

# Task 1 – Campaign Strategy

## (Meta Campaign for a Budget of ₹30 Lakhs)

### Step 1: Buyer's Persona

**Persona Name:** Priya Kapoor – “The Luxury Self-Care Buyer”

Sr no.	Element	Description
1	Demographics	Female, 24–35 years, Tier-1 & Tier-2 cities (Mumbai, Delhi, Pune, Ahmedabad, Bangalore), Upper-middle class, ₹6–15 LPA
2	Occupation	Working professional, influencer, or self-care enthusiast
3	Education	Graduate or Postgraduate
4	Lifestyle	Beauty- and self-care-focused, prefers quality over quantity, loves elegant home aesthetics
5	Interests	Beauty, skincare, luxury lifestyle, sustainable fashion, and wellness
6	Behaviour	Shops online frequently, follows influencers, engages with skincare & self-care content
7	Pain Points	Hair damage, frizz, sleep wrinkles, and rough skin due to poor-quality fabric
8	Buying Motivation	Desires premium, durable, and comfortable silk-based products that offer visible results
9	Goals	Maintain beauty, comfort, and elegance through premium products

### Additional Personas (Secondary):

- Riya Patel – Trend Enthusiast (Age 20–28):** Loves beauty reels, follows influencer routines, and buys trending luxury items.
- Naina Shah – Gifting Buyer (Age 30–40):** Purchases silk accessories as thoughtful, aesthetic gifts for occasions.

**Step 2: Budget Allocation (₹30,00,000 Total)**

**Overall Campaign Duration: 3 Months (90 Days)**

Phase	Objective	Duration	% Budget	Amount (₹)	Purpose
Phase 1 – Awareness	Build brand recognition and create awareness about Dame Essentials' silk products	4 weeks	40%	₹12,00,000	Generate strong visual recall through storytelling reels, influencer teasers, and luxury lifestyle content
Phase 2 – Engagement & Consideration	Drive website traffic, boost engagement, and increase product interest	4 weeks	30%	₹9,00,000	Build audience trust through influencer collaborations, customer reviews, and product demonstrations
Phase 3 – Conversion & Retargeting	Convert engaged users into customers and remarket to cart abandoners	4 weeks	20%	₹6,00,000	Encourage purchases with limited-time offers, retargeting ads, and lookalike audience campaigns
Phase 4 – Optimization & Testing	Improve ad efficiency and test new creatives or audiences	Continuous	10%	₹3,00,000	A/B testing, audience segmentation, and ad performance optimization
Total			100%	₹30,00,000	

### **Step 3: Campaign Structure**

#### **A) Campaign Objective**

Type	Objective	Expected Outcome
<b>Primary</b>	Drive online sales & enhance brand awareness	Increased conversions & visibility
<b>Secondary</b>	Educate audience on benefits of silk-based beauty & comfort products	Customer trust & loyalty

#### **B) Targeting**

Parameter	Details
Location	India (Tier 1 & 2 cities)
Age Group	20–40 years
Gender	Primarily Female
Interests	Beauty, Skincare, Haircare, Sustainable Fashion, Luxury Lifestyle
Behaviour	Regular online shoppers, followers of beauty & wellness influencers
Custom Audiences	Website visitors, Instagram followers, add-to-cart users
Lookalike Audiences	Based on top purchasers & newsletter subscribers

#### **C) Placements**

Platform	Placement Type
Meta Platforms	Facebook Feed, Instagram Feed, Stories & Reels
YouTube	Pre-roll ads for awareness campaigns
Google Ads	Search & Display Network for product discovery
Email Marketing	Retargeting & cart abandonment reminders

#### **D) Ad Formats**

Format	Usage
Video Ads	Reels showcasing luxury lifestyle & product benefits
Carousel Ads	Before-after product results
Static Image Ads	Product photography & festive promotions
Story Ads	Limited-time offers, influencer testimonials
Collection Ads	Curated product display for instant shopping

#### **Step 4: Metrics to Check (KPIs)**

<b>Category</b>	<b>Metrics</b>	<b>Purpose</b>
Awareness	Reach, Impressions, CPM	To measure visibility & audience exposure
Engagement	Likes, Comments, Shares, Saves, CTR	To track social engagement & ad performance
Consideration	Website Visits, Bounce Rate, Time on Page	To measure traffic quality & interest
Conversion	ROAS, CPA, Add-to-Cart Rate, Purchase Volume	To measure efficiency of sales conversion
Retention	Repeat Purchase Rate, Email Open Rate	To gauge customer loyalty & remarketing success
Optimization	CPC, Conversion Rate, Frequency	For A/B testing & ad performance improvement