DAME
essentials

Shop 100% Pure Mulberry Silk Bedding Set That Looks as Good as It Feels

It is time to upgrade your sleep routine with 100% pure mulberry silk bedding that promises luxury and wellness. No matter if you are looking for a silk bed set in champagne gold to enhance the aesthetic of your bedroom, or simply want bedding for better sleep, our silk collection will deliver at every front.

In fact, our premium silk bed linen is well known for its buttery soft feel, breathability, and stellar skin care benefits. You can explore our collection that features silk fitted sheets and pillowcases to full luxury silk bedding sets in India. Every piece has been thoughtfully made using 22 Momme Grade 6A long thread silk to ensure unmatched comfort. Our silk sheets for glowing skin are not just about sleep, but about waking up looking and feeling your best night after night.

DAME essentials

Portfolio Project 3: Plan a Meta Campaign for a Budget

Task 1 - Campaign Strategy

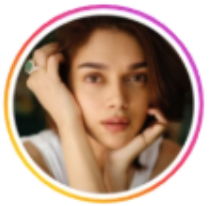
Step 1	**Create the Buyer's Persona for Dame Essentials** - You already know how to create the Buyer's Persona/Customer Persona. If you have any doubts, revisit your Workbook 2 and see what elements you should include while creating the buyer's personas.	
	Here is your Workbook 2	https://docs.google.com/spreadsheets/d/19aXeVwHyxaZ6q_smVFcPQeBOByoOH0LY_g0JfFNmk90/ec
Step 2	**Budget Allocation** - In this step, tell us about how you are going to allocate your budget of Rs. 30L to run this campaign. While allocating the budget, you should consider the following factors.	
	a) How you are planning to allocate that budget for different products and on different platforms?	
	b) The number of campaign phases you have planned with that budget.	
Step 3	**Campaign Structure** - Based on the Buyer's Persona, Channels, and Budget Allocation, you have to come up with a campaign structure. While preparing your campaign structure, you should remember to include the following elements.	
	a) Campaign Objective	If you have any doubts about how Facebook Ad Manager works, go through the document **How To Run An Ad And Signing Into The Facebook Ads Manager?** And see how you can incorporate all these elements into your campaign.
	b) Targeting	
	c) Placements	
	d) Formats	Here is the Document https://docs.google.com/document/d/1eHbodMs5RR_m_teu
Step 4	**Metrics to Check** - Mention all those metrics that you would check to see how the Ad Campaign will perform.	

Buyer's parsona

DAME essentials

- Brand: Dame Essentials
- Name: Rhea Malhotra
- Age: 25
- Gender: female
- Location: Metropolitan cities(Mumbai, Delhi, Bengaluru)
- Income: 50000/month
- Occupation: Junior Marketing Executive / Social Media Coordinator in a corporate office
- Favorite Platform: Instagram, Pinterest, youtube
- Least Favorite: Twitter, LinkedIn
- Demographics: Urban, modern, tech-savvy woman active on Instagram & frequently shops online
- Interests & Behaviour: She follows beauty influencers, loves skincare reels, and prefers clean, gentle, trendy products
- Goals / Motivations: Wants glowing skin with simple routines using safe, effective ingredients that show quick results
- Pain Points: Sensitive skin, confusion due to too many products, low trust in new brands, and budget-conscious
- Buying Behaviour: Discovers brands through Instagram Reels, checks reviews + before/after videos, and buys when discounts are available.
- Preferred Platforms: Instagram Reels, Stories, Explore; also watches YouTube review videos.
- Purchase Triggers: Influencer demos, visible results, clean ingredients, combo offers, and premium aesthetic packaging.
- Objections: Worries whether the product suits her skin, doubts about results, and price sensitivity.
- Brand Connection: She prefers modern, honest, clean beauty brands that show real people and transparent ingredients.
- Messaging Style: Short, visual, result-focused messaging with clear ingredient benefits and simple CTAs like "Shop Now".
- Ideal Creative Formats: Short reels, UGC testimonials, product close-ups, ingredient carousels, and shoppable collection ads.

namratasoni



aditiraohydari

sonamkapoor

rasnabhasin

Budget Allocation

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Campaign	Objective	Budget	Audience	Best Creatives	Result Goal
Awarness	Reach / Awareness	**₹12,00,000**	Broad Women 22–45	Reels, lifestyle	High reach, low CPM(Cost Per Miles)
Consideration	Traffic / Video Views	**₹9,00,000**	Engagers, viewers	Carousels, UGC(User Generated Content)	Website traffic, education
Conversion	Sales (Purchase)	**₹9,00,000**	Retargeting + LLA(LookLike Audience)	Offer ads, testimonials	Sales, ROAS(Return on Ad spend

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Campaign Structure

Awarness

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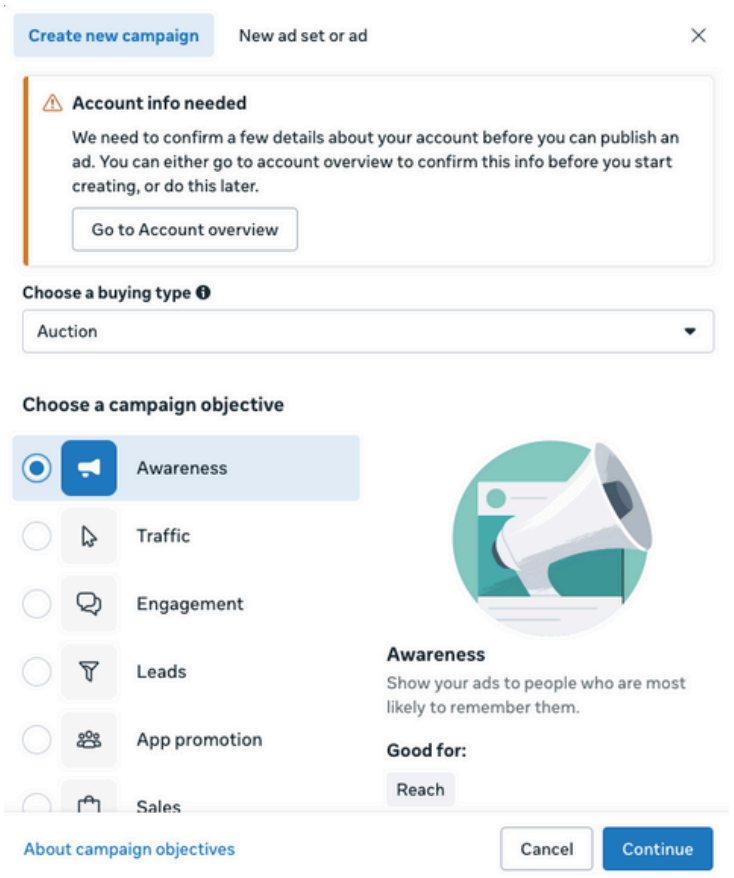
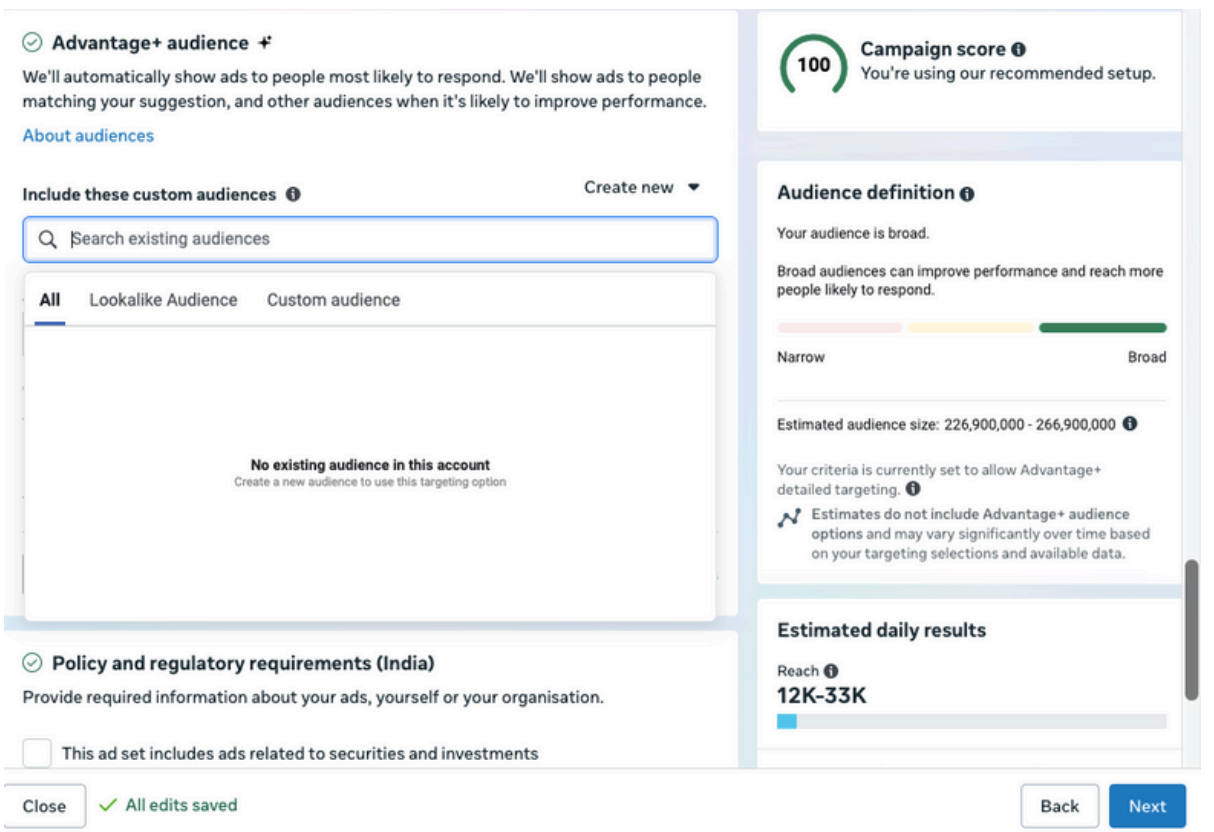
Campaign Objective



Targeting



Placement

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Edit Review

Run an A/B test to see the results of using Advantage+ placements

Devices

All devices

Platforms

- [x] Facebook
- [x] Instagram
- [ ] Audience Network
- [ ] Messenger
- [ ] WhatsApp
- [ ] Threads

Asset customization

15 / 18 placements that support asset customization

Select all

Placements

Facebook video feeds

The Facebook video feeds placement is no longer available. Please use the Facebook Reels placement instead.

Close ✓ All edits saved

In-stream ads for reels

Reach people before, during or after they watch a reel

- [x] Facebook in-stream reels
- [x] Ads on Facebook Reels

Search results

Get visibility for your business as people search

- [x] Facebook search results
- [x] Instagram search results

Apps and sites

Expand your reach with ads in external apps and websites

- [ ] Audience Network native, banner and interstitial

Facebook Marketplace

We recommend square (1:1) images and vertical (4:5) videos

per result with Advantage+ audience for 1 ad set

+10 points

Apply now View in ad set

Show more (1) +6 points

Audience definition

Your audience is broad.

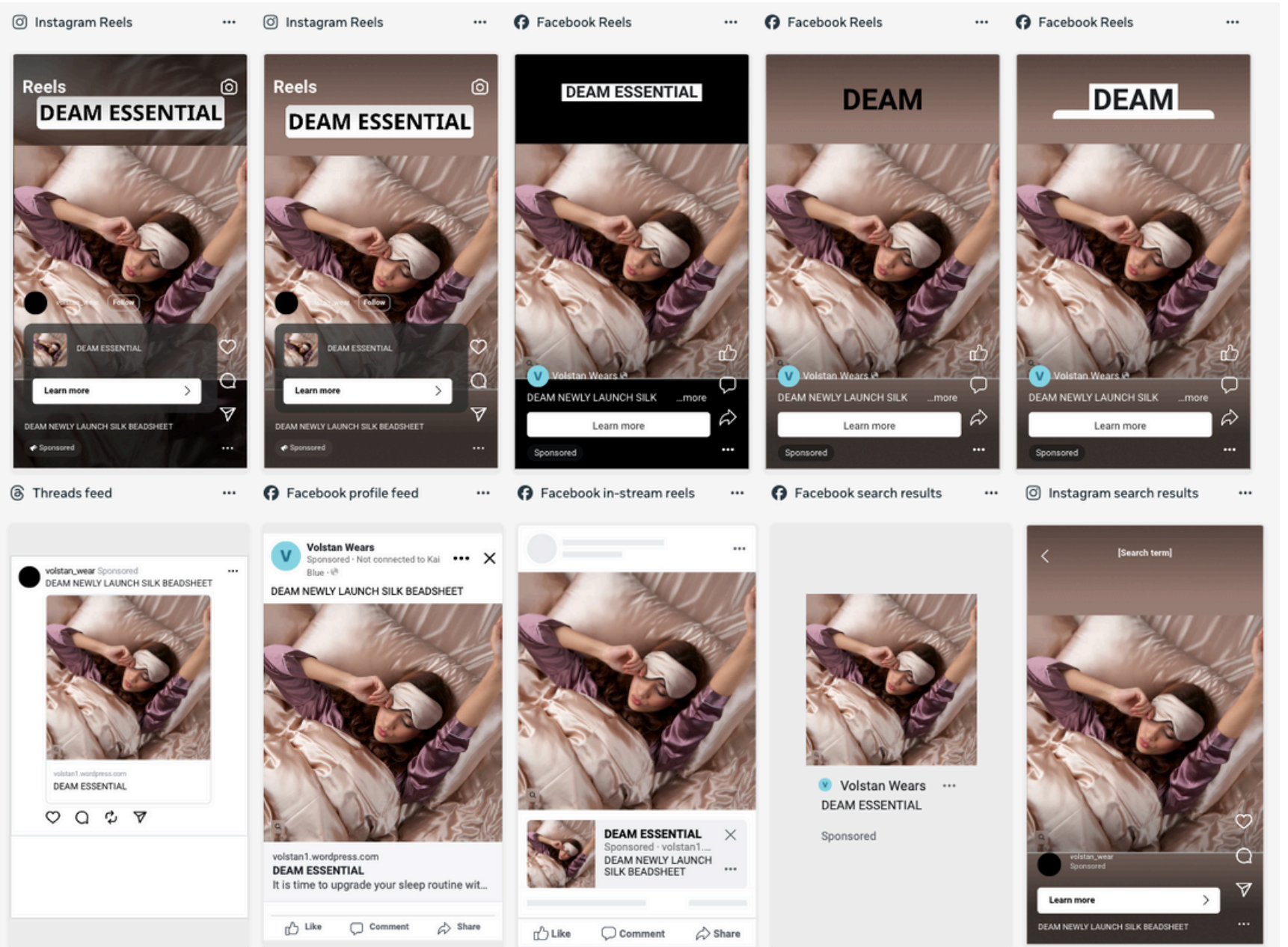
Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

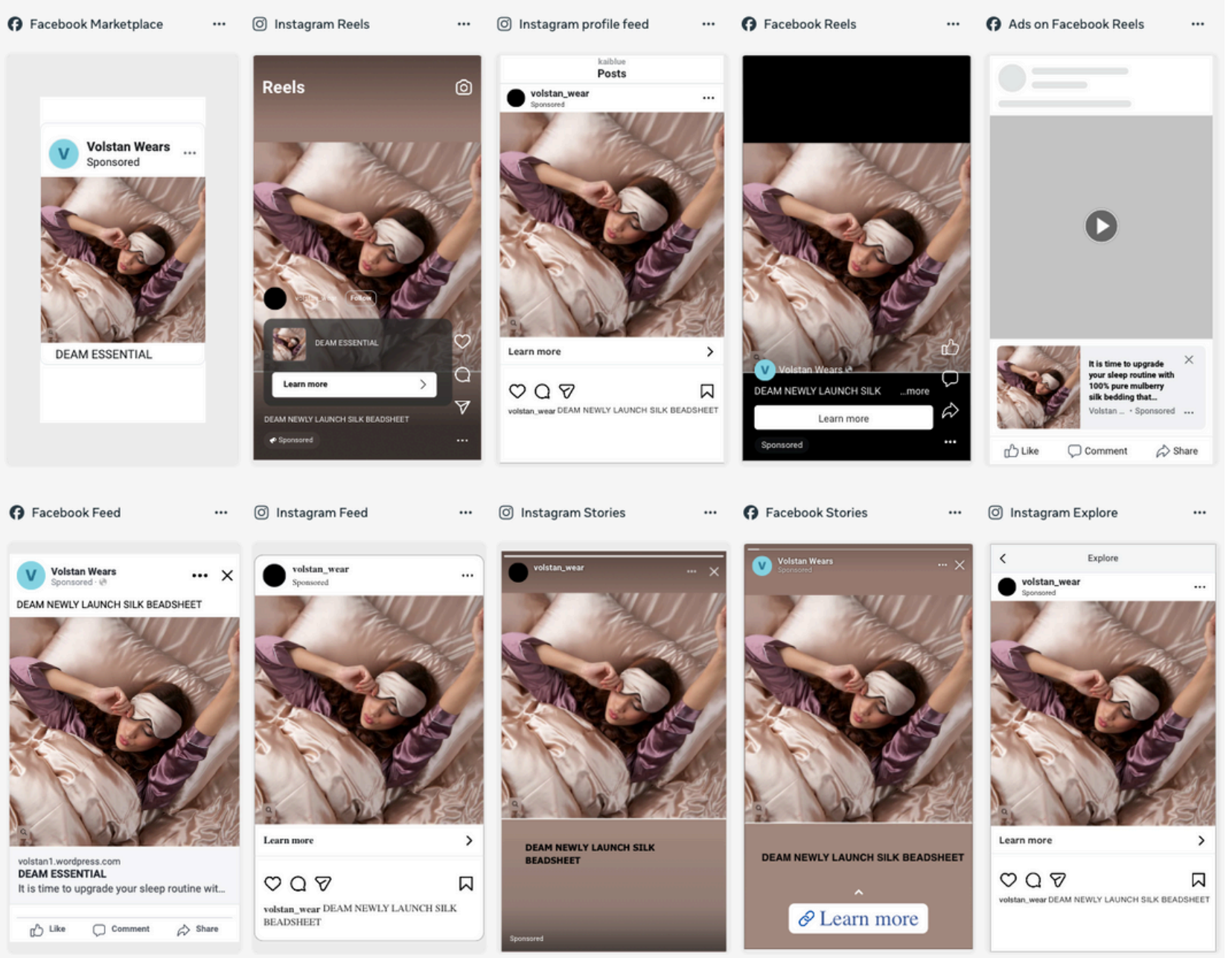
Close ✓ All edits saved Back Next

Format

DAME essentials



DAME essentials



Engagement

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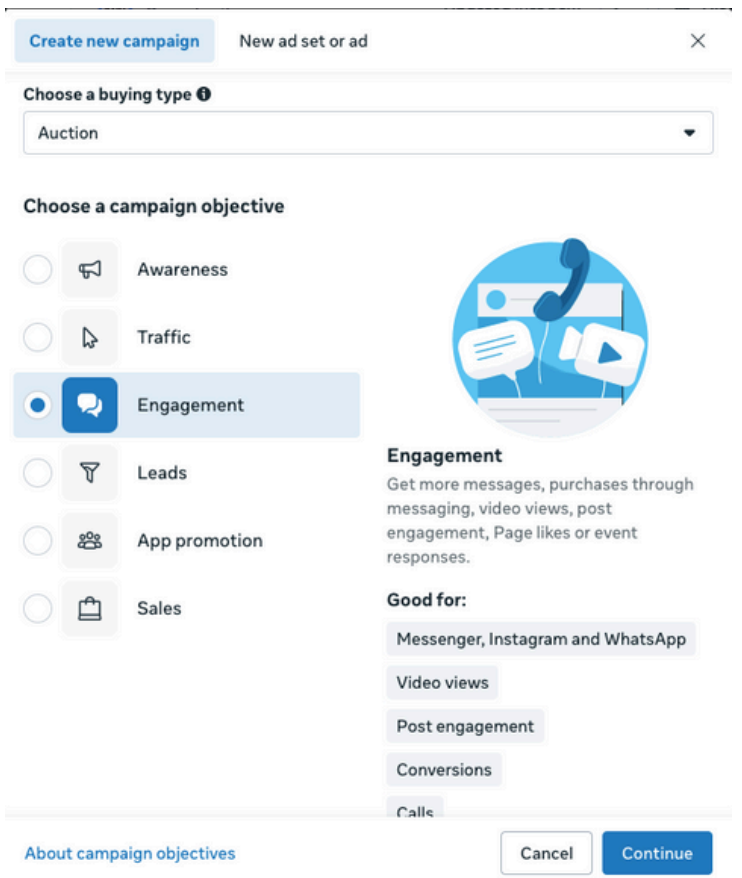
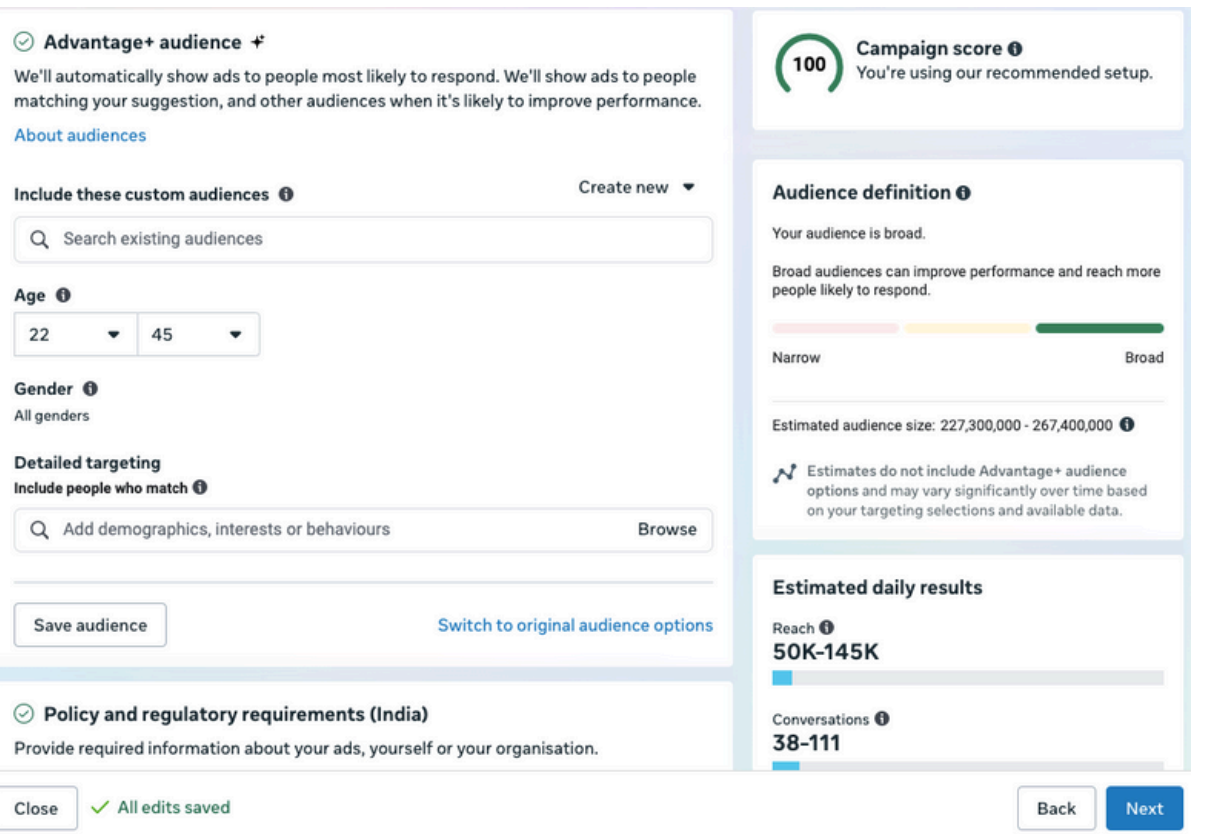
Campaign Objective

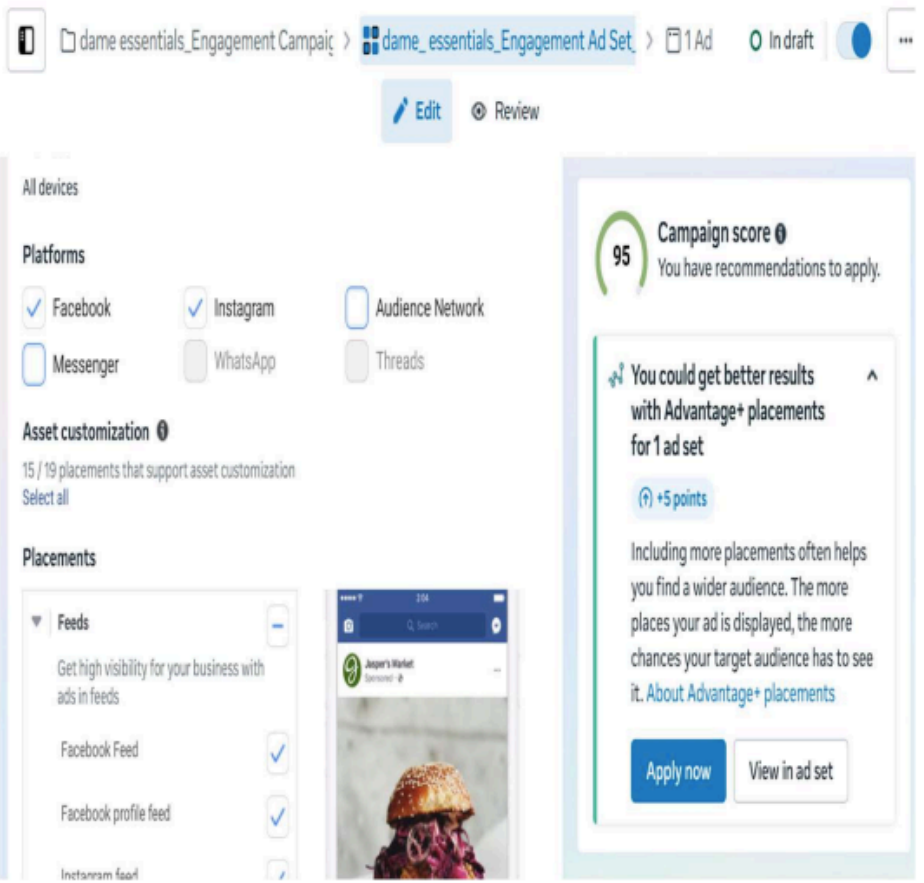


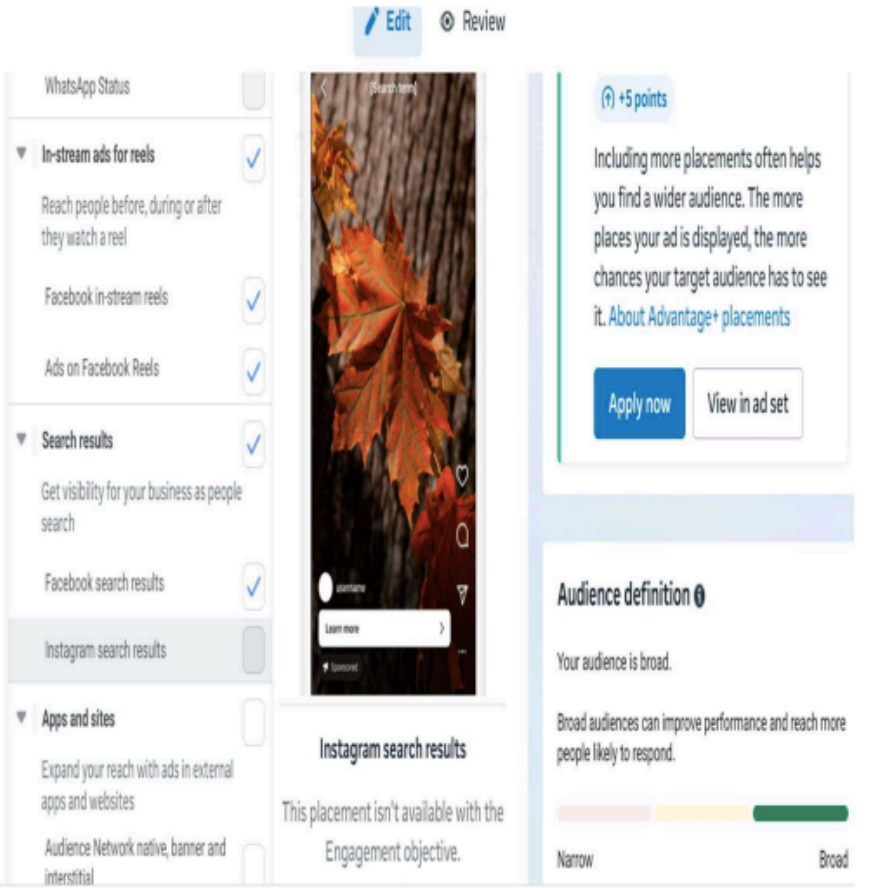
Targeting



Placement

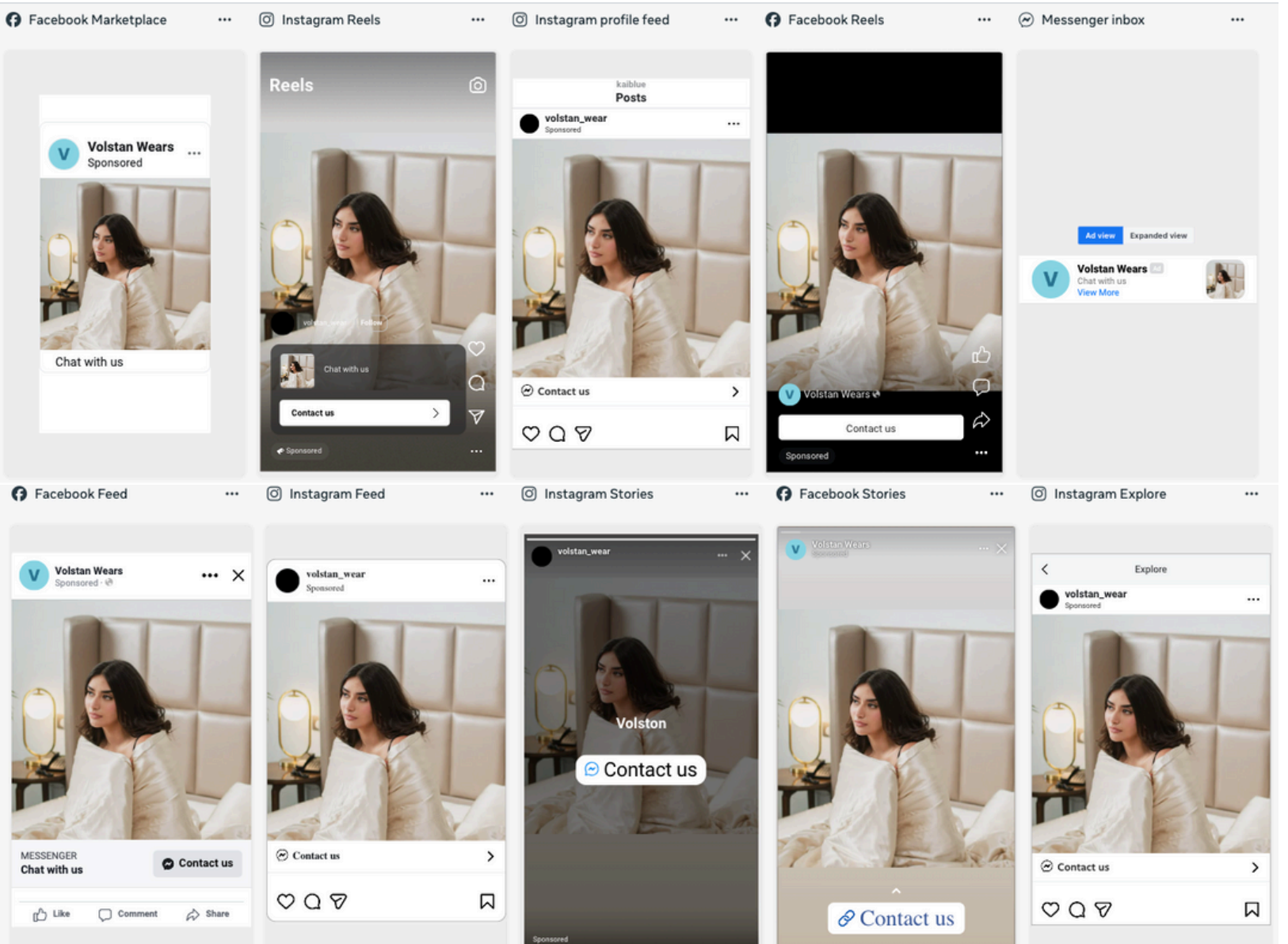
DAME essentials



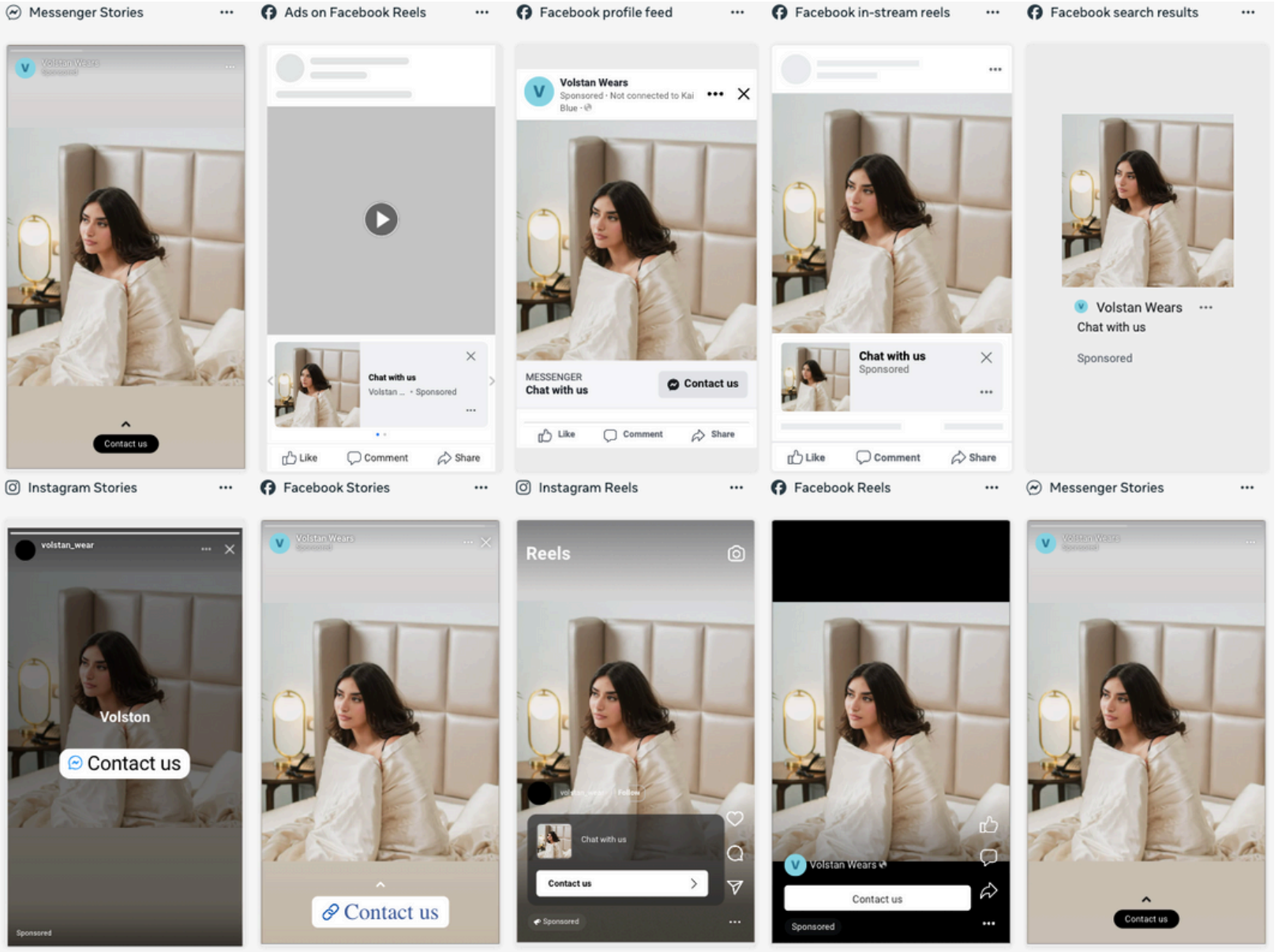


Format

DAME essentials



DAME essentials



Lead Generation

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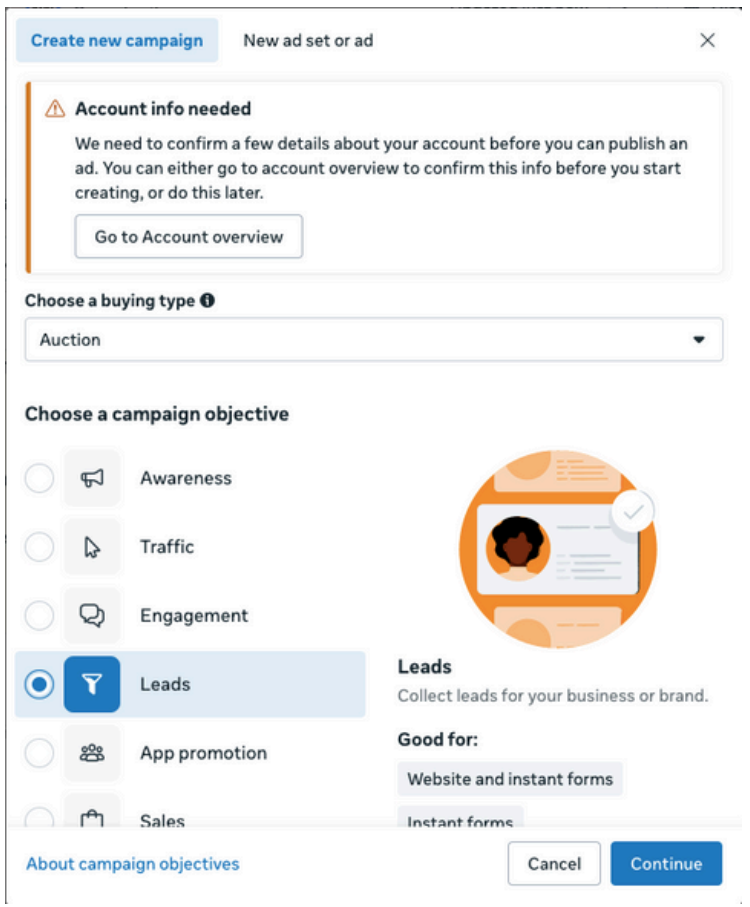
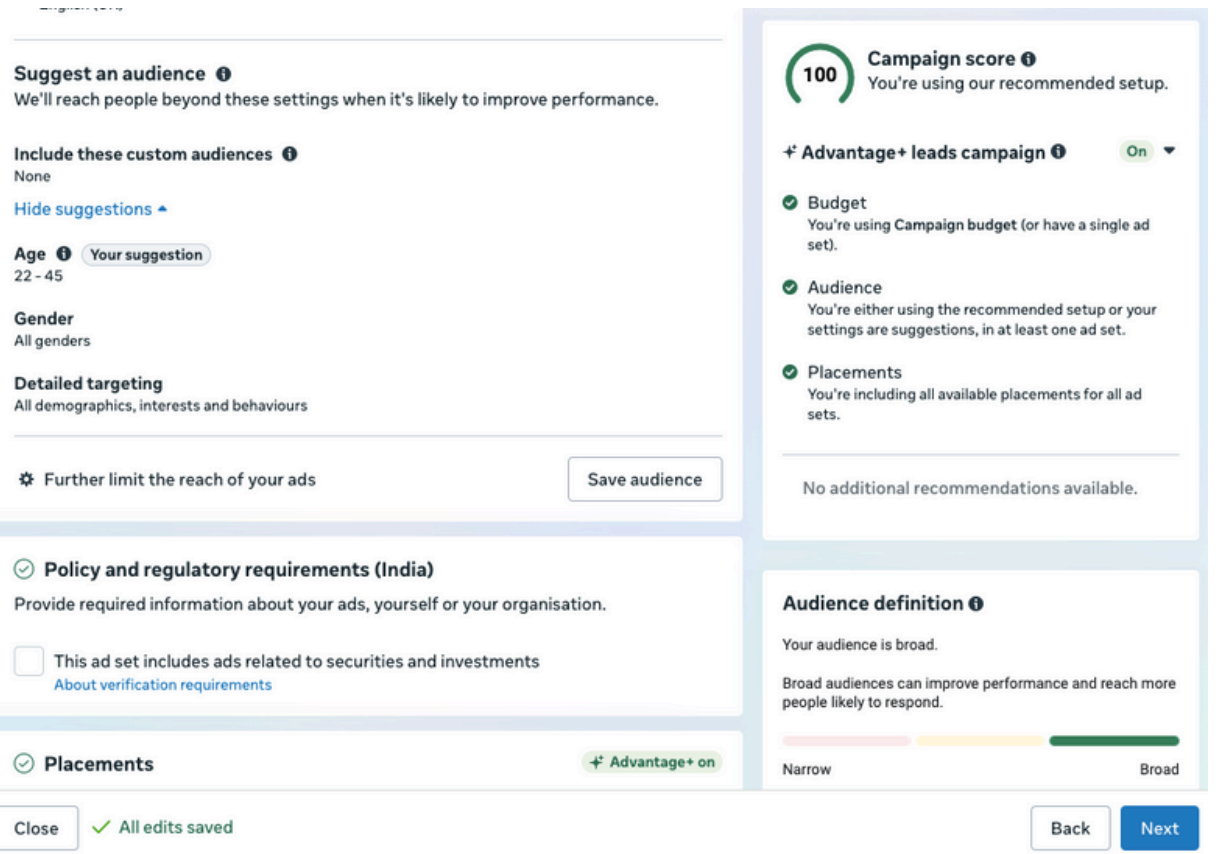
Campaign Objective

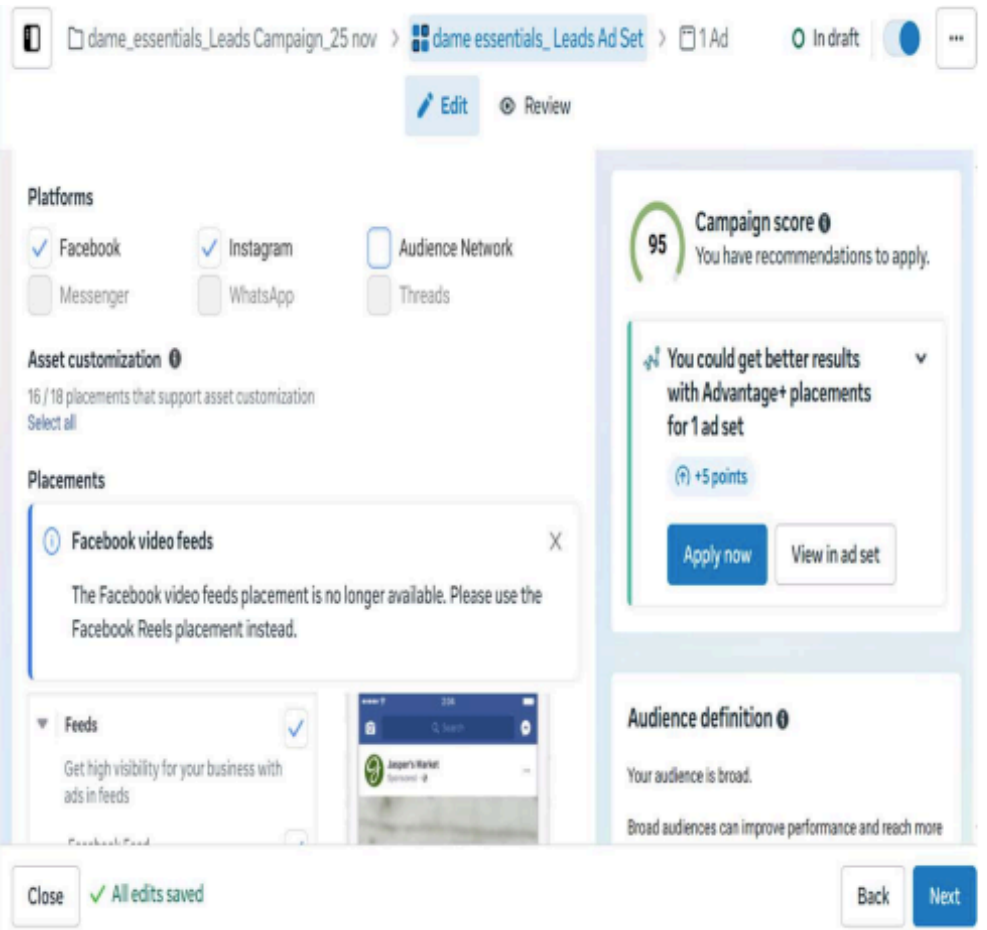


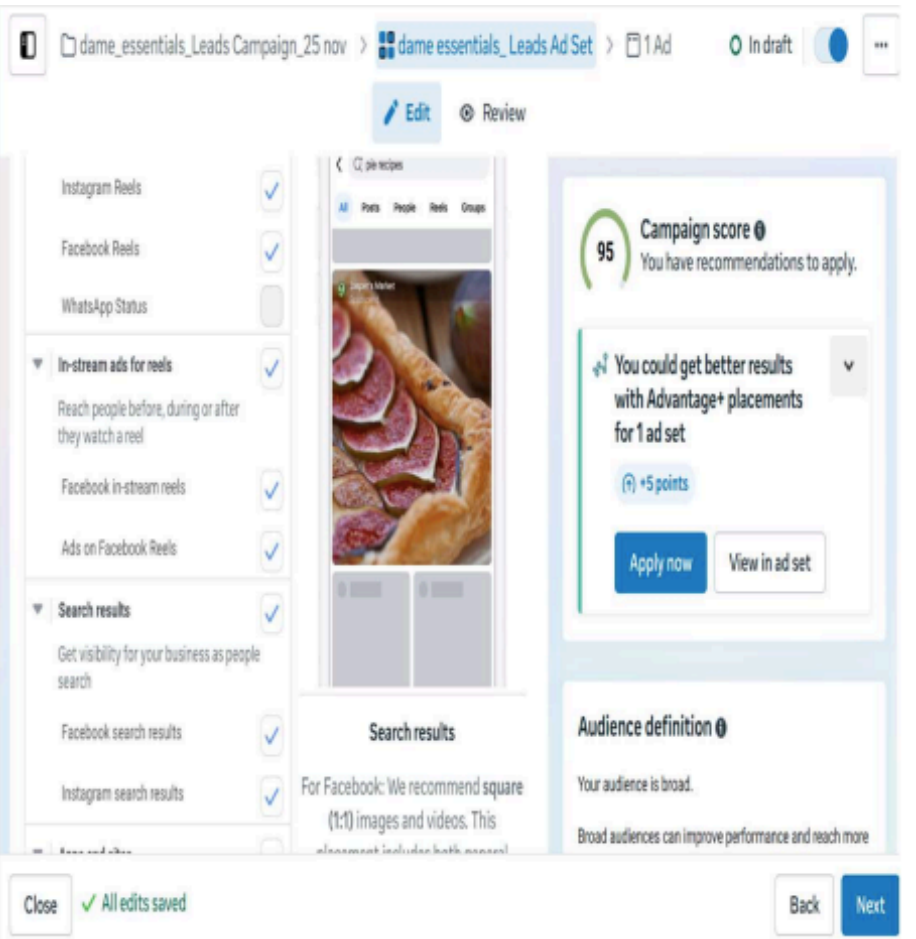
Targeting



Placement

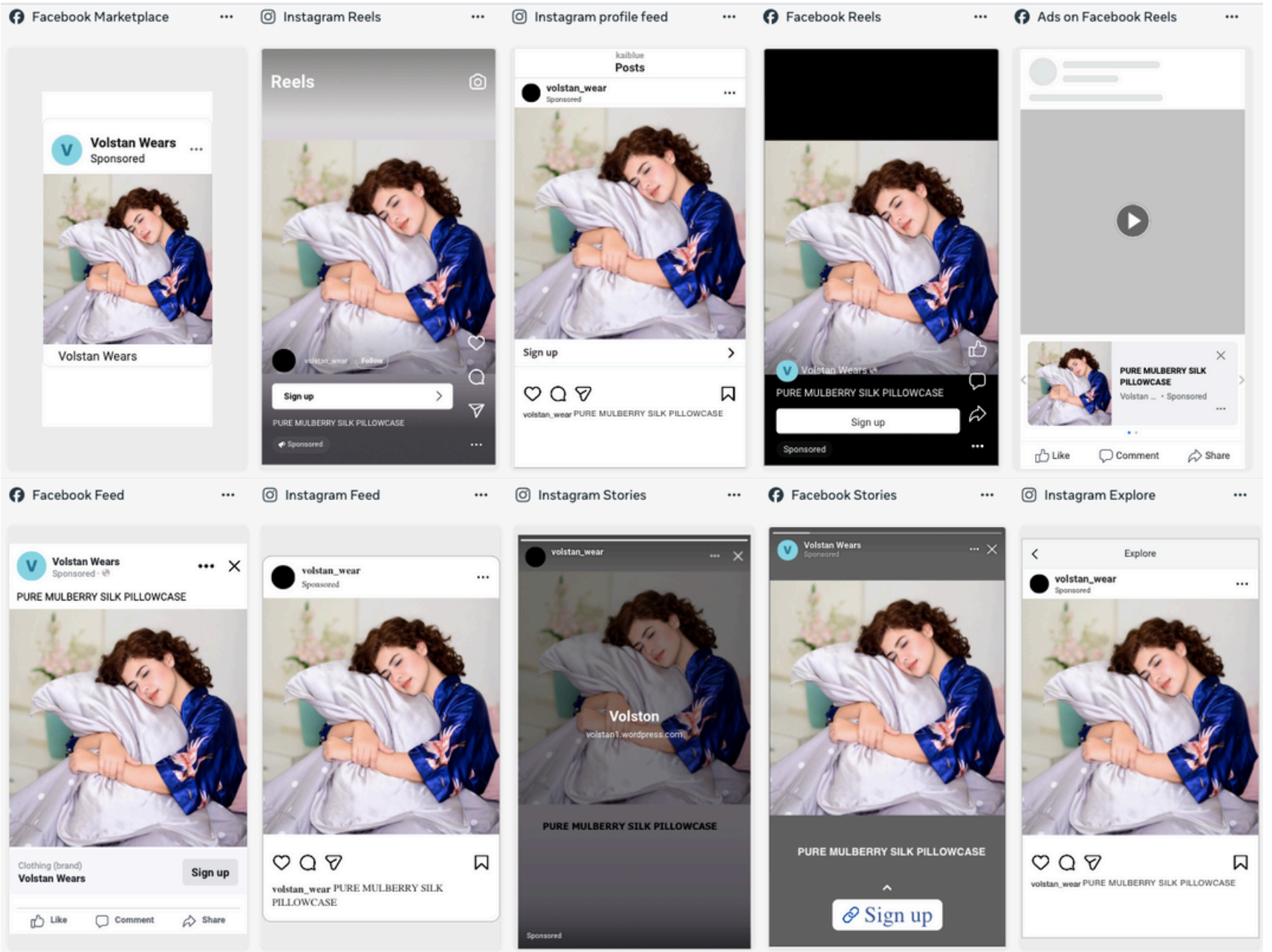
DAME essentials





Format

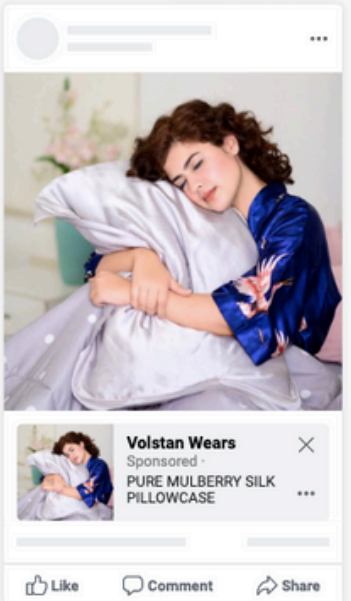
DAME essentials



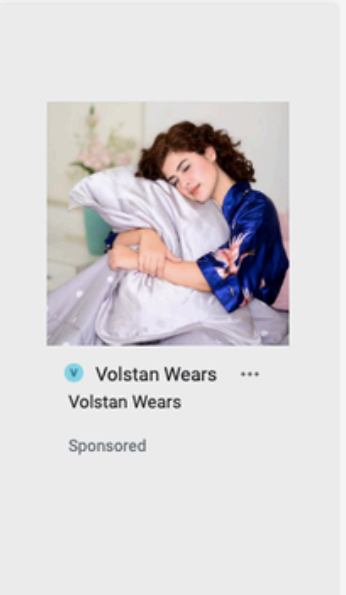
DAME essentials

Facebook profile feed

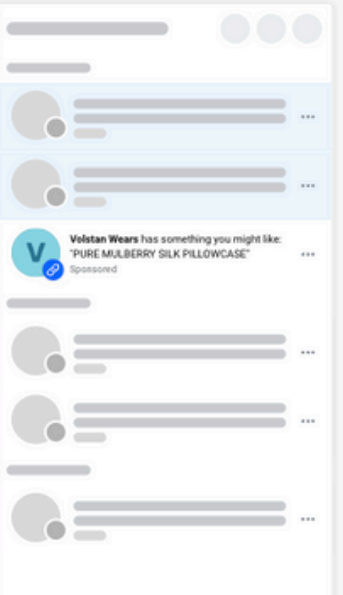
Facebook in-stream reels



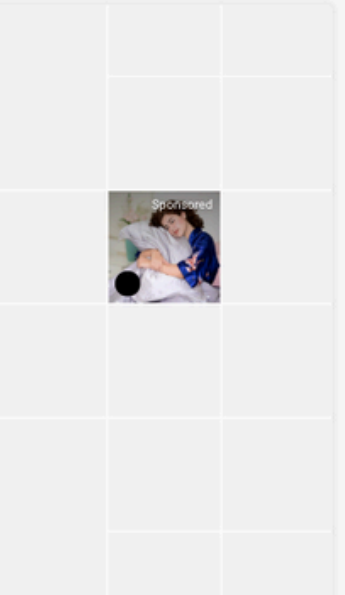
Facebook search results



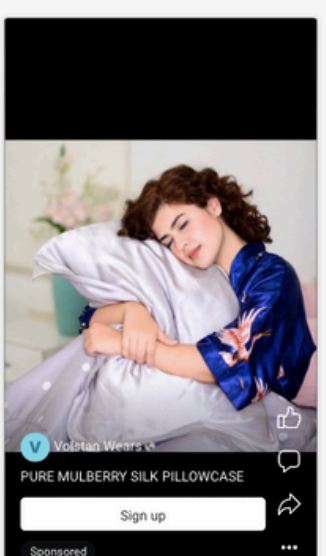
Facebook notifications



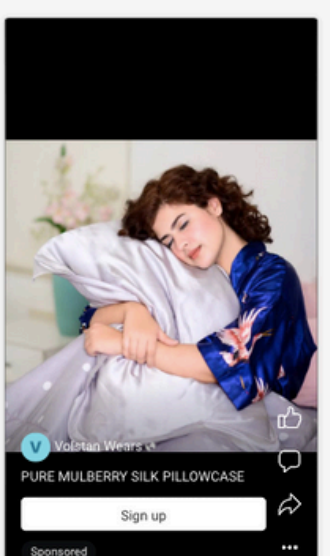
Instagram Explore home



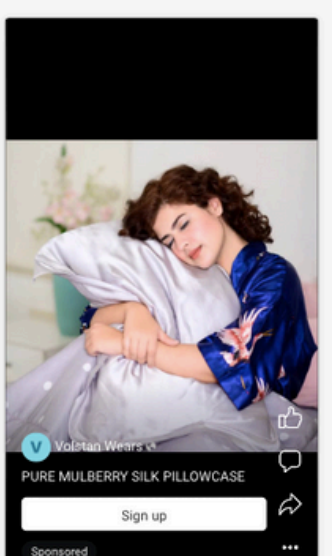
Facebook Reels



Facebook Reels



Facebook Reels



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Metrics to check for Ads Campaign Performance

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1. Awareness
Focus: **Reach more people & increase brand visibility**
Key Metrics:
•Reach
•Impressions
•Frequency
•CPM
Use when: You want people to know your brand exists.

2. Engagement
Focus: Get likes, comments, shares, messages, video views
Key Metrics:
•Engagement rate
•Comments
•Shares
•Saves (Instagram)
•Cost per engagement
Use when: You want interaction.

3. Leads
Focus: **Collect customer info (name, phone, email) via lead forms**
Key Metrics:
•Leads
•CPL (Cost Per Lead)
•Conversion Rate
•Lead Quality
Use when: You want potential customers

Overall Metrix
1. ROAS
ROAS shows how much revenue you earn for every rupee spent on ads.
2. Ad Quality
Ad Quality measures how relevant, engaging, and useful your ad is compared to others.
3. Frequency
Frequency tells how many times the same person has seen your ad on average.

Task 2 - Optimisation Strategy
In the project brief, you can see how the first Ad for Rs. 10L has been performed. Now you have to come up with an optimization strategy for the remaining budget of Rs. 20L to achieve a positive ROI.

Your optimisation Strategy Should Include the following elements:	**Explain how you are going to achieve the following:**
	Budget Allocation: Out of the remaining Rs. 20 L, how much you are going to allocate for Facebook and Instagram?
	Higher Impression and CTR, lower Bounce Rate
	Increased Average Session Duration
	Higher Conversion Rate and lower Abandon Rate
	Number of units you should sell to achieve the positive ROI
	Average purchase value you are aiming to achieve
	Also, explain with numbers, how you are going to achieve positive ROAS and ROI.

Optimisation Strategy

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Budget Allocation

(Total Remaining: ₹20,00,000)

To maximise reach, traffic, and conversions:

•Facebook: 60% (₹12,00,000) – better reach + cheaper CPM

•Instagram: 40% (₹8,00,000) – stronger engagement + higher CTR

This split balances awareness + conversions effectively.

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Achieving Higher Impressions, Higher CTR & Lower Bounce Rate

•Use high-quality creatives, lifestyle photos, reels, and carousel ads

•Add strong hooks and clear CTAs

•Use targeted audiences: lookalike 1%, engaged shoppers, website visitors

•Improve landing page speed & remove unnecessary steps

Expected Outcome:

•Higher impressions due to good ad quality

•CTR improves by 20–30%

•Bounce rate reduces by 15–20%

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How to Reduce Bounce Rate

•Faster website loading (<3 sec)
•Clean landing page + minimal distractions
•Clear product info + benefits
•Consistent ad-to-landing message

Outcome: Bounce rate drops 15–20%

Increasing Average Session Duration

•Add videos, product demos, reels
•Add related product suggestions
•Improve navigation flow
•Reduce extra steps on website

Outcome: Time on site increases from 40 sec → 1.5 min

DAME essentials

Increasing Conversion Rate

•Retarget product viewers & cart abandoners
•Show checkout offers (Free gifts / Free shipping / Discounts)
•Add reviews & social proof
•Simplify checkout process
Outcome: 2–3X higher conversion rate

Lowering Abandon Rate

•Multiple payment options
•Remove mandatory sign-up
•Auto-fill form
•Add trust badges (SSL, secure payment)
Outcome: Abandon rate reduces from 70% → 40%

DAME essentials

Units Required for Positive ROI

•Spend = ₹20,00,000

•Approx profit per unit = ₹400

Break-even:

→ ₹20,00,000 / ₹400 = 50,000 units

Positive ROI Target:

→ 55,000 – 60,000 units

Target Average Purchase Value

Increase APV using:

•Bundles

•Combo offers

•Free shipping threshold

Target APV: ₹650 – ₹750

DAME essentials

Achieving Positive ROAS & ROI

ROAS

•Spend: ₹20,00,000

•Expected revenue: ₹60,00,000

ROAS = 3X

ROI

•Profit: ₹400 × 55,000 units = ₹22,00,000

ROI becomes positive after 50,000 units

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Which Ad Creative you are going to select out of the following 3 samples to achieve these goals and why?

Creative 2 is the strongest choice because it uses an emotionally engaging visual of a woman hugging the silk pillow, which instantly communicates comfort and better sleep—key benefits of the product. It also has a bold, centrally placed "Flat 30% Off" message that captures attention faster and improves click-through rates. The ad copy includes social proof by highlighting that thousands of women have switched, which builds trust and credibility. Unlike the other creatives, this one shows real product usage, has a clean layout, and delivers both emotional appeal and clear value. Overall, Creative 2 is the most likely to attract attention, drive engagement, and convert Meta traffic effectively.

DAME essentials

DAME essentials PILLOWCASES FACE & EYE MASKS SCRUNCHIES CARE INSTRUCTIONS SETS & BUNDLES DAME X BELIF CART

SEARCH

HOME › BERRY BURGUNDY PILLOWCASE

UP TO 30% OFF

BUY NOW!!!!!

BERRY BURGUNDY PILLOW

★★½ 13 reviews

RS. 4,495.00

STYLE

1 PILLOWCASE WITH BORDERS (BOTH SIDES PURE SILK)

1 PILLOWCASE WITH PIPING (ONE SIDE PURE MULBERRY SILK , BACK SIDE IMITATION SILK)

(ONE SIDE PURE MULBERRY SILK BACK SIDE IMITATION SILK)

1

ONLY 7 LEFT IN STOCK

ADD TO CART · RS. 4,495.00

Reviews

DAME essentials

Strengthen Above-the-Fold (First Screen) Content

Right now, above-the-fold only shows:

•Product image
•Price
•Basic style selector

This is **not enough to convert cold traffic** coming from Meta Ads.

Changes:

•Add **3–5 key benefits badges right** below the product name:

• Anti-acne
• Anti-frizz
• Anti-aging
• 22-momme 100% mulberry silk
• Dermatologist approved

Why: Meta traffic is impulsive. People buy benefits, not specifications.

Bring Reviews & Social Proof Higher Up

Currently reviews are tiny and pushed to the side. This hurts trust.

Changes:

•Move **star rating + review count** directly under the product name
•Add a collapsible **"Top 5 Customer Reviews"** section above the fold
•Include **UGC-style images** from customers

Why: Social proof is one of the strongest conversion boosters for beauty/wellness products.

Improve Product Description Structure

The current PDP relies on long text lower down.
Most visitors won't scroll.
Add 4 Key Sections (Compact & Visual):
1.Why Mulberry Silk?
2.Before & After Images (Acne / Hair-Frizz Results)
3.How It Improves Skin + Hair (Short Bullet Points)
4.What's in the box?
Why: Clear structure = better skimmability → higher conversion.

Make Variant Selection More Intuitive

The dropdown/box for style selection looks confusing and requires interpretation.
Changes:
•Add small thumbnail images for each variant
•Simplify naming:
- "Both sides pure silk"
- "One side silk, one side imitation"

Why: Reduces decision fricϴon → increases conversions.

Introduce Sticky Add-to-Cart Button (Mobile)

Most conversions fail on mobile due to scrolling.
Changes:
•Add a sticky ATC bar at the bottom of the screen
Why: Increases ATC by 15–25% on mobile

Add Clear Urgency + Offer Highlight

"UP TO 30% OFF" is visible but not compelling.
Changes:
•Replace with a strong, time-sensitive banner:
Festive Sale: Flat 30% Off Today Only
•Add a small countdown timer
Why: Urgency reduces bounce and increases add-to-cart rate by 10–22% (DTC benchmark)

Final Summary: *To reduce bounce rate and increase conversions, I will optimize the landing page by adding benefit-focused messaging above the fold, improving social proof visibility, strengthening urgency with clearer offer communication, simplifying variant selection, adding trust badges and guarantees, integrating UGC + video, and implementing a mobile sticky ATC bar. These changes reduce friction, build trust faster, and increase the likelihood that Meta traffic completes a purchase*

THANK YOU ☺