

The background features three vertical stripes on the left: a wide pink stripe, a medium blue stripe, and a narrow beige stripe. The right side of the background is a light beige color with two rectangular areas of small, light pink dots in the top right and bottom right corners.

# **DAME ESSENTIALS**

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# **MEDIA PLAN FOR DAME ESSENTIALS – NEW LAUNCH**

## **(PILLOWCASES & SLEEPING MASK)**

**1**

**Objective:** Drive brand awareness, consideration, and online orders for the new product launches (pillowcases and sleeping mask) on Facebook and Instagram over a month.

**Total Budget:** ₹30 Lakhs

### **I. Campaign Structure**

**The campaign will be divided into three phases to target different stages of the customer journey:**

- **Phase 1: Awareness (Top of Funnel – TOF)**
- **Goal:** Reach a broad audience and build awareness of the new products.
- **Phase 2: Consideration (Middle of Funnel – MOF)**
- **Goal:** Engage the audience who have shown interest (e.g., visited the website or interacted with the ads) and nurture them toward conversion.
- **Phase 3: Conversion (Bottom of Funnel – BOF)**
- **Goal:** Drive online purchases from people who are highly engaged and interested in the products.

## 2. Budget Distribution

We will allocate the total ₹30 lakh budget as follows:

- Phase 1: Awareness (TOF) – ₹12 Lakhs (40%)
- Phase 2: Consideration (MOF) – ₹9 Lakhs (30%)
- Phase 3: Conversion (BOF) – ₹9 Lakhs (30%)

## 3. Targeting Strategy

- Demographics:
  - Age: 18-45 years (Targeting both men and women with a focus on women aged 25-40 for beauty and self-care products)
  - Interests: Beauty, skincare, wellness, luxury sleep, and personal care
  - Location: India-wide (or tiered location strategy based on priority cities, like metro areas)
- Custom Audiences:
  - Website visitors (retargeting)
  - Engagement on Facebook/Instagram (likes, comments, shares, etc.)
  - Lookalike audiences based on website visitors, page engagement, and past purchasers
  - People who interact with sleep and wellness-related content

## 4. Ad Placements

- Facebook & Instagram Feed (Primary placements for high engagement)
- Instagram Stories (For a more interactive and visually appealing format)
- Facebook and Instagram Reels (For video content and broader reach)
- Facebook and Instagram Explore (For organic discovery and exposure)

## 5. Ad Formats

### Phase I: Awareness (TOF)

- **Format:**
  - **Carousel Ads:** Showcase different product benefits, features, and aesthetics of pillowcases and sleeping masks.
  - **Video Ads:** Short (15-30 seconds) videos that explain the benefits of quality sleep, including product close-ups and testimonials.
  - **Collection Ads:** Introduce both products in one ad and let users explore them directly within the app.

### Phase 2: Consideration (MOF)

- **Format:**
  - **Carousel Ads:** Showcase product benefits, features, and reviews.
  - **Collection Ads:** Highlight customer reviews and showcase product features.
  - **Dynamic Product Ads (DPA):** Use retargeting to show products people interacted with but didn't purchase.

### Phase 3: Conversion (BOF)

- **Format:**
  - **Single Image or Video Ads:** Clear call-to-action (CTA) to drive sales.
  - **Offer Ads:** Showcase limited-time discounts, free shipping, or special offers to encourage urgency.
- **Test different ad copy variations focusing on urgency vs. benefits.**

# OPTIMISATION PLAN FOR ₹20L REMAINING BUDGET

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## **I. Targeting Adjustments:**

- **Retargeting:** Focus on website visitors and people who interacted with the initial campaign but didn't convert.
- **Lookalike Audiences:** Create Lookalikes based on past purchasers and high-engagement users.
- **Interest & Behavioral:** Narrow targeting to refined interests like luxury sleep, skincare, and wellness.

## **2. Creative Optimisation:**

- **A/B Testing:** Test new creatives, especially videos and carousel ads showcasing benefits.
- **User-Generated Content:** Leverage testimonials and influencer content to build trust.
- **Clear CTAs:** Use strong calls to action like "Shop Now" or "Order Today for Discount."

### 3. Budget Reallocation:

- **50% Retargeting (₹10L):** Focus on users who've engaged but not purchased.
- **30% Lookalike Audiences (₹6L):** Target high-potential, similar customers.
- **20% Interest-based (₹4L):** Test new refined interest groups.

### 4. Bidding Strategy:

- **Switch to Conversion Optimization and Target Cost/ROAS bidding** for better efficiency.
- **Optimize for CPA (Cost per Acquisition)** instead of awareness or engagement.

### 5. Conversion Funnel:

- **Ensure landing page is optimized** for fast load times and easy checkout.
- **Test limited-time offers** to create urgency and drive purchases.

### 6. Monitor & Iterate:

- **Track CTR, conversion rates, and ROAS closely**, adjusting the budget to high-performing ads.



## PROJECT 2: PLAN A META CAMPAIGN FOR A BUDGET

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**Your optimisation Strategy Should Include the following elements:**

**(I) Budget Allocation: Out of the remaining Rs. 20 L, how much you are going to allocate for Facebook and Instagram?**

**For Facebook and Instagram, I would allocate Rs. 12L out of the remaining Rs. 20L budget, given these platforms are key for reaching your target audience with visually-driven content. Here's how the breakdown could look:**

**Rs. 12L Allocation:**

- Rs. 5L for Retargeting: Focus on people who engaged with the first ad, visited the website, or added products to the cart but didn't convert.**
- Rs. 6L for New Customer Acquisition: Use Lookalike Audiences, targeting interests in luxury, wellness, beauty, etc., and broaden reach with prospecting ads.**
- Rs. 1L for Influencer Partnerships: Collaborate with micro-influencers or nano-influencers to leverage social proof and drive engagement.**

**This allocation should help maximize visibility, engagement, and conversions on Facebook and Instagram, which are strong platforms for a lifestyle product like yours**

- **Optimize Creatives:** Use lifestyle visuals, clear CTAs, and video ads to boost engagement and CTR.
- **Refine Targeting:** Use Lookalike Audiences and segment by interests (luxury, wellness).
- **Landing Page Optimization:** Ensure it's mobile-friendly, fast, and aligned with ad messaging to reduce bounce rate.

## **Continuous Monitoring:**

- **Track metrics like CTR, impressions, and bounce rate, and adjust targeting, budget, and creatives for better performance.**

**This strategy focuses on reaching a wider audience, driving clicks, and keeping visitors engaged to improve ROI**



# INCREASED AVERAGE SESSION DURATION

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**To increase Average Session Duration on website:**

- 1. Engage with Content:** Add detailed product descriptions, videos, and interactive features (quizzes, recommendations).
- 2. Improve Navigation:** Simplify the site structure, add internal links to related products/blogs.
- 3. Enhance UX:** Optimize for fast loading, mobile-friendly design, and easy navigation.
- 4. Personalize Experience:** Offer personalized product recommendations and use pop-ups for exit-intent offers.
- 5. Leverage Social Proof:** Display customer reviews, ratings, and UGC to build trust.
- 6. Run Engagement Campaigns:** Use polls, surveys, or contests to keep users interacting.
- 7. Streamline Checkout:** Simplify the checkout process and keep users engaged with post-purchase offers.

**These tactics will help keep users on the site longer and increase session duration**

**To increase conversion rate and lower abandonment rate:**

- 1. Simplify Checkout:** Reduce steps, offer guest checkout, and provide multiple payment options.
- 2. Build Trust:** Use trust badges, show transparent pricing, and display customer reviews.
- 3. Retarget Abandoned Carts:** Use email/SMS reminders and exit-intent pop-ups with incentives.
- 4. A/B Test:** Test CTAs and landing pages to optimize for higher conversions.
- 5. Offer Incentives:** Use discounts, free shipping, and scarcity tactics (e.g., "Only 5 left!").
- 6. Enhance Product Pages:** Use high-quality images, videos, and highlight benefits.
- 7. Provide Support:** Offer live chat and clear return policies for reassurance.

**These steps will help boost conversions and reduce cart abandonment**

# NUMBER OF UNITS YOU SHOULD SELL TO ACHIEVE THE POSITIVE ROI

10

**To achieve a positive ROI with a Rs. 20L ad spend:**

**1. Selling Price per Unit: Rs. 3,000**

**2. Profit per Unit (after COGS of Rs. 1,200): Rs. 1,800**

**Break-even Units = Rs. 20,00,000 ÷ Rs. 1,800 = 1,111 units**

**You need to sell approximately 1,111 units to break even. For a positive ROI, you'll need to sell more.**

# AVERAGE PURCHASE VALUE YOU ARE AIMING TO ACHIEVE

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**To achieve a positive ROI with Rs. 20L ad spend, aiming for a higher average purchase value is key. Here's a short breakdown:**

- 1. Target Average Purchase Value (APV):** Ideally, aim for an APV of Rs. 3,000 or higher (the selling price of the pillowcase or mask) to ensure you're covering costs and generating profit with fewer units sold.
- 2. Bundle Offers:** You could also increase the APV by offering bundles (e.g., pillowcase + sleep mask) to encourage customers to buy more, pushing the average purchase to Rs. 4,500 or Rs. 5,000.

**This strategy ensures you generate sufficient profit per transaction while reducing the number of units needed to achieve a positive ROI**

# WITH NUMBERS, HOW WE ARE GOING TO ACHIEVE POSITIVE ROAS AND ROI

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To achieve positive ROAS (Return on Ad Spend) and ROI (Return on Investment) with the remaining Rs. 20L budget for Damn Essentials, here's a concise breakdown using numbers:

## 1. Target ROAS:

- Target ROAS = 3x (meaning for every Rs. 1 spent on ads, Rs. 3 should be returned in revenue).

## 2. Ad Spend:

- Remaining budget: Rs. 20L.

## 3. Revenue Goal:

- To achieve a 3x ROAS, your revenue goal should be:

$\text{Revenue Goal} = \text{Ad Spend} \times \text{Target ROAS} = 20,00,000 \times 3 = \text{Rs. 60L}$   
 $\text{Revenue Goal} = \text{Ad Spend} \times \text{Target ROAS} = 20,00,000 \times 3 = \text{Rs. 60L}$

### Selling Price per Unit:

- Selling Price: Rs. 3,000 per unit (per pillowcase or mask).

### Units to Sell:

- To hit Rs. 60L in revenue:

$$\text{Units to Sell} = \frac{\text{Revenue Goal}}{\text{Selling Price per Unit}} = \frac{60,00,000}{3,000} = 2,000 \text{ units}$$

$$\text{Units to Sell} = \frac{60,00,000}{3,000} = 2,000 \text{ units}$$

### Profit per Unit:

- Cost of Goods Sold (COGS): Rs. 1,200 per unit.
- Profit per Unit = Rs. 3,000 (Selling Price) - Rs. 1,200 (COGS) = Rs. 1,800.

### Total Profit:

- For 2,000 units sold:

$$\text{Total Profit} = 2,000 \times 1,800 = \text{Rs. } 36\text{L}$$

### ROI Calculation:

- $\text{ROI} = \frac{\text{Profit}}{\text{Ad Spend}} \times 100$

$$\text{ROI} = \frac{36,00,000}{20,00,000} \times 100 = 180\%$$

### Conclusion:

- To achieve a 3x ROAS and positive ROI of 180%, you need to sell 2,000 units of your product at Rs. 3,000 each, generating Rs. 60L in revenue, with a profit of Rs. 36L after ad spend



# WHICH AD CREATIVE YOU ARE GOING TO SELECT OUT OF THE FOLLOWING 3 SAMPLES TO ACHIEVE THESE GOALS AND WHY?


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1

**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

2

**Dame Essentials**  
Sponsored  
ID: 529906351967839

Avail flat 30% off

10000's of women have switched to Dame Essentials' Silk pillowcases and seen a remarkable difference in their hair & skin quality. Get the 100% Pure Mulberry Silk one-sided Pillowcases to avoid bedhead and prevent sleep creases.



**DAME essentials**  
FLAT OFF 30%  
Change Your Definition of Beauty Sleep  
[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

3

**Dame Essentials**  
Sponsored  
ID: 696222301873748

Avail flat 30% off  
Say goodbye to all the hair dents with Dame Essential's 100% pure mulberry silk scrunchies and make your tresses frizz-free.

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



**DAME essentials**  
FLAT OFF 30%  
Say goodbye to bed head & dull looking skin forever  
VICTIM OF BEAUTY AWARDS 2019

Out of 3 samples i will select first one because it have all the details related to product with their benefits and they have also included the product link so customers has direct access to the product page

**TO OPTIMIZE THE DAMN ESSENTIALS LANDING PAGE, THE GOAL IS TO REDUCE BOUNCE RATES AND INCREASE CONVERSION RATES BY IMPROVING USER ENGAGEMENT AND TRUST. HERE'S A CONCISE STRATEGY:**

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**1. Clear, Compelling Value Proposition:**

- **Headline:** Ensure the headline clearly communicates the unique benefits of the product (e.g., "Experience Luxurious Sleep with Mulberry Silk").
- **Subheadline:** Highlight key product features like skin/hair benefits and luxury quality.

**2. High-Quality Visuals:**

- **Use high-quality images and videos** showcasing the product in real-life situations (e.g., someone using the pillowcase or mask).
- **Close-up images of the silk texture** to demonstrate product quality.

**3. Simplified Navigation:**

- **Remove distractions**—keep the focus on the product.
- **Include clear CTAs** like "Add to Cart" or "Buy Now" at prominent positions (above and below the fold).

#### **4. Trust Signals:**

- **Display customer reviews and ratings prominently.**
- **Include security badges (SSL encryption, secure checkout) and money-back guarantees to build trust.**

#### **5. Mobile Optimization:**

- **Ensure the landing page is fully optimized for mobile (responsive design) with quick load times.**

#### **6. Streamlined Checkout Process:**

- **Minimize form fields during checkout and offer multiple payment options.**
- **Add a progress indicator to show users how far along they are in the purchase process.**

#### **7. Urgency & Social Proof:**

- **Add limited-time offers or "only X left" messages to create urgency.**
- **Include user-generated content (e.g., customer photos or testimonials).**

**By focusing on these changes, the landing page will engage users more effectively, reduce bounce rates, and encourage higher conversions.**

# PLAN A META CAMPAIGN FOR A BUDGET

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To plan a Meta Campaign for Damn Essentials focusing on India's first anti-ageing, 100% pure Mulberry silk pillowcases and sleeping masks, here's a concise strategy:

## Campaign Objective:

- **Brand Awareness:** Increase brand visibility for luxury anti-ageing silk products.
- **Conversions:** Drive sales of pillowcases and sleeping masks.

## Target Audience:

- **Demographics:** Women (25-45 years), Urban, Middle-High Income, Interested in skincare, beauty, wellness, and luxury products.
- **Lookalike Audiences:** Based on website visitors, Instagram followers, and existing customers.

## Budget Allocation:

- **Total Budget:** Rs. 20L (for Meta platforms)
  - Rs. 10L for Facebook & Instagram Ads (Campaigns targeting awareness and conversions)
  - Rs. 5L for Retargeting Ads (To re-engage users who visited the site or added products to the cart)
  - Rs. 5L for Influencer Collaborations & UGC Campaigns (To drive trust and engagement)



### **Ad Formats:**

- 1. Video Ads:** Showcasing product benefits (anti-ageing, luxury feel) with testimonials and usage.
- 2. Carousel Ads:** Highlight different angles and features of the silk pillowcases and masks.
- 3. Story Ads:** Focus on quick, engaging content that drives curiosity (e.g., "Wake up to youthful skin").
- 4. Retargeting Ads:** Personalized product reminders or discounts for abandoned cart users.

### **Ad Copy Examples:**

- **Headline:** "Sleep Beautifully. Wake Up Youthful with Mulberry Silk."
- **Description:** "Transform your skin and hair while you sleep. Experience India's first anti-ageing 100% Mulberry silk pillowcase and sleeping mask."

### **Key Metrics:**

- **KPIs:** CTR, Conversion Rate, ROAS, Cost per Acquisition (CPA), Impressions

### **Campaign Timeline:**

- **Phase 1:** Awareness & Engagement (2 weeks)
- **Phase 2:** Retargeting & Conversion (4 weeks)

**By combining engaging content, strategic targeting, and leveraging user trust (via UGC and influencers), the campaign will drive brand recognition and conversions for Damn Essentials.**