##### **Set your campaign budget & submit estimations**

1. Budget Type:

We'll stick with a Lifetime Budget for better control over the entire campaign period.

2. Campaign Duration:

Let's keep the 3-month (90-day) campaign duration as initially proposed.

3. Budget Amount:

For a mid-size business in India, let's set a more modest budget:

Lifetime Budget: ₹150,000 INR

Campaign Duration: 3 months (90 days)

This breaks down to an average daily spend of about ₹1,667 INR per day.

4. Estimated Reach and Impressions:

Let's adjust our assumptions for the Indian market:

- Assume the local population in our target demographic is around 500,000

- Our specific targeting might reach about 15% of this population

- Average CPM (Cost Per Mille) for food and beverage Instagram ads in India is around ₹200-300 INR

Based on these assumptions:

Estimated Total Reach:

15% of 500,000 = 75,000 unique users

Estimated Total Impressions:

₹150,000 / ₹250 CPM (average) \* 1,000 = 600,000 impressions

5. Additional Estimations:

- Estimated Clicks: Assuming a click-through rate of 1.5% (slightly higher due to the engaging nature of food content), we might expect around 9,000 clicks (600,000 impressions \* 1.5%)

- Estimated New Loyalty Program Sign-ups: If we convert 8% of those who click (considering the Indian market might be more price-sensitive), we could see about 720 new loyalty program members (9,000 clicks \* 8%)

- Estimated Engagement: With an engagement rate of 4% (which is good for Instagram, especially for food content in India), we might see about 24,000 engagements (likes, comments, shares) over the campaign period (600,000 impressions \* 4%)

To maximize the effectiveness of this budget:

1. Focus on peak hours: Schedule ads to run during times when our target audience is most active on Instagram.

2. Leverage festivals and events: Allocate a portion of the budget for special promotions during Indian festivals or local events to boost engagement.

3. Collaborate with micro-influencers: Partner with local food bloggers or micro-influencers to stretch the budget further and increase credibility.

4. Use regional language: Consider creating ad versions in the local language to improve connection with the audience.

5. Highlight value: Emphasize the value proposition of the loyalty program, considering the price sensitivity of the Indian market.

6. Mobile optimization: Ensure all ad content and linked pages are fully optimized for mobile devices, as most Indian users access Instagram via smartphones.

This budget and strategy should be appropriate, aiming to increase customer loyalty through Instagram advertising. The campaign should significantly boost Thickshake Factory's visibility in the local market, engage potential loyal customers, and drive sign-ups to the loyalty program, contributing to the goal of increasing customer loyalty by 20% over the next 12 months.