



↗ nasher miles

# COMPREHENSIVE 3-MONTH SOCIAL MEDIA MARKETING PLAN FOR NISHER MILES

Name - Ashish Sahoo  
Batch - 15 July



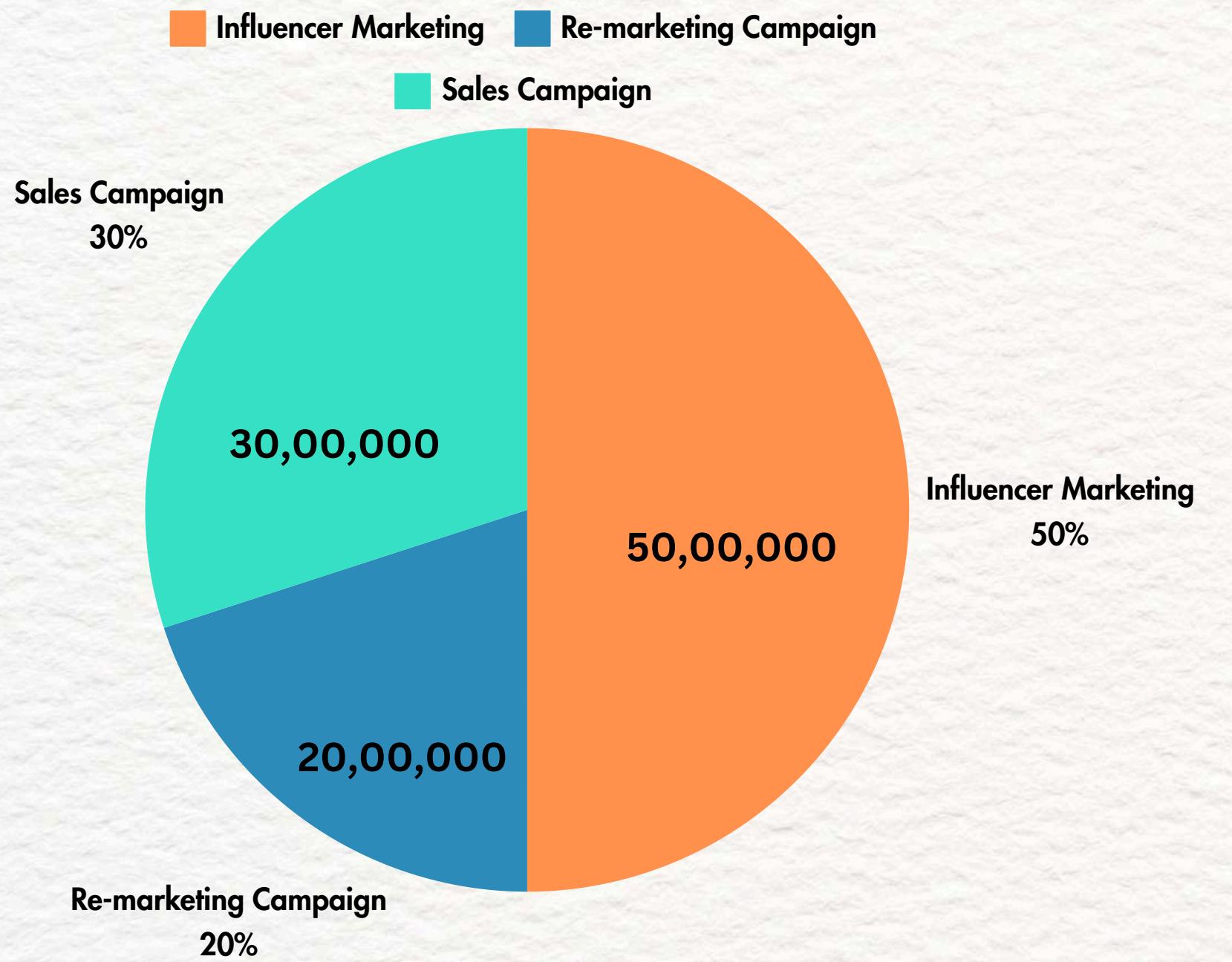
# Introduction

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Nasher Miles, the luggage brand for every occasion, has garnered significant attention and investment following a successful pitch to the Sharks. With colorful and presentable luggage bags, Nasher Miles aims to capture the market with its dynamic spirit and passion for quality products. The recent investment has provided a strong foundation for growth, and the social media marketing plan aims to capitalize on this momentum.

## Budget Allocation

For this entire campaign we have a total budget of **1CR**. Which we have devided into 3 parts.



# Travel Recap



- Organic Marketing Strategy
- Influencer Marketing Strategy
- Paid Marketing Strategy
- Asset Creation

# TASK - 1

## Organic Marketing Strategy

- Develop a content calendar showcasing Nasher Miles' vibrant and stylish luggage bags in various travel settings.
- Emphasize the durability, functionality, and fashion-forward design of the products.
- Incorporate user-generated content from satisfied customers showcasing their Nasher Miles experience.



# Content Calendar for November

A	B	C	D	E	F	G	H	I
Week	Date	Content Theme	Platform	Content Type	Caption/Description	CTA	Image/Creative	
Week 1	Nov 1	Product Spotlight	Instagram, Facebook	Carousel	Meet the traveler's best friend – lightweight and durable!	Shop Now	Product images with features	
	Nov 3	Travel Tips	Blog, Twitter	Blog post, Tweet	5 Tips for Packing Light for Your Next Trip	Read More	Infographic on tips	
	Nov 5	Customer Testimonial	Instagram, LinkedIn	Video or Story	Hear from our happy travelers about their Nasher Miles journey!	Watch Now	Customer videos	
Week 2	Nov 8	Destination Inspiration	Facebook, Instagram	Image, Story	Dreaming of the perfect getaway? Here's our destination of the month.	Explore Now	Scenic destination images	
	Nov 10	Behind-the-Scenes	Instagram, LinkedIn	Reel, Story	A look at the quality process behind our luggage.	Learn More	Video clip	
	Nov 12	Sale Promotion	All platforms	Carousel, Post	Gear up for holiday travel with our special discounts!	Shop Now	Sale graphics	
Week 3	Nov 15	Product Comparison	Blog, Facebook	Blog post, Graphic	Which luggage fits your travel style? Soft vs. hard luggage.	Read More	Comparison image	
	Nov 17	Influencer Feature	Instagram, YouTube	Post, Video	Check out @influencer's journey with Nasher Miles	Follow	Influencer's travel content	
	Nov 19	Customer Q&A	Instagram Stories	Story Q&A	Got questions about our products? Ask us here!	Ask Us	Interactive story	
Week 4	Nov 22	Packing Hacks	Twitter, LinkedIn	Infographic, Post	Packing tips to make your trip hassle-free!	Check It Out	Tips infographic	
	Nov 24	Sustainable Travel	Blog, Facebook	Blog post, Carousel	Travel responsibly! Here are 7 ways to make your trips more sustainable.	Learn More	Earth-tone images	
	Nov 26	End of Month Sale	Instagram, Facebook	Post, Story	Don't miss out! Last chance for our November sale.	Shop Now	Sale creative	



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usp=sharing](https://docs.google.com/spreadsheets/d/12_WNxLKPR1_ttJel1M37R_aTtRqfq6Ysed9dEXRpDkM/edit?usp=sharing)

# Content Calendar for December

A	B	C	D	E	F	G	H
Week	Date	Content Theme	Platform	Content Type	Caption/Description	CTA	Image/Creative
Week 1	Dec 1	Holiday Travel Tips	Instagram, Facebook	Carousel	Travel smart with these holiday tips for a stress-free journey!	Shop Now	Holiday travel images
	Dec 3	Winter Destinations	Blog, Twitter	Blog post, Tweet	Our top winter destinations to inspire your next trip.	Read More	Winter destinations
	Dec 5	Customer Testimonial	Instagram, LinkedIn	Video or Story	Happy travels with Nasher Miles – hear from our customers!	Watch Now	Customer videos
Week 2	Dec 8	Gift Guide	Facebook, Instagram	Image, Carousel	Looking for the perfect gift? Check out our holiday guide.	Explore Now	Holiday gift guide images
	Dec 10	Behind-the-Scenes	Instagram, LinkedIn	Reel, Story	See the process that makes our products unique and durable.	Learn More	Behind-the-scenes shots
	Dec 12	Holiday Sale Promotion	All platforms	Carousel, Post	Holiday sale is here – gear up for your next adventure!	Shop Now	Sale graphics
Week 3	Dec 15	New Year Travel Goals	Blog, Facebook	Blog post, Image	Set new travel goals for the New Year with Nasher Miles.	Set Goals	New Year-themed images
	Dec 17	Influencer Feature	Instagram, YouTube	Post, Video	Join @influencer as they share their Nasher Miles experience.	Follow	Influencer's holiday content
	Dec 19	Customer Q&A	Instagram Stories	Story Q&A	Have questions? Drop them here and we'll answer!	Ask Us	Interactive story
Week 4	Dec 22	Packing Hacks	Twitter, LinkedIn	Infographic, Post	Top packing hacks to make your holiday travel seamless!	Check It Out	Packing tips infographic
	Dec 24	Sustainable Travel	Blog, Facebook	Blog post, Carousel	Here's how to travel sustainably this holiday season.	Learn More	Sustainable travel images
	Dec 26	Year-End Sale	Instagram, Facebook	Post, Story	Last chance to grab your favorites in our year-end sale!	Shop Now	Year-end sale graphic



[https://docs.google.com/spreadsheets/d/1VhRKqgQR8NA03tafAFK-9Fs8hs\\_yfF7dmn8I2mfAYA/edit?  
usp=sharing](https://docs.google.com/spreadsheets/d/1VhRKqgQR8NA03tafAFK-9Fs8hs_yfF7dmn8I2mfAYA/edit?usp=sharing)



# Content Calendar for January

A	B	C	D	E	F	G	H	I
Week	Date	Content Theme	Platform	Content Type	Caption/Description	CTA	Image/Creative	
Week 1	Jan 1	New Year, New Adventures	Instagram, Facebook	Carousel	Start the year with new adventures and new destinations!	Explore Now	New Year travel graphics	
	Jan 3	Travel Resolutions	Blog, Twitter	Blog post, Tweet	Our top travel resolutions for 2025. What's on your list?	Get Inspired	Resolutions list	
	Jan 5	Customer Testimonial	Instagram, LinkedIn	Video or Story	Hear what our loyal customers say about their journeys with us!	Watch Now	Customer videos	
Week 2	Jan 8	Winter Escapes	Facebook, Instagram	Image, Story	Winter getaways perfect for a cozy start to the year.	Plan Now	Winter destination images	
	Jan 10	Behind-the-Scenes	Instagram, LinkedIn	Reel, Story	Behind the quality of Nasher Miles products – take a look!	Learn More	Production scenes	
	Jan 12	Product Promotion	All platforms	Carousel, Post	Exclusive New Year promotions just for you!	Shop Now	Promotional graphics	
Week 3	Jan 15	City vs. Nature Travel	Blog, Facebook	Blog post, Graphic	Where do you prefer to go, the city buzz or nature's calm?	Find Out	City vs. nature images	
	Jan 17	Influencer Feature	Instagram, YouTube	Post, Video	Check out @influencer's latest adventure with Nasher Miles.	Follow	Influencer's travel shots	
	Jan 19	Customer Q&A	Instagram Stories	Story Q&A	Questions? We're here to answer – ask away!	Ask Us	Interactive Q&A story	
Week 4	Jan 22	Packing Essentials	Twitter, LinkedIn	Infographic, Post	Your must-have packing essentials for every trip.	Check It Out	Packing essentials infographic	
	Jan 24	Eco-Friendly Travel	Blog, Facebook	Blog post, Carousel	Travel green this year! Simple ways to reduce your footprint.	Learn More	Eco-friendly travel images	
	Jan 26	Republic Day Sale	Instagram, Facebook	Post, Story	Celebrate Republic Day with exciting deals!	Shop Now	Sale graphics	



[https://docs.google.com/spreadsheets/d/1ThZGjntvbl-  
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# TASK - 2

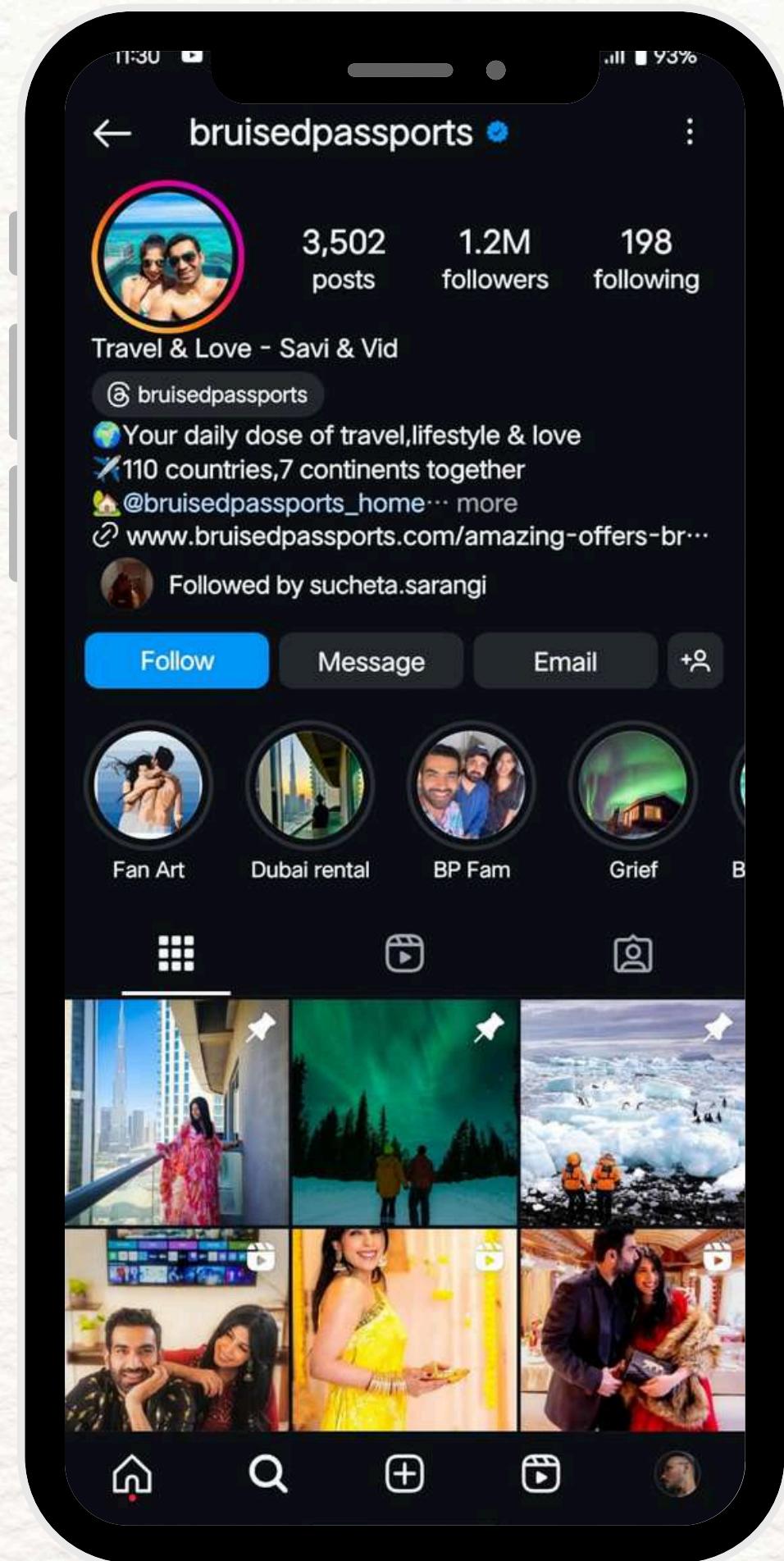
## Influencer Marketing Strategy

- Identify travel influencers, fashion bloggers, and lifestyle content creators with an engaged audience.
- Collaborate with influencers to showcase Nasher Miles products in their travel adventures and fashion hauls.
- Provide influencers with branded assets and exclusive discounts for their followers.



## Influencer - 1

bruisedpassports



Travel vlogger  
with **1.3M**  
followers and  
**3.61%** of  
engagement  
rate.



# Reason for Collaboration

- **Travel-Focused Content:** Bruised Passports is renowned for their engaging and visually appealing travel content. This aligns perfectly with Nasher Miles, a luggage brand that caters to travelers, ensuring the influencer's audience will be highly relevant and interested in the products.
- **High Engagement:** Bruised Passports boasts a high engagement rate, indicating a strong connection with their followers. Leveraging this engagement will help Nasher Miles reach a broad and interactive audience, maximizing the campaign's impact.
- **Aesthetic Appeal:** The influencer's content is visually stunning and professionally curated, which aligns with Nasher Miles' emphasis on stylish and innovative design. This ensures that the luggage will be showcased in a way that highlights its aesthetic and functional attributes.
- **Authenticity and Trust:** Bruised Passports has built a reputation for authentic and trustworthy travel advice and product recommendations. Partnering with them can enhance Nasher Miles' brand credibility and trustworthiness in the eyes of potential customers.

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# Dummy Mail

**Subject:** Exciting Collaboration Offer with Nasher Miles!

Dear **Savi and Vid**,

I hope this email finds you well! My name is Ashish Sahoo, and I am reaching out on behalf of Nasher Miles, a leading luggage brand known for its stylish, high-quality, and travel-friendly products. We've been following your incredible journey at Bruised Passports, and we believe your passion for travel and your strong connection with your audience perfectly align with our brand values.

## **Collaboration Proposal (3 months)**

We would love to collaborate with you on an exciting influencer marketing campaign that aims to introduce Nasher Miles to a broader audience while celebrating the spirit of travel. Here's what we have in mind:

### **Sponsored Posts:**

- 2 Instagram posts (feed) per month highlighting your favorite Nasher Miles products, focusing on their design, functionality, and how they enhance your travel experiences.
- 2 Instagram Reels per month showcasing a trip where Nasher Miles luggage plays a crucial role in making your journey seamless and stylish.

# Dummy Mail

## **Product Reviews:**

- A detailed review on your Instagram stories, giving your followers an up-close look at the features and quality of Nasher Miles luggage.
- Optionally, a blog post on Bruised Passports with a comprehensive review and travel tips featuring our luggage.

## **Giveaways:**

Host an exciting giveaway on your Instagram to engage your followers and provide them a chance to win a set of Nasher Miles luggage. This would create buzz and drive traffic to both your and our social media channels.

## **Budget and Partnership Details:**

We have allocated a budget of ₹10,00,000 for this collaboration, which we believe will effectively cover the proposed activities. We are open to discussing the specifics and adjusting the partnership details to best suit both our goals and ensure that this collaboration is mutually beneficial.

# Dummy Mail

## Branded Assets from Nasher Miles:

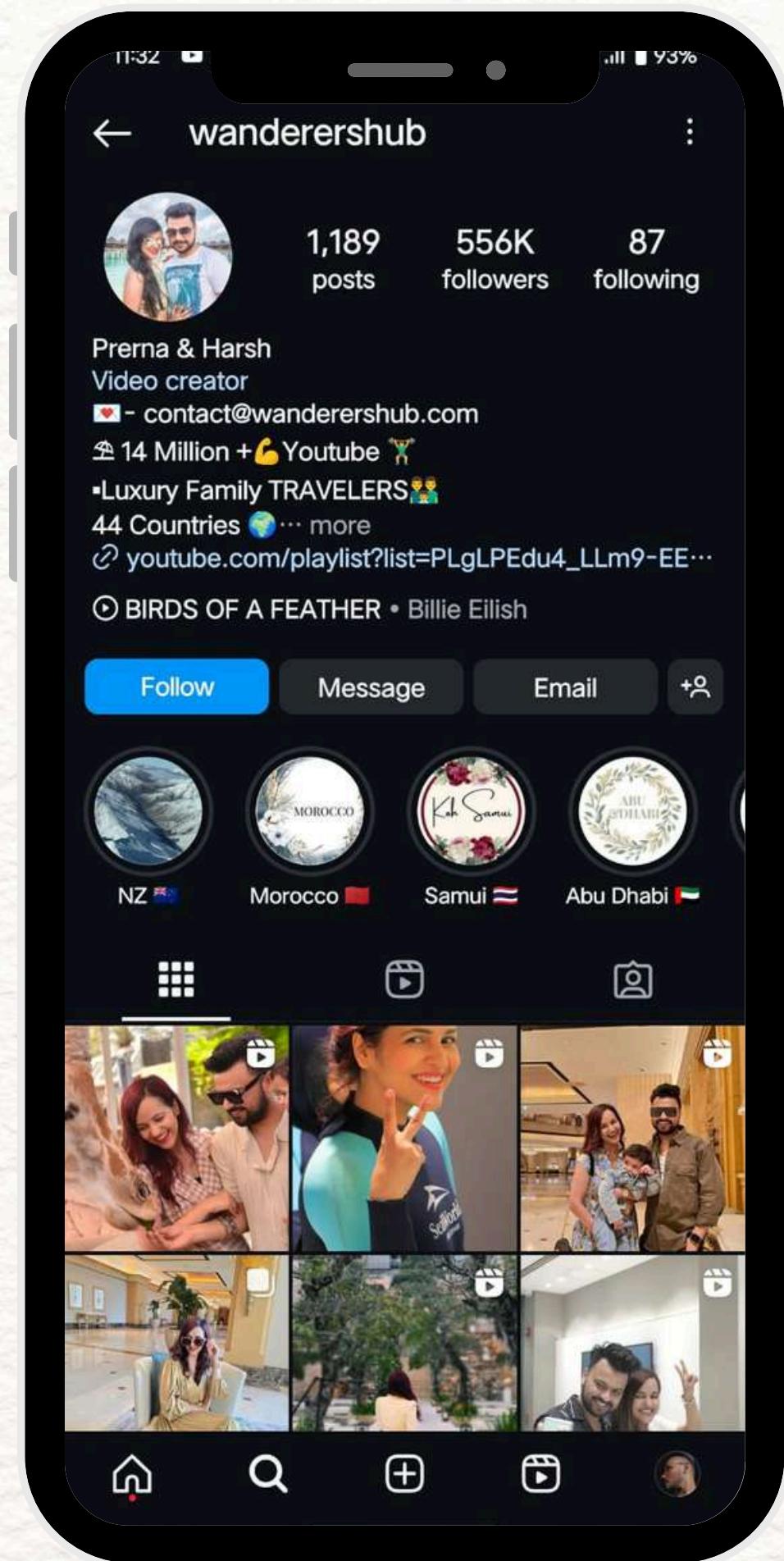
To make this collaboration as seamless and successful as possible, Nasher Miles will provide you with the following brand assets:

- **Exclusive Product Collection:** We'll send you a range of our best-selling luggage sets for you to use and showcase in your posts and stories.
- **High-Resolution Images & Videos:** Access to our library of professionally shot images and videos that you can incorporate into your content.
- **Customized Coupon Code:** We'll create an exclusive discount code (BRUISED25) for your followers, offering them 25% off on their Nasher Miles purchases. This will help track the campaign's success and provide your audience with a special offer.

Best regards,  
Ashish Sahoo  
Senior Marketing Manager  
Nasher Miles

## Influencer - 2

wanderershub



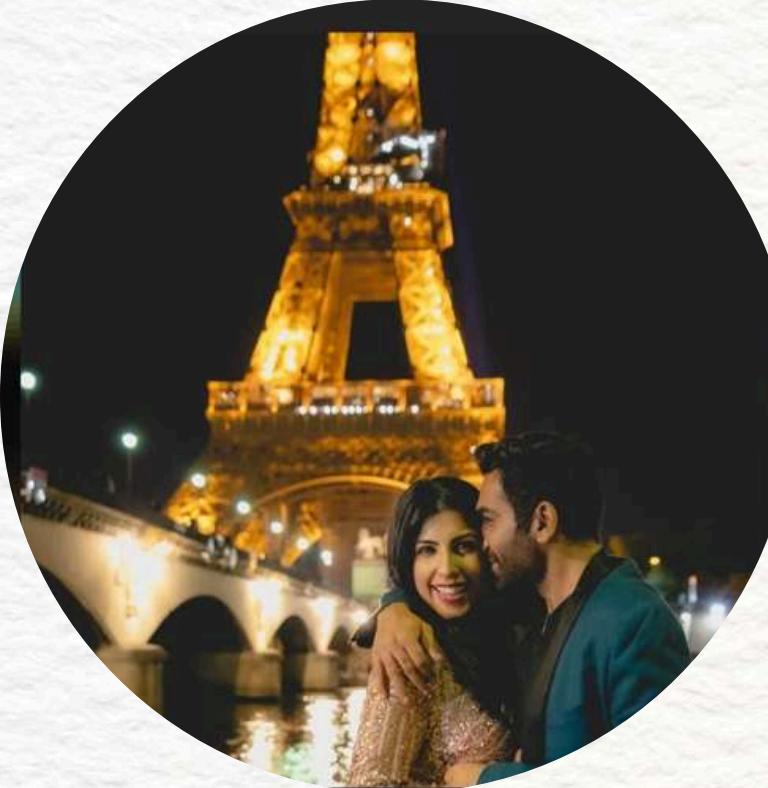
Travel vlogger  
with **556K**  
followers and  
**4.1%** of  
engagement  
rate.



# Reason for Collaboration

- Wanderers Hub, known for its vibrant travel content, aligns seamlessly with the brand essence of Nasher Miles. As a travel-centric brand, Nasher Miles focuses on providing stylish, durable, and functional luggage for modern travelers. Wanderers Hub, with their adventurous spirit and focus on exploring diverse destinations, embodies the ideal Nasher Miles customer—someone who values both aesthetics and practicality in their travel gear.
- Wanderers Hub's content is rich in travel experiences, often highlighting the challenges and joys of frequent travel. This aligns with Nasher Miles' emphasis on durability and functionality, making their luggage a reliable companion for any journey. Their visually appealing posts, often set against stunning backdrops, also mirror the brand's commitment to fashion-forward design, showcasing how Nasher Miles luggage not only meets practical needs but also complements the traveler's style.

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# Dummy Mail

**Subject:** Exciting Collaboration Offer with Nasher Miles!

Dear Prerna and Harsh,

I hope this email finds you well. I'm Ashish Sahoo, representing Nasher Miles, a brand that is synonymous with stylish, innovative, and durable travel gear. We've been following your incredible journey on Wanderers Hub and are truly inspired by the travel stories you share with your audience. We're reaching out because we believe there's a perfect synergy between Wanderers Hub and Nasher Miles, and we'd love to explore a collaboration that brings value to both our brands and your community of wanderers.

## **Proposal Overview (3 months):**

We would like to discuss a potential partnership involving the following:

### **Sponsored Posts:**

- 2 Instagram posts (feed) per month highlighting your favorite Nasher Miles products, focusing on their design, functionality, and how they enhance your travel experiences.
- 2 Instagram Reels per month showcasing a trip where Nasher Miles luggage plays a crucial role in making your journey seamless and stylish.

# Dummy Mail

## **Brand Assets and Support:**

To ensure a seamless collaboration, Nasher Miles will provide:

- A selection of our top products that align with your travel needs and aesthetic.
- Professional product photography and videography assets to complement your content.
- An exclusive coupon code [WANDERER25] offering a 25% discount for your followers, making it easier for them to join the Nasher Miles community.

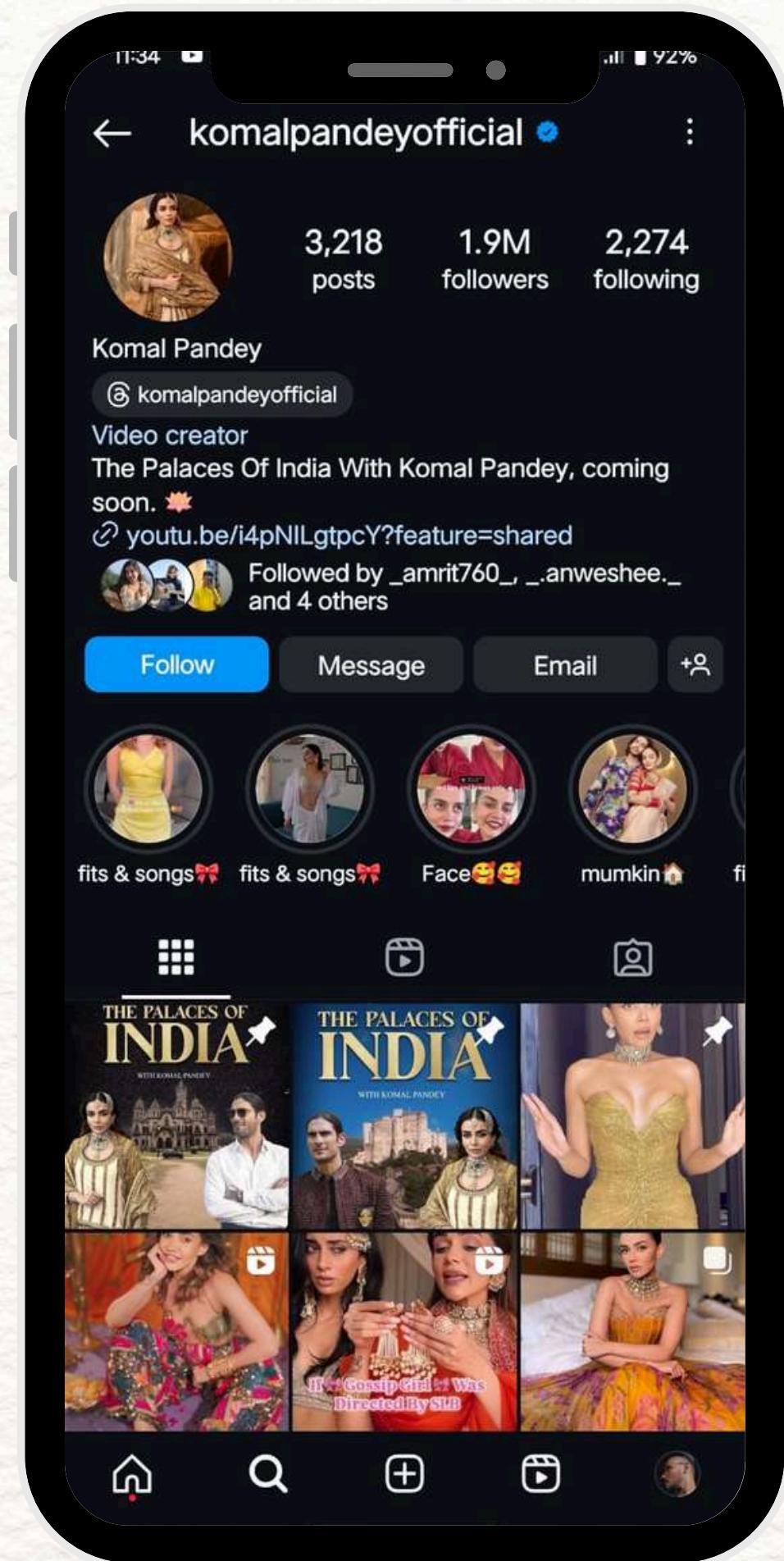
## **Budget and Deliverables:**

We have a budget of ₹10 Lakhs allocated for this collaboration and are open to discussing the scope of deliverables that align with this. We're keen to hear your thoughts on the ideal content plan that will resonate with your audience while highlighting the strengths of Nasher Miles products.

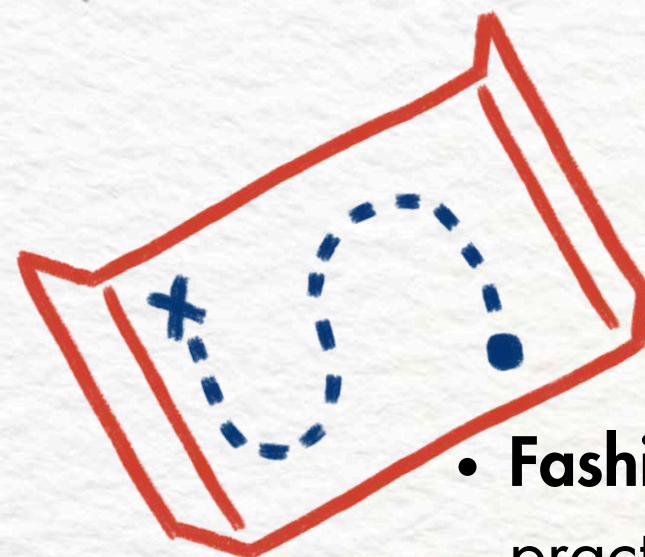
Warm regards,  
Ashish Sahoo  
Senior Marketing Manager  
Nasher Miles

## Influencer - 3

komalpandeyofficial



Travel and fashion vlogger with **1.9M** followers and **4.17%** of engagement rate.



# Reason for Collaboration

- **Fashion-Forward Image:** Komal Pandey's strong fashion sense and her ability to mix trends with practicality can effectively showcase Nasher Miles' stylish and innovative designs. Her audience, which values both fashion and functionality, will likely appreciate and engage with content featuring Nasher Miles products.
- **Travel Enthusiasts:** Her travel content, often featuring beautiful destinations and personal experiences, aligns perfectly with Nasher Miles' focus on travel. Collaborating with Komal Pandey can highlight the brand's luggage in real-life travel scenarios, demonstrating its durability and functionality.
- **Engaged Audience:** Komal Pandey's substantial and engaged following includes fashion and lifestyle enthusiasts who are likely to be interested in high-quality, stylish travel accessories. This can drive targeted traffic and potential customers to Nasher Miles.
- **Authentic Endorsement:** Given Komal's genuine and personal approach to content, her endorsement of Nasher Miles will come across as authentic. Her audience trusts her recommendations, which can lead to increased brand credibility and trust among potential customers.
- **Cross-Promotion Opportunities:** Through collaborative content such as Instagram posts, Reels, and Stories, Nasher Miles can leverage Komal Pandey's creative influence to reach a broader and more engaged audience.



# Dummy Mail

**Subject:** Exciting Collaboration Offer with Nasher Miles!

Dear Komal Pandey,

I hope this email finds you well! I am Ashish Sahoo, reaching out on behalf of Nasher Miles, a premium luggage brand known for its stylish, high-quality travel bags, cabin bags, suitcases, and laptop backpacks. We are excited about the possibility of partnering with you to showcase our innovative and fashionable products to your engaged audience. With a budget of 10 Lakhs allocated for this 3 months campaign, we would love to explore various collaboration opportunities with you, including:

#### **Collaboration Proposal (3 months):**

- **Sponsored Posts:** Feature Nasher Miles luggage in your Instagram feed and stories. We are keen on creating visually stunning content that aligns with your unique style and resonates with your followers.
- **Product Reviews:** Share your honest reviews and experiences with our products. We believe your genuine feedback will help highlight the quality and functionality of our luggage.
- **Giveaways:** Host a giveaway to create excitement and engage with your audience. This will also provide a fantastic opportunity to reach new potential customers.

# Dummy Mail

## What We Will Provide:

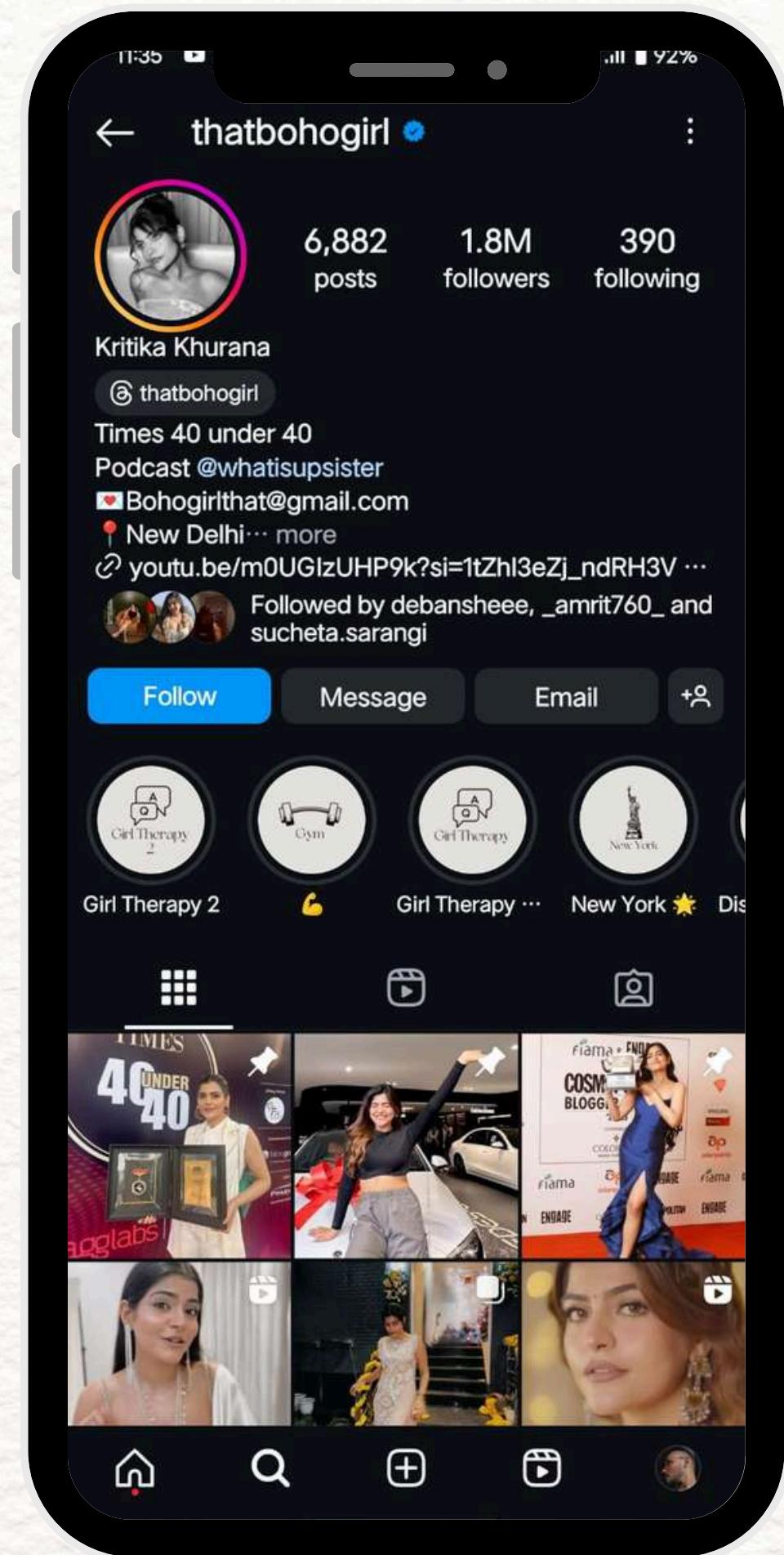
- **Brand Assets:** High-resolution images, videos, and selection of our top products that align with your travel needs and aesthetic.
- **Exclusive Coupon Code:** A special discount code (KOMAL25) of 25% discount for your followers to use on our website, "<https://nashermiles.com>", which we will provide for your audience to enjoy exclusive savings.

We believe this collaboration will be mutually beneficial and provide significant value to both parties. We are open to discussing the details further and negotiating terms that align with your content strategy and audience engagement. Please let us know your availability for a quick call or meeting to discuss this exciting opportunity further. We look forward to the possibility of working together!

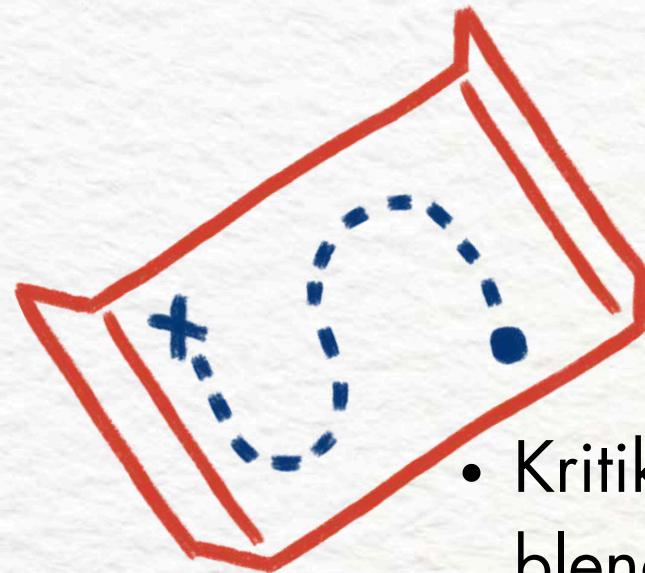
Best regards,  
Ashish Sahoo  
Senior Marketing Manager  
Nasher Miles

## Influencer - 4

thatbohogirl



Travel and fashion vlogger with **1.8M** followers and **3.4%** of engagement rate.



# Reason for Collaboration

- Kritika Khurana, known for her strong presence in the fashion and lifestyle space, embodies a blend of modern elegance and practical style, making her content a perfect match for Nasher Miles. Nasher Miles, with its focus on stylish, high-quality travel luggage, can benefit from Kritika's ability to showcase products in a way that resonates with her audience, which values both aesthetics and functionality.
- By collaborating with Kritika, Nasher Miles can tap into her loyal following of fashionconscious individuals who appreciate well-curated content. Kritika's expertise in styling and her eye for detail can highlight Nasher Miles' product features, such as durability, innovative design, and the variety of colors and sizes offered. Her content often emphasizes looking good while being on the move, which aligns seamlessly with Nasher Miles' brand message of stylish and practical travel.
- Moreover, Kritika's ability to engage her audience through authentic and relatable content can enhance Nasher Miles' brand visibility and credibility, particularly among young, trendy travelers. This partnership can help Nasher Miles reach a wider audience, reinforcing the brand's position as a go-to choice for fashionable and functional travel gear.

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# Dummy Mail

**Subject:** Exciting Collaboration Offer with Nasher Miles!

Dear Kritika,

I hope this email finds you well! My name is Ashish Sahoo, and I represent Nasher Miles, a premium luggage brand known for its stylish, high-quality travel bags. We've been following your journey and absolutely love your content, especially how you seamlessly blend fashion with functionality—an ethos that aligns perfectly with our brand. We are thrilled to extend an exclusive partnership opportunity to you. We'd love to collaborate with you to showcase our latest collection and connect with your audience, who we believe would resonate with our brand's offerings.

## Collaboration Proposal (3 months):

### Sponsored Posts:

- A series of Instagram posts and stories featuring Nasher Miles luggage, highlighting its unique features, style, and your personal travel experiences with the products.
- Detailed captions emphasizing the durability, design, and versatility of our luggage, along with a strong call to action.

# Dummy Mail

## **Product Review:**

A detailed review on your blog or YouTube channel, where you can share your thoughts and experiences using our luggage. This could include a packing tutorial, travel tips, or even a comparison with other brands.

## **Giveaways:**

We would love to host a giveaway for your followers, offering them a chance to win our premium luggage. This will help generate buzz and engage your audience, creating excitement around our brand.

## **What Nasher Miles Will Provide:**

- **Brand Assets:** High-resolution images, videos, and our best-selling luggage pieces to use and review to support your content creation.
- **Exclusive Coupon Code:** A unique discount code (BOHO25) for your followers, offering them a special discount of 25% on their Nasher Miles purchase.
- **Compensation:** A competitive compensation package, with room for negotiation to ensure that we create a mutually beneficial partnership.

# Dummy Mail

## Budget & Terms:

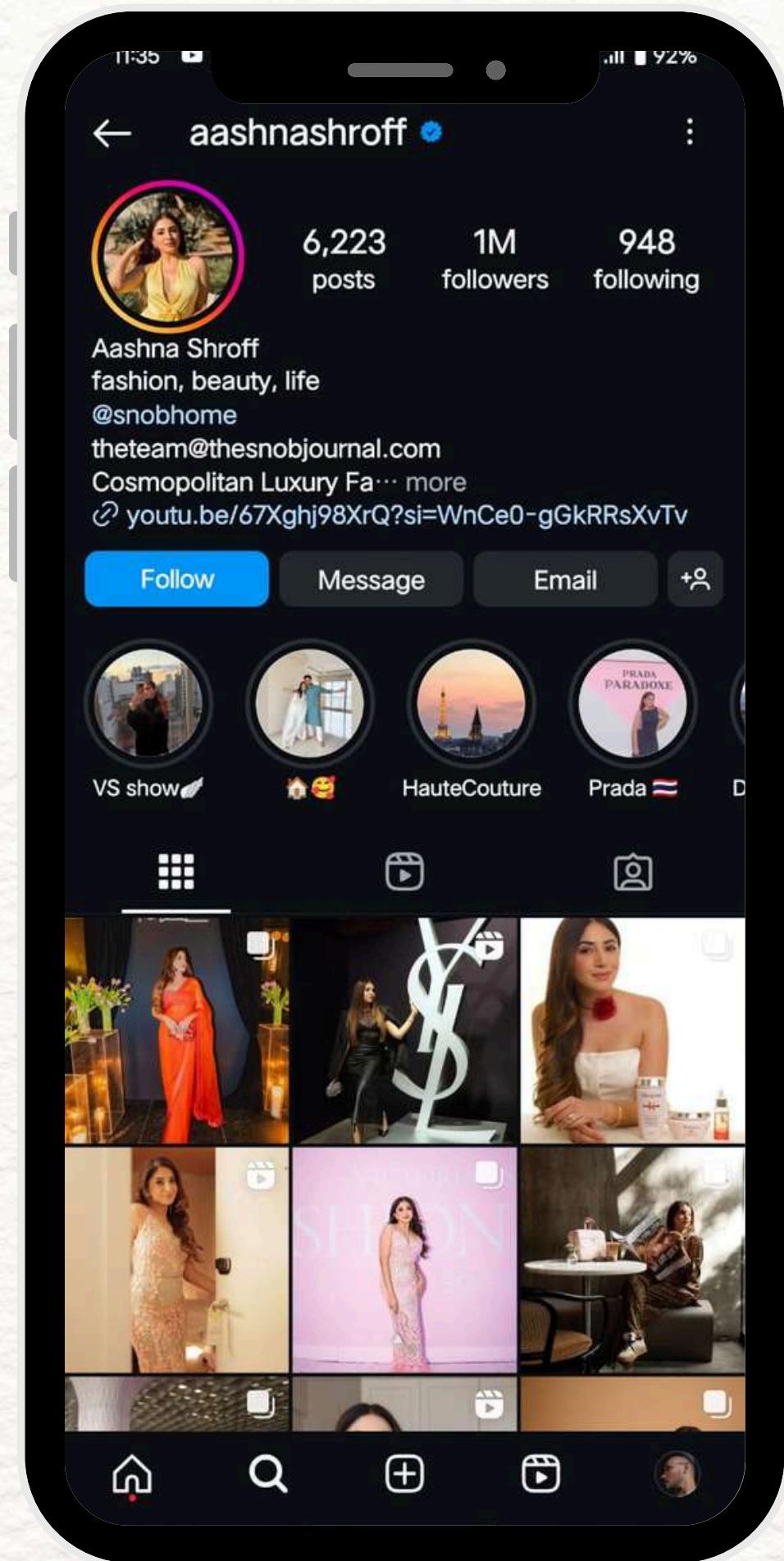
We have allocated a budget of ₹10,00,000 for this collaboration, and we'd love to discuss the specifics to ensure that this partnership is mutually beneficial. We're open to negotiating the terms to align with your standard rates and deliverables.

Please let us know your thoughts and availability for a brief discussion. We're excited about the possibility of working together and look forward to creating something amazing with you!

Best regards,  
Ashish Sahoo  
Senior Marketing Manager  
Nasher Miles

## Influencer - 5

aashnashroff



Travel and fashion vlogger with **1.2M** followers and **2.28%** of engagement rate.



# Reason for Collaboration

Aashna Shroff's Instagram content perfectly aligns with the Nasher Miles brand due to her strong emphasis on fashion, travel, and lifestyle. As a prominent influencer in these areas, Aashna consistently showcases a blend of style and functionality in her posts, which resonates with Nasher Miles' core values of offering stylish, high-quality travel bags that cater to both fashion and practicality. Her aesthetic-driven content, which often features luxury fashion and travel experiences, complements the sophisticated design and innovative features of Nasher Miles luggage. Aashna's ability to curate visually appealing and engaging content can effectively highlight the brand's offerings, making her a perfect fit for influencer marketing. Her audience, which includes fashion-conscious and travel-loving individuals, aligns well with the target market of Nasher Miles, ensuring that the brand message reaches potential customers who value both style and substance in their travel gear.

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# Dummy Mail

**Subject:** Exciting Collaboration Offer with Nasher Miles!

Hi **Aashna**,

I hope this email finds you well. My name is Ashish Sahoo, and I represent Nasher Miles, a leading luggage brand known for our stylish, lightweight, and durable travel bags. We have been following your incredible journey and are truly impressed with your content, especially your keen sense of fashion and travel. We're reaching out to explore an exciting partnership opportunity with you. We believe your unique style and engaging content are a perfect match for our brand, and we'd love to collaborate on a campaign that showcases Nasher Miles to your audience.

## **Collaboration Details (3 months):**

- 1. Sponsored Posts:** We'd love to work with you on creating a series of sponsored posts that highlight the key features of our luggage—lightweight design, innovative functionality, and chic aesthetics. These posts will help introduce Nasher Miles to your audience in an authentic and engaging way.

# Dummy Mail

**2. Product Reviews:** We'd be thrilled to provide you with a selection of our best-selling luggage items for a detailed review on your social platforms. Your honest and creative take on our products will help us reach potential customers who trust your recommendations.

**3. Giveaways:** To generate buzz and drive engagement, we're planning a giveaway where your followers can win Nasher Miles luggage. This will not only create excitement but also give your audience a chance to experience the quality and style of our products firsthand.

## Brand Assets & Support:

- **Product Samples:** We will send you a selection of our premium luggage for use in content creation and giveaways.
- **Exclusive Coupon Code:** We'll provide an exclusive discount code (AASHNA25) that you can share with your followers, giving them 25% off on their purchases from our website.
- **Creative Assets:** Our team will supply you with high-resolution images, logos, and any additional branding materials you may need for the campaign.

# Dummy Mail

## Budget & Terms:

We have allocated a budget of ₹10,00,000 for this collaboration, and we'd love to discuss the specifics to ensure that this partnership is mutually beneficial. We're open to negotiating the terms to align with your standard rates and deliverables.

Please let us know your thoughts and availability for a brief discussion. We're excited about the possibility of working together and look forward to creating something amazing with you!

Best regards,  
Ashish Sahoo  
Senior Marketing Manager  
Nasher Miles

# TASK - 3

## Paid Marketing Strategy

- Utilize Facebook and Instagram advertising to target specific demographics such as frequent travelers, fashion enthusiasts, and professionals.
- Implement retargeting campaigns to re-engage website visitors and abandoned cart shoppers.
- Create a campaign promoting sales of Nasher Miles and show screenshots.



Campaign - 1



**Buying type**

Auction

**Choose a campaign objective**

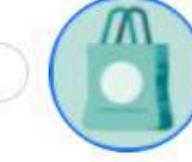
- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

[About campaign objectives](#)

**Choose a campaign setup**

Create your sales campaign using a tailored and streamlined setup, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

**Streamlined** **Tailored** **Best practices** [Why am I seeing this suggestion?](#)

**Advantage+ shopping campaign**   
Maximise performance and reach valuable audiences with a simplified setup. Preset settings include placements, age and more.

**Manual setup**   
Manual sales campaign  
Create a sales campaign from scratch using the standard setup.

[Back](#) [Continue](#)

 **Campaign name**

Nashes Miles Sales Campaign

- **The objective behind Creating sales campaign is to increase the online sales of Nasher Miles.**
- **Campaign Setup as Manual Sales Campaign.**
- **Naming the Campaign.**

## Sales Campaign

 Ad set name

Nasher Miles Ad Set

- **Ad set name Selecting**
- **Conversion as website as our campaign objective is to drive more sales from brand's website.**

 **Conversion**

**Conversion location**  
Choose where you want to drive sales.  
[About conversion locations](#)

**Website**  
Drive sales and conversions on your website.

**App**  
Drive sales and conversions in your app.

**Website and app**  
Drive sales and conversions on your website or app.

**Messaging apps**  
Drive sales and conversions through Messenger, Instagram and WhatsApp.

**Calls**  
Drive sales and conversions through phone calls.

**Performance goal** 

Maximise number of conversions



### Sales Campaign

**Cost per result goal · Optional**

₹50.00 INR

Meta will aim to get the most conversions and try to keep the average cost around ₹50.00. Some results may cost more and some may cost less.

**Budget & schedule**

**Budget**

Lifetime budget ▾ ₹3,000,000.00 INR

You won't spend more than ₹3,000,000.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

**Schedule**

**Start date**

1 November 2024 12:00 IST

**End date**

31 January 2025 12:00 IST

**Here I have specified the Cost per result as Rs.50. I have selected the budget as lifetime budget for the campaign. Allotted budget to the campaign is Rs.30,00,000. Campaign duration is 3 months.**



## Sales Campaign

### Miles Audience

#### Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

##### Location:

India

##### Minimum age:

18

#### Advantage+ audience

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people that you think are likely to respond. [About Advantage+ audience](#)

##### Age:

20-50

##### People who match:

Interests: Fashion blog (websites), Fashion accessories (accessories) or Travel (travel and tourism),

Behaviours: Frequent travellers, Commuters, Frequent international travellers or Travel and outdoors creators

**Asset customisation **  
17/19 placements that support asset customisation  
 Select all

**Placements**

- Feeds  
Get high visibility for your business with ads in feeds
- Stories and Reels  
Tell a rich, visual story with immersive, full-screen vertical ads
- In-stream ads for videos and reels  
Reach people before, during or after they watch a video or reel
- Search results  
Get visibility for your business as people search
- Messages  
Send offers or updates to people who are already connected to your business
- Apps and sites  
Expand your reach with ads in external apps and websites

Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

 Run a 4-day A/B test to compare manual against Advantage+ placements

**Devices**  
All devices

**Platforms**

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input type="checkbox"/> Audience Network	<input type="checkbox"/> Messenger

- Under audience control I have selected the age group of 20–50 years old audience.
- Location : India, because is will give us more output in achieving our objective.
- Selecting Target Audience as per the statement



**Ad name**

Nasher Miles Sales Ad [Create Template](#)

**Partnership ad** Off

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#)

**Identity**

\* Facebook Page [i](#)

Nasher Miles Unofficial

**Ad setup**

Create Ad

**Creative source**

Choose how you'd like to provide the media for your ad.

- Manual upload  
Manually upload images or videos.
- Advantage+ catalogue ads [i](#)  
Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with

**Format**

Choose how you'd like to structure your ad.

- Flexible  
We'll show your ad in the format that we predict may perform best
- Single image or video  
One image or video, or a slideshow with multiple images
- Carousel  
Two or more scrollable images or videos
- Collection  
A group of items that opens into a full-screen mobile experience
- Multi-advertiser ads  
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

[Show more options ▾](#)



**Ad creative**

Select the media and text for your ad. You can also customise your media and text for each placement. [Learn more](#)

**Carousel cards 1**  
6 of 10 cards added

 Travel Smart, Save Big—Your Next Adventure Awaits!

Ready to explore the world in style? Double the discount on your next purchase with Nasher Mile! Use code comeback10 for an extra 10% off our best-selling travel gear. Pack your bags and get set for your next unforgettable journey—comfort, style, and savings guaranteed. #TravelWithNasherMile #ExploreMore

 9e636c17-c813-41f2-ba36-...  
1200 × 1900

[Edit image](#) [Change image](#)

**Headline**  
Travel Smart, Save Big—Your Next Adventure Awaits!

**Description** Ready to explore the world in style? Double the discount

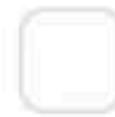
\* Website URL <https://nashermiles.com/>

## Carousel optimisations



Automatically show the best-performing cards first

On Facebook Feed, Instagram feed and Instagram Stories, the carousel card that performs best will be shown first. For all other placements, cards will appear in the order that you arrange them.



Add a card at the end with your Page profile picture



Add music

On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added. [Select music](#)

- **Headline : Travel Smart, Save Big—Your Next Adventure Awaits!**
- **Description : Ready to explore the world in style? Double the discount on your next purchase with Nasher Mile! Use code comeback10 for an extra 10% off our best-selling travel gear. Pack your bags and get set for your next unforgettable journey—comfort, style, and savings guaranteed. #TravelWithNasherMile #ExploreMore**



## Sales Campaign

### Primary text (5 of 5) ⓘ

Ready for your next adventure? 🌎 Pack light, travel far with Nasher Mile's durable, stylish travel bags.  
[Your journey begins here!](#)

The journey of a thousand miles begins with... a great deal! 🚀 Shop our limited-time sale and get the best travel gear at unbeatable prices. Don't miss

Holiday travels just got better! 🎄 Enjoy up to 30% off on all Nasher Mile travel essentials. Get ready to make memories and travel in style this festive

Every journey has its story—make yours unforgettable with Nasher Mile. Explore our range of travel bags designed for every kind of traveler. 🚶

discounts! 🛍 Our exclusive sale is on—get everything you need for your next adventure before it's too late!

### Call to action ⓘ

[Shop now](#)

### ✓ Destination

Tell us where to send people immediately after they've clicked or tapped on the last carousel card. [Learn more](#)

#### Website

Send people to your website.

#### \* See more URL ⓘ

<https://nashermiles.com/>

[Preview URL](#)

#### [Build a URL parameter](#)

#### "See More" display link

<https://nashermiles.com/>

#### Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

##### None

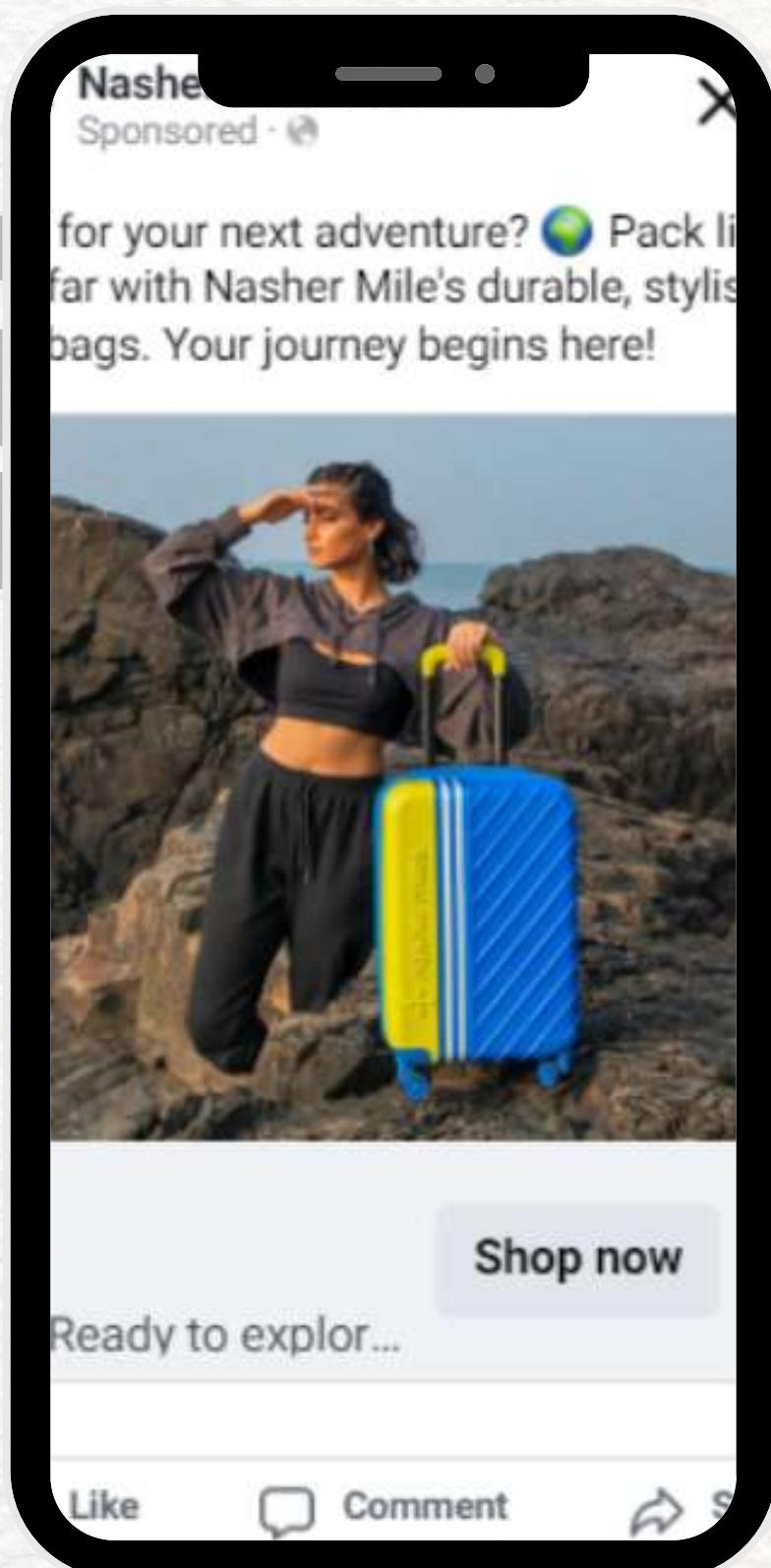
Don't add a button.

##### Messaging app

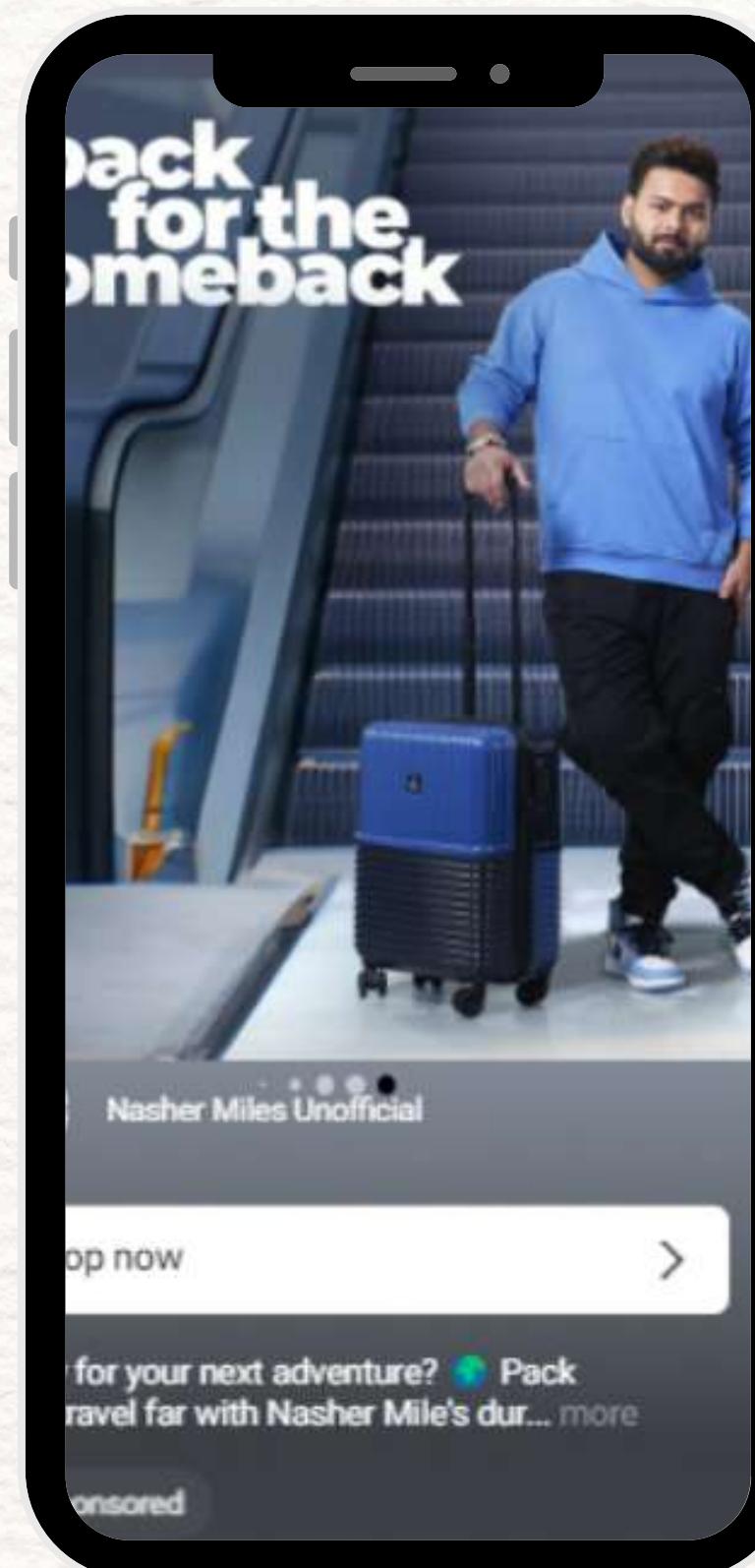
Add a button that opens Messenger or WhatsApp.

##### Instant Experience

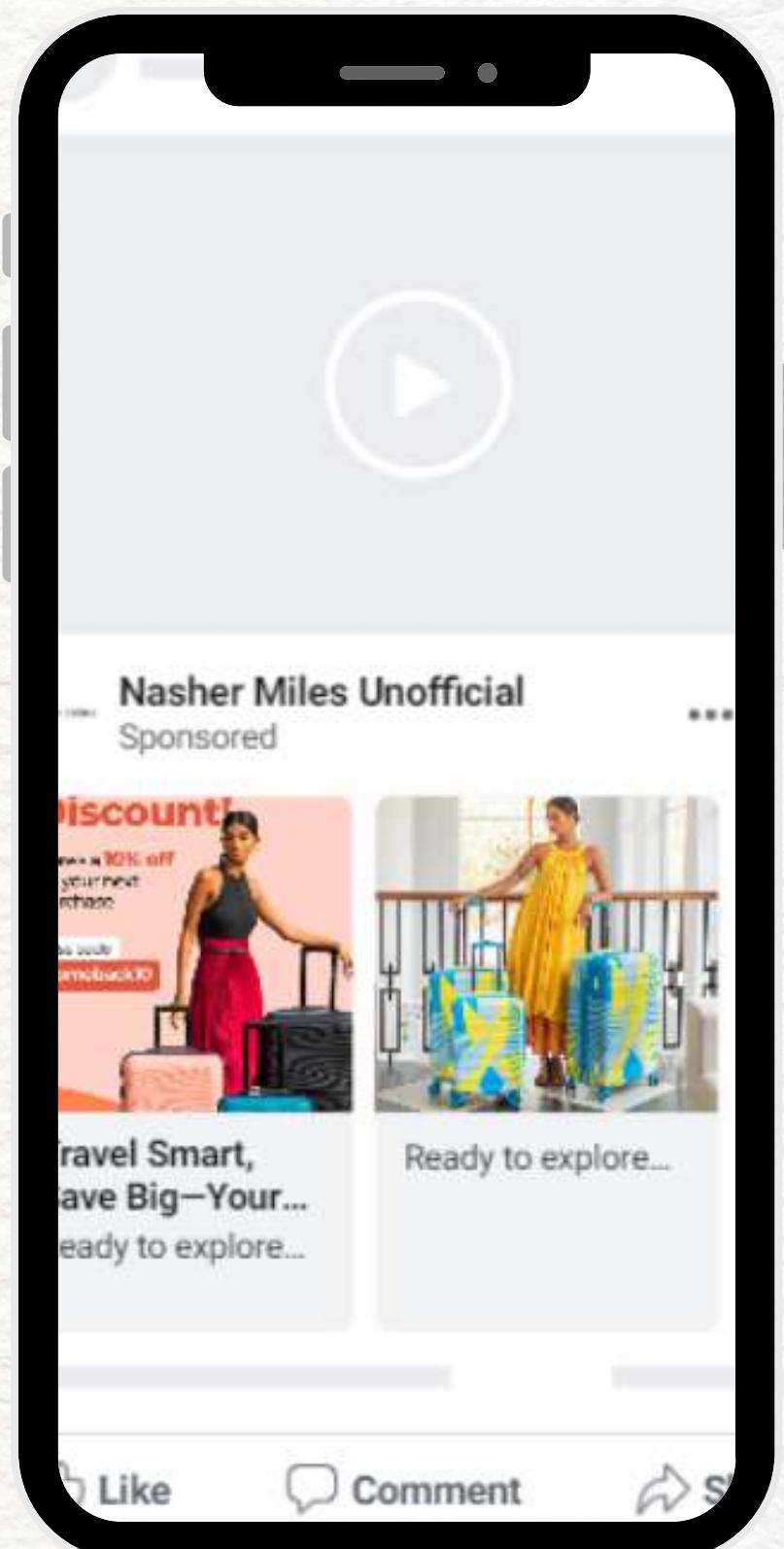
Send people to a fast-loading, mobile-optimised experience.



AD



COPY



Campaign - 2



Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Choose a campaign setup

Create your sales campaign using a tailored and streamlined setup, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

Streamlined Tailored Best practices Why am I seeing this suggestion?

Advantage+ shopping campaign Maximise performance and reach valuable audiences with a simplified setup. Preset settings include placements, age and more.

Manual setup

Manual sales campaign Create a sales campaign from scratch using the standard setup.

Back Continue

Campaign name

Re-Targeting Campaign

Campaign details

Buying type  
Auction

Campaign objective ⓘ  
Sales



## Ad set name

Re Targeting Sales Ad Set



### Conversion

#### Conversion location

Choose where you want to drive sales.

[About conversion locations](#)

#### Website

Drive sales and conversions on your website.

#### App

Drive sales and conversions in your app.

#### Website and app

Drive sales and conversions on your website or app.

#### Messaging apps

Drive sales and conversions through Messenger, Instagram and WhatsApp.

#### Calls

Drive sales and conversions through phone calls.

#### Performance goal

Maximise number of conversions



## Cost per result goal · Optional

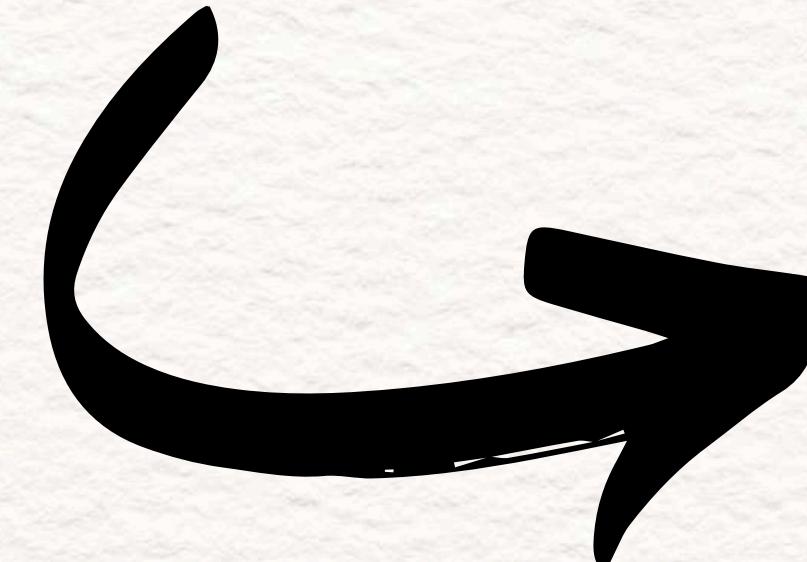
₹40.00

INR

Meta will aim to get the most conversions and try to keep the average cost around ₹40.00. Some results may cost more and some may cost less.

## Bid strategy ⓘ

Cost per result goal



## ✓ Budget &amp; schedule

## Budget ⓘ

Lifetime budget ▾

₹2,000,000.00

INR

You won't spend more than ₹2,000,000.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

## Schedule ⓘ

## Start date



1 November 2024



00:00 IST

## End date



31 January 2025



00:00 IST



**Choose a custom audience source**

Connect with people who have already shown an interest in your business or product.

**Your sources**

- Website
- Customer list
- App activity
- Offline activity
- Catalogue

**Meta sources**

- Video
- Instagram account
- Lead form
- Events
- Instant Experience
- Facebook Page
- Shopping
- On-Facebook listings

[Cancel](#) [Next](#)

Create a website Custom Audience

Include Accounts Centre accounts who meet: ANY of the following criteria:

**Source**

All website visitors

**Events**

All website visitors

**Audience retention**

60 days

[Include more people](#) [Exclude people](#)

**Audience name**

Website Visitors

**Description · Optional**

0/100

[?](#) [Back](#) [Create audience](#)

**Advantage+ audience** \*

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people that you think are likely to respond. [About Advantage+ audience](#)

**Custom Audiences**

[Create new](#)

**Website**

Website Visitors

## Remarketing Campaign

 Ad name

Re-Targeting Ad



 Ad setup

Create Ad

Creative source

Choose how you'd like to provide the media for your ad.

Manual upload  
Manually upload images or videos.

Advantage+ catalogue ads   
Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with.

Format

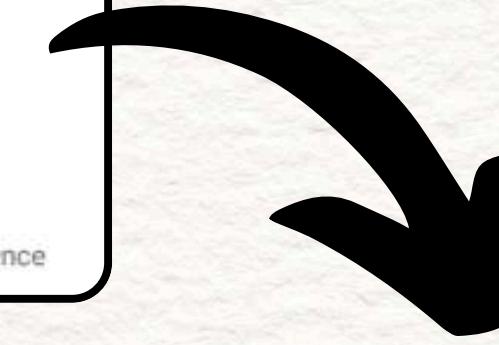
Choose how you'd like to structure your ad.

Flexible  
We'll show your ad in the format that we predict may perform best

Single image or video  
One image or video, or a slideshow with multiple images

Carousel  
Two or more scrollable images or videos.

Collection  
A group of items that opens into a full-screen mobile experience



 Identity

\* Facebook Page 

--- Nasher Miles Unofficial



## Remarketing Campaign

### Ad sources

Connect ad sources to include more information in your ad that can help inspire action. [Learn more about ad sources](#)

#### Source URL ⓘ

Enter a URL to automatically find site links you can choose to add. By default, we'll use your destination website URL.

<https://nashermiles.com/>

[Preview URL](#)

### Ad creative

Select the media and text for your ad. You can also customise your media and text for each placement. [Learn more](#)

#### \* Media ⓘ

19 placements

Edit



Feeds, In-stream ads for videos and reels, Search results  
10 placements (10 customised)

Stories and Reels, Apps and sites  
7 placements (6 customised)

Right column, Search results  
2 placements

#### Add music

On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added. [Select music](#)

### Primary text (5 of 5) ⓘ

We noticed you were interested in our travel gear. Don't let your next adventure start without the best!

Use code **comeback10** for 10% off your next purchase—

It looks like you were almost ready to upgrade your travel style with **Nasher Mile**. Make the move today with an exclusive 10% off on your next purchase—use code **comeback10**. Don't let this deal slip away

Still thinking about **Nasher Mile**? Your adventure deserves the best travel gear, and we've saved an exclusive 10% off just for you! Use code

Your next adventure is calling, and **Nasher Mile** has the gear you need! Use code **comeback10** to save 10% on your next order—because the right travel companion makes all the difference.

Ready for your next adventure? Take 10% off with code **comeback10** and travel in style with **Nasher Mile's** premium gear. Don't wait—your journey



## Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)



Send people to your website.

### \* Website URL i

<https://nashermiles.com/>

Preview URL

## Headline i

3 of 5

Pack Your Bags—10% Off Awaits!

Adventure Calling? Don't Miss Your Discount!

Travel Smart, Save Big—Use Code comeback10!

Add headline option



## Description i

Almost ready for your next adventure? Don't miss out on the chance to travel in style with Nasher Mile! We've saved an exclusive 10% discount just for you. Use code comeback10 at checkout and complete your journey with the perfect travel companion. Your next

## Optimise text per person

Enabled

## Call to action i

Order now



# AD COPY

+ nasher miles

## Double the Discount!

Here's a **10% off** on your next purchase

Use code **comeback10**

Nasher Miles Unofficial

We noticed you were interested... more

Nasher Miles Unofficial  
Sponsored

## Discount!

Here's a **10% off** on your next purchase

Use code **comeback10**

Pack Your Bags—10% Off Awaits!

We noticed you were interested in our travel gear. Don't let your next adventure start without the best! 🎈 Use code comeback10 for 10% off your next purchase—because every journey deserves the best companion.

Explore

Nasher Miles Unofficial  
Sponsored

## Discount!

Here's a **10% off** on your next purchase

Use code **comeback10**

Order now

49

# TASK - 4

## Asset Creation

- Produce one high-quality visual assets including product photography, lifestyle promotional reel showcasing Nasher Miles' luggage bags in action.
- Design two branded graphics and templates for social media posts, stories, and advertisements.
- Create one engaging copywriting that communicates the brand's value proposition and resonates with the target audience.





↔ nasher miles

# Instagram Post



↔ nasher miles

# Instagram Story



# Copywriting

**Headline:** Travel Smart, Travel in Style with Nasher Miles

**Primary Text:** Travel is more than just a destination—it's an experience. That's why our luggage is designed to be your perfect travel companion. Whether it's a quick weekend getaway or a long-haul adventure, our bags are durable enough to withstand the journey, yet fashionable enough to make a statement. Ready to stand out? Don't miss out on our 25% OFF sale! Limited Time Offer—elevate your travel experience today!

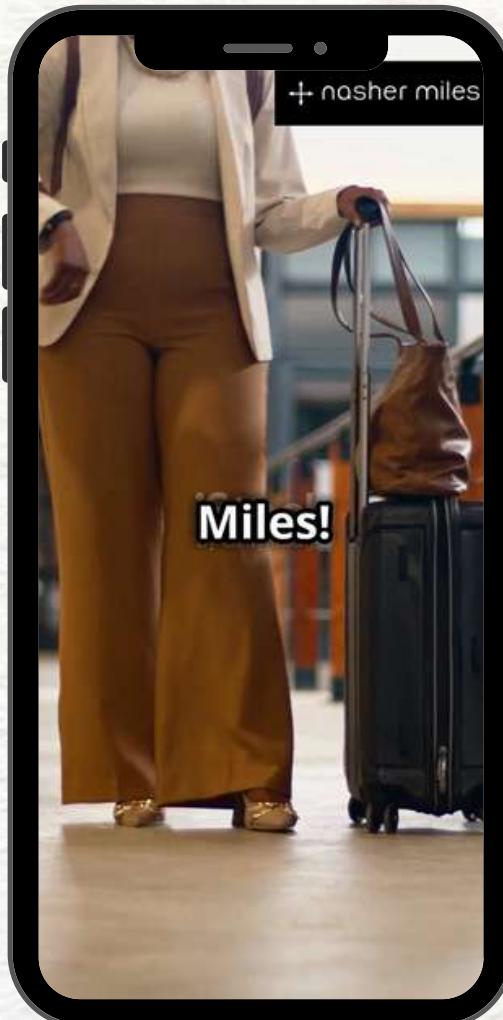
**Description:** Lightweight, stylish, and built to last—Nasher Miles is your perfect travel companion. Shop now and enjoy 25% off! Call to Action

**(CTA):** Shop now

→ nasher miles

# Reel Creation

Click Here



# PAALAM!

Thank you for joining me on this  
unforgettable adventure!

