

NISHANT TIWARI PORTFOLIO

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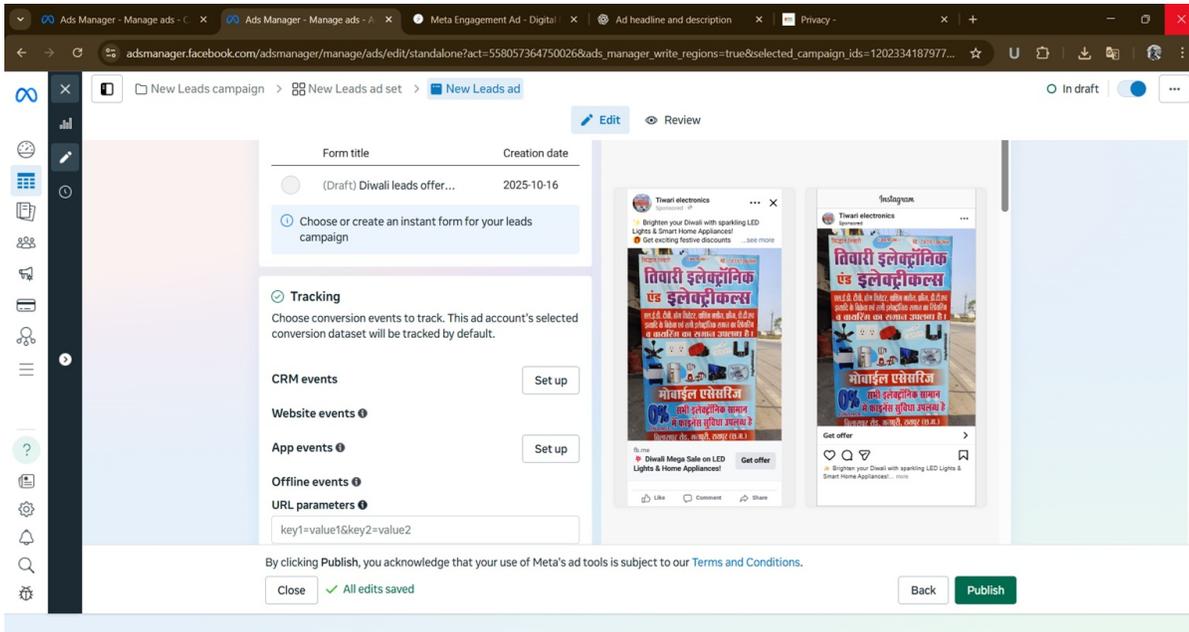
Title: STUDENT

Course: DIGITAL MARKETING



Title: Meta traffic ad

Category: Digital Marketing



The screenshot displays the Facebook Ads Manager interface for a 'New Leads ad' campaign. The browser address bar shows the URL: `adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=558057364750026&ads_manager_write_regions=true&selected_campaign_ids=1202334187977...`

Form title: (Draft) Diwali leads offer... **Creation date:** 2025-10-16

Tracking: Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

CRM events: Set up

Website events: Set up

App events: Set up

Offline events: Set up

URL parameters: `key1=value1&key2=value2`

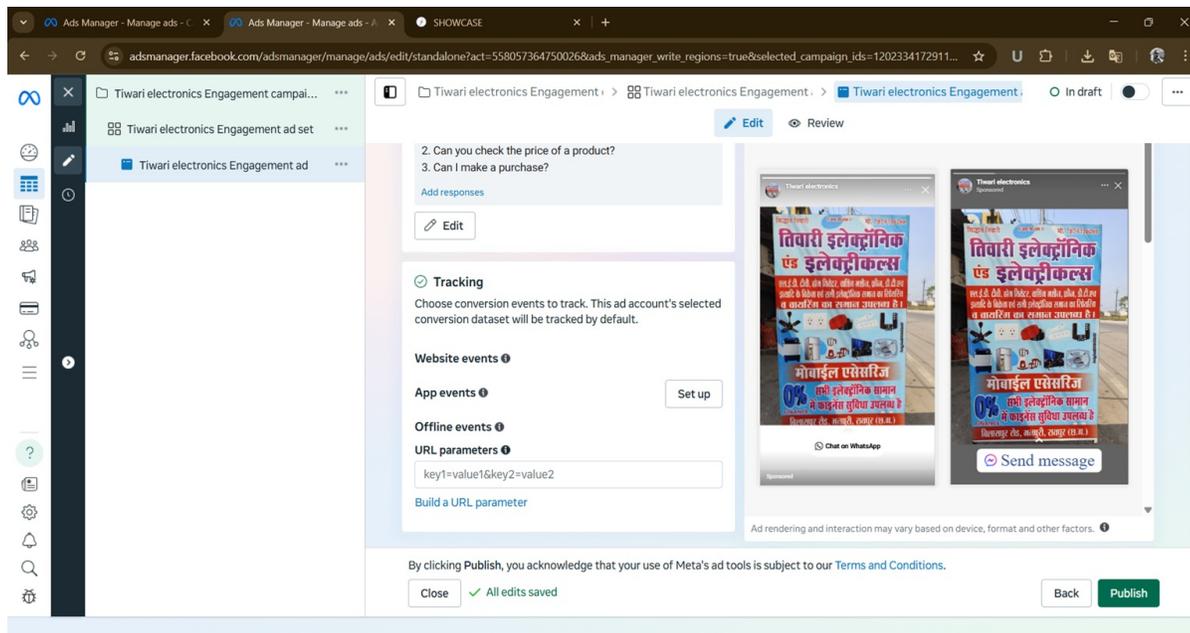
By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Buttons: Close, All edits saved, Back, Publish

Ad Preview: The ad is titled 'Brighten your Diwali with sparkling LED Lights & Smart Home Appliances!'. The creative features a festive Diwali theme with text in Hindi: 'तिवारी इलेक्ट्रॉनिक एंड इलेक्ट्रीकल्स' and 'मोबाइल एसेसरीज'. The ad includes a 'Get offer' button and is shown in a mobile view.

Title: Meta engagement ad

Category: Digital Marketing



The screenshot displays the Facebook Ads Manager interface for editing a Meta engagement ad. The browser address bar shows the URL: `adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=558057364750026&ads_manager_write_regions=true&selected_campaign_ids=1202334172911...`

The left sidebar contains navigation icons for Campaigns, Ad Sets, Ads, Reporting, and Settings. The main content area is titled "Tiwari electronics Engagement ad" and is in "In draft" status. It features an "Edit" button and a "Review" button.

The "Tracking" section is active, showing the following options:

- Website events:** Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.
- App events:** Includes a "Set up" button.
- Offline events:** Includes a "URL parameters" field with the value `key1=value1&key2=value2` and a "Build a URL parameter" link.

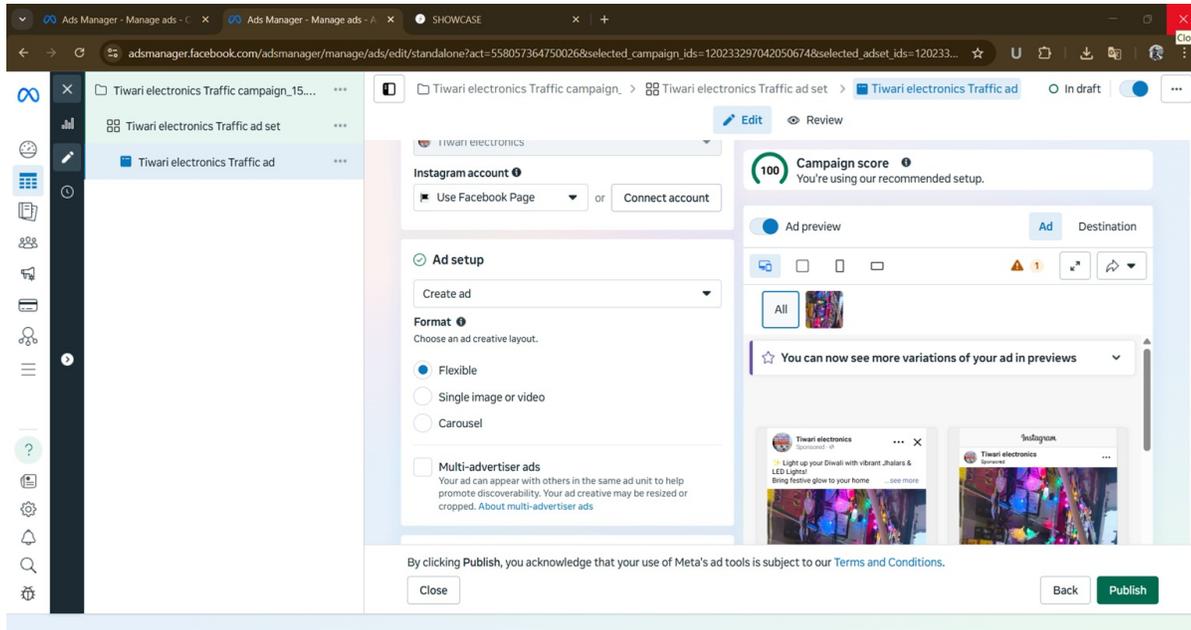
Below the tracking section, there is a disclaimer: "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#)."

At the bottom, there are three buttons: "Close", "All edits saved" (with a green checkmark), and "Publish".

On the right side, two mobile ad preview images are shown. Both ads feature the text "तिवारी इलेक्ट्रॉनिक्स एंड इलेक्ट्रीकल्स" (Tiwari Electronics and Electricals) and "मोबाइल एसेसरिज" (Mobile Accessories). The left ad has a "Chat on WhatsApp" button, and the right ad has a "Send message" button. The ad text in Hindi includes promotional offers like "0% EMI" and "Free Delivery".

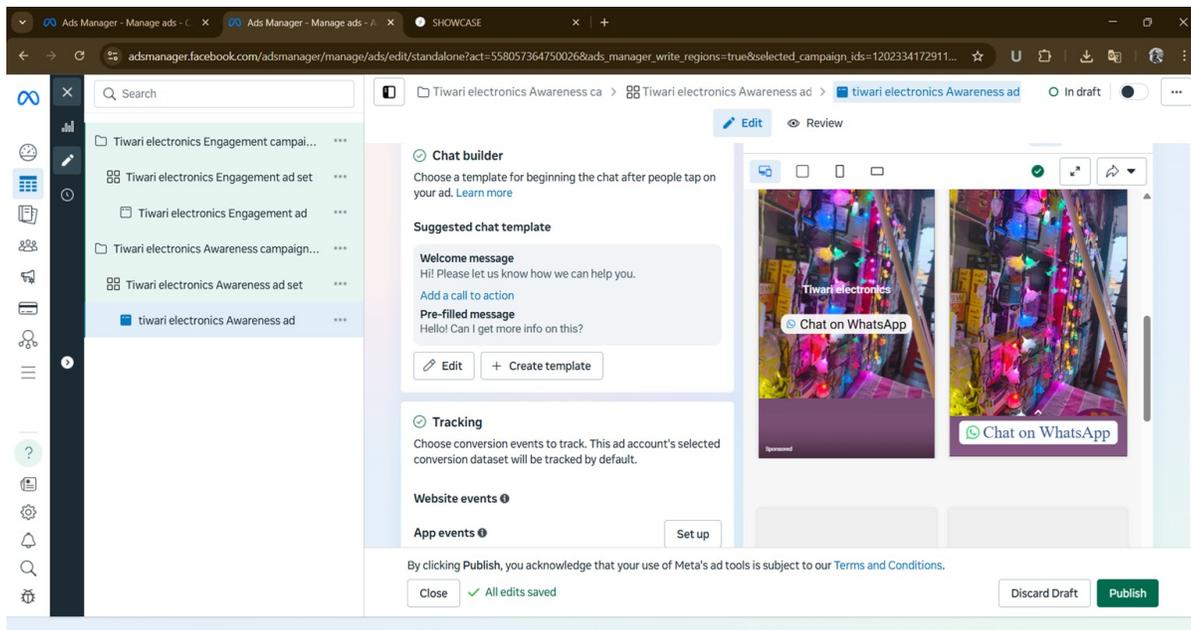
Title: Meta traffic ad

Category: Digital Marketing



Title: Meta awareness ad

Category: Digital Marketing



The screenshot displays the Facebook Ads Manager interface for editing a Meta awareness ad. The browser address bar shows the URL: `adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=558057364750026&ads_manager_write_regions=true&selected_campaign_ids=1202334172911...`

Navigation: The top navigation bar includes 'Tiwari electronics Awareness ca', 'Tiwari electronics Awareness ad', and 'tiwari electronics Awareness ad'. The status is 'In draft'.

Left Sidebar: A list of campaign and ad sets is visible, including 'Tiwari electronics Engagement campaign', 'Tiwari electronics Awareness campaign', and 'tiwari electronics Awareness ad'.

Main Content Area:

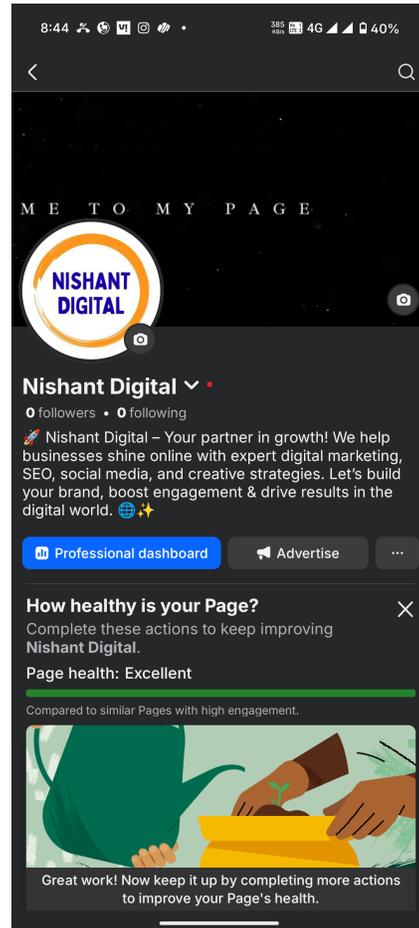
- Chat builder:** Includes a 'Suggested chat template' section with a 'Welcome message' (Hi! Please let us know how we can help you.) and a 'Pre-filled message' (Hello! Can I get more info on this?).
- Tracking:** A section for choosing conversion events to track.
- Website events:** A section for setting up website events.
- App events:** A section for setting up app events.

Preview: A preview window shows two mobile device screens displaying a WhatsApp chat bubble with the text 'Chat on WhatsApp' and the 'Tiwari electronics' profile picture.

Footer: A disclaimer states: 'By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions.' Below this are buttons for 'Close', 'All edits saved', 'Discard Draft', and 'Publish'.

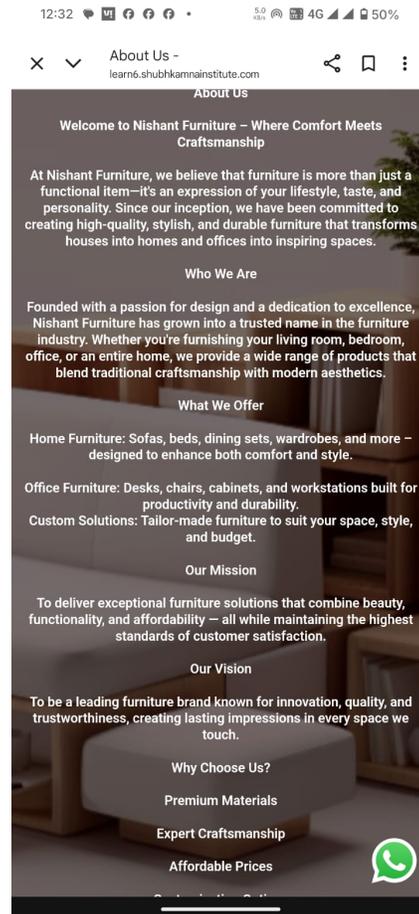
Title: Facebook and Instagram page

Category: Digital Marketing



Title: Website Work

Category: Digital Marketing



Title: Graphic design

Category: Digital Marketing



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