



My Paid Social Portfolio

My full service & portfolio as a paid social manager.



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Paid Social



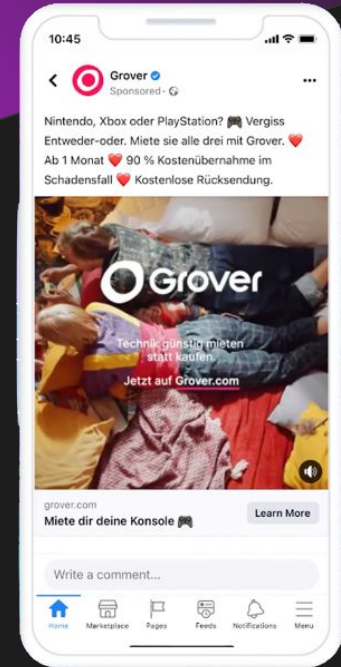
Advertise your business, service or product as potential customers browse social media

Whether you offer a product or service across any industry, **Paid Social** emerges as a pivotal marketing tool in enhancing your business's Lead Generation and Awareness, delivering rapid results.

I can ensure the best opportunity for effective **Paid Social** for your business with some preparatory work. Paid advertising in the dynamic realm of social media can appear intricate and competitive. However, when executed strategically, it holds tremendous value and potential.

What Is Included In My Paid Social Service?

- Account & Campaign Set Up
- Campaign Management & Optimisation
- Monthly Reporting
- Split Testing
- Basic CRO (If not using landing pages)
- Market Research
- Pixel Set Up



Secure a dedicated, professional freelance service committed to delivering high-quality results, prioritizing your best interests and maximizing your return on investment (ROI). Our management structure is flexible, offering retainer or hourly arrangements tailored to the specific level of work required.

My Process

1. Understanding your goal and vision.

2. Establishing a solution and building a strategy

3. Implementation

What Have I Done With Paid Social?

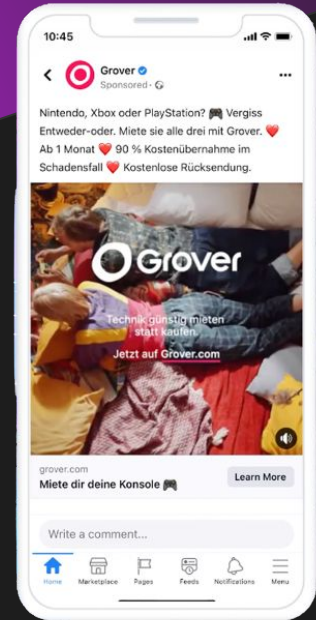
**20k In Ad Spend
Managed**

**30+ Accounts
Managed**

**60+ Campaigns
Optimised &
Improved**

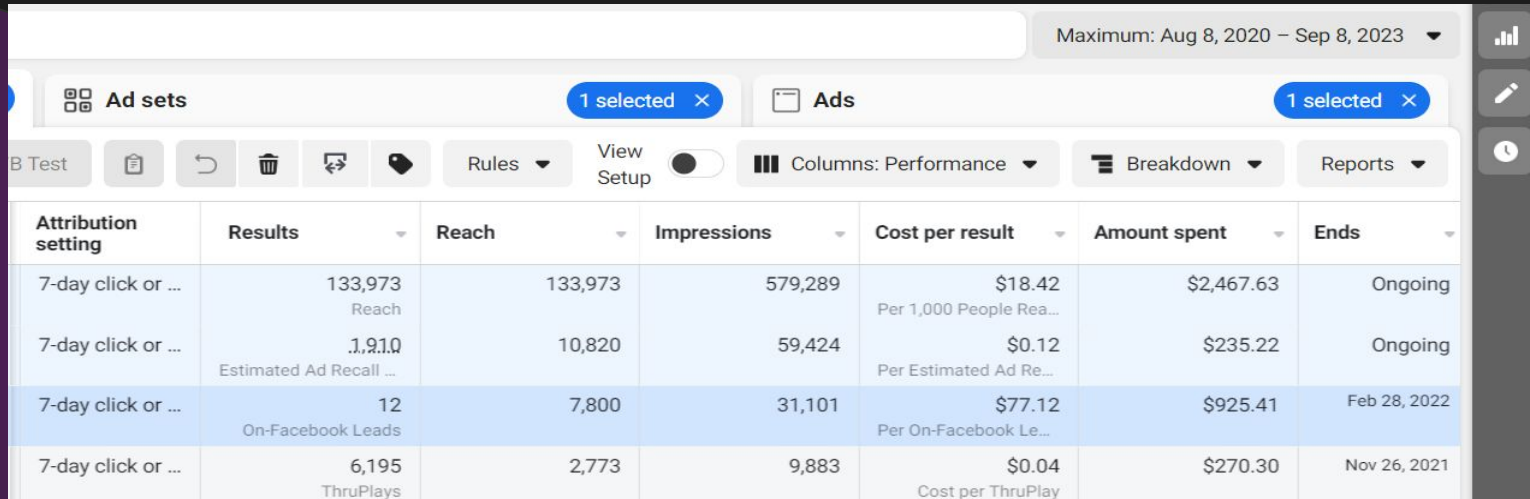
**500+ Leads
Generated**

**Generated Over
300,000 Thru
Plays**



Health Care

My experience in paid social media primarily revolves around lead generation. I've successfully managed various campaigns, including workshops, brand and video awareness, reach, lead generation, and remarketing initiatives. The main emphasis has consistently been on either raising awareness or strategically nurturing the audience to enhance conversion rates



The screenshot displays the Facebook Ads Manager interface. At the top, there's a date range selector set to "Maximum: Aug 8, 2020 – Sep 8, 2023". Below this, there are tabs for "Ad sets" (1 selected) and "Ads" (1 selected). The interface includes various tool icons like "B Test", "Rules", "View Setup", "Columns: Performance", "Breakdown", and "Reports". The main data table has the following columns: Attribution setting, Results, Reach, Impressions, Cost per result, Amount spent, and Ends.

Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
7-day click or ...	133,973 Reach	133,973	579,289	\$18.42 Per 1,000 People Rea...	\$2,467.63	Ongoing
7-day click or ...	1,910 Estimated Ad Recall ...	10,820	59,424	\$0.12 Per Estimated Ad Re...	\$235.22	Ongoing
7-day click or ...	12 On-Facebook Leads	7,800	31,101	\$77.12 Per On-Facebook Le...	\$925.41	Feb 28, 2022
7-day click or ...	6,195 ThruPlays	2,773	9,883	\$0.04 Cost per ThruPlay	\$270.30	Nov 26, 2021

Paid Social Can Bring Results From Cold To Warm Audiences.