

Customer Persona

Step 1: Buyer's Persona

Persona Name: Neha Sharma - "The Thoughtful Gifter 🎁

Element	Description
Demographics	Female, 35-45 years old, Metro/Tier I cities, Upper-middle/High-income, Monthly household income ₹1.5L–₹3L.
Occupation	Established professional, Homemaker with high disposable income, or Business owner.
Education	Graduate or Post graduate.
Lifestyle	Socially active, attends many events (weddings, birthdays, festivals), values relationships and making a lasting impression.
Interests	Gift-wrapping, luxury events, personalized shopping, home decor, traditional crafts, and curated experiences.
Buying Motivation	Buys high-end products as gifts to convey appreciation, status, and care; seeks items that are unique, elegant, and practical for the recipient.
Buying Concerns	Difficulty in finding unique, high-quality gifts; concerns about product packaging and presentation; worries about the gift arriving on time.
Goals	To be known as a thoughtful, generous gift-giver; to find luxurious products that are easy to ship and require minimal additional effort.

Additional Personas (Secondary)

1.Sunita Varma - "The Established Elegance Seeker" (55–65 years old): Retired Senior Executive, Philanthropist, or manages Family Wealth/Business.

2. Pooja Sharma - "The Corporate Minimalist" (30–40 years old): Tech Lead, Senior Consultant, or Investment Banker.

Step 2: Budget Allocation (₹30 Lakhs Total)

Overall Campaign Duration: 3 Months (90 Days)

Phase	Objective	Duration	% Budget	Amount
Awareness	Introduce brand and core product benefits	3 week	30%	₹9,00,000
Engagement & Consideration	Drive high-quality traffic & social interactions	4 week	30%	₹9,00,000
Conversion & Retargeting	Maximize sales and focus on repeat purchases	5 week	30%	₹9,00,000
Buffer & Optimization	A/B testing, platform/ad set optimization, contingencies	5 week	10%	₹3,00,000
Total			100%	₹30,00,000

Step 3: Campaign Structure

A) Campaign Objective

Phase	Campaign Objective	Expected Outcome
Awareness	Increase brand recognition and clearly define unique selling proposition (USP).	High reach, low CPM (Cost Per Mille), and strong ad recall.
Engagement	Build trust and drive high-quality traffic by demonstrating product use and benefits.	High CTR (Click-Through Rate), strong Engagement Rate, and low Bounce Rate.
Conversion	Maximize ROAS by efficiently retargeting engaged users and driving immediate purchases.	Maximized ROAS, high Add-to-Cart Rate, and reduced CPA (Cost Per Acquisition).

B) Targeting

Parameter	Details
Demographics	Female & Male, 25–50, Metro and Tier I cities (Delhi, Mumbai, Bangalore, Pune, Hyderabad, Chennai, Ahmedabad)
Interests	Wellness, High-performance lifestyle, Skincare, Sleep Optimization, Sustainable fashion, Investment/Tech gadgets

Behavior	Online shoppers, engaged with luxury/self-care content, Frequent business travelers, users of premium health/fitness apps
Custom Audiences	Website visitors, Instagram followers, Add-to-Cart but not purchased, Users who abandon high-value items
Lookalike Audiences	Based on past purchasers and newsletter subscribers, Lookalikes of high-ticket purchasers

C) Placements

Platform	Placement Type
Facebook & Instagram	Feed, Stories, Reels, Explore Page, Messenger Ads
Google	Search (intent keywords like "best silk pillowcase India," "silk benefits for hair," "luxury comfort products"), Display Network
YouTube	Skippable ads, influencer video integrations, In-stream non-skippable ads
Email	Automated retargeting emails, cart reminders, Post-purchase sequence for retention
Pinterest	Promoted Pins for product visuals (optional 5% allocation), Idea Pins for lifestyle integration

D) Ad Formats

Format	Usage
Image Ads	High-contrast product photography focusing on material quality and texture.

Carousel Ads	Showcase different products (pillowcase, mask, scrunchies) with accompanying functional benefits
Video Ads	Scientific Testimonials, "How-It-Works" product demonstrations, and "Efficiency Routine" storytelling.
Reels/Stories	UGC + influencer collaborations with a focus on real-world self-care integration and quick tips.
Collection Ads	Seamless product discovery for mobile, highlighting curated gift sets or bundles
Google Responsive Search Ads	Keyword-optimized for intent-based searches (e.g., "best silk pillowcase benefits," "anti-aging bedding").

Step 4: Metrics to Check (KPIs)

Category	Metrics	Purpose
Awareness	Impressions, Reach, Frequency Cap Compliance, CPM	Measure visibility and ensure ads are not over-saturating the audience (minimizing ad fatigue).
Engagement	CTR, Likes, Comments, Saves, Video Views, Share Rate, Engagement Rate	Measure audience interest and social proof, which is critical for new customer acquisition.
Consideration	Website Visits, Bounce Rate, Time on Page, Pages Per Session	Evaluate the quality and depth of engagement

		with the product information.
Conversion	CPA (Cost per Acquisition), ROAS, Conversion Rate by Device (Mobile/Desktop), Purchase Volume	Measure revenue efficiency and identify the most profitable purchasing environment.
Retention	Frequency, CPC, CPM, Conversion Rate, Cost Per Landing Page View	For A/B testing and budget reallocation, ensuring every dollar drives quality traffic.