

# Innovative strategies & Results-Oriented Solutions

**Client:**

<b>Client Name</b>	Basit Kareem
<b>Industry</b>	Second-Hand Automobile Market
<b>Location</b>	Khalid Bin Walid Road – Auto Showroom Hub
<b>Service/Product</b>	Selling second-hand cars



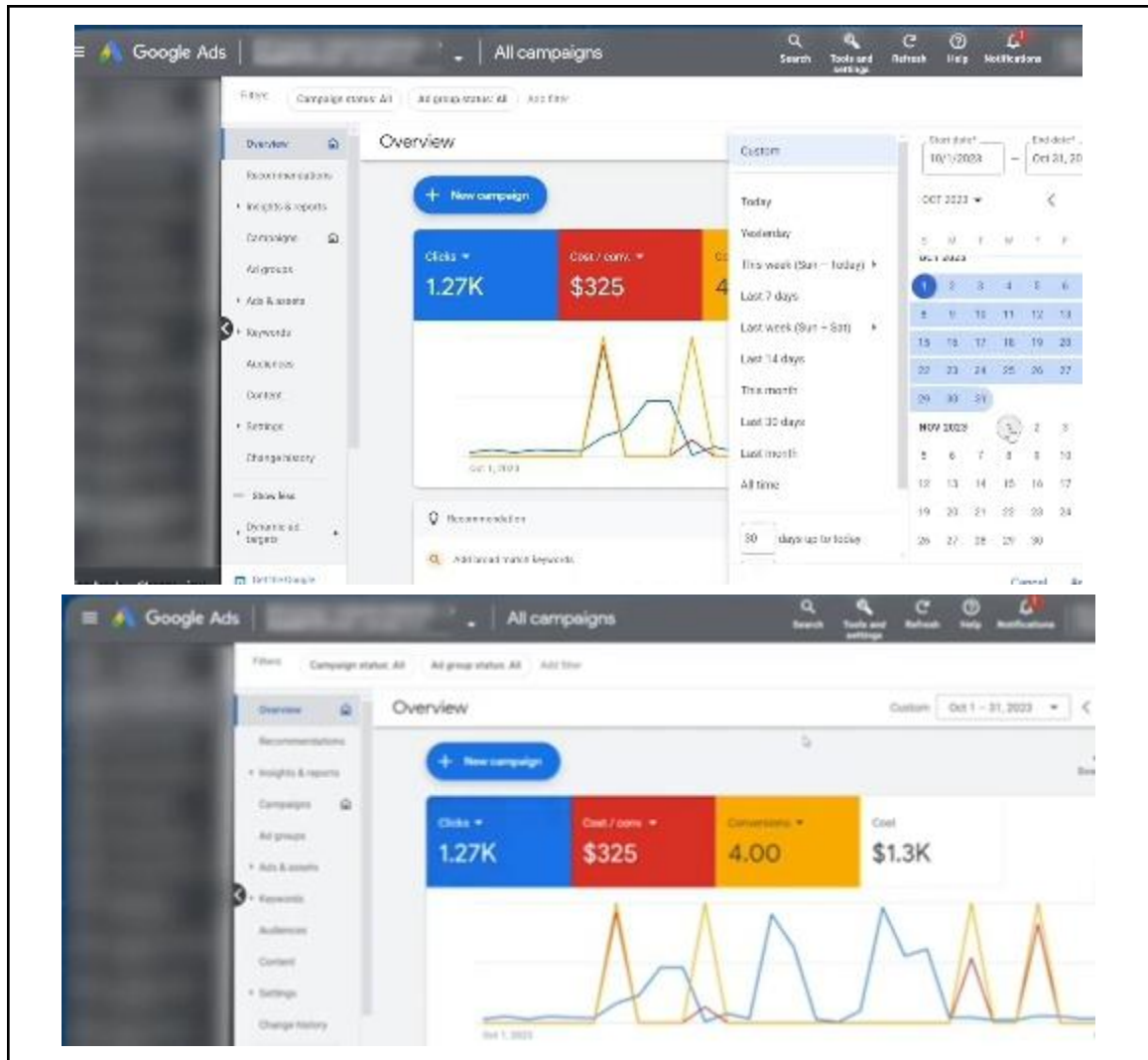
## Challenge:

- Issue
- Impact of the issue

## Issue

1. The cost per lick was too high
2. No leads despite ad spend.

OCTOBER DATE AND RESULT WHEN WE FIRST SAW THE AD
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## Impact of the issue

1. **Wasted Budget:** Overspending of money, but no leads
2. **Low ROI:** No sale, no revenue

These issues are enough to destroy a business. See, despite investing heavily in paid ads, when a company isn't getting any leads and revenue, it not only slows down the growth of a company but is a sign of the end of a business, too.

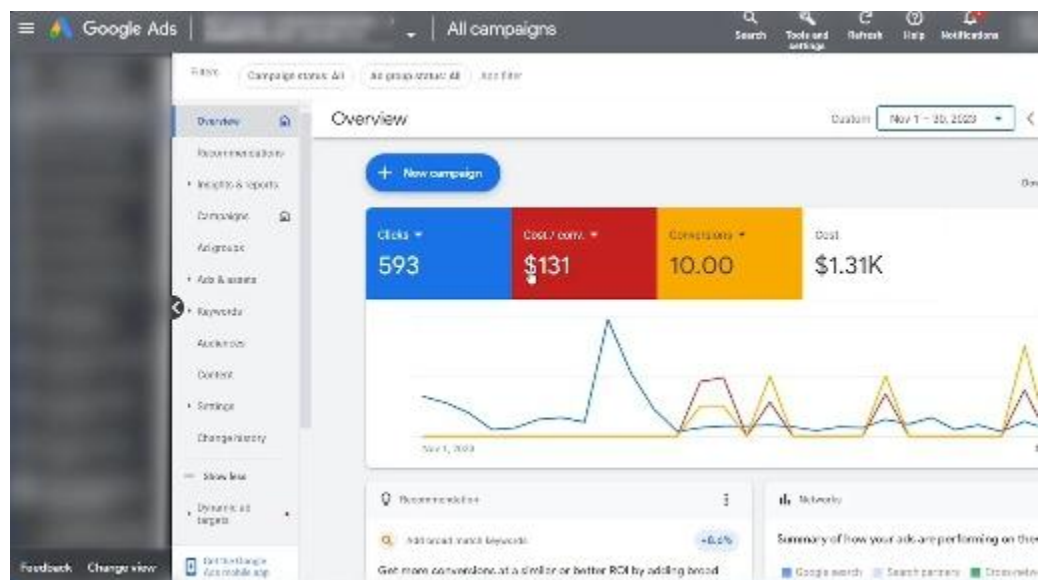
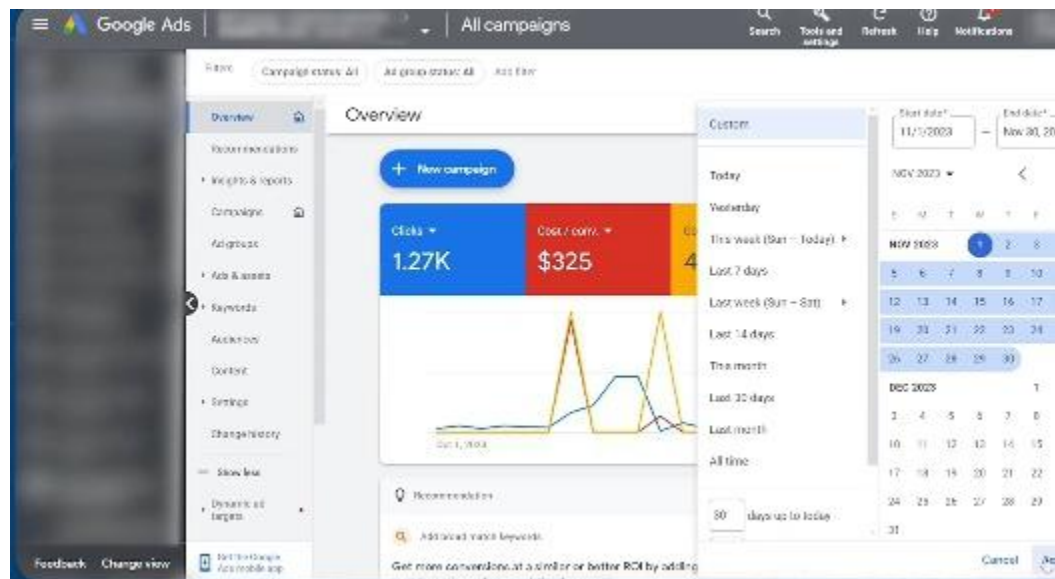
## Solution:

The chaos was created by a freelancer who was unaware of the strategy of the market, as targeting the right audience at the right time, but I was aware of it, as I know in B2B we have to target BOFO, not the general one as this campaign was not for awareness, reach, or traffic it

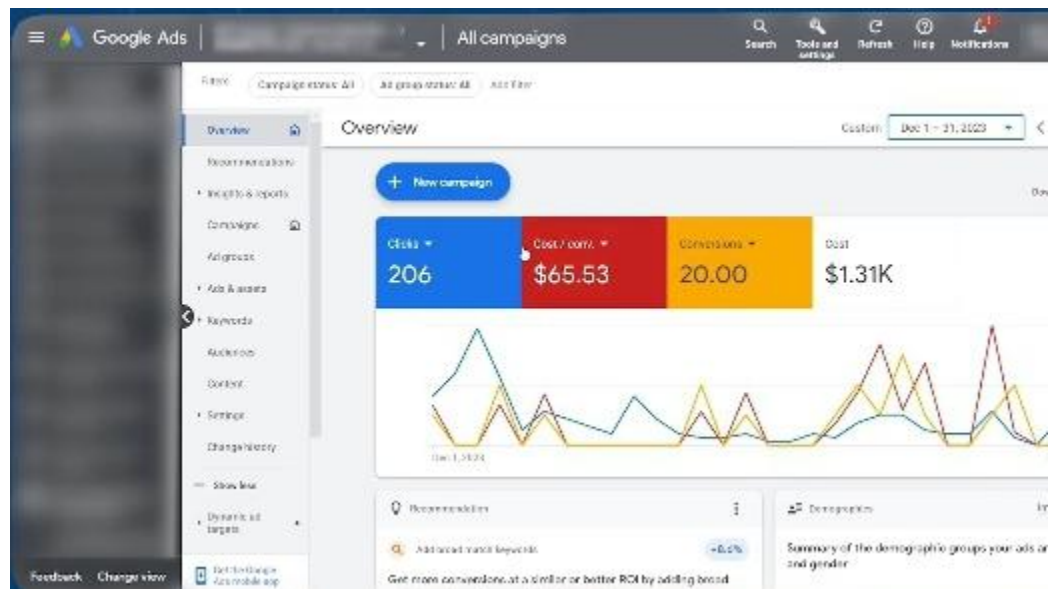
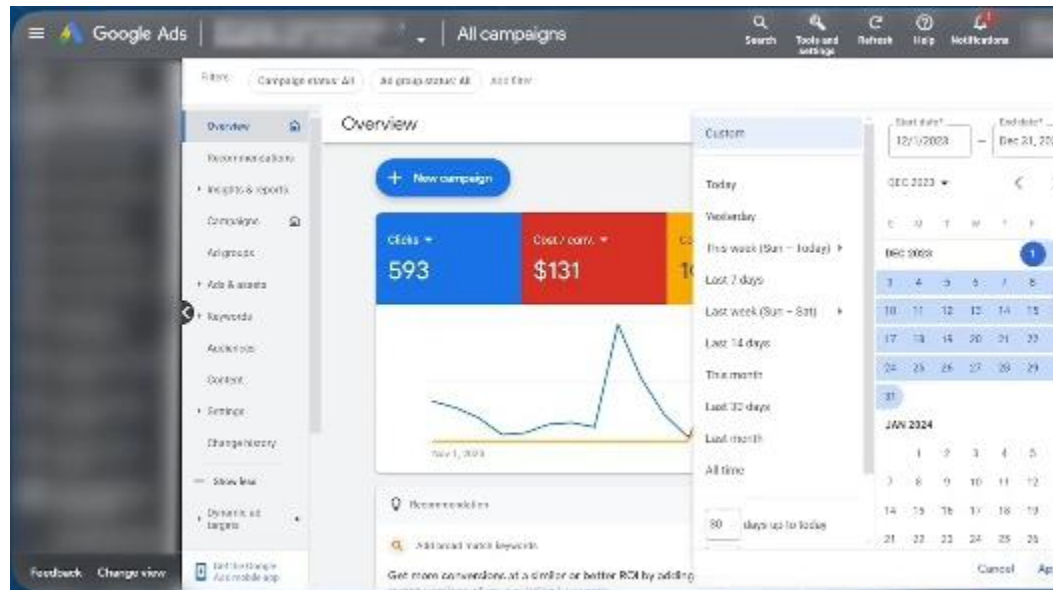
was for leads so i got this ad 31 of October and i came into my role as a digital marketer and began to work on,

### [My Result-Driven Google Search Ad Strategy.](#)

## November Results:



# December Results:



Now the results are right in front of you. BistakenNow is the perfect solution for your marketing issues, as I have summarized the case in the file. Marketing is not for the freelancer who can implement any idea, but it is for the business that the client wants to grow, and the right audience that is in want of the product of your business.