Running a Live Meta Ads Campaign for JioMart

Objective

The objective of this project is to develop, launch, and manage a live Meta Ads campaign (Facebook & Instagram) that increases brand awareness, drives website traffic, and ultimately boosts online sales for JioMart.

By- AISHWARYA N

Introduction

JioMart is an Indian online grocery and retail platform launched by Reliance Retail in partnership with Jio Platforms. It offers a wide range of products, including groceries, fresh fruits and vegetables, dairy products, personal care items, household essentials, and electronics.

JioMart operates as an omnichannel platform, combining online shopping with Reliance Retail's extensive network of physical stores. It follows a hyperlocal delivery model, sourcing products from local Kirana stores and warehouses to ensure quick delivery.

Campaign Strategy

For JioMart, I selected Traffic as the campaign objective because the main focus is to increase website visits and attract potential customers to explore JioMart's online store. Choosing the Traffic objective allows JioMart to attract more visitors, engage them with its products, and it also helps to increase online sales.

Primary & Secondary Objectives

After selecting the traffic campaign, I structured it with two ad sets to target different objectives.

Primary Objective: Drive website traffic to JioMart's online store.

Ad Set 1: Focuses on getting maximum link clicks from a broad audience interested in online shopping.

Secondary Objective: Promote specific product categories to increase engagement and potential conversions.

Ad Set 2: Targets users based on their interest in specific product categories like groceries, electronics, and home essentials.

I created one campaign with two ad sets to ensure better budget allocation, audience targeting, and performance tracking while still achieving both objectives efficiently.

Create new campaign

✕

⚠ **Account info needed**

We need to confirm a few details about your account before you can publish an ad. You can either go to Account Overview to confirm this info before you start creating, or do this later.

Go to Account Overview

Buying type

Auction ▼

Choose a campaign objective

⚪ 📢 Awareness

🔘 ▶ Traffic

✅ **Campaign name**

JioMart- Website Traffic & Product Promotion

Create template

Ad Set 1- Driving Website Traffic to JioMart

The purpose of Ad Set 1 is to drive maximum website traffic to JioMart's online store by targeting potential online shoppers.

⊘ **Ad set name**

General JioMart Shoppers-Traffic   Create template

⊘ **Conversion**

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

● Website
Send traffic to your website.

○ App
Send traffic to your app.

○ Messaging apps
Send traffic to Messenger, Instagram and WhatsApp.

○ Instagram or Facebook
Send traffic to an Instagram profile, Facebook Page or both.

○ Calls
Get people to call your business.

Performance goal ⓘ

Maximize number of link clicks ▾

Budget, Bidding & Schedule for Ad Set 1

For Ad set 1, I planned the budget, bidding strategy, and schedule to ensure maximum website traffic keeping costs optimized.

Budget Allocation

I have chosen a daily budget strategy. The total budget allocated is ₹3,000 for 7 days, which means the daily spending limit is around ₹428 per day.This strategy ensures a consistent reach and ad delivery throughout the campaign duration.

Bidding Strategy

The bidding strategy is Cost-Per-Click (CPC) to focus on maximizing link clicks within the allocated budget. Here I have set the cost per result goal at ₹3 per click.

Campaign Schedule

The campaign is scheduled to run continuously for 7 days to maintain a steady flow of traffic. Running the campaign for a full week allows me to analyze performance trends and make adjustments if necessary.The selected start and end dates ensure that the ad runs at optimal times for engagement.

By setting a structured budget, an optimized CPC bid, and a 7-day schedule, this ad set is expected to drive consistent website traffic, improve visibility, and increase potential customer engagement.

⊘ Budget & schedule

Budget ⓘ

| Daily budget ▾ | ₹428.00 | INR |

You'll spend an average of ₹428.00 per day. Your maximum daily spend is **₹749.00** and your maximum weekly spend is **₹2,996.00**. Learn more.

Schedule ⓘ

Start date

| 🗓 Mar 16, 2025 | 🕐 10:00 AM IST |

End date

☑ Set an end date

| 🗓 Mar 22, 2025 | 🕐 10:00 AM IST |

Cost per result goal · Optional

| ₹3.00 | INR |

Meta will aim to get the most link clicks and try to keep the average cost around ₹3.00. Some results may cost more and some may cost less.

Bid strategy ⓘ

Cost per result goal

Target Audience

.The goal is to target users who are most likely to engage with JioMart's online store and make purchases.

Demographics

Age Group: 20-50 years old
Gender: Both male and female
Location:I have chosen major cities in India where JioMart operates and delivers its services. Instead of targeting the entire country.
Occupation: Working professionals, homemakers, students, and business owners.

Interests & Shopping Behavior
Frequently shop online for groceries, fashion, electronics, and household essentials.
Interested in discounts, cashback offers, and deals.
Engaged with e-commerce platforms like Amazon, Flipkart, and BigBasket.
Prefer convenient home delivery and online payment methods.
Likely to explore festive sales and promotional campaigns.

Online Behavior
Active users on Facebook and Instagram who engage with shopping-related content.
Often click on ads related to e-commerce and retail stores.
Follow brands and influencers for product recommendations.

By targeting this high intent audience, JioMart can attract potential customers who are already interested in online shopping and looking for better deals. This will help in achieving the campaign goal of driving traffic and boosting online sales.

Save audience   ✕

Audience name

> JioMart

Audience details

Location:

India: Delhi; Kerala; Mumbai Maharashtra; Banglore (+50 mi) ; Chennai, Kolkatta (+1 mi) Tamil Nadu; Madhya Pradesh; Hyderabad Telangana

Optimize locations:

On

Age:

20 - 50

People who match:

Interests: Student, Behaviors: People who prefer mid and high-value goods in India or Business page admins, Employers: Online shopping

Advantage+ audience:

Off

Ad Copy for Ad Set- 1

The ad copy is simple and highlights JioMart's key benefits such as savings, convenience, and variety. Encourages users to click and explore the website immediately. The CTA "Shop Now" directly aligns with the campaign objective of increasing website visits.

Text
Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

Primary text ⓘ

Save prices on more on every order! Get fresh groceries and top brands at discounted prices only on JioMart.

Headline

Get Your Essentials Delivered Fast!

Description ⓘ

Desh ki nayi dukaan

Call to action ⓘ

Shop now ▼

Destination

⊙ 🔗 **Website**
Send people to your website.

○ ▣ **Facebook Event**
Send people to an event on your Facebook Page.

○ ◍ **WhatsApp**
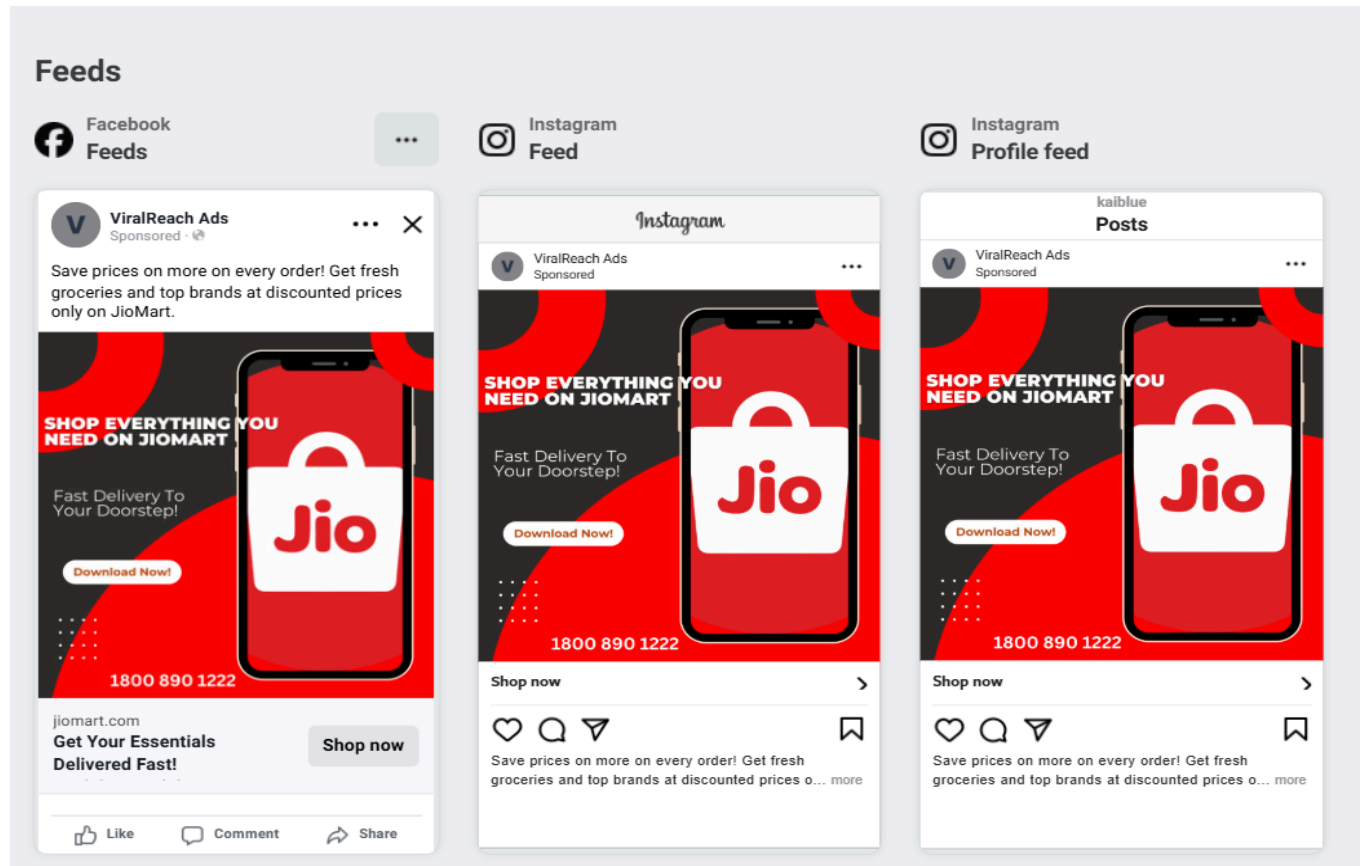Send people to WhatsApp to start a conversation with you.

* Website URL ⓘ

> https://www.jiomart.com

Display link ⓘ

> jiomart.com

Call to action ⓘ

> Shop now ▼

Feeds

Facebook Feeds

ViralReach Ads
Sponsored

Save prices on more on every order! Get fresh groceries and top brands at discounted prices only on JioMart.

SHOP EVERYTHING YOU NEED ON JIOMART

Fast Delivery To Your Doorstep!

Download Now!

1800 890 1222

jiomart.com
Get Your Essentials Delivered Fast!

Shop now

Like   Comment   Share

Instagram Feed

Instagram

ViralReach Ads
Sponsored

SHOP EVERYTHING YOU NEED ON JIOMART

Fast Delivery To Your Doorstep!

Download Now!

1800 890 1222

Shop now

Save prices on more on every order! Get fresh groceries and top brands at discounted prices o... more

Instagram Profile feed

kaiblue
Posts

ViralReach Ads
Sponsored

SHOP EVERYTHING YOU NEED ON JIOMART

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Download Now!

1800 890 1222

Shop now

Save prices on more on every order! Get fresh groceries and top brands at discounted prices o... more

Now Ad-1 Ready To Post

Ad Set 2- Specific Product Categories

I chose the secondary objective as promoting specific product categories because it shows customers the exact types of products which JioMart offers like groceries, electronics, and fashion accessories in a clear and targeted way. This approach not only helps to attract shoppers who are interested in particular items, but it also supports the primary goal of driving more traffic to the website, making it easier for visitors to find what they need and eventually make a purchase.

⊘ **Ad set name**

| JioMart- Specific Products Catogories | Create template |

⊘ **Conversion**

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

🔘 **Website**
Send traffic to your website.

⚪ **App**
Send traffic to your app.

⚪ **Messaging apps**
Send traffic to Messenger, Instagram and WhatsApp.

⚪ **Instagram or Facebook**
Send traffic to an Instagram profile, Facebook Page or both.

⚪ **Calls**
Get people to call your business.

Performance goal ⓘ

| Maximize number of link clicks | ▼ |

Budget, Bidding & Schedule for Ad Set- 2

I had used the same bidding strategy, budget, and schedule for Ad Set 2 as I did for Ad Set 1 to keep the campaign consistent and easy to manage. By using the same settings such as the same daily budget, cost-per-click goal, and run time for both ad sets, it's simple to compare performance between the two ad sets and ensure that both are optimized equally. This way, while one ad set focuses on overall traffic, the other promotes specific product categories without any differences in delivery which makes it easier to adjust the budget if needed.

Cost per result goal · Optional

₹3.00	INR

Meta will aim to get the most link clicks and try to keep the average cost around ₹3.00. Some results may cost more and some may cost less.

Bid strategy ⓘ

Cost per result goal

Show more options ▾

⊘ **Budget & schedule**

Budget ⓘ

Daily budget ▾	₹428.00	INR

You'll spend an average of ₹428.00 per day. Your maximum daily spend is **₹749.00** and your maximum weekly spend is **₹2,996.00**. Learn more.

Schedule ⓘ

Start date

▦ Mar 14, 2025	🕐 10 : 00 PM IST

End date

☑ Set an end date

▦ Mar 22, 2025	🕐 10 : 00 AM IST

Target Audience

The target audience for Ad Set 2 is almost the same as Ad Set 1 in terms of demographics, location, and online behavior. The only difference is their interests and shopping behavior. While Ad Set 1 focuses on a broader audience looking for general shopping on JioMart, Ad Set 2 specifically targets users who have shown interest in certain product categories, such as groceries, electronics, and fashion. This helps deliver more relevant ads to people who are more likely to engage with and purchase products from these specific categories.

Save audience ✕

Audience name

JioMart- Specific Ad categories

Audience details

Location:

India: Kerala; Mumbai Maharashtra; Bengaluru (+50 mi) ; Chennai Tamil Nadu; Kolkata , West Bengal (+1 mi) ; Madhya Pradesh; Hyderabad Telangana

Optimize locations:

On

Age:

20 - 50

People who match:

Interests: Skin care, Ladies Dresses, Online grocer, Online shopping, Shopping, Supermarket, Books, Home Appliances, Furniture, Dandy Fresh Fruits and Vegetables, Cosmetics, Home improvement, E-books, Fashion accessories, Clothing, Household goods or Beautiful Skin, Behaviors: Engaged Shoppers

Advantage+ audience:

Off

Ad Copy for Ad Set- 2

For Ad Set 2, I had used the carousel ad format to show multiple product categories within a single ad. This format allows users to scroll through different products, making it more engaging and interactive. I created four carousel cards, each highlighting a specific product category available on JioMart, such as groceries, electronics, home essentials and fashion. Each card has a separate headline and description customized for the specific product category, ensuring clear messaging that connects with the target audience. This approach helps to capture user interest by displaying a variety of products in one ad, increasing the chances of engagement and conversions.

Ad name

| JioMart-One-Stop shop for Every | Create template |

Choose the Facebook Page and Instagram account that this ad will be associated with.

* **Facebook Page** ⓘ

| Ⓥ ViralReach Ads | ▼ |

Primary text ⓘ

One stop for everything you need! From fresh groceries 🥦 to trendy fashion 👗 smart gadgets 🎛️ & home essentials 🏠 - find it all at JioMart! 🎉 Shop now & save BIG!

Destination

○ 🔗 **Website**
Send people to your website.

○ 🗓️ **Facebook Event**
Send people to an event on your Facebook Page.

○ 🟢 **WhatsApp**
Send people to WhatsApp to start a conversation with you.

* See more URL ⓘ

https://www.jiomart.com

See more display link ⓘ

jiomart.com

Call to action ⓘ

Shop now ▾

Now Ad-2 Ready To Post

Justification for Choosing Meta Ads as the Advertising Platform

Meta Ads was chosen as the advertising platform for this campaign due to its extensive reach, advanced targeting options, and cost effective solutions. Since millions of people in India use Meta platforms, this ensures high visibility and engagement for JioMart's ads.

Reasons for Choosing Meta Ads:

1.Wide Audience Reach – Facebook and Instagram have a massive user base in India, which allows JioMart to reach a large number of potential customers efficiently.

2.Advanced Targeting Capabilities — Meta Ads allow precise audience targeting based on demographics, interests, behaviors, and purchase intent, making sure ads reach the right people.

3. Multiple Ad Formats – The platform supports diverse ad formats such as carousel ads, single-image ads, and video ads, which makes it easier to show JioMart's products effectively.

4. Cost-Effective Advertising – Meta's flexible budget options and bidding strategies helps to optimize costs while maximizing engagement and conversions.

5. Retargeting Opportunities – With Meta Pixel and retargeting features, JioMart can re-engage users who have previously interacted with the website or products, increasing conversion chances.

6.Mobile First Platform- A maximum portion of online shoppers use mobile to shop and Meta's mobile friendly ads ensure a seamless shopping experience.

By using Meta Ads, JioMart can drive website traffic, promote specific product categories and ultimately boost online sales effectively.

Thank You