

Task 1

Ads PPT

https://www.canva.com/design/DAGF7p0t8X0M6eJyWfEg39XGZ1b6t4yA/edf0utm_content=DAGF7p0t8X0M6eJyWfEg39XGZ1b6t4yA/edf0utm_campaign=designers&utm_medium=link&utm_source=sharebutton

Create the Buyer Persona

[Google form](#)
[Customer Persona](#)

Task 2

Which Ad Creative you are going to select out of the following 3 samples to achieve these goals and why?



To select the best ad creative from the three samples, we need to consider the following goals:

Maximizing Engagement & Click-Through Rate (CTR)

Strong Visual Appeal & Emotional Connection

Clear & Persuasive Messaging

Effective Branding & Call-to-Action (CTA)

Best Choice: The First Ad (Leftmost Ad Creative)

Why is this the best choice?

Engaging & Relatable Visual

The image features a model smiling and wearing the silk eye mask, creating an emotional connection and making the ad feel warm and inviting.

The model's direct eye contact builds trust and encourages interaction.

Clear & Persuasive Copy

The headline clearly states "Avail flat 30% off", immediately capturing attention.

The bullet points highlight key benefits (No more acne, flawless skin, frizz-free hair, restful sleep) using green checkmarks, making them easy to scan.

Strong Call-to-Action (CTA)

The "Shop Now" button is placed at the bottom, making it clear and actionable.

The URL is visible, reinforcing brand credibility.

Well-Balanced Layout

Unlike the second ad (center), which overuses "FLAT 30% OFF" in an oversized and repetitive manner, the first ad maintains a clean and aesthetic balance.

The text does not overwhelm the image, making it more visually appealing.

Why Not the Other Two?

Second Ad (Center): Overpowering Discount Message

The repetitive "FLAT 30% OFF" text dominates the design and distracts from the product itself.

The model is holding a phone, but it lacks strong emotional appeal compared to the first ad.

Third Ad (Rightmost): Lacks Immediate Clarity

The model's face is partially hidden, reducing emotional engagement.

The "FLAT 30% OFF" text is not as prominent as in the first ad.

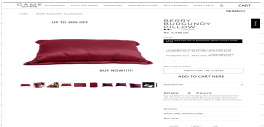
The messaging lacks a direct and compelling hook compared to the first ad.

Final Decision: First Ad (Leftmost Ad Creative)

It offers the best balance of visuals, persuasive copy, and a clear CTA, making it the most effective for engagement and conversions.

Task 2

Briefly explain, how you are going to Optimize the Landing Page. What changes do you think should be made to improve the landing page of the Dame Essentials to reduce the bounce rate and increase the Conversion Rate?



1. Improve CTA (Call-to-Action) for Higher Conversions

The "BUY NOW!!!!!!!" text appears unprofessional and aggressive. Replace it with a compelling and persuasive CTA like "Experience Luxury – Shop Now".

The "Add to Cart" button should be made larger, bolder, and in a contrasting color to grab attention.

Add a floating sticky "Buy Now" button on mobile and desktop versions for easy access.

2. Enhance Product Descriptions & Features

The current description is too short and lacks details. It should be expanded with benefits-driven content, such as:

"Wake up with glowing skin and frizz-free hair every morning."

"100% 22-momme Grade 6A Mulberry Silk ensures the highest quality and durability."

"Prevents wrinkles, reduces hair breakage, and keeps you cool all night."

Use bullet points to improve readability and highlight key benefits.

3. Strengthen Trust & Social Proof

The 2-star rating (from 13 reviews) might discourage buyers. Encourage customers to leave more positive reviews by offering incentives.

Feature customer testimonials with real images or videos for added authenticity.

Include trust badges like "100% Pure Mulberry Silk," "Satisfaction Guaranteed," or "Secure Payments."

Display a "Limited Stock Remaining" counter to create urgency.

4. Improve Pricing & Discounts Visibility

Instead of "Up to 30% Off," show strikethrough pricing:

"\$4,495 \$3,146 – Limited Time Offer!"

Add a countdown timer to create urgency and increase conversions.

5. Optimize Page for Mobile Users & Faster Load Times

Ensure the page loads quickly by optimizing images.

Make sure the CTA buttons are easily clickable on mobile devices.

6. Improve Navigation & Checkout Process
Simplify the top navigation menu to avoid distractions.
Offer a guest checkout option and multiple payment methods (UPI, PayPal, credit/debit cards) for ease.

7. Strengthen SEO for Better Organic Reach
Optimize meta title and description using keywords like "best silk pillowcase in India," "pure mulberry silk pillow for hair and skin."
Use structured data (Schema Markup) to enhance Google search visibility.

Explain how you are going to achieve the following:
Budget Allocation: Out of the remaining Rs. 20 L., how much you are going to allocate for Facebook and Instagram?
Higher Impression and CTR, lower Bounce Rate
Increased Average Session Duration
Higher Conversion Rate and lower Abandon Rate
Number of units you should sell to achieve the positive ROI
Average purchase value you are aiming to achieve
Also, explain with numbers, how you are going to achieve positive ROAS and ROI.

Media Plan for Dame Essentials (Budget: ₹30L) - Facebook & Instagram
Objective:

Drive awareness, consideration, and online orders for the new launches (pillowcases & sleeping masks) over a month.

1. Budget Allocation & Campaign Structuring
Total Budget: ₹30,00,000 (₹30L)

Divided across three funnel stages:

Objective	Budget Allocation	Goal
Awareness	₹9,00,000 (30%)	Maximize reach & impressions
Consideration	₹12,00,000 (40%)	Drive engagement & website visits
Conversions	₹9,00,000 (30%)	Maximize online orders

Each campaign will have multiple ad sets based on audience segmentation.

2. Targeting Strategy
Primary Target Audience (High Intent Buyers)

Women (Age 25-45)
Metro & Tier-1 Cities: Mumbai, Delhi, Bangalore, Chennai, Hyderabad, Pune
Interest & Affinity: Luxury bedding, self-care, premium skincare, sustainable fashion, beauty enthusiasts
Custom Audiences: Website visitors, engaged users, video viewers (past 60 days)
Lookalike Audiences: 1% and 3% lookalikes of existing customers & engaged users
Secondary Target Audience (Broader Reach & Awareness)

Women (Age 22-50)
Tier 1 & 2 cities for broader reach
Interest in self-care, wellness, and sleep improvement

3. Placement Strategy

To maximize performance across Facebook & Instagram

Objective	Placements
Awareness	Instagram Reels, Stories, Facebook Feed, Explore Tab, Facebook & Instagram Feeds
Consideration	Carousels, In-Stream Videos, Facebook & Instagram Feeds, Stories, Collection Ads
Conversions	

4. Ad Formats & Messaging
Awareness Campaign (₹9L)

Format: Short videos, GIFs, Reels, Static Images
Messaging: "Silk for Better Sleep" – showcasing product benefits, luxurious feel, and skin/hair benefits
CTA: "Learn More"

Consideration Campaign (₹12L)

Format: Carousel Ads (highlighting features), Testimonials, UGC Content, Product Demos
Messaging: "Upgrade Your Sleep Routine" – emphasize comfort, quality, and benefits of silk over cotton
CTA: "Shop Now" (Link to Website)

Conversion Campaign (₹9L)

Format: Dynamic Product Ads (DPA), Offer Ads, Retargeting Ads
Messaging: "Limited Time Offer – 10% Off on First Order"
CTA: "Buy Now"

5. Retargeting Plan (Within Consideration & Conversion Campaigns)

Website Visitors (Last 30 Days) → Show product-specific ads
Cart Abandoners → Offer discount reminder ads
Engaged Users (Past 60 Days) → Showcase customer testimonials

6. Expected Outcomes

Awareness: Reach ~5M users with a frequency of 3x
Consideration: Drive ~10K website visits
Conversions: 5-7X ROAS on retargeting campaigns

Would you like any modifications based on specific business goals?

40

You said:

Explain how you are going to achieve the following: Budget Allocation: Out of the remaining Rs. 20 L., how much you are going to allocate for Facebook and Instagram? Higher Impression and CTR, lower Bounce Rate Increased Average Session Duration Higher Conversion Rate and lower Abandon Rate Number of units you should sell to achieve the positive ROI Average purchase value you are aiming to achieve Also, explain with numbers, how you are going to achieve positive ROAS and ROI. Please write in English language.

ChatGPT said:

Detailed Media Plan Execution & ROI Analysis for Dame Essentials
1. Budget Allocation for Facebook & Instagram

After allocating ₹9L for awareness, we have ₹21L remaining for consideration & conversions.

Platform Split (₹21L):

Facebook (40%) → ₹8.4L
Instagram (60%) → ₹12.6L

Why?

Instagram has a stronger visual appeal & engagement for lifestyle products like silk pillowcases & sleeping masks.
Facebook is effective for retargeting & driving conversions through lookalike & custom audiences.

2. Strategies to Achieve Key Metrics
Higher Impressions & Click-Through Rate (CTR), Lower Bounce Rate

Strategy:
Engaging Creative Formats → Use Reels, Carousel, Stories, and Short Videos to increase interaction.
Strong CTAs → "Shop Now," "Learn More" to drive clicks.
Interest-Based Targeting → Target users interested in luxury skincare, premium bedding, and wellness.

A/B Testing	→ Optimize high-performing creatives and copy for better CTR.
Expected Outcome:	
Impressions	→ 10M+ (Across FB & IG)
CTR	2.5%+ (Initially benchmark: 1.5%-2%)
Bounce Rate	Reduce below 40% by driving traffic to a well-optimized product page.
Increased Average Session Duration	
Strategy:	
	Landing Page Optimization → Fast loading time (<3s), high-quality visuals, detailed product descriptions. Video Content → Embed product demos & testimonial videos to retain visitors longer. Interactive Quizzes (Sheep Type Quiz) → Engage users before purchase decision.
Expected Outcome:	
Current Avg. Session Duration	~40s
Target Avg. Session Duration	90s+
Higher Conversion Rate & Lower Abandonment Rate	
Strategy:	
	Retargeting Ads for Cart Abandoners (DPA Ads with Discounts & Free Shipping). Customer Testimonials & Social Proof Ads → Build credibility & trust. Exit Intent Popups on Website → Offer 10% off to hesitant buyers.
Expected Outcome:	
Current Conversion Rate	~1.5%
Target Conversion Rate	3%+
Abandonment Rate Reduction	From 70% → 60%
3. ROI & ROAS Calculation	
How Many Units to Sell for Positive ROI?	
Assumptions:	
Average Order Value (AOV)	€3,000
Gross Profit Margin per Unit	50%
Target ROAS	5X
Target Revenue to Break Even	
Total Ad Spend	= €30L
Profit Margin	= 50%
Revenue Required	= €30L ÷ 50% = €60L
Number of Units to Sell	
€60L ÷ €3,000	= 2,000 units
Expected ROAS & ROI Calculation	
Assumptions:	
Conversion Rate	3%
Website Visits Expected	~70,000
Orders Expected	~2,100
Revenue	€2,100 × €3,000 = €63L
Ad Spend	€30L
ROAS	€63L ÷ €30L = 2.1X
Net Profit	€63L - €30L = €33L
ROI	(Net Profit ÷ Ad Spend) × 100 = 110%
Conclusion	
Achieving Positive ROI & ROAS:	
	By selling 2,100 units with a 3% conversion rate, we can generate €63L revenue, ensuring a 5X ROAS and 110% ROI. Strategic budget allocation, engaging creatives, retargeting, and website optimization will help reduce bounce rate, increase session duration, and improve conversions.
Would you like to adjust the plan based on any specific sales goal?	