

Content Pillars

Craftsmanship & Heritage

- Reel/TikTok series: from sketch to final product
- Documentary-style videos featuring master artisans
- Behind-the-scenes Instagram Stories and TikToks

Lifestyle & Styling

- Carousel sets for festival styling
- Virtual styling sessions for home décor
- Trend-focused content for contemporary settings
- WhatsApp styling tips and TikTok style hacks

Gifting Campaigns

- Pinterest boards for curated gift sets
- Gift guides by occasion and relationship
- Personalized engraving highlights
- WhatsApp occasion reminders for India

Behind the Scenes

- Factory tours and artisan spotlights
- Traditional techniques and modern applications
- Craftsmanship certificates and education
- TikTok "Day in the Life" of silver artisans

Client Diaries

- Influencer testimonials across platforms
- User-generated content with silver pieces
- Customer stories featuring "Silver Moments"
- TikTok unboxing experiences from customers

Campaign Strategy & Content Framework

India Campaign (Monthly Budget: ₹200,000)

Channel	Allocation	Budget (₹)	Primary Objective
Meta (IG + FB)	35%	₹70,000	Brand awareness, engagement through Reels & carousels
Google Search/Display	25%	₹50,000	High-intent traffic, keywords like "Buy silver gift India"
Pinterest	10%	₹20,000	Visual discovery, festive gifting pins
YouTube Shorts	10%	₹20,000	Artisan stories, festival styling inspiration
WhatsApp Marketing	10%	₹20,000	Direct customer engagement, catalogs, exclusive offers
Influencers (micro)	10%	₹20,000	3-5 Hyderabad-based micro-influencers (10K-50K followers)

USA Campaign (Monthly Budget: \$5,000)

Channel	Allocation	Budget (\$)	Primary Objective
Meta (IG + FB)	30%	\$1,500	ZIP code targeting, culture-driven messaging
Google Search	20%	\$1,000	Intent-based traffic (wedding gifting, Indian silver)
Pinterest	15%	\$750	Gift planning, festive decor – especially women 30-55
TikTok	20%	\$1,000	Short-form viral content for NRI audience