

TASK 1

CUSTOMER PERSONA

Step 1: Buyer's Persona

Persona Name: Riya Patel – “The Conscious Luxury Shopper”

Element	Description
Demographics	Female, 27–40 years old, Urban (Mumbai, Delhi, Bangalore), Upper-middle class, Monthly income ₹80K–₹2L
Occupation	Working professional (corporate, creative, or entrepreneur)
Education	Graduate or Post-graduate
Lifestyle	Health-conscious, prioritizes self-care, invests in skincare, beauty, and wellness products
Interests	Beauty, skincare, sustainable fashion, Instagram trends, travel, fitness, mindfulness
Buying Motivation	Believes in self-pampering, values high-quality and long-lasting products that enhance beauty and comfort
Buying Concerns	Price sensitivity (premium product), skepticism about product benefits
Goals	Looking for better skin and hair quality, luxury comfort, and elegant lifestyle choices

Additional Personas (Secondary)

1. **Riya Kapoor** – Beauty Enthusiast (Age 20–28): College or early-career women, follows beauty influencers, attracted by aesthetic packaging.
2. **Neha Sharma** – The Gift Shopper (Age 30–45): Buys luxury self-care products as gifts for others (friends, brides, relatives).

Step 2: Budget Allocation (₹30 Lakhs Total)

Overall Campaign Duration: 3 Months (90 Days)

Phase	Objective	Duration	% Budget	Amount (₹)
Awareness	Brand visibility & reach	4 weeks	35%	₹10,50,000
Engagement & Consideration	Drive traffic & social engagement	4 weeks	30%	₹9,00,000
Conversion & Retargeting	Drive sales & remarketing	4 weeks	25%	₹7,50,000
Buffer & Optimization	A/B testing, performance tweaks, contingencies	Continuous	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 introduce silk benefits	High reach and impressions
Engagement	Drive website traffic, video views, and social interactions	Build trust and interest
Conversion	Retarget engaged users to boost product sales	Maximize ROAS and sales

B) Targeting

Parameter	Details
Demographics	Female, 20–45, Metro cities (Delhi, Mumbai, Bangalore, Pune, Hyderabad)
Interests	Skincare, Beauty, Luxury lifestyle, Wellness, Haircare, Sustainable fashion
Behavior	Online shoppers, engaged with luxury/self-care content
Custom Audiences	Website visitors, Instagram followers, Add-to-Cart but not purchased
Lookalike Audiences	Based on past purchasers and newsletter subscribers

C) Placements

Platform	Placement Type
Facebook, Instagram	Feed, Stories, Reels, Explore Page
Google	Search (intent keywords like “best silk pillowcase India”), Display Network
YouTube	Skippable ads & influencer video integrations
Email	Automated retargeting emails, cart reminders
Pinterest	Promoted Pins for product visuals (<i>optional 5% allocation</i>)

D) Ad Formats

Format	Usage
Image Ads	Product photography (luxury, elegance)
Carousel Ads	Showcase different products (pillowcase, mask, scrunchies)
Video Ads	Testimonials, influencer unboxing, “Day in the Life” storytelling
Reels / Stories	UGC + influencer collaborations
Collection Ads	Seamless product discovery for mobile
Google Responsive Search Ads	Keyword-optimized for intent-based searches

Step 4: Metrics to Check (KPIs)

Category	Metrics	Purpose
Awareness	Impressions, Reach, CPM	Measure brand visibility and exposure
Engagement	CTR, Likes, Comments, Saves, Video Views, Engagement Rate	Gauge audience interaction and interest
Consideration	Website Visits, Bounce Rate, Time on Page	Evaluate traffic quality and content relevance
Conversion	CPA (Cost per Acquisition), ROAS, Add-to-Cart Rate, Purchase Volume	Measure sales performance and revenue efficiency
Retention	Repeat Purchase Rate, Email Open Rate, Click Rate	Track customer loyalty and long-term engagement
Optimization Metrics	Frequency, CPC, CPM, Conversion Rate	Used for A/B testing, performance monitoring, and budget reallocation

Summary

Aspect	Key Takeaway
Persona	Urban women who value luxury, beauty, and comfort
Budget	₹30 Lakhs allocated across 3 phases and 5 major platforms
Objective	Awareness → Engagement → Conversion
Targeting	Beauty & lifestyle-conscious women, aged 20–45 years
Metrics	ROAS, CTR, CPA, Conversion Rate, Engagement