MY COFFEE Co.

Small Sips. Big Moments.

MARKETING & VISIBILITY STRATEGY ON ZOMATO

AVALIABLE ZOMATO CAMPAIGN

Sponsored Listings

Zomato Gold

Video Ads

Banner Ads

Combo Deals

Badges & Tags

In App Notifications

Offers and Deals

Collections / FeaturedSections

RELEVANT CAMPAIGNS FOR OUR CAPPUCCINO

Sponsored Listings

Good for discovery

Visit-Pack / Cost-Per-Visit (CPV)

pay per guaranteed visit/order

In App Notifications

Higher visibility during specific time slots

Offers and Deals

Drive conversion and Average Order Value.

Badges & Tags

Platform labels that increase CTR.

Collections / FeaturedSections

Extra exposure in curated collections

Banner Ads

Visual placements in app screens. (helps brand awareness).

Most brands find success with Rs.75,000-3,00,000 monthly budgets combining multiple ad formats

smaller businesses can achieve meaningful results starting at just Rs.20,000 per month.

IDEAL CAMPAIGN PLAN
[20,000 BUDGET]

- Sponsored Listings (50%) = ₹10,000
- Combo promotion & Offers (20%) = ₹4,000
- In-app banners / Collections / Badge promotion (15%) = ₹3,000
- Review incentives (cashback) (10%) = ₹2,000
- Optimization buffer (5%) = ₹1,000

EXPECTED PERFORMANCE

CPC (sponsored listing) ≈ ₹8 (midpoint) | Order conversion (listing to order) ≈ 5–8% | Average Order Value (AOV) ≈ ₹200

Sponsored Listings outcomes (₹10,000)
Clicks = 10,000 / 8 = ~ 1,250 clicks
Orders (at 5% conversion) = 1,250 × 0.05 = 62 orders
Orders (at 8% conversion) = 1,250 × 0.08 = 100 orders

Revenue sample (only ad-driven incremental)
Revenue (62 orders × ₹200) = ₹12,400
Revenue (100 orders × ₹200) = ₹20,000

ROI / CAC (simplified)
CAC per order at 62 orders = ₹10,000 / 62 = ~ ₹161 paid media per order (ad-only)
CAC per order at 100 orders = ₹100

EXPECTED PERFORMANCE

Combo & Offer Impact

Cappuccino + Cookie (₹199)
Cappuccino + Sandwich (₹249)

Expected Results:
+25–30% May increase in conversion

Ratings & Reviews Strategy (Trust Builder)
[2,000 BUDGET]

- Post-order feedback nudge
- ₹20 cashback / free cookie on next order for rating
- Focus on taste consistency, temperature, packaging

Expected Outcome:
- Increase rating from ~4.0 → 4.3+
- Higher listing visibility due to better ratings

In-app banners / Collections / Badge promotion

[3,000 BUDGET]

Time Based Offers

In App Notifications

[₹50-300 per thousand impressions]

Item Type/Location collection wise

Best Coffee In Gurgoan

Item Type/Location collection wise

- **New Launch**
- **Value Deal**
- **Great For One**

Final Results

Results Summary:
- Higher visibility for new Cappuccino
- Increased trial orders without deep discounts
- Better average order value through combos
- Improved ratings leading to organic growth

Final Recommendation:
Use visibility + value + trust together, not only discounts alone.