

# Meta Ads Campaign Strategy

Client: Dame Essentials (India)

Objective: Awareness, Consideration  
& Sales

Monthly Budget: ₹30,00,000

# Executive Summary

- This presentation outlines a structured Meta Ads strategy for Dame Essentials.
  - The plan focuses on launching new silk pillowcases and sleeping masks.
  - A full-funnel approach is adopted to drive awareness, engagement, and online sales.
  - An optimization strategy is also proposed to recover losses and ensure positive ROI.

# Brand Overview

- Dame Essentials is a premium Indian brand specializing in Mulberry silk sleep products.
  - Products include silk pillowcases and sleeping masks.
  - Brand positioning: Luxury, wellness, skin care, and hair care.
  - Primary sales channel: Official website.

# Business Objectives

- Create strong brand awareness for new product launches.
  - Drive qualified traffic to the website.
  - Achieve online sales through Meta platforms.
  - Target: 2,000 units sold with an average order value of ₹2,500.

# Target Audience (Buyer Persona)

- Age Group: 22–45 years.
  - Gender: Predominantly female audience.
  - Geography: Metro and Tier-1 cities across India.
  - Interests: Luxury lifestyle, skincare, haircare, wellness, premium home products.
  - Income Segment: Middle to high-income households.

# Platform Selection

- Facebook and Instagram selected as primary platforms.
  - Strong audience targeting and retargeting capabilities.
  - High engagement formats suitable for lifestyle and luxury brands.
  - Mobile-first placements prioritized.

# Overall Budget Allocation (₹30 Lakhs)

- Awareness Phase: ₹12 Lakhs (40%).
  - Consideration Phase: ₹9 Lakhs (30%).
  - Conversion Phase: ₹9 Lakhs (30%).
  - Campaign duration: 30 days.

# Phase 1 – Awareness (Branding)

- Campaign Objective: Brand Awareness and Reach.
  - Budget Allocation: ₹12 Lakhs.
  - Targeting: Broad audiences with relevant interest layers.
  - Ad Formats: Video ads, reels, high-quality image ads.
  - Key Metrics: Reach, impressions, CPM, video views.

# Phase 2 – Consideration (Engagement)

- Campaign Objective: Traffic and Engagement.
  - Budget Allocation: ₹9 Lakhs.
  - Targeting: Users engaged in the awareness phase.
  - Ad Formats: Carousel ads, collection ads, product highlights.
  - Key Metrics: CTR, engagement rate, session duration.

# Phase 3 – Conversion (Performance)

- Campaign Objective: Website Purchases.
  - Budget Allocation: ₹9 Lakhs.
  - Targeting: Website visitors, add-to-cart users, lookalike audiences.
  - Ad Formats: Dynamic product ads, offer-based creatives.
  - Key Metrics: Conversions, CPA, ROAS.

# Campaign Structure

- Total Campaigns: Three (Awareness, Consideration, Conversion).
  - Each campaign segmented by product category.
  - Separate ad sets for audience segments.
  - Multiple creatives tested for performance optimization.

# Initial Campaign Performance Review

- CTR remained below industry benchmarks.
  - Engagement and session duration were low.
  - Conversion volume was insufficient.
  - ROAS below 1 resulted in negative ROI.

# Key Issues Identified

- Creatives lacked strong value proposition.
  - Audience targeting was too broad.
  - Limited retargeting efforts.
  - Landing page engagement was suboptimal.

# Optimization Strategy for Remaining ₹20 Lakhs

- Reallocate budget towards high-intent audiences.
  - Introduce improved creatives highlighting key benefits.
  - Strengthen retargeting and lookalike audiences.
  - Focus on conversion-optimized placements.

# Revised Budget Allocation (₹20 Lakhs)

- High-Intent Retargeting: ₹8 Lakhs.
  - Lookalike Audience Scaling: ₹6 Lakhs.
  - Creative Testing and Optimization: ₹4 Lakhs.
  - Offer and Promotion Campaigns: ₹2 Lakhs.

# Expected Outcomes

- Improved click-through and engagement rates.
  - Higher conversion rate and reduced cost per purchase.
  - Positive ROAS and recovery of previous losses.
  - Achievement of targeted sales volume.

# Conclusion

- A structured funnel-based Meta Ads strategy is critical for scalability.
  - Creative excellence and audience refinement drive performance.
  - Continuous optimization ensures profitability.
  - The proposed plan positions Dame Essentials for sustainable growth.