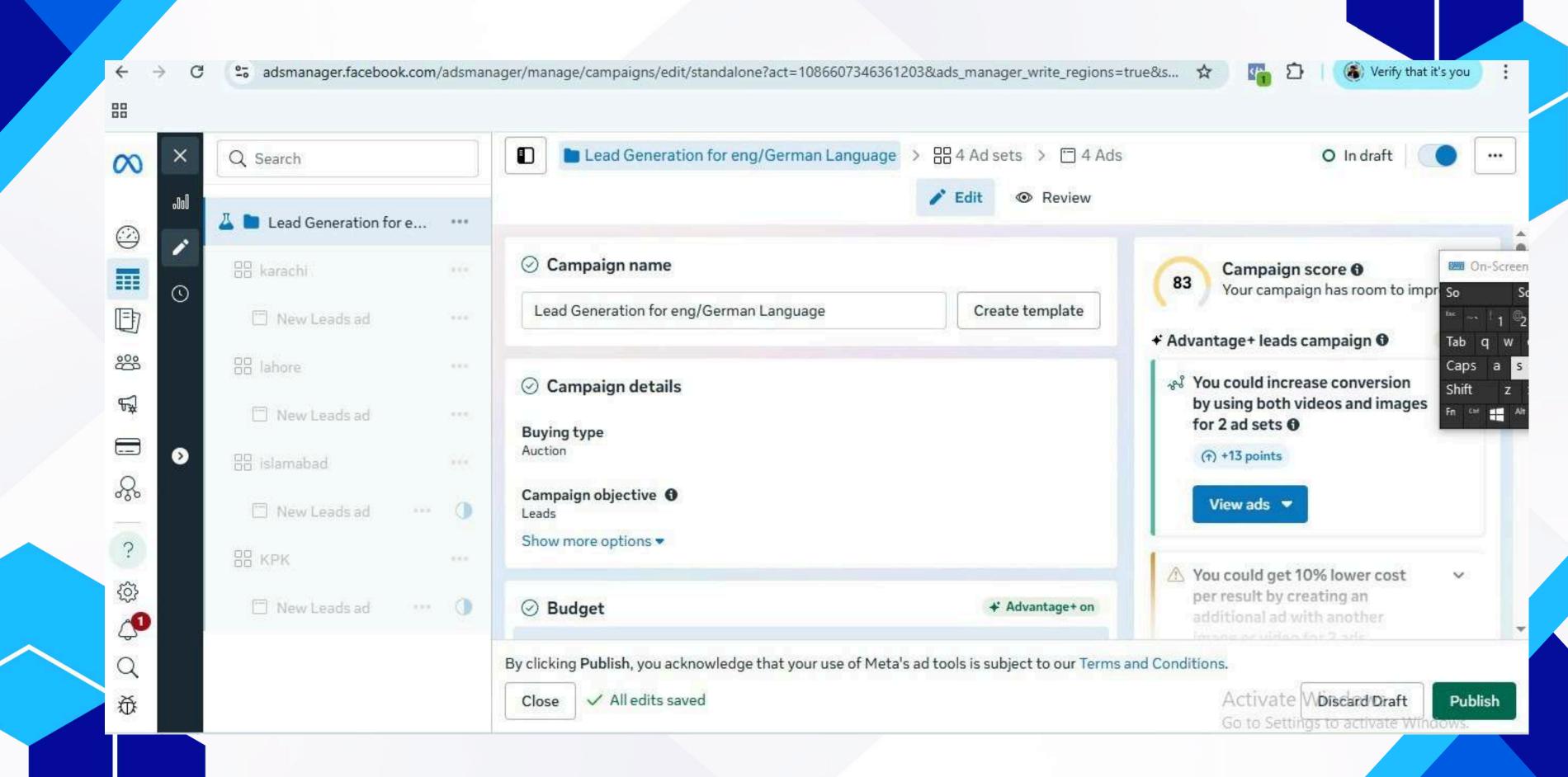


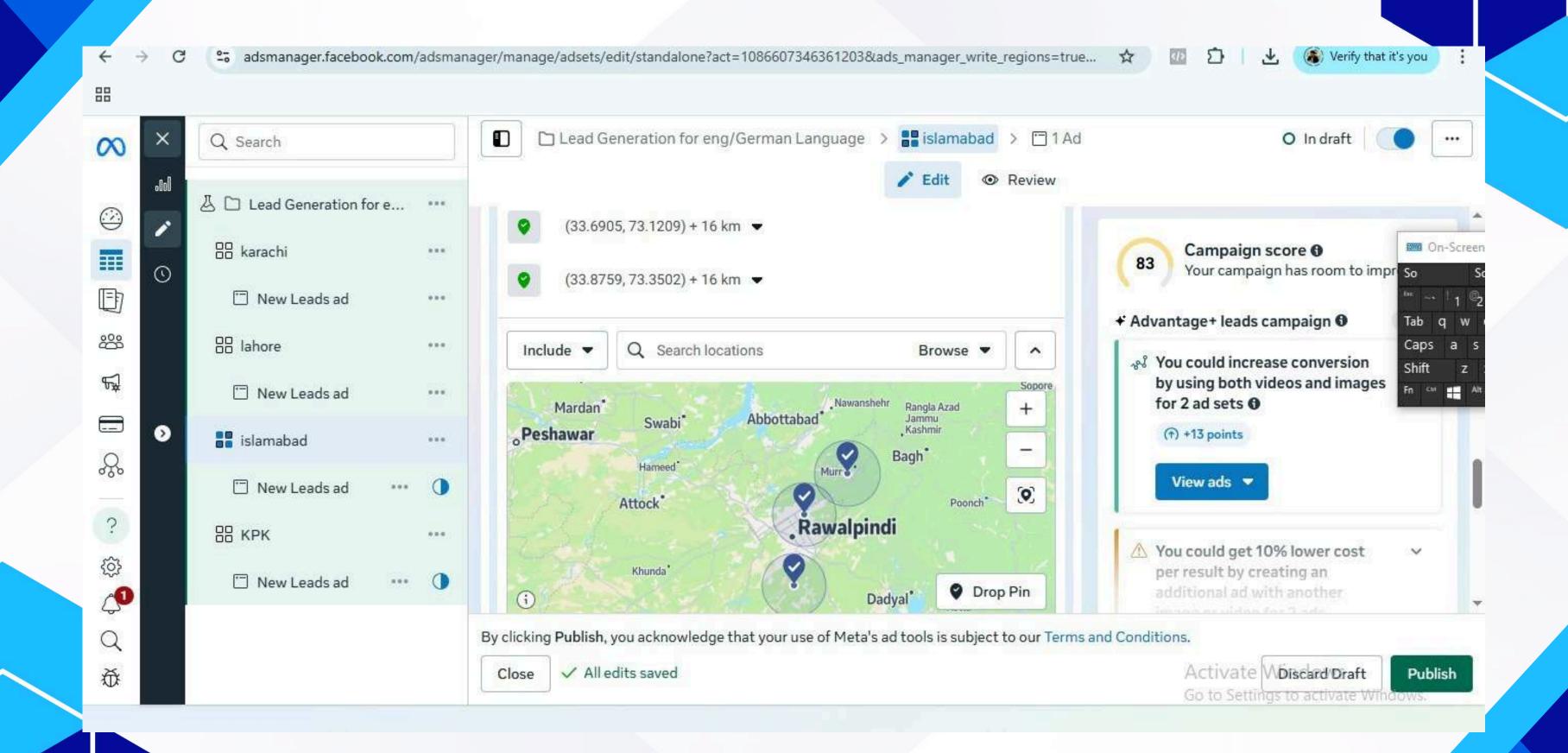




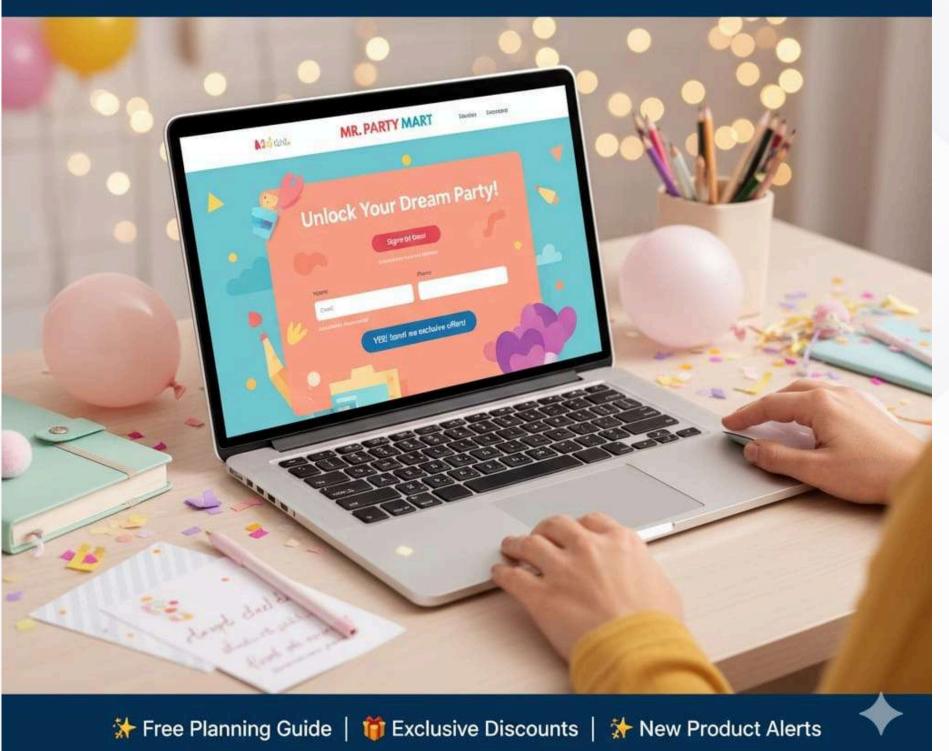


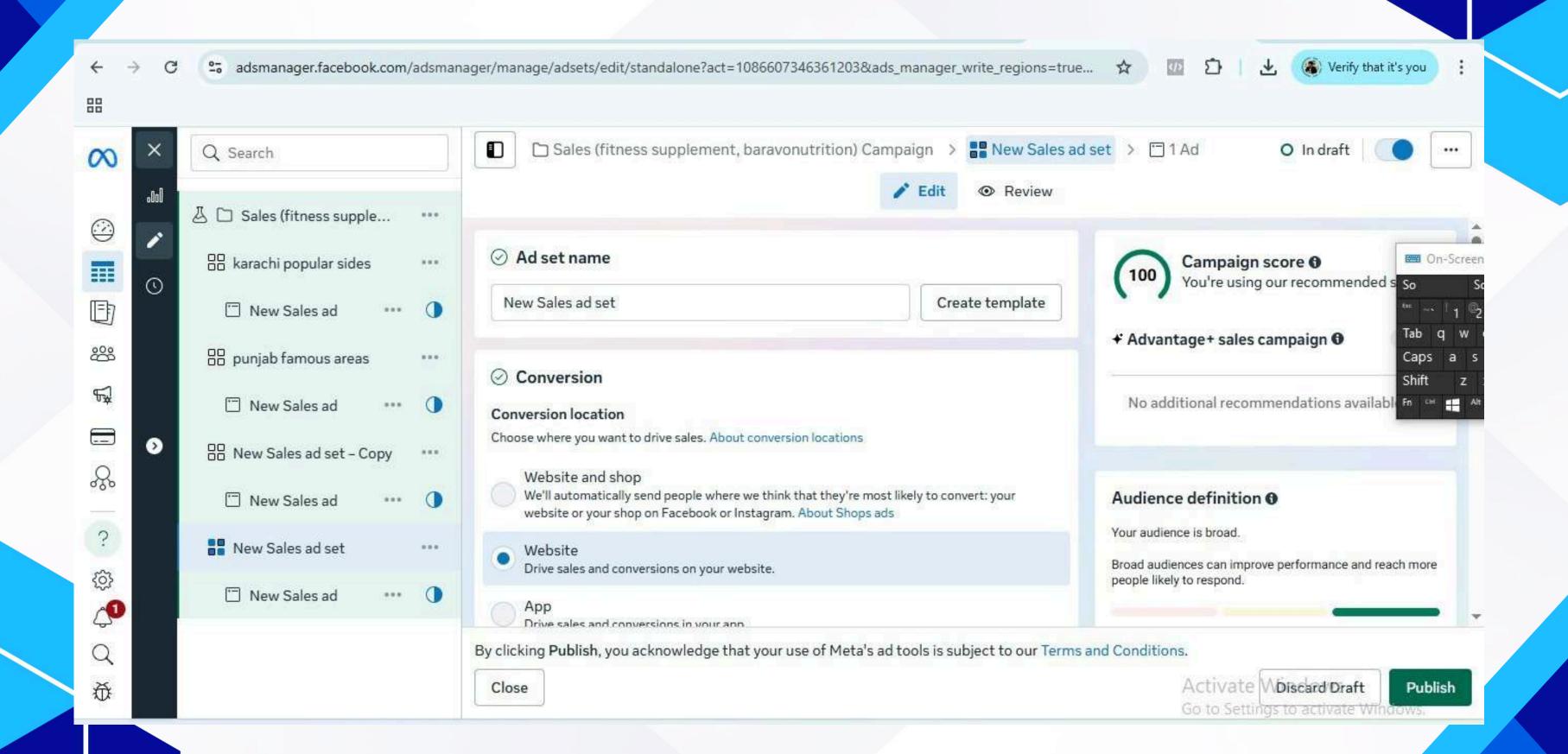


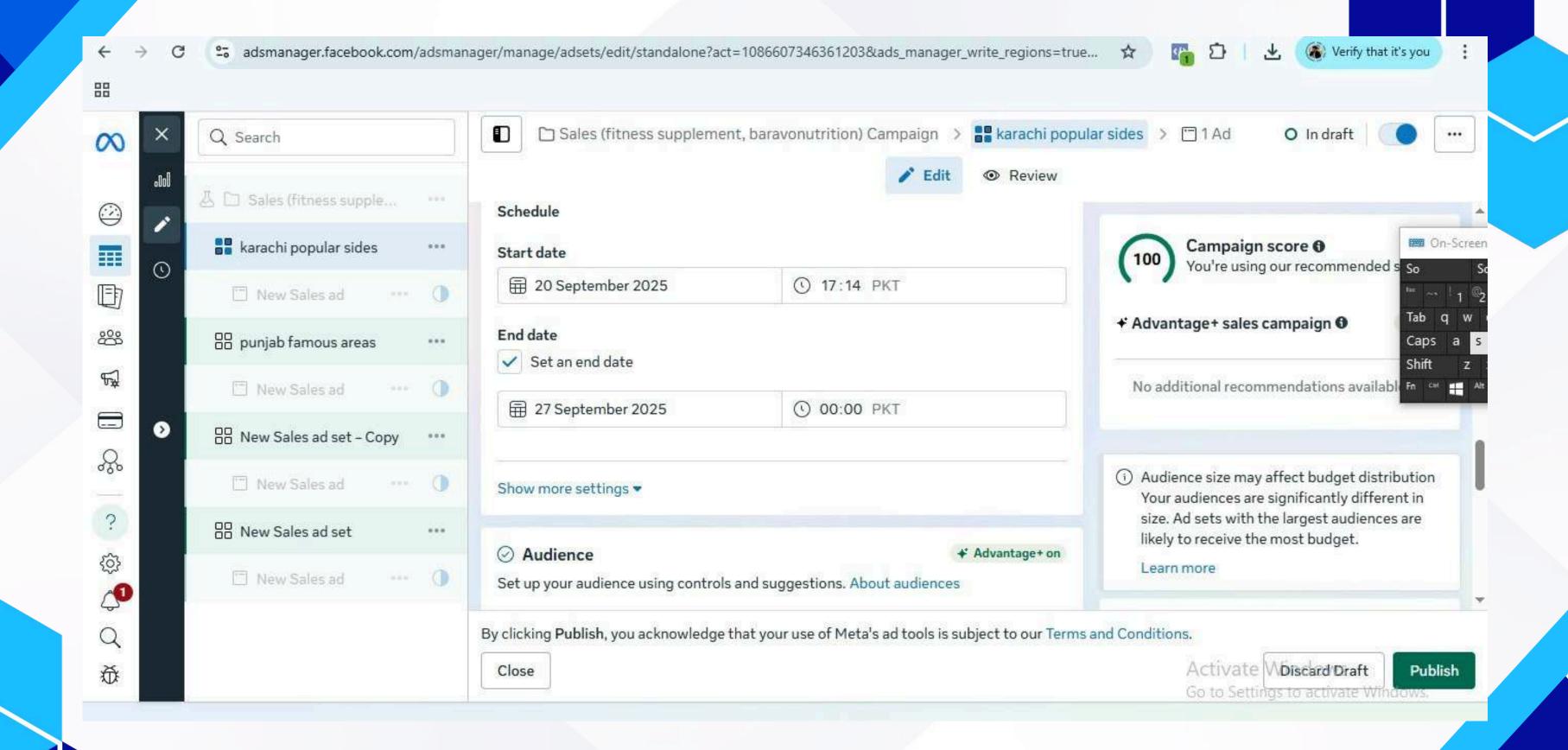


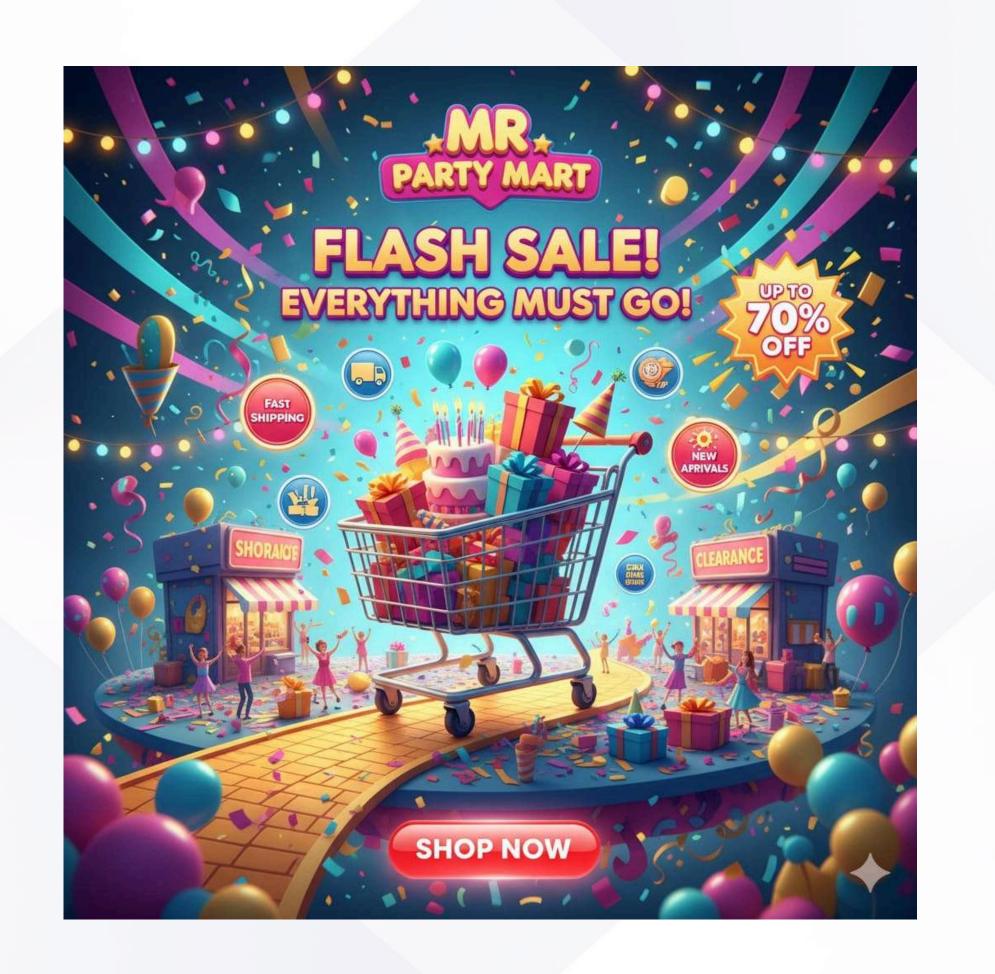


MR. PARTY MART Sign Up & Get Instant Party Perks!









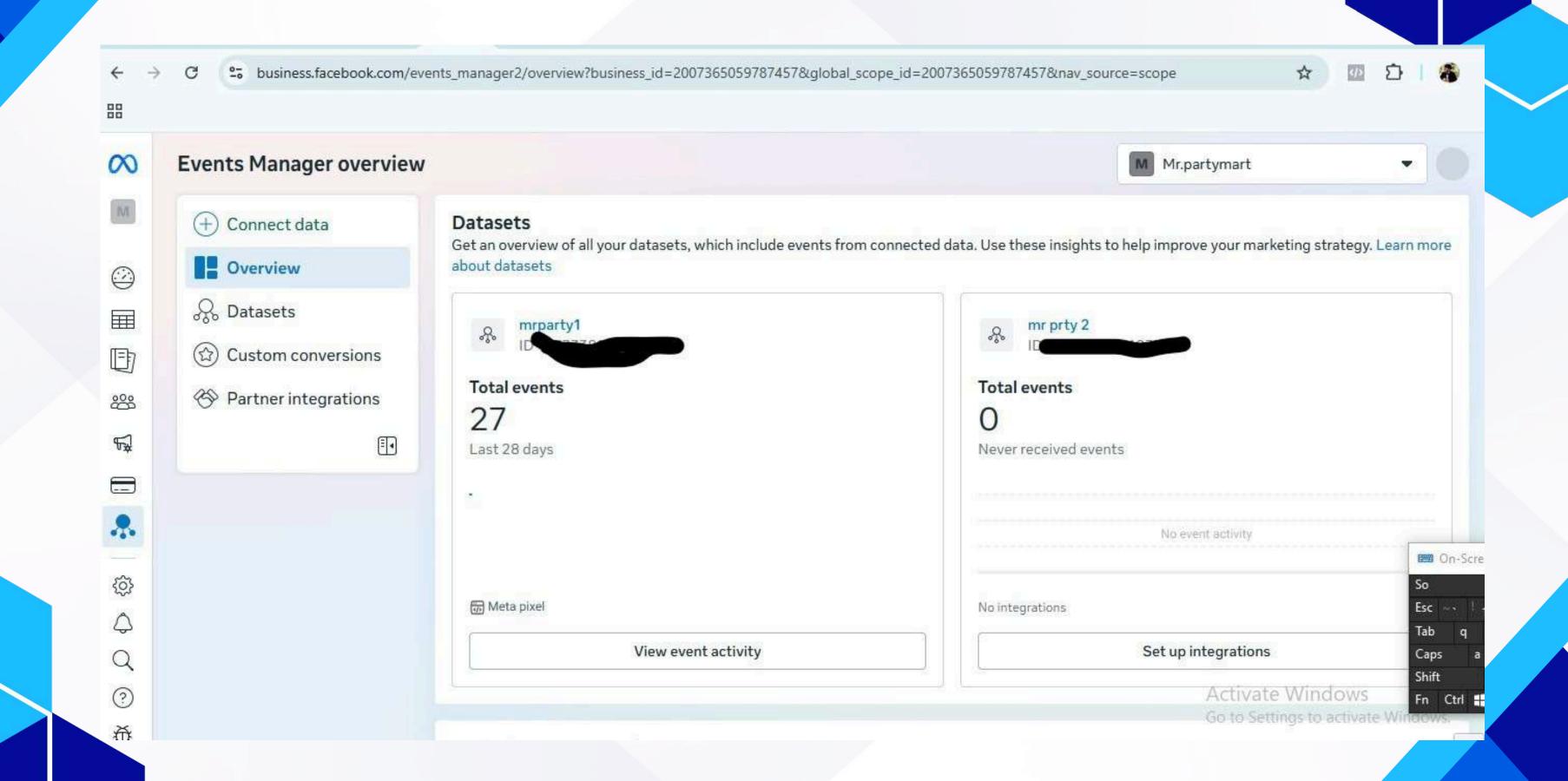
PART FOUR: TRACKING SETUP

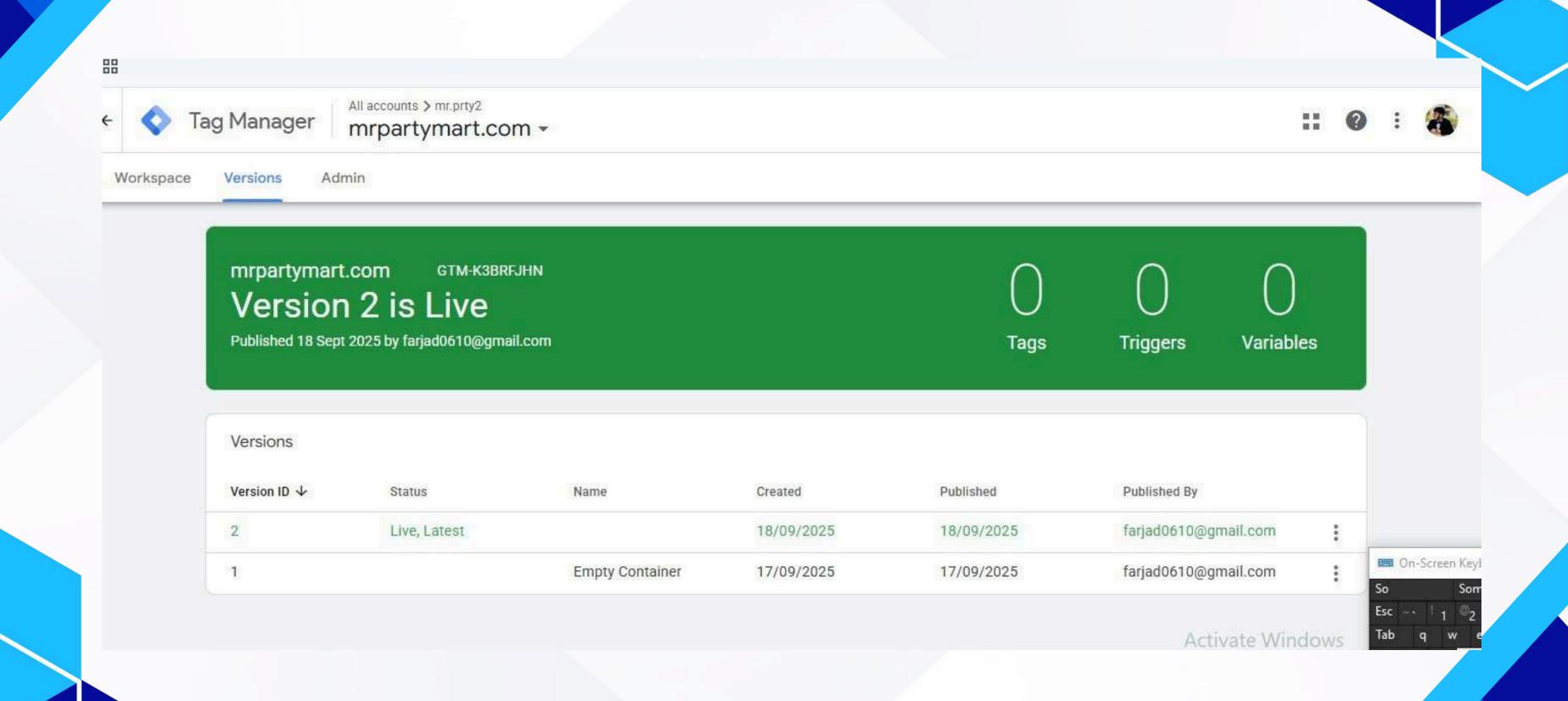
Configure facebook Pixel on your website.

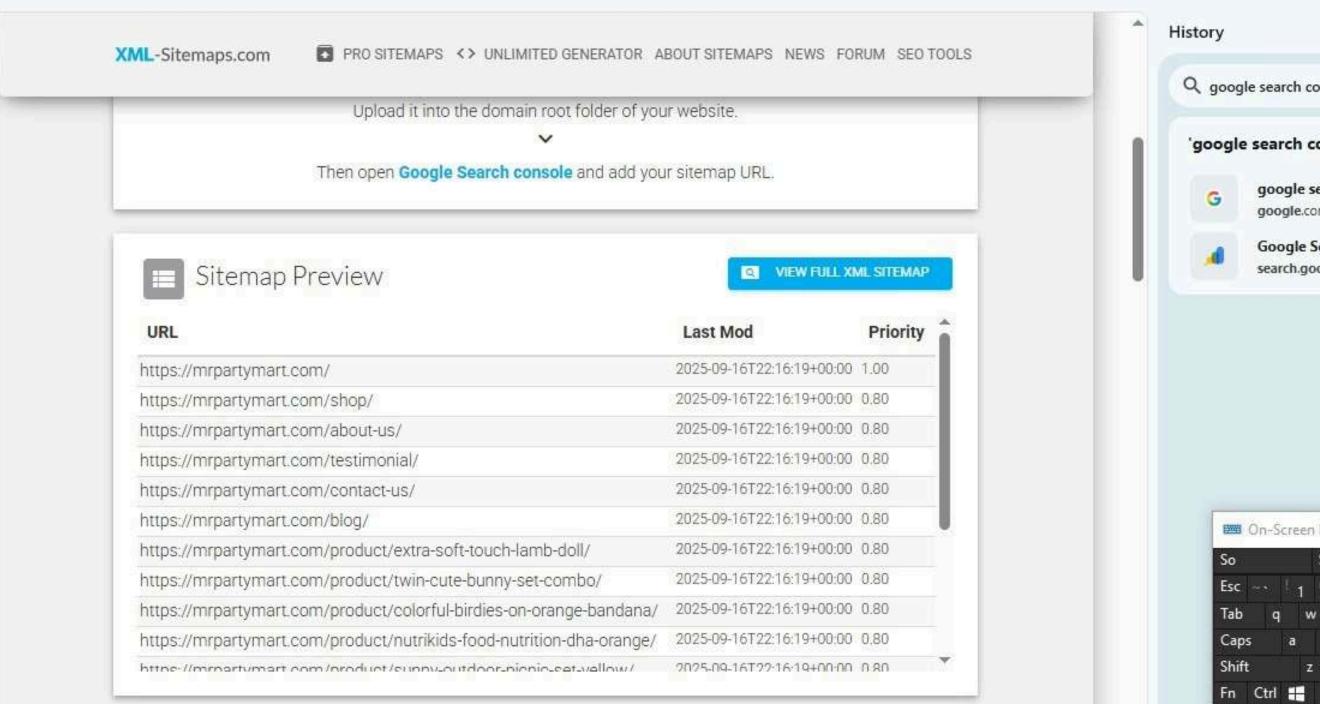
Configure Google Tag Manager on your website.

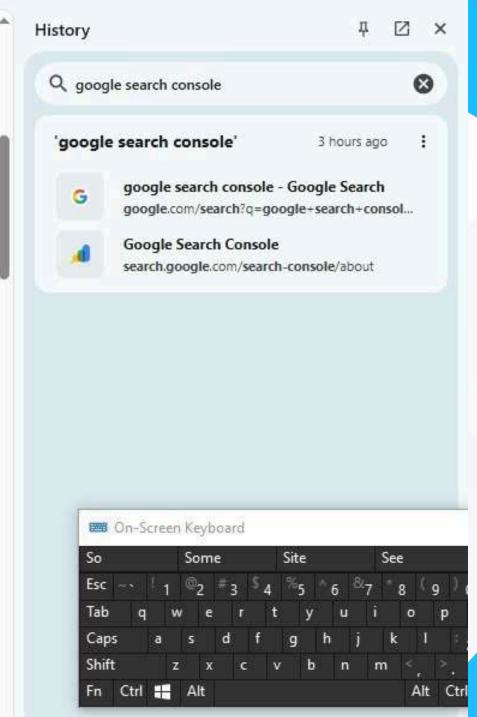
Add & verify your website in:

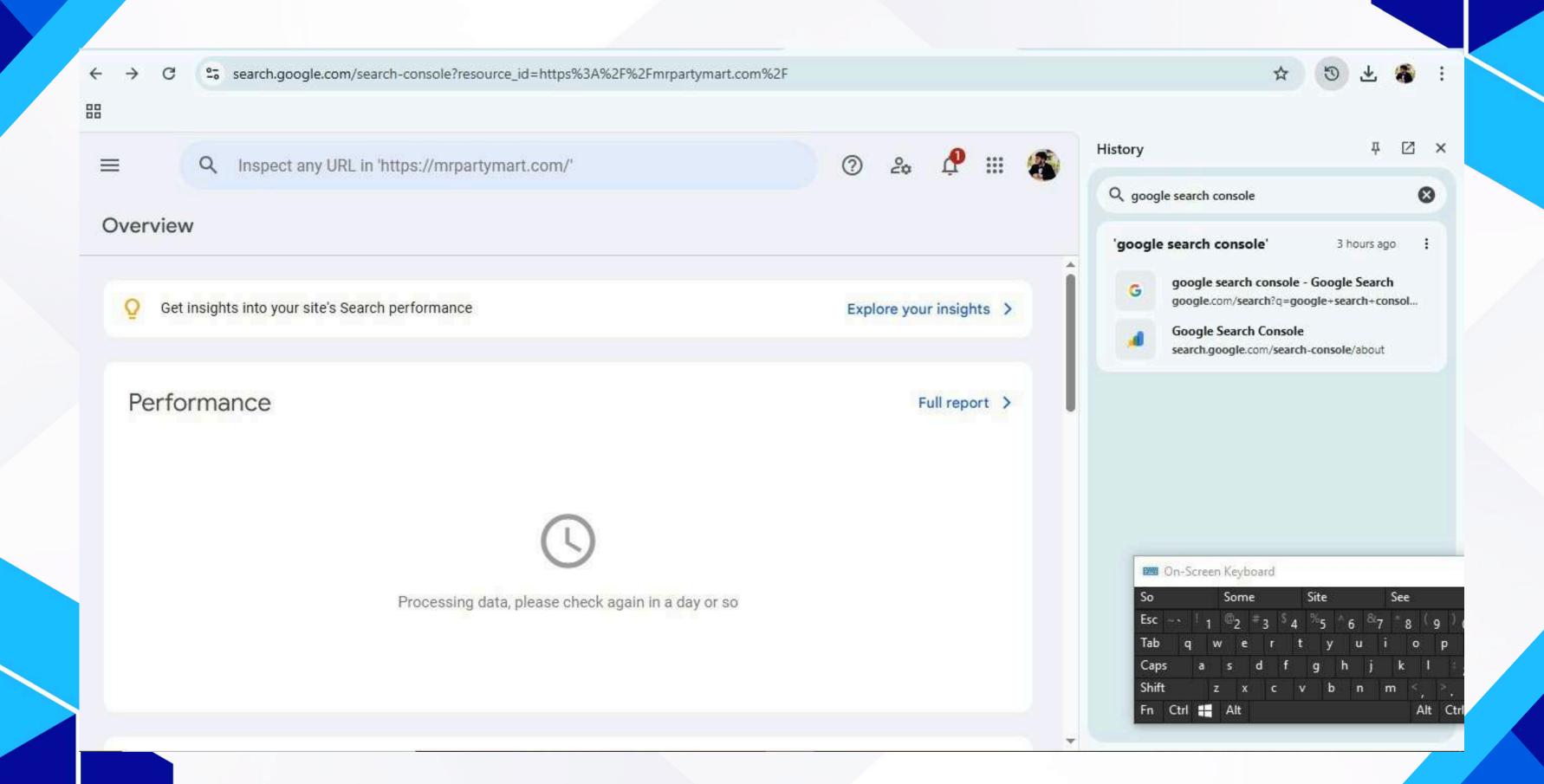
- Google Search Console
- Google Analytics

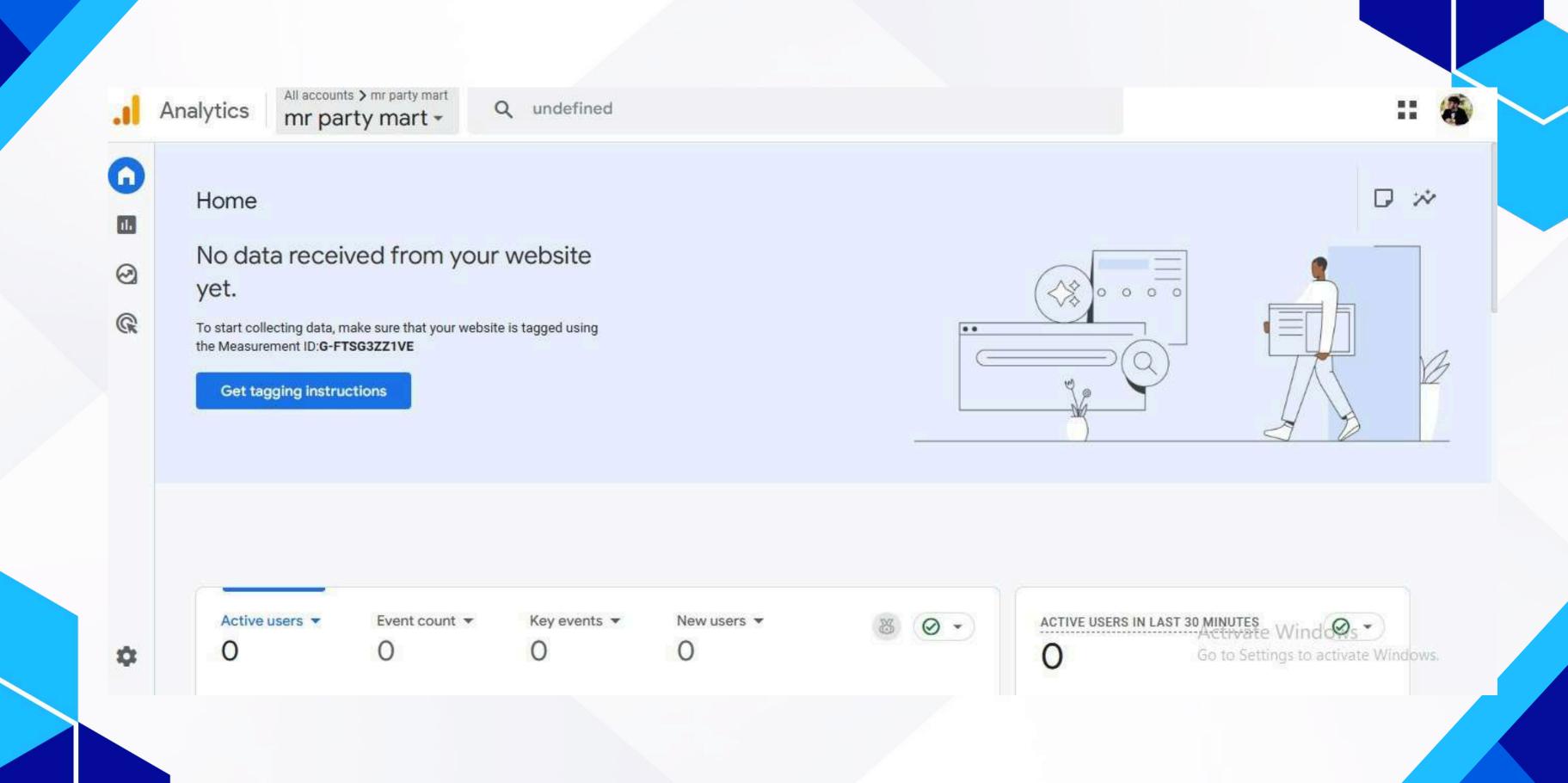












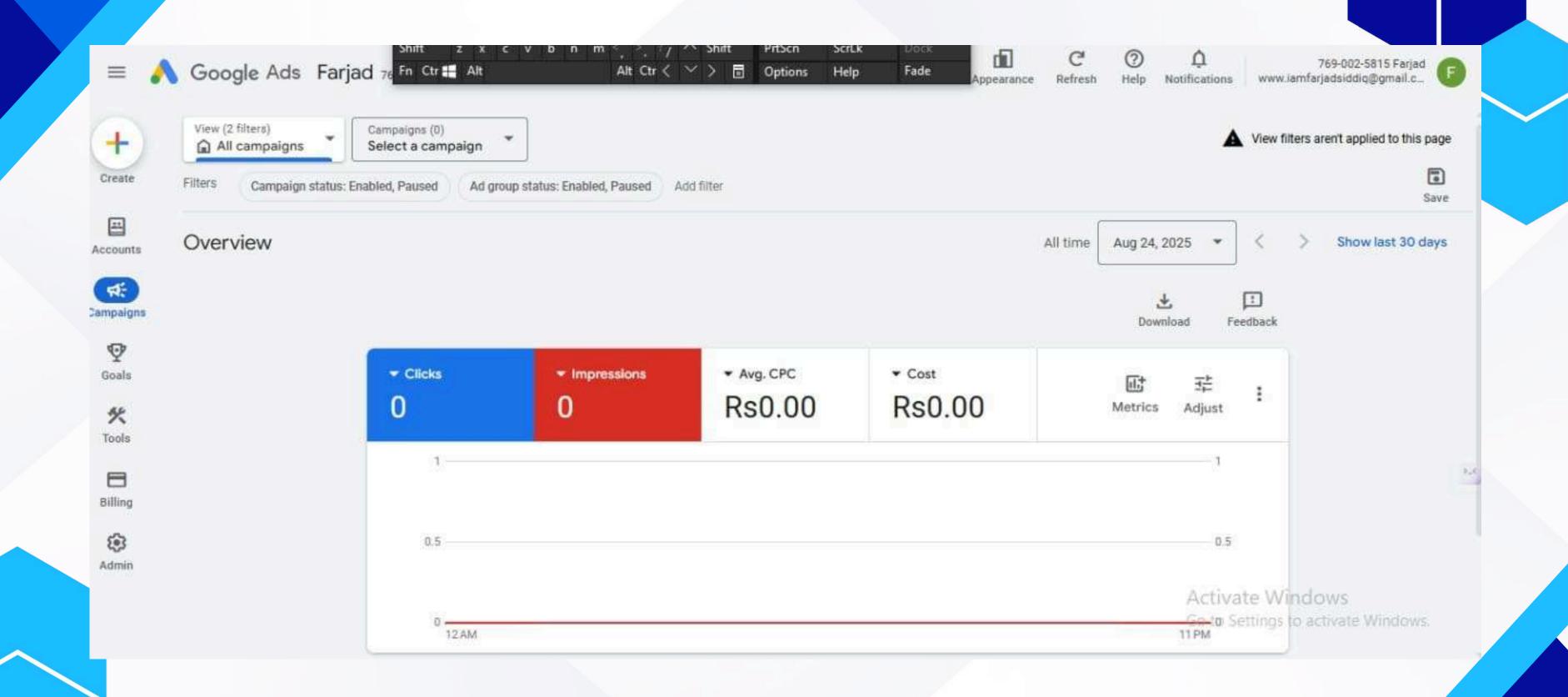
PART FIVE: GOOGLE ADS

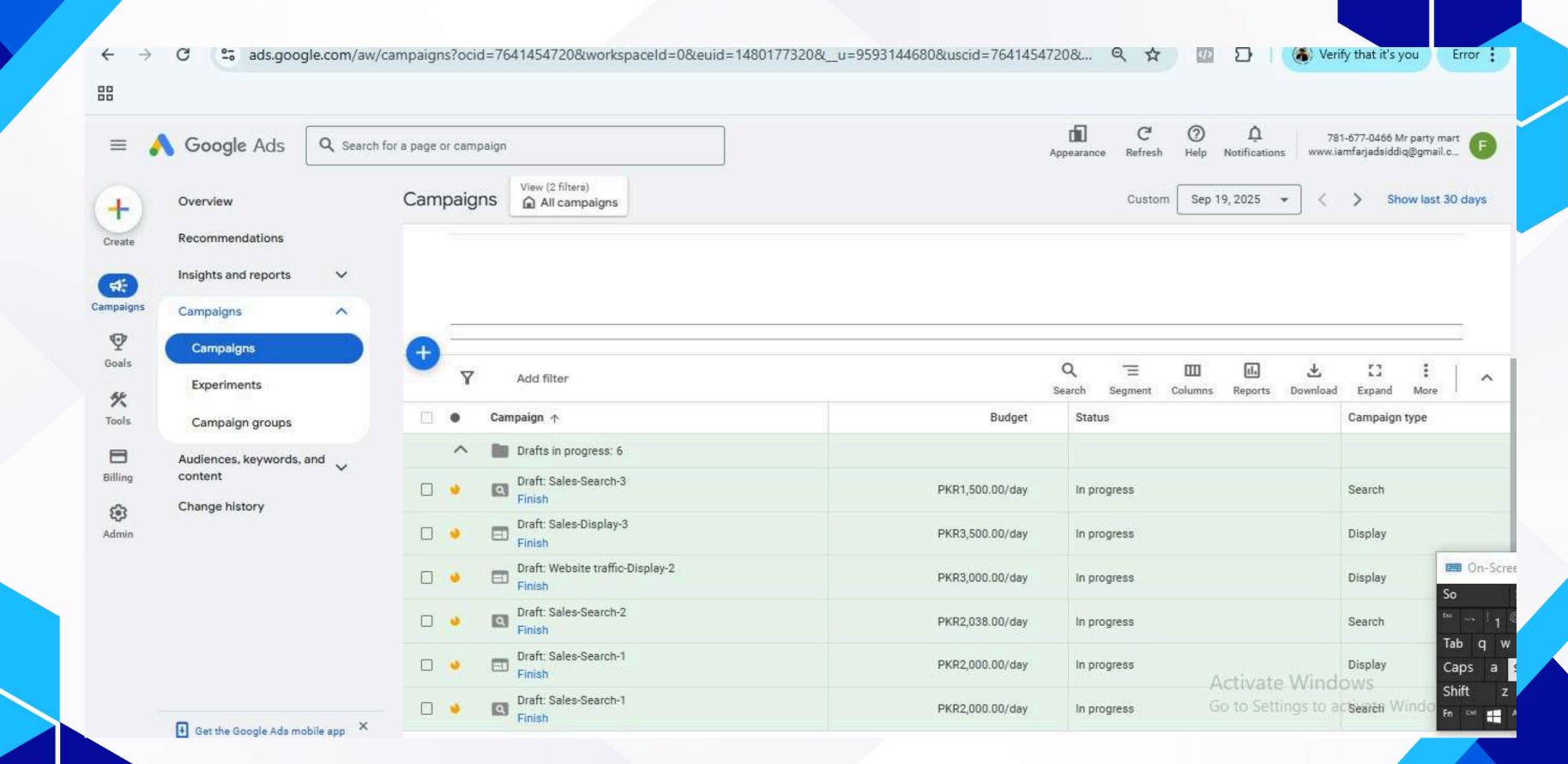
Create a Google Account.

Set up one campaign that matches your Facebook Ads campaign.

Inside that campaign, create 3 Search Ads

3 Display Ads in different placements









ads.google.com/aw/campaigns/new?ocid=7641454720&workspaceId=0&cmpnInfo=%7B"1"%3A0%2C"3"%3A"https%3A%2F%2Fmrpartymart.com%2F"%2C"8... 🛣











Google Ads

Q Search for a page or campaign

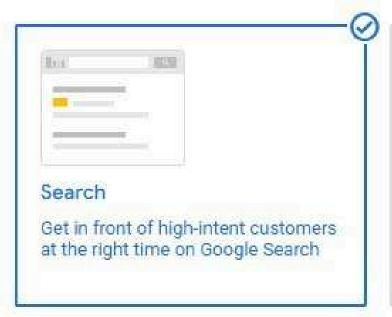






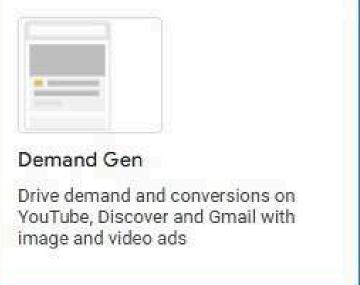
781-677-0466 Mr party mart www.iamfarjadsiddiq@gmail.c...

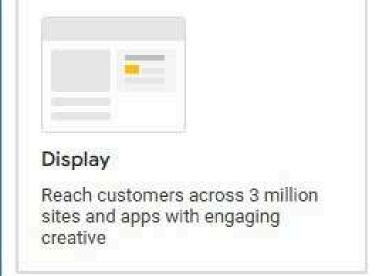






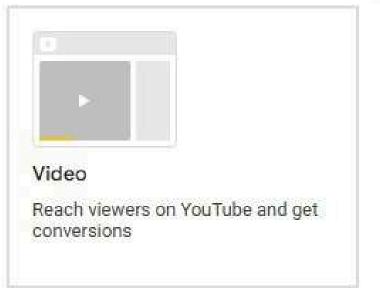


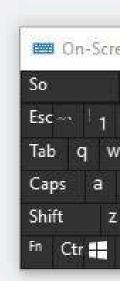


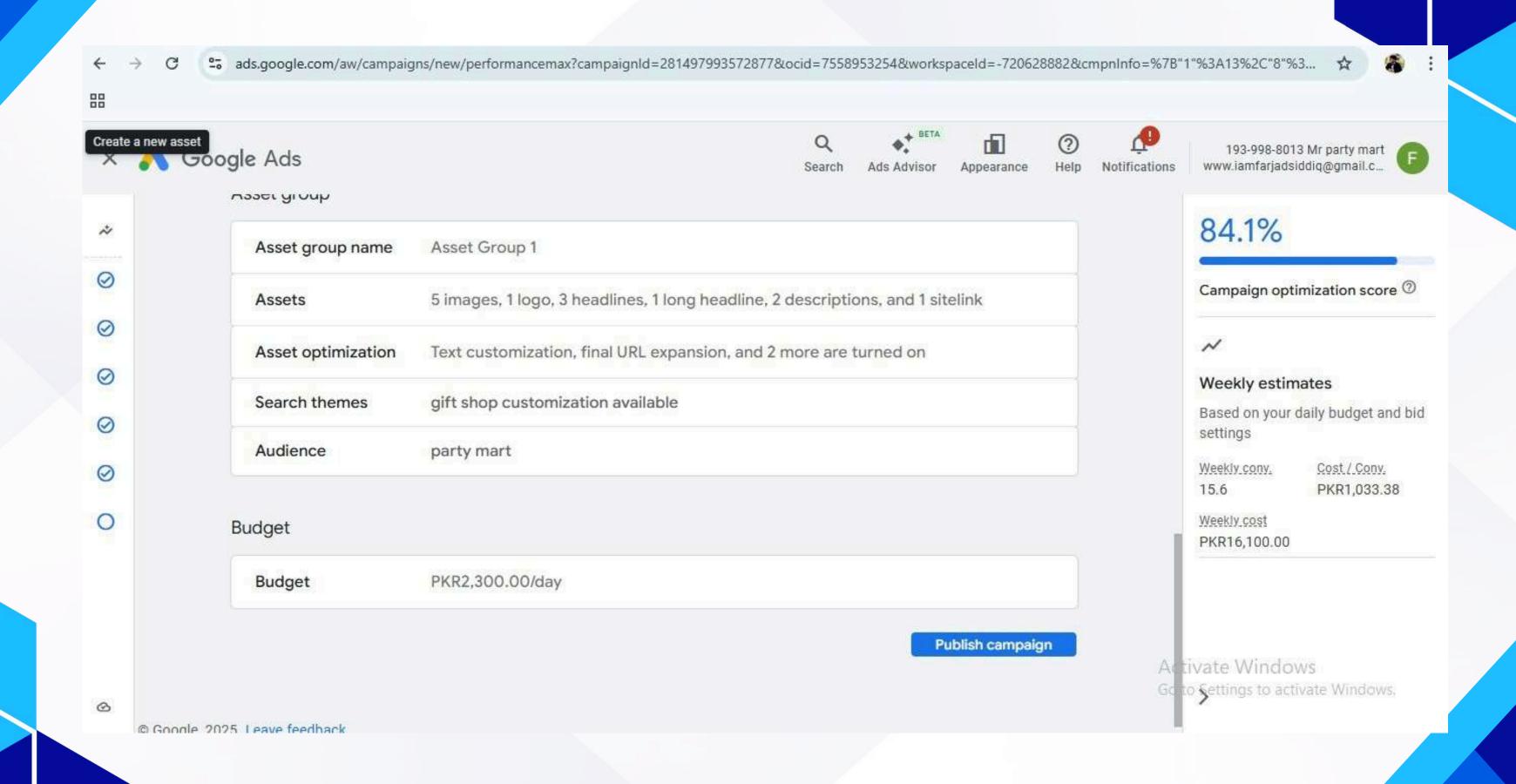


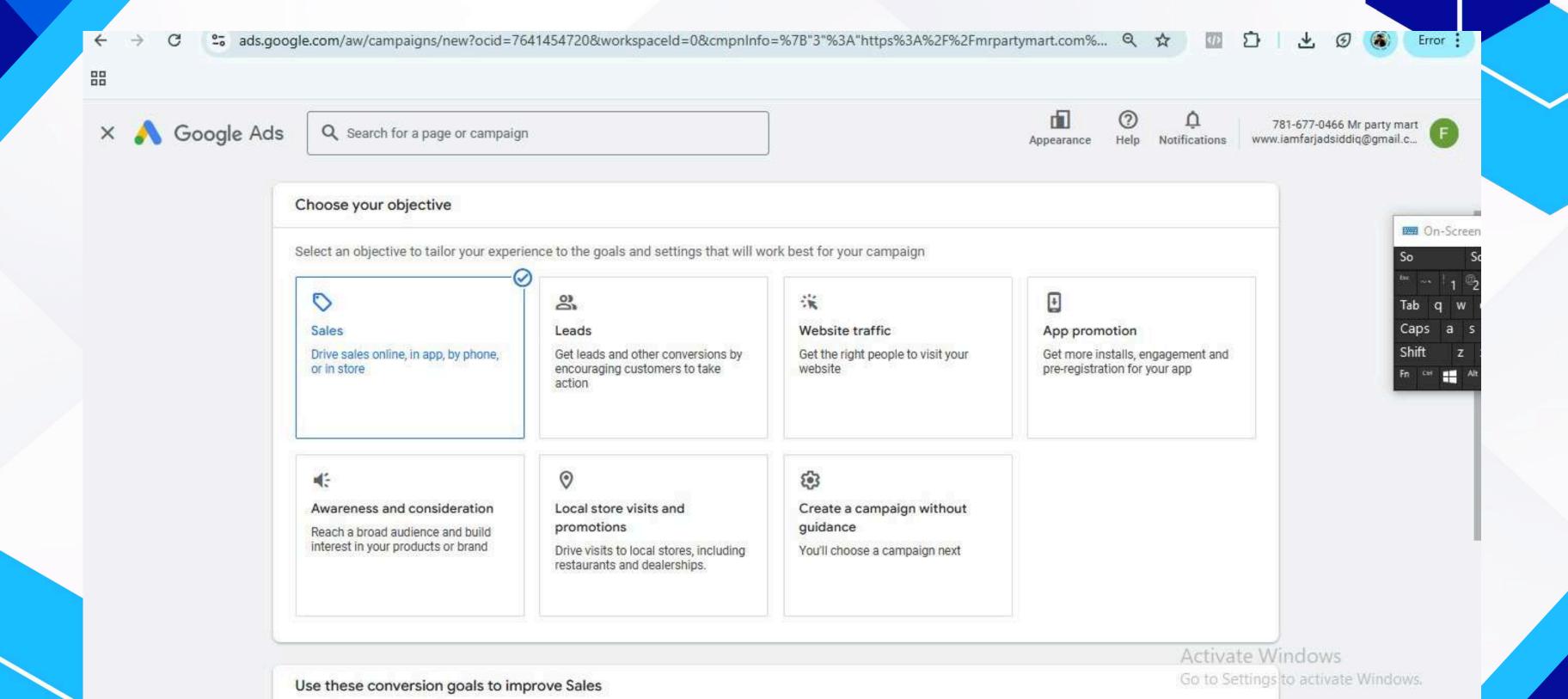


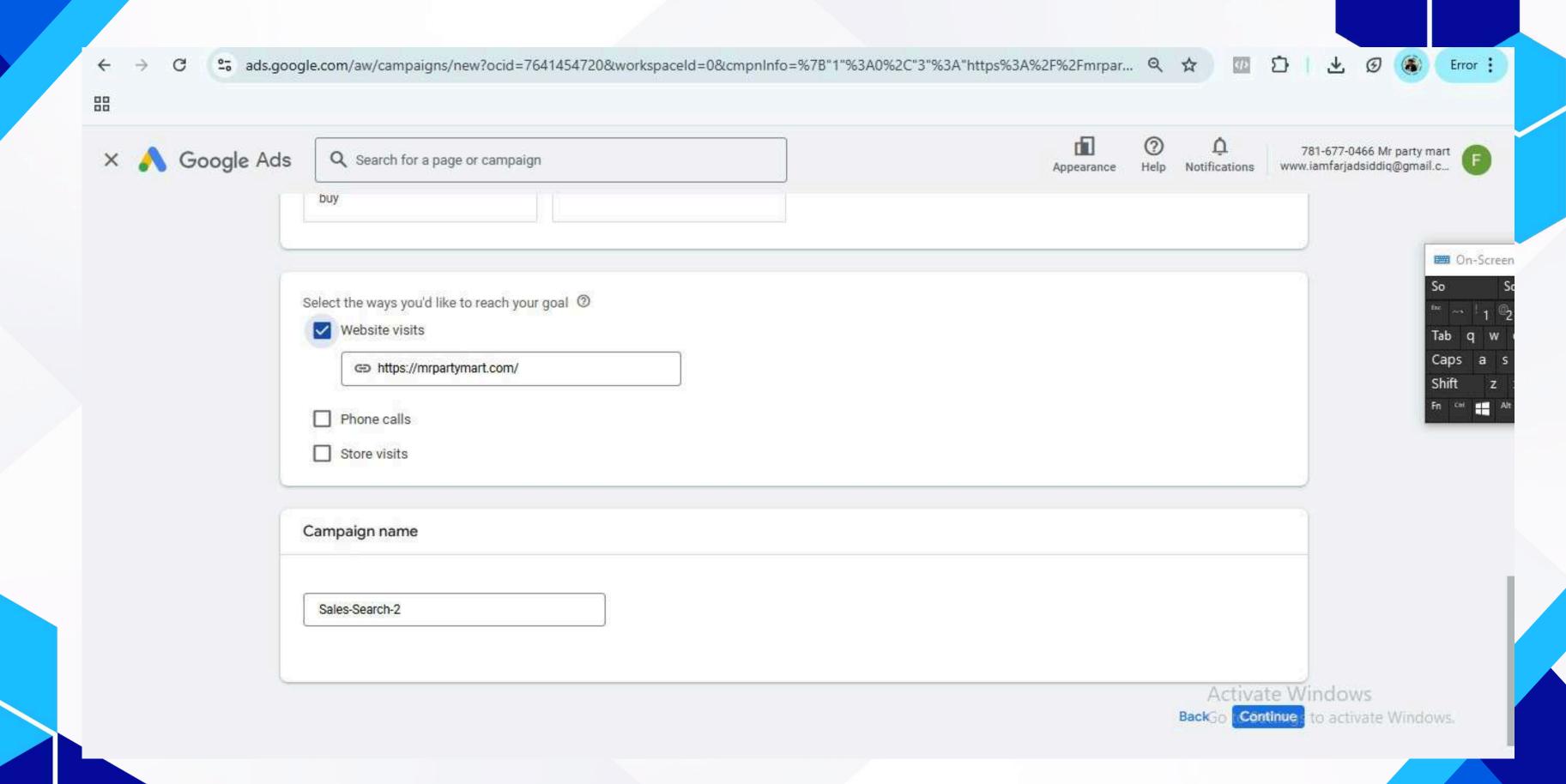
Showcase your products to shoppers as they explore what to

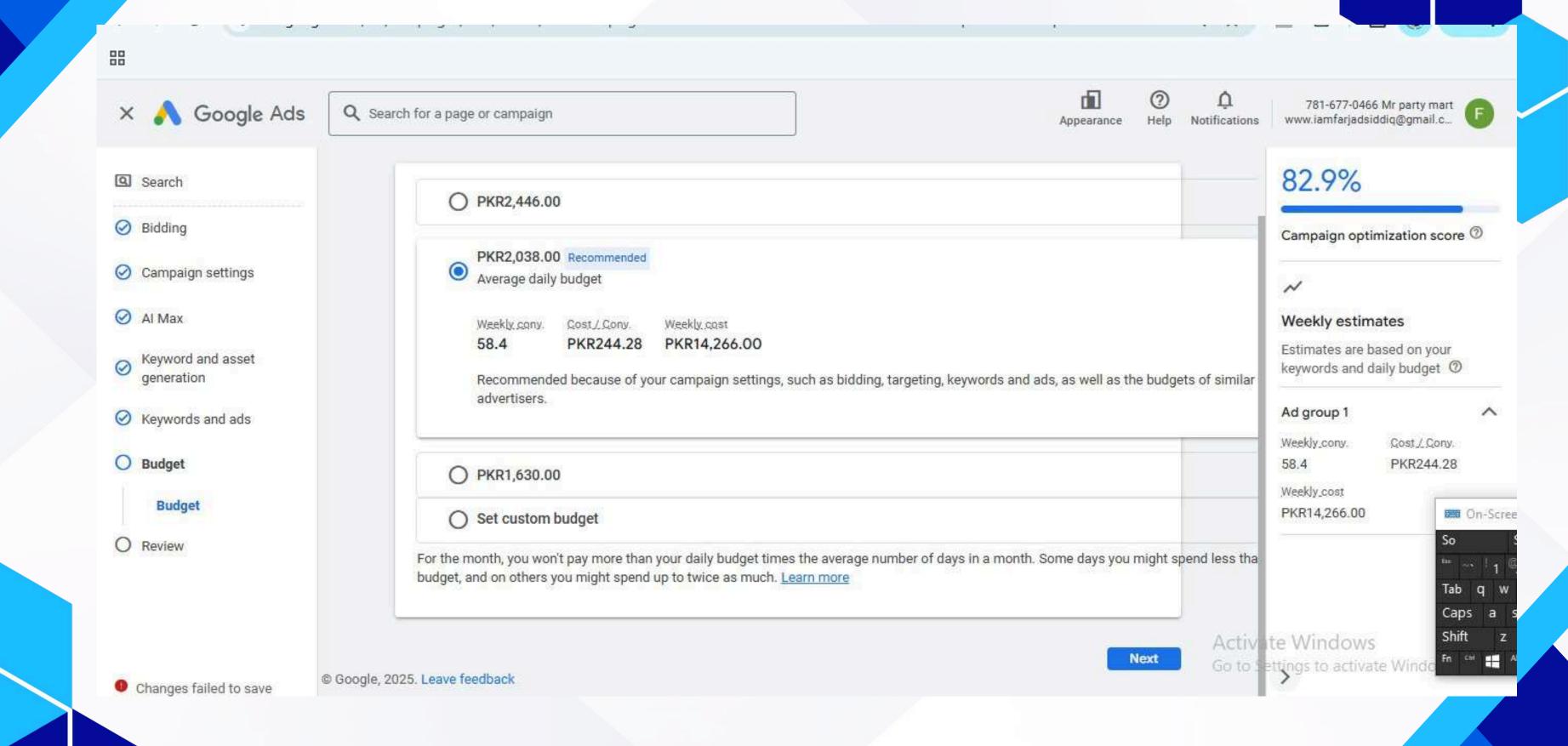


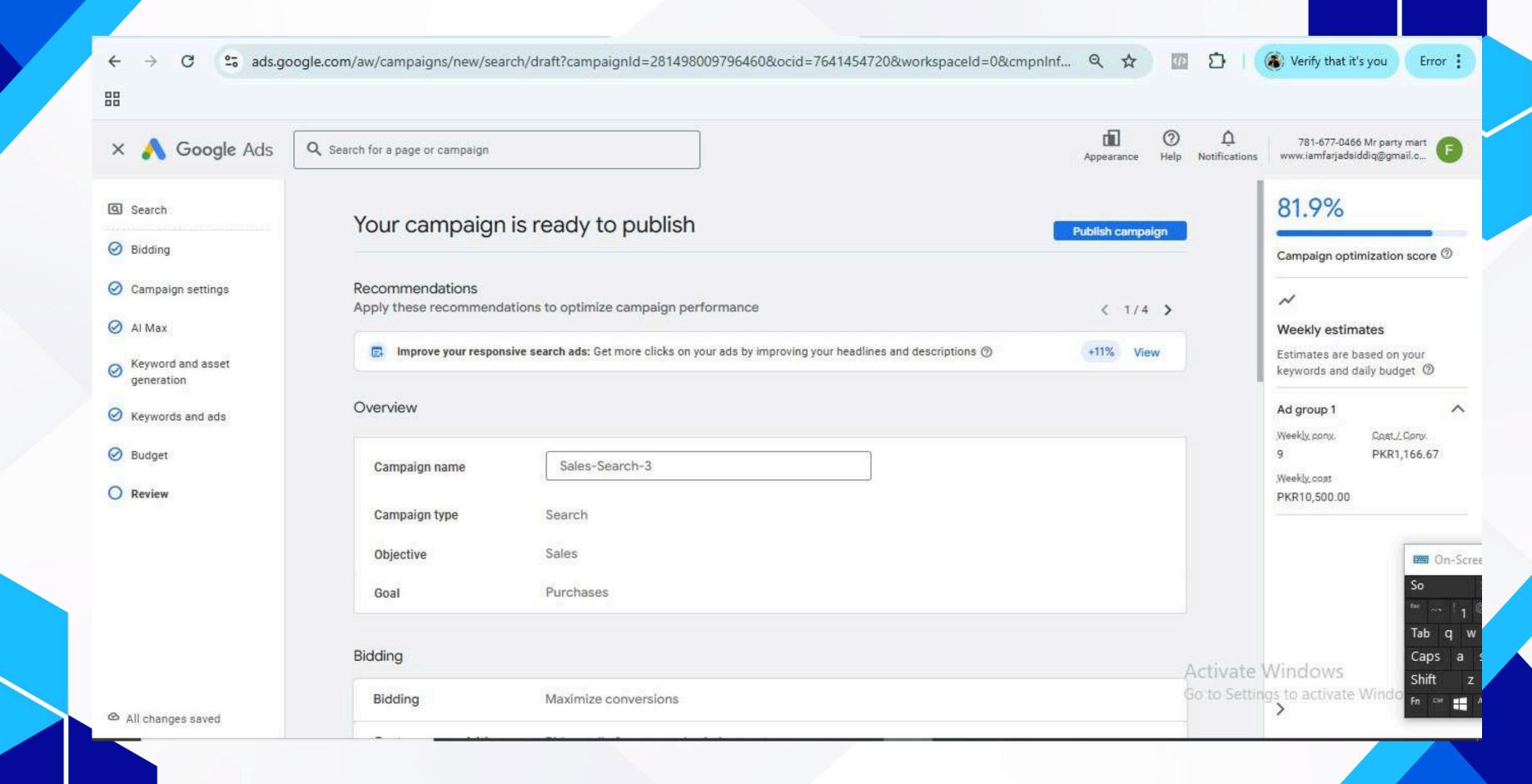


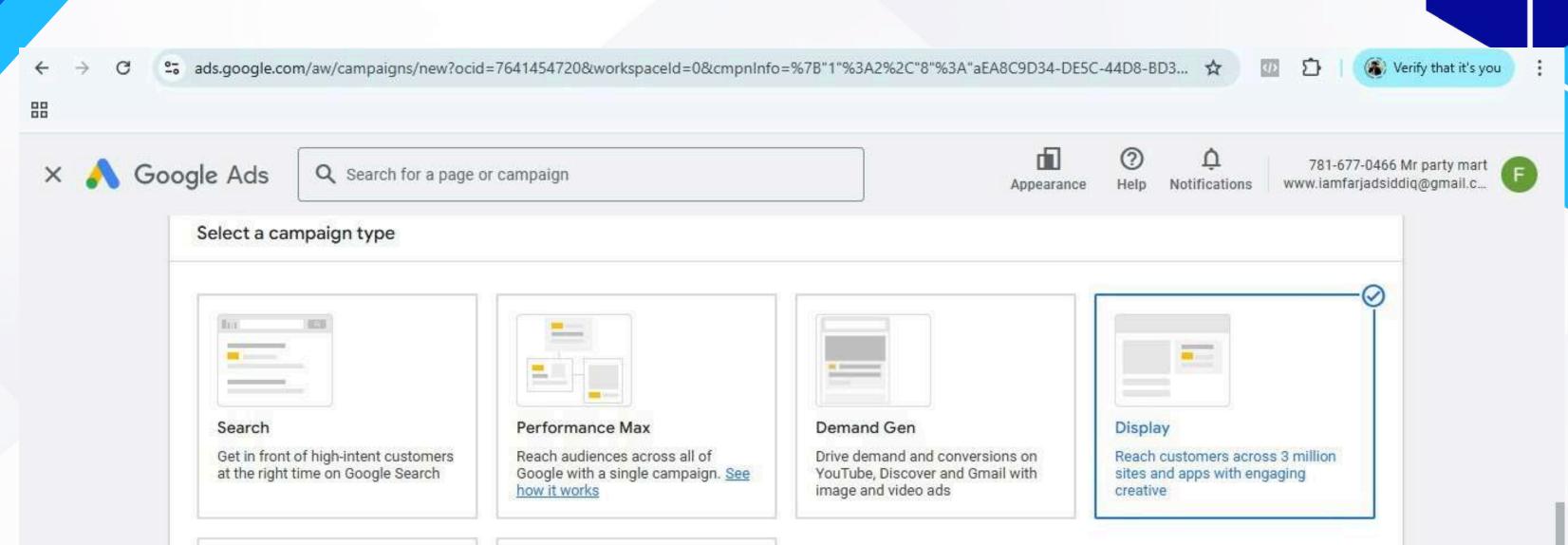




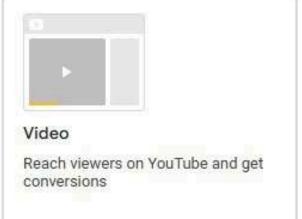






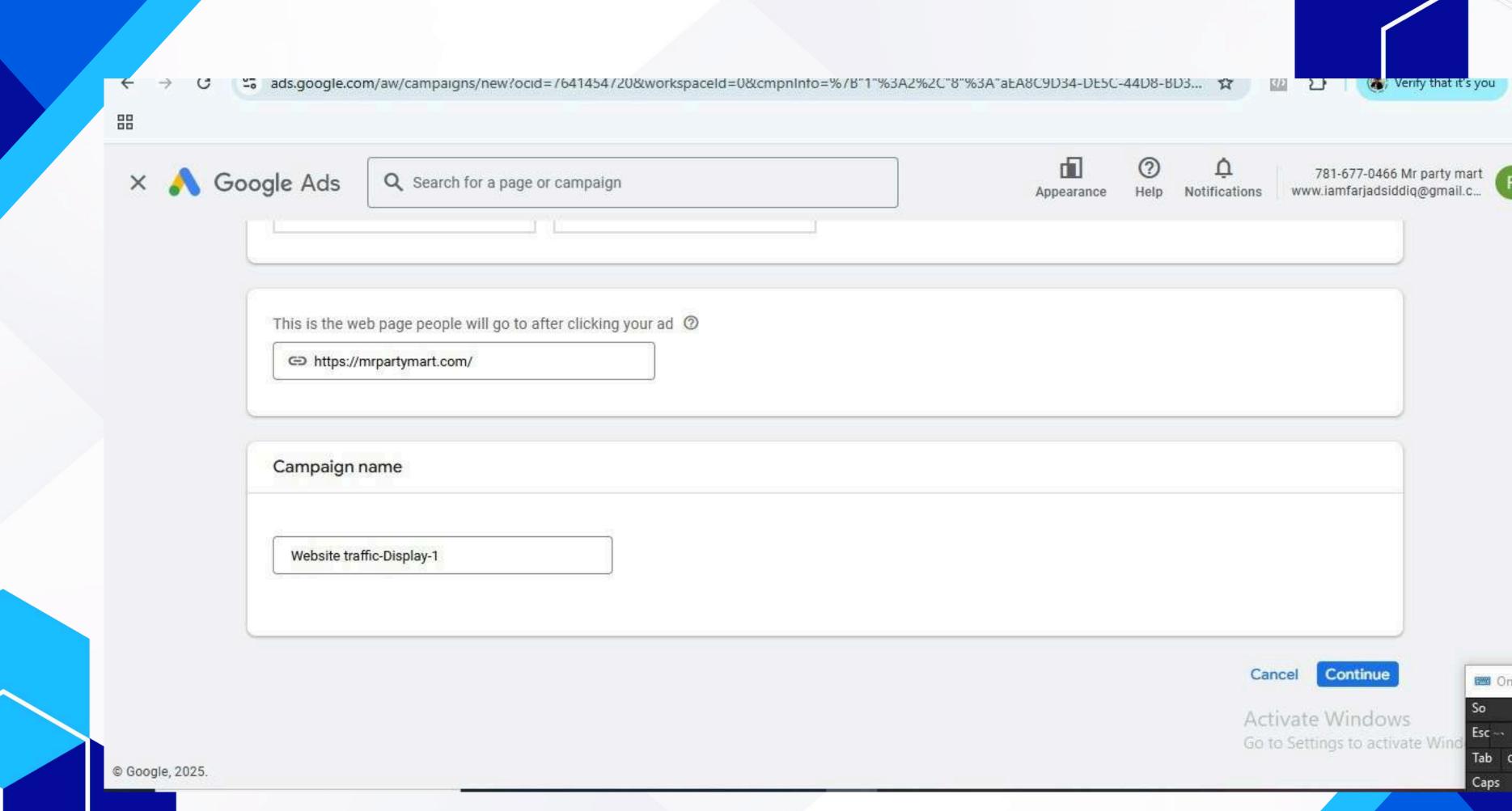






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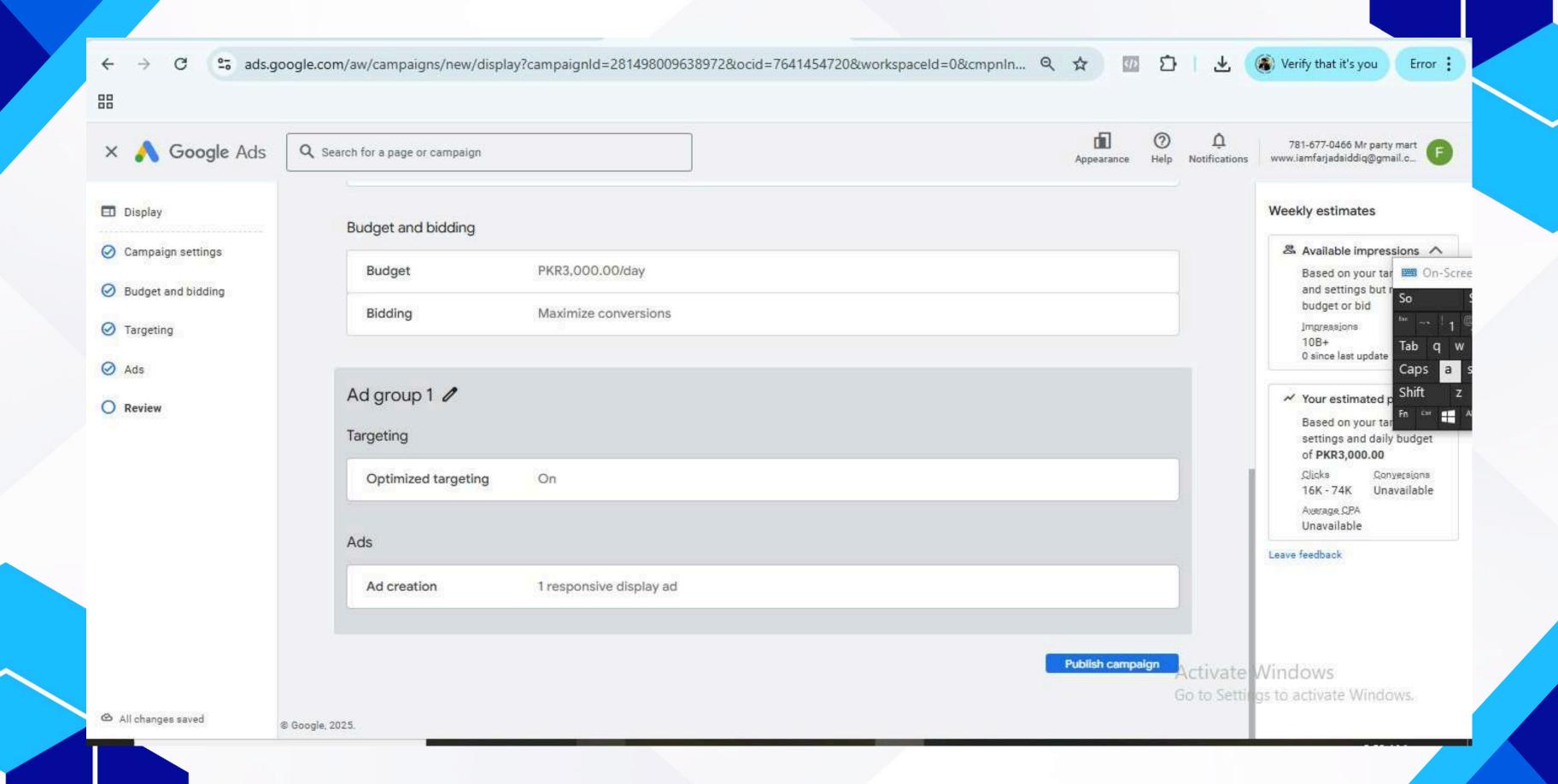
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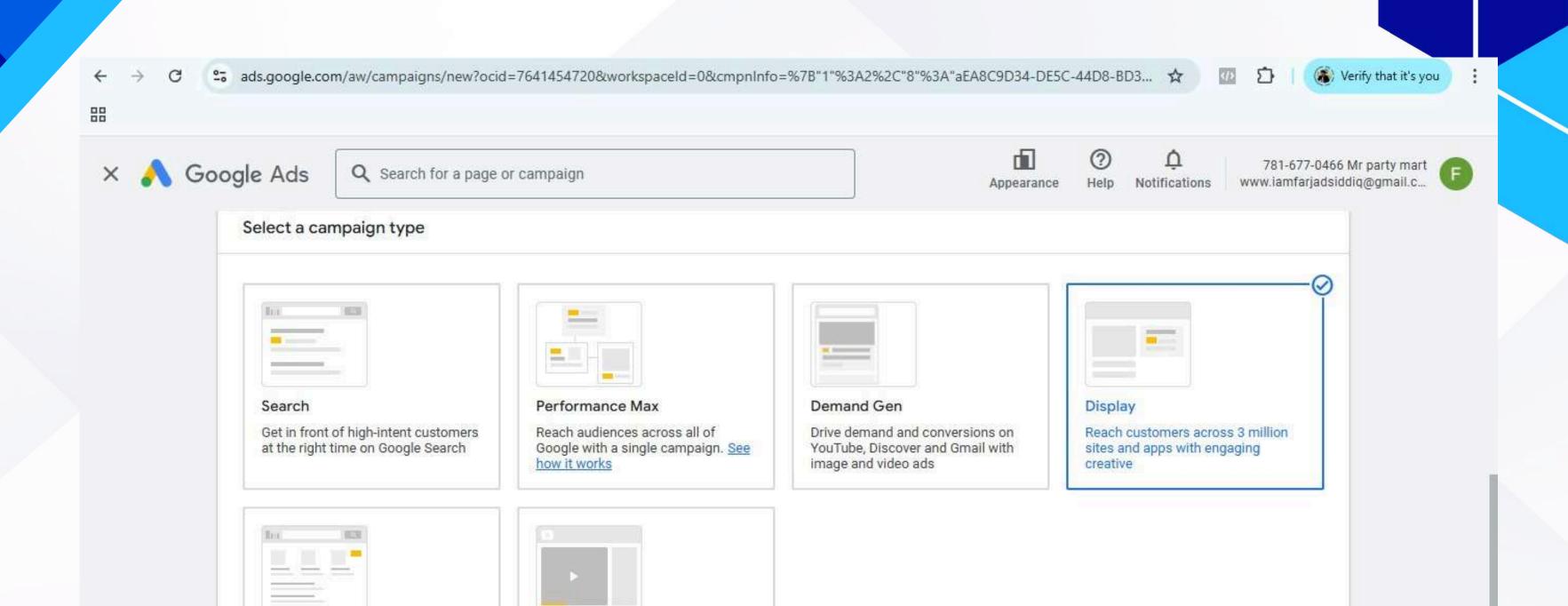
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Shopping

Showcase your products to

shoppers as they explore what to

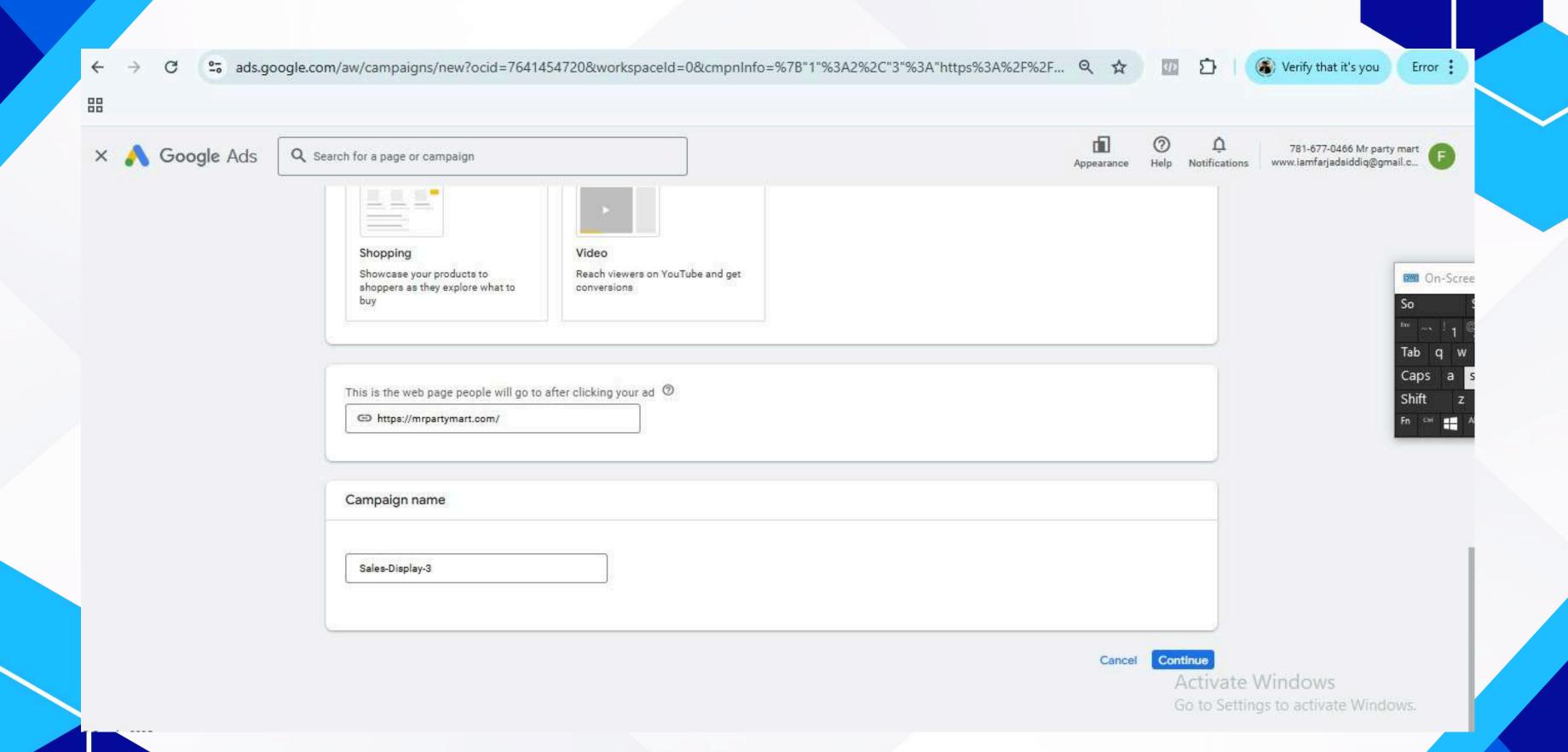
Video

conversions

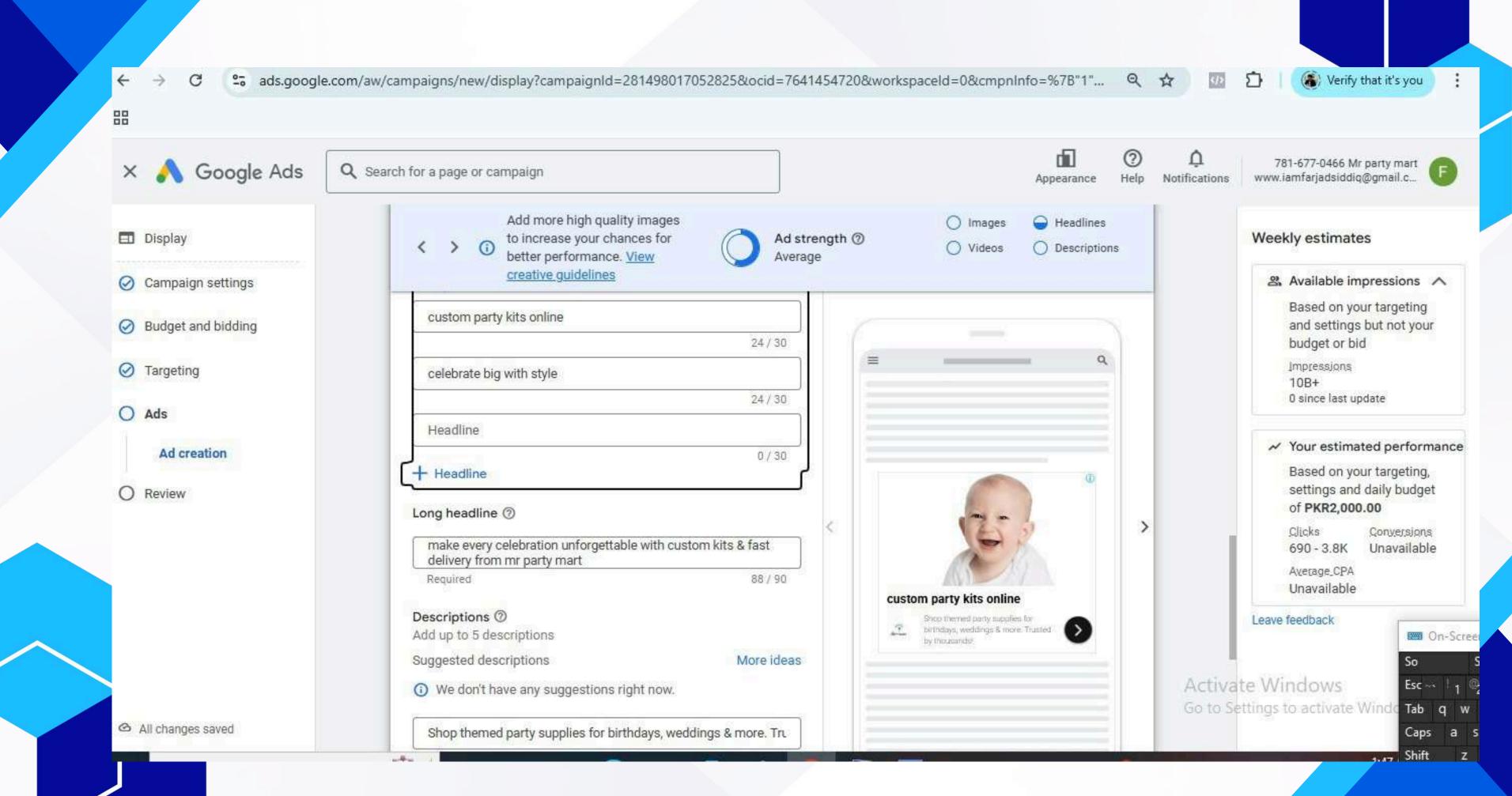
Reach viewers on YouTube and get

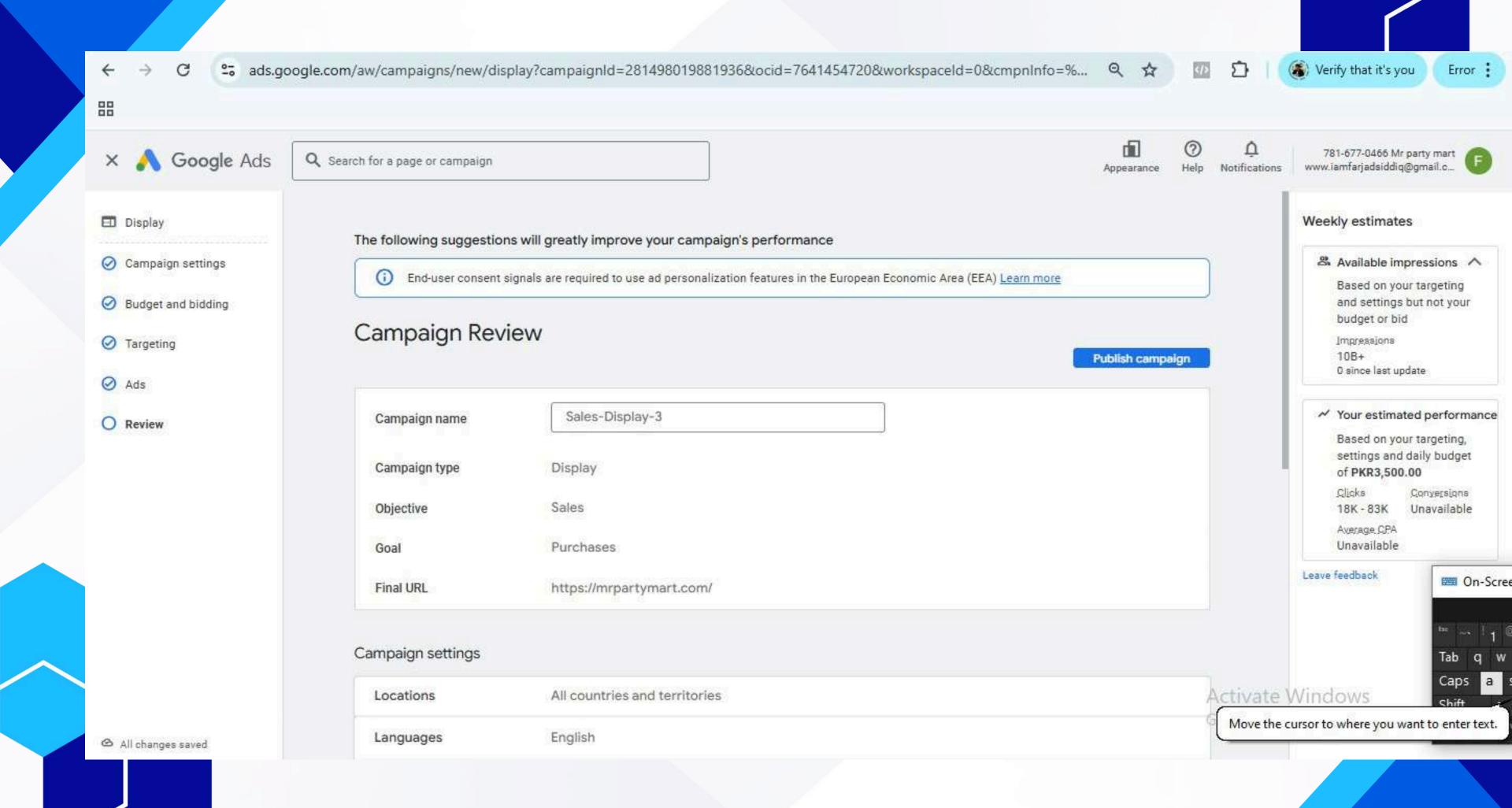
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781-677-0466 Mr party mart www.iamfarjadsiddiq@gmail.c... Google Ads Q Search for a page or campaign Notifications Appearance 82.9% 9 Search O PKR2,446.00 ❷ Bidding Campaign optimization score ② PKR2,038.00 Recommended Campaign settings Average daily budget N Al Max Weekly estimates Weekly cony. Cost / Cony. Weekly cost 58.4 PKR244.28 PKR14,266.00 Estimates are based on your Keyword and asset keywords and daily budget @ generation Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers. Ad group 1 Keywords and ads Cost / Cony. Weekly_cony. Budget 58.4 PKR244.28 O PKR1,630.00 Weekly_cost Budget PKR14,266.00 On-Scree O Set custom budget Review For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less that budget, and on others you might spend up to twice as much. Learn more Tab q Caps a Shift Activate Windows Next Go to Settings to activate Wind © Google, 2025. Leave feedback Changes failed to save





THANK YOU