Module- 5

(1). Meta : Plan a Campaign for a Budget below.

This is the Assignment :

[Meta - Plan a Campaign for a Budget - Google Sheets](#)

Submissions Details:
1. Please click on File -> Make a copy -> Rename the Document to Your Name.
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ANS : Meta : PLAN A CAMPAIGN BELOW BUDGET TASK

Portfolio Project 3: Plan a Meta Campaign for a Budget

Step 1 : Create the Buyer's Persona for Dame Essentials

To develop a Buyer Persona for Dame Essentials, we'll concentrate on understanding the key characteristics of their ideal customers, including their lifestyle, preferences, and buying habits. This will help us identify the target audience for their Mulberry silk pillowcases and sleeping masks.

Buyer Persona Example:

- **Name:** Riya Shah
- **Age:** 30-45
- **Gender:** Female
- **Profession:** Corporate professional, small business owner, or homemaker
- **Income Level:** Comfortable and well-off (₹20,000-₹50,000+ per month)
- **Location:** Resides in urban hubs like Delhi, Mumbai, Bangalore, or other metro cities
- **Hobbies and Interests:** Loves skincare routines, anti-aging tips, wellness trends, high-quality products, and eco-friendly lifestyles

- **Challenges:** Faces issues like fine lines, sensitive skin, and restless nights
- **Goals:** Aspires to maintain youthful skin, improve her sleep, and enjoy the luxury of premium self-care items
- **Reasons to Choose:** Looks for top-notch quality, trusted brand names, sustainable choices, and the natural benefits of Mulberry silk, such as smoother skin and better sleep
- **Social Media Activity:** Engages actively on platforms like Instagram, Facebook, and Pinterest, following beauty gurus and wellness experts
- **Content Preferences:** Prefers seeing how-to guides, expert advice, influencer recommendations, and testimonials with real-life transformations.

Step 2: Budget Allocation

Total Budget: ₹30,00,000

a) How you are planning to allocate that budget for different products and on different platform ?

1. **Mulberry Silk Pillowcases:** ₹18,00,000
- Highlight the luxurious feel and skincare advantages to appeal to customers seeking premium products for beauty and wellness.
- Focus marketing efforts on Instagram and Facebook, as these visually engaging platforms work best for showcasing the product's elegance.

2. **Silk Sleeping Masks:** ₹12,00,000
- Promote the anti-aging properties and health benefits that enhance sleep quality.
- Use Facebook and Instagram for retargeting campaigns, aiming at users who have previously interacted with or shown interest in similar products.

b) The number of campaign phases you have planned with that budget.

● **Phase 1: Awareness (₹12,00,000)** – Focus on introducing the brand and its products to a wide audience, building brand recognition and interest.

● **Phase 2: Consideration (₹10,00,000)** – Retarget people who have interacted with the brand using ads that highlight specific products and include collaborations with influencers.

● **Phase 3: Conversion (₹8,00,000)** – Concentrate on driving sales by offering discounts and promotions to users who have shown a strong interest in purchasing.

Step 3: Campaign Structure

a) Campaign Goal:

- **Goal:** Increase sales of Mulberry Silk Pillowcases and Sleeping Masks.
- Use the "Conversions" goal in Facebook Ads Manager to focus on actions like purchases or adding items to the cart.

b) Audience Targeting:

- **Demographics:** Women aged 28-45 living in cities with higher incomes.
- **Interests:** Beauty, skincare, wellness, luxury goods, and improving sleep quality.
- **Behavioral Targeting:** People who explore or buy high-end beauty or wellness products, such as brands like Silk Sleep or Slip.
- **Custom Audiences:** Retarget people who visited the website, made a purchase before, or engaged with previous ads.
- **Lookalike Audiences:** Use customer data to find new audiences similar to existing buyers.

c) Ad Placements:

- **Automatic Placements:** Ads will appear across Facebook, Instagram (Feeds, Stories, Explore), and Messenger.
- **Manual Placements (if needed):** Prioritize Instagram Stories and Facebook Feeds for better engagement with visual content.

d) Ad Formats:

- **Image Ads:** Showcase high-quality pictures of the silk pillowcases and masks.
- **Video Ads:** Use 15-30 second clips highlighting the product benefits, customer reviews, and demonstrations.

- **Carousel Ads:** Display multiple slides to show features and benefits of both the pillowcases and sleeping masks.
- **Collection Ads:** Allow users to browse and shop directly within Facebook and Instagram for a smooth shopping experience.

Step 4: Metrics to Check

- **Reach and Impressions:** Check how many people are viewing the ads and how often they are being shown.
- **Click-Through Rate (CTR):** Assess how many users are clicking on the ads to see more details, showing how engaging the ads are.
- **Conversion Rate:** Track the number of clicks that turn into actual purchases to understand how well the ads are driving sales.
- **Cost Per Acquisition (CPA):** Calculate the average cost of gaining a new customer through the ads.
- **Return on Ad Spend (ROAS):** Measure how much revenue the ads generate for every rupee spent.
- **Engagement Rate:** Look at the likes, comments, shares, and saves on Instagram and Facebook to see how much people are interacting with the content.
- **Customer Lifetime Value (CLV):** For longer campaigns, analyze the total value a customer brings to the brand over time.

Portfolio Project 2: Plan a Meta Campaign for a Budget

1. Budget Allocation for Facebook and Instagram:

With a remaining budget of ₹20L, the goal is to maximize both reach and conversions while keeping costs in check on both platforms.

Facebook (₹12,00,000):

- Facebook offers powerful targeting tools, particularly through Custom and Lookalike Audiences, making it great for reaching a wide range of potential buyers.
- Given its cost-efficiency, Facebook will receive a larger portion of the budget to help expand reach and nurture leads using different ad formats.

Instagram (₹8,00,000):

- Instagram will play a key role in promoting visually appealing products like Mulberry silk pillowcases and sleeping masks.
- The platform's focus on visual content makes it perfect for highlighting product details, benefits, and influencer endorsements.

2. Optimization Strategies:

1. **Higher Impressions, CTR, and Lower Bounce Rate:**
   - **Ad Copy & Creative:** Create eye-catching ads that emphasize the key benefits of the products with a clear call-to-action (CTA) like "Shop Now" or "Learn About Mulberry Silk's Benefits." Tailor the ad copy to resonate with your target audience, such as "Enhance Your Sleep" or "Fight Aging Naturally."
   - **Targeting:** Use interest and behavior-based targeting to reach the right audience (e.g., women aged 28-45 interested in skincare and luxury products).
   - **A/B Testing:** Test different headlines, images, and CTAs to find the most effective combinations.
   - **Landing Page Optimization:** Ensure your landing page loads quickly and works well on mobile. It should also include a clear CTA and high-quality product images to keep visitors engaged.
2. **Increased Session Duration:**
   - **Engaging Content:** Use videos, before-and-after images, and informative content about how Mulberry silk benefits the skin and improves sleep quality.
   - **Retargeting:** Use dynamic retargeting to re-engage users who have shown interest but didn't make a purchase. Personalized ads can keep them interested for longer.
3. **Higher Conversion and Lower Abandonment Rate:**
   - **Clear CTAs:** Make sure the landing page has a strong, clear CTA, such as "Buy Now" or "Add to Cart."
   - **Simplified Checkout:** Streamline the checkout process to reduce cart abandonment. Offering guest checkout can remove barriers and make the purchase easier.
   - **Retargeting:** Use retargeting for users who added products to their cart but didn't complete the purchase. Create urgency with messages like "Limited Stock" or "10% Off Ends Soon."
4. **Units to Sell for Positive ROI:**

- **Goal:** Achieve a positive ROI with a budget of ₹20L. If the average selling price (ASP) is ₹3,500, you would need to sell at least 571 units to cover your costs. To make a profit, sales must exceed this number.

5. **Average Purchase Value (APV):**
   - **APV:** Each customer is expected to buy one product per transaction, so the Average Purchase Value (APV) is ₹3,500 per unit of Mulberry Silk Pillowcase or Sleeping Mask.

6. **Achieving Positive ROAS and ROI:**
   - **Target ROAS:** Aiming for a 3x return on ad spend (ROAS) means generating ₹60,00,000 in revenue from the ₹20L ad spend.
   - **Target ROI:** Aim for a 200% ROI, which means generating ₹60L in revenue from the ₹20L spend.

Ad Creative Choice: For achieving these goals, **video ads** will be the most effective. Here's why:

- Videos can showcase how the products work in real life, like how the pillowcase improves sleep or how the sleeping mask boosts beauty sleep.
- Video ads are more likely to grab attention on both Facebook and Instagram, especially when they show real-life results or customer testimonials.
- Videos allow for storytelling, which helps build an emotional connection with the audience, increasing engagement and driving more conversions.

3. Landing Page Optimization:

To reduce bounce rates and boost conversions, consider the following landing page improvements:

- **Streamline the Design:** Keep the design simple and uncluttered, focusing on key product details, benefits, and customer reviews without overwhelming the visitor.
- **Enhance Mobile Experience:** Make sure the page is mobile-friendly and loads quickly, as most users will be visiting from their phones or tablets.
- **Add Trust Elements:** Showcase customer reviews, testimonials, and certifications (like "organic" or "sustainable") to build credibility and trust with visitors.

- **Prominent Call-to-Action (CTA):** Place a clear CTA button, such as "Buy Now" or "Shop Now," in a noticeable spot with a contrasting color to draw attention.
- **Highlight Product Advantages:** Emphasize the unique features of your product, such as "100% Pure Mulberry Silk" or "Anti-Aging Benefits," to make them stand out.
- **Create Urgency:** Add limited-time offers or countdowns, like "Hurry, Offer Ends Soon!" to encourage users to make a purchase right away.

(2).What is the use of Email marketing?

ANS : Email marketing is a powerful tool used for various purposes, including:

1. **Customer Engagement**: It helps businesses maintain communication with their customers, keeping them informed about updates, promotions, and news.
2. **Lead Generation**: Emails can be used to capture leads through newsletters, special offers, or gated content.
3. **Sales Promotion**: Businesses can promote products or services directly to their audience, encouraging immediate purchases.
4. **Brand Awareness**: Regular communication through email helps build brand recognition and loyalty among customers.
5. **Personalization**: Targeted emails can be personalised based on user behaviour and preferences, increasing relevance and engagement.
6. **Analytics and Insights**: Email marketing platforms provide data on open rates, click-through rates, and conversions, allowing businesses to refine their strategies.
7. **Cost-Effectiveness**: Compared to traditional marketing methods, email marketing is relatively inexpensive and can yield high returns on investment.
8. **Automation**: Automated email campaigns can nurture leads and engage customers at various stages of the buying journey.

Overall, email marketing is essential for building relationships, driving sales, and enhancing customer loyalty.

ANS : With email marketing, you can achieve several key goals:

1. **Increase Sales:** Directly promote products and encourage customers to make purchases.
2. **Build Customer Loyalty:** Regular communication helps foster a strong relationship with customers, making them more likely to return.
3. **Generate Leads:** Capture new contacts and potential customers through sign-ups and offers.
4. **Boost Engagement:** Keep your audience engaged with relevant content, updates, and personalised messages.
5. **Drive Website Traffic:** Encourage recipients to visit your website or specific landing pages through links in your emails.
6. **Promote Events:** Share information about upcoming events, webinars, or sales to increase attendance and participation.
7. **Gather Feedback:** Use surveys or polls to understand customer preferences and improve your offerings.
8. **Enhance Brand Awareness:** Regularly appearing in inboxes helps keep your brand top of mind.
9. **Improve Customer Retention:** Nurture relationships with existing customers to reduce churn and increase repeat purchases.

Overall, email marketing is a versatile tool that can help you achieve many business objectives effectively.

● Suggest a Subject for the email.

● Prepare an email

ANS :

Subject: Did You Forget Something? Your Cart Awaits!

Hi John,

We noticed you left some great items in your cart! Don't miss out on the chance to make them yours.

Your Cart:

- **SuperSoft Hoodie**
  - Price: $49.99
- **Wireless Earbuds**
  - Price: $29.99

Why Complete Your Purchase?

These items are just a click away, and we wouldn't want you to miss out on them!

Special Offer: Use code **SAVE10** for 10% off your order!

Return to My Cart

If you have any questions or need assistance, feel free to reach out to our support team at support@esellerhub.com. We're here to help!

Looking forward to seeing you back!

Best,
The eSellerHub Team
Contact Us | Follow us on Instagram | Like us on Facebook

ANS : Affiliate marketing is a performance-based marketing strategy where businesses reward affiliates (or partners) for driving traffic or sales to their products through the affiliate's marketing efforts. Here's how it works:

1. **Parties Involved:** Typically involves three parties: **the merchant** (business selling the product), **the affiliate** (the marketer promoting the product), and **the consumer** (the customer who buys the product).
2. **How It Works:** Affiliates promote the merchant's products through various channels like websites, blogs, social media, or email. They use unique tracking links that identify their referrals.
3. **Commission Structure:** When a consumer makes a purchase or takes a desired action (like signing up for a newsletter) through the affiliate's link, the affiliate earns a commission. This can be a percentage of the sale or a fixed amount.
4. **Benefits:** It's cost-effective for merchants since they pay only for actual sales or leads. For affiliates, it offers the potential to earn passive income without having to create their own products.
5. **Platforms:** There are various affiliate networks (like Amazon Associates, ClickBank, or ShareASale) that connect affiliates with merchants, providing tracking, reporting, and payment processing.

Overall, affiliate marketing can be a mutually beneficial arrangement, leveraging the marketing efforts of affiliates to expand a merchant's reach.

(6.)List some famous websites available for affiliate marketing.

ANS : Here are some well-known websites and platforms that facilitate affiliate marketing:

1. **Amazon Associates:** One of the largest and most popular affiliate programs, allowing affiliates to promote a vast range of products.
2. **ClickBank:** Focuses on digital products, offering high commissions and a wide variety of niches.
3. **CJ Affiliate (formerly Commission Junction):** Connects affiliates with major brands across various industries.

4. **ShareASale:** A diverse network that offers numerous products and services for affiliates to promote.
5. **Rakuten Marketing:** Another major affiliate network with a wide range of brands and products.
6. **eBay Partner Network:** Allows affiliates to earn commissions by promoting eBay listings.
7. **Awin:** A global affiliate marketing network with a variety of products and services.
8. **FlexOffers:** Offers access to a wide range of advertisers and customizable affiliate programs.
9. **Impact:** A platform that connects brands with affiliates and provides advanced tracking and reporting features.
10. **Shopify Affiliate Program:** Allows affiliates to promote Shopify and earn commissions for referrals.

These platforms provide tools, resources, and networks for affiliates to effectively promote products and earn commissions.

(7).Which are the platforms you can use for affiliate marketing?

ANS : Here are some popular platforms you can use for affiliate marketing:

1. **Amazon Associates:** A widely used program for promoting millions of products from Amazon.
2. **ClickBank:** Focused on digital products, offering high commissions and a variety of niches.
3. **CJ Affiliate (Commission Junction):** A large network that connects affiliates with numerous brands across different industries.
4. **ShareASale:** Offers a wide range of products and services, making it suitable for various niches.
5. **Rakuten Marketing:** Connects affiliates with well-known brands and provides robust reporting tools.
6. **Awin:** A global affiliate network with diverse products, from fashion to travel.
7. **FlexOffers:** Provides access to many advertisers and customizable affiliate programs.
8. **Impact:** A platform that focuses on partnerships and offers advanced tracking and analytics.
9. **eBay Partner Network:** Enables affiliates to promote eBay listings and earn commissions.

10. **Shopify Affiliate Program:** Allows affiliates to promote Shopify and earn commissions for referrals.
11. **Fiverr Affiliate Program:** Affiliates can promote freelance services offered on Fiverr.
12. **Etsy Affiliate Program:** Promote unique handmade and vintage items from Etsy.

These platforms provide a variety of options, catering to different interests and audiences for effective affiliate marketing.

(8).Youtube:

YouTube - Google Sheets

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3.update into github.

ANS:
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