



GOOGLE ADS CAMPAIGN STRATEGY FOR XIAOMI SMARTPHONE SALES GROWTH

XIAOMI BUSINESS SNAPSHOT + GOOGLE ADS FIT

What Type of Business is Xiaomi?

- MODEL: DIRECT TO CONSUMER (D2C) VIA ECOMMERCE
- ALSO OPERATES IN B2C RETAIL (OFFLINE), BUT THIS STRATEGY FOCUSES ON ONLINE SALES
- SELLS VIA: MI.COM, FLIPKART, AMAZON, AND XIAOMI APP

Why Google Ads Strategy Works for Xiaomi

Factor	Justification
 High Search Volume	People actively Google Xiaomi models & comparisons
 eCommerce Driven	Direct product page clicks = instant conversion path
 Strong Price Awareness	Google Ads captures budget-sensitive buyer intent
 Mobile-First Audience	Search & Shopping ads hit Rahul-type users perfectly
 Measurable ROI	ROAS, CPA & CTR can be tracked + optimized easily

PROJECT OVERVIEW — XIAOMI GOOGLE ADS STRATEGY

Primary Goal: Drive Direct Smartphone Sales

What:
Convert Google ad traffic into actual purchases on Mi.com, Flipkart, or Amazon brand store.

Why:
Target audience is already searching for Xiaomi models 🕵️
Online sales are fast, trackable, and scalable 📈
Matches Xiaomi's aggressive e-commerce growth strategy 🔥

Support Goals (Secondary Objectives)

1 Drive Traffic to Product Pages
What: Bring users to Xiaomi's individual smartphone pages.
Why:
More page views = more product exposure
Builds remarketing audiences
Educates potential buyers with specs, offers & reviews

2 Promote New Model Launches
What: Highlight flagship and recently launched models like Xiaomi 13 Pro, Redmi Note 12.
Why:
Launches generate buzz & urgency
Fresh models appeal to Rahul (our tech-savvy buyer persona)
Helps Xiaomi stay competitive in fast-moving tech market

3 Increase Brand Awareness
What: Introduce Xiaomi to new users or lapsed buyers through Display & YouTube ads.
Why:
Keeps Xiaomi top-of-mind for undecided buyers
Builds trust and credibility in a cluttered market
Boosts performance of Search & Shopping campaigns (indirect lift)

Summary

Our strategy uses **Search, Shopping, and Display ads** to target customers across the **entire buying journey** — from first exposure to final purchase



Who is Rahul Sharma?

Age: 22–35	Gender: Primarily Male	Income: ₹3–10 Lakhs/year	Location: Tier 1 & Tier 2 cities (Delhi, Bangalore, Pune, etc.)	Occupation: IT, Finance, Startup Roles	Education: College students to early professionals	Device Use: 95% mobile-first (Android), 6–8 hrs/day
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 **Takeaway:** Rahul is **tech-aware, value-conscious, and loves flagship specs at mid-range prices.**

**BUYER
PERSONA
OVERVIEW:
RAHUL
SHARMA**

BEHAVIOR, HABITS & TRIGGERS

Interests & Lifestyle

Category	Behavior Insight
 Photography	Loves AI-enhanced portraits & night shots
 Gaming	Plays BGMI, prefers 8GB+ RAM + good GPU
 Streaming	Netflix, Hotstar, YouTube > AMOLED display matters
 Shopping	Follows Flipkart/Mi sales, addicted to reviews
 Tech Savvy	Watches TechBurner, MKBHD, GeekyRanjit

Purchase Journey

Stage	Behavior
Awareness	Searches “Best phones under ₹30K”
Consideration	Compares Xiaomi vs Samsung
Decision	Searches “Buy Xiaomi 13 Pro”, checks EMI & offers

- Takes 3–7 days to convert. Google + YouTube = decision playground.

EMOTIONAL TRIGGERS & WHY HE MATTERS

What Makes Him Click “Buy Now”

- “₹70K specs for ₹28K?” – Value Logic
- “Looks premium!” – Social Image
- “Only 3 days left!” – Urgency
- “EMI ₹1,500/month?” – Affordability
- “Everyone’s talking about it!” – FOMO
- CTAs like “Order Now”, “Limited Deal”, “Shop Before It’s Gone” work best!

Why Rahul is Xiaomi’s Goldmine

-  Represents 60–70% of online sales potential
-  Lives on Google + YouTube
-  Ideal for all campaign types: Search (intent), Shopping (comparison), Display (remarketing)
-  Obsessed with price–performance ratio = Xiaomi’s exact USP

CAMPAIGN PLANNING – PRIMARY OBJECTIVE

🎯 Primary Objective: Drive Direct Online Sales of Xiaomi Smartphones

Goal: Convert ad clicks into purchases on Mi.com, Flipkart, or Amazon through Search, Shopping, and Display campaigns.

💡 Why This Matters

- Buyers are already **searching, comparing & ready to purchase**
- Online platforms make **checkout frictionless**
- Direct sales = **trackable ROI & scalable performance**

🗣 Micro-Conversions Targeted

- “Buy Xiaomi 13 Pro” clicks → product page visits → **completed sales**
- Limited-time offers + EMI + free delivery = **tipping points**

KPI	Target	Campaign Role
 Conversions	2,000+/month	 Search – Captures high-intent buyers
 CPA (Cost/Acq.)	₹200–₹400	 Shopping – Shows product, price, reviews
 Conversion Rate	2–4%	 Display – Retargets, builds urgency
 ROAS (Return)	4x+ (400%)	 All Campaigns Together – Full-funnel impact

Summary: Turn high-intent Google traffic into real customers by matching Rahul's research behavior with irresistible, targeted ads

BUDGET ALLOCATION STRATEGY

- ₹15,00,000

Campaign Type	Budget	Purpose	Strategy Justification
 Search Network	₹6,00,000 (40%)	Capture high-intent buyers (e.g., Xiaomi 13 Pro)	Best ROI per click, converts ready-to-buy users
 Shopping Ads	₹5,00,000 (33%)	Showcase mid-range models visually	Perfect for comparison shoppers; drives informed decisions
 Display Network (GDN)	₹4,00,000 (27%)	Build awareness, retarget interested users	High reach + remarketing = brand recall + conversion recovery

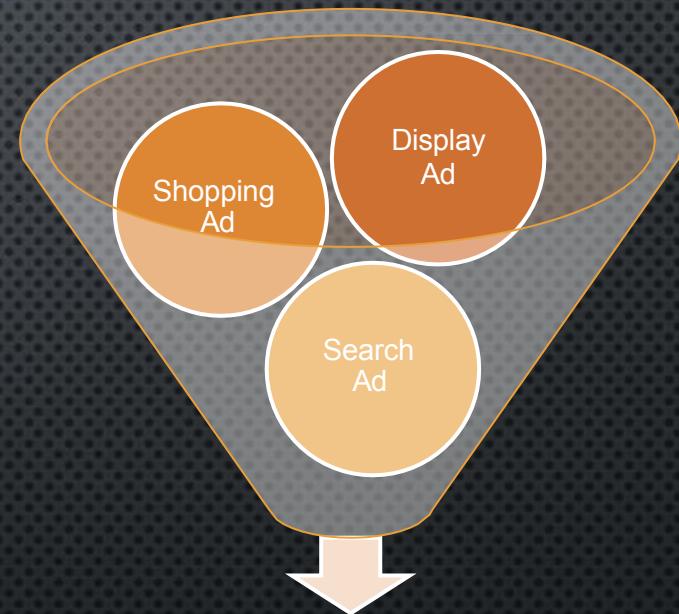
WHY OUR BUDGET & BIDDING STRATEGY WORKS

❖ BIDDING APPROACH

-  **SEARCH & SHOPPING → TARGET ROAS FOR SMART, PROFIT FOCUSED AUTOMATION**
-  **DISPLAY ADS → MANUAL CPC OR MAXIMIZE IMPRESSIONS TO CONTROL BUDGET & TEST CREATIVE**

🧠 Why This Allocation Works

-  Search = Bottom-funnel = Highest urgency to buy
-  Shopping = Mid-funnel = Empowers decision with specs + price
-  Display = Top + Retargeting = Boosts brand + recaptures abandoners



Make the Switch to Xiaomi

Summary: Balanced budget powers full-funnel coverage — from discovering Xiaomi to clicking “Buy Now”



THREE CAMPAIGN POWER STRUCTURE

Campaign Type	Purpose	Funnel Stage
 Search Network	Capture high-intent buyers	Bottom
 Shopping Ads	Visual product listings for research & pricing	Middle
 Display Network	Awareness & remarketing	Top & Repeat

1. SNC: OBJECTIVE, BUDGET & JUSTIFICATION

🎯 Objectives

- Capture **high-intent traffic** searching for Xiaomi phones.
- Convert users already in **comparison or decision mode**.
- *Why Search?* Because these users have intent. They're typing in exactly what they want → they're *ready to buy*. 🛒

💰 Budget Allocation: ₹6,00,000 / Month
(40%)

⚖️ Why this much?

- **Search ads = highest conversion per ₹**
- Bottom-funnel users click + convert faster
- Best suited for flagship models like Xiaomi 13 Pro, where AOV (Average Order Value) is high

🎯 Primary focus: **Performance-driven + measurable ROAS**

SNC: KEYWORD STRATEGY & JUSTIFICATION

🔑 TOP 5 KEYWORDS (WITH MATCH TYPES)

Keyword	Match Type	Intent Reason
[Buy Xiaomi 13 Pro]	Exact	Direct purchase intent
[Xiaomi 12 Pro specs]	Exact	Comparison shoppers
“Best phone under ₹30000”	Phrase	High-volume budget-focused search
“Smartphone with best camera”	Phrase	Feature-driven search
affordable smartphone	Broad	Capture wide queries + smart bidding

🔍 *Why these keywords?* They match **purchase-stage behavior**, reflect Rahul's search phrases, and align with Xiaomi's positioning as a **value-performance brand**.

SNC: TARGETING + KPIs

🎯 Targeting Options & Why

Target Setting	Reason
Metro Cities	High demand, higher income, faster delivery → Delhi, Mumbai, Bangalore, Kolkata
Mobile Device Bias	95% of our persona shops via mobile
In-Market Audience	Target "Smartphone Shoppers" actively researching phones
Time	9am–11pm: Peak activity, especially before/after work/school

📈 Target KPIs

Metric	Goal
CTR	8–10%
Conversion Rate	3–5%
CPA	₹250–₹400
Sales/Day Target	30–40 smartphones/day

AD FORMAT 1: XIAOMI 13 PRO (HIGH-END FOCUS)

🧠 Objective

- TARGET USERS ACTIVELY SEARCHING FOR FLAGSHIP FEATURES AND READY TO BUY ONLINE

🏡 Headlines (Responsive Search Ads)

- BUY XIAOMI 13 PRO ONLINE
- FLAGSHIP CAMERA 200MP POWER
- LIMITED OFFER UPTO ₹3,000 OFF
- 120Hz AMOLED DISPLAY PHONE
- NO COST EMI STARTING ₹1,999
- SNAPDRAGON 8 GEN 2 PERFORMANCE
- SHOP DIRECT FROM MI.COM
- COMPARE XIAOMI MODELS
- IN STOCK - ORDER NOW

🗣 Descriptions

- Experience the Xiaomi 13 Pro with cutting-edge camera & display tech.
- Shop now to get launch offers, free delivery & original warranty.
- Best performance under ₹80K — perfect for gaming, video, & photography.

🔗 Ad Extensions

- **Sitelinks:** Compare Models | EMI Options | Accessories
- **Callouts:** 200MP Camera | 120W Fast Charging | Free Shipping
- **Structured Snippets:** Features – Snapdragon, AMOLED, 5G
- **Price Extension:** Xiaomi 13 Pro – ₹79,999

AD FORMAT 2: REDMI NOTE 12

OBJECTIVE

- CONVERT MID RANGE SEEKERS COMPARING SPECS AND BUDGET PHONES

HEADLINES (RESPONSIVE SEARCH ADS)

- REDMI NOTE 12 AT ₹11,999
- BEST BUDGET SMARTPHONE 2024
- BUY REDMI NOTE 12 ONLINE
- SIM DESIGN, POWERFUL BATTERY
- NO COST EMI ON REDMI PHONES
- AMOLED DISPLAY + FAST CHARGING
- REDMI NOTE WITH 5G
- FLAT ₹1,000 OFF - LIMITED TIME
- TRUSTED BY MILLIONS IN INDIA

Descriptions

- Redmi Note 12 delivers big features in a small budget.
- Only ₹11,999! Enjoy fast delivery & EMI starting ₹999/month.
- Top-rated in India for style, speed & value — don't miss this launch offer!

Ad Extensions

- Sitelinks:** New Launch | Compare Redmi Phones | Cashback Deals
- Callouts:** 5G Ready | AMOLED Display | Free Delivery
- Structured Snippets:** Features – Budget Beast, Long Battery
- Price Extension:** Redmi Note 12 – ₹11,999 | Redmi A2 – ₹5,999

2. SHOPPING ADS: OBJECTIVES, BUDGET & JUSTIFICATION

Campaign Objective

- Show Xiaomi products directly in visual search results (SERPs).
 - Help users **compare specs, see price, & click to buy** instantly.
-  *Why?* Most buyers (like Rahul) compare phones on Google before purchase. Shopping Ads make this frictionless!

 Budget Allocation: ₹5,00,000/month (33%) Why

 this amount?

- Shopping Ads excel for mid-funnel, comparison-focused buyers.
- It captures price-sensitive, deal-hunting users who are close to buying.
- Xiaomi's bestsellers are in the ₹15k–₹25k range — perfect for Shopping visibility.

 Objective: Maximize clicks → low CPA → high sales volume



PRODUCT FEED SETUP & KEYWORD OPTIMIZATION

PRODUCT FEED MUST-HAVES

- PRODUCT ID
- IMAGE (CLEAR & BRAND ALIGNED)
- PRICE
- AVAILABILITY
- GTIN / SKU
- FINAL LANDING PAGE URL

Example Title	Purpose
Xiaomi 13 Pro 12GB RAM 256GB Black	Exact match for model + variant
Redmi Note 12 5G under ₹20,000	Target budget seekers
Redmi A2 32GB Dual SIM Budget Android Phone	Budget and feature-based search
Xiaomi 12 Lite 8GB RAM Slim Design	Focused on design-conscious buyers
Redmi Note 13 Pro+ 5G AMOLED Camera Phone	Captures feature + model + 5G interest

💡 *Justification:* Product titles act like **search keywords** — highly optimized titles = better impressions + higher CTR.

TARGETING & KPIs

● Targeting Strategy

Audience Signal	Why?
Past Site Visitors	Retarget interested users who didn't convert
Tech Blog Visitors	Actively researching → show your phone next
Affinity: Mobile Gamers	Feature-driven segments for specs-heavy models
Location Targeting	Focus on Tier 1 & 2 cities: Delhi, Mumbai, Bangalore, Hyderabad, Pune

delivery zones, more disposable income

Reason: High eCommerce engagement, better

Metric	Goal



SHOPPING AD FORMAT 1: XIAOMI 13 PRO

📦 Optimized Product Feed Entry

Feed Field	Content Example
Product Title	Xiaomi 13 Pro 5G – 12GB RAM 256GB – Black – Snapdragon 8 Gen 2 – ₹3,000 Off
Product Type	Smartphones > Android Phones > Xiaomi
Product Image	Front + angled shot on white BG, camera bump visible, clean lighting
Price	₹79,999
Sale Price	₹76,999
Availability	In Stock
GTIN / SKU	Valid & verified
Link	https://www.mi.com/in/xiaomi-13-pro
Shipping Label	Free Delivery
Promotion Feed	₹3,000 cashback on prepaid orders



🧠 Why It Works

- Targets high-AOV users looking for specs & deals
- Detailed title covers model, RAM/storage, chipset, color
- Clean image showcases premium finish
- Promos + free delivery seal the deal

SHOPPING AD FORMAT 2: REDMI NOTE 12

Optimized Product Feed

Feed Field	Content Example
Product Title	Redmi Note 12 5G – 6GB RAM 128GB – Glacier Blue – Best Phone Under ₹15,000
Product Type	Smartphones > Budget Phones > Xiaomi Redmi
Product Image	Colored phone against lifestyle BG (young user holding phone)
Price	₹13,499
Sale Price	₹11,999
Availability	In Stock
GTIN / SKU	Valid entry
Link	https://www.mi.com/in/redmi-note-12
Shipping Label	Free 2-Day Delivery
Promotion Feed	Flat ₹1,500 Off + No Cost EMI



Why It Works

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TIPS FOR BETTER PERFORMANCE (BOTH ADS)

- USE KEYWORD RICH, READABLE TITLES
- ADD STRUCTURED PROMOTIONS (CASHBACK, EMI, SHIPPING)
- SHOW CLEAN PRODUCT IMAGE WITH NO WATERMARKS/TEXT
- MATCH PRODUCT PRICE AND AVAILABILITY ACCURATELY

3. DISPLAY CAMPAIGN: OBJECTIVES, BUDGET & JUSTIFICATION

Campaign Objectives

-  Build brand awareness among new users
 -  Retarget users who didn't convert (remarketing)
 -  Trigger impulse clicks via **visual banners + promo messaging**
-  *Why Display?* Perfect for **top & middle funnel** users, and builds familiarity across web & YouTube.

Budget Allocation: ₹4,00,000/month (27%)

Why this budget?

- Display = mass reach at low CPC
 - Supports upper funnel growth + nurtures cold traffic into warm leads
 - Also powers retargeting to bring back visitors who bounced from Mi.com
-  Focus: Brand Recall + Remarketing Recovery

TARGETING STRATEGY, LOCATIONS & JUSTIFICATION

Type	Target Group	Why?
Affinity	Tech Enthusiasts, Mobile Gamers	Interests match Xiaomi features (camera, performance)
In-Market	Smartphone Comparers, Review Readers	Actively researching phone options
Remarketing	Mi.com visitors, YouTube ad viewers	Warm leads — remind them to finish the purchase

📍 Location Targeting

- **Where:** Metro + Tier 2 Cities: Delhi, Mumbai, Bangalore, Hyderabad, Pune, Lucknow, Jaipur
- **Why:** High smartphone demand + better eCommerce penetration + higher digital ad interaction

Top 5 Display Audience Signals (for keyword/audience targeting)

- “Snapdragon 8 Gen 2 phones in India”
 - “Best camera phone under ₹50,000”
 - “Fast charging phones 2024”
 - “Xiaomi 13T Pro review India”
 - “Compare Xiaomi 13T vs OnePlus 11R”
- 🎯 Targets premium tech-savvy users actively comparing performance, camera, and charging specs in the mid-to-high price segment.

- “Best smartwatch under ₹3000”
 - “Redmi Watch vs Noise smartwatch”
 - “Fitness tracker with SpO2 India”
 - “Affordable smartwatches for Android”
 - “Redmi Watch 3 Active specs and features”
- 🎯 Captures budget-conscious fitness and smartwatch shoppers looking for affordable, feature-packed wearables under ₹3,000.

PLACEMENTS & KPIs

MANUAL & AUTOMATIC PLACEMENTS

- YOUTUBE: TECHURNER, GEEKYRANJIT, GOGI TECH
- WEBSITES: FLIPKART, GSMARENA, TECHCRUNCH, ANDROID AUTHORITY
- APPS: BGMI, AMAZON, REDDIT, PINTEREST (TECH & SHOPPING FEEDS)

Targeted Campaign Goals

Metric	Target Value
Monthly Impressions	5–10 million
CTR	0.8–1.2%
View-Through Conversions	High (~15–20% assist)
Brand Recall Lift	+15–20% post 30-day exposure

💡 *Justification:* Display builds **familiarity & trust**, especially through repeat impressions. Ideal for warming up cold leads and reminding warm ones



DISPLAY AD FORMAT 1 - XIAOMI 13T PRO

🎯 **Target Audience:** Urban male professionals looking for flagship power, sleek design, and social prestige.

✨ **Ad Concept:** "Power That Performs"

Element	Content
Headline 1	Discover Xiaomi 13T Pro
Headline 2	Built for Performance. Designed to Impress.
Description	Power up with a 144Hz AMOLED display, Leica camera system, and ultra-fast charging.
Long Headline	"Master Speed & Style with Xiaomi 13T Pro – Now with ₹4,000 Cashback!"
CTA	Shop Now →
Final URL	https://www.mi.com/in/xiaomi-13t-pro



Why it works: Sophisticated visuals + power-word copy = ideal for high-income male segments who want to feel successful through their tech.

DISPLAY AD FORMAT 2 - REDMI WATCH 3 ACTIVE (SMARTWATCH)

🎯 **TARGET AUDIENCE:** FITNESS CONSCIOUS GEN Z AND MILLENNIALS LOOKING FOR AFFORDABLE WEARABLES

✨ **Ad Concept:** "Smarter Moves. Healthier You."

Element	Content
Headline 1	Track More. Live Smarter.
Headline 2	Redmi Watch 3 Active Under ₹3,000
Description	100+ workout modes, heart rate & SpO2 monitor, 12-day battery – all in one.
Long Headline	"Stay Ahead of Every Step – Get Redmi Watch 3 Active at Just ₹2,999!"
CTA	Check It Out →
Final URL	https://www.mi.com/in/redmi-watch-3-active



💡 **Why it works:** Youth appeal, affordability, and health-driven benefits — perfect for lifestyle buyers and fitness trends.

WHY OPTIMIZATION MATTERS

 Optimization = More Sales, Less Waste

- Fix what's not working & scale what is
- Improve CTR, reduce CPA, boost ROAS
- Stay competitive as ad costs and user behavior shift

 A campaign without optimization =  ad spend leakage.

PERFORMANCE METRICS TO MONITOR

Metric	Target Range	Why It Matters
CTR	8–10% (Search), 1%+	Relevance & engagement
Conversion Rate	2.5–5%	Effectiveness of traffic
CPA	₹200–₹400	Cost-efficiency
ROAS	4x+	Return on ₹ spent
Bounce Rate	Under 40%	Landing page quality
Page Load Speed	Under 3s (mobile)	Prevents drop-offs

 Use: Google Ads, GA4, Looker Studio, Hotjar

OPTIMIZATION METHODS (WEEKLY OR BIWEEKLY)

1. Keyword & Audience Tuning

Pause wasteful keywords

Add negative keywords

Split ad groups by funnel, device, or geo

2. Ad A/B Testing

New headlines, CTAs, creatives

Split urgency vs. feature ads

3. Landing Page Tweaks

Faster loads

Highlight CTA & offer above-the-fold

Social proof (stars, reviews)

4. Smart Bidding Adjustments

Upgrade to Target ROAS/CPA

Lower bids for low-return devices/times

Increase bids on top-performers

OPTIMIZATION FLOW & EXPECTED OUTCOMES

⌚ Weekly Workflow:

1. Pull Data → Ad Reports, GA4
2. Identify Weak Spots (CTR, Bounce, CPA)
3. Tweak: Ads, Targeting, Budget, Bidding
4. Test New Copy or Landing Variants
5. Scale What Works (shift more budget)

Repeat this cycle every **7–14 days** for compounding improvement.

Outcome	Target
Monthly Sales	2,000+ Units
Daily Sales Goal	60–70 Smartphones
Conversion Rate	2.5–4%
CPA	₹200–₹400
ROAS	4x+
GDN Brand Lift	15–20% (recall + re-engagement)

COMPARATIVE FUNNEL MATRIX

Graph Type: Funnel Performance Breakdown

Metric	Search Ads	Shopping Ads	Display Network
Funnel Position	BOFU (Bottom)	MOFU (Mid)	TOFU (Top & Retarget)
Conversion Likelihood	★★★★★☆	★★★★★☆	★☆
Budget Allocation	₹6L (40%)	₹5L (33%)	₹4L (27%)
CPA Estimate	₹250–₹400	₹200–₹350	₹100–₹300 (Remarketing)
CTR Target	8–10%	6–8%	1–1.2%
Purpose	Purchase	Comparison + Purchase	Awareness + Retargeting

Conclusion:

This Google Ads strategy positions Xiaomi to boost sales through a full-funnel approach:

- Search captures high-intent buyers
- Shopping drives comparison-based conversions
- Display builds brand recall and retargets warm leads

With smart bidding, targeted creatives, and continuous optimization, the campaign is set to deliver high ROI and strong monthly sales.

📈 Result: More visibility. More clicks. More Xiaomi sales.

THANK YOU