

Hello

I'm Vipul Yadav

I am an Growth Marketer and
a Digital Marketer



Welcome to my **Portfolio**

I am a marketing expert who assists business owners in developing a marketing strategy that includes all phases of the sales funnel, including Facebook Organic/Paid Marketing, Profile Optimization, Instagram Marketing, Lead Magnet and Sales Funnels, Up-selling, Creating Value Ladders and Irresistible Offers

I Assist you in determining which phase of your business required optimization, as well as how to attract leads with appealing hooks in order to grow your email list and create several versions of launching your product/services based on your various audiences at various levels of funnels



My Skill And Expertise

- SEO
- SMM
- Email Marketing
- Google Ads / Facebook Ads
- SEM
- Graphic Design



My Work **Case Study**

The goal of the client was to get leads for their 3 day live workshop. We created multiple conversion campaign for sign-ups We tested 12 different targeting to ensure we were able to choose the best performing targeting interest

Leads-23

Cost Per Lead - INR 345.42/-

Amount Spend in ads - INR 7,944.70/-

Workshop Cost - INR499

Total Signup - INR 11,477/-

Sales Made in Workshop - 3(Live Coaching @INR 10,000

Total Sales - INR 11,477 + 30,000 = INR 41,477

ROI - 5.2%

**We Tested 4 Images per adset. We wrote 2 long- form of copy to accompany the image.
We target headlines.**



Ads Reporting Data

Reach - 39,023 - Number of people saw ads

Amount Spend on Ads - INR 7,944

Landing Page Views - 175

Number of Leads - 23

Cost Per Lead INR 345.42/-

Total Signup sales - $23 \times 499 = 11,477$

Numbers of sales - 3

Sales in Number - $3 \times 10,000 = 30,000$

Total Sales = $11,477 + 30,000 = \text{INR } 41,477$

ROAS - Return on Ads Spend = $41,477 / 7,944 = 5.2 \times \text{ROAS}$

Last 28 Days Search Result

Performance on Search results

EXPORT

24 hours

7 days

✓ 28 days

3 months

More

Search type: Web

+ Add filter

Reset filters

Last update: 3.5 hours ago

✓ Total clicks

4.3K



✓ Total impressions

507K



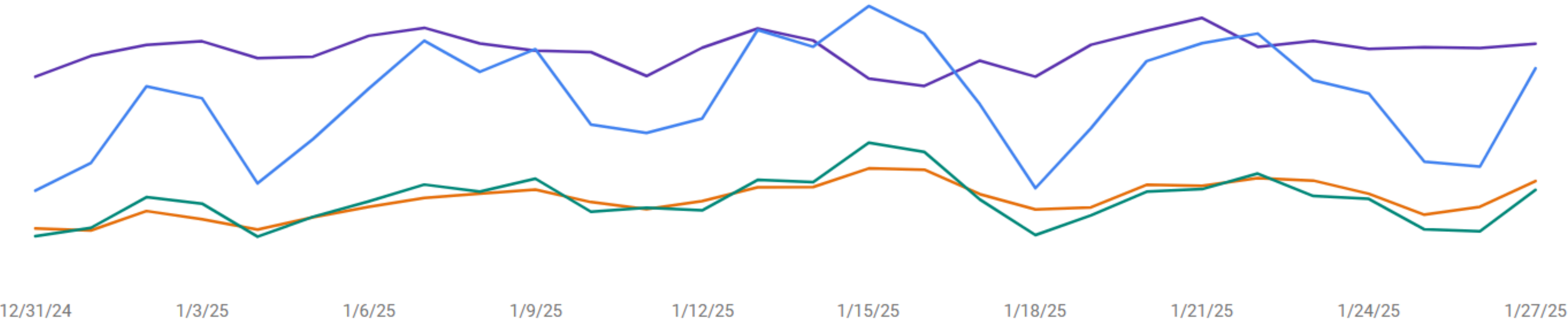
✓ Average CTR

0.8%



✓ Average position

10.8



Last 30 Days New Users and Revenue Data

A

+

User acquisition cohorts: First user primary channel group (Default Channel Group)

✓

▼


+

Last 30 days

Dec 30

Plot rows		Search...		Rows per page: 10		1-10 of 10	
<div>—</div>	First user prim...Channel Group) ▼	+	↓ <u>New users</u>	<u>Total revenue</u>	<u>Transactions</u>	<u>Average 120d value</u>	
<div>✓</div>	Total		19,112 100% of total	\$16,588.23 100% of total	197 100% of total	\$0.83 Avg 0%	
<div>✓</div>	1 Unassigned		6,369	\$6,437.81	77	\$0.99	
<div>✓</div>	2 Organic Search		5,954	\$976.61	14	\$0.16	
<div>✓</div>	3 Direct		3,685	\$8,399.11	97	\$1.99	
<div>✓</div>	4 Referral		2,577	\$774.70	9	\$0.30	
<div>✓</div>	5 Organic Shopping		179	\$0.00	0	\$0.00	
<div></div>	6 Organic Video		178	\$0.00	0	\$0.00	
<div></div>	7 Organic Social		103	\$0.00	0	\$0.00	
<div></div>	8 Display		37	\$0.00	0	\$0.00	
<div></div>	9 Email		17	\$0.00	0	\$0.00	


CLIENT TESTIMONIAL




SHRISTI NIGAM · 1st


Assistant Manager: SEO | Expert in Boosting Organic Traffic and Online Visibility

August 25, 2023, SHRISTI managed Vipul directly

 All LinkedIn members

On 


Vipul, is a remarkable SEO professional, Having accumulated considerable experience in the field, he has consistently demonstrated a deep understanding of SEO strategies and their implementation. Throughout our time together, I've witnessed he exhibit a keen ability to analyze and optimize websites, resulting in significant improvements in organic search rankings and overall online visibility. His enthusiasm for achieving results and dedication to continuous improvement make him an invaluable resource for any team.




Harsh Vardhan Singh · 1st

SEO Expert | PPC | Digital Marketing | Open For Freelance Projects


September 21, 2023, Harsh Vardhan worked with Vipul on the same team

 All LinkedIn members


On 

Vipul has incredible problem-solving skills. No matter what problem you give him, this man will solve it easily. Apart from this, his techniques always lead us to the growth.

Really inspiring person.



Anjali S. · 1st

Building Brand via Marketing | SEO Expert  @ThinkOwl Powered by AI


September 14, 2024, Anjali managed Vipul directly

Vipul is a great learner and works at his level best in seo. His skills are excellent not only in seo but various fields of marketing.

I've seen continuous growth in organic traffic and up to 60% increase in results of marketing of products aligned to him.

He's a good team player and communication within the team and its collaboration is really good.


I wish Vipul all the best for his future endeavours.




Rishabh Kolhe · 1st

SEO, WordPress developer, and digital marketer. I help businesses to grow their online presence and website Authority in the Market.

July 24, 2022, Rishabh managed Vipul directly

 All LinkedIn members

On 

I highly recommend Vipul for the SEO role. He worked with me and he is better fir this role.