

PORTFOLIO
SERVICES



**TALAL
TANVEER**



I am Talal

DIGITAL MARKETING AND ECOMMERCE CONSULTANT

About Me

Hello, my name is Talal Tanveer. I am a highly motivated and customer-focused professional with a robust background in digital marketing and e-commerce. Over the past 8 years, I have worked with various local and international clients, helping them enhance their online presence and achieve their business goals.

I hold a degree in Political Science and am based in Pakistan. I am also Google Certified in Digital Marketing and E-commerce, which demonstrates my commitment to staying current with industry best practices.

My skills include expertise in SEO, Google Ads, social media marketing, email marketing, and analytics; proficiency in managing e-commerce platforms like Amazon, Shopify and WordPress; dedication to customer service; experience in team collaboration; and strong analytical abilities. I am passionate about delivering the best results for my clients.



Digital Marketing and E-commerce

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

From Likes to Leads: Interact with Customers Online

Think Outside the Inbox: Email Marketing

Google Ads - Measurement Certification

Amazon Ads Retail Certificate



Certifications

Marketing Consultancy Specializing in Digital Marketing and E-Commerce

I PROVIDE EXPERT MARKETING CONSULTANCY SERVICES, FOCUSING ON DIGITAL MARKETING AND E-COMMERCE. FROM WEBSITE AUDITS AND SEO TO CONTENT CREATION AND COMPREHENSIVE MARKETING CAMPAIGNS, I ENSURE YOUR BUSINESS THRIVES ONLINE

FREELANCERS OFFER FLEXIBLE, COST-EFFECTIVE SOLUTIONS WITHOUT THE HEFTY RETAINER FEES OF LARGER AGENCIES. AS YOUR ON-DEMAND MARKETING EXPERT, I DELIVER TAILORED STRATEGIES TO DRIVE GROWTH AND MAXIMIZE YOUR ROI.





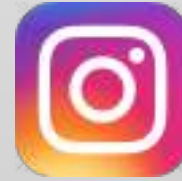
WELCOME TO
MERAKI

NARRATIVE SHOWCASE

Talal faced a tough beginning back in 2014 and launched a clothing brand. By focusing on accessories and promoting heavily on Facebook and Instagram, he achieved a 60% return on investment in just four months.

This captures the essence of Talal's journey from adversity to success in establishing a specialized brand with impressive sales results.

Social Media



SOCIAL MEDIA MANAGEMENT

Instagram , Facebook , Snapchat , LinkedIn, X,

PROMOTIONS AND ADVERTISING

Instagram , Facebook , Snapchat , LinkedIn, X , Tiktok ,
Snapchat , Google ads

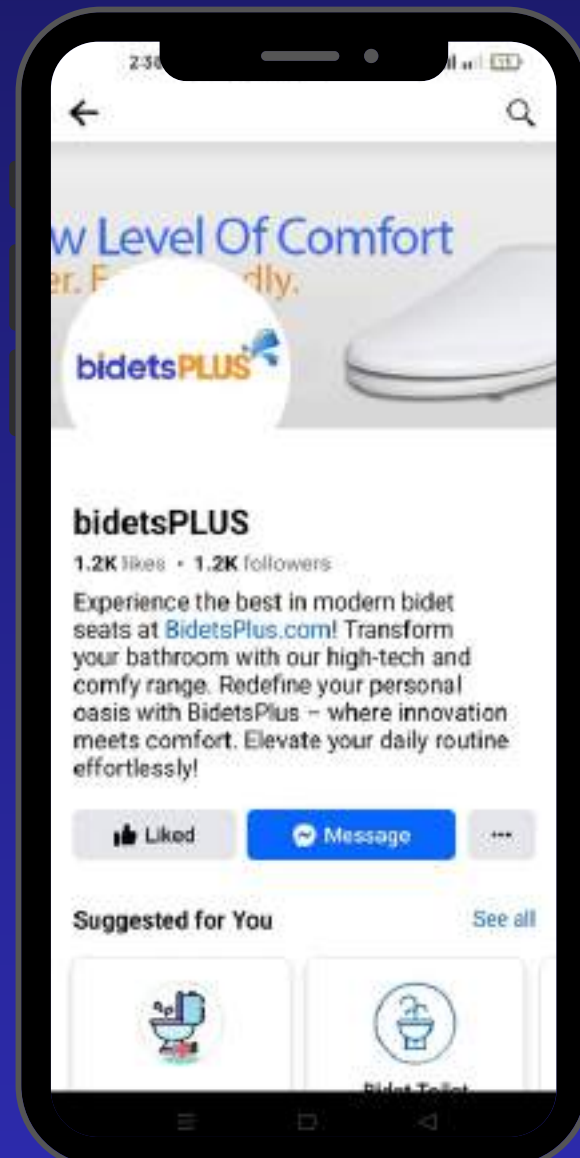
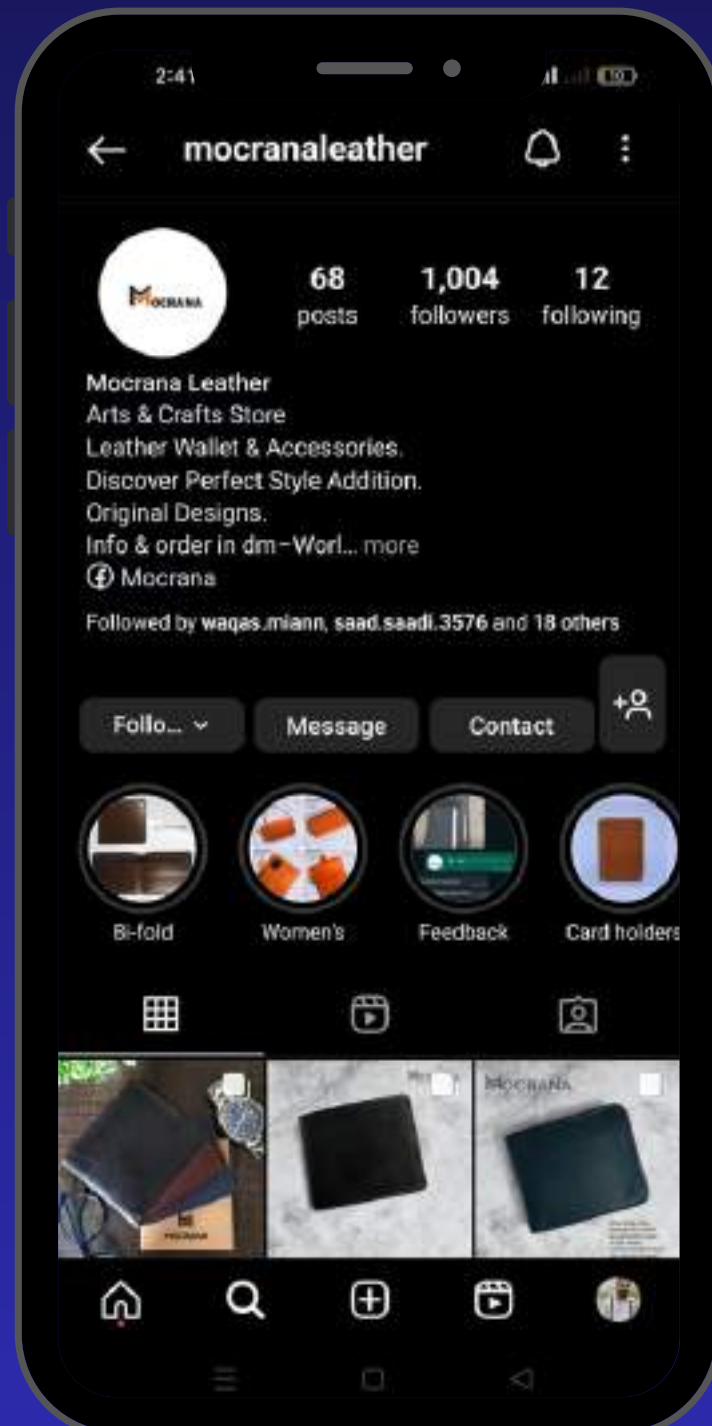
CERTIFICATION



Google Certified in Digital Marketing
and E-commerce



Google Ads Measurement
Certificate



Skills

Budget Planing & Mngt Reporting



Social Media Marketing



Google Ads



Email Marketing



Amazon Brand Management



Search Engine Optimization (SEO)



Graphic Designing & Video Editing





Property Marketing

**Advertise your Property Listings,
Either its Residential or
Commercial**

Whether you're a developer, broker, or property consultant, getting people interested and snagging leads can be a real headache.

That's where I come in. With my digital marketing magic, I'll help you start reeling in leads every single day.

E-commerce

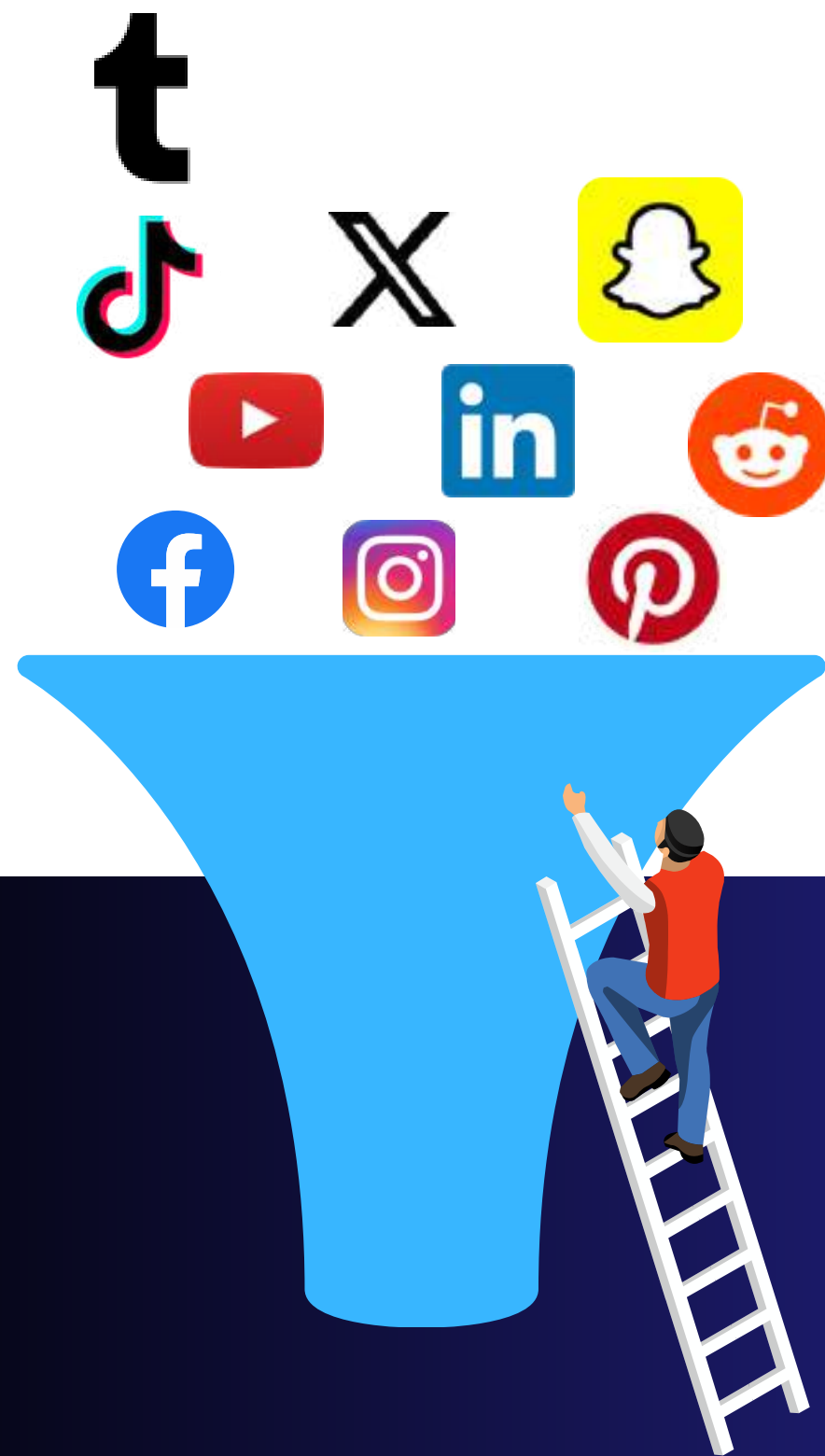
Experience exponential growth, enhanced visibility, and unparalleled success with our e-commerce expertise

Let me paint a picture of what we do in e-commerce. Imagine having a virtual storefront bustling with activity 24/7, attracting customers from every corner of the internet. That's the power of our services. We optimize your online presence, from eye catching website design to seamless payment gateways, ensuring your customers have a smooth and satisfying shopping experience. Plus, we don't stop there. Our strategic marketing tactics will propel your products into the spotlight, driving traffic and sales like never before. With us by your side, your e-commerce journey is bound to be a success story

SHOPPING

PAY





SERVICES

Social Media Management

(with Campaign Management)

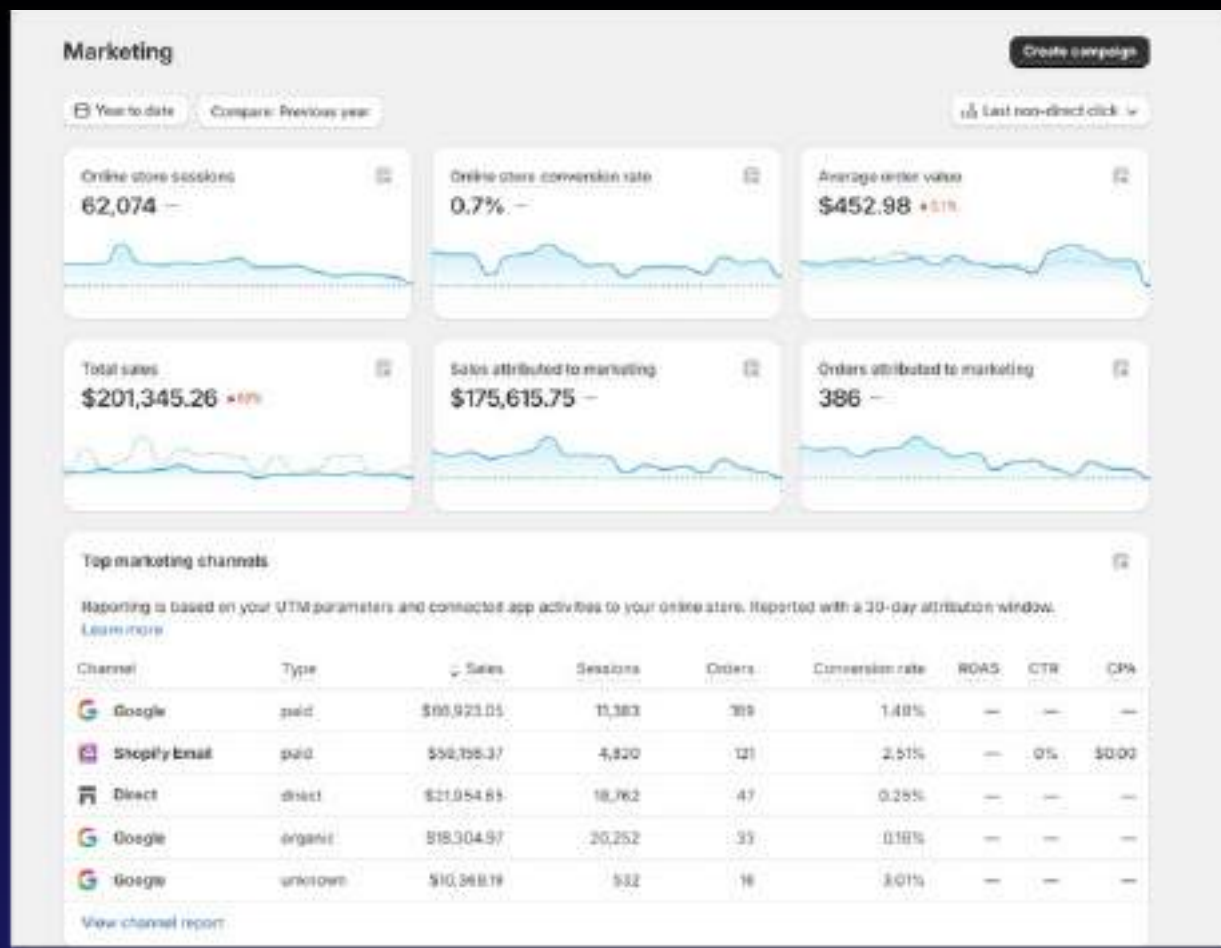
Enhance your online presence with my comprehensive social media management services, where I handle everything from content creation to audience engagement across all major platforms. Additionally, my targeted social media advertising strategies ensure your brand reaches the right audience, driving traffic, and boosting conversions.



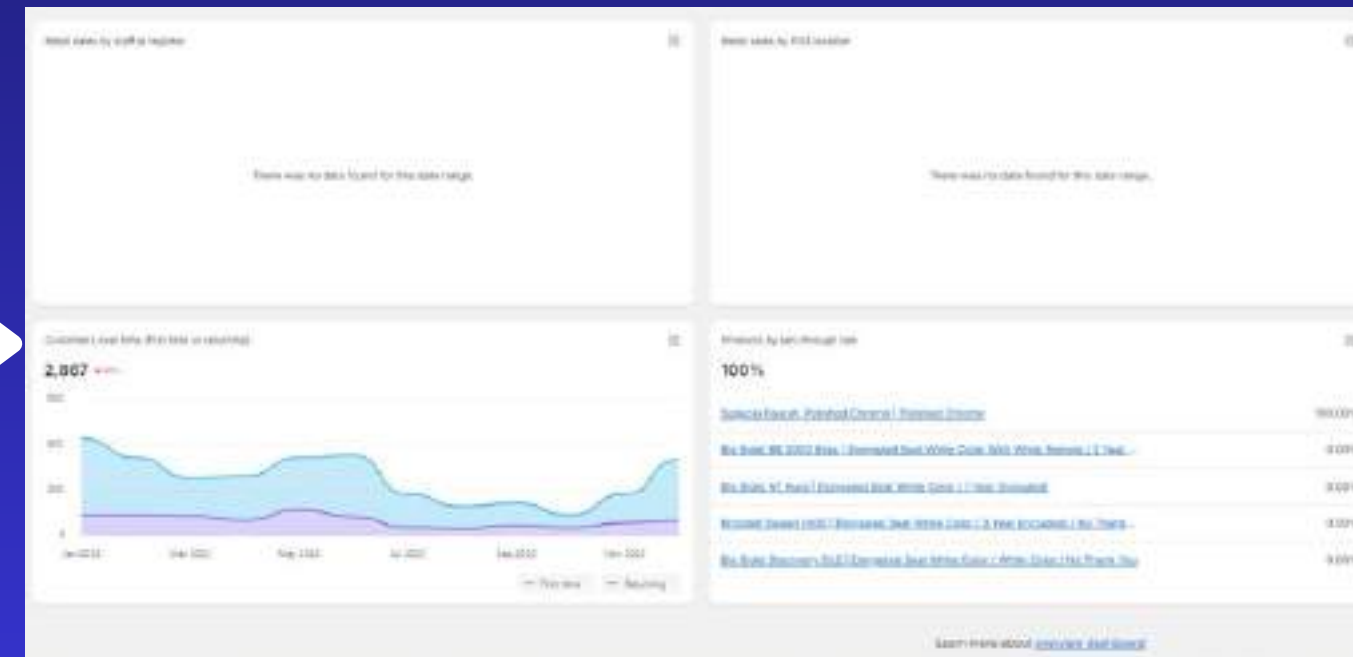
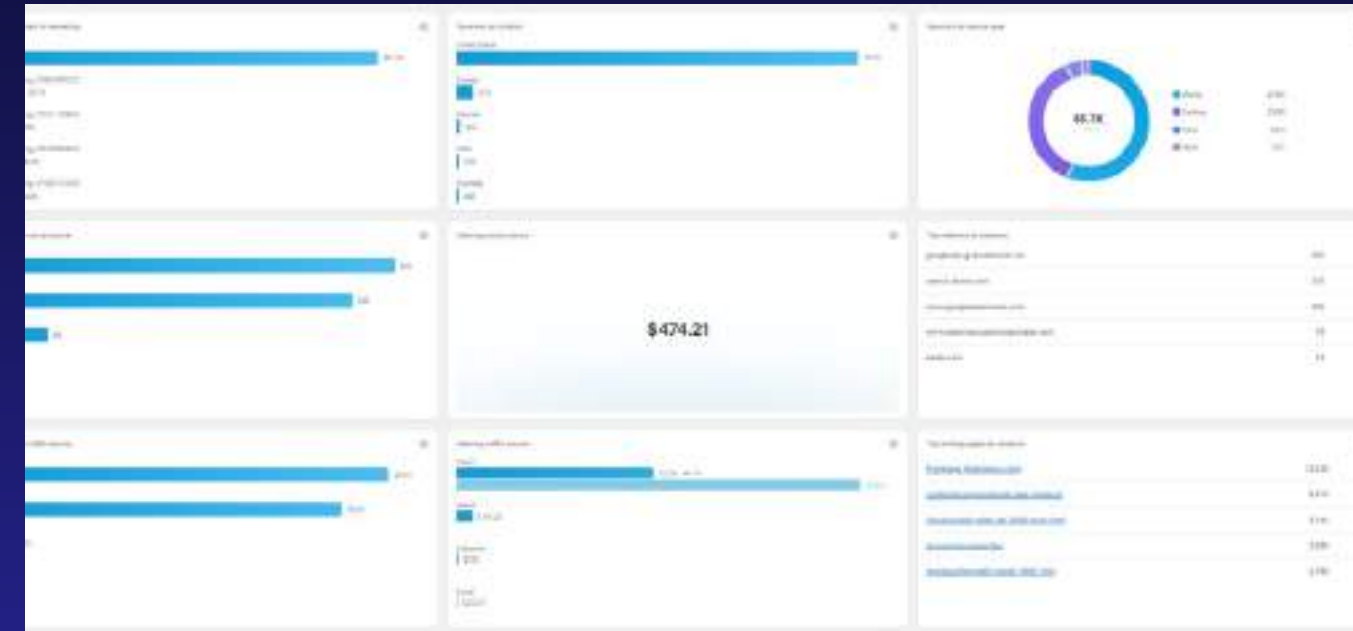
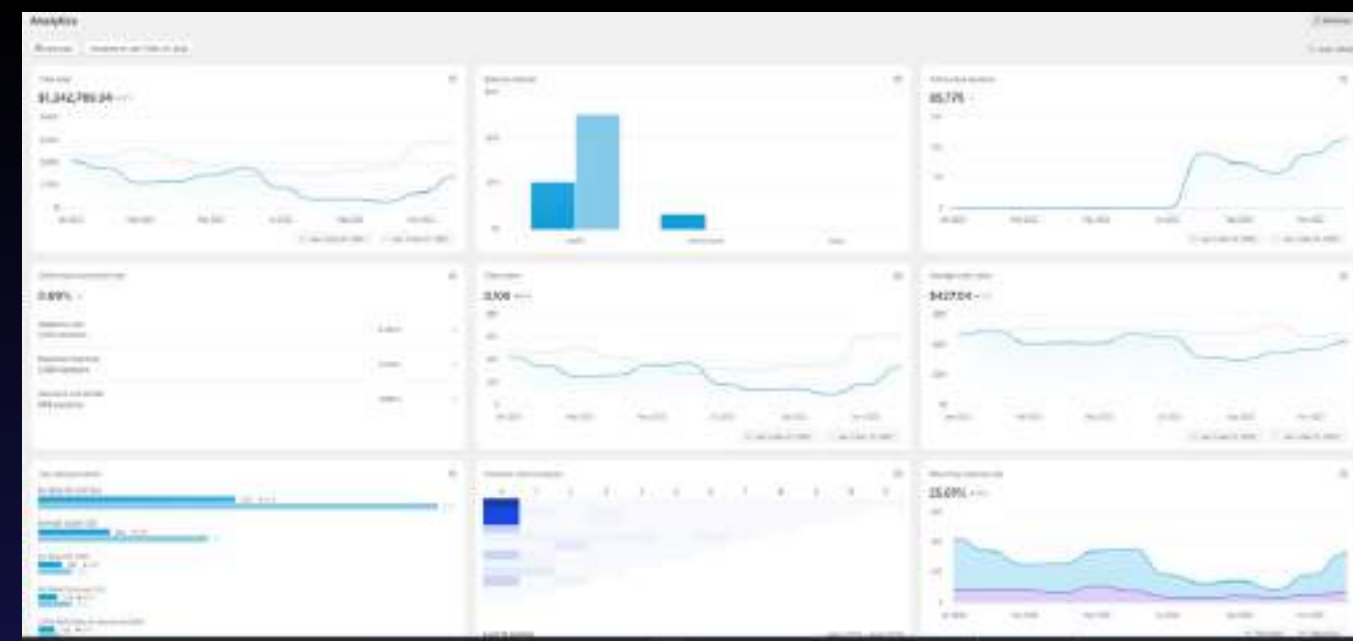
Experience a comprehensive suite of Shopify e-commerce solutions tailored to elevate your online store into a thriving business. From initial setup to ongoing support, we cover every aspect of your Shopify journey. Our services include visually stunning storefront design, robust product management, app integration for enhanced functionality, and strategic marketing to drive targeted traffic and boost online visibility.

Whether you're a budding entrepreneur or an established brand, unlock your potential for success in the digital marketplace with our Shopify e-commerce services.

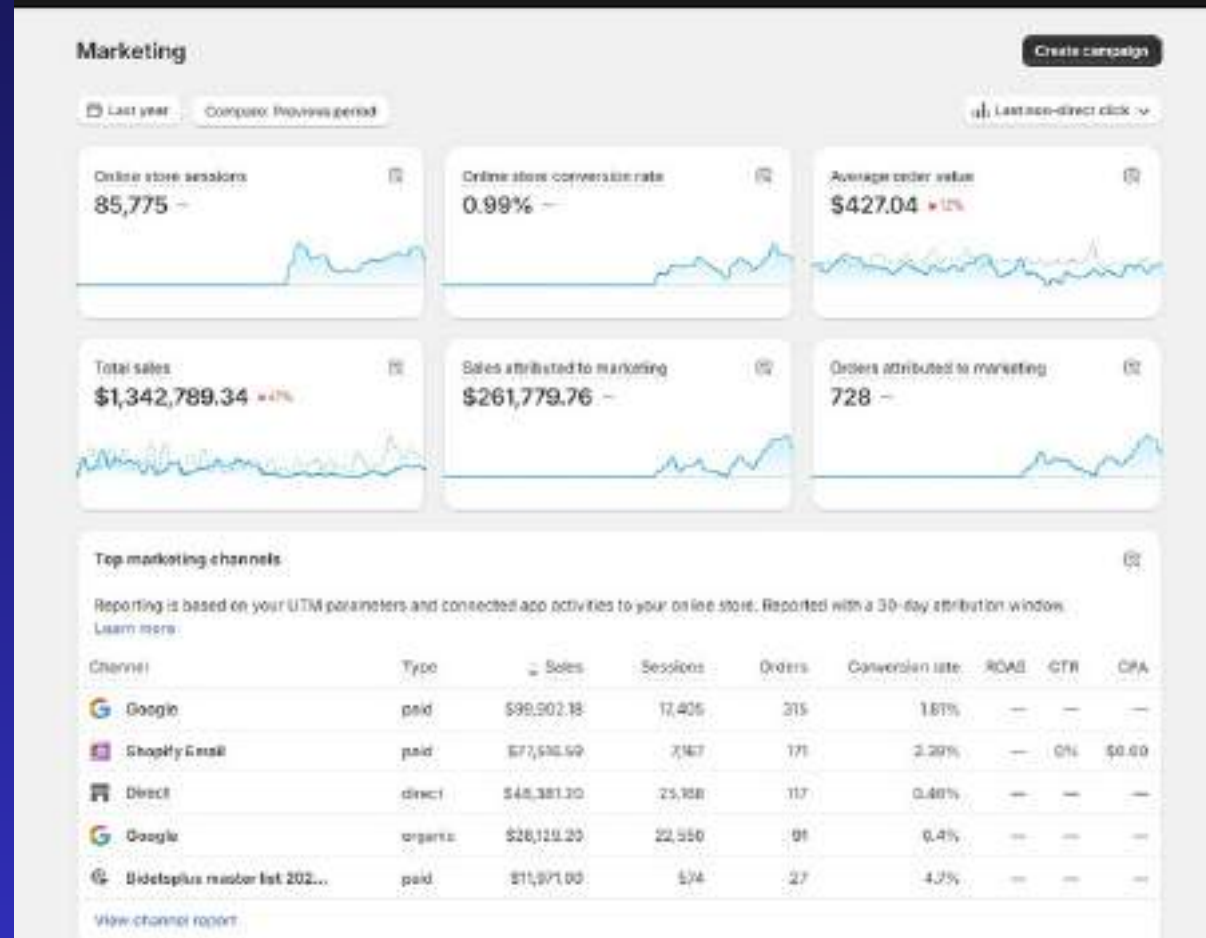
- CUSTOMIZED STOREFRONT DESIGN
- PRODUCT MANAGEMENT AND OPTIMIZATION
- APP INTEGRATION FOR ENHANCED FUNCTIONALITY
- MARKETING STRATEGIES FOR INCREASED VISIBILITY AND SALES
- SEO OPTIMIZATION TO IMPROVE SEARCH RANKINGS
- PPC ADVERTISING CAMPAIGNS FOR TARGETED TRAFFIC
- SOCIAL MEDIA PROMOTION FOR BROADER REACH



← 2024 TILL DATE



2023 FULL YEAR →





GOOGLE ADS OVERVIEW

As a Google Certified Digital Marketing professional, I have extensive experience managing various Google Ads campaigns, including Performance Max, Search, and Shopping campaigns.

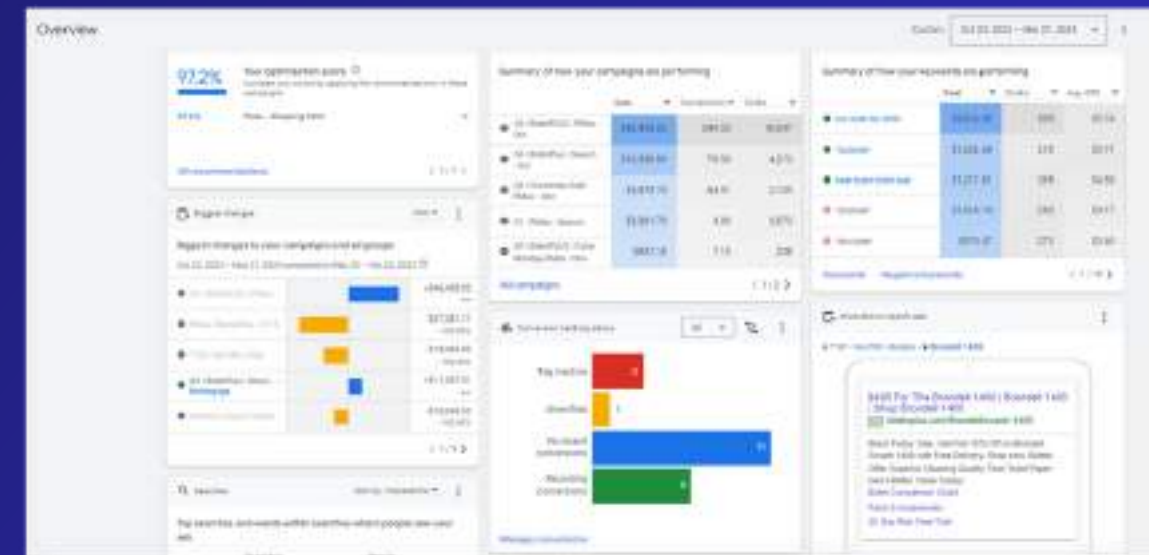
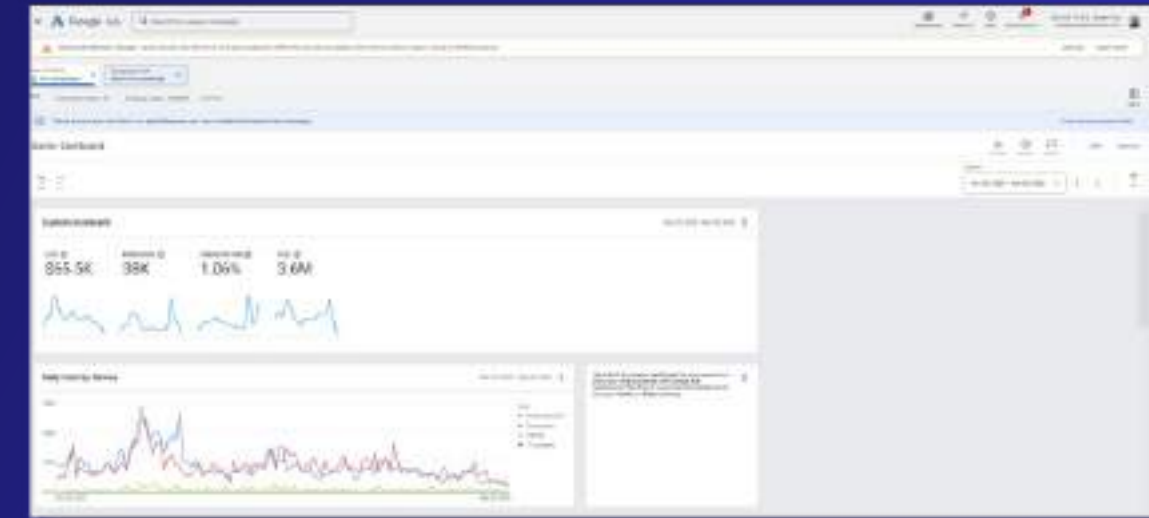
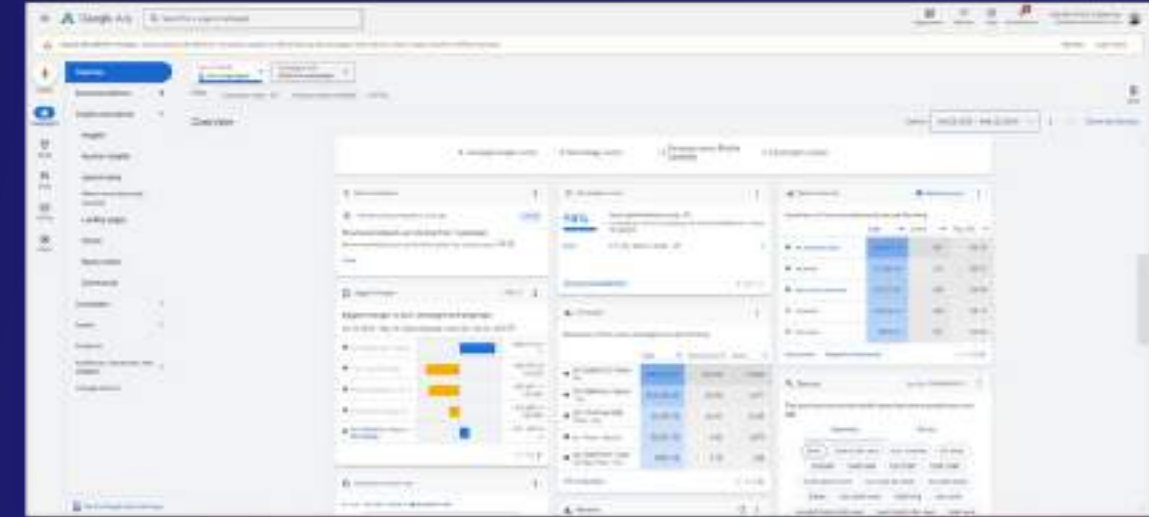
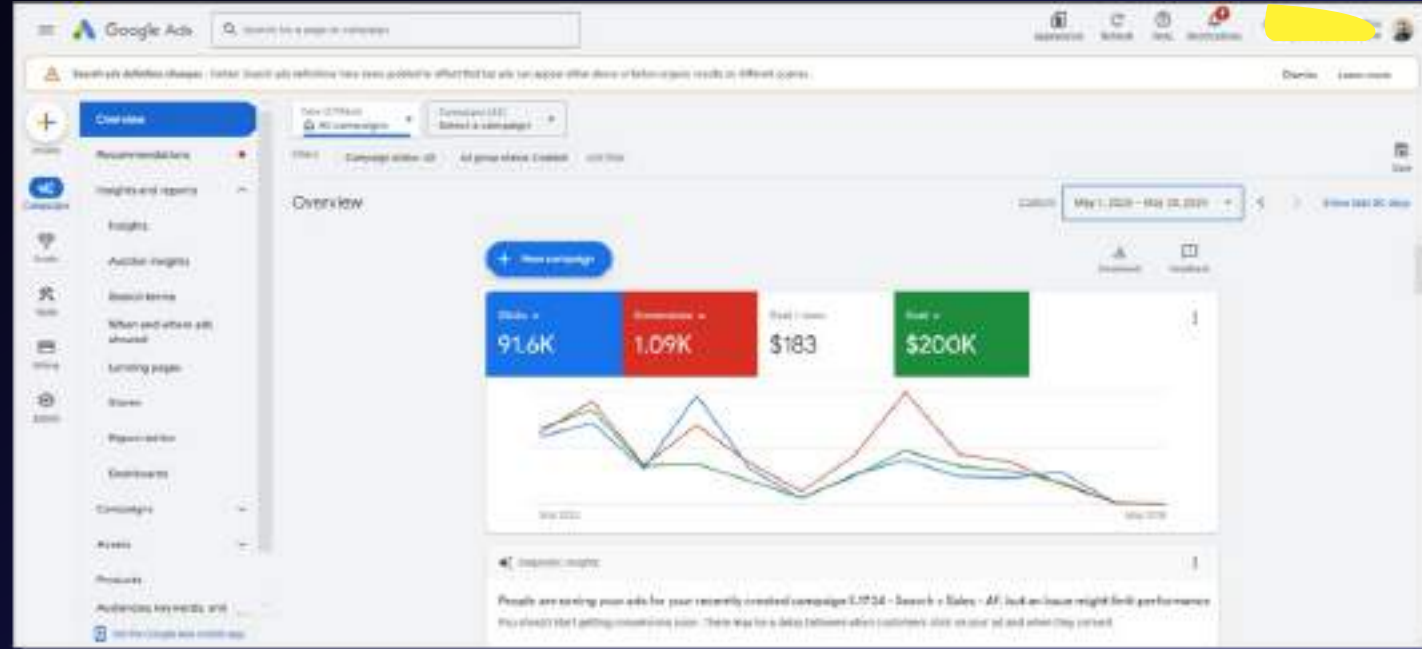
Here's a high-level overview of my expertise and approach:

GOOGLE ADS EXPERTISE

- **Comprehensive Campaign Management:** Proficient in setting up, managing, and optimizing Google Ads campaigns to drive targeted traffic and maximize ROI.
- **Performance Max Campaigns:** Skilled in leveraging Google's Performance Max campaigns to unify all ad formats and channels, providing a comprehensive strategy that maximizes conversion goals across Search, Display, YouTube, and more.
- **Search Campaigns:** Expertise in creating and optimizing Search campaigns to ensure ads appear for relevant queries, driving high-quality traffic and leads to your website.
- **Shopping Campaigns:** Experienced in managing Shopping campaigns, ensuring product listings are optimized for visibility and conversions, resulting in increased sales for e-commerce businesses.




A Sneak Peak



Email Marketing


- High Open Rates
- CTR Optimization
- Personalization
- Segmentation
- Automated Campaigns
- A/B Testing
- Responsive Design
- Lead Nurturing
- Re-Engagement
- ROI Improvement
- Content Strategy
- Analytics & Reporting



MAKE A CLEAN SWEEP THIS ARBOR DAY!


Lucky you

There's no pot of gold at the end of this email, but there is a discount...




Bio Bidet BB 2000 Bliss

Shop now



Bio Bidet Discovery DLS

Shop now



Bio Bidet Slim Two Adjustable

Shop now

Was \$485 Was \$579 Was \$249
Now \$412 Now \$492 Now \$213

C/DROOT \$15 C/DROOT \$15 C/DROOT \$15

SPECIAL OFFER

15% off Arbor day Sale

Use code: ROOT \$15 at checkout, or click the link below to automatically apply the discount to your order.



SALE Presidents Day
15% OFF
FREE DELIVERY
~~\$489~~ \$415
SAVE \$74

Bio Bidet BB 2000 Bliss

Time is running out, and so is this incredible deal!

You're on the brink of transforming your bathroom experience with the **Bio Bidet BB 2000**, now available at an unbeatable price of **\$415** upon using the coupon code: **PREBIDENT15**

And that's not all...

You also get **FREE DELIVERY**

Here's your chance to upgrade for less:

Original price: \$700
Sale price: \$415
Price with coupon code: **\$415 + FREE Delivery**

SAVE \$284



Bio Bidet BB 2000 Bliss Bidet Toilet Seat

SAVE \$284

Shop now

Don't let this opportunity slip away!

Add the **Bio Bidet BB 2000** to your cart NOW and use coupon code **PREBIDENT15** at checkout to seal the deal.

Bidets Plus
10400 Cedarview Dr. #104



Spring Refresh Sale
15% OFF
FREE DELIVERY
SAVE UP TO \$87

As the season changes, so does our desire for a fresh start and cleaner living. At **bideplus**, we're embracing the spirit of spring by offering you an exclusive opportunity to refresh your daily routine and enhance your home's hygiene.

Enjoy an additional **15% discount** on our premium range of bidets. It's our way of helping you make a seamless transition to a more sustainable, comfortable, and hygienic lifestyle.

And that's not all...

You also get **FREE DELIVERY**


SAVE UP TO \$87



Bio Bidet Slim Two Adjustable Toilet Seat

~~Before: \$240~~
Now: \$212
SAVE \$37


Shop now



Blooming NB R1570 Bidet Toilet Seat

~~Before: \$479~~
Now: \$407
SAVE \$72

Shop now



Bio Bidet BB 2000 Bliss Bidet Toilet Seat

~~Before: \$489~~
Now: \$415
SAVE \$74

Shop now



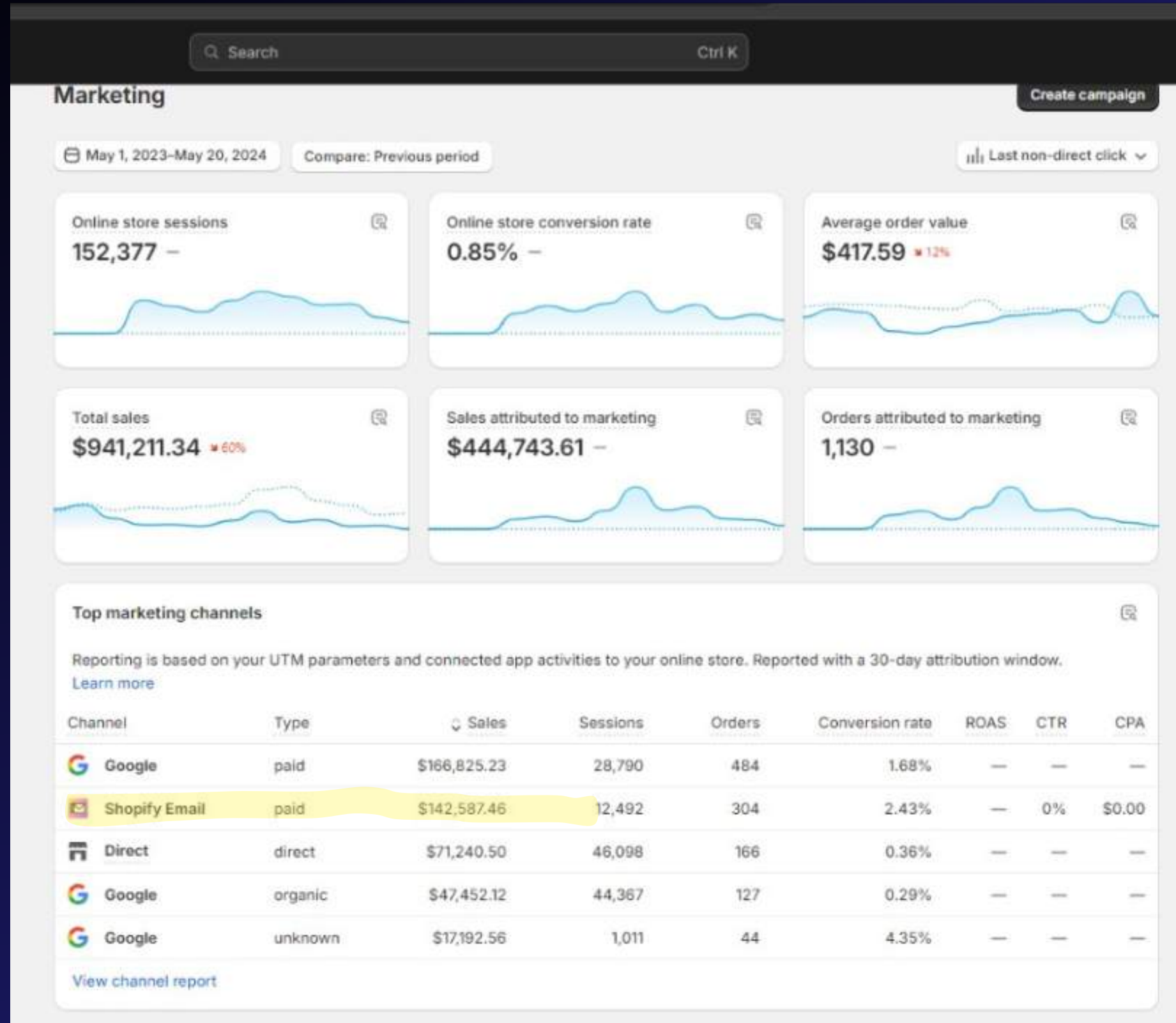
Bio Bidet Discovery DLS Bidet Toilet Seat

~~Before: \$579~~
Now: \$492
SAVE \$87

Shop now

Embrace the change, embrace the savings, and most importantly, embrace a fresher you.

A Sneak Peak

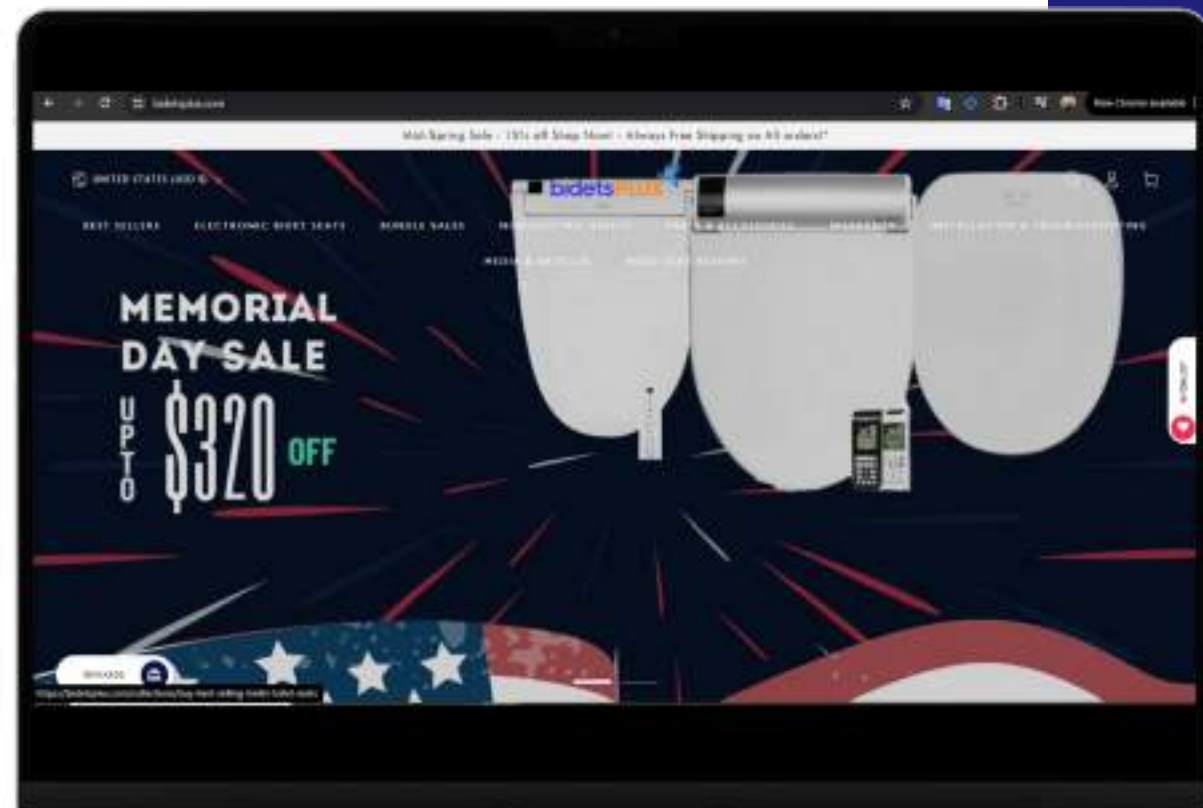


Campaign activities	Channel	Type	Sales	Sessions	Orders	Conversion rate	Cost	ROAS	CTR	CPA	Clicks	Impressions	AOV	New customers	Returning customers
Bio Saver 80 2040 at \$45	Shopify Email	paid	\$3,021.70	323	10	3.0%	\$0.00	—	0%	0%	0	2064	\$24.84	0	0
Wholesale You've earned...	Shopify Email	paid	\$2,023.90	93	20	49%	\$0.00	—	0%	0%	0	341	\$44.90	0	0
New Waterment for the...	Shopify Email	paid	\$1,793.80	164	11	1.9%	\$0.00	—	0%	0%	0	3146	\$79.60	4	0

Campaign activities	Channel	Type	Sales	Sessions	Orders	Conversion rate	Cost	ROAS	CTR	CPA	Clicks	Impressions	AOV	New customers	Returning customers
25 Days of Christmas Sale	Shopify Email	paid	\$2,874.23	358	9	1.2%	\$0.00	—	0%	0%	0	20895	\$371.54	1	0
Archie Day Weekend Co...	Shopify Email	paid	\$2,303.36	200	8	2.7%	\$0.00	—	0%	0%	0	28,977	\$447.23	0	0
Weekend This Month's...	Shopify Email	paid	\$2,124.23	231	7	2.2%	\$0.00	—	0%	0%	0	22,733	\$299.68	0	0

Campaign activities	Channel	Type	Sales	Sessions	Orders	Conversion rate	Cost	ROAS	CTR	CPA	Clicks	Impressions	AOV	New customers	Returning customers
Celebrate the Holidays w...	Shopify Email	paid	\$1,708.58	234	3	1.2%	\$0.00	—	0%	0%	0	21,424	\$339.20	0	0
Only \$40 with FREE Deliv...	Shopify Email	paid	\$1,660.00	81	3	4.8%	\$0.00	—	0%	0%	0	8,370	\$554.20	0	0
Last Chance 1 Review...	Shopify Email	paid	\$1,321.08	115	5	1.2%	\$0.00	—	0%	0%	0	29,937	\$264.23	0	0

Search Engine Optimization (SEO)



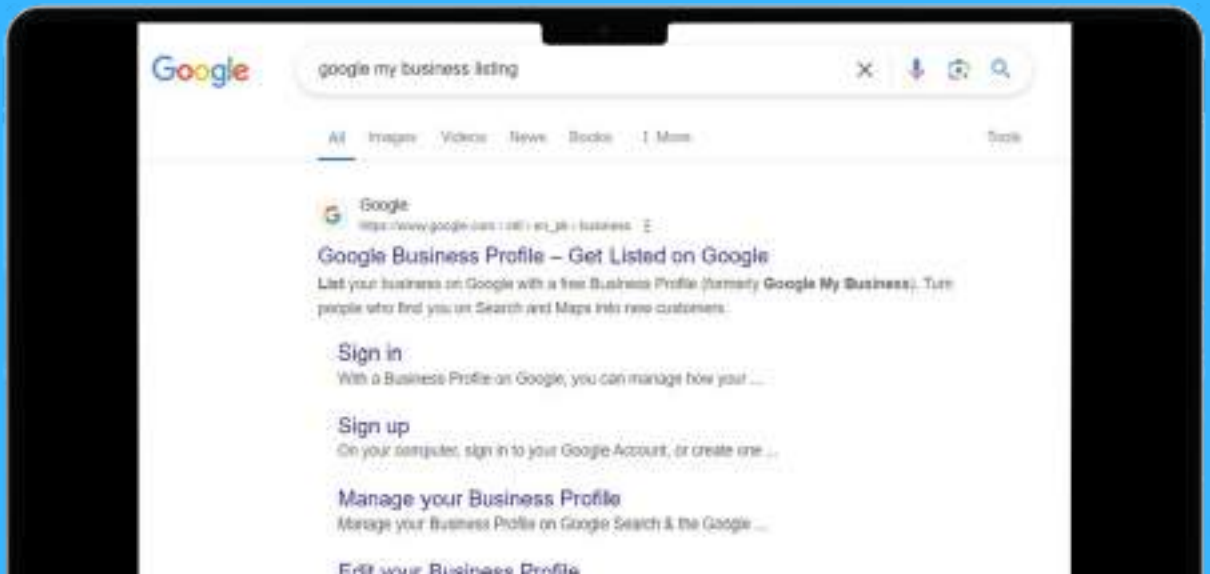
Keyword Research
Competitor Analysis
On-Page Optimization
Technical SEO Audit
Backlink Building
Internal Linking Strategy
Content Creation and
Optimization
Mobile Optimization
Page Speed Improvement
Social Media linking and
integration

Search Engine Marketing (SEM)

Google Performance Max Campaign
Video Ads  YouTube

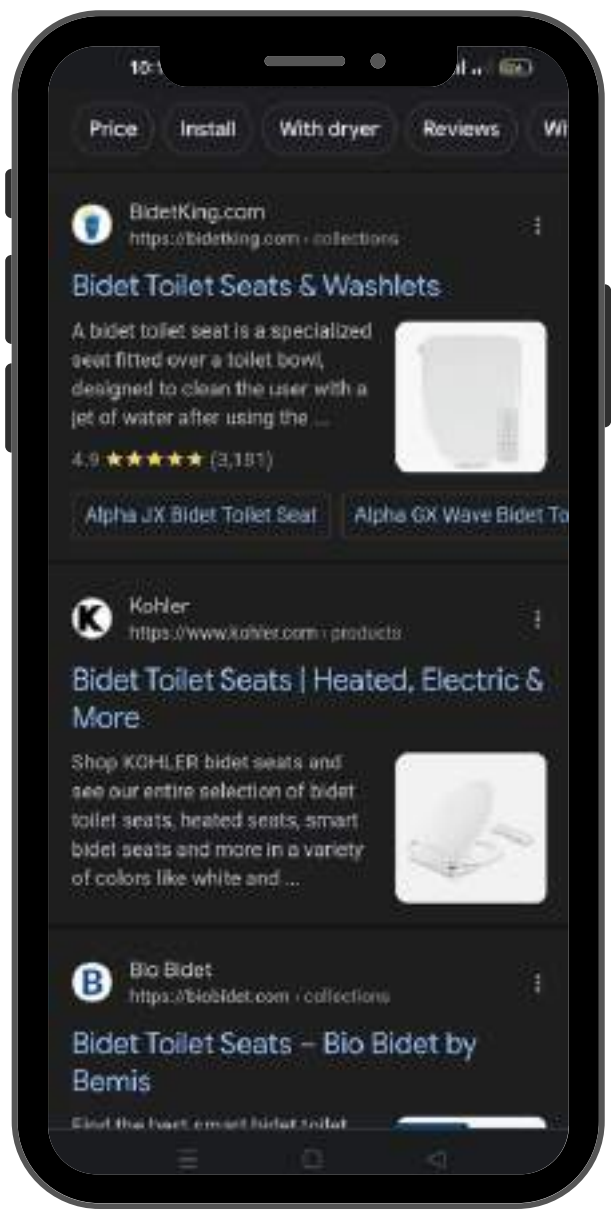
Google Search Ads | Google Display Ads | Google Shopping Ads

Google My Business Profile



Google Ads Certification

Credential ID 175559206





Content Writing

Website content Writing and Editing

SEO Optimization

Audience Research

Engaging Headlines

Clear and Concise Writing

Original and Creative Content

Editing and Proofreading

Content Strategy Development



ALLIANCE INVESTMENT MANAGEMENT

Content Example

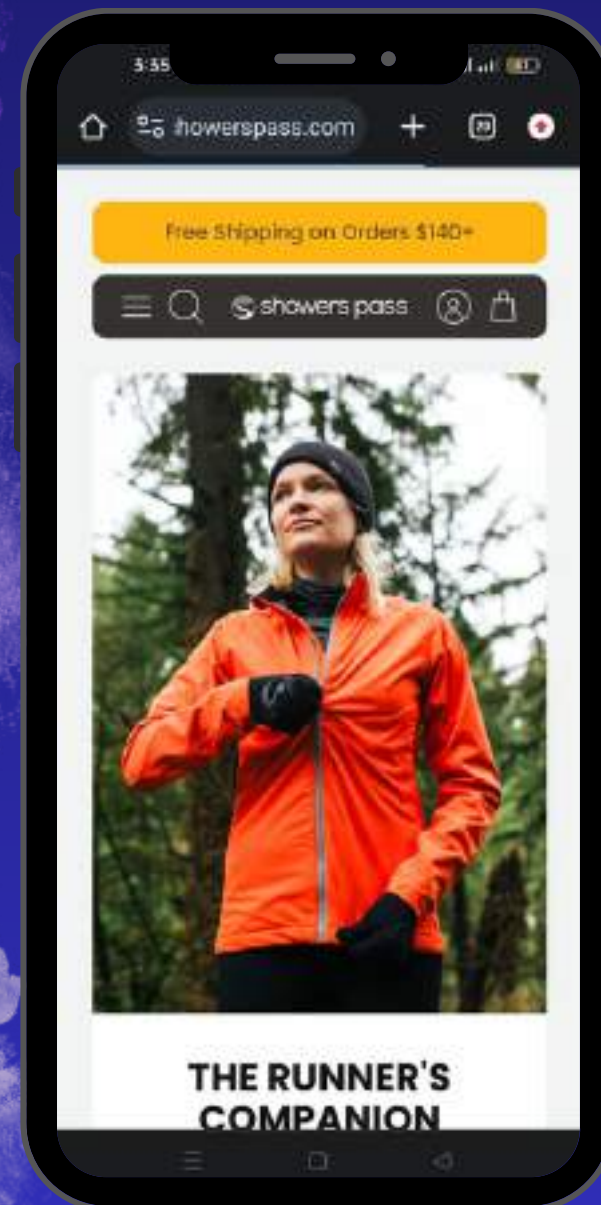
At Alliance Investments Management, we pride ourselves on delivering exceptional financial solutions tailored to meet the unique needs of our clients. Our team of experienced professionals is dedicated to providing personalized investment strategies that align with your financial goals and risk tolerance. Whether you're looking to grow your wealth, secure your retirement, or navigate the complexities of the financial markets, we offer a comprehensive suite of services designed to help you achieve success. From portfolio management and retirement planning to tax-efficient investing and estate planning, A Investments Management is your trusted partner in financial growth and stability. Explore our website to learn more about our commitment to excellence and how we can help you realize your financial aspirations.



Optimal Growth

Obtain the equilibrium between short-term and long-term investment growth.





Mystery Shopping

Unveiling Excellence, One Experience at a Time

Discover unparalleled insights with our physical and online mystery shopping services. We evaluate your customer interactions and digital presence, providing you with actionable feedback to enhance service quality and drive customer satisfaction.

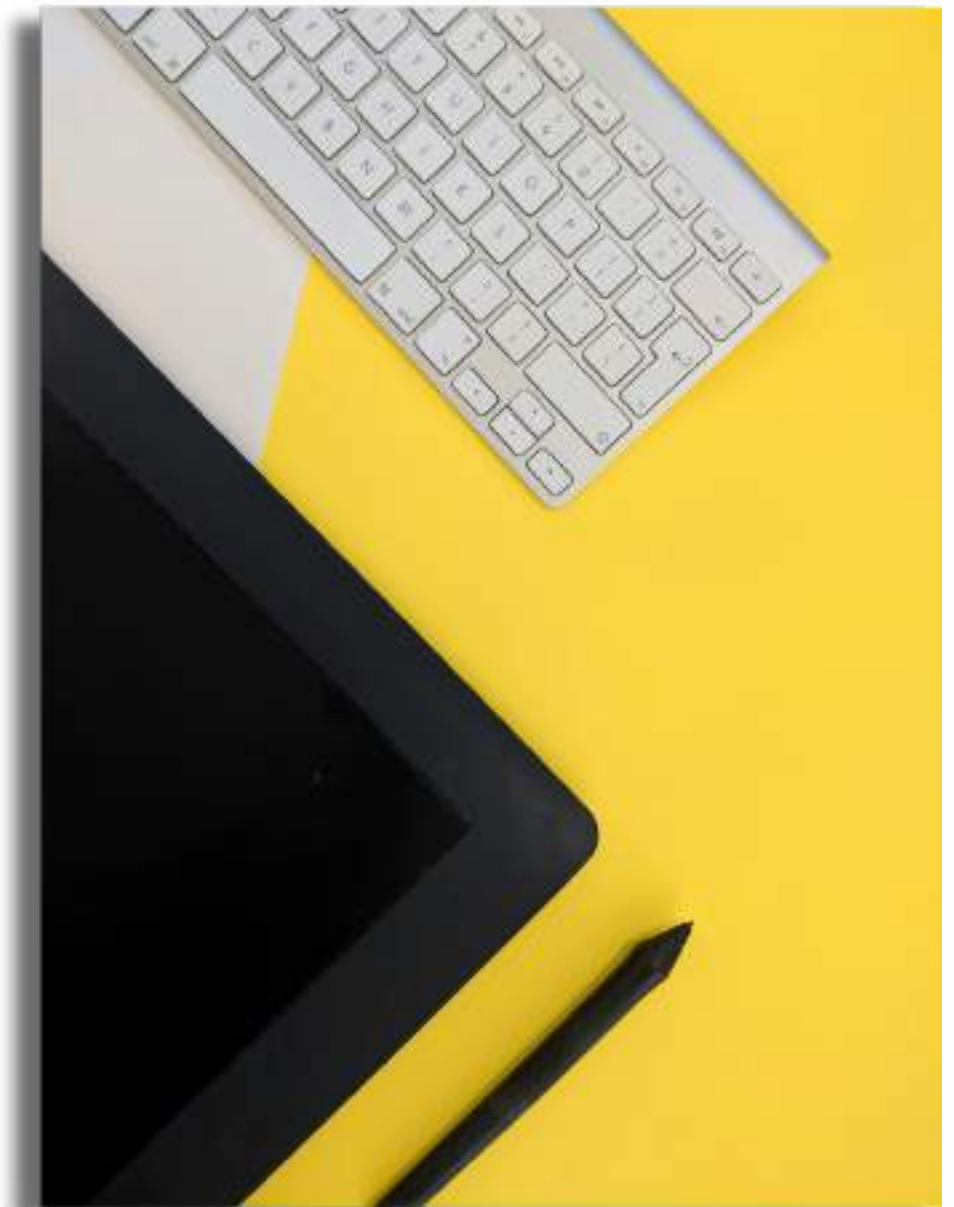
Graphic Designing

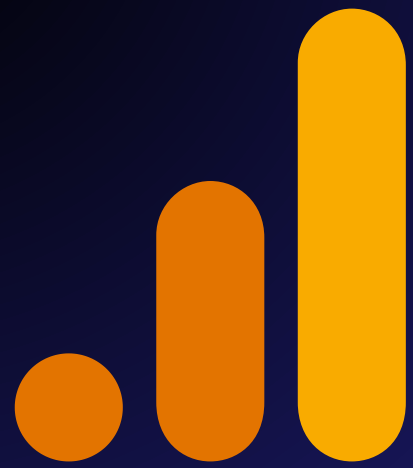


Transforming your vision into stunning visuals with our expert graphic design services

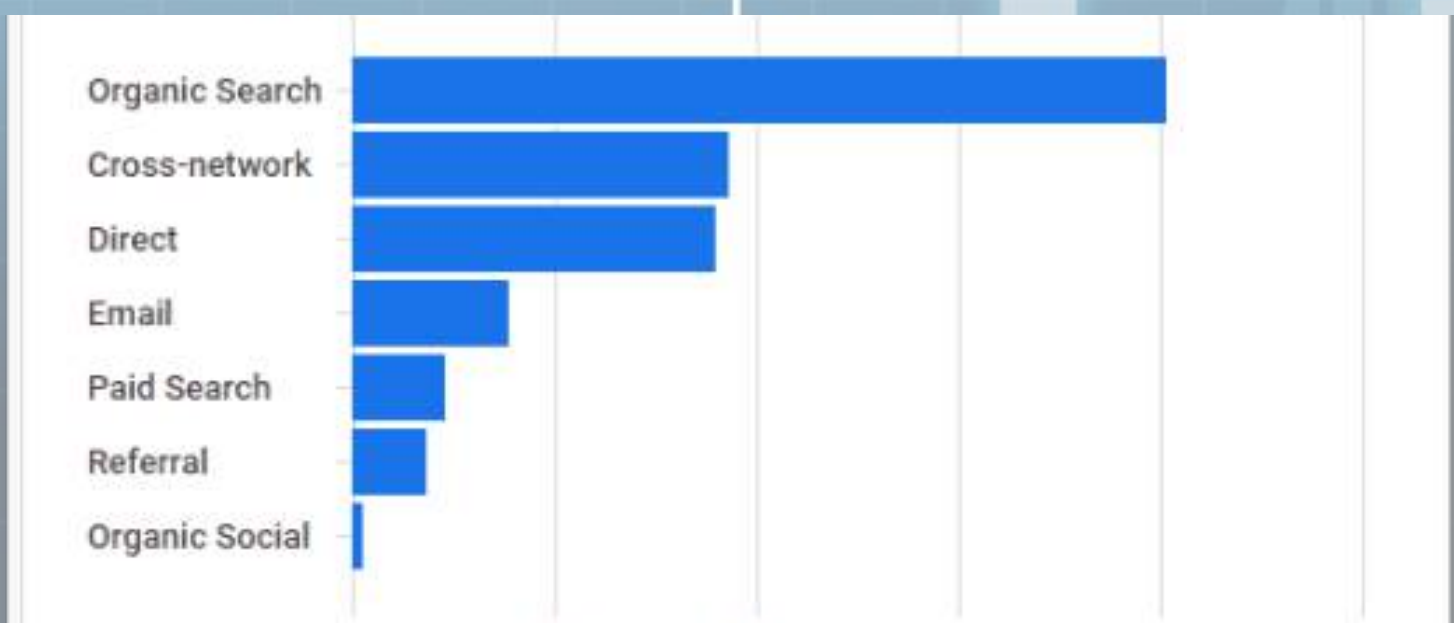
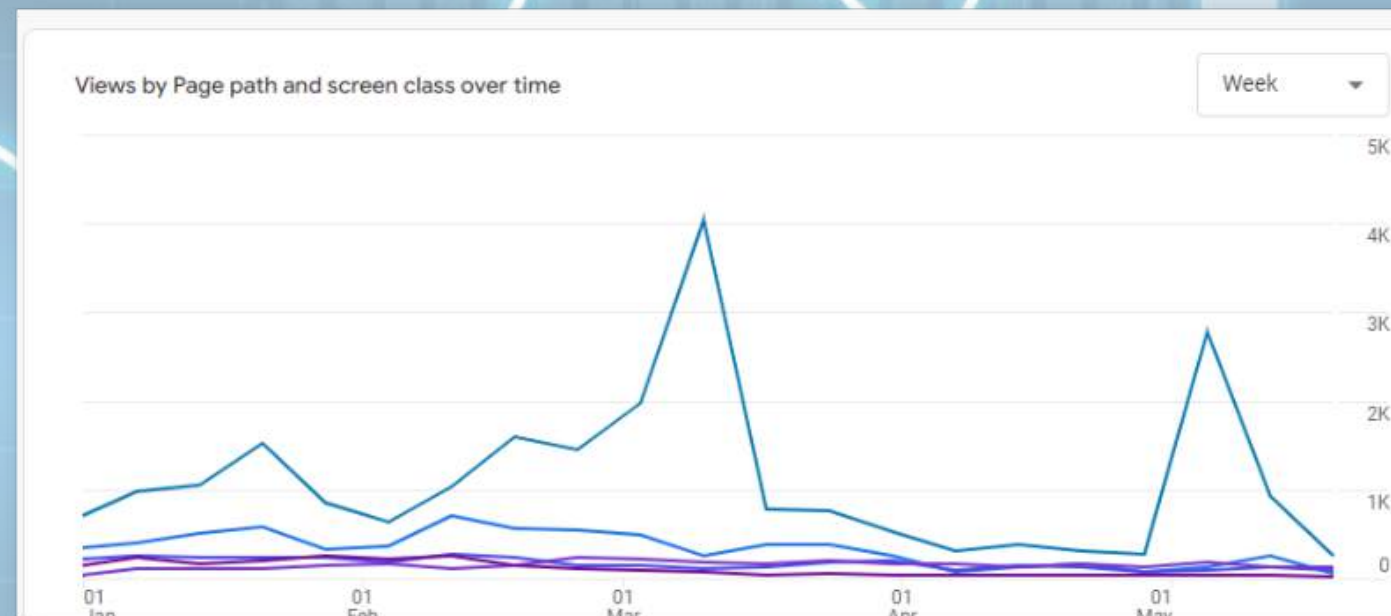
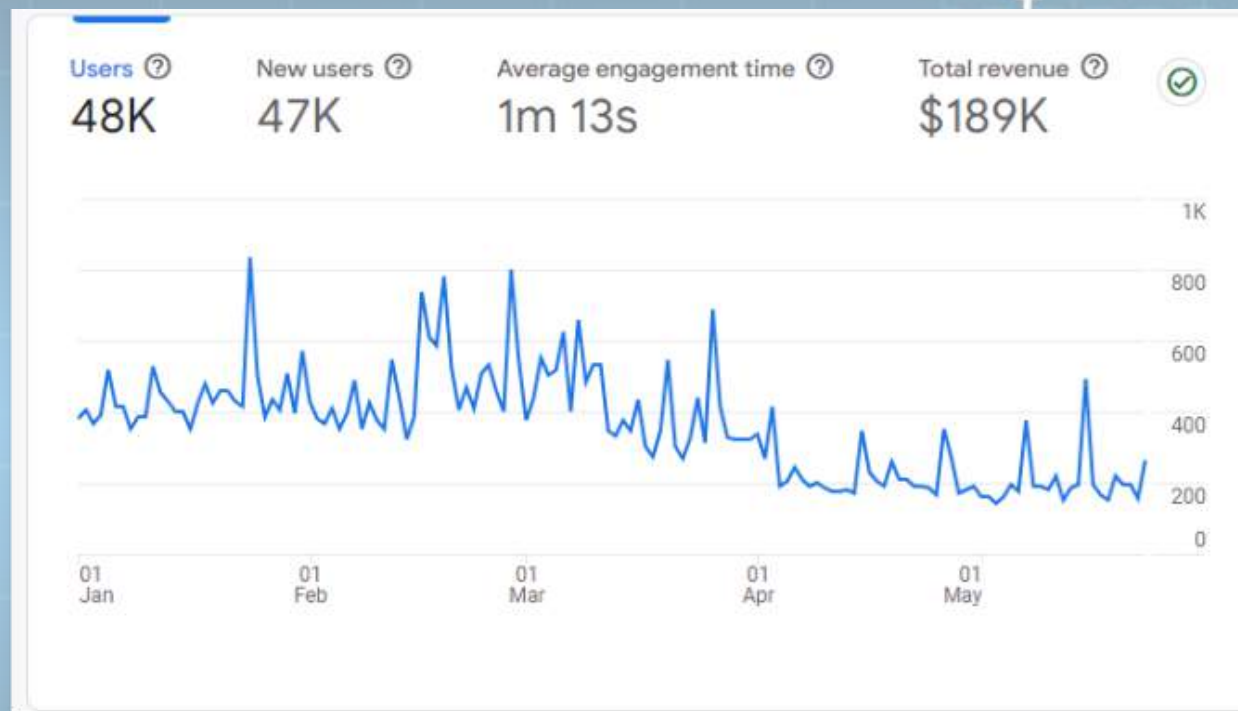
DESIGN PLATFORMS:

- Websites
- Digital Devices
- Blogs
- Social Media
- Marketing Materials
- Print Media
- Advertising Campaigns





ANALYTICS AND REPORTING



Sessions by Session primary channel

SESSION PRIMARY ...	SESSIONS
Organic Search	25K
Cross-network	13K
Direct	11K
Email	6.1K
Paid Search	2.9K
Referral	2K
Unassigned	385

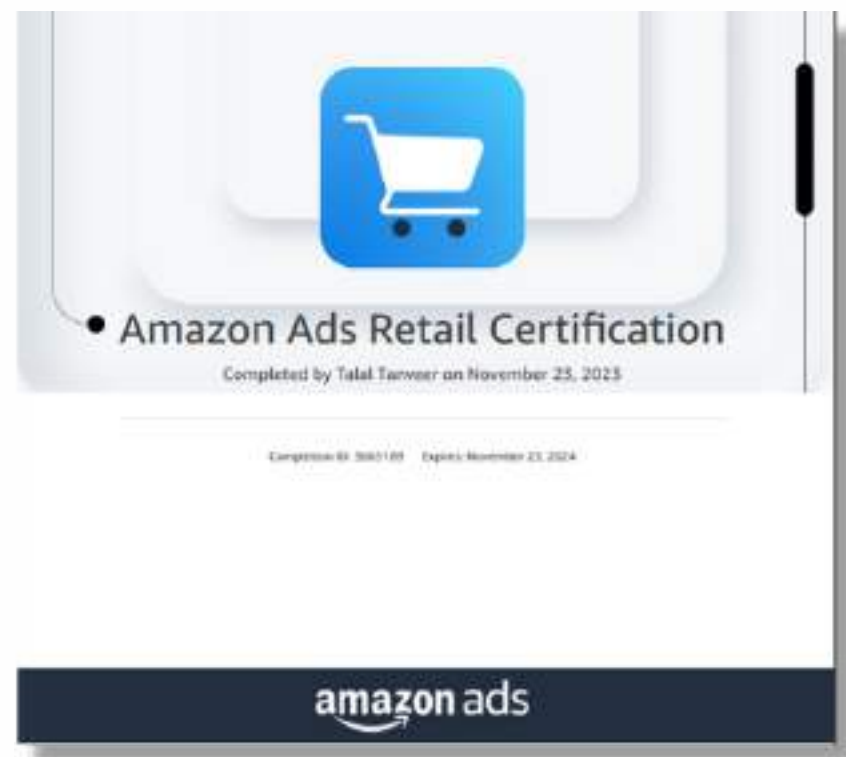
[View traffic acquisition](#)



Clients & Partners



Certifications



**Want to see some more
exampmples of my work**



View my

Portfolio



Contact

+92 332 429 0835

talal.tanvir@outlook.com

www.talaltanveer.com

