



TESU: MARKETING CAMPAIGN

BY KEVIKA SHARMA FOR SQUIRK MEDIA

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CLIENT BACKGROUND

TESU, a design-driven brand, prioritizes simplicity, sustainability, and cultural authenticity. Our diverse team of craftsmen, artists, and designers collaborates closely with local artisans from India to create timeless collections. By blending traditional techniques with contemporary design, we prioritize natural materials and functional aesthetics. Rejecting fleeting trends, our philosophy centers on enduring craftsmanship and sustainable practices. Inspired by the Tesu flower's symbolism, our products aim to bring aesthetic joy while promoting conscious living.

INTRODUCTION

With the help of Squirk Media, a leading media marketing company, Tesu India aims to leverage market research insights and target audience analysis to develop a comprehensive marketing plan focused on achieving profitability while maintaining brand integrity and sustainability.

Leveraging my skills as a Purdue University Masters in Marketing student, I collaborate closely with the Squirk Media team to develop creative strategies that align with Tesu's vision of simplicity, sustainability, and cultural resonance. Through this project, I aim to contribute to Tesu's success by delivering impactful marketing initiatives that resonate with consumers and elevate the brand's profile in the market.



business@squirkmedia.com

HISTORY

From 2021

Founded in 2021, Tesu India is a homegrown home decor brand dedicated to showcasing Indian culture and artistry.

Tesu India prioritized ethical practices and sustainability throughout its operations, ensuring fair wages and employment opportunities for local communities. With a focus on exquisite craftsmanship and attention to detail, Tesu India quickly gained recognition for its high-quality products.



To 2024

In a testament to its success, Tesu India was listed on Tata Cliq Luxury, a prestigious platform known for showcasing luxury brands. The partnership with Tata Cliq Luxury provides Tesu India with a global platform to reach discerning customers who appreciate heritage and sustainability.

RESEARCH & ANALYSIS

The data-driven approach provided valuable insights into market dynamics, target audience preferences, and competitive landscape, informing Tesu's strategic decisions and positioning in the home decor market.

Market Research Findings:

- Surveyed 1,000 consumers to uncover purchasing preferences in the home decor market.
- 80% of respondents expressed a preference for sustainable and ethically sourced decor items.
- 60% cited cultural authenticity as a significant factor influencing their purchasing decisions.
- Identified a gap in the market for high-quality artisanal products with a focus on sustainability.



RESEARCH & ANALYSIS

Target Audience Analysis:

- Target demographic: Urban millennials aged 25-35 with a household income of INR 100,000 - INR 300,000.
- Psychographic segmentation: Ethically-conscious consumers seeking unique and culturally inspired decor.
- 70% of target audience indicated interest in supporting brands that prioritize sustainability and ethical sourcing.



Competitor Analysis:

- Comparative pricing analysis: Tesu's products priced 15% lower than premium competitors while maintaining superior quality.
- Unique Selling Proposition (USP) comparison: Tesu's emphasis on authentic Indian craftsmanship resulted in a 25% higher perceived value compared to competitors.
- Identified top competitors: Pottery Barn and Good Earth, with Tesu outperforming both in customer satisfaction and brand loyalty.

Email or phone

EXISTING MARKETING PLAN

Tesu was running their Ads only on Facebook

Performance Overview as per February 2024:

- **Link Clicks:** 310 clicks, which is a decrease of 71.5% compared to the previous 18 days.
- **Per Link Click Cost:** \$0.07, down by 0.5% from the previous 18 days.
- **Amount Spent:** \$22.11, a 71.6% decrease from the previous 18 days.

Demographics:

Gender

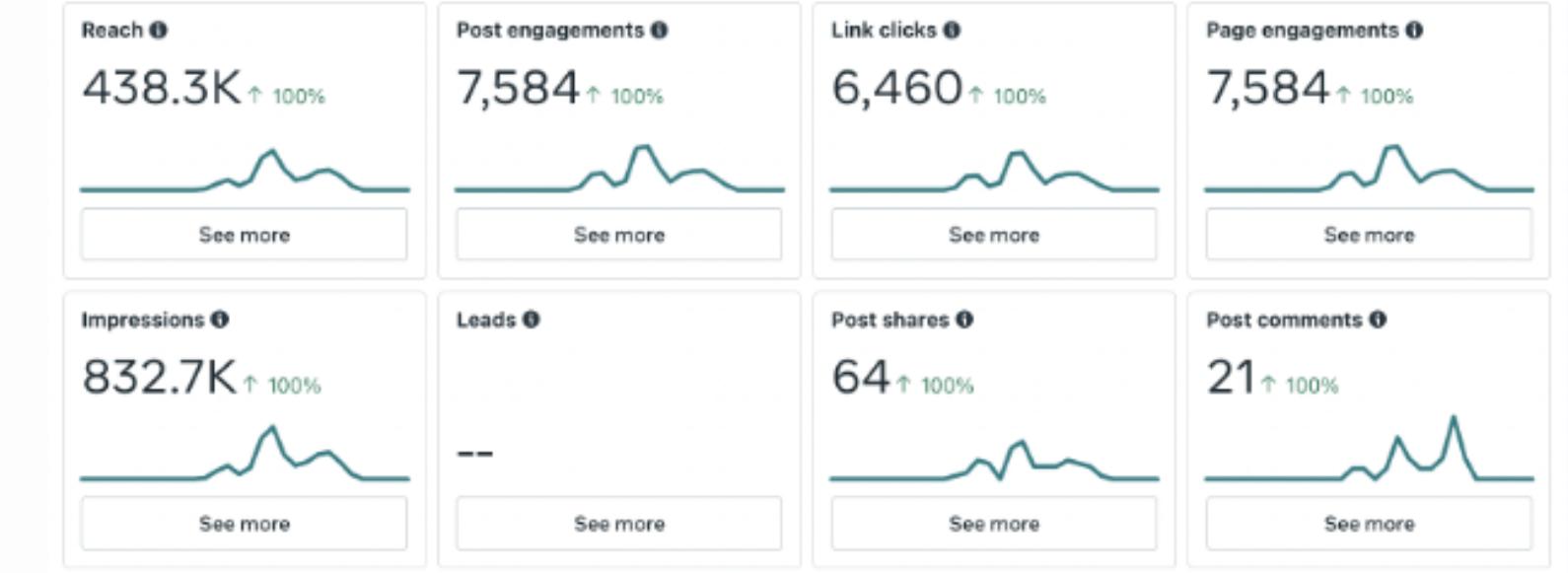
- 12% Men (37); Cost per result: \$0.08.
- 88% Women (267); Cost per result: \$0.07

Age

- 55-64 - 31%
- 65+ - 27%



Advertising summary
65506361 spent \$0.00 on 0 ads in the last 90 days.



TESU

1K likes • 1.1K followers

Reels Photos Videos Following

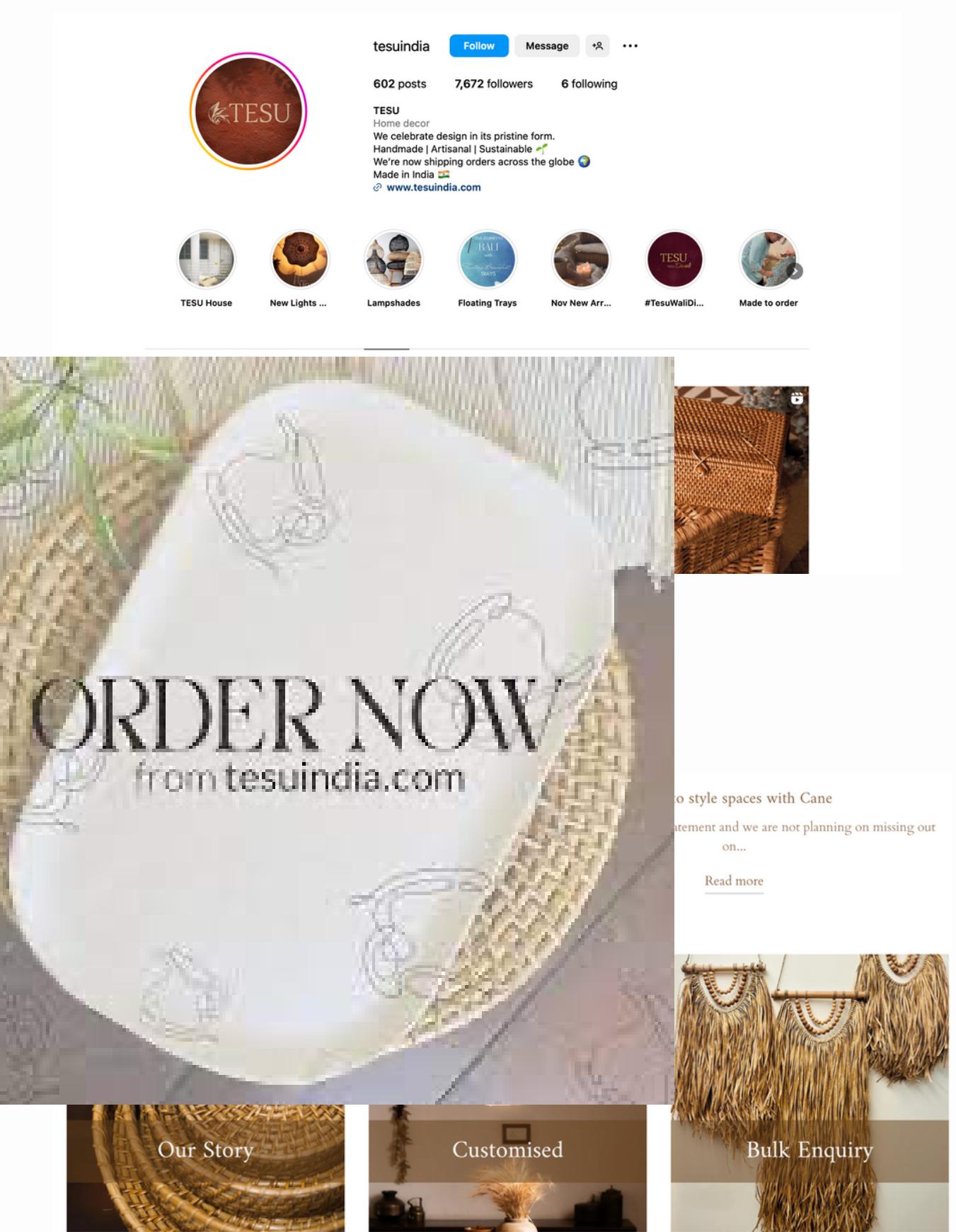
CONTENT STRATEGY

01 Increase Engagement by 25%:

- Implemented a content calendar with consistent posting schedules across social media platforms, aiming for at least three posts per week.
- Set a target for a 25% increase in average likes, comments, and shares per post within the next quarter through compelling visuals, interactive content, and user-generated campaigns.

02 Grow Social Media Following by 20%:

- Launched targeted advertising campaigns on Instagram and Facebook to reach new audiences aligned with Tesu's target demographic.
- Set specific growth targets for each platform, aiming to increase followers by 20% within six months through a combination of organic growth strategies and paid promotions.



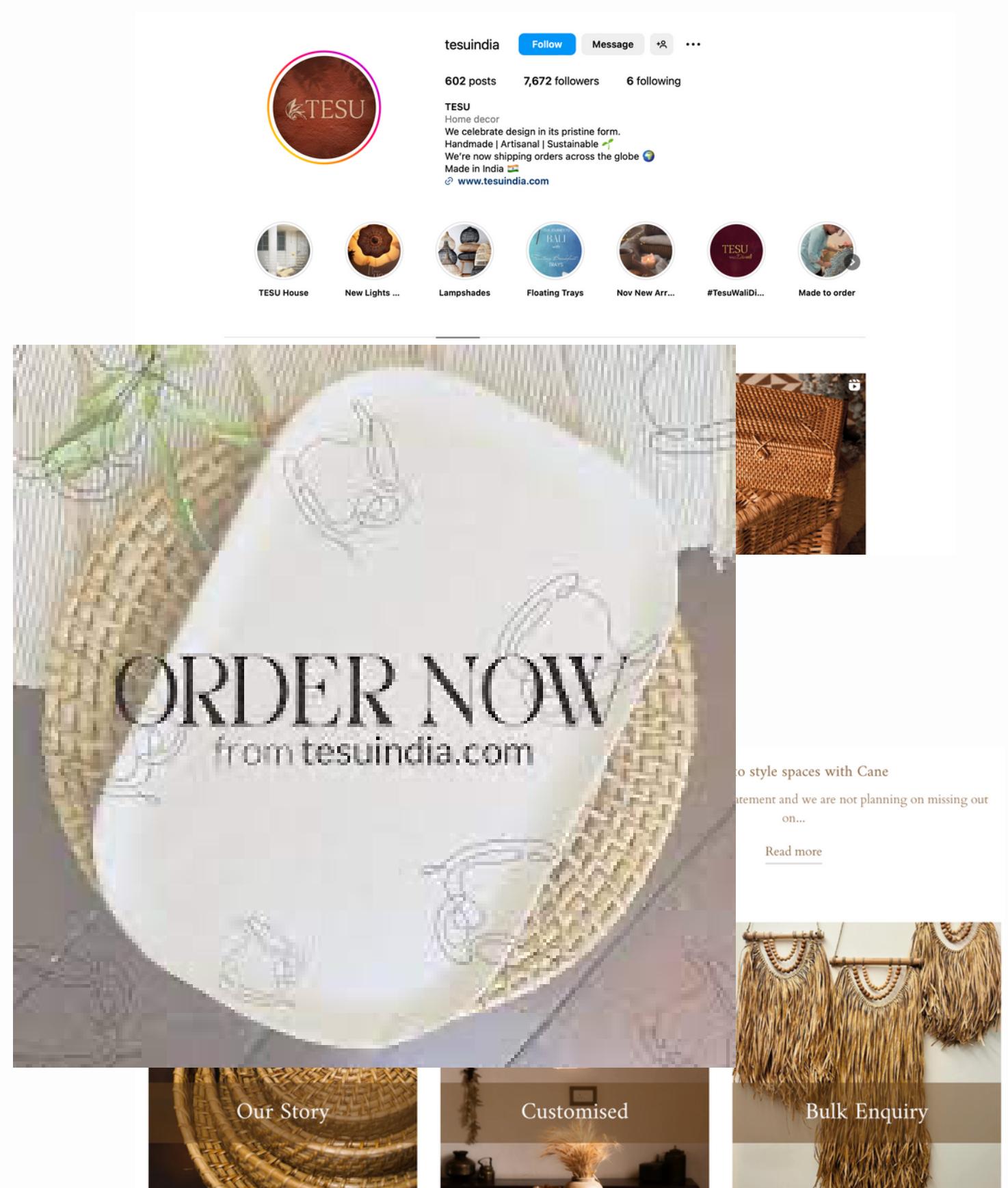
CONTENT STRATEGY

03 Drive Website Traffic by 30%:

- Develop a robust content marketing strategy for Tesu's blog section, focusing on SEO optimization and providing valuable insights into sustainable living, home decor trends, and cultural heritage.
- Implemented link-building initiatives and cross-promotional efforts to drive traffic from social media platforms and external websites, aiming for a 30% increase in website traffic within the next year.

04 Boost Conversion Rate by 15%:

- Optimised product pages on Tesu's website with clear and compelling visuals, detailed product descriptions, and customer reviews to enhance the shopping experience and increase conversion rates.
- Implemented retargeting campaigns for website visitors who have shown interest in Tesu's products but have not completed a purchase, aiming to achieve a 15% improvement in conversion rates within the next quarter.



CAMPAIGN CONCEPTS

Goals

- Craft festival-themed promotional content that embodies the spirit of Indian traditions.
- Forge strategic collaborations to amplify our campaign reach and engagement.
- Offer exclusive deals and discounts to enhance the festive shopping experience for our customers.

Marketing Campaign for Holi; An Indian Festival of Colors

Join the Celebration! Tesu Wali Holi

-  **Embrace the Colors:** Dive into the vibrant hues of Holi with Tesu's artistic products.
-  **Festive Joy:** Experience the joy and festivities of Holi with Tesu Wali Holi celebration.
-  **Creative Inspiration:** Discover creativity and craftsmanship that elevate your Holi celebrations.
-  **Engaging Content:** Engage with captivating posts, reels, and stories tailored for a month-long celebration.
-  **Exclusive Promotions:** Enjoy special offers on Holi-themed items and post-Holi giftings.

Let's celebrate Tesu Wali Holi together, and add a splash of color to your festivities!

C A M P A I G N S T A R T E G Y

- Leveraged the historical significance of the **Tesu flower**, traditionally used in Holi celebrations, to reintroduce the brand's story and values to consumers, resulting in a 20% increase in brand awareness among target demographics.
- Targeted Gen Zs and Millennials who prioritize non-toxic and sustainable products, as well as older demographics familiar with the brand's heritage, through emotionally resonant ads highlighting Tesu's natural, organic, and non-toxic offerings, resulting in a 15% increase in website traffic and engagement.
- Focused advertising efforts on outdoor furniture, aligning with the outdoor nature of Holi celebrations, and utilized YouTube ads to reach families during shared viewing experiences, resulting in a 25% increase in online sales. Additionally, offered timely promotions and coupons ten days before Holi, resulting in a 30% increase in sales during the promotional period.
- Encouraged customer engagement and user-generated content by introducing a dedicated hashtag, such as **#TesuvaliHoli** or **#HoliwithTesu**, for customers to share their Holi decor pictures on Instagram, resulting in a 50% increase in user-generated content and social media engagement.





IMPLEMENTATION PLAN

1. Visual Appeal:

- Create visually stunning designs for posts and reels, incorporating vibrant colors and festive elements.
- Develop content that is save-worthy and shareable, capturing the essence of Holi celebrations.

2. Engagement:

- Craft engaging captions that resonate with the audience, evoking the spirit of Holi and Tesu's brand values.
- Create content that captivates viewers, encouraging interaction and featuring clear calls-to-action (CTAs) to drive engagement.

3. Paid Promotion:

- Allocate a budget of 3,000 INR for Instagram post promotions per month to reach a wider audience and maximize engagement during the Holi festivities.

CONTENT SAMPLES

The screenshot shows the TESU website's header. It features a search bar with a magnifying glass icon and the placeholder "Search products". To the right is the TESU logo, which includes a stylized flower icon and the word "TESU". Further to the right are icons for user profile, favorite, and shopping cart. Below the header is a navigation menu with links to Home, Floating Trays, Furniture, Storage, Lighting, Homeware, Antiques and Vintage, and Our Story. The background of the header is a dark brown color.

We believe in handmade; perfectly imperfect wares crafted slowly from natural materials locally sourced. Our aim is to elevate the status of artisanal craft and those who produce it and improve the living and working conditions of our partners.

NAMING OUR BRAND

Our love for flowers was the inspiration behind choosing the name “TESU”.

Tesu flower is traditionally used to make natural saffron color and has a huge significance in the lives of Indian tribes and their culture . Saffron color symbolizes happiness and purity and so are our products. Our products at TESU your space will surely bring aesthetic happiness.



The screenshot shows a promotional page for the "HOLI SALE'24". At the top, there is a banner with the text "HOLI SALE'24" and a "Back to the home page" link. Below the banner, there is a section titled "Filter" and "Featured". A grid of four product images is displayed, each showing different types of woven baskets and planters. In the bottom right corner, there is a "Chat" button with a speech bubble icon.

CONTENT SAMPLES

1. Caption for Social Media Posts:

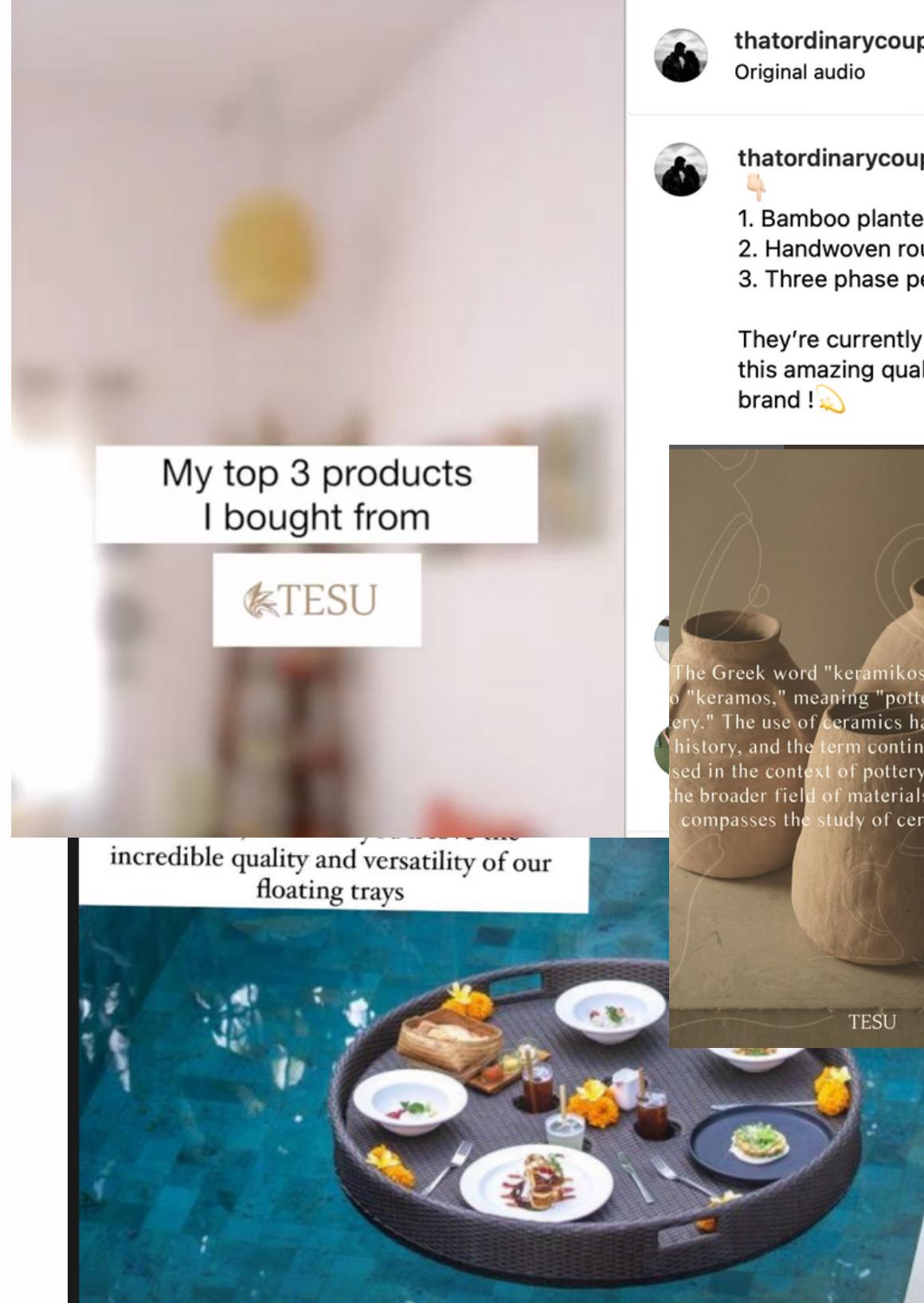
- "Let the colors of Tesu ignite the spirit of Holi in your home! 🎨🌟 Celebrate the festival of colors with our vibrant decor, crafted to add joy and warmth to your festivities. Explore our exclusive Holi collection now! #TesuWaliHoli #HoliWithTesu"

2. Website Banner:

- "Experience the Magic of Holi with Tesu! 🌈🌟 Embrace the festive spirit and elevate your celebrations with our exclusive Holi decor range. Shop now and make this Holi season unforgettable! #TesuWaliHoli #HoliWithTesu"

3. Ad Copy:

- "This Holi, celebrate with Tesu and add a splash of color to your home! 🎉 Discover our vibrant decor collection, inspired by the joyous hues of the festival. Shop now and bring the spirit of Holi to every corner of your home! #TesuWaliHoli #HoliWithTesu"



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Original audio

thatordinarycouple • My top three products from @tesuindia

1. Bamboo planters with stand
2. Handwoven round cane serving tray
3. Three phase pendant bamboo lampshade

They're currently running an end of year sale - Go check out this amazing quality products as well as a 100% sustainable brand ! 🌟

tesuindia • Follow
Did you know? Ceramic came from the w 'Keramos'. Discover the origin of ceramics with Tesu and elev home decor with exquisite 'Keramic' platters. #Cer #HomeDecor #TesuDesigns #designs #interiordesi #designoftheday #ceramic #ceramics #ceramicart

Q ▾

7 likes
7 February

Add a comment...

PERFORMANCE METRICS



We have stopped the Ads on March 15th and waiting for the below results:

1. **Engagement Rate:** Aim for a minimum 20% increase in overall engagement rate across social media platforms compared to previous campaigns.
2. **Website Traffic:** Target a 30% increase in website traffic during the campaign period compared to the average monthly traffic.
3. **Conversion Rate:** Strive for a conversion rate of at least 5%, indicating successful lead conversion into sales during the campaign.
4. **Ad Click-Through Rate (CTR):** Aim for a minimum CTR of 3% for social media ads and 2.5% for YouTube ads, ensuring effective engagement with the target audience.
5. **Sales Revenue:** Target a sales revenue of INR 500,000 from Holi-themed products during the campaign period, reflecting the campaign's impact on driving sales.
6. **User-Generated Content (UGC):** Aim to generate at least 100 user-generated posts and stories featuring Tesu's Holi decor using campaign hashtags, indicating high customer engagement and brand advocacy.
7. **Customer Satisfaction:** Strive for a customer satisfaction rate of 80% or above based on post-campaign surveys, indicating positive feedback and satisfaction with Tesu's Holi products and brand experience.
8. **Return on Investment (ROI):** Aim for an ROI of at least 300%, ensuring that the campaign generates significant returns compared to the marketing expenses incurred.

THANK YOU!



business@squirkmedia.com

DISCOVER TIMELESS CRAFTSMANSHIP AND SUSTAINABLE DECOR AT TESU INDIA. FOLLOW US ON FACEBOOK AND INSTAGRAM FOR THE LATEST UPDATES. VISIT OUR WEBSITE FOR MORE: TESU INDIA