Task-1 Customer Persona

§ Step 1: Buyer's Persona

Persona Name: Priya Mehta – "The Conscious Luxury Shopper"

Element	Description	
Demographics	Female, 27–40 years old, Urban (Mumbai, Delhi, Bangalore), Upper-middle class, Monthly income ₹80K–₹2L	
Occupation	Working professional (corporate, creative, or entrepreneur)	
Education	Graduate or Post graduate	
Lifestyle	Health-conscious, prioritizes self-care, invests in skincare, beauty, and wellness products	
Interests	Beauty, skincare, sustainable fashion, Instagram trends, travel, fitness, mindfulness	
Buying Motivation	Believes in self-pampering, values high-quality and long-lasting products that enhance beauty and comfort	
Buying Concerns	Price sensitivity (premium product), skepticism about product benefits	
Goals	Looking for better skin and hair quality, luxury comfort, and elegant lifestyle choices	

Additional Personas (Secondary)

- 1. Riya Kapoor Beauty Enthusiast (Age 20–28): College or early-career women, follows beauty influencers, attracted by aesthetic packaging.
- 2. Neha Sharma The Gift Shopper (Age 30–45): Buys luxury self-care products as gifts for others (friends, brides, relatives).

Overall Campaign Duration: 3 Months (90 Days)

Phase	Objective	Duration	% Budget	Amount
Awareness	Brand visibility & reach	4 week	35%	
				₹10,50,000,000
Engagement & Consideration	Drive traffic & social engagement	4 week	30%	₹9,00,000
Conversion & Retargeting	Drive sales, remarketing	4 week	25%	₹7,50,000
Buffer & Optimization	Testing, A/B optimization, contingencies	Continuous	10%	
				₹3,00,000
Total			100%	₹30,00,000

📊 Step 3: Campaign Structure

A) Campaign Objective

Phase	Campaign Objective	Expected Outcome
Awareness	Increase brand recognition and introduce silk benefits	High reach and impressions
Engagement	Drive website traffic, video views, and social interactions	Build trust and interest
Conversion	Retarget engaged users to boost product sales	Maximize ROAS and sales

B) Targeting

Parameter	Details	
Demographics	Female, 20–45, Metro cities (Delhi, Mumbai, Bangalore, Pune, Hyderabad)	
Interests	Skincare, Beauty, Luxury lifestyle, Wellness, Haircare, Sustainable fashion	
Behavior	Online shoppers, engaged with luxury/self-care content	
Custom Audiences	Website visitors, Instagram followers, Add-to-Cart but not purchased	
Lookalike Audiences	Based on past purchasers and newsletter subscribers	

C) Placements

Platform	Placement Type	
Facebook & Instagram	Feed, Stories, Reels, Explore Page	
Google	Search (intent keywords like "best silk pillowcase India"), Display Network	
YouTube	Skippable ads & influencer video integrations	
Email	Automated retargeting emails, cart reminders	
Pinterest	Promoted Pins for product visuals (optional 5% allocation)	

D) Ad Formats

Format	Usage
Image Ads	Product photography (luxury, elegance)
Carousel Ads	Showcase different products (pillowcase, mask, scrunchies)
Video Ads	Testimonials, influencer unboxing, "Day in the Life" storytelling
Reels/Stories	UGC + influencer collaborations
Collection Ads	Seamless product discovery for mobile
Google Responsive Search Ads	Keyword-optimized for intent-based searches

✓ Step 4: Metrics to Check (KPIs)

Category	Metrics Purpose	
Awareness	Impressions, Reach, CPM	Measure visibility
Engagement	CTR, Likes, Comments, Saves, Video Views, Engagement Rate	Measure audience interest
Consideration	Website Visits, Bounce Rate, Time on Page	Evaluate quality of traffic
Conversion	CPA (Cost per Acquisition), ROAS, Add-to-Cart Rate, Purchase Volume	Measure revenue efficiency
Retention	Repeat Purchase Rate, Email Open/Click Rate	Gauge long-term customer value
Optimization Metrics	Frequency, CPC, CPM, Conversion Rate	For A/B testing and budget reallocation



Aspect	Key Takeaway
Persona	Urban women who value luxury, beauty, and comfort
Budget	₹30L across 3 phases and 5 major platforms
Objective	Awareness → Engagement → Conversion
Targeting	Beauty & lifestyle-conscious women, 20–45 years
Metrics	ROAS, CTR, CPA, Conversion Rate, Engagement