

Performance-Driven Meta Ads for E-Commerce Brands

I help brands generate high-quality traffic, leads & sales using Meta Ads + conversion tracking.

📌 Meta Ads 📊 Tracking 🛒 Shopify 📈 Funnels

SERVICES

- 📌 Meta Ads Campaign Management
- 🎥 Ad Creatives Strategy (Image + Video)
- 🧠 Funnel & Landing Page Strategy
- 📊 Pixel, Events & Tracking Setup
- 📈 Performance Monitoring & Scaling

CASE STUDY

Silkroot Natural – Hair Oil Brand
Meta Ads Practice Project

Brand Snapshot

- 🌿 Industry: Hair Care
- 🛒 Product: Herbal Hair Oil
- 📍 Market: Pakistan
- 📱 Platform: Facebook & Instagram Ads

Challenges

- High competition in hair care market
- Users confused before purchasing
- Low brand trust for a new hair oil

Objective

Generate brand awareness, WhatsApp inquiries, and product sales through structured Meta Ads funnel.

Ads Strategy

- Created multiple ad formats (Pain-point, Benefits, Ingredients, Offers)
- Used Awareness → Traffic → Sales funnel
- Designed UGC-style video ads for trust building
- Focused on WhatsApp CTA for quick response

Creatives Developed



Pain Point Ad



Benefits Ad



Ingredients Ad



UGC Video Ad

Designed multiple ad creatives focused on pain points, product benefits, ingredient trust, and UGC storytelling to support full-funnel Facebook advertising.

Awareness → Traffic → WhatsApp → Sales

Results & Learnings

- Improved clarity on customer pain points
- Built high-converting creatives for each objective
- Focused on CTR, CPC and WhatsApp click optimization
- Gained hands-on experience with Meta Ads Manager & funnel planning

My Role

- Ads Manager setup (dummy)
- Creative design (image + video)
- Ad strategy & funnel planning
- Copy structure for different objectives

CONTACT SECTION