



SOCIAL MEDIA Campaign

Transforming "scrollers" into "readers" by providing value-driven content on Facebook and Instagram.

Presented by: Rudresh Pachorkar

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INTRODUCTION

OBJECTIVE

To drive high-quality traffic to the VedicRevive blog website by promoting engaging content on ancient Indian wellness practices, with the goal of building a reader base at a low cost per click (CPC), while maintaining an optimal reach and engagement rate.

BUDGET

1000 INR

TARGET AUDIENCE

People interested in wellness, culture, and natural living, especially those who value Indian heritage. As well as people who are starting their journey for a better lifestyle.





Age Range: Age ranging 18 to 55 years

This group is highly active on Instagram and Facebook, consuming blog-style content, reels, and stories regularly. They often discover new interests and lifestyles through various online channels

01

Interests

02

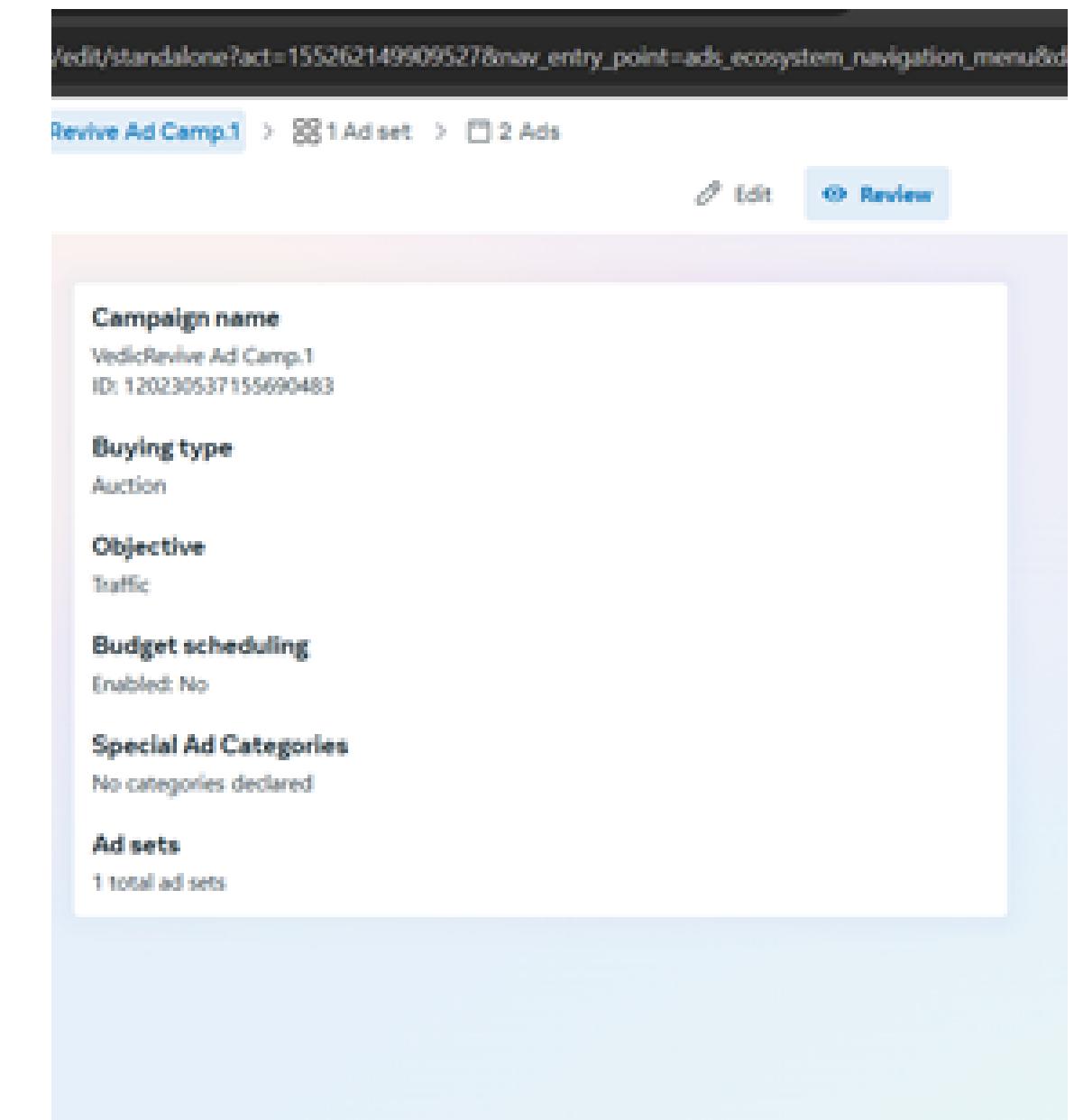
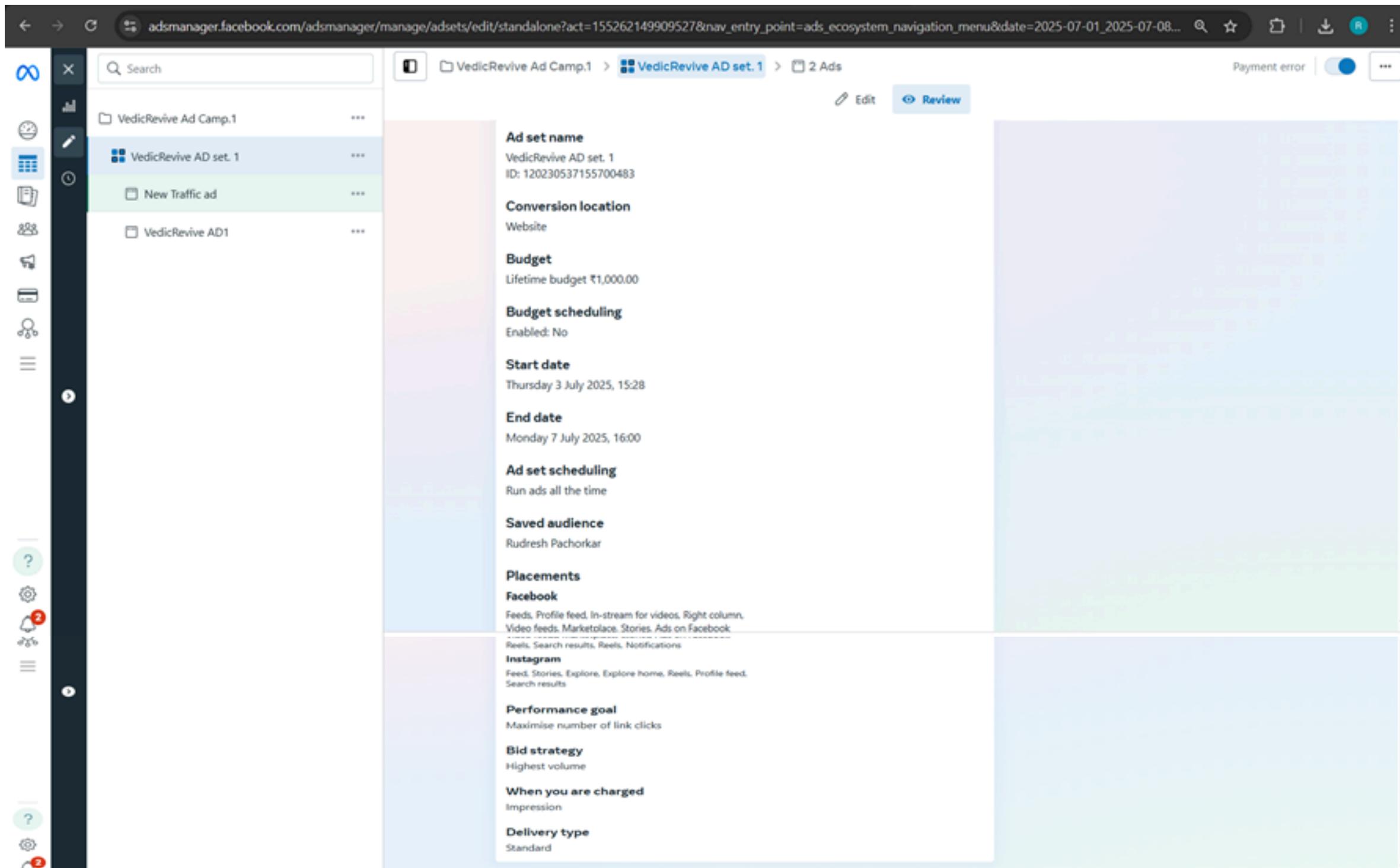
Health & wellness, Ancient History, Meditation, Fitness & wellness, Yoga, Self Care, Quality of life, Reading, Students, Home remedies, Traditional Medicines, Natural Detox, Spirituality, Art of living, Vedic Science,

TARGETING PARAMETERS

Indian audiences already have cultural familiarity, which builds instant trust and relatability. They are more likely to click, engage, and share content about things they've grown up hearing about also India has a huge and growing base of health-conscious millennials and Gen Z actively seeking natural wellness tips online.



CAMPAIN SUMMARY



CAMPAIGN SUMMARY



Facebook Feed ... Instagram Feed ...

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HEAL WITH RITUALS
Discover ancient routines that actually work.

Blogs On

- Ayurvedic lifestyle practices
- Vedic rituals and spiritual routines
- Traditional Indian wisdom
- Lesser-known Vedic practices

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Tajbir Singh Vad Singh

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Instagram

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Learn more

Heart Comment Share

Traditional Indian wisdom for mindful living

Instagram Feed ... Instagram Feed ... Facebook video feeds ... Instagram Explore ... Facebook Marketplace ... Instagram profile feed ...

Spanish translation Portuguese translation

CAMPAIGN SUMMARY



Instagram Stories ... Facebook Stories ... Instagram Reels ... Facebook Reels ... Facebook Reels ... Facebook Reels ...

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Reels **HEAL WITH RITUALS**
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CAMPAIGN-RESULTS

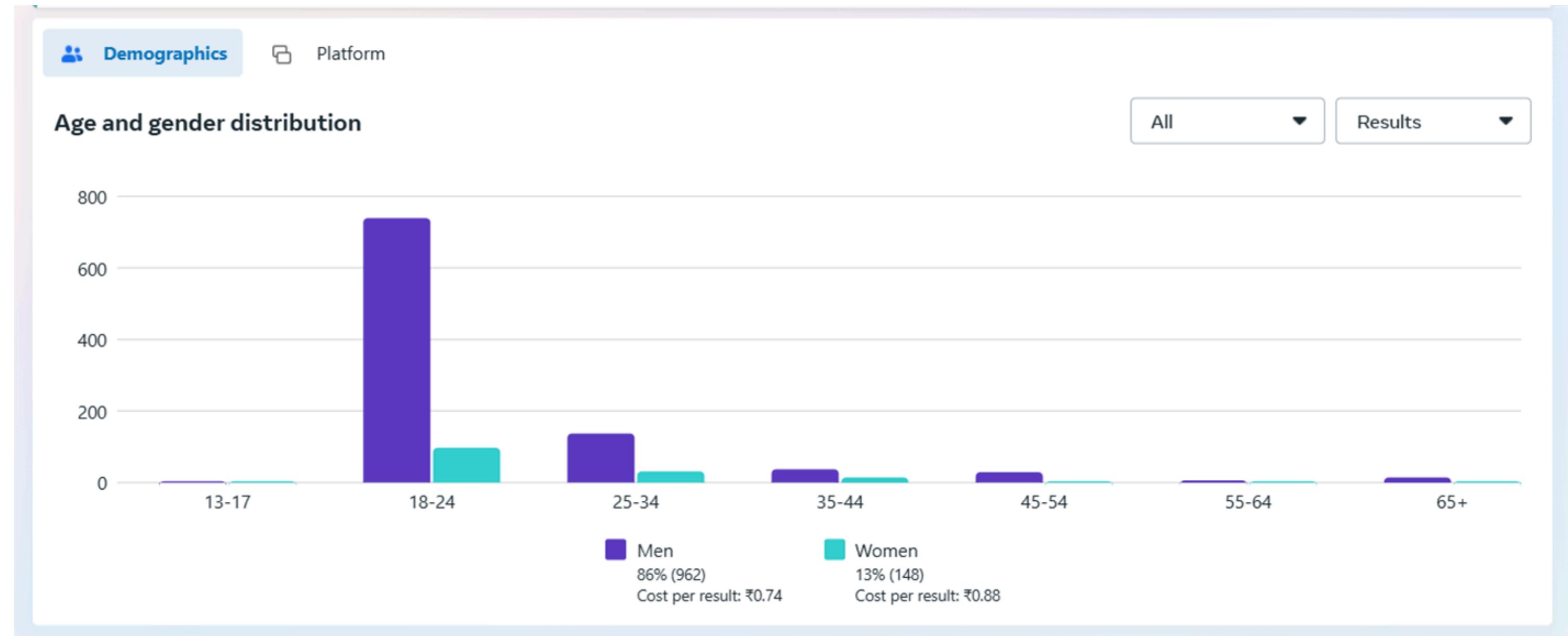
Campaigns		1 selected	Ad sets		1 selected	Ads		1 selected			3 Jul 2025 - 7 Jul 2025							
+ Create		Duplicate	Edit		Delete	A/B test		More	Columns: Custom		Breakdown	Reports	Export	Charts				
<input checked="" type="checkbox"/>	Off/On	Campaign ↑		Delivery ↑		Attribution setting		Result rate ↑		CPC (cost per link click) ↑		Cost per result ↑		Clicks (all) ↑		Budget ↑		Amount spent ↑
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	VedicRevive Ad Camp.1		Payment error		7-day click or ...		0.78%		₹0.76		₹0.76		1,259	Using ad set bud...	₹847.4		
Results from 1 campaign i						7-day click or ...		0.78%		₹0.76		₹0.76		1,259	Total	₹847.4		
						Average		Per Action		Per link click		Per link click			Total Spe			

Campaigns		1 selected	Ad sets		1 selected	Ads		1 selected			3 Jul 2025 - 7 Jul 2025							
+ Create		Duplicate	Edit		Delete	A/B test		More	Columns: Custom		Breakdown	Reports	Export	Charts				
<input checked="" type="checkbox"/>	Off/On	Campaign ↑		Results ↑		Reach ↑		Post engagements ↑		Frequency ↑		Link clicks ↑		CTR (link click-through rate) ↑		CPM (cost per 1,000...)		Impressions ↓
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	VedicRevive Ad Camp.1		1,120		123,567		1,278		1.16		1,120		0.78%		₹5.90		14
Results from 1 campaign i				1,120		123,567		1,278		1.16		1,120		0.78%		₹5.90		14
				Link Clicks		Accounts Centre accou...		Total		Per Accounts Centre ac...		Total		Per Impressions		Per 1,000 Impressions		

CAMPAIGN- RESULTS

Campaigns		1 selected	Ad sets	1 selected	Ads	1 selected			3 Jul 2025 - 7 Jul 2025	
+ Create		Duplicate	Edit	A/B test	More	Columns: Custom	Breakdown	Reports	Export	Charts
Off/On	Campaign	Link clicks	CTR (link click-through rate)	CPM (cost per 1,000...)	Impressions	Ends	CTR (all)	CPC (all)	Views	
<input checked="" type="checkbox"/>	VedicRevive Ad Camp.1	1,120	0.78%	₹5.90	143,710	7 Jul 2025	0.88%	₹0.67	143,755	
Results from 1 campaign <small>1</small>		1,120 Total	0.78% Per Impressions	₹5.90 Per 1,000 Impressions	143,710 Total		0.88% Per Impressions	₹0.67 Per Click	143,755 Total	

CAMPAIGN- DEMOGRAPHICS





THANK YOU