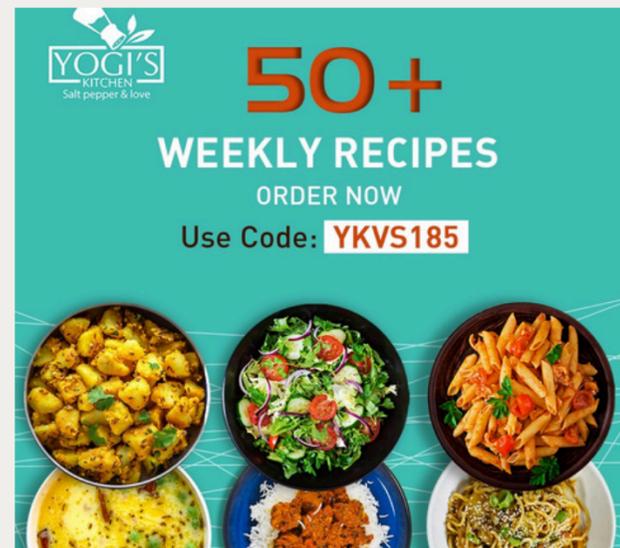


WORK EXAMPLES

Client Name: Yogi's Kitchen (Meal Prep Service)

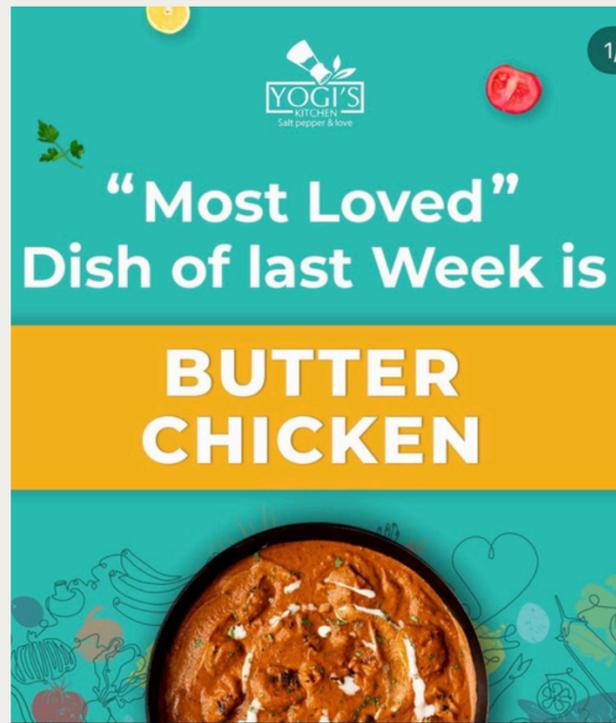


Vision

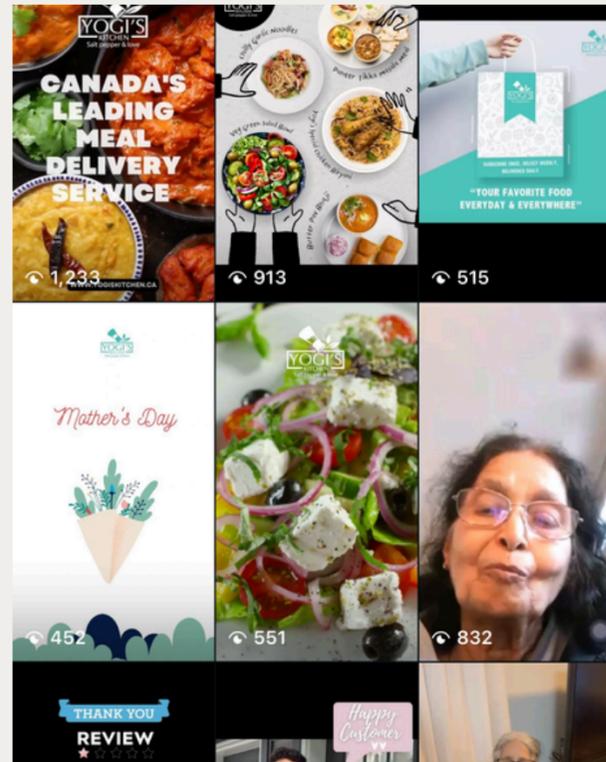
At Yogi's Kitchen, my vision was to expand the brand's reach and impact through integrated marketing initiatives that connected customers, investors, and franchise partners. By leading social media, influencer marketing, and paid ad campaigns, I aimed to increase local visibility and engagement, while developing franchise marketing toolkits and collateral to support brand growth and expansion. Additionally, by creating investor pitch decks and streamlining operational marketing processes, my goal was to drive brand awareness, secure funding, and acquire new customers, setting the foundation for sustainable business growth.



CREATIVES & REELS



[INSTAGRAM LINK](#)



[FACEBOOK LINK](#)

Social Media Management

I managed social media accounts across Instagram, Facebook, and YouTube for Yogi's Kitchen, creating engaging content to showcase menu offerings, promotions, and brand stories. This included coordinating influencer collaborations, running YouTube campaigns, and executing giveaway campaigns to boost engagement and brand awareness. By monitoring analytics and refining strategies based on performance, I helped grow the brand's online presence, increase local visibility, and connect with new customers.



GOOGLE ADS



Search campaigns
Display campaigns
Shopping campaigns
Video campaigns
Local campaigns

Overview
Recommendations
Insights
Campaigns
Ad groups
Product groups
Ads & extensions
Products
Videos
Landing pages

Campaign status: All; Ad group status: All

Most-shown search ads

Exclusive package > Ad group 2

Yogi's Kitchen- Authentic Food | Daily Freshly Cooked Meals | Free Doorstep Delivery
[Ad] yogiskitchen.ca/Indian_Tiffin/Service

2 Main Dishes + Rotis + Rice + Salad + Pickle + Raita. 100% Safe and Hygiene. Complimentary Sweet Dish. Daily Veg & Non Veg Options.

Ad	Impressions	Clicks	CTR
Enabled	7,317	614	8.39%

All search ads All extensions 2 / 10

PAID MEDIA CAMPAIGNS

I managed Google Ads campaigns for Yogi's Kitchen, creating targeted **search and display campaigns** to increase local visibility, drive online orders, and attract new customers. This included keyword research, ad copywriting, audience targeting, bid management, and **A/B testing** to optimize performance. By linking campaigns to high-converting landing pages and monitoring analytics, I achieved a **CTR of 11.6%**, improving conversions and expanding the brand's reach.

+ New campaign

Clicks 4.18K CTR 11.60% Cost / conv. \$47.27 Cost \$6.02K

Recommendations: Bid more efficiently with Maximize conversions using... Get more conversions at a lower or similar CPA with a fully automated bid strategy

Biggest changes: Nov 1 - Dec 1, 2021 compared to Oct 1 - 31, 2021

Ad	Cost	Conversions	Cost / conv.
Exclusive package - Exclusive	-CA\$5,872.52	-56.60%	
Exclusive package - Ad group 2	-CA\$2,314.42	-60.42%	
Exclusive package	CA\$6,019.28	127.33	CA\$47.27
Smart Display Mon	CA\$0.00	0.00	CA\$0.00

Conversion tracking status: Tag inactive 0, Unverified 0, No recent conversions 5, Recording

DESIGN & MARKETING COLLATERAL



HOW IT WORKS

- Choose Your Meal Plan
- Select your Menu
- We Cook
- Enjoy Doorstep Delivery

OUR MEAL PLANS

BASIC PLAN
\$210/16 Meals

- Self Menu Selection ✓
- Yogi's Special Meal Options ✓
- North Indian Thali ✓
- Enjoy Doorstep Delivery ✓
- 30 Days Plan Validity ✓

STANDARD PLAN
\$270/24 Meals
Non Veg Options (4 Times/Week)

- Self Menu Selection ✓
- Yogi's Special Meal Options ✓
- North Indian Thali ✓
- Enjoy Doorstep Delivery ✓
- 45 Days Plan Validity ✓
- Pause/Skip Option ✓

EXCLUSIVE PLAN
\$325/24 Meals
Non Veg Options Everyday

- Self Menu Selection ✓
- Yogi's Special Meal Option ✓
- Continental Options Everyday ✓
- North Indian Thali ✓
- Healthy Salads ✓
- Enjoy Doorstep Delivery ✓
- 45 Days Plan Validity ✓
- Pause/Skip Option ✓

NOT SURE WHAT TO CHOOSE?
TRY OUR ONE DAY/ONE WEEK TRIAL PLANS

MORE THAN 2000+ HAPPY CUSTOMERS

OPENING SOON IN BRAMPTON

I designed a variety of marketing collateral to support campaigns and enhance brand visibility across digital and offline channels. This includes flyers, website banners, social media graphics, and promotional materials tailored to each campaign's goals and audience.

HOW IT WORKS

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- Select your Menu
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MORE THAN 2000+ HAPPY CUSTOMERS

24/7 LIVE CUSTOMER SERVICE

BLACK FRIDAY

USE CODE : YKBLF150

SALE \$150 OFF