

Driving Scalable Growth Through Data-First Marketing

Digital Media Buying | Social Media Management |
Content Strategy | Email Marketing | Lead Generation

atickul

Atickul Islam Ashif | Digital Marketing Specialist

Service Introduction

attickul

I am a Digital Marketing Specialist focused on scaling small to medium-sized enterprises (SMEs) through strategic media buying, lead generation, and multi-channel campaigns.

I solve low traffic & poor leads with targeted paid ads, social growth, content funnels, and email automation

1 PAID ADVERTISING

- META, GOOGLE & LINKEDIN ADS
- ROAS FOCUSED
- \$200K+ AD SPEND MANAGED

2 SOCIAL MEDIA MANAGEMENT

- CONTENT CALENDARS
- COMMUNITY GROWTH
- UGC CAMPAIGNS
- ENGAGEMENT ↑ 200%+

3 CONTENT STRATEGY

- AUDIENCE-FIRST STORYTELLING
- SEO-OPTIMIZED
- CONVERSION-DRIVEN FUNNELS

4 EMAIL MARKETING

- AUTOMATED NURTURE FLOWS
- SEGMENTATION
- AVERAGE CTR
- CRM INTEGRATION

Service Specs

DIGITAL ADS

- Meta Ads
- Google Ads
- LinkedIn Ads

SOCIAL MEDIA MANAGEMENT

- Business Account Management
- Page Management
- Content Management
- Query Management

CONTENT STRATEGY

- Content Calendar
- Copywriting
- Concept

EMAIL MARKETING

- Email Automation
- Email Content
- Segmentation
- Result Tracking & Analysis
- Tools Integration

LEAD GENERATION

- Collect Leads
- Validate Leads
- Leads Formatting

Experience Summary

30+

BRANDS MANAGING EXPERIENCE

100,000+

SPENT ON META ADS

50,000+

SPENT ON GOOGLE ADS

10,000+

SPENT ON LINKEDIN ADS

100+

EMAIL CAMPAIGN MANAGING
EXPERIENCE

Tools Proficiency

Ad Management Tool



Analytical Tools



Operational Tools



Design Tools



Automation Tool



Email Marketing



Brand Managing Experience

HEALTHCARE



IT & TECH



ECOMMERCE



MEDIA



INTERNATIONAL FRANCHISE



CO-WORKING SPACE



Work Demonstrations

My Recent Spending on Meta Ads with a popular healthcare group in South Asia

Campaigns

83 Opportunity score

Updated just now

Review and p

All ads

Actions

High performing

Active ads

+ 1 more view

by name, ID or filters

Campaigns

Ad sets

Ads

Maximum: May 11, 202

Create

Duplicate

Edit

A/B test









More

Columns: Performance and clicks

Breakdown

Reports

Export

| Off / On ↑↓ | Campaign ↑↓ | Views ↑↓ | Frequency ↑↓ | Cost per result ↑↓ | Budget ↑↓ | Amount spent ↑↓ | Ends ↑↓ | |
|--|--|---------------------------|--------------|---------------------------|-----------------------------------|----------------------|-------------|------------------------------|
|  | Orthopaedic Reels_Lead Generation_09.06.25 | 5,460 | 8,271 | 1.30 | \$0.43 Per Messaging Conver... | \$50.00 Lifetime | \$9.45 | Jun 20, 2025 |
|  | Eid Greetings_Engagement_07.06.25 | 1,940 | 51,325 | 1.61 | \$0.01 Per Post Engagement | \$20.00 Lifetime | \$16.01 | Jun 12, 2025 ⚠ 1 day left |
|  | Page Likes_04.06.25 | 3,717 | 148,847 | 1.60 | \$0.03 Per Follow or like | \$120.00 Lifetime | \$77.63 | Jun 14, 2025 |
|  | Lead_Ortho_27.05.25 | 2,946 | 70,629 | 1.64 | \$9.58 Per Meta lead | \$150.00 Lifetime | \$57.50 | Jun 30, 2025 |
|  | Engagement Campaign_16.04.25 | 3,269 | 418,295 | 2.28 | \$0.01 Per Post Engagement | \$150.00 Lifetime | \$149.97 | May 15, 2025 |
|  | Test - Engagement_May_06.05.25 | 2,172 | 1,137 | 1.01 | \$0.01 Per Link Click | Using ad set bud... | \$0.22 | May 31, 2025 |
|  | Engagement_May_06.05.25 | 3,455 | 2,280 | 1.01 | \$0.01 Per Link Click | \$150.00 Lifetime | \$0.31 | May 31, 2025 |
|  | Traffic_Ovarian Cancer_27.05.25 | 2,993 | 570,100 | 2.56 | \$0.02 Per Lead or Page View | \$70.00 Lifetime | \$70.00 | Jun 10, 2025 |
| Results from 20 campaigns ⓘ | | 3,643 | 7,572,528 | 2.79 | — | | \$1,772.77 | |
| | | Per Accounts Center ac... | Total | Per Accounts Center ac... | | | Total spent | |

Most Recent Lead Generation Ads spending & result on Facebook.

83 Opportunity score

Updated just now

Review and publish

Actions

High performing

Active ads

+ 1 more view

Create a view

tion or Leads

X

Search by name, ID or filters

Clear

Ad sets

Ads

Maximum: May 11, 2022 – Jun 11, 2025

te

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Edit

▼

A/B test

More

▼

Columns: Performance and clicks

▼

Breakdown

▼

Reports

▼

Export

▼

Charts

| ign ↑↓ | Results ↑↓ | Reach ↑↓ | Views ↑↓ | Frequency ↑↓ | Cost per result ↑↓ | Budget ↑↓ | Amount spent ↑↓ | En |
|-------------------------------|-------------------|-------------------------------------|------------------|-----------------------------------|--------------------------|----------------------|-------------------------|----|
| tho_27.05.25 | 6 Meta leads | 42,946 | 70,629 | 1.64 | \$9.58 Per Meta lead | \$150.00 Lifetime | \$57.50 | |
| neration_04.05.25 | 1.6 Meta leads | 28,058 | 47,827 | 2.01 | \$6.88 Per Meta lead | \$110.00 Lifetime | \$110.00 | |
| ad Generation Ads_11.03.25 | 30 Meta leads | 27,564 | 80,937 | 2.93 | \$7.00 Per Meta lead | \$210.00 Lifetime | \$209.85 | |
| Care_Lead Generation_20.03.25 | 2 Meta leads | 21,179 | 59,687 | 2.66 | \$50.00 Per Meta lead | Using ad set bud... | \$99.99 | |
| x Foong_Lead Generation | 106 Meta leads | 76,152 | 185,125 | 2.42 | \$0.94 Per Meta lead | \$100.00 Lifetime | \$100.00 | |
| from 5 campaigns ⓘ | 160 Meta Leads | 175,819 Accounts Center accou... | 444,547 Total | 2.55 Per Accounts Center ac... | \$3.61 Per Meta lead | | \$577.57 Total spent | |

Most Recent Ads History with a popular healthcare brand

| Duplicate | | Edit | | A/B test | | More | | Columns: Performance and clicks | | Breakdown | | Reports | | Export | | Cha | |
|---|---------------------------|--------------|--------------------|---------------------------------|-----------------|-------------------|------------------------------|---------------------------------|--|-----------|--|---------|--|--------|--|-----|--|
| Campaign ↑↓ | Amount spent ↓ | Ends ↑↓ | Impressions ↑↓ | CPM (cost per 1,000... | Link clicks ↑↓ | Shop clicks ↑↓ | CPC (cost per link click) ↑↓ | | | | | | | | | | |
| Liver Day_Traffic_19.04.25 | \$292.05 | May 4, 2025 | 3,479,769 | \$0.08 | 22,563 | — | \$0.01 | | | | | | | | | | |
| PTCA Lead Generation Ads_11.03.25 | \$209.85 | Apr 10, 2025 | 80,731 | \$2.60 | 379 | — | \$0.55 | | | | | | | | | | |
| Engagement Campaign_May | \$150.00 | May 31, 2025 | 718,279 | \$0.21 | 5,456 | — | \$0.03 | | | | | | | | | | |
| Engagement Campaign_16.04.25 | \$149.97 | May 15, 2025 | 417,968 | \$0.36 | 628 | — | \$0.24 | | | | | | | | | | |
| Page Like_19.04.25 | \$149.96 | May 19, 2025 | 510,979 | \$0.29 | 403 | — | \$0.37 | | | | | | | | | | |
| Lead Generation_04.05.25 | \$110.00 | May 31, 2025 | 56,396 | \$1.95 | 346 | — | \$0.32 | | | | | | | | | | |
| medical evacuation_mike story_video views | \$100.00 | Apr 20, 2025 | 376,385 | \$0.27 | 421 | — | \$0.24 | | | | | | | | | | |
| Lui Hock Foong_Lead Generation | \$100.00 | Feb 7, 2025 | 184,333 | \$0.54 | 807 | — | \$0.12 | | | | | | | | | | |
| Results from 20 campaigns ⓘ | \$1,772.77 Total spent | | 8,193,900 Total | \$0.22 Per 1,000 Impressions | 42,068 Total | — Total | \$0.04 Per Action | | | | | | | | | | |

Meta Ads History for a reputed co working space located in the capital of Dhaka

Updated just now Discard Drafts Review and publish (8)

filter

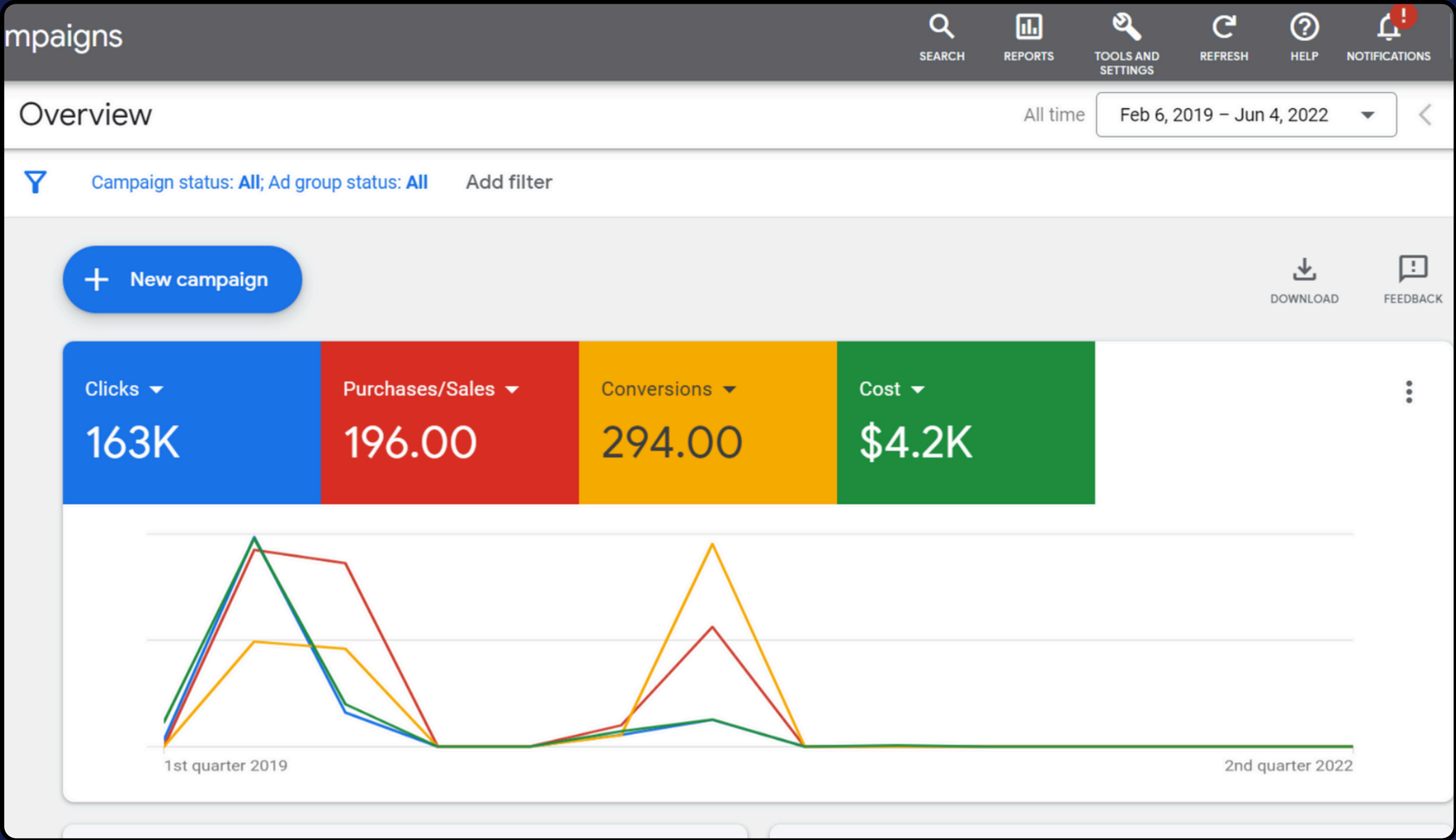
Maximum: 25 Jan 2023 - 24 Mar 2024

Ad sets Ads

filter Edit A/B test Rules View Setup Reports Export

| Campaign | Attribution setting | Results | Reach | Impressions | Cost per result | Amount spent |
|---|---------------------|-------------------------------------|--------------------------------|--------------------|----------------------------------|---------------------------|
| WS 101_Engagement_24.03.24 | — | — | — | — | — | — |
| WS 101_Engagement_22.03.24 | — | — | — | — | — | — |
| May New Engagement | 7-day click or 1... | — | 117,128 | 243,982 | — | \$233.36 |
| WorkStation 01_Traffic_Messenger_06.03.24 | 7-day click or 1... | — Link click | — | — | — Per link click | \$0.00 |
| WorkStation 101_Private Office_Engagement... | 7-day click or 1... | 41 [2] Messaging conversation... | 70,874 | 148,215 | \$1.22 [2] Per messaging c... | \$50.00 |
| WorkStation 101_Page Like_04.03.24 | 7-day click or 1... | 743 Follows or likes | 7,149 | 14,707 | \$0.06 Per follow or like | \$45.00 |
| Engagement Private Office 6 Person_04.02.24 | 7-day click or 1... | 5,405 Link Clicks | 207,745 | 575,376 | \$0.02 Per link click | \$100.00 |
| Results from 33 campaigns ⓘ Excludes deleted items | 7-day click or ... | — Multiple conversions | 1,970,691 Accounts Centr... | 3,719,531 Total | — Multiple conversions | \$1,407.93 Total Spent |

Google Ads spending with a renown ecommerce brands of Bangladesh



Top Performing Google Ads stats with an ecommerce brand in Bangladesh

Campaigns

SEARCH

REPORTS

TOOLS AND SETTINGS

REFRESH

HELP

NOTIFICATIONS

Campaign status: All; Ad group status: All

Add filter

Campaigns

Cost

Clicks

CTR

| | | | |
|-------------------|------------|--------|--------|
| Search Network Ad | \$1,311.87 | 46,627 | 2.69% |
| 999 Jersey | \$555.60 | 34,440 | 2.35% |
| Pre Ramadan | \$451.91 | 25,594 | 0.43% |
| BAUMA Search 2 | \$335.21 | 2,008 | 12.38% |
| RB01 | \$303.42 | 15,351 | 0.71% |

All campaigns

< 1 / 5 >

Measure conversions

✓

A conversion action has been created, but the tag is not yet verified for: [Web Traffic 1](#)

2

Add the tracking code to your website

To complete setup, you'll need to add the tracking code to your website

Email tag

Install tag yourself

Manage conversions

Search keywords

+ Add keyword

Cost

Clicks

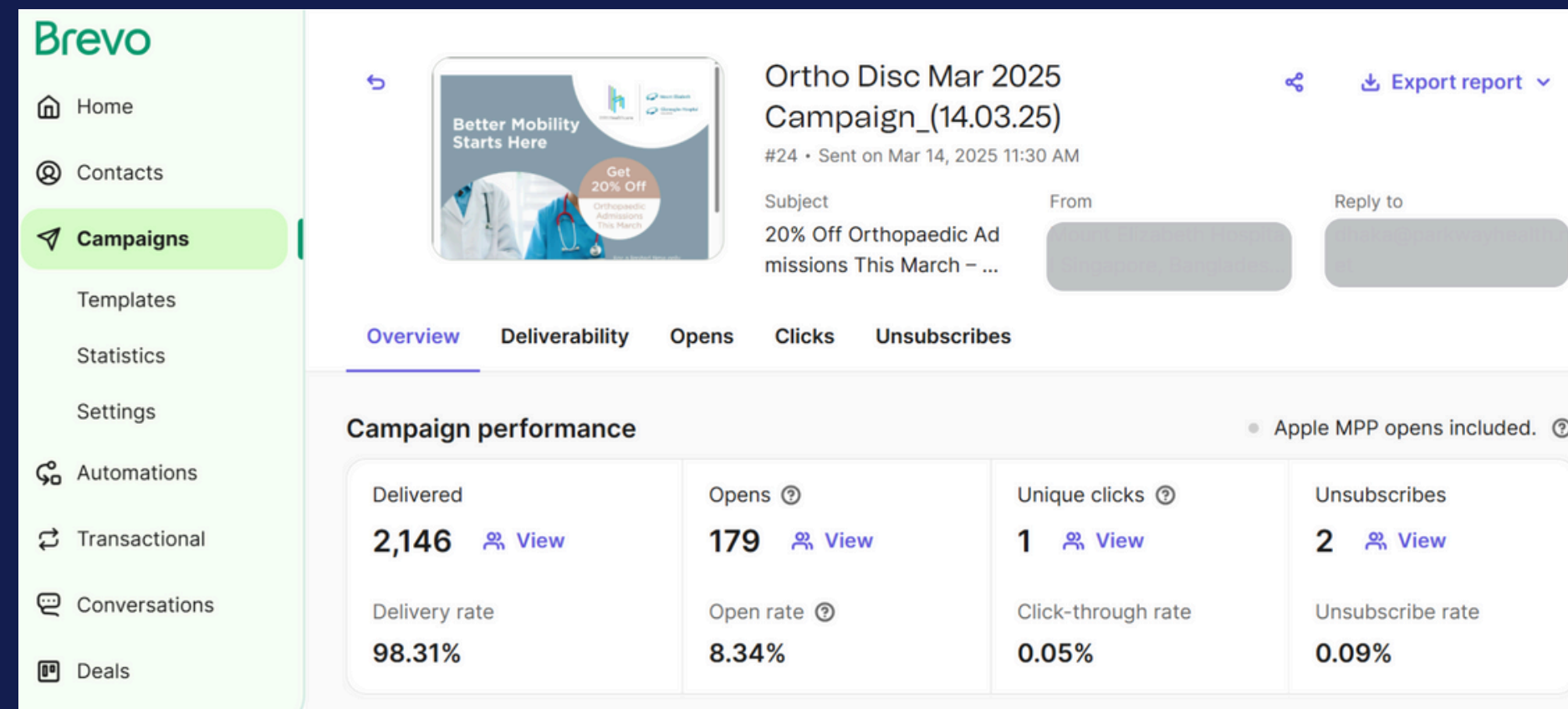
CTR

Searches

Sort by: Impressions

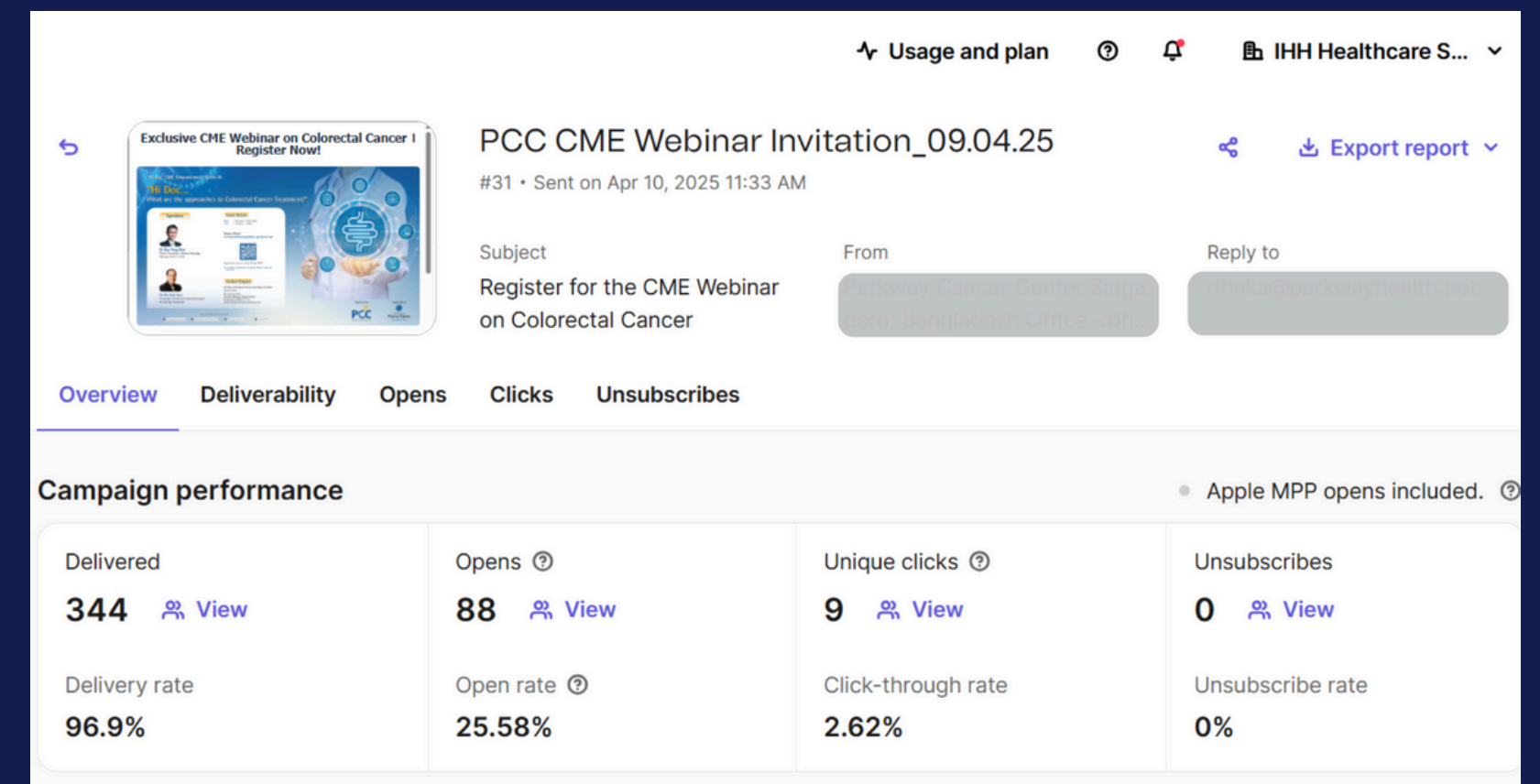
Searches

Words



Statistics of some of my recent email marketing

Webinar invitation through email to medical professional and here is the result



Google Ads Spendings stats for a popular hospital located at Singapore

Month On Month Search Performance

Advertiser: Cancer Think Campaign CTR 9% CPC \$2.96 CPA \$49.35 Conversion Rate 1.8%
Advertiser: Do Campaign CTR 8% CPC \$5.97 CPA \$671.25 Conversion Rate 0.98%

| | Month ▾ | Cost | Impr. | Clicks | CTR | Avg. CPC | CPA | Conv | Conv. rate |
|-------------|----------|------------|-------|--------|--------|----------|---------|------|------------|
| 1. | Dec 2024 | \$246.77 | 916 | 121 | 13.21% | \$2.04 | \$49.35 | 5 | 4.13% |
| 2. | Jul 2024 | \$891.8 | 2,331 | 240 | 10.3% | \$3.72 | \$445.9 | 2 | 0.83% |
| 3. | Jun 2024 | \$1,620.9 | 3,818 | 427 | 11.18% | \$3.8 | \$95.35 | 17 | 3.98% |
| 4. | May 2024 | \$758.27 | 1,496 | 161 | 10.76% | \$4.71 | \$28.08 | 27 | 16.77% |
| Grand total | | \$3,517.74 | 8,561 | 949 | 11.09% | \$3.71 | \$68.98 | 51 | 5.37% |

Thank You!

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