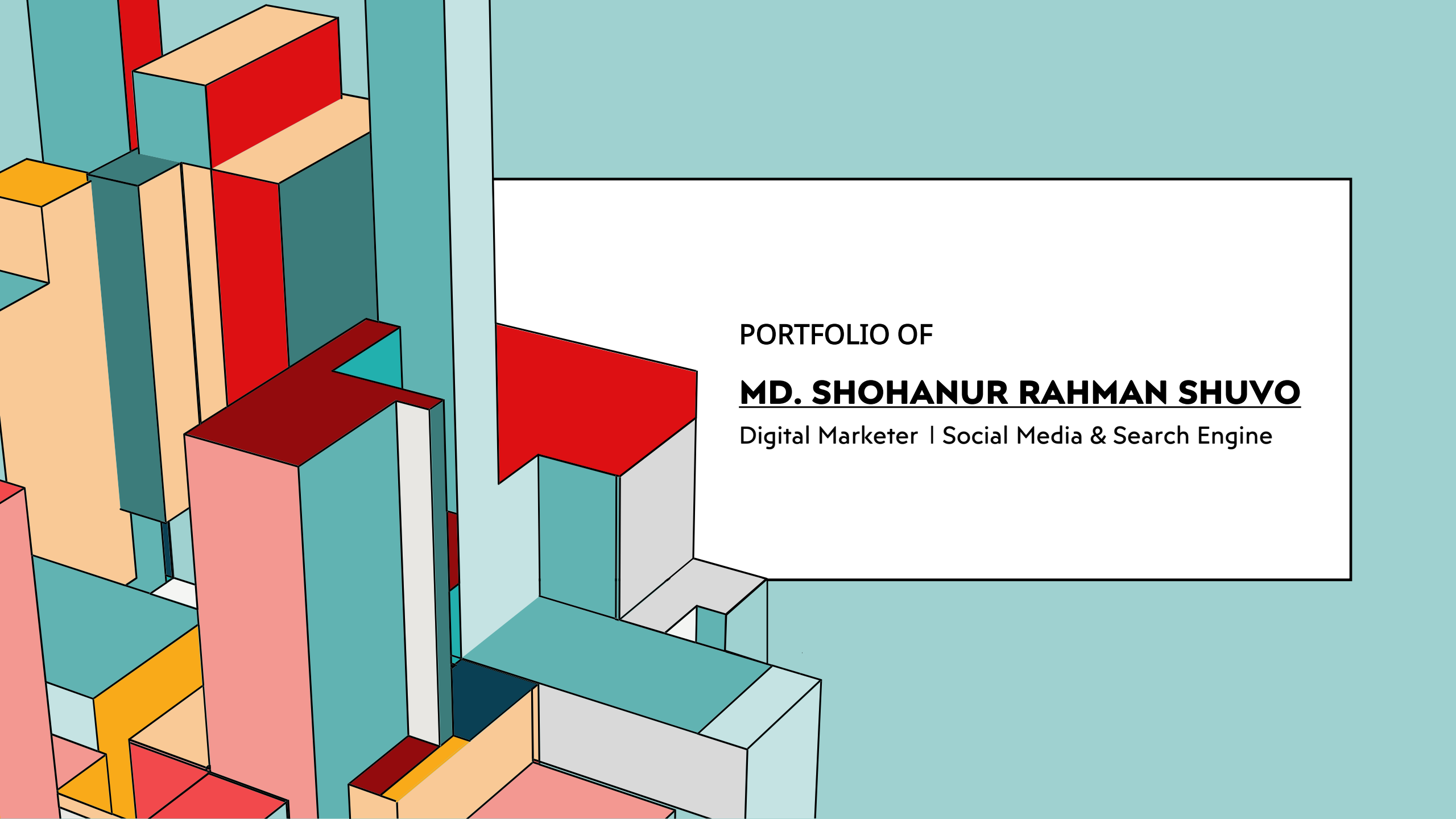




PORTFOLIO OF

MD. SHOHANUR RAHMAN SHUVO

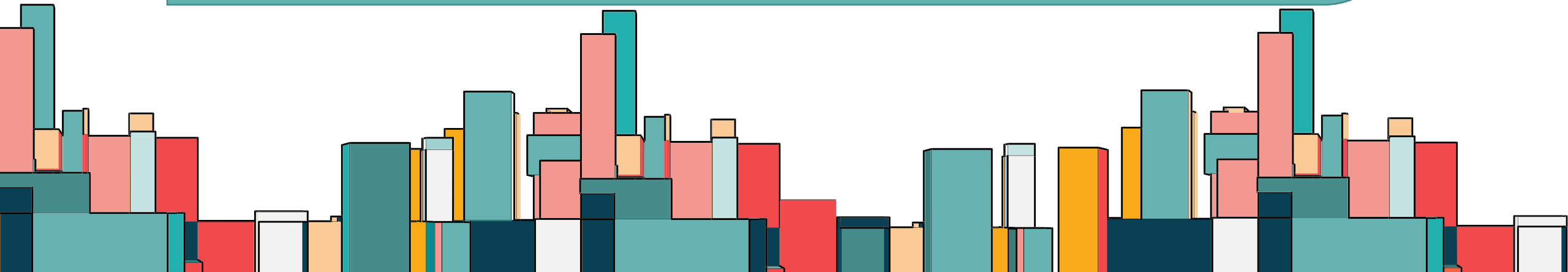
Digital Marketer | Social Media & Search Engine

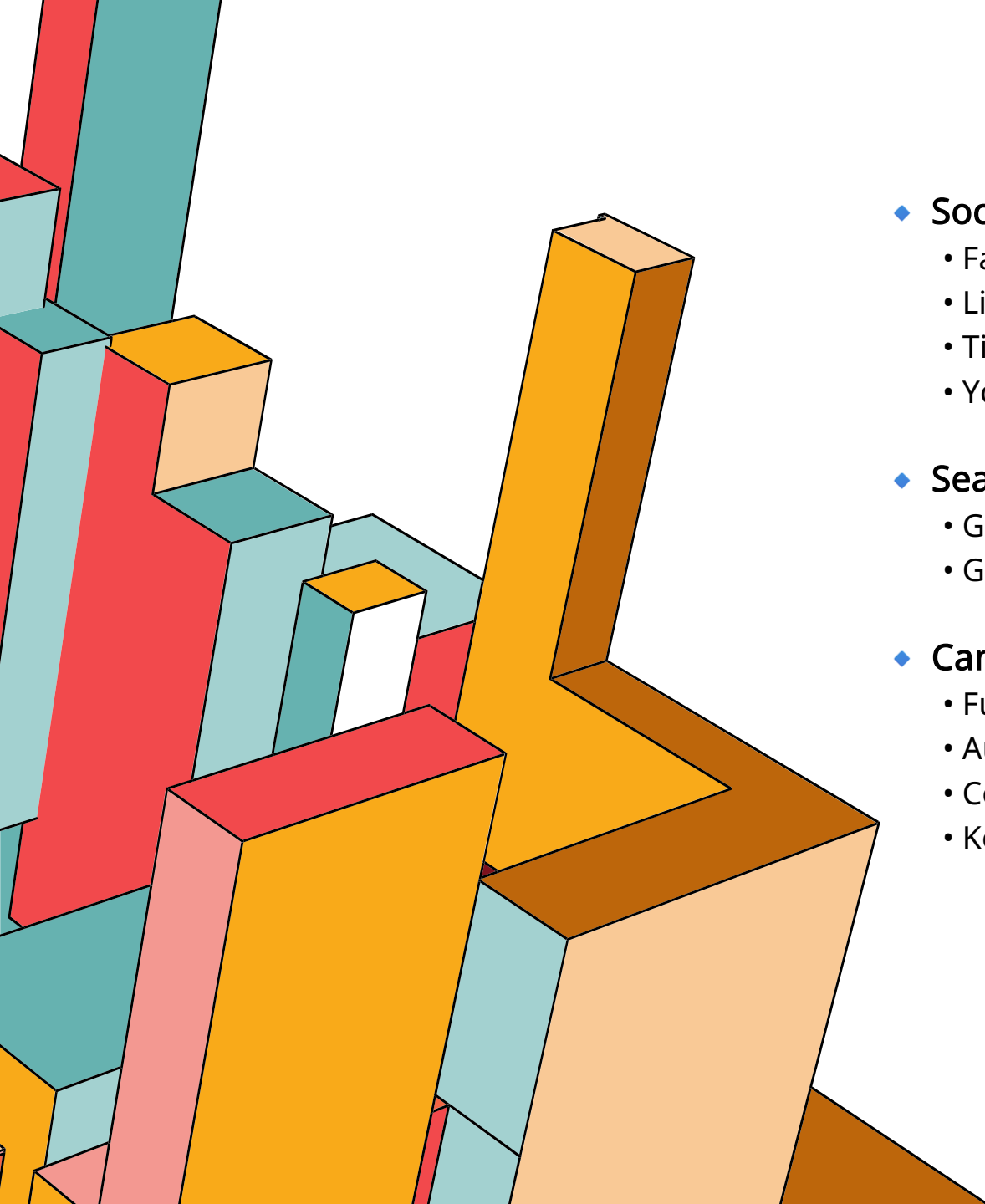
ME?

Myself Md. Shohanur Rahman Shuvo, a passionate and results-driven digital marketer with over 3 years of experience in the industry.

I specialize in **Social Media** and **Search Engine Marketing**, helping businesses grow through strategic campaign planning, audience targeting, and data-driven optimization. My focus is always on delivering measurable results — whether it's increasing brand visibility, generating qualified leads, or increasing return on ad spend (ROAS).

I'm committed to staying updated with the latest trends and tools in digital marketing to ensure my clients achieve **sustainable success**.





MY SERVICES

◆ **Social Media Advertising**

- Facebook , Instagram Ads
- LinkedIn Ads
- TikTok Ads
- YouTube Ads

◆ **Search & Display Advertising**

- Google Search Ads
- Google Display Ads

◆ **Campaign Strategy & Optimization**

- Funnel Marketing
- Audience Research
- Competitor Analysis
- Keyword Research

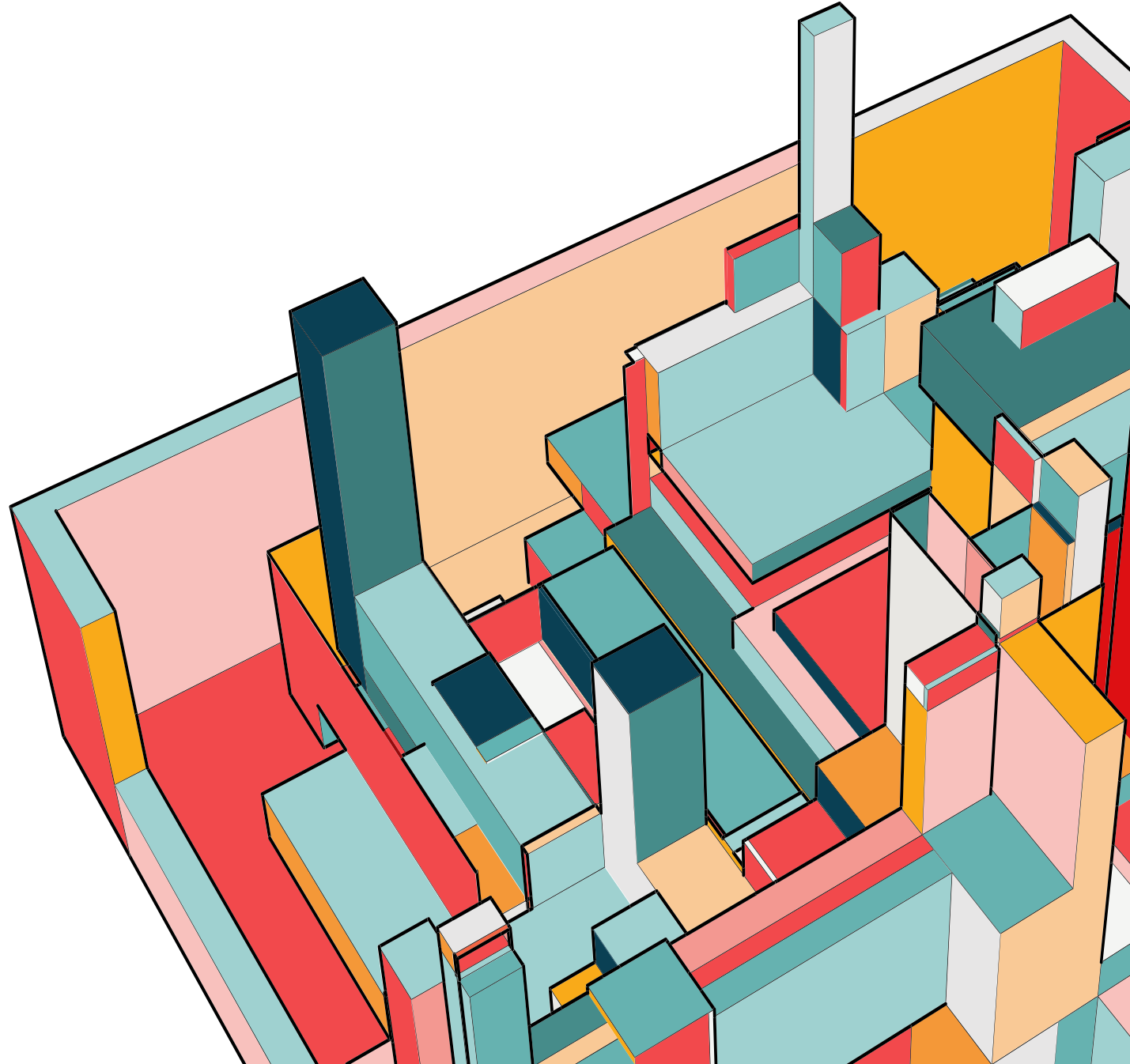
◆ **Tracking & Analytics Setup**

- Facebook Pixel Setup
- Conversion API Integration
- Google Tag Manager(GTM)
- Google Analytics 4 (GA4)

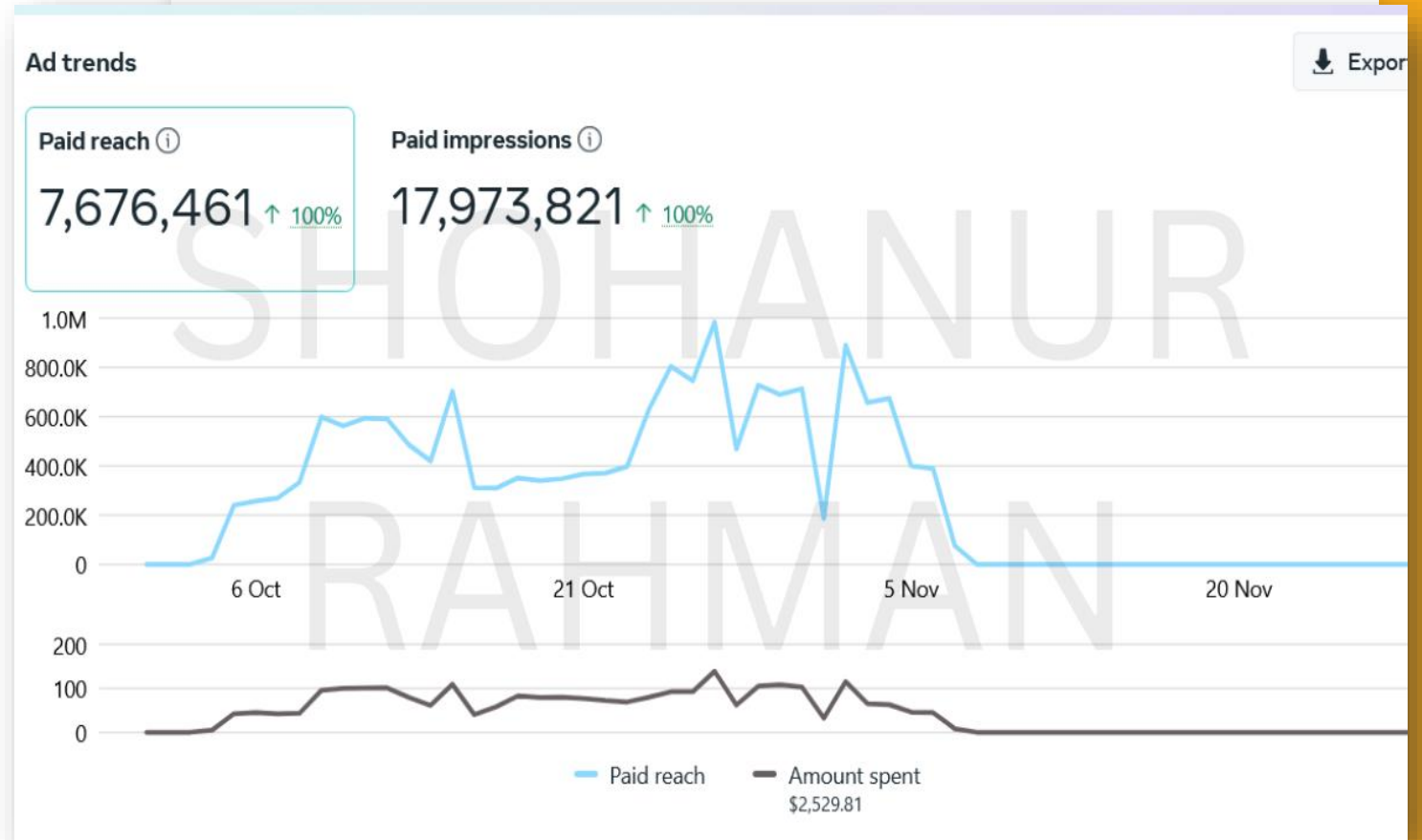
◆ **Social Media Management**

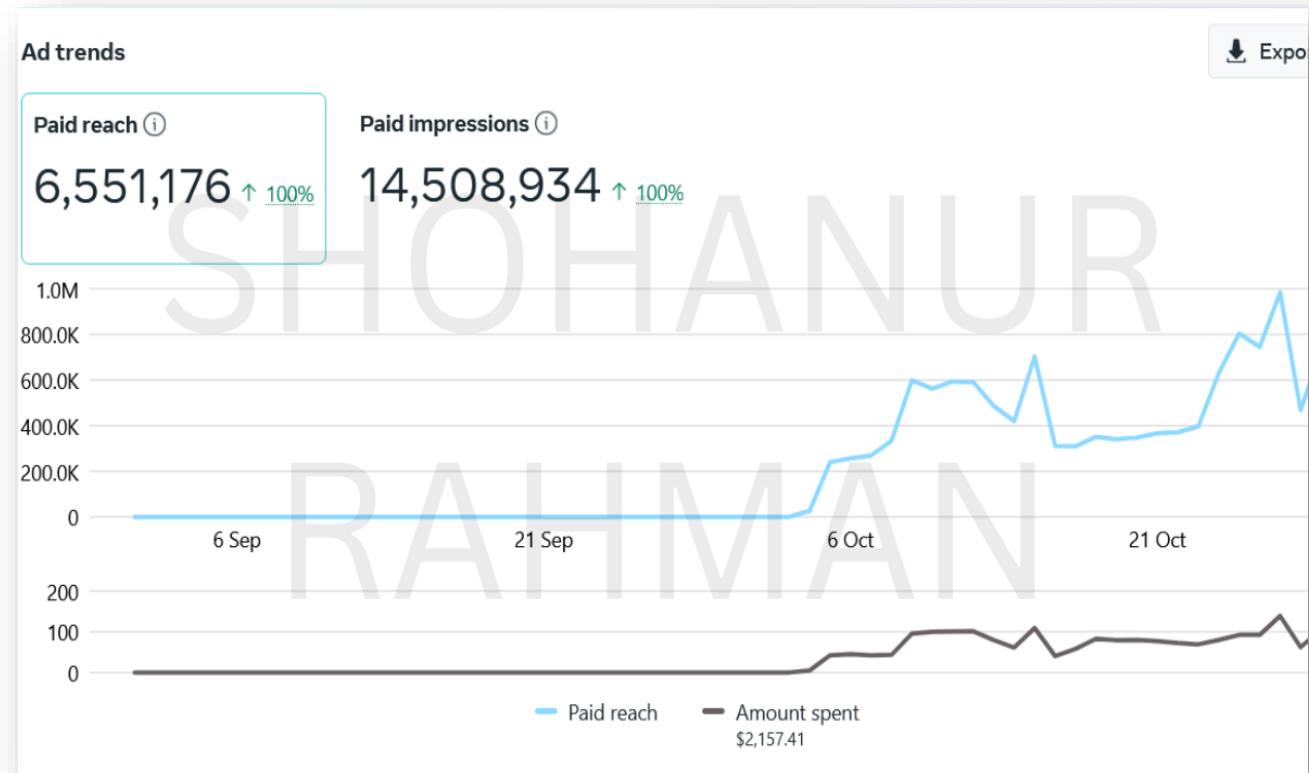
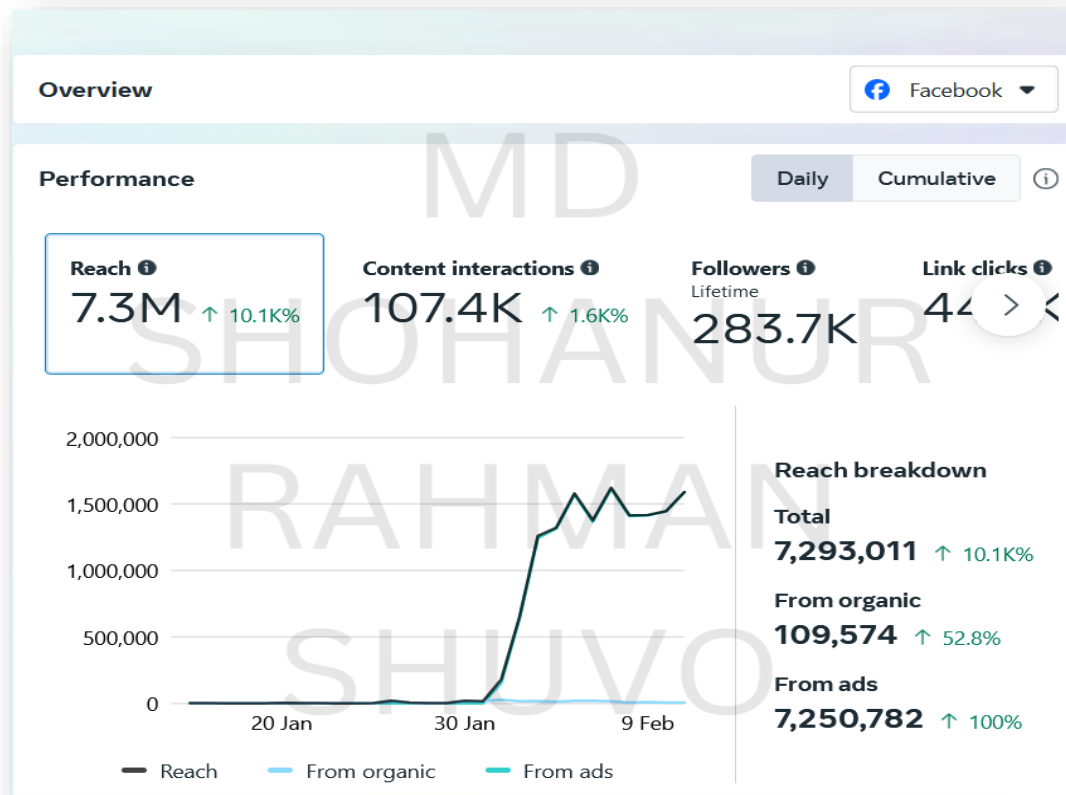
- Content Scheduling
- Page Optimization
- Community Engagement

AD CAMPAIGN RESULTS

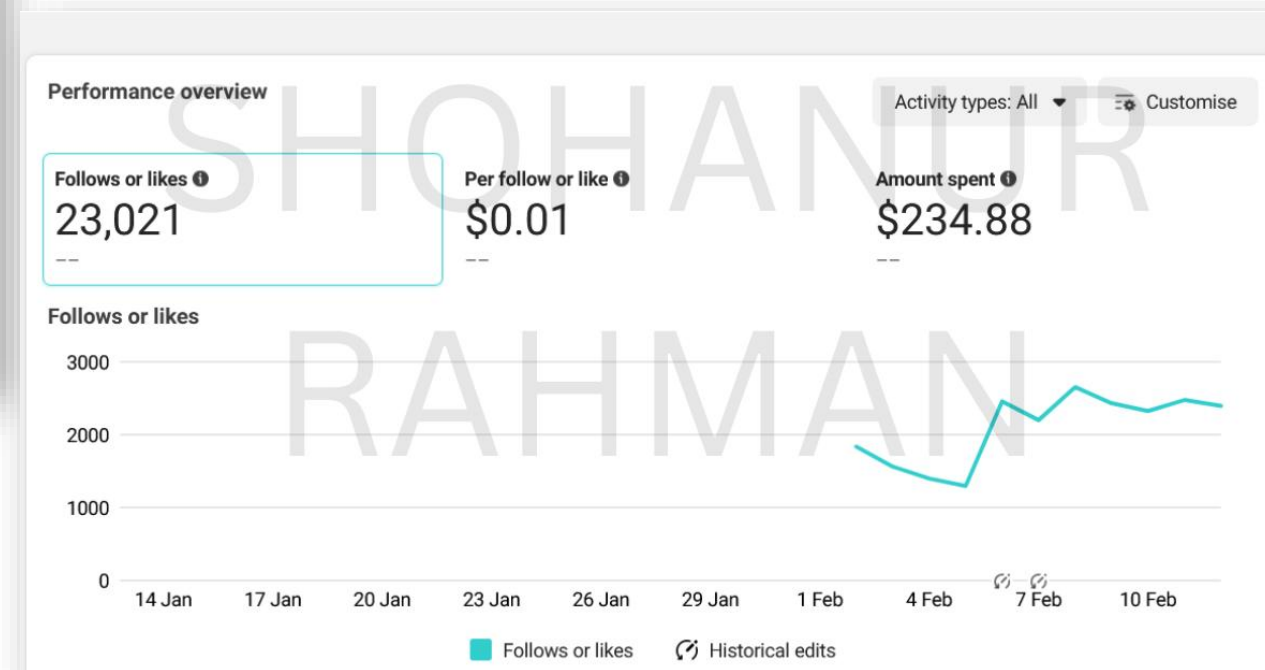
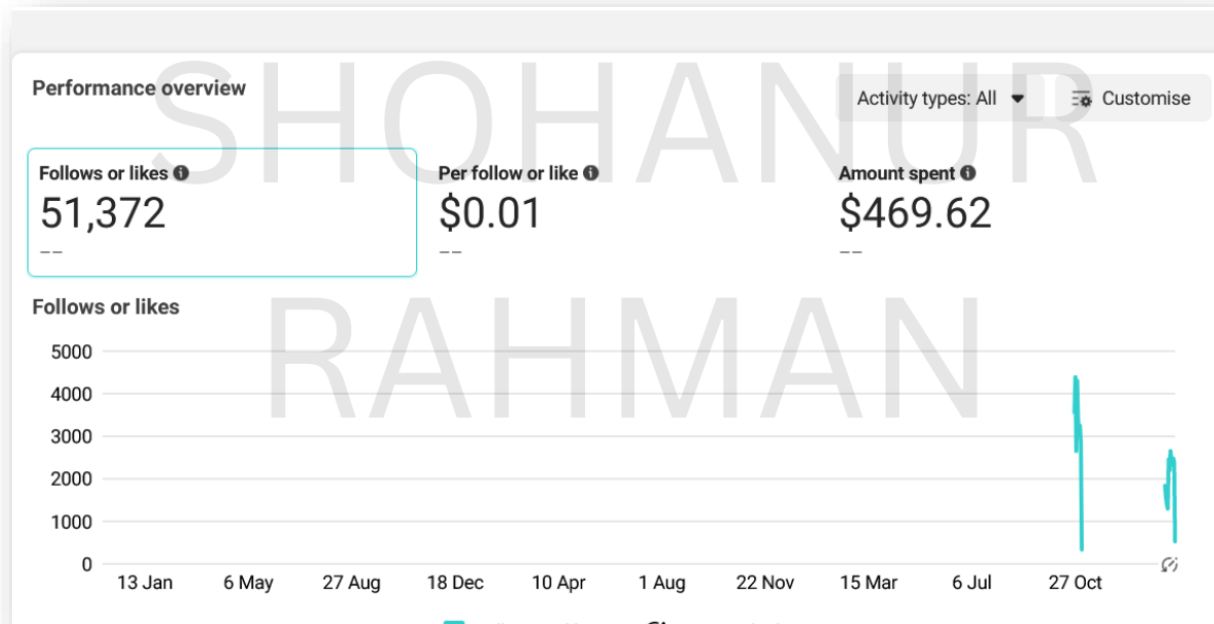


AD TRENDS

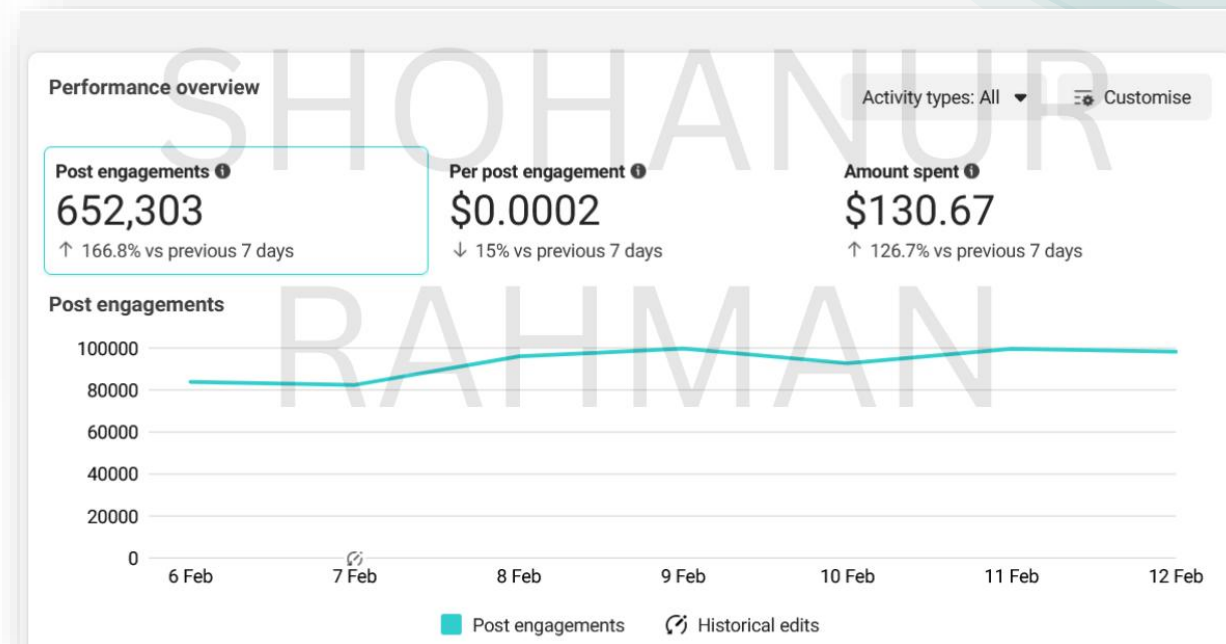
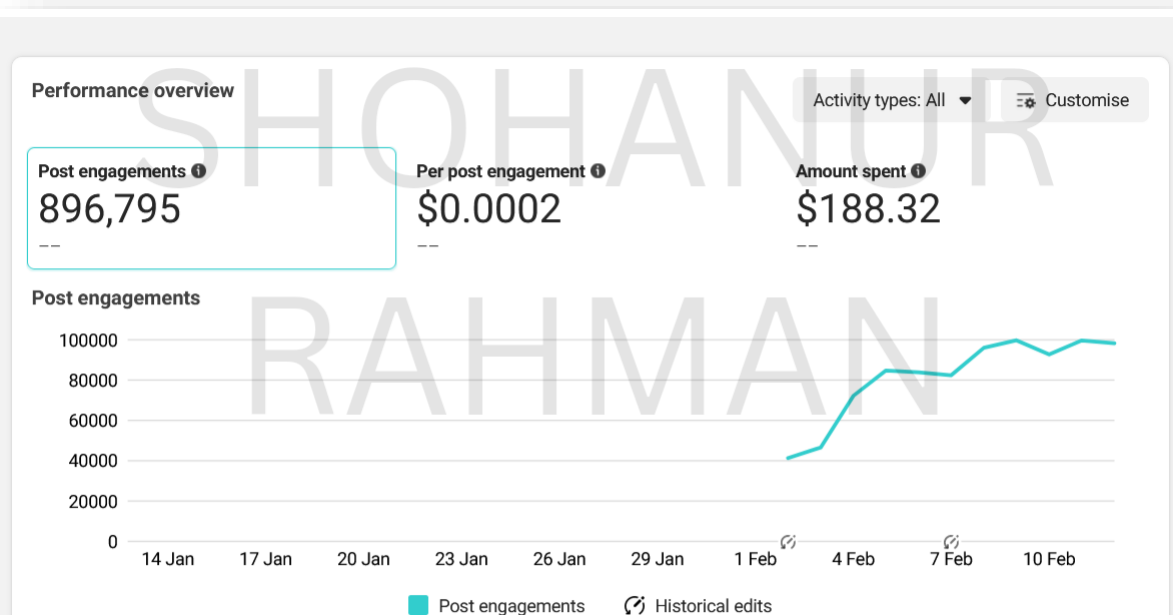




AD TRENDS



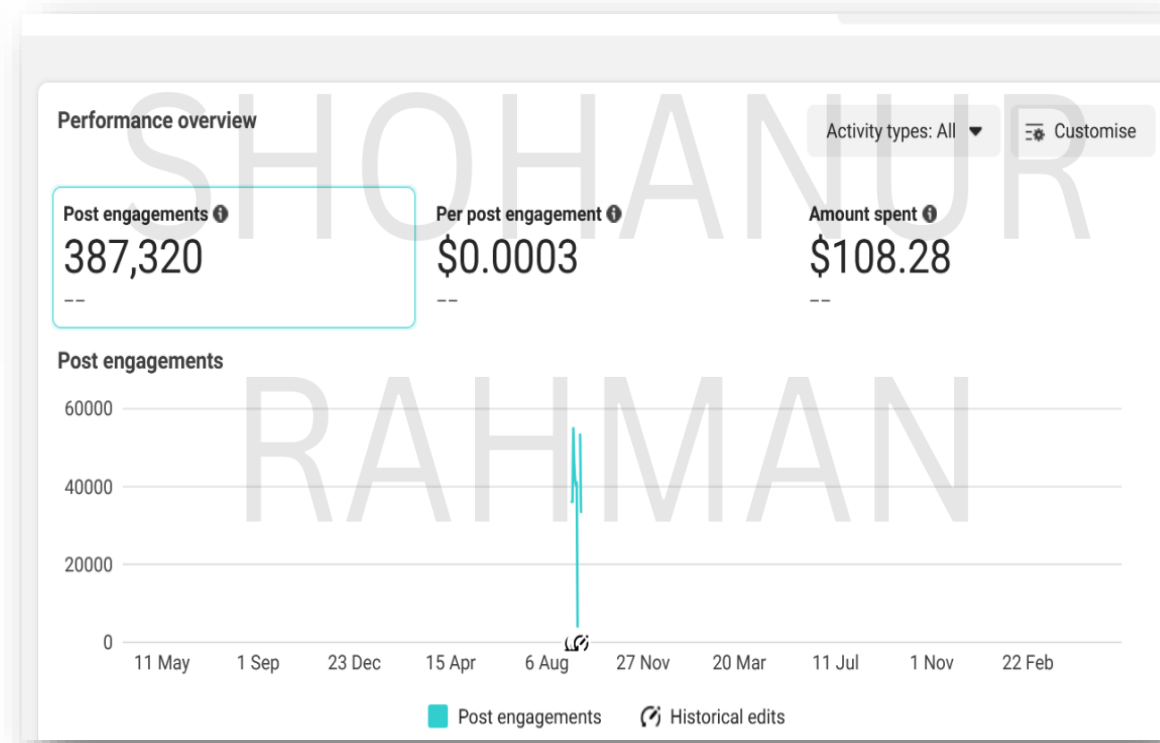
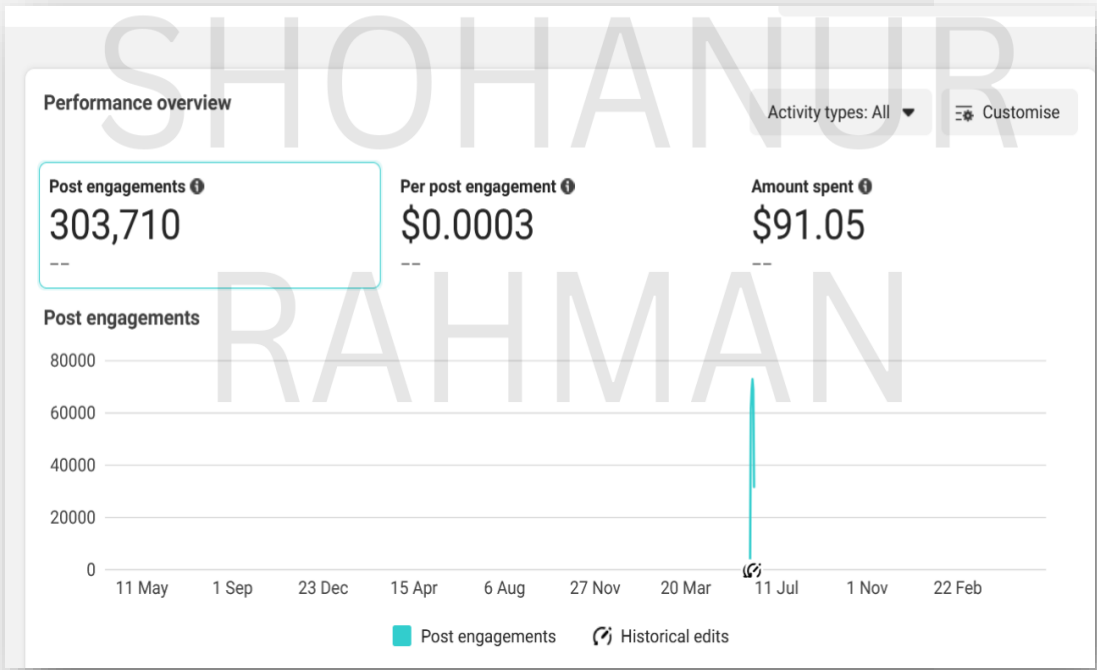
AD TRENDS



ENGAGEMENT



ENGAGEMENT



ENGAGEMENT

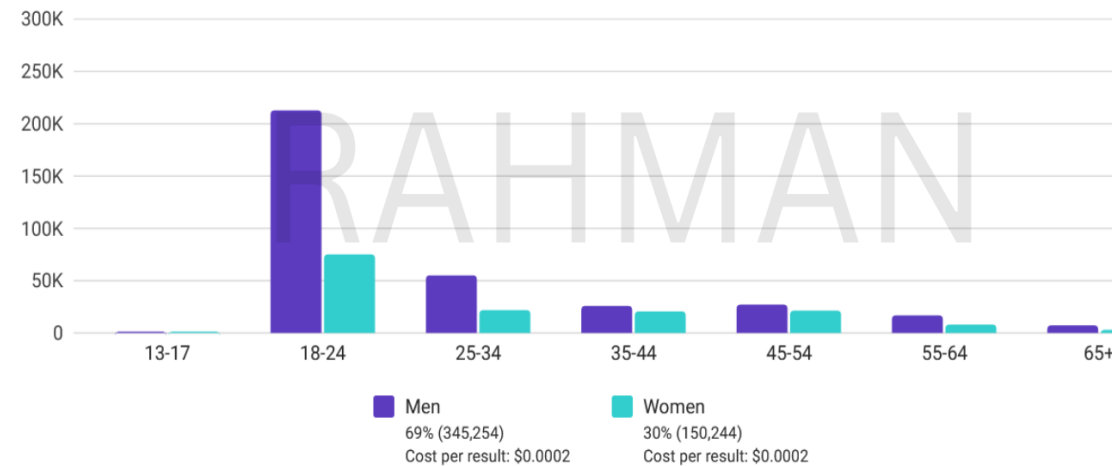
Demographics

Platform

Age and gender distribution

All

Results



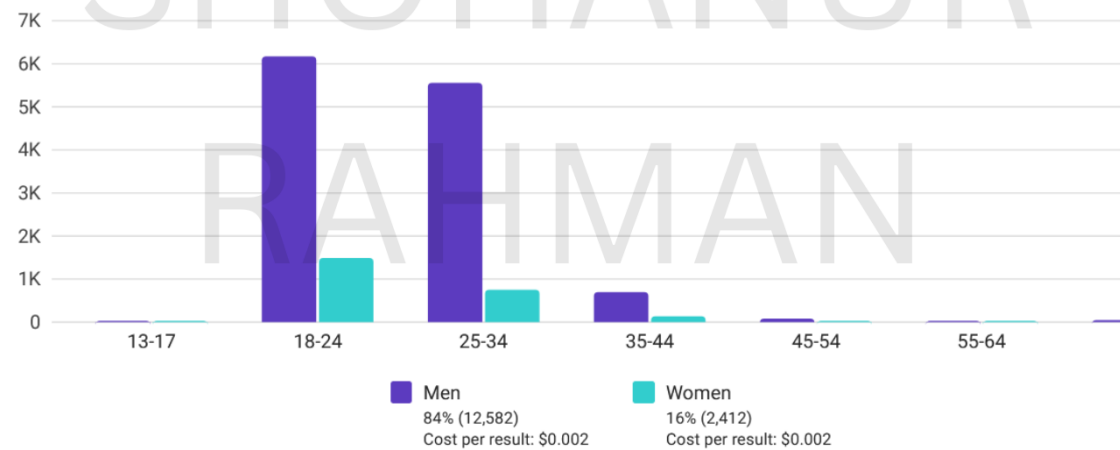
Demographics

Platform

Age and gender distribution

All

Results



Performance overview

Activity types: All

Customise

Post engagements ⓘ

173,537

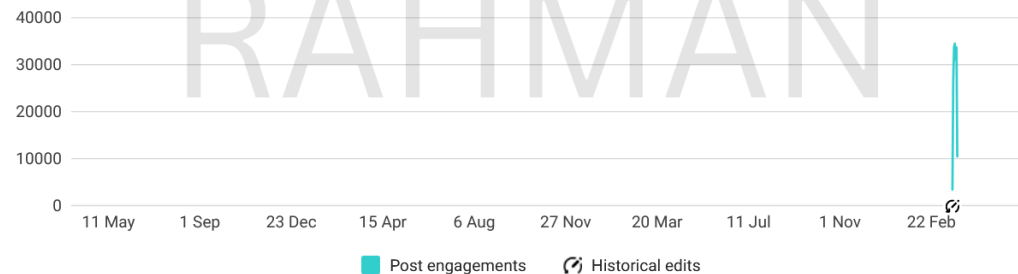
Per post engagement ⓘ

\$0.0003

Amount spent ⓘ

\$43.89

Post engagements



ENGAGEMENT

Performance overview

Activity types: All

Customise

Post engagements ⓘ

179,476

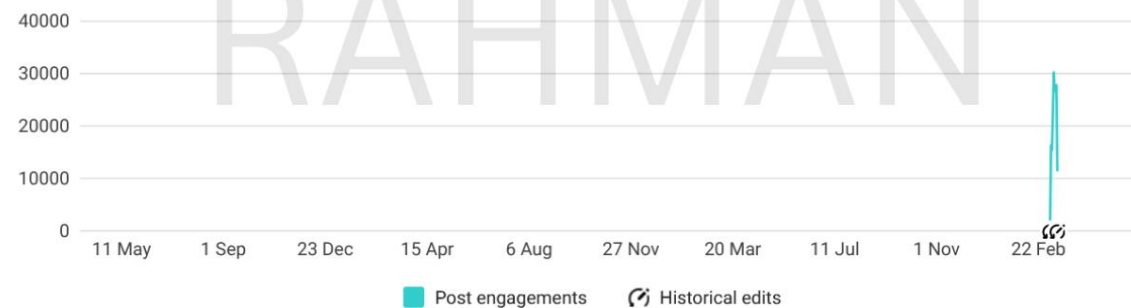
Per post engagement ⓘ

\$0.0004

Amount spent ⓘ

\$77.12

Post engagements



Content overview

Explore noteworthy trends from the content that you recently created and shared.

Facebook posts

Facebook Stories

Instagram posts

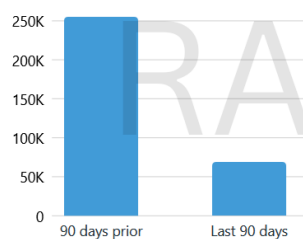
Instagram Stories

Reach

Post reach ⓘ

68.8K ↓ 73%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days

Images

80

Videos

0

Audio

0

Text

0

Links

0

Median post reach per content format ⓘ

For posts created in the last 90 days

Other posts

82

Carousel posts

80

Live posts

0

Reels

0

698 book leads	69,409	88,533	\$0.08 Per on-Facebook le...
814 book leads	83,876	103,710	\$0.07 Per on-Facebook le...
1,020 ad recall ...	25,783	27,424	\$0.003 Per estimated ad re...
557 Link Clicks	98,515	131,671	\$0.17 Per link click
138,818	277,385	388,781	\$0.001
— conversions	8,069,642 Accounts Centre acc...	18,473,744 Total	— Multiple conversions

LEADS

Performance overview

On-Facebook leads ⓘ

328

--

Per on-Facebook leads

\$0.04

--

Amount spent ⓘ

\$11.82

--

On-Facebook leads

200

150

100

50

0

21 Feb

13 Jun

4 Oct

25 Jan

18 May

8 Sep

30 Dec

22 Apr

13 Aug

4

Performance overview

On-Facebook leads ⓘ

698

--

Per on-Facebook leads

\$0.08

--

Amount spent ⓘ

\$56.44

--

On-Facebook leads



LEADS

Performance overview

On-Facebook leads ⓘ

814

--

Per on-Facebook leads

\$0.07

--

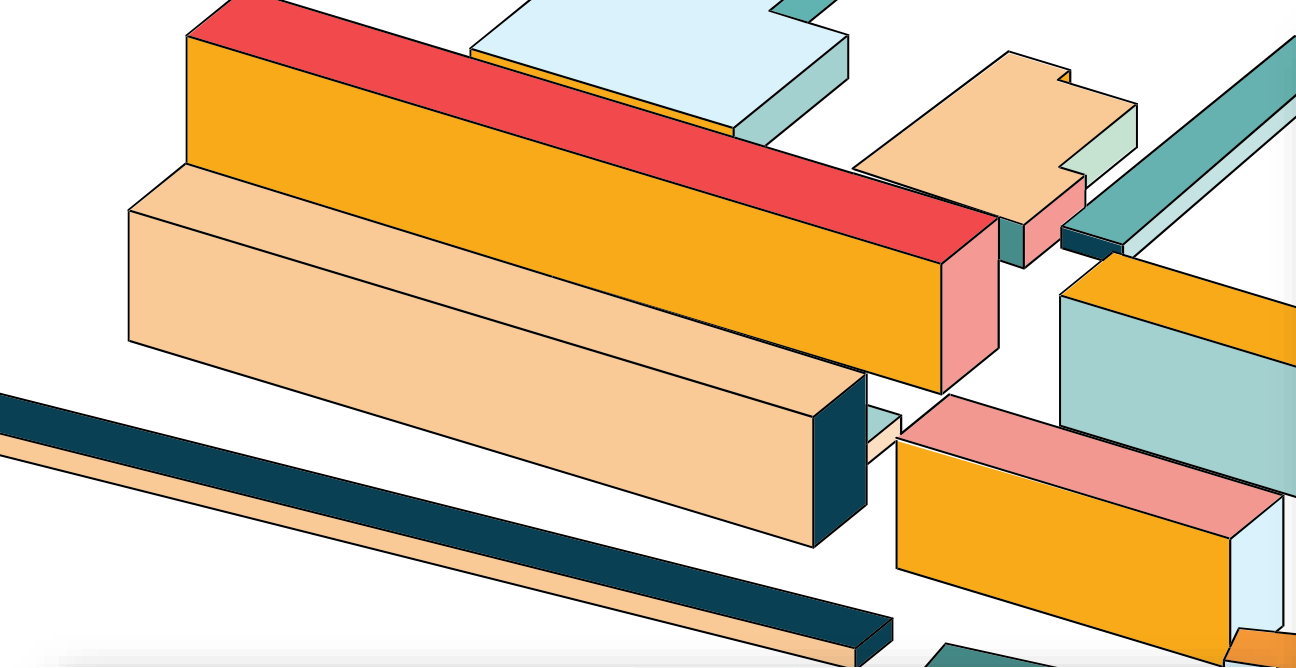
Amount spent ⓘ

\$57.86

--

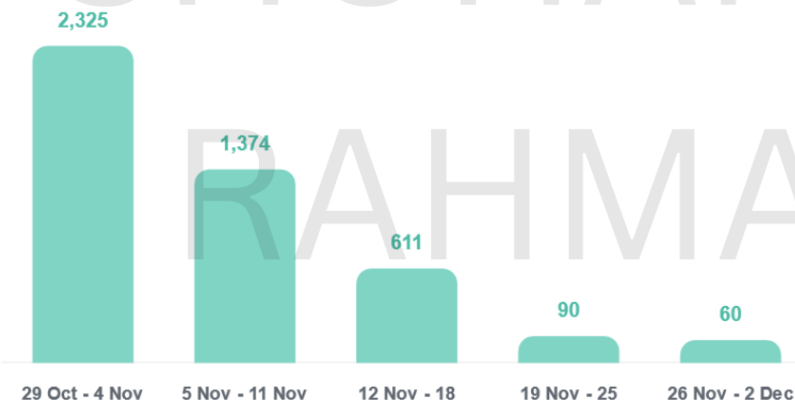
On-Facebook leads





Returning viewers

A week-by-week look at how many of your 1-minute viewers go on to become returning viewers. Metrics are estimated and in development.



Summary

13% of your viewers in the week of 12 Nov - 18 Nov returned from the previous week. That's the highest percentage of returning viewers that you've had in 5 weeks.

Follower activity

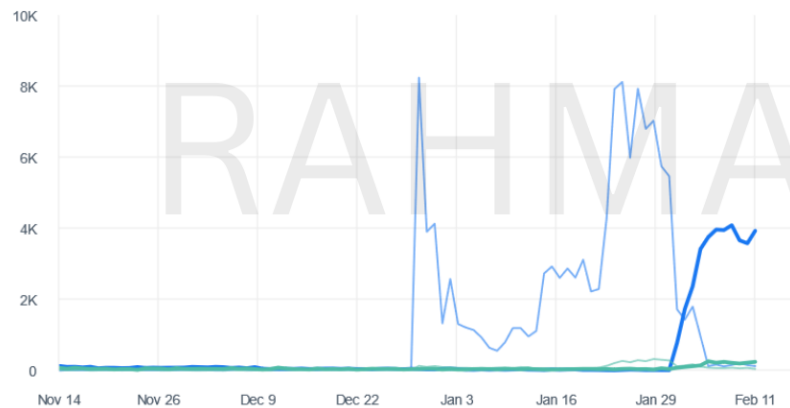
A look at your new followers, net followers and people who unfollowed. Metrics are estimated.

14 Nov 2023 - 11 Feb 2024

38,467 New followers **119,993** Previous period **5,922** People who unfollowed
6,453 Previous period

Summary

You have **+32,545** net followers this period. Your net followers are **-71.3%** from the previous period.



LOYALTY

Performance overview

Activity types: All

Customise

Follows or likes ⓘ

57,686

Per follow or like ⓘ

\$0.01

Amount spent ⓘ

\$561.58

Follows or likes



PAGE LIKE

Performance overview

Activity types: All

Customise

Follows or likes ⓘ

12,190

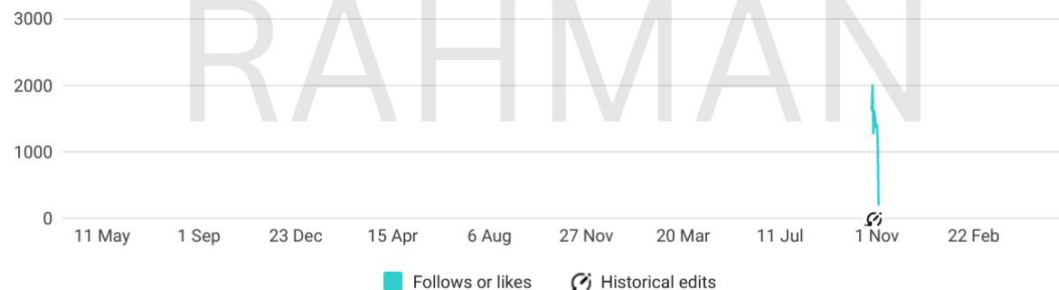
Per follow or like ⓘ

\$0.01

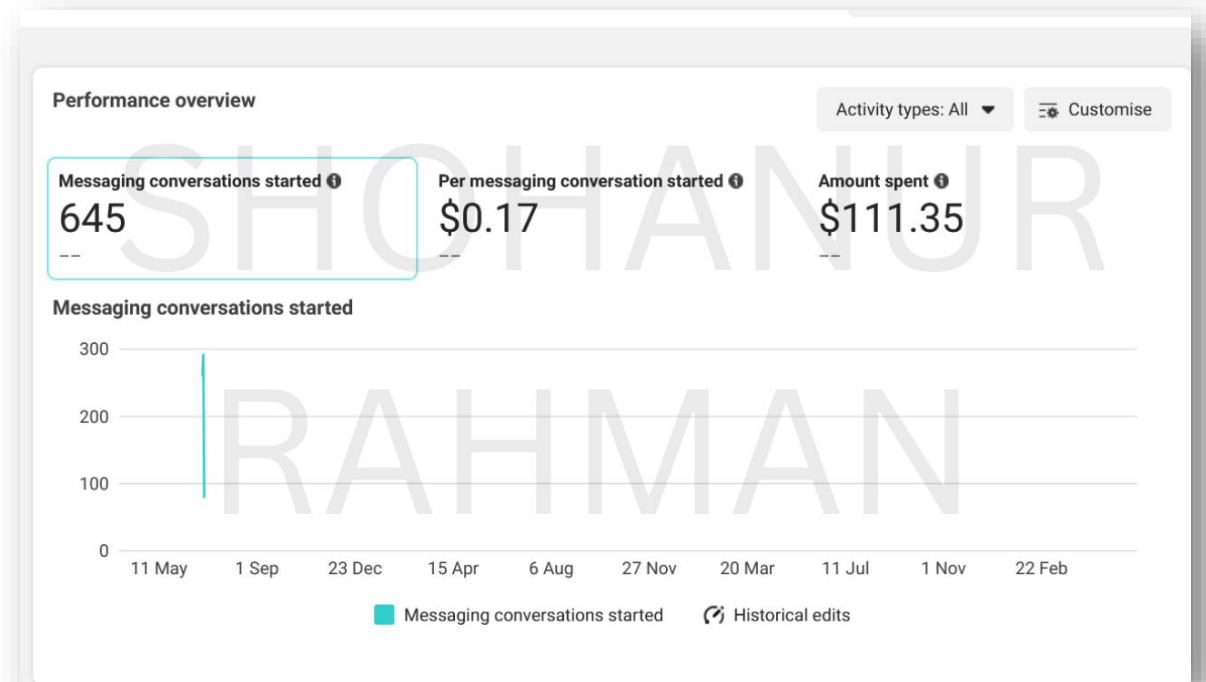
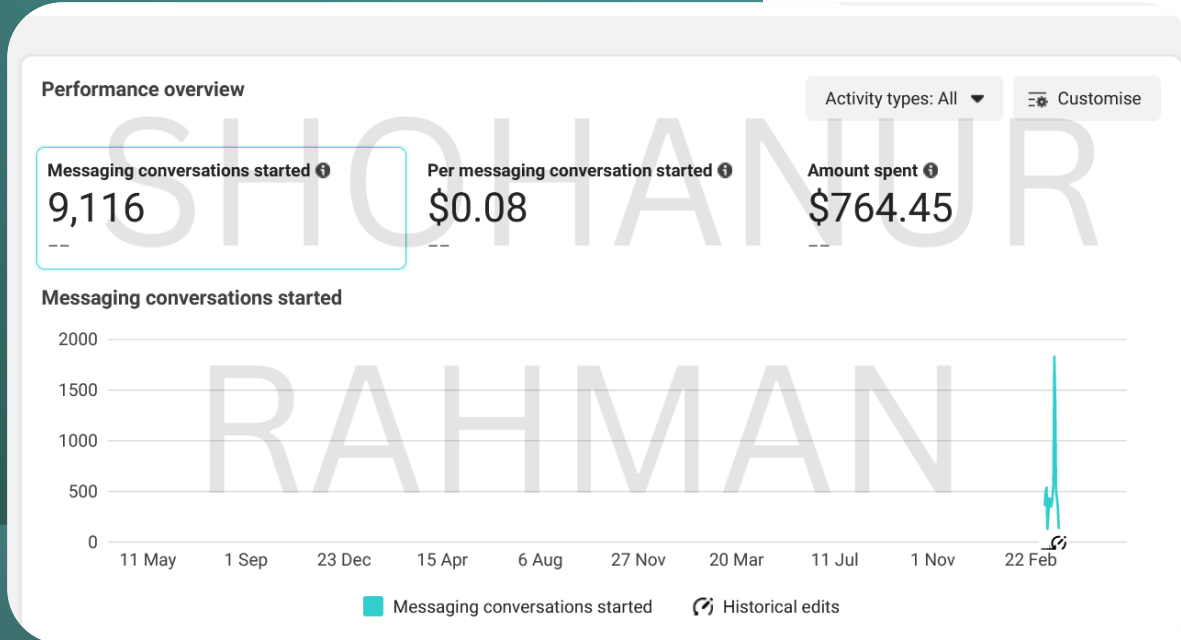
Amount spent ⓘ

\$161.85

Follows or likes



MESSAGE CONVERSATION



MESSAGE CONVERSATION

Performance overview

Day ▼

Activity types: All ▼

Customize

Messaging conversations started ⓘ

678

Per Messaging Conversation Started ⓘ

\$0.06

Amount spent ⓘ

\$37.83

Messaging conversations started



Messaging conversations started Historical edits

Performance overview

Day ▼

Activity types: All ▼

Customize

Messaging conversations started ⓘ

485

Per Messaging Conversation Started ⓘ

\$0.05

Amount spent ⓘ

\$24.39

Messaging conversations started



Messaging conversations started Historical edits

MESSAGE CONVERSATION

Performance overview

Activity types: All  Customise

Messaging conversations started ⓘ

446

--

Per messaging conversation started ⓘ

\$0.29

--

Amount spent ⓘ

\$129.26

--

Messaging conversations started



 Messaging conversations started  Historical edits

Performance overview

Activity types: All  Custom

Messaging conversations started ⓘ

771

--

Per messaging conversation started ⓘ

\$0.32

--

Amount spent ⓘ

\$248.46

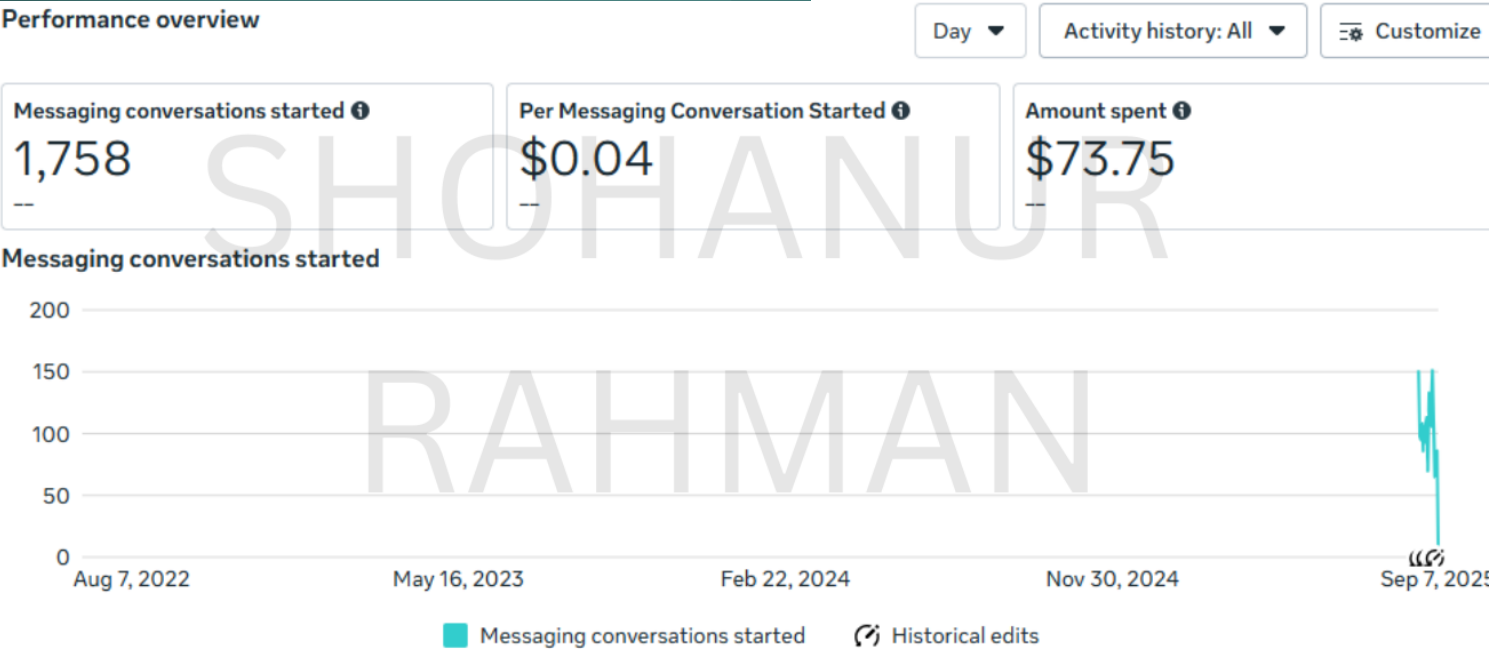
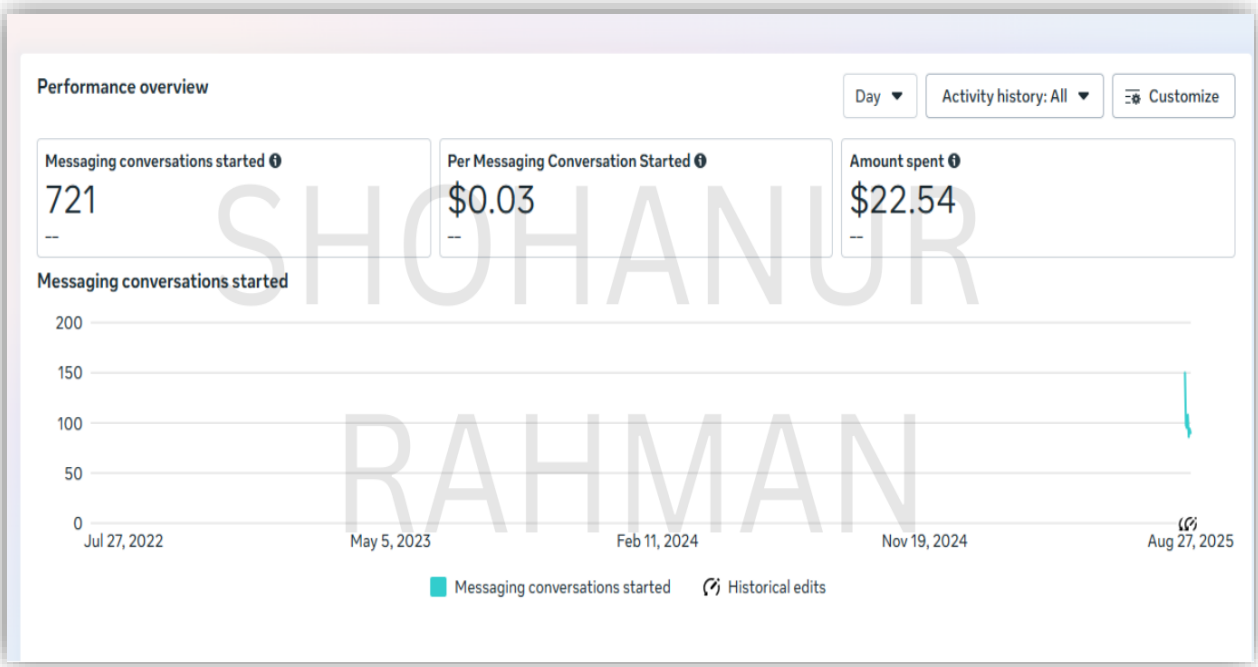
--

Messaging conversations started



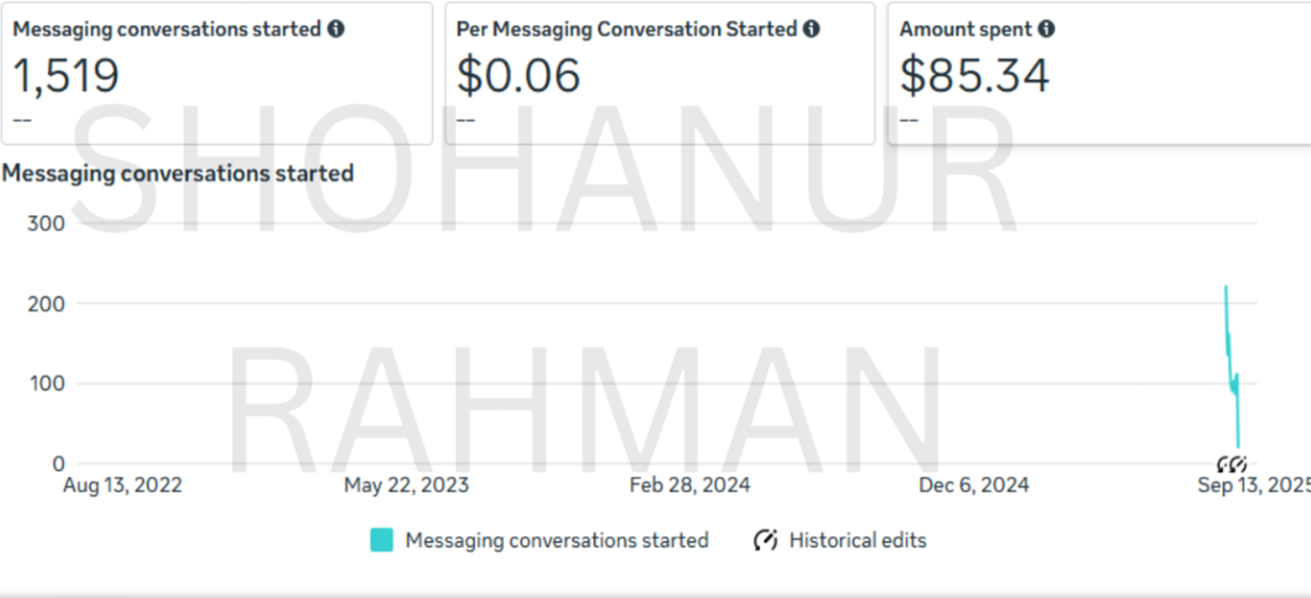
 Messaging conversations started  Historical edits

MESSAGE CONVERSATION



Performance overview

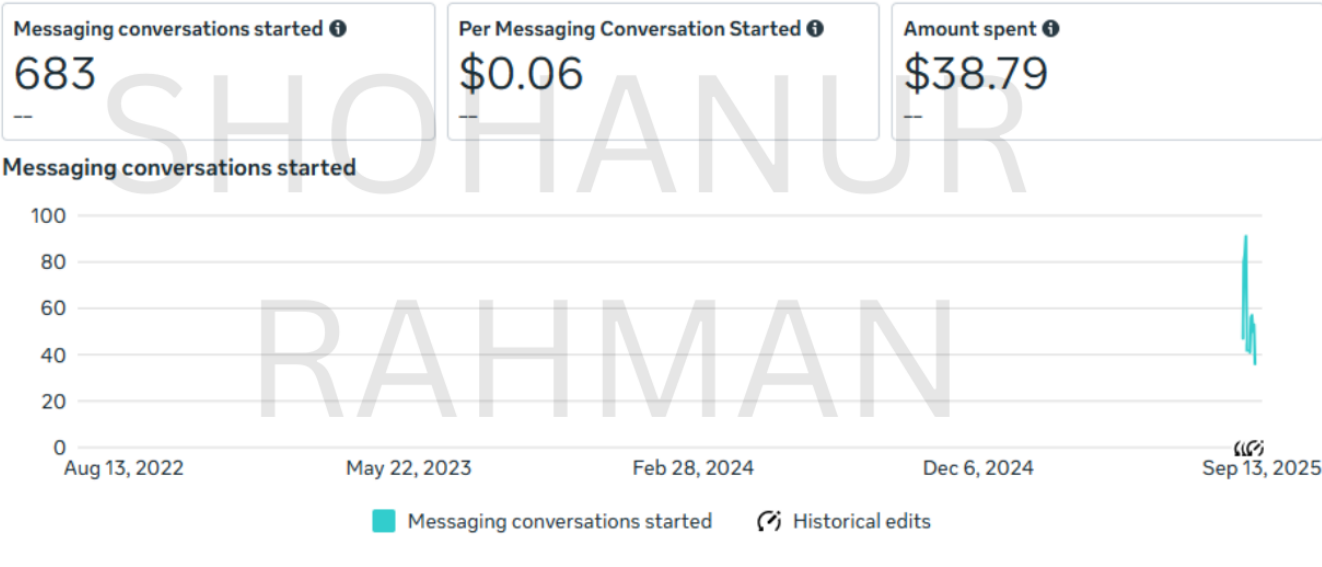
Day Activity types: All Customize



MESSAGE
CONVERSATION

Performance overview

Day Activity types: All Customize



MESSAGE CONVERSATION

Messaging performance

Results from ads are attributed to all ad types from any ad account. Metrics are reported in Pacific Time, unless otherwise noted.

Audience

Here's everyone who contacted you through Messenger.

Total contacts ⓘ	New contacts ⓘ	Returning contacts ⓘ	Contacts with orders ⓘ
1.6K ↑ 155.1% 477 from ads	1.2K ↑ 266.8% 430 from ads	337 ↑ 19.9% 55 from ads	0 0%

Outcomes

See how messaging conversations can drive outcomes for your business.

Messaging conversations started ⓘ	Orders created ⓘ	Approximate earnings ⓘ
1,632 ↑ 161.1%	0 0% 0 from ads	₹0.00 0% ₹0.00 from ads

- No insights to show
- When you create orders directly in conversations, insights on your orders and earnings will appear here. To create an order:
- 

Go to Inbox

Select a conversation

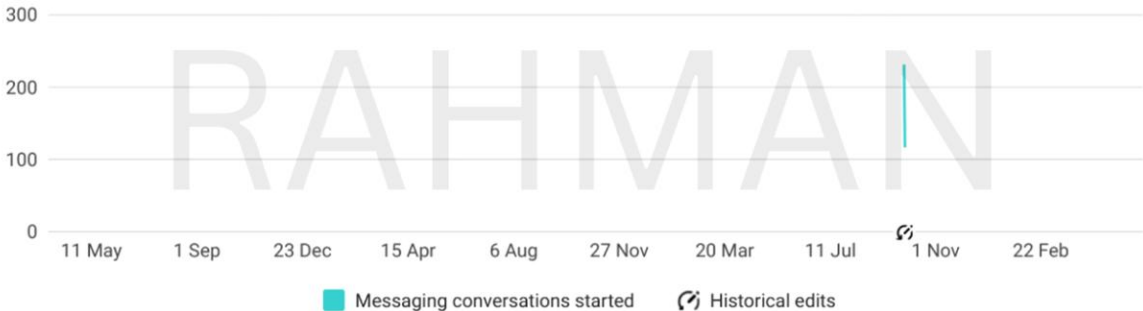
Select the currency icon near the bottom right of the conversation

Performance overview

Activity types: All Customise

Messaging conversations started ⓘ	Per messaging conversation started ⓘ	Amount spent ⓘ
407 --	\$0.05 --	\$20.55 --

Messaging conversations started

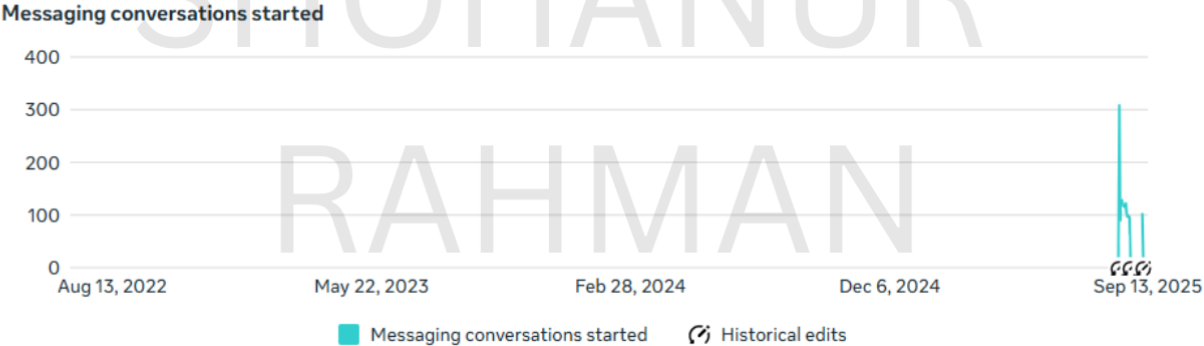


MESSAGE CONVERSATION

Performance overview

Day ▾ Activity types: All ▾ ⚙️ Customize

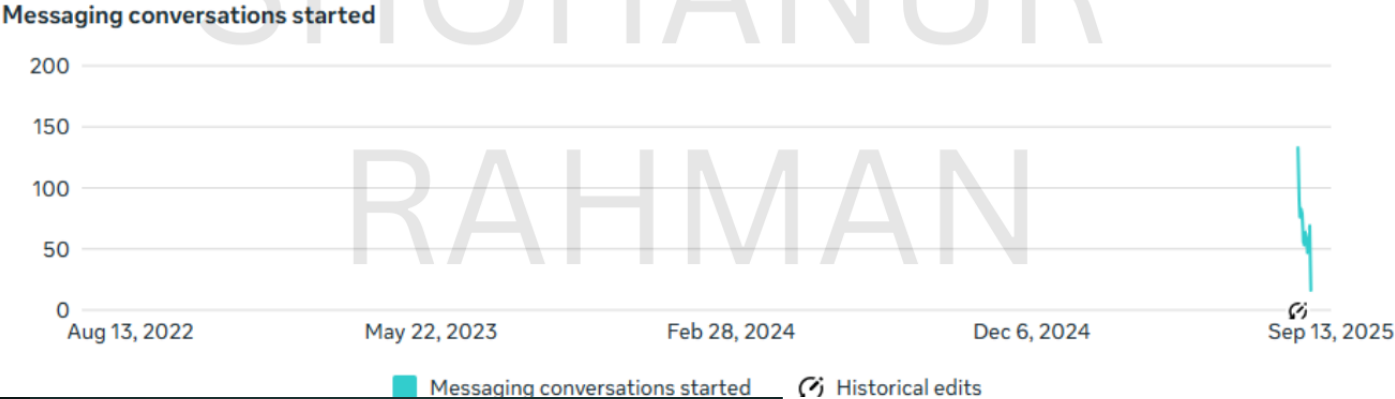
Messaging conversations started ⓘ 1,660 --	Per Messaging Conversation Started ⓘ \$0.05 --	Amount spent ⓘ \$80.67 --
--	--	---------------------------------



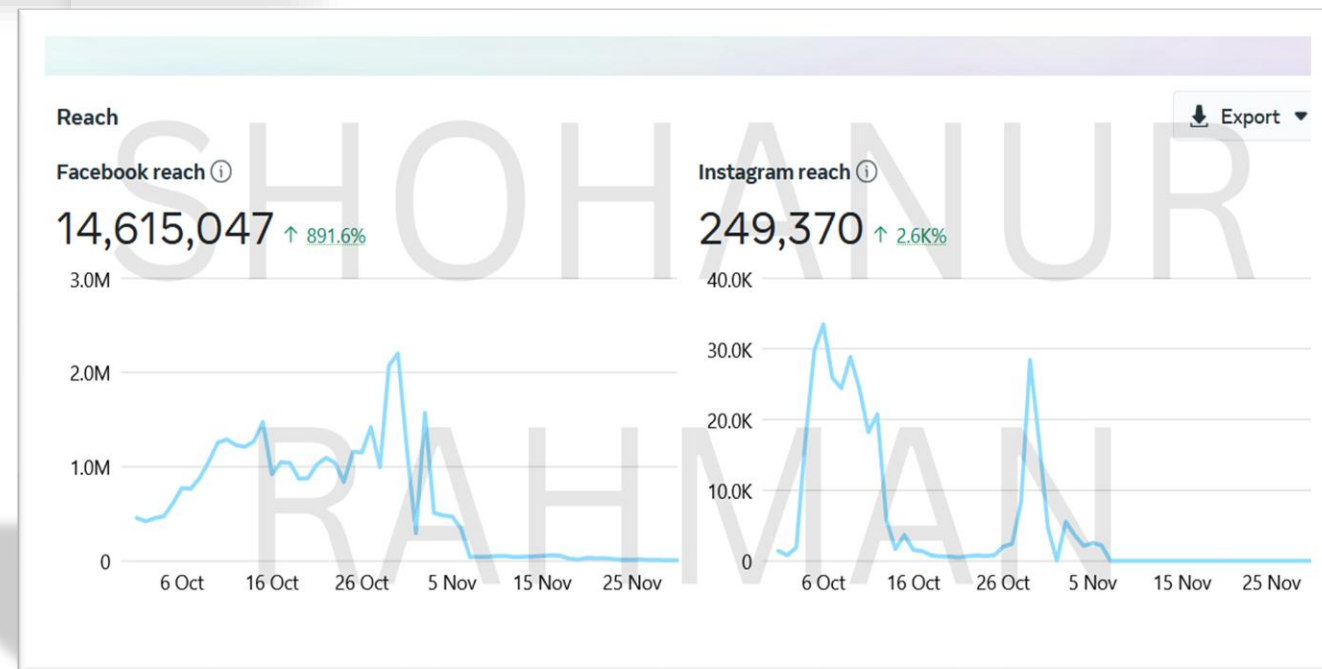
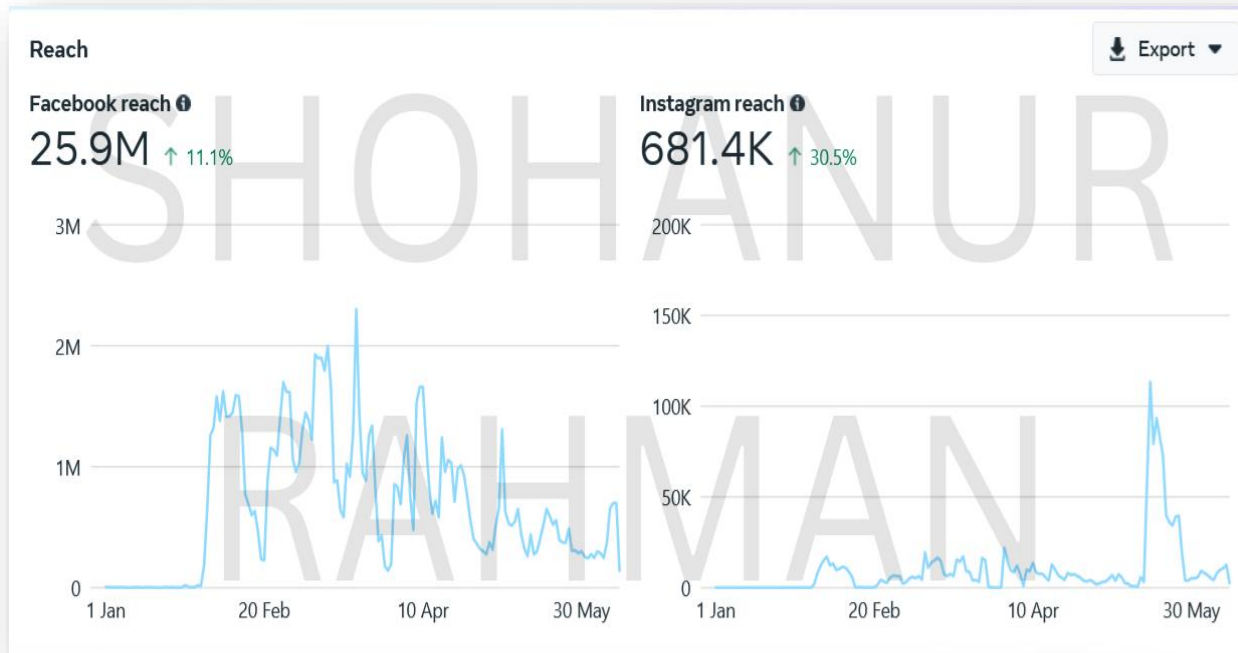
Performance overview

Day ▾ Activity types: All ▾ ⚙️ Customize

Messaging conversations started ⓘ 889 --	Per Messaging Conversation Started ⓘ \$0.05 --	Amount spent ⓘ \$48.80 --
--	--	---------------------------------



REACH



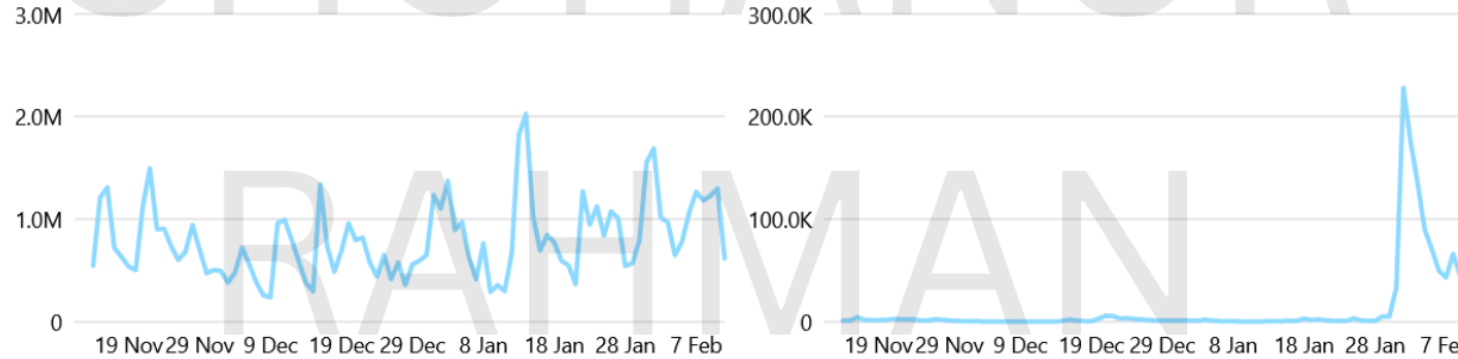
Reach

Facebook reach ⓘ

13,778,350 ↓ 3.1%

Instagram reach ⓘ

818,679 ↑ 102.6%



REACH

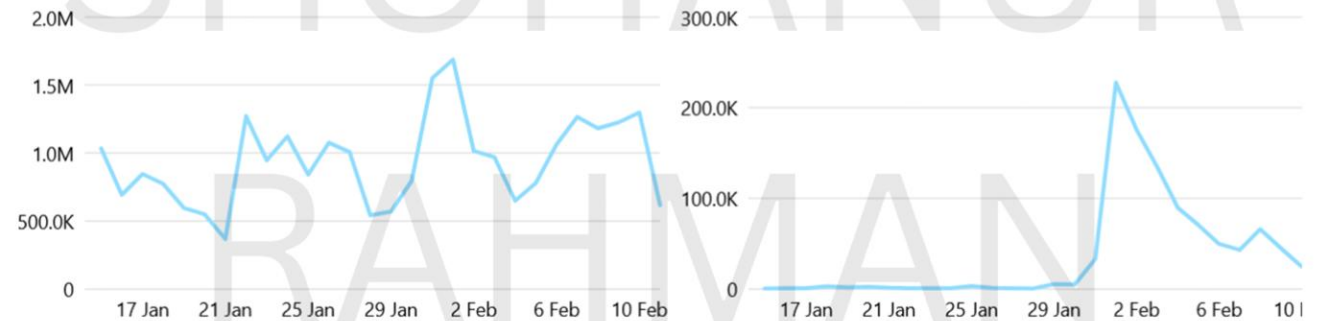
Reach

Facebook reach ⓘ

8,559,261 ↑ 17.3%

Instagram reach ⓘ

814,721 ↑ 5.1K%

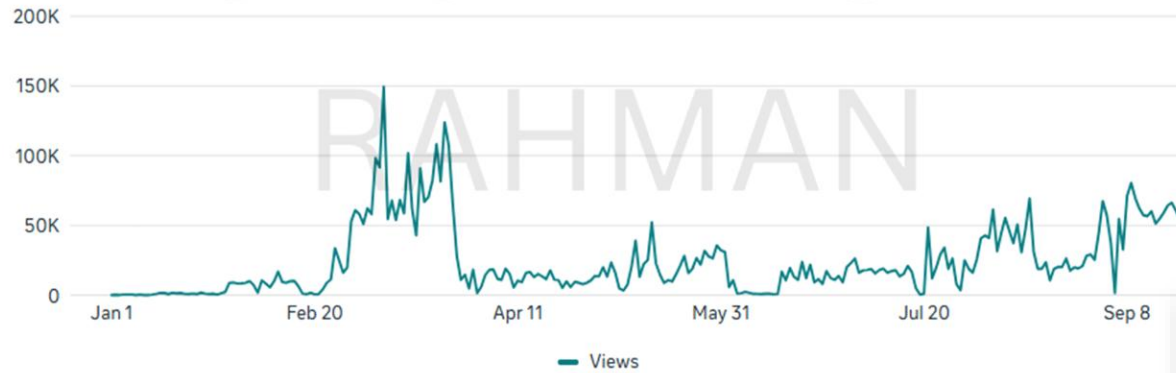


Content overview

Breakdown ▼

All Posts Stories Reels Videos Live

Views 6.4M Reach 2.2M ↑ 41.4K% 3-second views 424.2K ↑ 16.0K% 1-minute views 3.2K ↑ 7.6K% Content interactions 37.8K ↑ 2.1K% Watch time 72d 1'

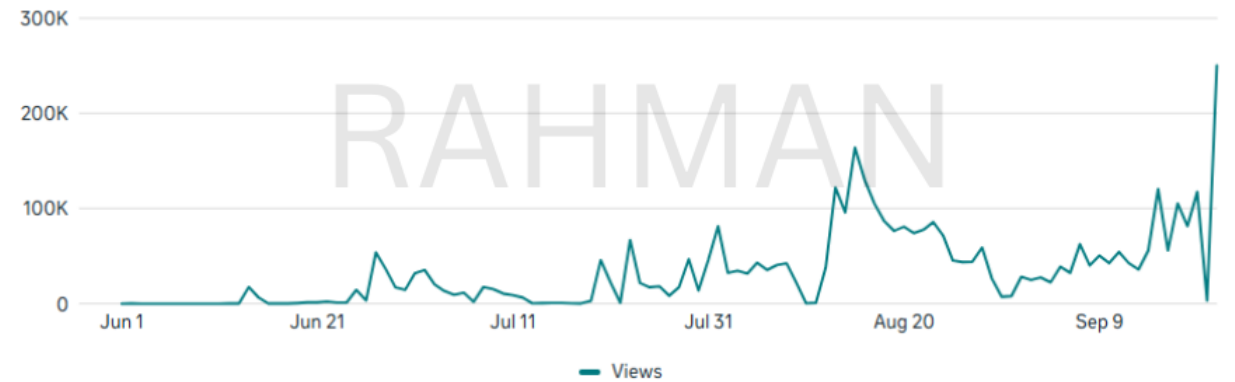


Content overview

Breakdown ▼

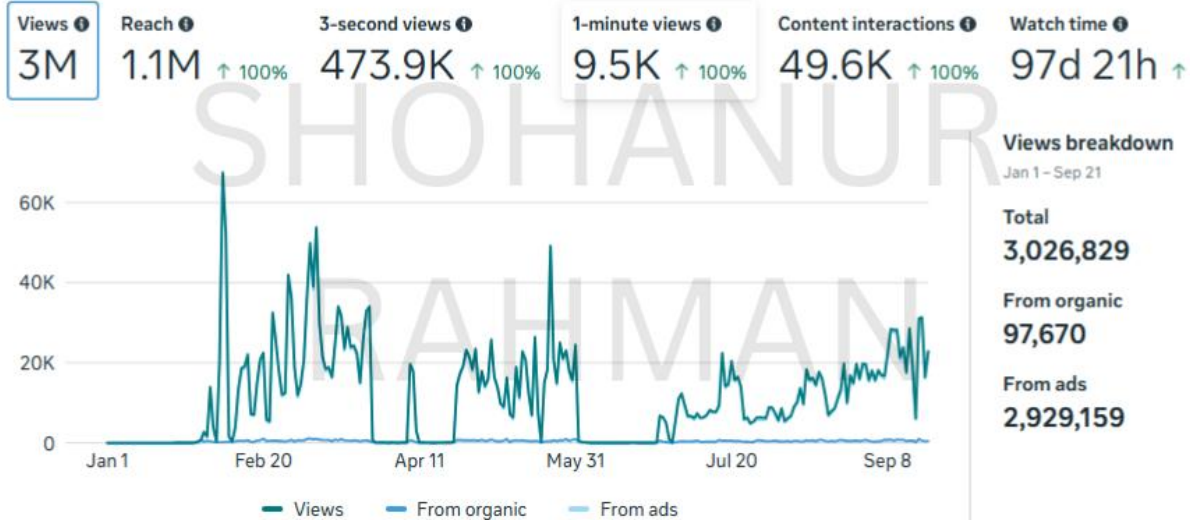
All Posts Stories Reels Videos Live

Views 3.8M ↑ 7.7M% Reach 927.3K ↑ 15.5M% 3-second views 198.5K ↑ 100% 1-minute views 0 0% Content interactions 11.8K ↑ 591.0K%



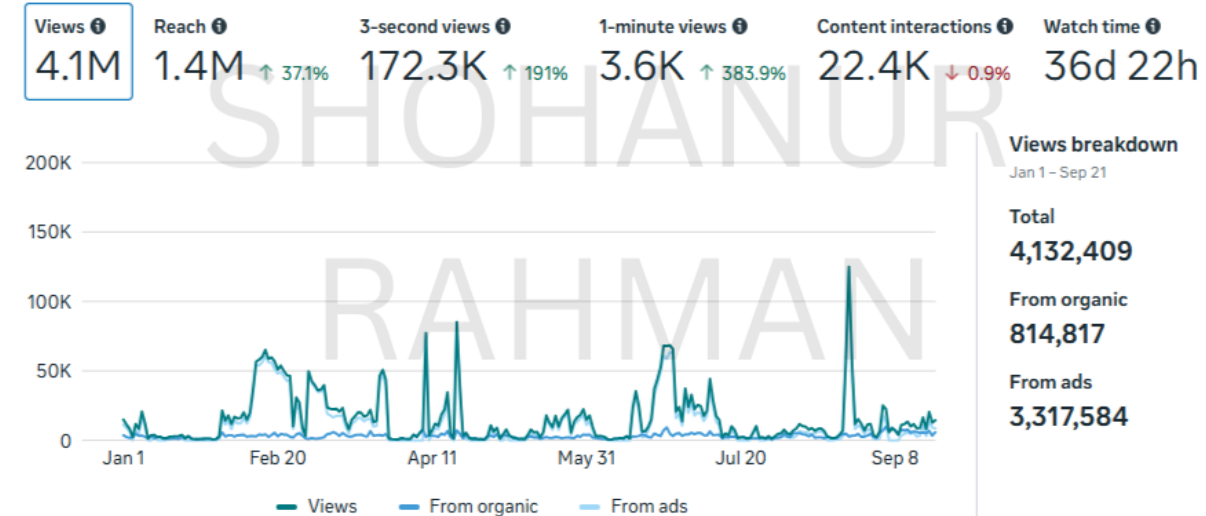
REACH

All Posts Stories Reels Live



REACH

All Posts Stories Reels Videos Live

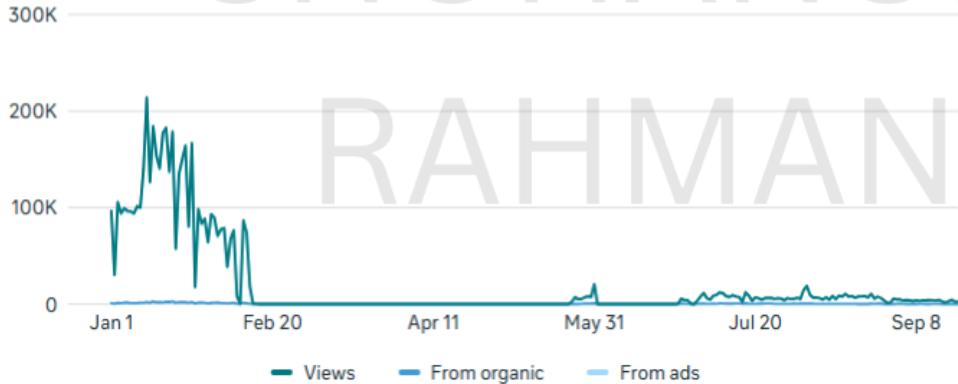


Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 5.1M Reach 1.8M ↓ 7.4% 3-second views 905.4K ↓ 37.7% 1-minute views 125 ↓ 77% Content interactions 67.3K ↓ 44.5% Watch time 155d 17h

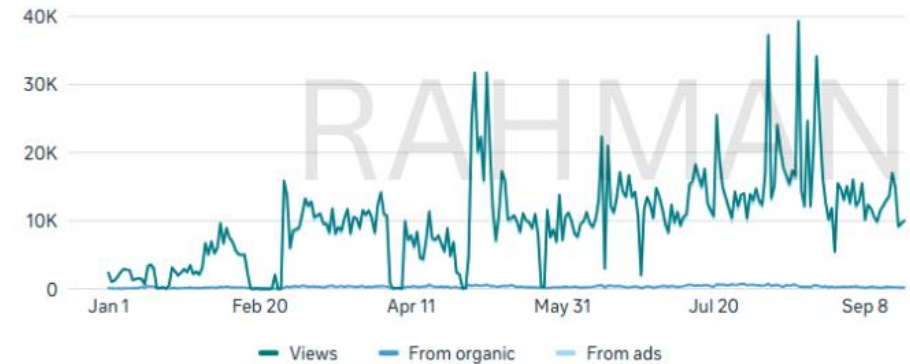


Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 2.6M Reach 880.5K ↑ 3.3K% 3-second views 532.9K ↑ 15.9K% 1-minute views 4K ↑ 1.0K% Content interactions 77.7K ↑ 3.9K% Watch time 113d



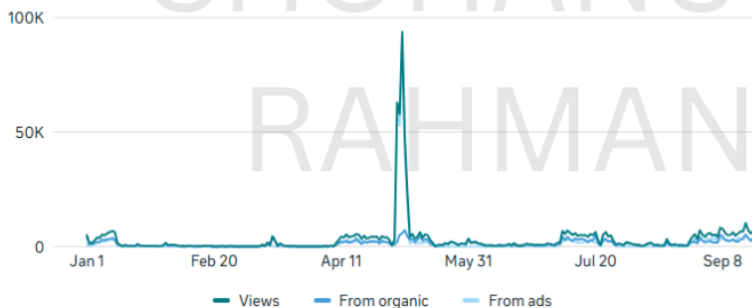
REACH

Content overview

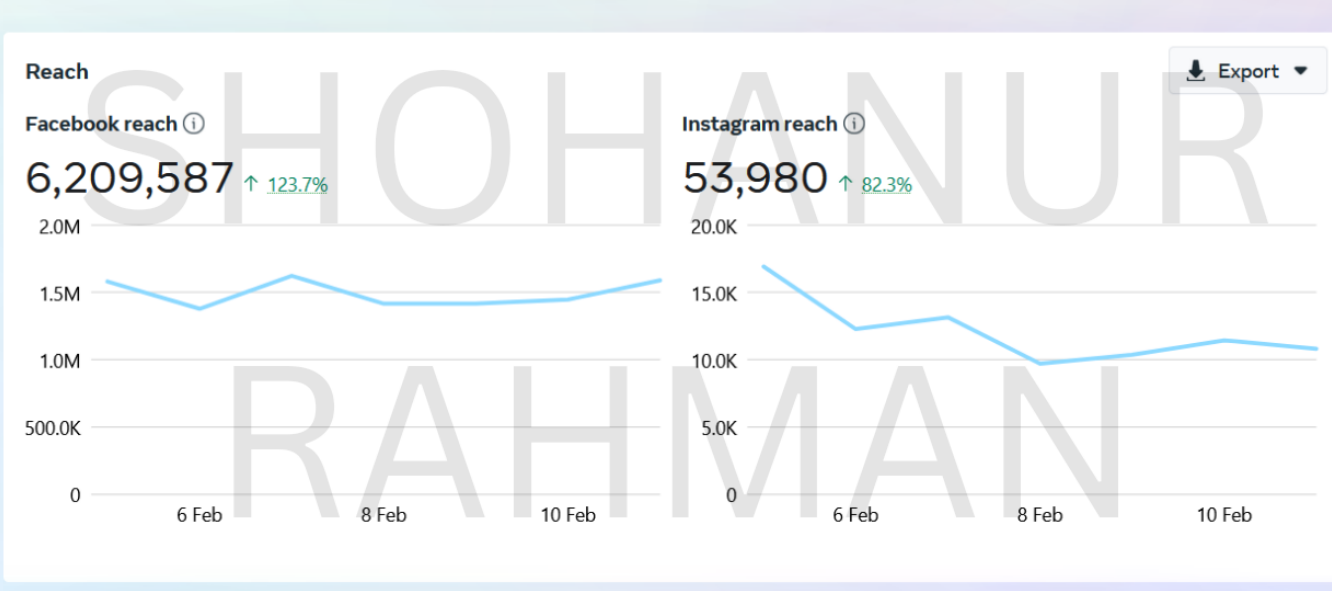
Breakdown: Organic/ads

All Posts Stories Reels Live

Views 835K Reach 298.6K ↓ 38.1% 3-second views 88K ↓ 55.1% 1-minute views 1.7K ↓ 78.6% Content interactions 6K ↓ 42% Watch time 15d 23h



REACH



Content overview

Explore noteworthy trends from the content that you recently created and shared.

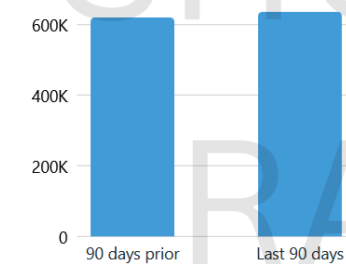
- Facebook posts
- Facebook Stories
- Instagram posts
- Instagram Stories

Reach

Post reach ⓘ

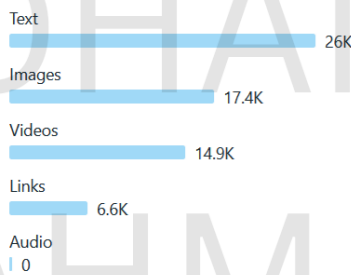
635.7K ↑ 2.6%

Total from last 90 days vs 90 days prior



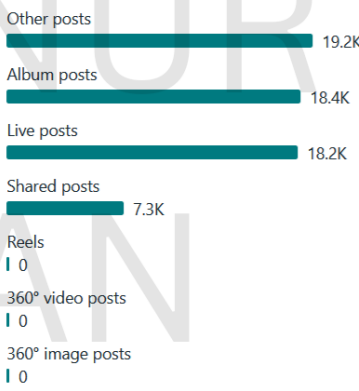
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Engagement

Ad trends

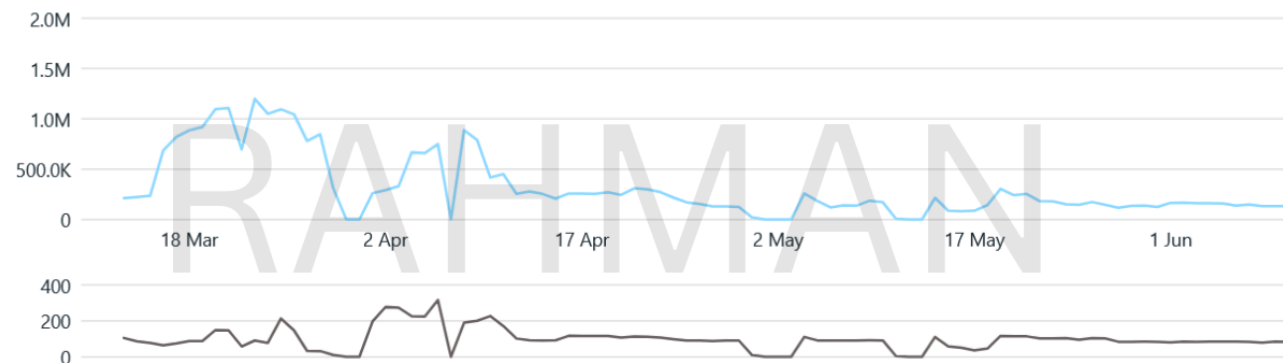
Paid reach ⓘ

8,431,885 ↑ 80.4%

Paid impressions ⓘ

38,852,344 ↑ 325.2%

Export ▼



REACH

Reach

Facebook reach ⓘ

4.9M ↓ 48.1%

Instagram reach ⓘ

457.3K ↑ 532.6%

Export ▼



VIDEOS

Performance overview

Activity types: All Customise

ThruPlays

75,453

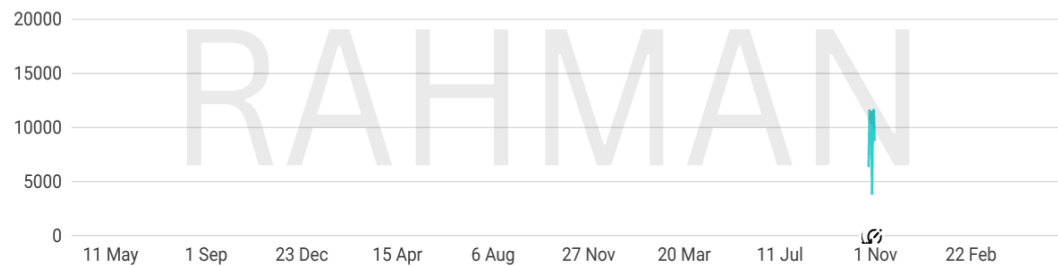
Cost per result ⓘ

\$0.001

Amount spent ⓘ

\$65.52

ThruPlays



ThruPlays Historical edits

Performance overview

Activity types: All Customise

ThruPlays

61,433

Cost per result ⓘ

\$0.001

Amount spent ⓘ

\$67.53

ThruPlays



ThruPlays Historical edits

VIDEOS

Performance

Daily

Cumulative



Reach ⓘ

19.5M ↑ 29.8%

Content interactions ⓘ

1.5M ↑ 302.9%

Followers ⓘ

Lifetime

572.5K

Link clicks ⓘ

968.7K ↑ 128.7%

Minutes viewed ⓘ

7.6M ↑ 235.8%

Performance overview

Activity types: All

Customise

ThruPlays

724,847

--

Cost per result ⓘ

\$0.001

--

Amount spent ⓘ

\$688.85

--

ThruPlays

30000

20000

10000

0

11 May

1 Sep

23 Dec

15 Apr

6 Aug

27 Nov

20 Mar

11 Jul

1 Nov

22 Feb

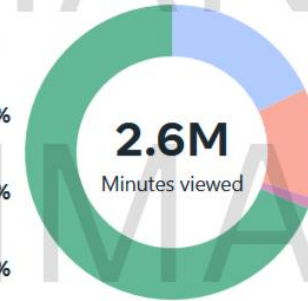
ThruPlays

Historical edits

VIEWS

Where your views are coming from

Traffic sources from 1 Sep 2023 - 30 Nov 2023



Minutes viewed by source

Traffic sources for your videos and the minutes viewed by each. Detailed traffic source information can be found in the tabs below.

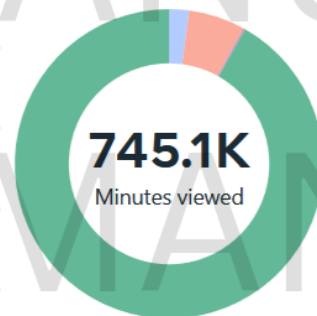
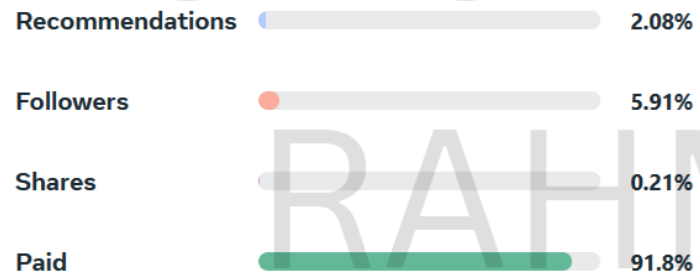
[Traffic source details](#)

See how Facebook recommends videos and learn more about followers and shares.

[Learn more](#)

Where your views are coming from

Traffic sources from 15 Jan 2024 - 11 Feb 2024



Minutes viewed by source

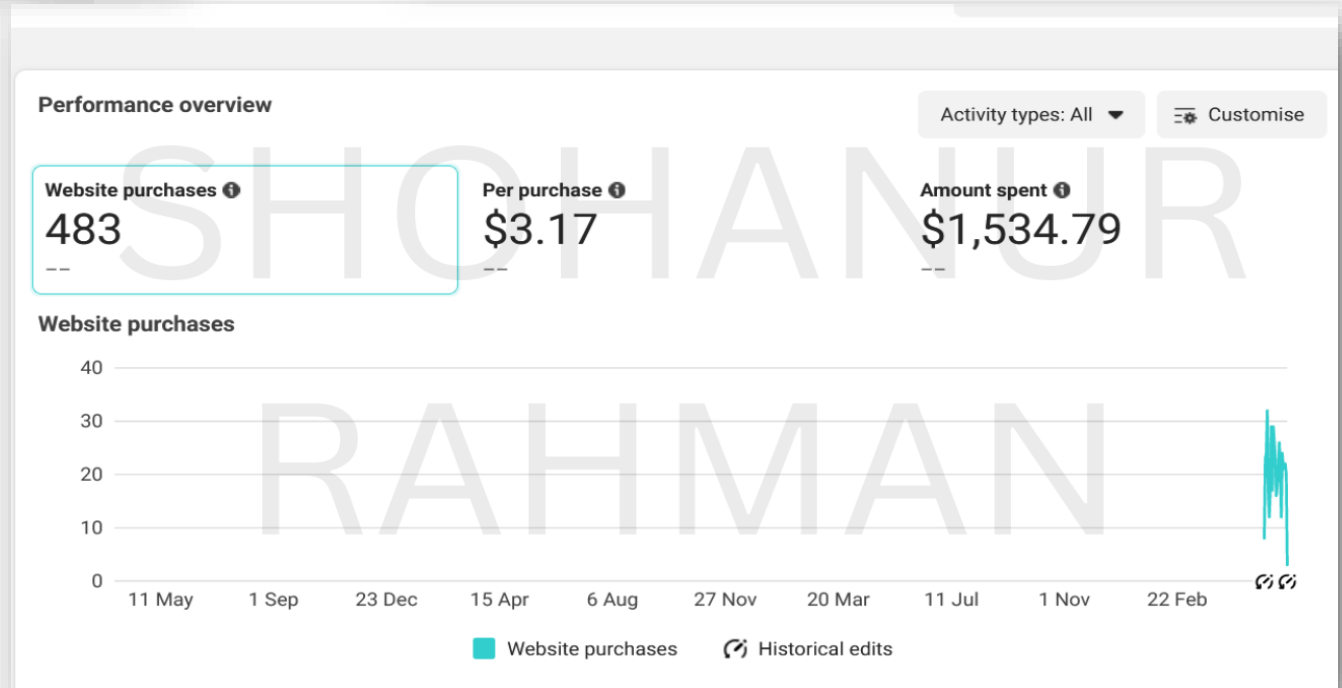
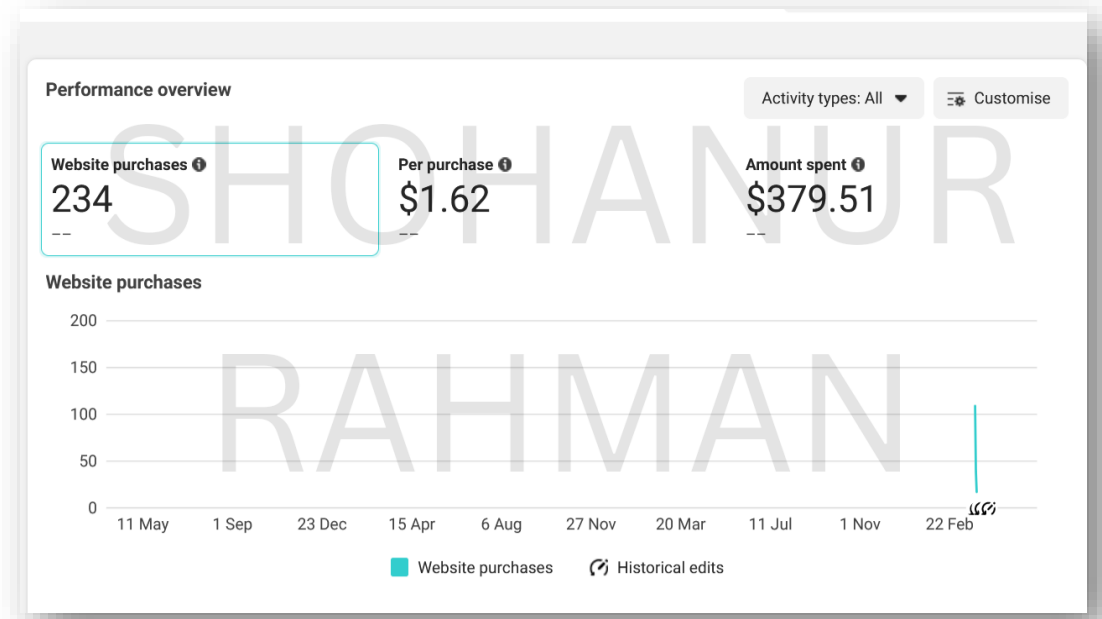
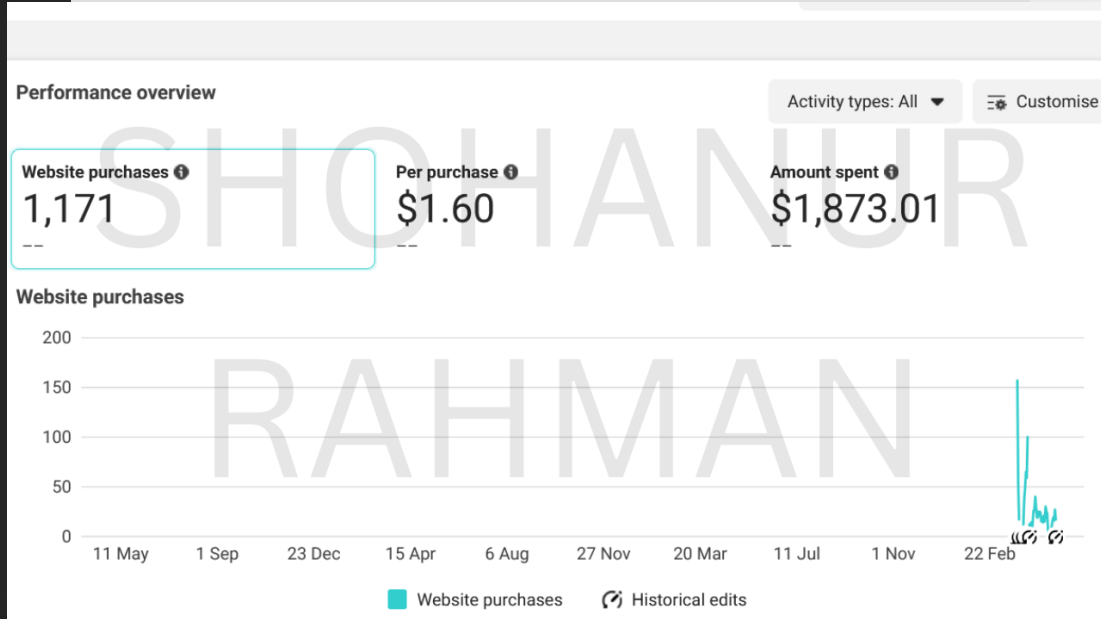
Traffic sources for your videos and the minutes viewed by each. Detailed traffic source information can be found in the tabs below.

[Traffic source details](#)

See how Facebook recommends videos and learn more about followers and shares.

[Learn more](#)

WEBSITE PURCHASE



Performance overview

Customise metrics

Link Clicks ⓘ

19,660

Per link click ⓘ

\$0.01

Amount spent ⓘ

\$124.38

Link Clicks



WEBSITE TRAFFIC

est More Columns: Custom Breakdown Reports Export Ch

Amount spent ↓	Reach ↑↓	Impressions ↑↓	Link clicks ↑↓	Landing page views ↑↓	Purchases ↑↓	Landing page view...
\$902.39	208,290	1,281,428	25,307	162	407	0.64%
\$551.05	295,520	943,603	19,412	136	130	0.70%
\$218.97	112,443	285,706	5,688	4,260	225	74.89%
\$183.16	58,929	240,998	5,567	4,206	227	75.55%
\$133.60	51,022	195,400	3,795	2,903	177	76.52%
\$110.36	69,897	188,178	2,832	19	15	0.67%
\$105.93	77,527	226,040	4,623	198	32	4.28%

Performance overview

Customise metrics

Link Clicks ⓘ

43,624

Per link click ⓘ

\$0.002

Amount spent ⓘ

\$71.44

Link Clicks



LET'S GET GOING

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