

PharmaTek & Moksha – Full Funnel Marketing Execution

Strategic growth campaigns for healthcare education and direct-to-consumer jewelry

Project Overview



Objective

Develop full-funnel marketing strategies for PharmaTek (healthcare education) and Moksha (DTC jewelry)



My Role

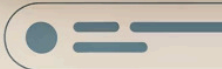
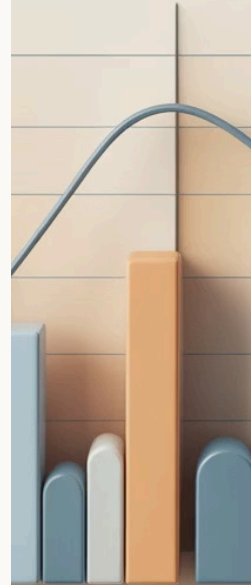
Led campaign creation, optimization and analytics across Google, Meta, landing pages and CRM



Scope

Integrated marketing execution spanning paid media, conversion optimization, and customer lifecycle

Reports Campaigns



Ad Strategy (Google & Meta)

Tailored paid media approaches for two distinct industry verticals

Client Ad Targets



PharmaTek

B2B2C pharma education startup

Target: Job-seeking pharma professionals

Primary goal: Webinar registrations



Moksha

Female-led D2C jewelry label

Target: Diaspora women (20-35)

Primary goal: Product sales from collections

Campaign Framework

Keyword Strategy

PharmaTek: "pharma bootcamps," "clinical certification"

Moksha: "Indian gold jewelry USA," "ethical jewelry"

Channel Optimization

PharmaTek: Google Search focus, LinkedIn retargeting

Moksha: Meta visual ads, Instagram Stories

Creative Execution

PharmaTek: Professional credentials emphasis

Moksha: Lifestyle imagery, UGC integration

Ad Performance Highlights

PharmaTek Google Search Ad

PharmaTek Certification | Pharmaceutical Training

www.pharmateksol.com/certification

Join Our Pharma Bootcamp & Advance Your Career. Industry-Recognized Training. Enroll Today!

4.2% CTR with 12% conversion to webinar registration

Moksha Meta Carousel Ad

Discover Moksha's Heritage Collection

Ethically sourced gold jewelry inspired by traditional designs.

Free shipping on orders \$150+. Shop our new arrivals today!

2.8% CTR with 3.5x ROAS for collection launch

Landing Pages

PharmaTek



Clear Design

Focused layouts with prominent CTAs



Webinar Signups

Streamlined forms for event registrations



Credibility

Industry credentials and testimonials

Moksha



Visual Focus

Product-centered with quick purchase paths



Social Proof

Instagram integration with customer reviews



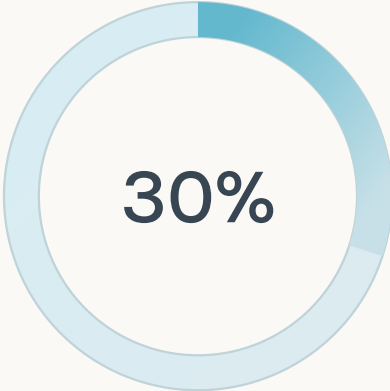
Easy Shopping

"Shop the look" from Instagram to purchase

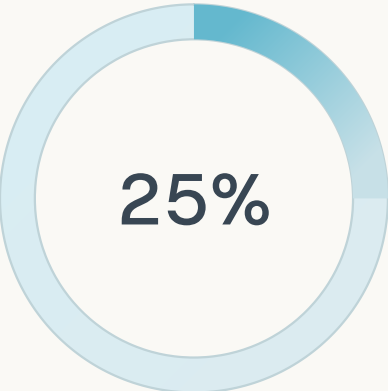
Performance Metrics



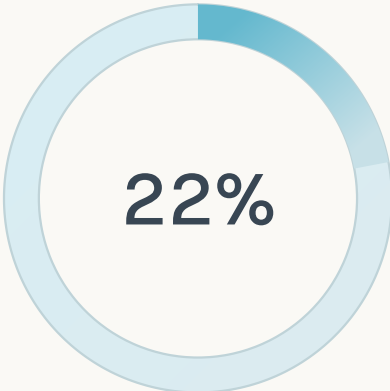
Moksha ROAS
Doubled return on ad spend within just 3 months of campaign launch.



PharmaTek Signups
Significant increase in webinar registrations across all cohorts.



Email Open Rate
Exceptional engagement across targeted PharmaTek email flows.



CPL Reduction
Lower acquisition costs through optimised search marketing strategies.

These metrics demonstrate the effectiveness of our integrated approach, delivering measurable results for both clients across different business objectives.

Tools Used

Our integrated marketing technology stack enabled seamless campaign execution, performance tracking, and continuous optimization for both clients.



Advertising Platforms

Google Ads for search campaigns and retargeting

Meta Ads Manager for social media campaigns

LinkedIn Ads for B2B targeting (PharmaTek)



Analytics & Optimization

Google Analytics for traffic and conversion tracking

SEMrush for keyword research and competitor analysis

A/B testing platforms for creative optimization



Content & CRM

Mailchimp for email automation and audience segmentation

Canva for visual content creation

Notion for campaign planning and management

Implementation Approach

Each tool was configured specifically for client business objectives, with custom reporting dashboards providing real-time performance insights across all channels.

Key Learning

1

Managing these two very different brands helped sharpen my ability to tailor strategy to audience, stay data-first, and adapt messaging based on performance signals.

2

This dual-brand experience provided invaluable insights into scaling performance across different business models.