



Dame Essentials

Dame Essentials is India's first Anti-Ageing 100 percent pure Mulberry silk pillowcase and sleeping mask brand. Crafted with love and obsessive attention to detail, we bring to you the solution for beautiful skin and hair. Say hello to the luxury of youthful sleeping experience with anti-ageing benefits, without investing any extra time.

Dame Essentials was born from the love of sleep and my never-ending strife for flawless hair and skin. When I discovered that the secret to beautiful skin and hair was so effortless, my delight knew no bounds. All celebrities like Kim Kardashian, Khloe Kardashian, Gisele Bundchen, and Rosie Huntington Whiteley sleep on silk. Even Marilyn Monroe slept on silk. I wanted to share this with all of you because we all deserve that little self-pampering.



Task 1 - Campaign Strategy

Step 1	<p>Create the Buyer's Persona for Dame Essentials - You already know how to create the Buyer's Persona/Customer Persona. If you have any doubts, revisit your Workbook 2 and see what elements you should include while creating the buyer's personas.</p> <p>Here is your Workbook 2 https://docs.google.com/spreadsheets/d/19aXeVwHyxaZ6q_smVFcPQeBOByoOH0LY_g0JfFNmk90/edit#gid=0</p>
Step 2	<p>Budget Allocation - In this step, tell us about how you are going to allocate your budget of Rs. 30L to run this campaign. While allocating the budget, you should consider the following factors.</p> <ul style="list-style-type: none">a) How you are planning to allocate that budget for different products and on different platforms?b) The number of campaign phases you have planned with that budget.
Step 3	<p>Campaign Structure - Based on the Buyer's Persona, Channels, and Budget Allocation, you have to come up with a campaign structure. While preparing your campaign structure, you should remember to include the following elements.</p> <ul style="list-style-type: none">a) Campaign Objectiveb) Targetingc) Placementsd) Formats <p>If you have any doubts about how Facebook Ad Manager works, go through the document How To Run An Ad And Signing Into The Facebook Ads Manager? And see how you can incorporate all these elements into your campaign.</p> <p>Here is the Document https://docs.google.com/document/d/1eHbodMs5RR_m_teubWzvDg/edit#</p>
Step 4	<p>Metrics to Check - Mention all those metrics that you would check to see how the Ad Campaign will perform.</p>

Buyer's Persona

- **Brand:** Dame Essentials
- **Name:** Rhea Malhotra
- **Age:** 25
- **Gender:** female
- **Location:** Metropolitan cities(Mumbai, Delhi, Bengaluru)
- **Income:** 50000/month
- **Occupation:** Junior Marketing Executive / Social Media Coordinator in a corporate office
- **Favorite Platform:** Instagram, Pinterest, youtube
- **Least Favorite:** Twitter, LinkedIn
- **Demographics:** Urban, modern, tech-savvy woman active on Instagram & frequently shops online
- **Interests & Behaviour:** She follows beauty influencers, loves skincare reels, and prefers clean, gentle, trendy products
- **Goals / Motivations:** Wants glowing skin with simple routines using safe, effective ingredients that show quick results
- **Pain Points:** Sensitive skin, confusion due to too many products, low trust in new brands, and budget-conscious
- **Buying Behaviour:** Discovers brands through Instagram Reels, checks reviews + before/after videos, and buys when discounts are available.
- **Preferred Platforms:** Instagram Reels, Stories, Explore; also watches YouTube review videos.
- **Purchase Triggers:** Influencer demos, visible results, clean ingredients, combo offers, and premium aesthetic packaging.
- **Objections:** Worries whether the product suits her skin, doubts about results, and price sensitivity.
- **Brand Connection:** She prefers modern, honest, clean beauty brands that show real people and transparent ingredients.
- **Messaging Style:** Short, visual, result-focused messaging with clear ingredient benefits and simple CTAs like "Shop Now".
- **Ideal Creative Formats:** Short reels, UGC testimonials, product close-ups, ingredient carousels, and shoppable collection ads.



Budget Allocation



Campaign	Objective	Budget	Audience	Best Creatives	Result Goal
Awareness	Reach / Awareness	₹12,00,000	Broad Women 22–35	Reels, lifestyle	High reach, low CPM(Cost Per Miles)
Consideration	Traffic / Video Views	₹9,00,000	Engagers, viewers	Carousels, UGC(User-Generated Content)	Website traffic, education
Conversion	Sales (Purchase)	₹9,00,000	Retargeting + LLA(LookLike Audience)	Offer ads, testimonials	Sales, ROAS(Return on Ad spend)



Campaign Structure

Awareness

Campaign Objective

Create new campaign

Choose a buying type i

Auction

Choose a campaign objective

 Awareness

 Traffic

 Engagement

 Leads

 App promotion



Awareness

Show your ads to people who are most likely to remember them.

Good for:

Reach

About campaign objectives

Cancel

Continue

Targeting

 Edit  Review

Dame Essentials

⚠ To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

Location

India

Age

18 - 45

Gender

Female

People who match

Interests: Cosmetics, Beauty salons or Hair products, Behaviors: Engaged Shoppers, Relationship status: Single, In a relationship, Married, Engaged or Unspecified



Campaign score i

You have recommendations to apply.

 You could get 14.8% lower cost per result with Advantage+ audience for 1 ad set i

[+10 points](#)

[Apply now](#)

[View in ad set](#)

Audience definition i

Your audience is broad.

Broad audiences can improve performance and reach more

[Close](#)

 All edits saved

[Back](#)

[Next](#)

Placement

[Edit](#) [Review](#)

Run an A/B test to see the results of using Advantage+ placements

Devices
All devices

Platforms

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram	<input type="checkbox"/> Audience Network
<input type="checkbox"/> Messenger	<input type="checkbox"/> WhatsApp	<input type="checkbox"/> Threads

Asset customization 15 / 18 placements that support asset customization
[Select all](#)

Placements

Facebook video feeds (i) X

The Facebook video feeds placement is no longer available. Please use the Facebook Reels placement instead.

[Close](#) ✓ All edits saved

In-stream ads for reels
Reach people before, during or after they watch a reel
Facebook in-stream reels
Ads on Facebook Reels

Search results
Get visibility for your business as people search
Facebook search results
Instagram search results

Apps and sites
Expand your reach with ads in external apps and websites
Audience Network native, banner and interstitial



Facebook Marketplace
We recommend square (1:1) images and vertical (1:9) videos

Audience definition Your audience is broad.

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

Narrow Broad

[Apply now](#) [View in ad set](#)

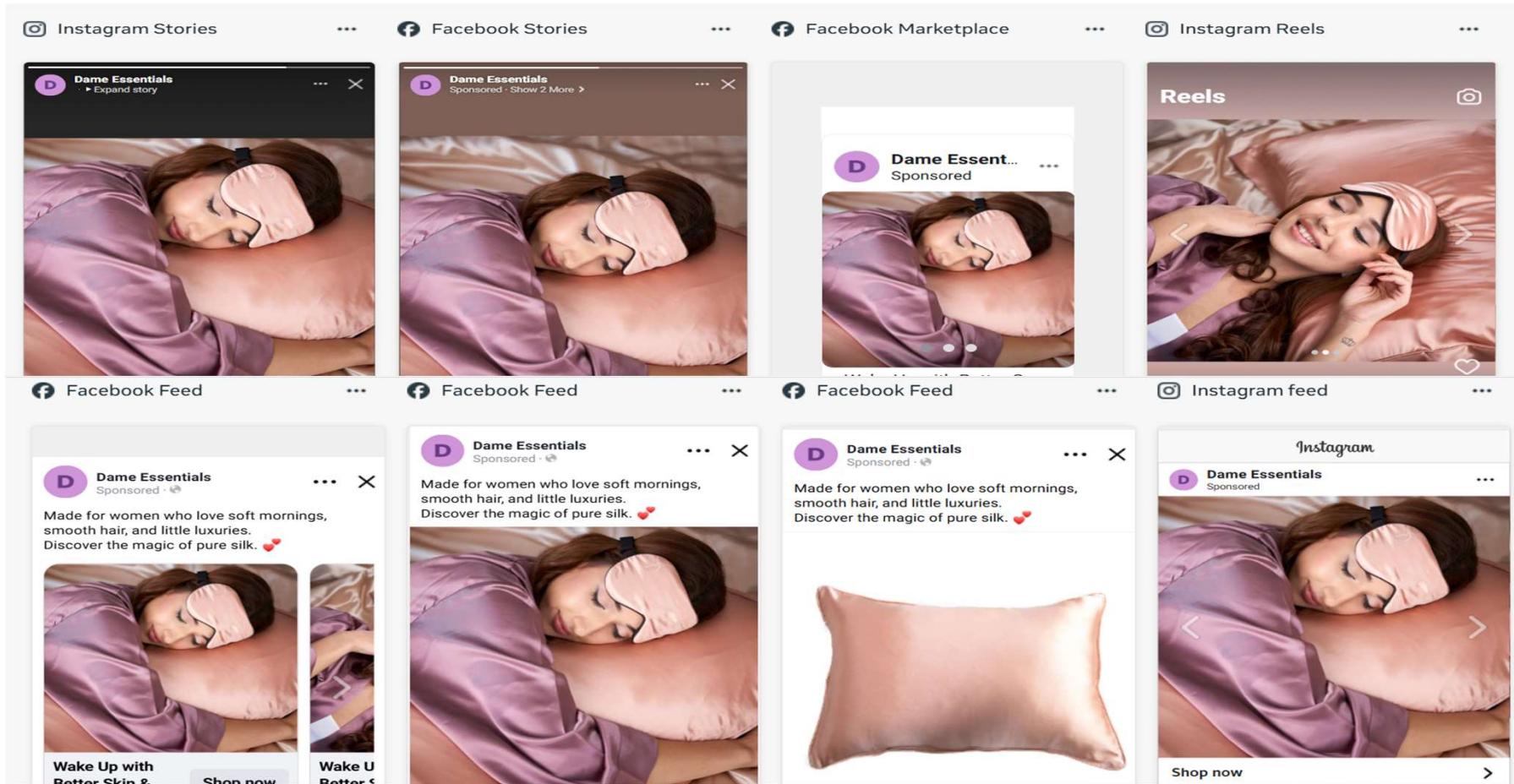
You could get 17.0% lower cost per result with Advantage+ audience for 1 ad set

+10 points

[Show more \(1\)](#) +6 points

[Back](#) [Next](#)

Format



Engagement

Campaign Objective

Create new campaign New ad set or ad

Choose a buying type Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion

Engagement
Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses.

Good for:

About campaign objectives

Cancel Continue

dame essentials_Engagement Campaign > dame_essentials_Engagement Ad Set > 1 Ad In draft

Edit Review

Minimum age
18

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

Age
18 - 45

Gender
Female

Detailed targeting
People who match: Interests: Cosmetics, Beauty salons, Spas or Hair products, Behaviors: Engaged Shoppers, Relationship status: Single, In a relationship, Married, Engaged or Unspecified

Edit Remove saved audience

Campaign score 100 You're using our recommended setup.

Audience definition Broad
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 72,400,000 - 85,100,000 i

i Estimates do not include Advantage+ audience options and may vary significantly over time based

Placement

dame essentials_Engagement Campaign > dame_essentials_Engagement Ad Set > 1 Ad In draft ...

Edit Review

All devices

Platforms

Facebook Instagram Audience Network

Messenger WhatsApp Threads

Asset customization ⓘ
15 / 19 placements that support asset customization
Select all

Placements

Feeds -
Get high visibility for your business with ads in feeds
Facebook Feed
Facebook profile feed
Instagram feed



Campaign score ⓘ
95 You have recommendations to apply.

You could get better results with Advantage+ placements for 1 ad set +5 points
Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply now View in ad set

In-stream ads for reels
Reach people before, during or after they watch a reel

Facebook in-stream reels

Ads on Facebook Reels

Search results
Get visibility for your business as people search

Facebook search results

Instagram search results

Apps and sites -
Expand your reach with ads in external apps and websites

Audience Network native, banner and interstitial



Instagram search results
This placement isn't available with the Engagement objective.

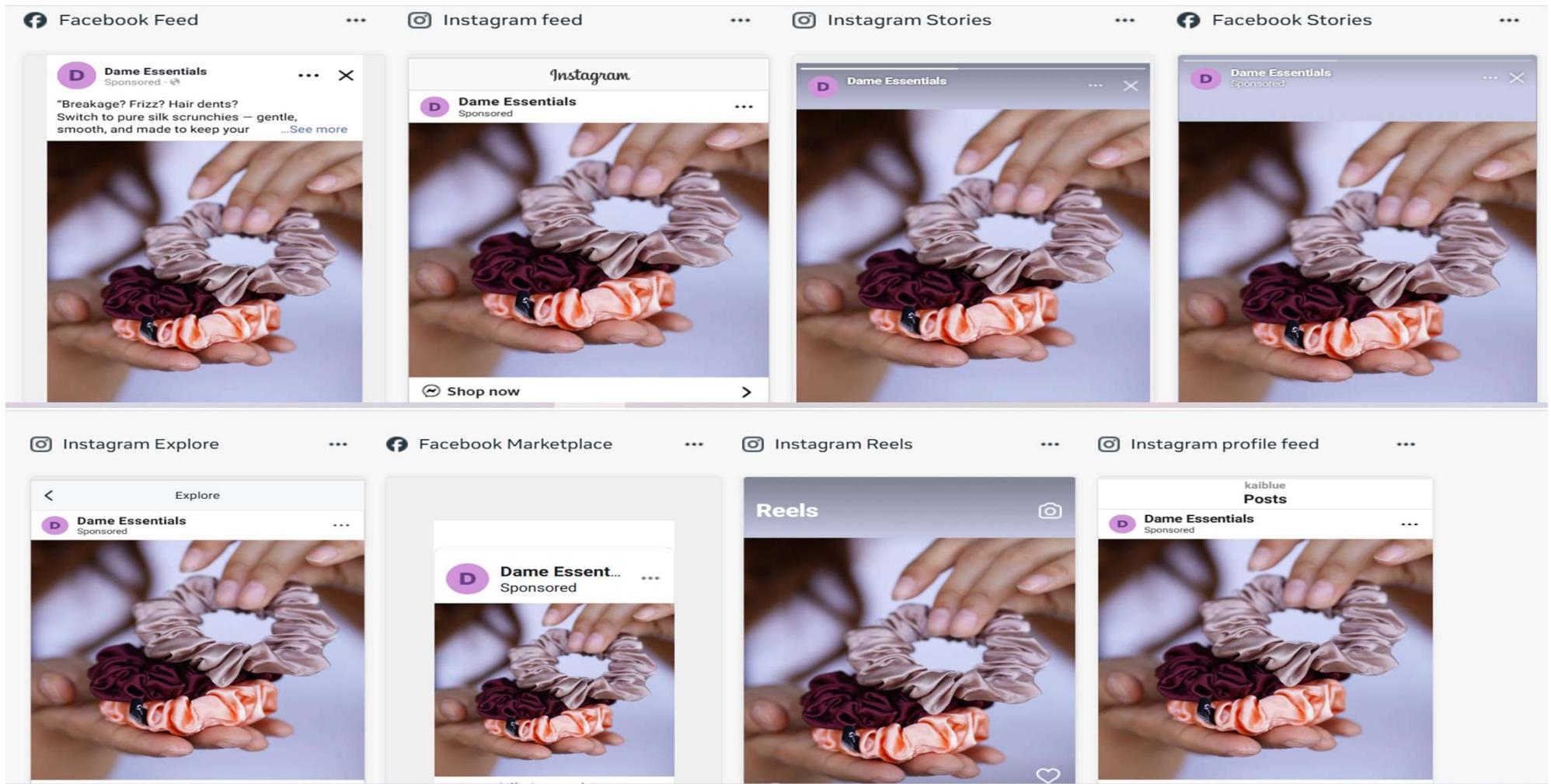
+5 points
Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply now View in ad set

Audience definition ⓘ
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Narrow — Broad

Format



Lead Generation

Campaign Objective

Create new campaign

Choose a buying type ?

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion

Leads
Collect leads for your business or brand.

Good for:

Website and instant forms

About campaign objectives

Cancel Continue

Targeting

dame_essentials_Leads Campaign_25 nov > dame essentials_Leads Ad Set > 1 Ad

In draft

Edit Review

Minimum age
18

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

Age
18 - 45

Gender
Female

Detailed targeting
People who match: Interests: Cosmetics, Beauty salons, Spas or Hair products, Behaviors: Engaged Shoppers, Relationship status: Single, In a relationship, Married, Engaged or Unspecified

Campaign score ?
100 You're using our recommended setup.

Audience definition ?
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 72,400,000 - 85,100,000 ?

Estimates do not include Advantage+ audience options and may vary significantly over time based

Close All edits saved

Back Next

Placement

The screenshot displays two side-by-side Facebook Ads Manager interfaces, illustrating the placement configuration process for a campaign.

Left Panel (Campaign Overview):

- Platform Selection:** Facebook, Instagram, Audience Network, Messenger, WhatsApp, Threads.
- Asset Customization:** 16 / 18 placements support asset customization. A note says "Select all".
- Placements:**
 - Facebook video feeds:** A message states: "The Facebook video feeds placement is no longer available. Please use the Facebook Reels placement instead." It includes a screenshot of a Facebook feed ad.
 - Feeds:** A note: "Get high visibility for your business with ads in feeds".

Middle Panel (Placement Configuration):

Campaign score: 95. You have recommendations to apply.

Recommendation: You could get better results with Advantage+ placements for 1 ad set. (+5 points). Buttons: Apply now, View in ad set.

Audience definition: Your audience is broad. Broad audiences can improve performance and reach more.

Right Panel (Placement Configuration):

Instagram Reels: Selected (checked).

Facebook Reels: Selected (checked).

WhatsApp Status: Not selected (unchecked).

In-stream ads for reels: Selected (checked).

- Reach people before, during or after they watch a reel.
- Facebook in-stream reels.
- Ads on Facebook Reels.

Search results: Selected (checked).

- Get visibility for your business as people search.
- Facebook search results.
- Instagram search results.

Campaign score: 95. You have recommendations to apply.

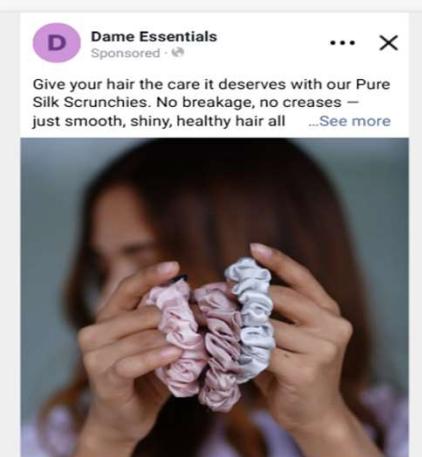
Recommendation: You could get better results with Advantage+ placements for 1 ad set. (+5 points). Buttons: Apply now, View in ad set.

Audience definition: Your audience is broad. Broad audiences can improve performance and reach more.

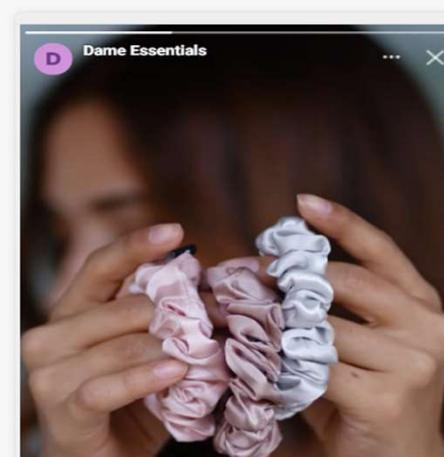
Buttons at the bottom: Close, All edits saved, Back, Next.

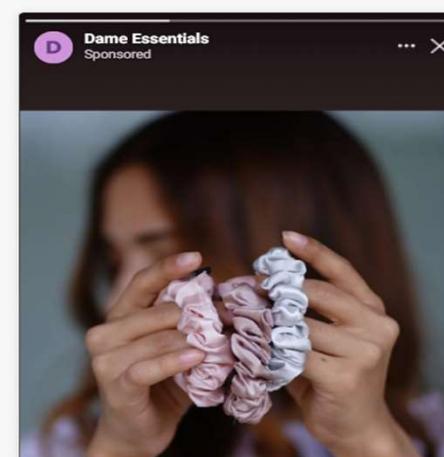
Format

Facebook Feed ... Instagram feed ... Instagram Stories ... Facebook Stories ...

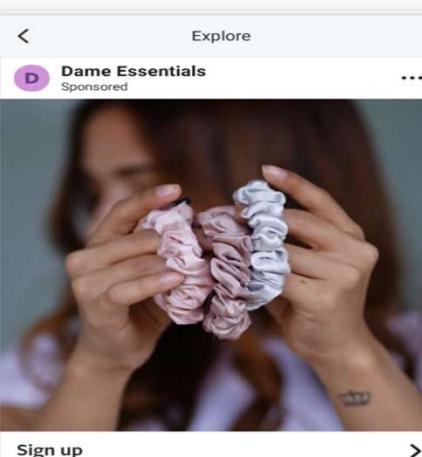
 Dame Essentials Sponsored Give your hair the care it deserves with our Pure Silk Scrunchies. No breakage, no creases – just smooth, shiny, healthy hair all ...See more

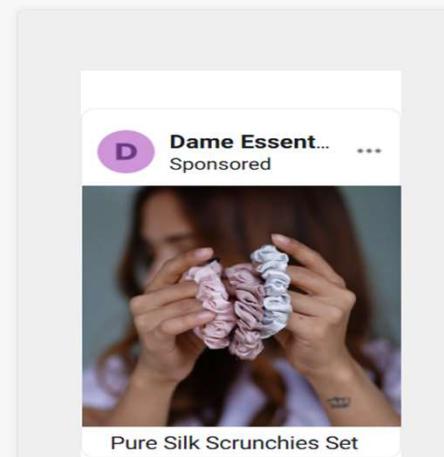
 Instagram Dame Essentials Sponsored

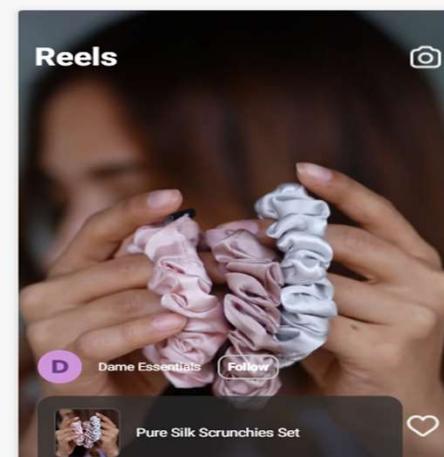
 Dame Essentials ... X

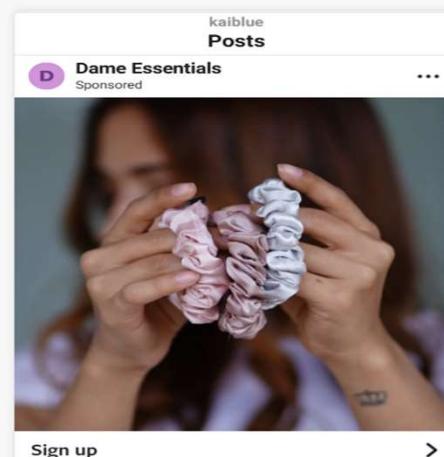
 Dame Essentials Sponsored ... X

Instagram Explore ... Facebook Marketplace ... Instagram Reels ... Instagram profile feed ...

 Explore Dame Essentials Sponsored

 Dame Essent... Sponsored

 Reels Dame Essentials Follow

 kaiblue Posts Dame Essentials Sponsored

*Metrics to check
for Ad Campaign
Performance*



1. Awareness

Focus: **Reach more people & increase brand visibility**

Key Metrics:

- Reach
- Impressions
- Frequency
- CPM

Use when: You want people to know your brand exists.

2. Engagement

Focus: **Get likes, comments, shares, messages, video views**

Key Metrics:

- Engagement rate
- Comments
- Shares
- Saves (Instagram)
- Cost per engagement

Use when: You want interaction.

3. Leads

Focus: **Collect customer info (name, phone, email) via lead forms**

Key Metrics:

- Leads
- CPL (Cost Per Lead)
- Conversion Rate
- Lead Quality

Use when: You want potential customers.

Overall Metrix

1. ROAS

ROAS shows how much revenue you earn for every rupee spent on ads.

2. Ad Quality

Ad Quality measures how relevant, engaging, and useful your ad is compared to others.

3. Frequency

Frequency tells how many times the same person has seen your ad on average.



Task 2 - Optimisation Strategy

In the project brief, you can see how the first Ad for Rs. 10L has been performed. Now you have to come up with an optimization strategy for the remaining budget of Rs. 20L to achieve a positive ROI.

Your optimisation Strategy Should Include the following elements:	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.	

Optimisation Strategy

Budget Allocation

(Total Remaining: ₹20,00,000)

To maximise reach, traffic, and conversions:

- Facebook: 60% (₹12,00,000) – better reach + cheaper CPM
- Instagram: 40% (₹8,00,000) – stronger engagement + higher CTR

This split balances awareness + conversions effectively.



Achieving Higher Impressions, Higher CTR & Lower Bounce

Rate

- Use high-quality creatives, lifestyle photos, reels, and carousel ads
- Add strong hooks and clear CTAs
- Use targeted audiences: lookalike 1%, engaged shoppers, website visitors
- Improve landing page speed & remove unnecessary steps

Expected Outcome:

- Higher impressions due to good ad quality
- CTR improves by 20–30%
- Bounce rate reduces by 15–20%



How to Reduce Bounce Rate

- Faster website loading (<3 sec)
- Clean landing page + minimal distractions
- Clear product info + benefits
- Consistent ad-to-landing message

Outcome: Bounce rate drops 15–20%

Increasing Average Session Duration

- Add videos, product demos, reels
- Add related product suggestions
- Improve navigation flow
- Reduce extra steps on website

Outcome: Time on site increases from 40 sec → 1.5 min



Increasing Conversion Rate

- Retarget product viewers & cart abandoners
- Show checkout offers (Free gifts / Free shipping / Discounts)
- Add reviews & social proof
- Simplify checkout process

Outcome: 2–3X higher conversion rate

Lowering Abandon Rate

- Multiple payment options
- Remove mandatory sign-up
- Auto-fill form
- Add trust badges (SSL, secure payment)

Outcome: Abandon rate reduces from 70% → 40%



Units Required for Positive ROI

- Spend = ₹20,00,000
- Approx profit per unit = ₹400

Break-even:

$$\rightarrow ₹20,00,000 / ₹400 = 50,000 \text{ units}$$

Positive ROI Target:

$$\rightarrow 55,000 - 60,000 \text{ units}$$

Target Average Purchase Value

Increase APV using:

- Bundles
- Combo offers
- Free shipping threshold

Target APV: ₹650 – ₹750



Achieving Positive ROAS & ROI

ROAS

- Spend: ₹20,00,000
- Expected revenue: ₹60,00,000

ROAS = 3X

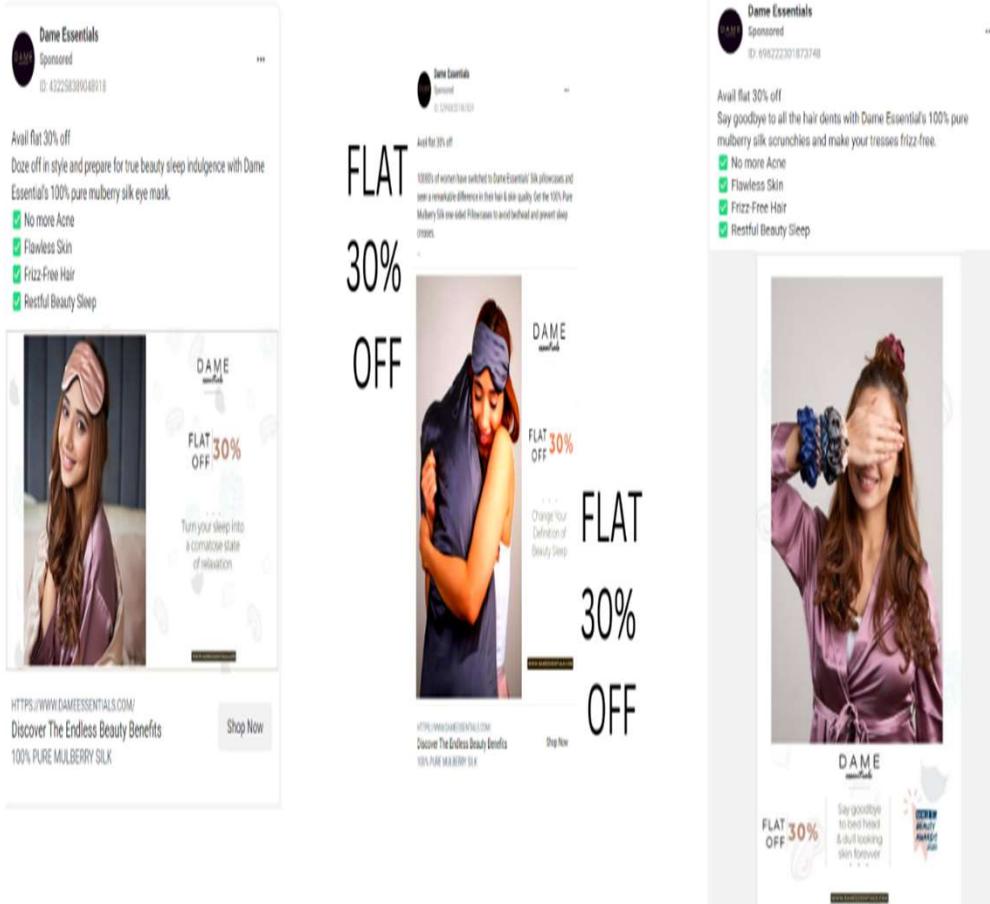
ROI

- Profit: ₹400 × 55,000 units = ₹22,00,000

ROI becomes positive after 50,000 units



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



Creative 2 is the strongest choice because it uses an emotionally engaging visual of a woman hugging the silk pillow, which instantly communicates comfort and better sleep—key benefits of the product. It also has a bold, centrally placed “Flat 30% Off” message that captures attention faster and improves click-through rates. The ad copy includes social proof by highlighting that thousands of women have switched, which builds trust and credibility. Unlike the other creatives, this one shows real product usage, has a clean layout, and delivers both emotional appeal and clear value. Overall, Creative 2 is the most likely to attract attention, drive engagement, and convert Meta traffic effectively.

Briefly explain, how you are going to Optimise 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?

[PILLOWCASES](#)[FACE & EYE MASKS](#)[SCRUNCHIES](#)[CARE INSTRUCTIONS](#)[SETS & BUNDLES](#)[DAME X BELIF](#)[CART](#)[SEARCH](#)[HOME](#) > [BERRY BURGUNDY PILLOWCASE](#)

UP TO 30% OFF



BUY NOW!!!!

BERRY BURGUNDY PILLOW

★★★ 13 reviews

RS. 4,495.00

STYLE

1 PILLOWCASE WITH BORDERS (BOTH SIDES PURE SILK)

1 PILLOWCASE WITH PIPING (ONE SIDE PURE MULBERRY SILK , BACK SIDE IMITATION SILK)

(ONE SIDE PURE MULBERRY SILK BACK SIDE IMITATION SILK)

1

ONLY 7 LEFT IN STOCK

ADD TO CART • RS. 4,495.00

Reviews

Strengthen Above-the-Fold (First Screen) Content

Right now, above-the-fold only shows:

- Product image
- Price
- Basic style selector

This is **not enough to convert cold traffic** coming from Meta Ads.

Changes:

- Add **3–5 key benefits badges** right below the product name:

- Anti-acne
- Anti-frizz
- Anti-aging
- 22-momme 100% mulberry silk
- Dermatologist approved

Why: Meta traffic is impulsive. People buy benefits, not specifications.



Bring Reviews & Social Proof Higher Up

Currently reviews are tiny and pushed to the side. This hurts trust.

Changes:

- Move **star rating + review count** directly under the product name
- Add a collapsible “**Top 5 Customer Reviews**” section above the fold
- Include **UGC-style images** from customers

Why: Social proof is one of the strongest conversion boosters for beauty/wellness products.

Improve Product Description Structure

The current PDP relies on long text lower down. Most visitors won't scroll.

Add 4 Key Sections (Compact & Visual):

1. Why Mulberry Silk?
2. Before & After Images (Acne / Hair-Frizz Results)
3. How It Improves Skin + Hair (Short Bullet Points)
4. What's in the box?

Why: Clear structure = better skimmability → higher conversion.



Make Variant Selection More Intuitive

The dropdown/box for style selection looks confusing and requires interpretation.

Changes:

- Add small thumbnail images for each variant
- Simplify naming:
 - “Both sides pure silk”
 - “One side silk, one side imitation”

Why: Reduces decision friction → increases conversions.

Introduce Sticky Add-to-Cart Button (Mobile)

Most conversions fail on mobile due to scrolling.

Changes:

- Add a sticky ATC bar at the bottom of the screen

Why: Increases ATC by 15–25% on mobile



Add Clear Urgency + Offer Highlight

“UP TO 30% OFF” is visible but not compelling.

Changes:

- Replace with a strong, time-sensitive banner:

Festive Sale: Flat 30% Off Today Only

- Add a small countdown timer

Why: Urgency reduces bounce and increases add-to-cart rate by 10–22% (DTC benchmark).

Final Summary: To reduce bounce rate and increase conversions, I will optimize the landing page by adding benefit-focused messaging above the fold, improving social proof visibility, strengthening urgency with clearer offer communication, simplifying variant selection, adding trust badges and guarantees, integrating UGC + video, and implementing a mobile sticky ATC bar. These changes reduce friction, build trust faster, and increase the likelihood that Meta traffic completes a purchase

Theory Part

(2) What is the use of E-mail Marketing?

Email marketing is used to communicate with customers directly through emails. It helps businesses promote products, share important updates, build customer relationships, increase sales, and retain existing customers. It is one of the most cost-effective digital marketing methods.

(3) What goals can you achieve with the help of Email Marketing?

Email marketing helps achieve several goals, such as:

- 1.Increasing sales through product promotions and offers.
- 2.Building customer relationships with regular updates and newsletters.
- 3.Improving customer retention by sending reminders, follow-ups, and loyalty messages.
- 4.Driving website traffic through clickable links in emails.

5. Automating customer journeys such as welcome emails, order confirmations, or abandoned cart reminders.

6. Creating brand awareness by staying regularly in touch with customers.

4) Automation Email for esellerhub.com – Abandoned Cart

Subject

“You Left Something in Your Cart – Complete Your Purchase at eSellerHub”

Email

Hi,

We noticed that you added some items to your cart on eSellerHub but did not finish your checkout.

Your selected items are still saved for you. You can easily return to your cart and complete your order in a few simple steps. Completing your purchase will give you access to powerful tools that help manage and grow your eCommerce business.

If you have any questions or need support, our team is always ready to help.

Complete your purchase here: <https://esellerhub>

Thank you

(5) *What is Affiliate Marketing?*

Affiliate marketing is a performance-based marketing method where a person (called an affiliate) promotes another company's products or services. The affiliate earns a commission each time someone buys a product through their referral link. It is a popular way to earn income online through content creation, blogs, videos, or social media.

(6) *List some famous websites available for Affiliate Marketing*

Some well-known affiliate marketing platforms include:

- 1.Amazon Associates
- 2.Flipkart Affiliate Program
- 3.ShareASale
- 4.CJ Affiliate (Commission Junction)

- 5.Awin
- 6.Impact Radius
- 7.Rakuten Advertising
- 8.ClickBank
- 9.PartnerStack

7) Which platforms can you use for Affiliate Marketing?

Affiliate marketing can be done on several platforms where you can share content and links. These include:

1.Blogs and Websites – Writing product reviews, guides, and SEO content.

2.YouTube – Creating video reviews, tutorials, and product comparisons.

3.Instagram – Posting reels, stories, and product recommendations.

4.Facebook Pages and Groups – Sharing product links in community posts.

6.Pinterest – Creating pins with product images and links.

7.Email Marketing – Adding affiliate links in newsletters and email sequences.

8.WhatsApp and Telegram Channels – Sharing offers and product links with the audience.

9.Short-video platforms like TikTok or other similar apps.

Youtube

(OneCard): YouTube - Day 1: An Introduction to YouTube

Task 1: Competitor Research

Conduct the Competitor for Slice and mention the following elements in the given column.

Brand/Channel	OneCard	Competitor
YT channel Link	https://www.youtube.com/c/onecardin	https://www.youtube.com/@CRED_club
Channel Category	Fintech / Credit-card / Finance	Fintech / Credit-card / Finance
Subscriber Count	18.4K	329K
Uploads	16 videos	198 videos
Video Views	42 million views	(Exact total views not publicly obvious in summary; but channel is active) — many individual videos have thousands to hundreds of thousands of views.
Most Popular video	OneCard Credit Card - Lifetime Free	Fills most voids ft. Zeenat Aman
Last 30 days Avg Video views	No video	5.5k views
Last 30 days Avg Subscribers	Not given / no recent monthly data visible	not given

Viewer Persona		
Age	18-35 yrs	18-35 yrs
Gender	male female both	male female both
Location	Urban / metro-educated: major Indian cities (Mumbai, Bengaluru, Delhi, Pune, etc.) — users comfortable with online payments & credit cards	Urban / metro-educated: major Indian cities (Mumbai, Bengaluru, Delhi, Pune, etc.) — users comfortable with online payments & credit cards
Interests	Personal finance, credit cards, cashbacks and offers, fintech apps, digital payments, lifestyle spending, financial literacy, managing expenses, credit-score awareness	Personal finance, credit cards, cashbacks and offers, fintech apps, digital payments, lifestyle spending, financial literacy, managing expenses, credit-score awareness
Buying behavior	Research-focused buyers Compare benefits: cashback, rewards, lifetime-free cards Look for trust, ease of use, app experience Purchase after watching review/explainer videos	Aspirational buyers Influenced by brand image, celeb ads, hype Value premium experience over basic features Quick decision makers — buy for lifestyle appeal
Spending power	Moderate spending power Monthly card usage: ₹10,000 – ₹40,000 Early working professionals or students just starting credit journey	Medium to high spending power Monthly spending: ₹30,000 – ₹1,00,000+ Working professionals, premium lifestyle segment

Decision maker(s)	Individual user Self-researched decision Influenced by comparison videos and fintech reviews	Individual user Influenced by brand image, ads, social media trends Peer influence plays a role ("My friends use CRED")	
Preferred content type	Finance explainers Card comparison videos App walkthroughs Cashback/savings tips	Celebrity-based ads Quirky, humorous storytelling Lifestyle-focused content Short reels & brand films	
	Short informative videos	High-production creative videos	
Voice and Tone	Simple Informative Clear and trustworthy Straightforward tone	Witty Entertaining Premium / aspirational Bold, quirky, humorous	
	Focus on education + transparency	Strong storytelling with attitude	

Task 2: YouTube Channel Analysis

List down 3 quirky YouTube Channels, mention their subscribers, average views, and analyse the channels to understand their revenue resources and mention them on the given column.

Channel Name	Subscribers	Average Views	Revenue Source
Slayy Point	8.4M	1M–5M	AdSense, brand deals, sponsorships
Jordindian	3.5M	500K–3M	AdSense, brand collaborations, events
Madan Gowri	7.7M	300K–2M	AdSense, brand deals, affiliate & merch

Live Class Activity (Slice): YouTube - Day 2: Cracking into YouTube Algorithm

Task 1: Content Ideation	
Come up with the idea for YouTube content (ideation), prepare a content strategy and come up with an idea for 6 videos.	
Content Bucket	Smart Money for Smart GenZ & Millennials
Content Type	Educational + Relatable + Short Explainer + Real-Life Scenarios
Video 1	5 Money Mistakes Indians Make in Their 20s
Video 2	How to Build a 750+ Credit Score in 60 Days
Video 3	What Happens When You Swipe Your Credit Card? (Animated)
Video 4	Top 5 Hidden Card Charges No One Talks About
Video 5	Budget Challenge: Can I Survive 7 Days With Just ₹1,000?
Video 6	Credit Card vs UPI vs Debit Card: Which Should You Use Where?

Task 2: YouTube Content Strategy of one Best Video			
Title	Thumbnail	SEO keywords / tags	Description
Build a 750+ Credit Score in Just 60 Days – Step-by-Step Guide	"750 Credit Score FAST!" "Do THIS for 60 Days"	credit score India how to increase cibil score improve credit score fast cibil score tips credit score 750 credit card tips India finance tips for beginners	"Want a better credit score? In this video, we break down the exact steps you can follow to build a 750+ credit score in just 60 days. From credit utilization to payment habits and smart card usage — everything explained in simple words. Perfect for students, working professionals, and anyone starting their credit journey."

Thankyou