

Plan a Meta Campaign for a Budget

Portfolio Project 3

Task 1 - Campaign Strategy

Create the Buyer's Persona for Dame Essentials

Brand	www.dameessentials.com
Background	young professionals who leads a busy and demanding lifestyle. She works long hours in a fast-paced marketing agency, and her job requires her to constantly be on her feet, attending meetings, and networking with clients. She is highly motivated and driven to succeed in her career.
Demographics	Age: 28 Gender: Female Marital Status: Single, Married Location: Urban area average income : 6 Lac - 8 Lac
Interests	Instagram
Least favorite social networks	Instagram, twitter
Spending power	2k - 5k
Challenges / Pain points	Limited Time, Information Overload, Environmental Impact
Goals / Motivations	Quality Self-care: Emma strives to prioritize self-care and maintain a healthy lifestyle despite her busy schedule. She seeks products that support her physical and mental well-being, allowing her to feel refreshed and confident. Efficiency: Due to her demanding job, Emma values efficiency and convenience in her daily routine. She prefers products that are easy to use, save time, and provide effective results. Sustainability: Emma is environmentally conscious and appreciates brands that prioritize sustainability. She prefers eco-friendly products that are ethically sourced and packaged using recyclable materials. Aesthetics: As a fashion-forward individual, Emma values products that are visually appealing and align with her personal style. She appreciates elegant designs and high-quality craftsmanship.

Budget Allocation



a) How you are planning to allocate that budget for different products and on different platforms?

Allocated budget of Rs. 30L to run this campaign

Analyzing Product Lineup: A detailed evaluation of the product lineup will be conducted to identify the key products that closely align with the preferences and needs of the target audience. These selected products will be given a significant portion of the budget for promotional activities.

Platform Allocation: The primary platform chosen for the campaign will be Facebook Ads, leveraging its wide reach and precise targeting capabilities. To maximize visibility and engagement, the majority of the budget will be allocated to Facebook Ads.

b) The number of campaign phases you have planned with that budget.

allocated budget of Rs. 30L to run this campaign

Phase 1: Awareness and Brand Building (20% of the budget): In the initial phase, allocate a portion of the budget to create brand awareness and introduce Dame Essentials to the target audience. Focus on generating interest, educating potential customers about the brand's values and offerings, and increasing social media following.

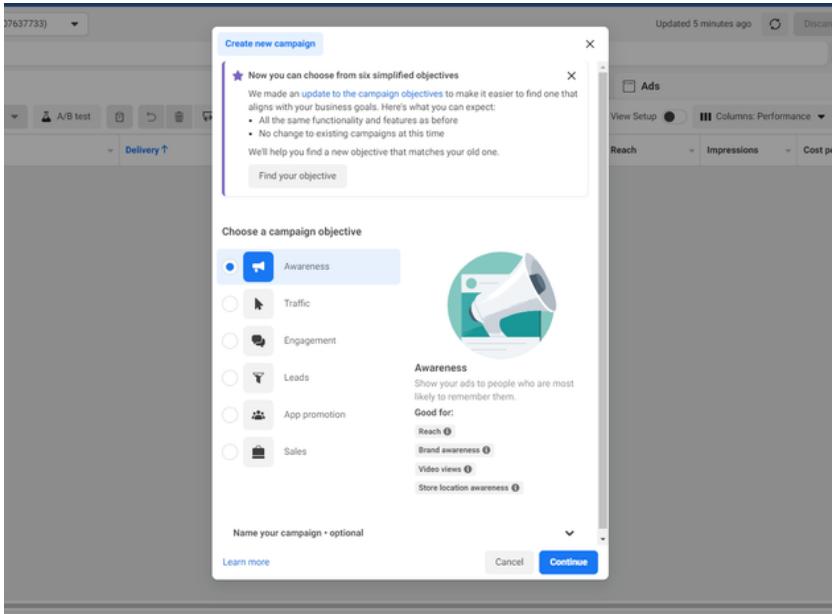
Phase 2: Product Promotion and Engagement (50% of the budget): Allocate the largest portion of the budget to promote the core products. Create compelling ad campaigns highlighting the unique selling points, benefits, and results of these products. Drive engagement by encouraging comments, shares, and user-generated content related to the products.

Phase 3: Retargeting and Conversion (30% of the budget): Allocate a portion of the budget to retarget potential customers who have shown interest in Dame Essentials but haven't made a purchase yet. Use dynamic product ads to remind them about the products they viewed or added to their carts. Offer incentives, such as discounts or free shipping, to encourage conversions.

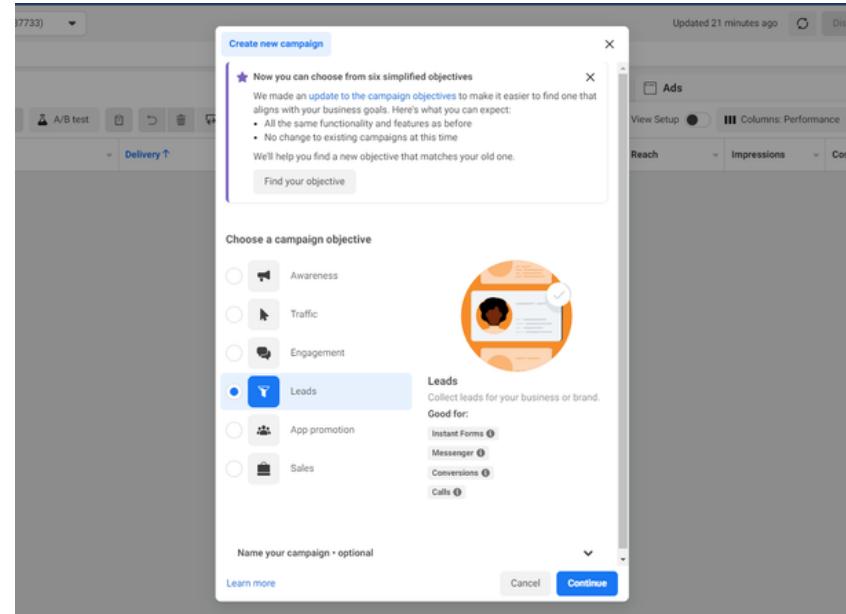
Campaign Structure

a) Campaign Objective

create a buzz around its new launches



drive more sales



b) Targeting

Age: 18–45 years

Gender: Women

Dame Essentials is a brand that primarily caters to women's needs, so targeting women would be the ideal choice.

Interests:

- Pillow (home furnishings)
- Skin care (cosmetics)
- Health and Beauty Care
- Natural product (science)
- Self care
- Fashion and style

Behaviors:

- Online shoppers
- Eco-conscious consumers
- Health-conscious individuals

lookalike audience:

Create a lookalike audience based on existing customers or website visitors to find people who have similar characteristics and behaviors. Facebook can help you generate a lookalike audience based on your customer data.

c) Placements

The screenshot displays three separate Facebook ad placement configuration pages, illustrating different stages of setup or review.

Left Panel (Initial Configuration):

- Audience definition:** Shows "Fairly broad" selection, estimated audience size of 490,000,000 - 505,900,000, and a note about targeting selection variability.
- Estimated daily results:** Reach is 16K-45K.
- Placements:** **Feeds** (selected), **In-stream ads for videos and reels**, and **Search results**.
- Asset customisation:** 18/19 placements support asset customisation. **Feeds** is selected.
- Devices:** All devices.
- Platforms:** Facebook, Instagram, Audience Network.
- Notes:** Manual placements are chosen; Instagram Shop is no longer available as an ad placement.

Middle Panel (Review):

- Audience definition:** Shows "Fairly broad" selection, estimated audience size of 490,000,000 - 505,900,000, and a note about targeting selection variability.
- Asset customisation:** 14/19 placements support asset customisation. **Feeds** is selected.
- Placements:** **Feeds**, **Stories and Reels**, **In-stream ads for videos and reels**, **Search results**, **Messages**, and **Apps and sites**.
- Image:** A screenshot of a Facebook feed showing a burger advertisement.
- Notes:** Estimated daily reach is currently unavailable.

Right Panel (Final Review):

- Audience definition:** Shows "Fairly broad" selection, estimated audience size of 490,000,000 - 505,900,000, and a note about targeting selection variability.
- Asset customisation:** 14/19 placements support asset customisation. **Feeds** is selected.
- Placements:** **Feeds**.
- Notes:** Estimated daily reach is currently unavailable.

Metrics to Check

all those metrics that you would check to see how the Ad Campaign will perform

Click-through Rate (CTR)

Conversion Rate Cost per

Conversion (CPC) Return on

Ad Spend (ROAS) Ad

Engagement (Likes,
Comments, Shares)

Reach and Impressions Cost

per Click (CPC)

Cost per Thousand Impressions (CPM)

per Click (CPC)

Cost per Thousand Impressions (CPM)

Return on Investment (ROI)

Ad Frequency

Bounce Rate

Average Session

Duration Landing Page

Conversion Rate

Customer Acquisition Cost (CAC)

Return on Ad Investment (ROAI)

Task 2 - Optimisation Strategy

- Define clear goals:
- Audience targeting:
- Ad creative and messaging:
- A/B testing:
- Ad placements:
- Remarketing:
- Conversion tracking and analysis:
- Continuous monitoring and optimization:

Budget Allocation:

a possible allocation could be to allocate **40% (Rs. 8L)** for Facebook ads and **60% (Rs. 12L)** for Instagram ads.

However, this allocation is an example and should be validated with data and performance analysis to optimize the results. Regular monitoring and optimization of the campaign's performance will help determine the most effective allocation for the budget.

Higher Impression and CTR, lower Bounce Rate

Higher Conversion Rate and lower Abandon Rate

To achieve higher impressions and click-through rates (CTR) while minimizing the bounce rate for your Facebook and Instagram ads campaign, here are some strategies to consider:

- **Compelling Ad Creative:** Create visually appealing and attention-grabbing ad designs that resonate with your target audience. Use high-quality images or videos, engaging headlines, and clear calls to action. Test different variations to identify the most effective ad creative that generates high impressions and encourages clicks.
- **Audience Targeting:** Utilize Facebook and Instagram's targeting options, such as demographics, interests, and behaviors, to ensure your ads are shown to the right people. Narrow down your target audience to increase the likelihood of higher engagement and reduce the bounce rate.
- **Ad Placement Optimization:** Analyze which placements are generating higher impressions and CTR while maintaining a lower bounce rate. Allocate more budget to the well-performing placements and optimize your ads specifically for those placements to maximize results.

Higher Impression and CTR, lower Bounce Rate

- Ad Scheduling: Identify the peak times and days when your target audience is most active on Facebook and Instagram. Schedule your ads to appear during those periods to increase visibility and engagement. This strategic timing can lead to higher impressions and CTR while reducing the bounce rate.
- Landing Page Optimization: Create optimized landing pages that align with your ad messaging. Ensure fast loading times, clear call-to-action buttons, and relevant content that matches the user's expectations from the ad. A well-optimized landing page can improve engagement, reduce bounce rate, and increase the likelihood of conversions
- Regular Performance Analysis: Continuously monitor the performance of your Facebook and Instagram ads campaign. Analyze impressions, CTR, and bounce rates for each ad set and placement. Identify trends, patterns, and areas for improvement. Optimize underperforming ads and placements while allocating more budget to the ones generating positive results.
- A/B Testing: Conduct A/B tests to compare different variations of your ads, including visuals, copy, and targeting. Test one element at a time to identify which changes positively impact impressions, CTR, and bounce rate. Use the insights gained from testing to refine your ads and optimize for better performance.

Increased Average Session Duration

To achieve this goal, we will focus on engaging ad creative, compelling messaging, and relevant landing pages. We'll utilize eye-catching visuals, clear and concise copy, and strong calls to action. A/B testing different variations will allow us to identify the most effective ads.

Number of units you should sell to achieve the positive ROI

20L per month for Dame Essentials' Facebook and Instagram ad campaign:

1. Determine the average profit per unit sold.
2. Calculate the desired ROI percentage (e.g., 20%).
3. Subtract the desired ROI from 100% to get the cost percentage (e.g., 80%).
4. Divide the budget by the cost percentage to find the target revenue.
5. Divide the target revenue by the average profit per unit to get the number of units needed to be sold.

Also, explain with numbers, how you are going to achieve positive ROAS and ROI.

A/B testing and optimization: Conduct A/B testing by creating multiple ad sets and testing different elements such as headlines, call-to-actions, and targeting parameters. Allocate approximately **20% (4 lac)** of the budget for testing and optimization purposes

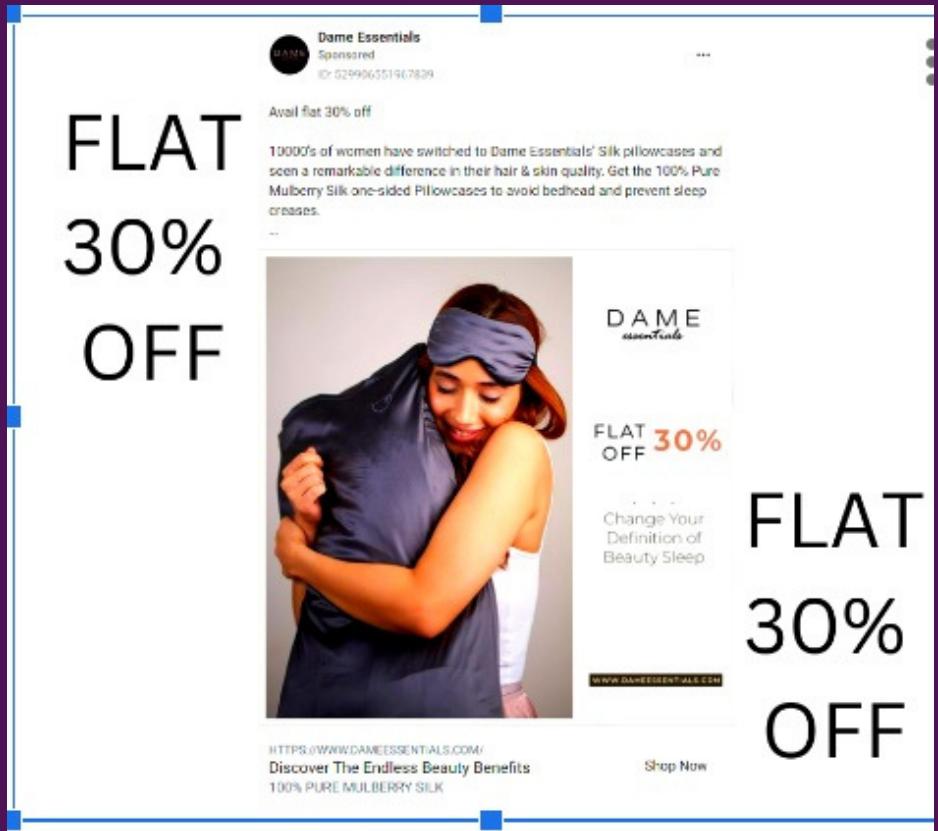
Ad placements and optimization: Monitor the performance of ads on each platform and optimize the budget allocation accordingly. Allocate around **40% (8 lac)** of the budget for ad placements and ongoing optimization.

Remarketing and conversion optimization: around **10% (2 lac)** of the budget for remarketing campaigns and conversion optimization.

Continuous monitoring and optimization: Regularly monitor the campaigns, adjusting targeting, creative elements, and budgets based on performance insights. Allocate a small **portion (5%) of the budget (1 lac)** for ongoing monitoring, optimization, and necessary adjustments.

Ad Creative

- Eye-catching Creative
- Provided Offers
- Testimonials add like 10000 consumers already switched to Dame Essentials
- perfect CTA, etc...



Optimise the Landing Page

- Clear and compelling headline:
- Simplify the design:
- Call-to-action (CTA) placement:
- Engaging visuals: Incorporate high-quality and relevant images or videos that showcase the products, demonstrating their benefits and creating an emotional connection with the audience.
- Compelling copy: Craft persuasive and concise copy that highlights the key features, benefits, and unique selling points of Dame Essentials, focusing on addressing customer pain points and offering solutions.
- Social proof: Include testimonials, reviews, or ratings from satisfied customers to build trust and credibility, helping potential customers feel more confident about making a purchase.
- Mobile responsiveness:
- Streamlined forms: Minimize the number of form fields and only request essential information, making it easier for visitors to complete the form and convert.
- Page load speed: Optimize the loading time of the landing page to provide a seamless and fast browsing experience, preventing users from getting frustrated and leaving.