

Taiba Bilal

**Bean and brew coffee.co
(Hypothetical client)**

About me

I am new in digital marketing and therefore doing several online courses to gain as much knowledge i can.

Google ads courses (SWRA)

Email Marketing Internship (Gao Tek)

Professional digital marketing course (DMI)

I am looking to do further courses in:

Google analytics

Microsoft clarity

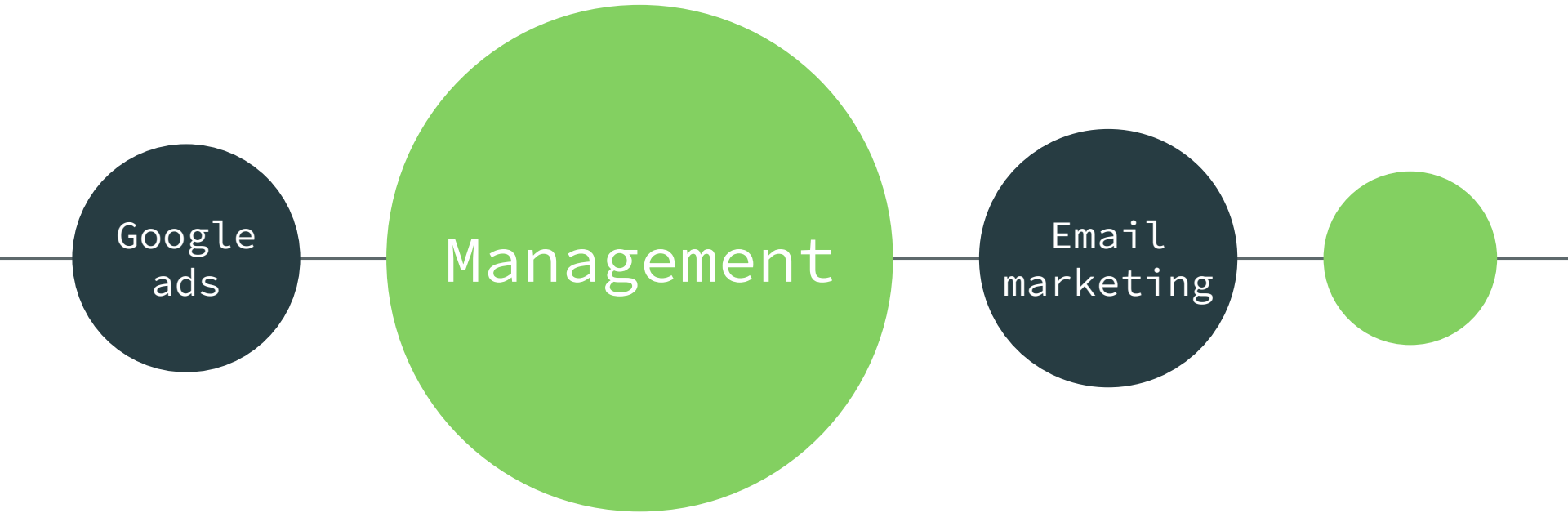
Lookerstudio

DV360

Programmatic advertising

(Digital marketing and data analytics in uni)

Skills & expertise



Portfolio sample

Beans & Brew coffee co.

- local coffee shop. £2000 budget
- They are aiming to increase store visit and online orders
- Their target market is audience between 20 - 45
- The business will be using search and display advertising
- to attract new customers through display
- and to convert already interested customers through search



Campaign strategy

Ad Group Name	Focus	Example Keywords	Example Ad Headline
"Coffee Near Me"	Local customers looking for nearby cafés	coffee near me, local coffee shop, best latte nearby	"Find Freshly Brewed Coffee Near You"
"Order Coffee Online"	Online orders of beans or drinks	buy coffee online, order cold brew, coffee delivery	"Order Artisan Coffee from Bean & Brew"
"Coffee Beans & Merchandise"	Selling coffee beans or accessories	buy coffee beans, gift coffee set, espresso beans	"Shop Freshly Roasted Beans Online"



Metrics

Week 1 (example)

- Impressions = **15,000**
- Clicks = **800**
- Avg. CPC = **£1.10**
- Conversions = **25**

Improve

A/B testing ad groups and imagery
Adding negative keywords
Higher bidding
Improving quality score

results

Metric	Week 1	Week 4
Impressions	15,000	35,000
Clicks	800	1,500
CTR	5.3%	4.3%
Avg. CPC	£1.10	£0.95
Conversions	25	65
CPA	£35	£22

Week	Spend	Conversions	CPA
Week 1	£880 (≈ 800 clicks × £1.10)	25	£880 ÷ 25 = £35.20
Week 4	£1,425 (≈ 1,500 clicks × £0.95)		

Contact

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<https://inspirewithdigital.com/my-digital-marketing-journey#contact>

