



PAST CLIENT WORK

LYDIA YANG PORTFOLIO
FACEBOOK AD MANAGEMENT SERVICES

HOW I CAN HELP YOU



SOCIAL MEDIA ADVERTISING

Develop a Social Media content strategy and drive web traffic/ bookings through effective content/ ads



CONTENT MARKETING/ EXTERNAL SEO

Create evergreen content through link-building and help you grow your organic Google ranking



CONSULTANCY/ TRAINING

Assess and review before providing actionable tips/ steps on how to improve your digital presence

TESTIMONIALS



Andrew Chow
Speaker/ Author

"...her expertise to stand out among the competition in led generation, sales conversion and customer retention. She is a rare gem to work with."



Francis Goh,
Founder

"Coupled with a strong content writing skill and a sharp eye for detail, Lydia is able to connect with the customers and write content that emotionally connect."



Norie Quintos,
National Geographic

"Engaging, informative, and up-to-date on this fast-moving industry. I'll be tapping her for her knowledge at the next opportunity to work together.t "



Vishal Jain
Strategist at Google

"...creativity of her ideas underpinned by the foundation of logic and deep thought behind every decision."

CLIENTS I HAVE WORKED WITH



SOCIAL MEDIA MANAGEMENT

1. FACEBOOK AD DESIGNING

Starwood Hotels Travel Exclusives
January 27 at 1:58pm · 🌐

100% holiday. 50% off. Whatever the occasion, we'd never say no to another holiday!



Exquisite afternoon tea by Taipei's "101" [Book Now](#)

... or a private dinner over Hongkong's nightscape.

Anantara Dhigu Maldives Resort
7 October 2017 · 🌐

Together with our resident Marine Biologist, you and your little ones can help conserve our beautiful coral reefs. Adopt and plant your very own coral table in our crystal clear lagoon, and preserve our unique marine life for generations to come!
[Learn more](http://dhigu-maldives.anantara.com/view-coral-lot.aspx) | <http://dhigu-maldives.anantara.com/view-coral-lot.aspx>




130 1 Comment 7 Shares

[Like](#) [Comment](#) [Share](#)

Starwood Hotels Travel Exclusives
January 11 · 🌐

Uncover more treasures and exclusive savings in the Pacific. Book your summer break now.




Pick your paradise
Book your escape today and save on our resorts in Fiji and Samoa. Book by 7th February for stays until 31st March 2016.

ASIAPACIFIC.STARWOODOFFERS.COM/PACIFICSALE [Book Now](#)

[Like](#) [Comment](#) [Share](#)

eskapades
February 6 at 8:19pm · 🌐

Place your bid at <http://www.eskapades.com/auktion.2841> before tonight for a chance to stay at W Retreat & Spa - Maldives
<http://www.wretreatmaldives.com>



36K Views

[Like](#) [Comment](#) [Share](#)

You and 348 others like this Top Comments

49 shares

Write a comment.

[Lotta Rothfuchs Panda](#) we gotta go 🐼
[Like](#) [Reply](#) · 1 · February 7 at 12:41am
[1 Reply](#)

SOCIAL MEDIA MANAGEMENT

2. FACEBOOK AD DESIGNING (Different Formats)


 **Lydiascapes Travel** is celebrating International Women's Day. March 8 · 🌐

FROM hitchhiking through 4 continents to volunteering in Bolivia to surviving overnight in the wild, we present to you the Top 20 Inspiring Female Adventurers this 2019. It's my hope you know one such crazy one in life! #HappyInternationalWomensDay
Special Feature: ... See More




Top 20 Inspiring Female Travellers


LYDIASCAPES.COM
Top 20 Inspiring Female Adventurers to Follow | International Womens Day

 **The Romance Collection**
Sponsored · 🌐


Fancy a complimentary room upgrade, a bottle of wine, or spa session for two? Every booking made on The Romance Collection website is complemented with a Romance Treat - that little something special to make all the difference for your romantic getaway. Browse our hotels today!




Romance Treat: Room Upgrade [Learn More](#)



Romance Treat: Spa Session [Learn More](#)



Romance Treat: High Tea Session [Learn More](#)



See more at
THEROMANCECOLLECTION.COM

Like Comment Share


PAST CAMPAIGNS

3. CANVA AD DESIGN (Click link on mobile to experience it)

Post Details

Sheraton Maldives Full Moon Resort & Spa
Published by Lydia Yang [?] · December 21, 2018 · 🌐

Celebrate this festive Season at Sheraton Maldives. Enjoy gifts, games, and family cheer for the whole family. Then, greet 2019 with our New Year's Eve Gala Dinner and Countdown!



Find Out How We Celebrate Christmas In Maldives...

FB.COM

Get More Likes, Comments and Shares
Boost this post for \$150 to reach up to 86,000 people.

49,738 People Reached **329** Engagements [Boost Post](#)

👍❤️ 45 8 Shares

👍 Like 💬 Comment ➦ Share ⚙️

Performance for Your Post

49,738 People Reached

67 Reactions, Comments & Shares 📈

56 Like	49 On Post	7 On Shares
3 Love	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

262 Post Clicks

1 Photo Views	210 Link Clicks 📈	51 Other Clicks 📈
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NEGATIVE FEEDBACK

1 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page


Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

CAMPAIGN RESULTS

4. CANVAS AD DESIGN (Click [link](#) on mobile to experience it)

The St. Regis Maldives Vommuli Resort
Written by Lydiascapes [?] · January 16 at 10:18 PM · 🌐

Private terraces, pristine beaches, and a haven of tranquility inspire moments of relaxation at The St. Regis Maldives Vommuli Resort. Experience exquisite resort living only at Maldives' finest address.



Discover Experiences Beyond Expectation
00:31

137,688 People Reached **5,181** Engagements

👍❤️😂 রানা ভাই, Dinesh Ale and 152 others 4 Comments 9 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

137,688 People Reached

15,675 3-Second Video Views

192 Reactions, Comments & Shares ⓘ

158 Like	156 On Post	2 On Shares
13 Love	13 On Post	0 On Shares
7 Wow	7 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
5 Comments	4 On Post	1 On Shares
9 Shares	9 On Post	0 On Shares

4,989 Post Clicks

280 Clicks to Play ⓘ	4,620 Link Clicks	89 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Performance for Your Post

3,425 Minutes Viewed

15,675 3-Second Video Views

3,578 10-Second Video Views

0:03 Average Video Watch Time

Audience Retention

Audience and Engagement

Total views: 327K


[Boost Post](#)

PAST SUCCESSFUL CAMPAIGNS

The Romance Collection
Sponsored · 🌐

Planning your anniversary, honeymoon, or just the next romantic getaway? No more endless search!

We've got you covered with our handpicked collection of the most romantic hotels in Asia, all in one place! And the icing on the cake: get an exclusive FREE Romance Treat during your stay at each hotel!



THEROMANCECOLLECTION.COM
Looking For Hotels You'll Fall in Love With? [Book Now](#)

👍 Like 💬 Comment ➦ Share

Desktop News Feed ▾

W Maldives
Sponsored · 🌐

Dive deep into the best sites in the Maldives #BestHouseReef
<http://whotels.ht/2qaaFNB>



WWW.WMALDIVES.COM
W Maldives [Learn More](#)


👍❤️👤 88 3 Comments 13 Shares 2.9K Views

👍 Like 💬 Comment ➦ Share


-  **Ben Knight Nikki Scott** 🥰🥰🥰
2 years ago
-  **Franco Meli** Si perfect place
2 years ago
-  **Niels Bouwman Eline Vermeulen**
2 years ago

PAST SUCCESSFUL CAMPAIGNS




Desktop News Feed ▾ 2 of 2 < >




 **Sheraton Maldives Full Moon Resort & Spa**
Sponsored · 🌐

Experience the mesmerizing beauty of the Maldives, its turquoise waters and pristine beaches at Sheraton Maldives; conveniently located on a private island just 15-20 minutes away from the airport. Find out more at <http://www.sheratonmaldives.com/>





Sheraton Maldives Full Moon Resort & Spa
Hotel


   Pankaj Chamar, Mukul Bar and 12K others 45 Comments 183 Shares


 Like  Comment  Share


[Learn More](#)


 **Elaine Ross** Angela Stirling
7 months ago


 **Angela Stirling** Such good memories ❤️
7 months ago


 **Nicole Dawn Penanueva** Shi Jie Fujimoto murag fake lagi hahahahaha
7 months ago


 **Shi Jie Fujimoto** fake man jud na hahahahaha
7 months ago


 **Nicole Dawn Penanueva** pataka dili man gud
7 months ago


 **Shi Jie Fujimoto** kay dili diay hahaha
7 months ago


 **Tipawan Piya** I will go there. ☐☐
8 months ago


 **Michelle Mic** Sorphea Khek Andrea Jurado we must go here !!!
8 months ago


 **Andrea Jurado** My goodness, yes. Love!
8 months ago

 **Steve Elliott** Happy birthday Gemma Elliott us next week ☐☐ 🥰❤️
9 months ago

 **Darshana Mishra** Full moon wow
9 months ago

 **Nithavijesh Nithavijesh **
9 months ago

 **Mapuii Hero** Moi lutuk.
9 months ago


 **Divya Gohil** Mama miya...
9 months ago

PAST SUCCESSFUL CAMPAIGNS

Desktop News Feed ▾ 2 of 10 < >


W Maldives
Sponsored · 🌐

Book your Maldives stay at W Maldives to get New Year's Eve Gala Dinner and Return Seaplane transfers for free!



Luxury Maldives Resort

Book Now



Overwater dining at FISH restaurant

👍❤️😱 Frenzel Philippe, Dominik Jäger and 565 others · 23 Comments · 34 Shares

👍 Like 💬 Comment ➦ Share

[Refresh preview](#) · [Report a problem with this preview](#)

Erwin Overdijk Hut and sea looks beautiful, a shame that with all these huts, the only culture there is western tourists....
2 years ago

Andre Weck Jennifer Goltz irgendwann.....😞😞😞❤️❤�
2 years ago

Alexandre Buchs Cécilia Mayeux
2 years ago

Erwin van Dam Looking crowded with so many bungalows in a row.
2 years ago

Mike Houtsma Anneloes Dobma
2 years ago

Isabell Schmidt Sascha Kah
2 years ago

Bouwe Sake Swart Sjoerd Heeringa
2 years ago

Sjoerd Heeringa Lieket net sa raar as wol
2 years ago

Rebecca Meijer Dirk Meijer
2 years ago

Est Her KR Henk, zie je ons hier samen al op een strandbedje liggen♥
2 years ago

Henk Kruizinga Lijkt me heerlijk😋
2 years ago

Olaf Smits Carolien Spruijt
2 years ago

Carolien Spruijt Wanneer gaan we??
2 years ago

Arsen Begovic Tulj Drago Drazen Morzan Goran Popovic hoćemo ovdje na neki sajam? 😊
2 years ago

Ad Campaigns with Ad sets, A/B testing and Remarketing

Search Filters: Objectives: Video views X Impressions (Campaign): > 0 X + Save Filter Clear Nov 30, 2018 – Jan 29, 2019

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Performance Breakdown Reports

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	3-Second Video Views	Video Percentage Watched	Video Average Watch Time
<input type="checkbox"/>	Canvas_views_couples/girls' trip - Saudi Arabia	Inactive	\$20.00 Daily	36,610 10-Second Video...	318,655	608,898	\$0.01 Per 10-Second Vi...	\$265.99	Jan 28, 2019	126,927	11.46%	00:03
<input type="checkbox"/>	Canvas_views_couples/girls' trip - Qatar	Inactive	\$13.00 Daily	24,486 10-Second Video...	169,119	338,113	\$0.01 Per 10-Second Vi...	\$173.64	Jan 28, 2019	79,313	12.68%	00:03
<input type="checkbox"/>	Canvas_views_couples/girls' trip - UAE	Inactive	\$20.00 Daily	23,954 10-Second Video...	194,080	300,155	\$0.01 Per 10-Second Vi...	\$262.68	Jan 28, 2019	76,831	13.33%	00:04
▶ Results from 3 campaigns				85,050 10-Second Video...	676,734 People	1,247,166 Total	\$0.01 Per 10-Second Vi...	\$702.31 Total Spent		283,071 Total	12.25% Average	00:03 Average

RESULTS

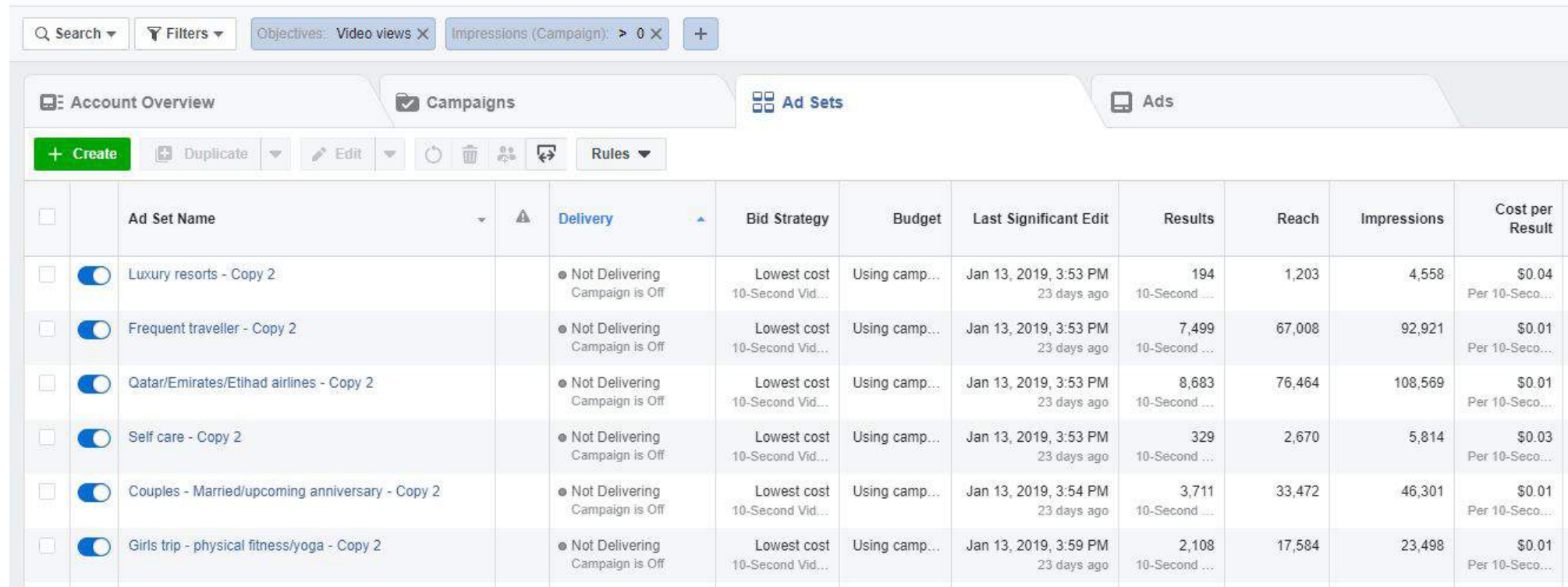
Spend:
\$703

Impressions:
1,250,000

Video Views:
283,000

Cost Per Result:
\$0.01

Ad Campaigns with Ad sets, A/B testing and Remarketing



The screenshot shows the Facebook Ads Manager interface. At the top, there are search and filter options, and tabs for 'Account Overview', 'Campaigns', 'Ad Sets', and 'Ads'. Below the tabs is a toolbar with 'Create', 'Duplicate', 'Edit', and 'Rules' buttons. The main table displays a list of ad sets with columns for Ad Set Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, and Cost per Result.

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Luxury resorts - Copy 2	● Not Delivering Campaign is Off	Lowest cost 10-Second Vid...	Using camp...	Jan 13, 2019, 3:53 PM 23 days ago	194 10-Second ...	1,203	4,558	\$0.04 Per 10-Seco...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Frequent traveller - Copy 2	● Not Delivering Campaign is Off	Lowest cost 10-Second Vid...	Using camp...	Jan 13, 2019, 3:53 PM 23 days ago	7,499 10-Second ...	67,008	92,921	\$0.01 Per 10-Seco...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Qatar/Emirates/Etihad airlines - Copy 2	● Not Delivering Campaign is Off	Lowest cost 10-Second Vid...	Using camp...	Jan 13, 2019, 3:53 PM 23 days ago	8,683 10-Second ...	76,464	108,569	\$0.01 Per 10-Seco...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Self care - Copy 2	● Not Delivering Campaign is Off	Lowest cost 10-Second Vid...	Using camp...	Jan 13, 2019, 3:53 PM 23 days ago	329 10-Second ...	2,670	5,814	\$0.03 Per 10-Seco...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Couples - Married/upcoming anniversary - Copy 2	● Not Delivering Campaign is Off	Lowest cost 10-Second Vid...	Using camp...	Jan 13, 2019, 3:54 PM 23 days ago	3,711 10-Second ...	33,472	46,301	\$0.01 Per 10-Seco...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Girls trip - physical fitness/yoga - Copy 2	● Not Delivering Campaign is Off	Lowest cost 10-Second Vid...	Using camp...	Jan 13, 2019, 3:59 PM 23 days ago	2,108 10-Second ...	17,584	23,498	\$0.01 Per 10-Seco...

RESULTS

Ad Sets
6

Impressions:
278,000

Cost Per Result:
\$0.01 - \$0.04

HOW I CAN HELP YOU



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Assess and review before providing actionable tips/ steps on how to improve your digital presence



LET'S WORK TOGETHER

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DIGITAL MARKETING CONSULTANCY