

## Meta : PLAN A CAMPAIGN BELOW BUDGET TASK

### Portfolio Project 3: Meta Campaign for Dame Essentials

#### - Step 1 :

To create the Buyer's Persona for Dame Essentials, we'll focus on key demographic and psychographic traits of the target customers for their Mulberry silk pillowcases and sleeping masks.

#### Buyer Persona Example:

- **Name:** Bhumi Shah
- **Age:** 28-45
- **Gender:** Female
- **Occupation:** Working professional, entrepreneur, or stay-at-home mother.
- **Income:** Upper middle class or affluent (₹15,000-₹40,000 per month or more)
- **Location:** Urban areas (Metro cities like Delhi, Mumbai, Bangalore, etc.)
- **Interests:** Skincare, anti-ageing, wellness, luxury products, sustainable living
- **Pain Points:** Wrinkles, skin irritation, poor sleep quality
- **Goals:** To look younger, improve sleep quality, invest in luxury products for self-care
- **Buying Motivation:** Quality, brand reputation, sustainability, and health benefits (anti-ageing properties of Mulberry silk)
- **Social Media Behavior:** Active on Instagram, Pinterest, and Facebook, follows influencers in the beauty and wellness space
- **Content Preferences:** Product demos, educational content, influencer reviews, and user-generated content showcasing results.

#### - Step 2: Budget Allocation

- **Total Budget:** ₹30,00,000

#### a) Budget Allocation for Different Products and Platforms:

- **Mulberry Silk Pillowcases:** ₹18,00,000
  - Focus on luxury and skincare benefits to attract customers looking for high-end products for beauty sleep.
  - Primarily Instagram and Facebook (visual-heavy platforms).
- **Silk Sleeping Masks:** ₹12,00,000
  - Emphasize anti-ageing and health benefits for a good night's sleep.
  - Use Facebook and Instagram for remarketing, especially targeting people who have previously shown interest in similar products.

## b) Campaign Phases:

- **Phase 1: Awareness (₹12,00,000)** – Introduce the brand and products, targeting broad audiences and brand awareness.
- **Phase 2: Consideration (₹10,00,000)** – Retarget engaged users with product-specific ads and influencer collaborations.
- **Phase 3: Conversion (₹8,00,000)** – Focus on sales and discounts, targeting highly engaged users who have shown intent.

## - Step 3: Campaign Structure

### a) Campaign Objective:

- **Objective:** To drive conversions (sales of Mulberry Silk Pillowcases and Sleeping Masks).
- Use **Conversions** as the objective in Facebook Ads Manager to optimize for actions like purchases or add to cart.

### b) Targeting:

- **Demographics:** Women aged 28-45, primarily from urban areas with higher purchasing power.
- **Interests:** Wellness, beauty, skincare, luxury products, sleep optimization.
- **Behavioral Targeting:** People who have shown interest in high-end beauty products or similar brands (e.g., Silk Sleep, Slip, etc.).
- **Custom Audiences:** Retarget website visitors, past buyers, and people who have interacted with previous ads.
- **Lookalike Audiences:** Use lookalike audiences based on existing customers to find similar prospects.

### c) Placements:

- **Automatic Placements:** Facebook, Instagram (Feed, Stories, Explore), Messenger.
- **Manual Placements (if necessary):** Focus on Instagram Stories and Facebook Feed for high engagement rates with visual ads.

### d) Formats:

- **Image Ads:** High-quality product shots of silk pillowcases and sleeping masks.
- **Video Ads:** Short videos (15-30 seconds) showcasing the benefits of the products, including testimonials and product demonstrations.
- **Carousel Ads:** Feature both the pillowcases and masks, showcasing their features and benefits in multiple slides.

- **Collection Ads:** Create a seamless shopping experience directly within Facebook and Instagram.

#### - **Step 4: Metrics to Check**

- **Reach and Impressions:** To measure how many people are seeing the ads and the frequency at which they're being shown.
- **Click-Through Rate (CTR):** To evaluate the engagement level of the ads and whether users are clicking to learn more.
- **Conversion Rate:** To track how many clicks are leading to actual purchases (important for evaluating ROI).
- **Cost Per Acquisition (CPA):** To measure how much it costs to acquire a customer through the ads.
- **Return on Ad Spend (ROAS):** To measure the revenue generated per rupee spent on ads.
- **Engagement Rate:** Monitor likes, comments, shares, and saves on Instagram and Facebook to gauge interest in the content.
- **Customer Lifetime Value (CLV):** For long-term campaigns, measuring the value of a customer over their relationship with the brand.

## Portfolio Project 2: Plan a Meta Campaign for a Budget

### Budget Allocation for Facebook and Instagram:

Given the remaining budget of ₹20L, the goal is to maximize reach and conversion while optimizing costs for both platforms.

- **Facebook (₹12,00,000):**
    - Facebook's extensive targeting options, especially for Custom and Lookalike Audiences, make it ideal for reaching broader potential buyers.
    - Allocate more budget to Facebook due to its cost-effective reach and ability to nurture prospects through various ad formats.
  - **Instagram (₹8,00,000):**
    - Instagram will be crucial for highly visual, luxury products like Mulberry silk pillowcases and sleeping masks.
    - Instagram's visual-centric nature makes it perfect for showcasing the product features, benefits, and influencer-generated content.
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### Optimization Strategies:

1. **Higher Impression and CTR, Lower Bounce Rate:**
  - **Ad Copy & Creative:** Craft visually compelling ads that highlight the benefits of the products with a strong call-to-action (CTA), such as "Shop Now" or "Discover the Benefits of Mulberry Silk." Ensure ad copy is aligned with audience interests (e.g., "Improve Your Sleep Quality" or "Fight Ageing Naturally").
  - **Targeting:** Use interest-based and behavior-based targeting to ensure the ads reach highly relevant users (women aged 28-45 who are interested in skincare, luxury, etc.).
  - **A/B Testing:** Test multiple headlines, images, and calls-to-action (CTAs) to determine the best-performing combinations.
  - **Landing Page Optimization:** Ensure that the landing page loads quickly and is mobile-friendly, as these factors can influence bounce rate. Include clear CTAs and compelling product images.
2. **Increased Average Session Duration:**
  - **Engaging Content:** Include product videos, before-and-after results, and informative posts about the benefits of Mulberry silk on skin and sleep quality.
  - **Retargeting:** Use dynamic retargeting to bring back users who have shown interest in the products but did not convert. By showing them personalized ads, you can keep them engaged longer.
3. **Higher Conversion Rate and Lower Abandonment Rate:**
  - **Clear CTAs:** Ensure the landing page has a clear, compelling CTA to purchase, such as "Buy Now" or "Add to Cart."

- **Simplified Checkout:** Minimize the steps in the checkout process to reduce cart abandonment. Enable guest checkout to avoid friction in the conversion process.
  - **Retargeting:** Implement retargeting campaigns for users who added items to the cart but didn't complete the purchase. Use a sense of urgency (e.g., "Limited Stock Available" or "10% Discount Ends Soon").
4. **Number of Units to Sell to Achieve Positive ROI:**
- **Goal:** Achieve a positive ROI with the remaining budget of ₹20L. Assuming an average selling price (ASP) of ₹3,500 per product, we need to calculate the required sales volume to cover the cost.

This means you would need to sell at least **571 units** of the product to break even. To achieve a positive ROI, the actual sales must exceed this number.

#### 5. Average Purchase Value (APV):

- Assuming the customer purchases one product per transaction, the **Average Purchase Value** is ₹3,500 for each unit of Mulberry Silk Pillowcase or Sleeping Mask.

#### 6. Achieving Positive ROAS and ROI:

- **Target ROAS:** Aiming for a **3x ROAS** (return on ad spend) would mean generating ₹60,00,000 in revenue for the ₹20L ad spend.
- **Target ROI:** Aim for at least a **200% ROI** (double the ad spend). With a ₹20L spend, the goal is to generate ₹60L in revenue.

### Ad Creative Selection:

For achieving these goals, the **video ad creative** would be the most effective. Here's why:

- **Videos** help demonstrate the benefits of the product in action (e.g., showing how the pillowcase improves sleep quality or how the sleeping mask enhances beauty sleep).
- Video ads are more likely to capture attention on both Facebook and Instagram, especially when showing real-life results or testimonials.
- Videos also allow for storytelling, which helps in emotionally connecting with the audience, driving higher engagement and conversions.

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### Landing Page Optimization:

To reduce bounce rates and increase conversion rates, here are a few landing page optimizations:

1. **Simplify the Design:** Clean and minimalistic design that highlights product features, reviews, and benefits without overwhelming the user.
2. **Improve Mobile Experience:** Ensure the page is fully responsive and loads quickly on mobile devices, as most social media traffic comes from mobile.
3. **Add Trust Signals:** Include customer reviews, testimonials, and certifications (e.g., organic, sustainable, etc.).
4. **Clear Call-to-Action (CTA):** Place the CTA button ("Buy Now," "Shop Now") in a prominent position with a contrasting color to make it stand out.
5. **Product Benefits:** Highlight the unique selling propositions (USPs) of the products, like "100% Pure Mulberry Silk" and "Anti-Ageing Benefits."
6. **Urgency:** Introduce time-sensitive discounts (e.g., "Hurry, Offer Ends Soon!") or limited-time offers to encourage immediate purchases.