

Lakshmi Ande - Digital Campaign Highlights

I helped grow my family business by leading performance-driven digital marketing campaigns. Using **Meta Ads** and **Google Search Ads**, I ran targeted campaigns to boost product visibility, attract new customers, and improve engagement. I focused on full-funnel execution from awareness to conversion by designing ad creatives, optimizing audience targeting, and analysing results to improve ROI. I also built an online storefront using Google Squarespace and Shopify, turning digital traffic into sales and helping the business expand beyond local reach.

Key Metrics & Results:

- Increased online sales by 35% Year-over-Year (YoY)
- Achieved 3.8x ROI (Return on Investment) through ad campaigns
- Facebook followers grew from 0 to 12.5K
- Instagram page visits: 1,800+/month
- Website sessions: 10,000+ (driven via ads)
- Conversion rate improvement: 4.6%
- Meta CPC: \$0.07 | Google CPC: \$0.13

Core Contributions:

- Built digital sales pipeline using Meta & Google Ads
- Created and managed ad creatives, targeting, and optimization
- Designed product communities via WhatsApp Business for engagement
- Built website using Shopify, linked with Google Ads and payment gateways
- Delivered weekly business insights to improve marketing and sales strategies

Meta Ad Campaigns: Instagram & Facebook

Instagram & Facebook Campaign Results - Boosted visibility and engagement

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Digital Campaign Highlights with Google Search Ads

Website built using Squarespace & Shopify - Product display, payment integration

