



Full-Funnel Paid Advertising Strategy for B2B Tech Brand

≡ Text	<u>Client: Saven Solution (B2B Tech Service Provider)</u> Role: B2B Growth & Performance Marketing Strategist Goal: Build a full-funnel paid advertising system to generate high-quality B2B leads Project description. At Saven Solution, I led end-to-end performance marketing to generate B2B leads via Meta and LinkedIn Ads. I built a full-funnel strategy (awareness to conversion), launched optimized campaigns, and integrated GA4 and Meta Pixel for tracking. I created high-converting ad creatives and set up automated lead nurturing flows. Within 45 days, I reduced CPL by 30%, helping turn ad spend into consistent, data-driven growth. Strategy & Execution - Designed awareness to conversion funnel across Meta & LinkedIn Ads - Launched high-converting lead gen campaigns - Implemented GA4 & Meta Pixel for conversion tracking - Created compelling ad creatives and copy
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	- Built automated lead nurturing flows using CRM & email sequences Results & Impact - 30%+ CPL reduction within 45 days - Increased lead quality through precise audience targeting - Enhanced tracking accuracy and ROI visibility - Scalable funnel structure for long-term B2B growth Skills & Tools Used: Meta Ads (Facebook & Instagram) LinkedIn Ads GA4 + Meta Pixel Integration Conversion Rate Optimization (CRO) Funnel Building & Retargeting CRM & Email Marketing Integration Ad Copywriting & Strategy Campaign Reporting & Analytics
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