

# About Me

## Yahya Qachqouch Marketing

"I am a digital marketing specialist with a Bachelor's degree in Marketing from Lebanese University. I have extensive experience managing social media advertising, with a particular focus on Meta Ads and Google Ads, as well as TikTok Ads, LinkedIn Ads, and Snapchat Ads.

My experience in these platforms allows me to target audiences with precision and achieve measurable results through comprehensive marketing strategies.

As an expert in Meta Ads and Google Ads, I analyze data and optimize campaigns to maximize return on investment and meet marketing goals efficiently, I conduct market research and organize marketing plans and SWOT analyses to ensure well-structured and effective strategies that align with the business objectives."



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# TOOLS

## Creation



## E-Commerce



## CRM



**ClickUp**

**Bitrix24** ⌚

## Ads



# Project

## \* Verdunfinefoods \*

**I oversee a project in Malaysia that includes a diverse range of products such as olive oil, soap, and other Gourmet Products . I am responsible for content management, which involves developing creative ideas, editing photos and videos, and publishing on social media platforms. Additionally, I create advertising campaigns to attract the right customers, manage the online store, and ensure a smooth customer experience by responding to their inquiries and providing necessary support."**

# Marketing plan

## Audeince

**Note: Greater focus on women**

Olive Oil	Olive Stuffed	Pasta Sauce	Oak Honey	Soap
Age group: 25 to 60 years	Age group: 20 to 50 years	Age group: 18 to 50 years	Age group: 20 to 60 years	Age group: 18 to 50 years.
Health-conscious individuals and organic food enthusiasts	People who enjoy snacks and appetizers	Fans of Italian cuisine and pasta dishes	Organic and natural food enthusiasts.	Beauty and personal care stores.
Chefs and cooking enthusiasts looking for high-quality ingredients	Chefs and home cooks looking to add a variety of flavors to their dishes	Chefs and home cooks looking for high-quality ready-to-use sauces	People are interested in natural remedies and health supplements.	Environmentally conscious consumers and those seeking eco-friendly products
People are interested in natural, heart-healthy foods	Mediterranean food lovers	Families and individuals seeking quick meal solutions	Individuals who appreciate bee products and their health benefits.	People with sensitive skin looking for chemical-free alternatives
Fans of Mediterranean and Middle Eastern cuisine	Gourmet food stores and healthy snack shops.	Gourmet food	Gourmet food stores and healthy snack shops.	Individuals interested in skincare and natural personal care products



# Location

## Focus

Kuala Lumpur

Selangor

Penang

Johor Bahru

Ipoh

Melaka

Shah Alam

Kota Kinabalu

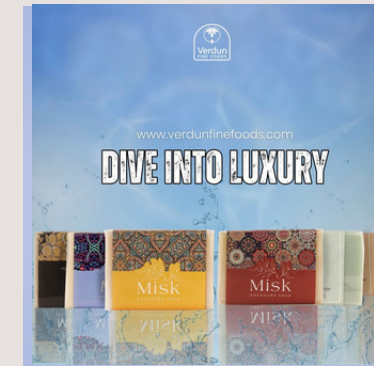
Kuching

Putrajaya

Cyberjaya

Alor Setar

# Content









**LINK** [video1](#) [video2](#) [video3](#)

**I have focused on highlighting the benefits of the products, emphasizing their gourmet quality and health advantages.**

# Ads for Verdun

Off / On	Ad set	Amount	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	VVF visit Website - video all items ends on 06/...		7-day click or ...	925 Link clicks	17,272	20,268	\$0.04 Per Link Click	\$33.87
	Results from 1 ad set ⓘ		7-day click or ...	925 Link clicks	17,272 Accounts Center acco...	20,268 Total	\$0.04 Per Link Click	\$33.87 Total spent

							per...
Sales	All	All		\$49.37	7-day click or 1-day view	641	\$0.08
	120212319047700536	All		\$49.37	7-day click or 1-day view	641	\$0.08
		Malaysia		\$49.37	7-day click or 1-day view	641	\$0.08
Total results 3 / 3 rows displayed			1.26 Accounts Center account	\$49.37 Total spent	7-day click or 1-day vi...	641 Total	\$0.08 Per Action

<input type="checkbox"/>	Off / On	Ad set	Results	Adds to cart	Reach	Impressions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	soap - Copy    ...	— Website Purchase	1 <sup>[2]</sup>	1,332	1,713
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Oak honey	— Website Purchase	1 <sup>[2]</sup>	1,293	1,707
<input type="checkbox"/>	<input checked="" type="checkbox"/>	olive oil    ...	— Website Purchase	—	3,273	5,716
		Results from 3 ad sets ⓘ	— Website Purchase	2 <sup>[2]</sup> Total	5,465 Accounts Center acco...	9,136 Total

# Project Verdunfinefoods



**Facebook** **verdun fine food**



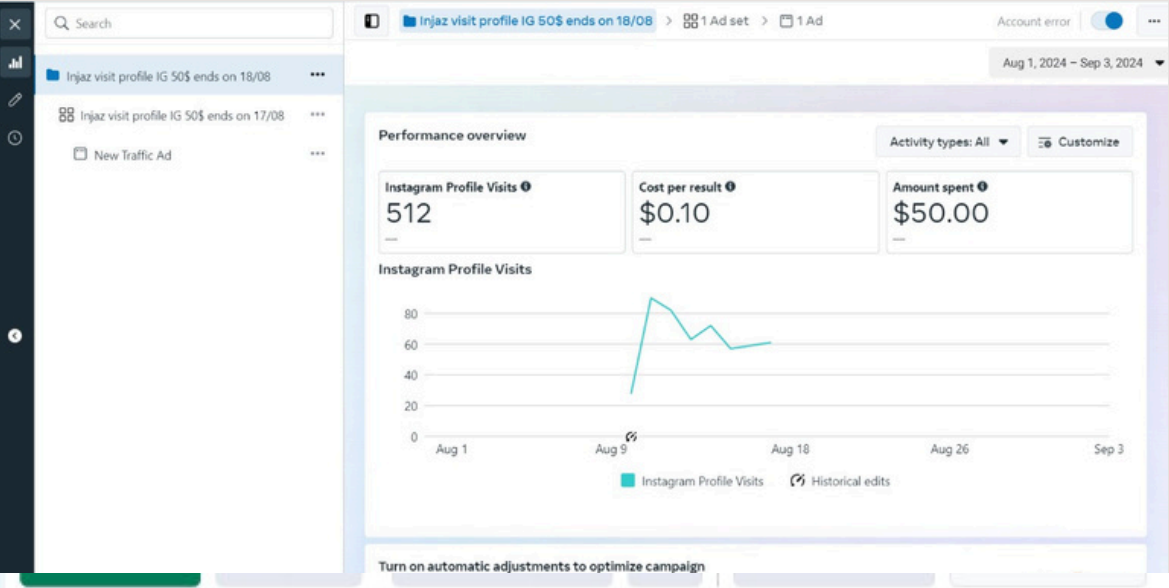
**Instagram** **verdunfinefoods**




**Website** **www.verdunfinefoods.com**



# Ads Other Business



<input checked="" type="checkbox"/>	Off / On	Ad	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 Sabakji 50\$ visit profile IG	day click or ...	622 Instagram Profile Visits	23,960	46,964	\$0.05 Cost per Instagram Pr...	Average	—
		Results from 1 ad	day click or ...	622 Instagram Profile Visits	23,960 Accounts Center acco...	46,964 Total	\$0.05 Cost per Instagram Pr...		

<input checked="" type="checkbox"/>	Off / On	Ad	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 Sabakji 50\$ visit profile IG	day click or ...	622 Instagram Profile Visits	23,960	46,964	\$0.05 Cost per Instagram Pr...	Average	—
		Results from 1 ad	day click or ...	622 Instagram Profile Visits	23,960 Accounts Center acco...	46,964 Total	\$0.05 Cost per Instagram Pr...		

<input type="checkbox"/>	Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">maison d'encyclopédie post boost 50\$ ends o...</a> View charts Edit Pin	7-day click or ...	35 [2] Messaging convers...	8,236	15,784	\$0.85 [2] Per Messaging Con...	\$29.80	Sep 6, 2024
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">maison d'encyclopédie video boost 50\$ ends o...</a>	7-day click or ...	89 [2] Messaging convers...	9,020	14,853	\$0.34 [2] Per Messaging Con...	\$29.99	Sep 6, 2024

<input type="checkbox"/>	<input type="checkbox"/>	DS NEW BOOST 100\$ ENDS ON 09/09 View charts Edit Pin	t bud...	7-day click or ...	58 [2] Messaging convers...	7,994	15,519	\$1.09 [2] Per Messaging Con...	\$63.07
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	DS 75\$ rest of first ad ends on 23/08	t bud...	7-day click or ...	78 [2] Messaging convers...	10,989	20,984	\$0.96 [2] Per Messaging Con...	\$75.00
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# Thank you Yahya Qachqouch Marketing

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