

Cover Letter

Hello,

As a PPC Specialist and Performance Marketer, I can bring knowledge, experience, and drive to the Meta and Google Ads Specialist position. I have 2+ years of experience in executing ppc campaigns, making and optimizing campaigns. I look forward to delivering successful ppc and marketing campaigns for clients.

Throughout my career in performance marketing, I have held various roles, including Digital Marketing Specialist, PPC Analyst, and Paid Social Specialist. In these roles, I have primarily focused on managing and optimizing advertising campaigns on Google and Meta platforms.

Throughout my career, I have collaborated with diverse clients across various industries, delivering exceptional results. In 2020, I collaborated with a two-wheeler automobile showroom, generating over 1000 leads within a month, resulting in substantial sales growth. Furthermore, I successfully managed influencer and social media campaigns for a newly established bakery, enhancing their local reach and fostering audience retention. In 2023, I assisted a home remodeling brand facing targeting challenges. By implementing a strategic audience segmentation plan, targeting specific pincodes and higher household income areas, I effectively reduced their cost per lead from \$500 to \$250.

Thank you for taking the time to consider my application for the Job Role

Thank You
Kiran Walke

Case Studies

Client Name - Dhanlaxmi Hero

Client Summary - Dhanlaxmi Hero, a prominent showroom in Aurangabad, specializes in the sale of Hero two-wheeler bikes and related accessories.

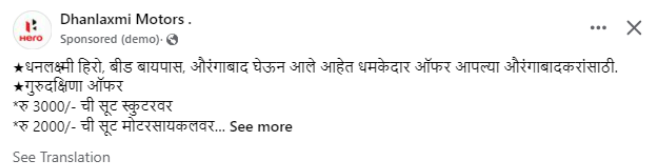
Here's how I successfully generated over 1000 leads within a one-month period for them.

- It was during the month of September-October 2020 - When the entire nation of India was gradually emerging from the COVID-19 lockdown. At that time, I happened to visit a particular showroom in search of a potential work opportunity. Upon interacting with the owner, I discovered that they had never ventured into online advertising before. I took the initiative to explain the benefits and strategies of online advertising, and after careful consideration, the owner decided to give it a try.

I recognized a significant market opportunity during the lockdown period. Since people were confined to their homes for an extended duration and the festive season was approaching, I anticipated that generating sales leads would be easier during this period. Accordingly, I formulated my ads strategy.

I kindly suggested to them that they create photo advertisements featuring the excellent deals offered by their showroom. After the advertisements were completed, I launched Meta campaigns with WhatsApp, Messenger traffic, and Messenger message objectives. Within the next three to four days, the showroom owner was flooded with direct messages on WhatsApp and Messenger. Given this remarkable success, we continued the campaign, which ultimately resulted in the generation of over 1000 leads during the festive season, with approximately 80 to 100 leads actually purchasing bikes.

Creative Used



MESSANGER
Dhanlaxmi Motors

Send message

Client Summary - Laxmi Hero is a well-known showroom in the city of Aurangabad. Established in 2021, they specialize in the sales of Hero bikes and provide excellent servicing for Hero bikes.

I would like to share my experience in resolving the audience targeting issue, which ultimately led to Showroom achieving the number one sales rank in the Marathwada region. - After gaining valuable experience in advertising for showrooms, I joined Laxmi Hero in 2021. However, upon joining the showroom, I faced a significant challenge in the form of audience targeting.

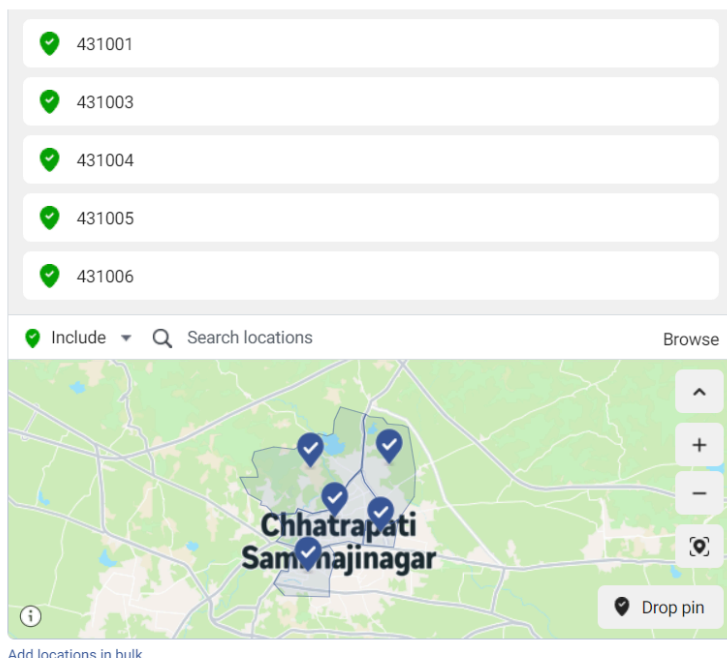
In fact, the showroom was situated at the city's outskirts, which posed a challenge for us in terms of audience targeting. While we aimed to reach people in the main city area, they were hesitant to travel 20-25 kilometers to visit our showroom. Consequently, they often opted for our competitors' showrooms, resulting in the loss of valuable leads

I have devised a solution that involves conducting an audience survey within a 10-15 km radius of our showroom. We will physically visit villages and towns within that radius to collect pin codes for targeting. During this audience survey, we also had the idea of starting a service center for the purpose of repairing bikes.

After conducting an audience survey, I created a new audience in Meta Ads Manager and launched lead generation campaigns. These campaigns were successful, and within 6-7 months, the showroom achieved the number 5 sales rank in the Marathwada region. Within 1.25 years, the showroom achieved the number 1 sales rank in the Marathwada region.

Audience before

Edit Audience



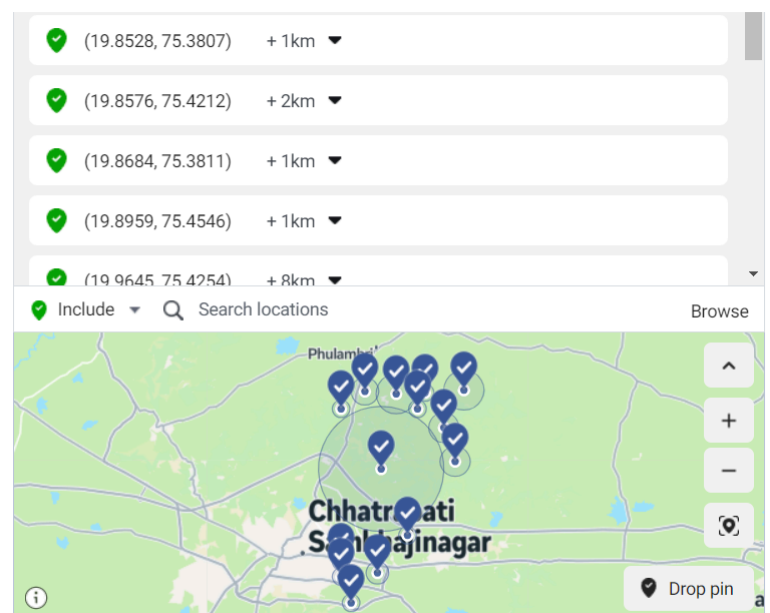
Add locations in bulk

[Switch to Advantage+ audience](#)

Audience after

×

Edit Audience



Add locations in bulk

Age 1

Campaign data img 1

<input type="checkbox"/>	Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day DIWALI	Messaging convers... 68 ^[2]	12,984	2.14	₹17,51 ^[2]	Using ad set bud...	₹1,190.54
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day diwali	Messaging convers... 81 ^[2]	14,028	2.10	₹14,68 ^[2]	Using ad set bud...	₹1,189.12
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day DASRA	Messaging convers... 112 ^[2]	16,071	2.31	₹14,74 ^[2]	Using ad set bud...	₹1,651.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day Dasra	Messaging convers... 104 ^[2]	16,788	2.22	₹15,87 ^[2]	Using ad set bud...	₹1,650.00

Campaign data img 2

<input type="checkbox"/>	Off / On	Campaign	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day DIWALI	₹42.80	363	₹3.28	1.30%	690	2.48%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day diwali	₹40.37	384	₹3.10	1.30%	760	2.58%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day DASRA	₹44.43	422	₹3.91	1.14%	979	2.63%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	8 day Dasra	₹44.19	413	₹4.00	1.11%	947	2.54%

Client Name - 7th Heaven

Client Summary - 7th Heaven is one of the largest bakery chains in India, with over 400 outlets serving delicious bakery products.

How I Helped a Newly Opened Bakery Reach a Local Audience - 7th Heaven, a new establishment in Aurangabad city- commenced its operations in January 2023. I had the privilege of being the first staff member in the digital marketing department. One of the primary challenges I faced was the task of identifying and engaging with a local audience to help build their reputation within the city.

Given the competitive landscape in the bakery industry, it posed a significant challenge to identify and target a local audience. Nevertheless, I viewed this as an exciting opportunity to demonstrate my expertise and enhance my professional growth. So I started researching organic content and reels that could go viral in the city. During my research, I had an idea to collaborate with influencers who have the same niche and target the same local audience in the city.

So, I suggested this idea to the owner and he finally agreed to do it. We worked with some influencers and shot videos around the bakery. Once they were done, we uploaded them with the influencer's collaboration and used those videos to build meta campaigns. It really helped the bakery gain more local reach.

Creatives used in ads

7THHEAVEN_CH.SAMBHAJINAGAR
FOLLOW US NOW

7th Heaven™
a slice of happiness

1 BUY 1 GET On Mojito, Milk Shakes & Cold Coffee

Friendship Day SPECIAL OFFER
5TH - 6TH AUG 2023

Buy one For you & Share one with a Friend.

Introducing New Beverages Range!

ORDER NOW

Add : 7thheaven, Samyak Arcade, C-7, CIDCO Cannought Place, Ch. Sambhajinagar.

FOR MORE DETAILS
77 0943 0943

7THHEAVEN_CH.SAMBHAJINAGAR
FOLLOW US NOW

7th Heaven™
a slice of happiness

Now in Ch. Sambhajinagar
Customised Cake for loved ones

20% OFF
On Customised Cake

OFFER
(1st August to 30th August 2023)

ORDER NOW

Add : 7thheaven, Samyak Arcade, C-7, CIDCO Cannought Place, Ch. Sambhajinagar.

FOR MORE DETAILS
77 0943 0943

Campaign data img 1

Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent
<input type="checkbox"/>	7th heaven engagment 26 feb	677 ThruPlays	4,671	1.04	₹0.07 Cost per ThruPlay	Using ad set bud...	₹50.68
<input type="checkbox"/>	7th_heaven_video_view	5,502 ThruPlays	36,002	1.18	₹0.08 Cost per ThruPlay	Using ad set bud...	₹419.86
<input type="checkbox"/>	7th heaven valentine reach - img	50,512 Reach	50,512	1.03	₹3.60 Per 1,000 People Reac...	Using ad set bud...	₹182.00
<input type="checkbox"/>	7th heaven - reach - 3 day - 10 feb	3,901 Reach	3,901	1.02	₹3.62 Per 1,000 People Reac...	Using ad set bud...	₹14.14
<input type="checkbox"/>	7th heaven - reach - 3 day - 10 feb - img	51,239 Reach	51,239	1.55	₹5.28 Per 1,000 People Reac...	Using ad set bud...	₹270.68

Campaign data image 2

Off / On	Campaign	Impressions	CPM (cost per 1,000 imnressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)
<input type="checkbox"/>	7th heaven engagment 26 feb	4,861	₹10.43	21	₹2.41	0.43%	52
<input type="checkbox"/>	7th_heaven_video_view	42,552	₹9.87	113	₹3.72	0.27%	422
<input type="checkbox"/>	7th heaven valentine reach - img	51,782	₹3.51	21	₹8.67	0.04%	35
<input type="checkbox"/>	7th heaven - reach - 3 day - 10 feb	3,966	₹3.57	—	—	—	1
<input type="checkbox"/>	7th heaven - reach - 3 day - 10 feb - img	79,530	₹3.40	51	₹5.31	0.06%	109

Influencer Collaboration Link -

1 https://www.instagram.com/reel/Curwjetl3_v/?igsh=MWY2a3lxMTNhZWZ6Yw==

2 <https://www.instagram.com/reel/CpFz671oGXJ/?igsh=cXEYejRmcHdpd3c5>

International Clients


1 Client Name - 5 blox (<https://5blox.com>)

Client Summary - 5 blox does home remodeling, bathroom remodeling, and bedroom remodeling in Los Angeles County. They focus on serving households with high incomes.

How I solved the audience targeting issue for 5blox, which eventually reduced their CPL from \$500 to \$250 - So, when I got this client, I started checking his ad accounts for old ad data. And guess what? He was totally targeting the wrong areas! They didn't match his target audience at all.

After looking into it more, I found the areas that were working and did some research on other areas to target. Then I made a final list of locations to target, which was enough to lower the client's cost per lead.

Initial strategy, keyword research, conversion tracking review and campaign photos are linked below

 5 blox

2 Client Name - Theracycle (<https://www.theracycle.com>)

Client Summary - Theracycle is specialised manufacturer of bikes which are helpful for elderly people to fight against parkinsons and other related disease

How i smartly audited old high spending account and made strategy, media plan for one of reputed USA client which help them to get leads

When i start working for this client they have 2 google ads account one was old and high spending and one was new, so while creating media plan and strategy for this client i first study clients old account and find out structure of performing campaigns and audited keywords so that i would know if we can use them in new campaigns or not, studying old account gives me idea of market for this client and i made my strategy for this client which eventually help them to gain good leads

Initial strategy, keyword research, conversion tracking review are linked below

 theracycle

3 Client Name - Luxe Grillz & Saracino Jewelry (<https://www.luxegrillz.com>, <https://www.saracinojewelry.com>)

Client Summary - Luxe grillz is website which sells teeth grillz which are very trending in USA teens, where as Saracino Jewelry is website which is specialised in selling custom jewelry

How I made strategy for Ecomm + Lead Gen for a client who was new in market

So when this client was given to me it was bit of challenge for me because the client was new with very less google ads exposure to market and client was having 2 website which deals with different type of products so making strategy for him was kind of challenge, plus one website was targeting ecomm where as second was targeting lead gen campaigns.

I start my media plan and strategy with checking website and competitors for client and made plan from scratch

Initial strategy, keyword research, conversion tracking review and campaign photos are linked below

📁 Luxe Grillz

📁 Saracino Jewelry

