

Website-Dameessentials

- Dame Essentials specialised in the production of Mulberry silk pillowcases and sleeping mask brands
- Complete Ads Strategy with a monthly budget of 30 lakhs
- Here is provide briefly details

Brand	Dameessentials
Background-	Awareness of Self-Care, Interest in Luxury Goods, Focus on Health and Wellness, Middle to High-Income people,
Demographics-	male-female, Single or recently married, modern life style, focused on quality over quantity, Urban metro area (e.g., Mumbai, Delhi, Bengaluru), ₹8–15 lakhs per annum,
Interests-	Skin and hair care, wellness routines, luxury living, travel
Other relevant traits	Good sleep and healthy skin are investments I'm willing to make
Favorite social networks	Instagram Ads and Influencer Collaborations, Wellness and Beauty Blogs, Product promotions on e-commerce platforms
Least favorite social networks	Do not show ads, or sales activity such a platform which use is less.
Buying behavior	Online stores (brand website, Amazon India) Social media influencers' recommendations
Spending power	₹8–15 lakhs per annum or higher for working professionals in urban areas.
Decision maker(s)	Predominantly female, though some male customers may purchase as gifts, 25–40 years
Challenges	<ul style="list-style-type: none">• Difficulty finding products that combine luxury with proven benefits.• Concern about sustainability and ethical production
Goals	Maintain healthy skin and hair, even with a busy lifestyle, Enhance personal well-being

Brand	Dameessentials
How we (business, product, or service) can help?	<p>High-Quality Silk Products-Made from premium-grade silk, ensuring durability and luxurious comfort.A user-friendly website with detailed product descriptions, care guides, and reviews,Convenient payment options and fast delivery services.</p> <p>Dame Essentials helps customers-Feel Confident,Live Luxuriously,Stay Responsible</p>
Purchasing barrier?	<p>High Price Point,Limited Awareness ,Trust Issues with Online Purchases, Market Competition</p>
Preferred content type	<ul style="list-style-type: none"> -Educational Content-Build awareness of silk's benefits for skin, hair, and sleep.(Blog posts,Video tutorials) -Testimonials and Reviews- Build trust and credibility,Customer reviews and ratings on the website and social media. -Promotional Content-Drive sales and increase conversions. -Interactive Content-Engage the audience and gather insights.

Budget Allocation Plan for Different Products and Platforms

1. Product-Specific Budget Allocation

High-Demand Products

Silk Pillowcases

- Percentage: 50-60% of the budget.

Eye Masks

Mid-Demand Products

Silk Scrunchies

- Percentage: 20-30%.

Sleepwear

Low-Demand or New
Products



Limited Edition Items

- Percentage: 10-20%.

2. Platform-Specific Budget Allocation

① Social Media Advertising

Instagram

- Percentage: 40-50%

Facebook

- Instagram: For influencer collaborations, reels
- mFacebook: Retargeting campaigns and customer engagement

Google Ads

- Percentage: 30-35%

② Search Engine Marketing

YouTube

- Google Ads: Targeting high-intent keywords like “buy silk pillowcases” or “best silk sleepwear.”
- YouTube: Educational and promotional videos highlighting product benefits.

③ E-commerce Platforms

Amazon India

Flipkart

- Percentage: 20-25%

④ Content Marketing

- Blog posts and articles on the brand website to drive organic traffic.
- Collaborations with wellness and beauty bloggers to create engaging, informative content

Key Considerations

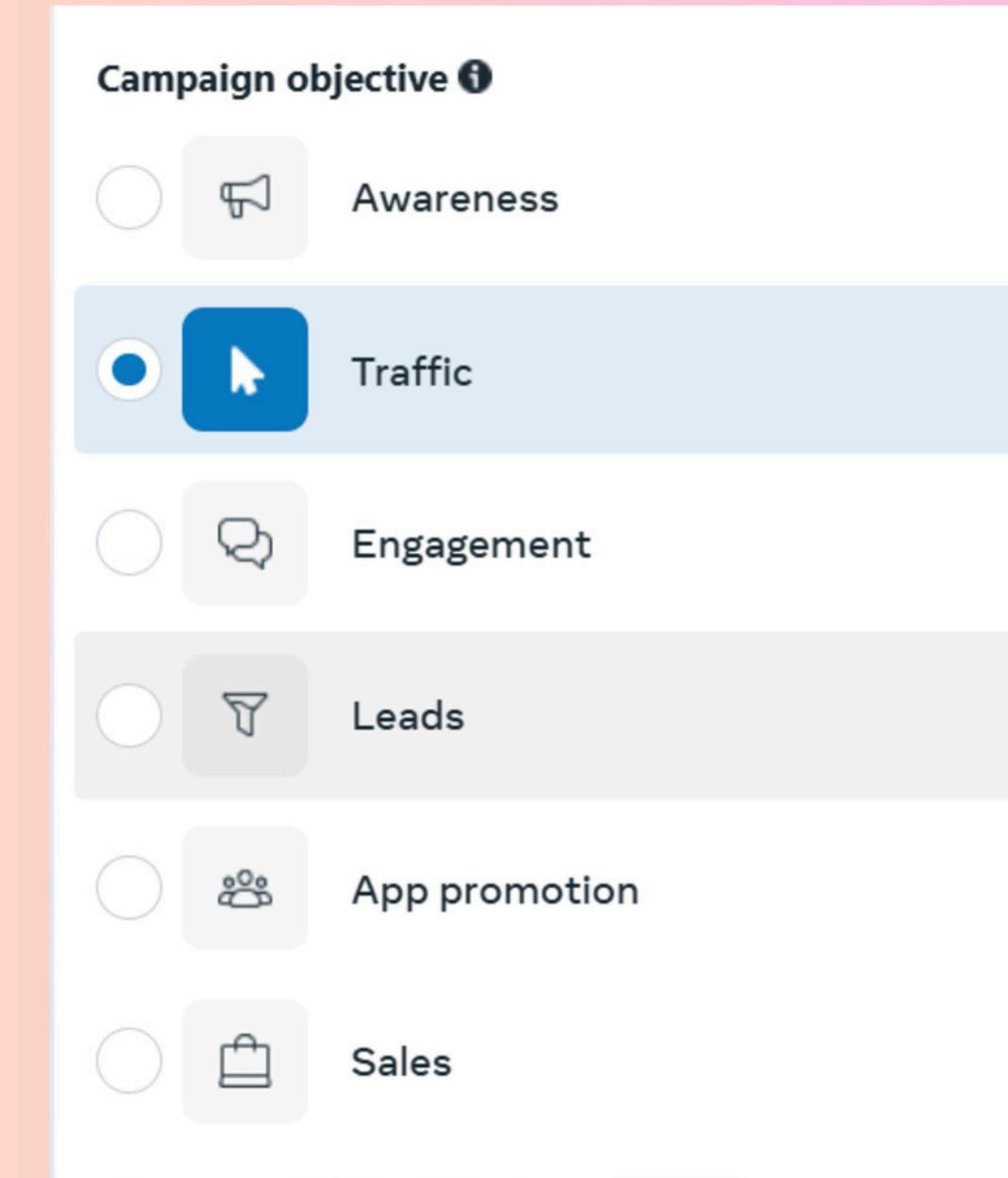
1. Track Performance:
2. Seasonal Adjustments:
3. Testing and Optimization:

Campaign Structure

- a) Campaign Objective
- b) Targeting

- c) Placements
- d) Formats

a) Campaign Objective



Add run for traffic

Primary text (4 of 5) ⓘ

use Dame Essentials product and Wake up with smoother skin and healthier hair

Say Goodbye to Bad Hair Days!

Say goodbye to bad hair days and rough skin!

How to get flawless skin in a week?

Headline ⓘ

Chat with us

sign up and get free point!

 Limited-time offer: Enjoy exclusive discounts on our bestselling bundles!

Description

Silk Pillowcases: Say goodbye to bedhead and wrinkles. Wake up refreshed with smoother hair and glowing skin.

Silk Scrunchies: Gentle on your hair, preventing breakage and creases. Perfect for all-day wear.

Naturally hypoallergenic and gentle on sensitive

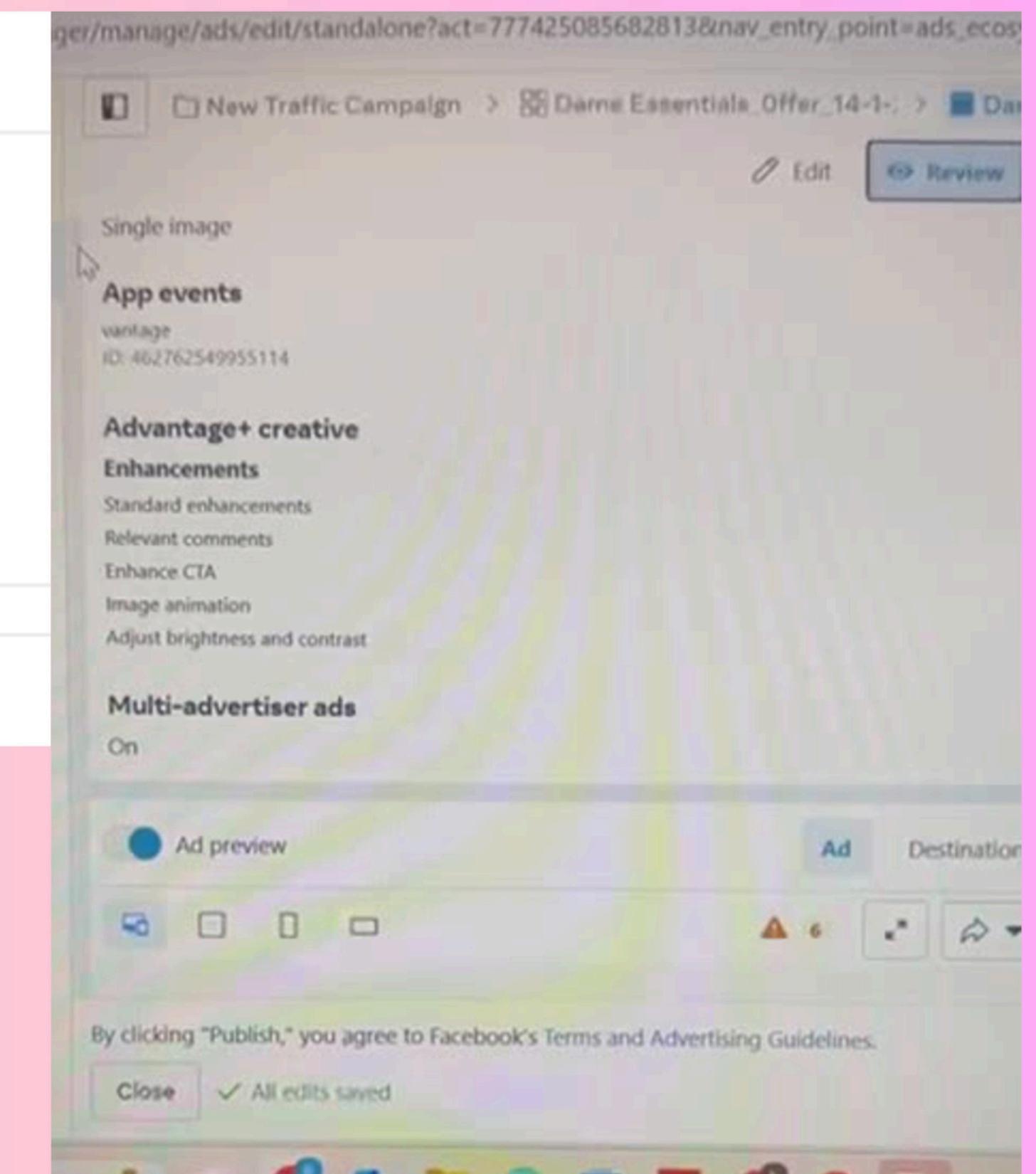
Estimated daily results

Reach 

5.7K - 16K

Link clicks 

111 - 321



The screenshot shows a Facebook Ads Manager interface for a campaign titled "New Traffic Campaign". The URL in the address bar is https://www.facebook.com/manager/ads/edit/standalone?act=777425085682813&nav_entry_point=ads_ecos. The campaign has an ID of 462762549955114. The "Edit" button is visible at the top right. The left sidebar lists campaign settings: "Single image", "App events" (with a sub-section for "vantage" and ID 462762549955114), "Advantage+ creative", "Enhancements" (with sub-options for "Standard enhancements", "Relevant comments", "Enhance CTA", "Image animation", and "Adjust brightness and contrast"), and "Multi-advertiser ads" (set to "On"). The main area shows an "Ad preview" of a pink advertisement featuring a woman's face and the text "Naturally hypoallergenic and gentle on sensitive". Below the preview, a note says "By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines." A "Close" button and a "All edits saved" confirmation are at the bottom. The top navigation bar includes links for "New Traffic Campaign", "Dove Essentials Offer_14-1-", and "Dove".

Add run for awareness

Budget & schedule

Budget

Daily budget ▾ ₹200.00 INR

You'll spend an average of ₹200.00 per day. Your maximum daily spend is ₹350.00 and your maximum weekly spend is ₹1,400.00.

[About daily budget](#)

Schedule

Start date

Jan 14, 2025 10:20 AM IST

End date

Set an end date

Custom ▾ Feb 16, 2025 10:20 PM IST

[Show more options ▾](#)

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

A horizontal slider with a yellow segment indicating the current audience definition level, positioned between 'Narrow' and 'Broad'.

Narrow Broad

Estimated audience size: 307,700,000 - 362,000,000 ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ

⚠ Estimates do not include Advantage audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

6.4K - 18K

A horizontal bar chart showing the estimated daily reach range from 6.4K to 18K.

Advantage+ audience

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Custom audiences

Create new

Search existing audiences

Age

18 - 65+

Gender

All genders

Detailed targeting

People who match:

- Interests: Pillow, Hair care, Marriage, Fashion & Make Up, Natural skin care, Make Up For Ever, Skin care, Beautiful Skin, Beauty, Beauty Brands or Natural product
- Behaviors: Anniversary (within 61-90 days)
- Income: Household income: top 25%-50% of ZIP codes (US)
- Life event: Newlywed (1 year), Upcoming birthday, Newlywed (6 months), Recently moved, Newlywed (3 months) or Anniversary within 30 days

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Estimated audience size: 307,700,000 - 362,000,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates do not include Advantage audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach

6.4K - 18K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data

Add run for Engagement

Custom audiences

Search existing audiences

Age
18 - 65+

Gender
All genders

Detailed targeting

People who match:

- Interests: Pillow, Hair care, Marriage, Fashion & Make Up, Natural skin care, Make Up For Ever, Skin care, Beautiful Skin, Beauty, Beauty Brands or Natural product
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Save audience [Switch to original audience options](#)

Placements

Create new

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 518,200,000 - 609,600,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates do not include Advantage audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach
3.8K - 11K

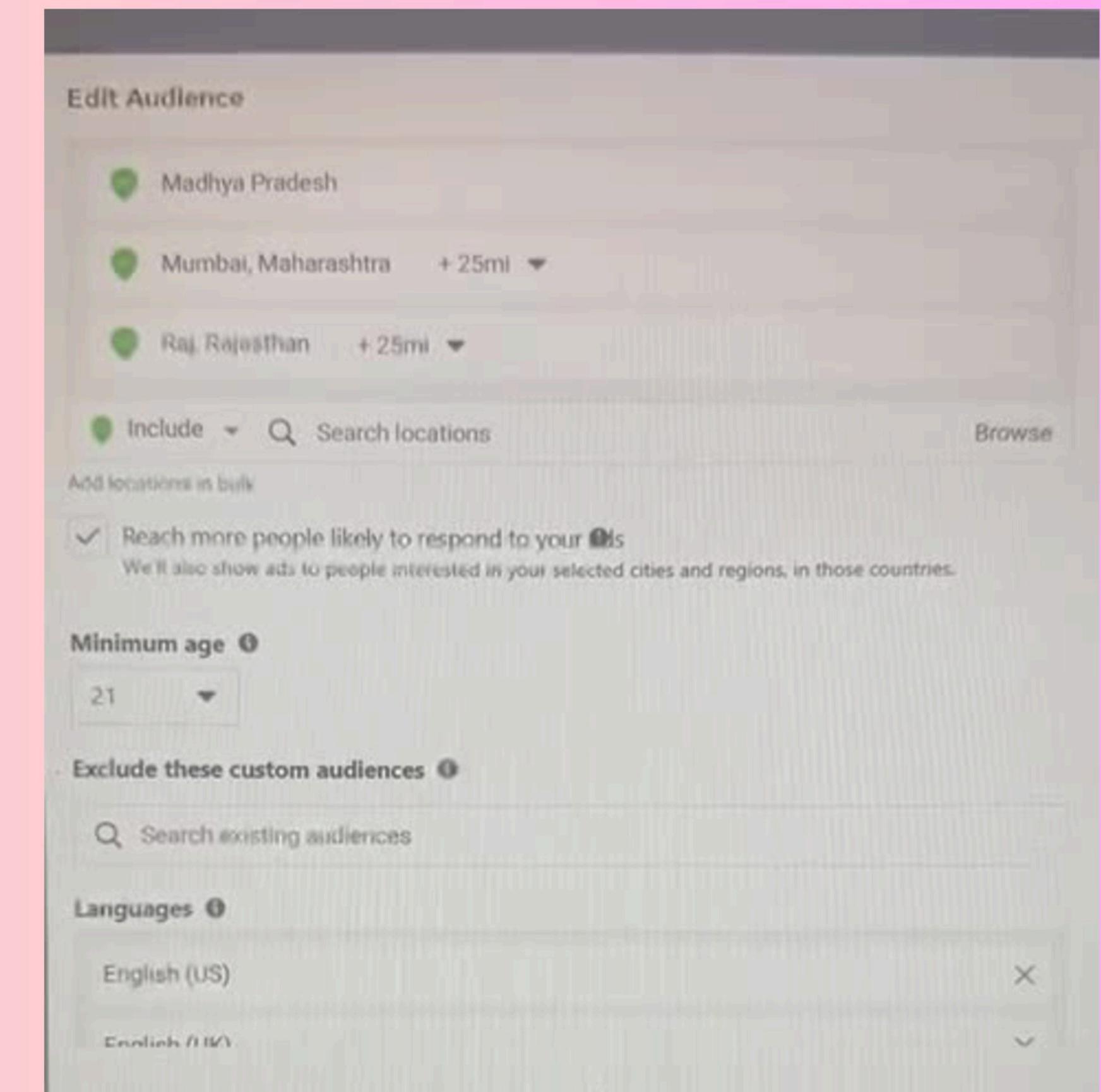
Reach estimate

Calls
53 - 153

Call estimate

Targeting

- Demographics (Age, Gender, Location)
- Psychographics
- Interests
- Gift Buyers
- Behavioral Data
- Lookalike Audiences
- Demographic and Interest-Based Targeting



Placement

placing products in these strategic locations, Dame Essentials can reach, engagement, and conversions.

- Instagram
- Facebook
- TikTok
- Brand Website
- Amazon
- Shops
- Retail Stores
- Spas and Wellness Centers
- Wedding and Bridal Market

Formats

1. Visual Formats

👉 Photos-use high quality photos



👉 Videos

- Short video for instagram and tik tok
- Long video for youtube

https://www.instagram.com/dame_essentials/reel/Cq7i5sFgit3/

<https://www.youtube.com/watch?v=FQWxQJct-rg>

Infographics

- comparisons ex- cotton vs. silk benefits

2. Written Formats

- Blogs and Articles
- Social Media Captions

3. Advertising Formats

- Video Ads
- Carousel Ads

Task 2 - Optimisation Strategy

Out of the remaining Rs. 20 L, how much you are going to allocate for Facebook and Instagram?

Facebook: ₹14 lakhs (70%)

- Face book has larger users so targeting various audience segments.so running various types of ads like video ads etc.

 **Facebook's Strengths:**

- There is a multiple age groups and interests users, so easy to targeting multiple types of audience.
- Strong retargeting capabilities

Instagram: ₹6 lakhs (30%)

- Instagram has a almost younger audience. Reels, Stories, and influencer collaborations perform very well on this platform.

👉Instagram's Strengths

- Reaches highly engaged users who are more likely to convert
- collaborations with beauty and wellness influencers instagram is great platform for that.

Higher Impression and CTR, lower Bounce Rate

- **Higher Impression**-Total number of Views. It is also referred to as an "ad view."
- **CTR- Click Through Rate:** It is the ratio of users who click a link to the total number of users who view it.
- **Bounce Rate:** The percentage of visitors that leave a webpage without taking an action.

Higher Impression

- **Target Audience Optimization**
- **focus on Keyword List**
- **Increase users Engagement**

Improve CTR

- **focus on Headlines**
- **Use Call-to-Action**
- **Do A/B Testing**

Lower Bounce Rate

- **Landing Page Optimization**
- **Relevant Content**
- **Trust Signals**

Increased Average Session Duration

- focus on Optimize Content,use high quality image,video
- Improve Website Navigation make users rives,testimonial,make sitemap,build internal linking.
- Optimize Loading Speed by speed optimizer check first input delay, largest contentful paint, cumulative layout swift make sure all the page load under 2 second
- Do Mobile Optimization make sure mobile site is user-friendly, responsive.

Higher Conversion Rate and lower Abandon Rate

- Higher convection rate indicates the number of users that saw your ad and took action as a result.
- Abandonment rate is the percentage of customers who leave a process or task before completing it

Number of units to get positive RIO

- Product sell with margin
- 2,000 product sell
2500 price

calculation
generate income-50 lac
campaign cost-20 lac

$$\frac{50,00,000 - 20,00,000}{20,00,000} \times 100$$

150% roi

Average purchase value

$$\frac{50,00,000}{2000}$$

2500 average value

Ad Creative

 **Dame Essentials**
Sponsored
ID: 432258389048918

Avail flat 30% off
Doze off in style and prepare for true beauty sleep indulgence with Dame Essential's 100% pure mulberry silk eye mask.

- No more Acne
- Flawless Skin
- Frizz-Free Hair
- Restful Beauty Sleep



DAME essentials

FLAT OFF **30%**

Turn your sleep into a comatose state of relaxation

[WWW.DAMEESSENTIALS.COM](https://www.dameessentials.com)

[HTTPS://WWW.DAMEESSENTIALS.COM/](https://www.dameessentials.com/)
Discover The Endless Beauty Benefits
100% PURE MULBERRY SILK

[Shop Now](#)

Optimize the Landing Page

- **Improve Page Loading Speed**
- **make Navigation**
- **Optimize Call-to-Action**
- **Trust Signals**
- **Optimize for SEO**