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ASHAPURA ART STUDIO

Digital Growth Strategy & Agency Proposal

Prepared Exclusively For:
Ashapura Art Studio (purnaa.store)
Pallavi Jain, Founder & Artist
Himayat Nagar, Hyderabad

Prepared By:
Apex Growth Partners
January 2026

1. EXECUTIVE SUMMARY

Objective	Accelerate revenue growth by 40-60% within 12 months through optimized digital presence, targeted acquisition, and corporate market expansion
Current Position	Established artist brand with 800+ artworks sold, 50+ corporate clients, 6+ years market presence
Primary Opportunity	Untapped digital acquisition + B2B corporate gifting scalability
Recommended Focus	Local SEO dominance (Hyderabad/Bangalore) + High-intent Google Ads + Instagram authority
Investment Range	75,000 – 2,50,000/month depending on tier
Expected ROI	3-5x return on ad spend within 6 months

Key Growth Levers Identified:

- **Corporate Gifting Revenue Stream** — High-margin, recurring B2B opportunity (Diwali, corporate events)
 - **Commission Pipeline Optimization** — Reduce inquiry-to-commission conversion time
 - **Local Search Dominance** — Capture “custom painting Hyderabad” + “corporate gifts Bangalore” searches
 - **Social Proof Amplification** — Leverage 800+ sales for trust-driven marketing
 - **Average Order Value (AOV) Increase** — Upsell framing, multi-artwork packages
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2. CURRENT STATE & KEY INSIGHTS

Funnel Snapshot

Stage	Current State	Opportunity
AWARENESS	Instagram presence (@ashapura_art_studio), limited SEO, word-of-mouth referrals	Paid media, influencer partnerships, home décor blog authority
CONSIDERATION	Website portfolio, FAQ, WhatsApp contact	Enhanced PDP (product detail pages), video content, testimonials
CONVERSION	WhatsApp-based inquiries, 50% advance model	Streamlined quote process, CRM, urgency triggers
RETENTION	Limited re-engagement	Email sequences, anniversary reminders, corporate retainer programs

Identified Bottlenecks

1. **Search Visibility Gap** — Not ranking for high-intent keywords like “Tanjore paintings Hyderabad”, “custom art Bangalore”
2. **Conversion Friction** — WhatsApp-only conversion path lacks structure and follow-up
3. **No Paid Acquisition** — Currently no Google/Meta ad campaigns driving traffic
4. **Corporate Pipeline Undeveloped** — No dedicated B2B funnel or lead magnets
5. **Limited Social Proof Display** — 800+ sales not prominently showcased

Key Assumptions Made

- Current monthly revenue: 5-15L (based on pricing range and client volume)
- No existing CRM or email marketing infrastructure
- Primary traffic source: Instagram + direct referrals
- No active paid advertising campaigns

3. GROWTH STRATEGY (THE “NORTH STAR”)

Positioning Statement Options

Option A: Spiritual Luxury

“Ashapura Art Studio — Where ancient artistry meets modern spaces. Custom spiritual and contemporary canvases by award-winning artist Pallavi Jain.”

Option B: Transformation-Focused

“Transform your walls into sanctuaries. Bespoke paintings, Tanjore masterpieces, and corporate art from Hyderabad’s premier studio.”

Recommendation: Option B for paid campaigns (action-oriented), Option A for brand collateral.

Ideal Customer Profile (ICP)

Segment	Description	Pain Points	Channels
Affluent Homeowners	35-55 years, SEC A/A+, Hyderabad/Bangalore/Mumbai, new home or renovation	“Can’t find unique art that matches my space”	Google Search, Instagram, Interior design referrals
Interior Designers & Architects	Projects requiring custom art, 5-20 pieces per project	“Need reliable artist who delivers on spec and timeline”	LinkedIn, Portfolio presentations, Industry events
Corporate HR/Admin	Diwali gifting, employee rewards, office décor budgets	“Need unique, brandable gifts at scale”	Google Search, LinkedIn, Direct outreach
NRI Diaspora	Spiritual art for overseas homes, gifts for India visits	“Want authentic Indian art delivered internationally”	Facebook, WhatsApp groups, NRI community targeting

Primary Channel Strategy (Prioritized)

Phase 1 (Month 1-3): Foundation

1. **Google Ads (Search)** — Capture high-intent “custom painting” + “Tanjore art” searches
2. **Local SEO** — Dominate Hyderabad/Bangalore local pack
3. **Instagram Optimization** — Bio, highlights, CTA optimization for conversions

Phase 2 (Month 4-6): Scale

4. **Meta Ads (Facebook/Instagram)** — Retargeting + lookalike audiences
5. **Email Marketing** — Nurture sequences, corporate outreach
6. **Influencer Partnerships** — Home décor micro-influencers

Phase 3 (Month 7-12): Authority

7. **Content/Blog SEO** — Long-tail keyword capture
 8. **YouTube** — Artist journey, behind-the-scenes, time-lapses
 9. **PR & Features** — Lifestyle publications, art features
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4. CHANNEL PLAN (90-DAY ACTION PLAN)

Channel	Objective	Key Actions	Leading Indicators	Tooling Required
Google Ads (Search)	Capture high-intent leads	Set up campaigns for “custom painting Hyderabad”, “Tanjore paintings buy”, “corporate art gifts Bangalore”, “spiritual art online India”	CTR > 5%, CPC < 50, 10+ qualified leads/month	Google Ads, conversion tracking, landing pages
Local SEO	Dominate 3-pack for art-related searches	Google Business Profile optimization, NAP consistency, review generation, local schema markup	GMB impressions +100%, Map pack ranking top 3	GMB, BrightLocal or similar, Schema.org
Instagram	Build social proof + drive website traffic	Content calendar (3-4 posts/week), Reels (process videos), Stories (testimonials, behind-scenes), clear bio CTA	Reach +50%, Profile visits +30%, Link clicks +40%	Later/Planoly, Canva, CapCut
Meta Ads	Retarget website visitors + expand reach	Retargeting campaigns, lookalike audiences from customer list, carousel ads featuring artworks	ROAS > 3x, Link CTR > 1.5%	Meta Business Suite, Pixel setup

Channel	Objective	Key Actions	Leading Indicators	Tooling Required
Email Marketing	Nurture leads + reactivate past customers	Build email list, welcome sequence, corporate outreach templates, occasion reminders (Diwali, Navratri)	Open rate > 25%, Click rate > 4%, Replies from corporate	Mailchimp/Klaviyo, lead magnet
CRO (Web-site)	Increase inquiry conversion rate	Sticky WhatsApp button, inquiry form above fold, social proof badges, urgency elements	Form submissions +25%, Bounce rate -15%	Hotjar, GA4, form optimization

5. CREATIVE & MESSAGING DIRECTION

Ad Angles & Hooks (10 Concepts)

#	Hook	Platform	Target
1	“Looking for the perfect statement piece for your new home? Here’s why 800+ families chose us...”	Meta (Image Carousel)	New homeowners
2	“This 24-karat gold Tanjore painting was commissioned for a Bangalore CEO. The story behind it...”	Instagram Reels	Luxury buyers
3	“Stop buying generic gifts. Here’s how top companies in Hyderabad are impressing clients...”	LinkedIn + Meta	Corporate HR

#	Hook	Platform	Target
4	“POV: Your architect asks for wall art recommendations. (Watch till end)”	Instagram Reels	Interior designers
5	“ 15,000 vs 1,50,000 — What makes a painting worth 10x more?”	YouTube/Reels	Art curious
6	“I painted 800+ pieces. But this one for a NRI family in the US made me emotional...”	Reels/Story	NRI diaspora
7	“Diwali corporate gifting that your clients will actually keep (not regift)”	Google Search Ad	Corporate buyers
8	“Custom spiritual art for your pooja room — Vastu-compliant designs by Pallavi Jain”	Google Search	Spiritual segment
9	“From blank wall to stunning gallery — Our 4-week commission process”	Story Highlights	Commission inquiries
10	“Interior designers: Partner with us for your next 10 projects. Here’s how...”	LinkedIn Outreach	B2B partnerships

Landing Page Narrative Outline

Above the Fold: - Hero image: Premium artwork in styled room setting - Headline: “Custom Art That Transforms Your Space” - Subhead: “800+ happy clients. 6+ years of artistry. From Hyderabad with soul.” - Primary CTA: “Get a Free Quote” + Secondary: “Browse Gallery” - Trust badges: 800+ artworks sold, Featured Artist, Pan-India Shipping

Mid-Page: - Services grid: Custom Paintings, Tanjore Art, Corporate Gifting, Murals - Social proof: Video testimonials, client logos, before/after spaces - Featured collection: 6 best-selling artworks with prices

Bottom: - About Pallavi Jain: Credentials, story - FAQ accordion - Contact form + WhatsApp integration - Location (Hyderabad) + Instagram feed embed

Content Pillars (Blog/Social)

Pillar	Sample Topics
1. Art Education	“How to choose the right painting size for your living room”, “Tanjore art: History and modern relevance”, “Understanding art pricing: What goes into a 50,000 painting?”
2. Behind the Scenes	“A day in the studio”, “Making of: 24k gold application on Tanjore art”, “Client commission journey: Before to handover”
3. Interior Styling	“5 ways to style spiritual art in modern homes”, “Vastu-friendly art placements”, “Curating a gallery wall: Expert tips”
4. Corporate & Gifting	“Why custom art makes the best corporate Diwali gift”, “Bulk gifting ideas under 500/ 1000/ 5000”, “Case study: How we gifted 50 clients for XYZ company”
5. Artist Journey	“Why I chose art after 15 years in corporate”, “My spiritual art philosophy”, “Customer stories that touched my heart”

6. MEASUREMENT & ANALYTICS

KPI Tree

NORTH STAR METRIC
Monthly Revenue Growth
Target: +40-60% YoY

New Customer
Acquisition
+30%

Repeat Customer
Revenue
+20%

Average Order
Value
+15%

Website
Traffic
+100%

Email
Engagement
+25% open

Google Ads
ROAS > 3x

Meta Ads
CTR > 1.5%

Tracking Plan

Event	Where	Purpose
Page Views	GA4	Traffic volume
Artwork Views	GA4 Custom Event	Product interest
WhatsApp Click	GA4 Event + Meta Pixel	Lead intent
Form Submission	GA4 Goal + CRM	Lead capture
Quote Request	CRM Tag	Pipeline tracking
Purchase (Commission Confirmed)	CRM + Offline Conversion Import	Revenue attribution
Email Signup	Klaviyo/Mailchimp + GA4	Nurture funnel

UTM Strategy: - All paid campaigns: `utm_source=[channel]&utm_medium=[paid/organic]&utm_campaign=[`
- Example: `utm_source=google&utm_medium=paid&utm_campaign=tanjore-search&utm_content=ad-v1`

Dashboard Views: 1. Executive Dashboard: Revenue, ROAS, Lead Volume 2. Channel Dashboard: Per-channel metrics, CPA, conversion rates 3. Website Dashboard: Traffic, bounce rate, top pages, conversion funnel

Reporting Cadence: - Weekly: Campaign performance, spend pacing (internal review) - Bi-Weekly: Client call with highlights and optimizations - Monthly: Comprehensive report with insights, recommendations, next actions

7. DELIVERABLES & SCOPE OF WORK

Weekly Deliverables

- Campaign monitoring and optimization (Ads)
- 3-4 organic social posts published
- 1-2 Instagram Stories/Reels
- Lead response setup and monitoring
- Performance check-in (internal)

Monthly Deliverables

- Monthly performance report with actionable insights
- Content calendar for coming month
- Campaign refresh: New ad creatives, copy variations
- SEO progress review
- Strategy call with client

Scope: What's Included vs Excluded

INCLUDED	EXCLUDED
Google Ads strategy, setup, and management	Photography/videography (can recommend vendors)
Meta Ads (Facebook/Instagram) campaigns	Content creation beyond agreed scope
Instagram organic content creation and posting	Website development/redesign (separate proposal)
Local SEO and Google Business Profile	Third-party printing/packaging costs
Email marketing setup and sequences	CRM software subscription (client cost)
Monthly reporting and strategy calls	Traditional PR/events (can support if needed)
Conversion tracking and analytics setup	

Responsibilities Matrix

Task	Agency	Client
Ad creative development		Review/Approve
Ad spend payment		
Campaign management		
Artwork photography	Guidance	
Customer response (DMs, WhatsApp)	SOP Support	
CRM data entry	Training	
Pricing and quote decisions		
Brand approvals		

8. TIMELINE & MILESTONES

12-Week Implementation Plan

Weeks 1–2: SETUP & FOUNDATION

- ☐ Onboarding call and brand immersion
- ☐ Access: Google Analytics, Ads, Meta, Website, GMB

- ☐ Tracking implementation (GA4, Pixel, UTMs)
- ☐ Google Business Profile optimization
- ☐ Keyword research and competitor analysis
- ☐ Initial creative brief and asset collection

Weeks 3–4: LAUNCH

- ☐ Google Ads campaigns live (Search)
- ☐ Meta campaigns live (Retargeting)
- ☐ Instagram content calendar activated
- ☐ Email marketing platform setup
- ☐ First bi-weekly performance review

Weeks 5–8: OPTIMIZE

- ☐ A/B testing: Ad creatives, landing page elements
- ☐ Negative keyword refinement, bid strategy adjustments
- ☐ Lookalike audience expansion
- ☐ First monthly report delivered
- ☐ Content pillar #1 published (Blog)
- ☐ Corporate outreach sequence launched

Weeks 9–12: SCALE

- ☐ Increase budget on winning campaigns
- ☐ Launch influencer collaboration (1-2 partners)
- ☐ YouTube content strategy initiated
- ☐ Q2 planning and recommendation deck
- ☐ Performance audit and Next 90-day plan

Decision Gates

Week	Gate	Decision Point
4	Go/No-Go: Paid Campaigns	Review initial ROAS. Continue, pivot, or scale?
8	Expansion Review	Based on 6-week data, expand to new channels or double down
12	Contract Renewal	Review overall performance, discuss next phase

9. INVESTMENT OPTIONS

Tier Comparison

Component	FOUNDATION	GROWTH	SCALE
Monthly Management Fee	75,000	1,25,000	2,50,000
Recommended Ad Spend	50,000	1,00,000	2,50,000+
Total Monthly Investment	1,25,000	2,25,000	5,00,000+

Package Details

FOUNDATION — 75,000/month

Best For: Businesses starting with digital marketing, testing paid acquisition

Includes: - Google Ads: 1 campaign (Search) - Meta Ads: Retargeting only - Instagram: 8 posts/month (client provides photos) - Google Business Profile optimization - Monthly performance report - 1 strategy call/month

Excludes: Content creation, email marketing, influencer outreach

GROWTH — 1,25,000/month (*Recommended*)

Best For: Established businesses ready to scale digital acquisition

Includes: - Google Ads: 2-3 campaigns (Search + Display) - Meta Ads: Retargeting + Prospecting (Lookalike) - Instagram: 12 posts + 4 Reels/month - Local SEO: Full optimization - Email marketing setup + 2 sequences - Content: 2 blog posts/month - Bi-weekly calls + monthly report

Add-ons Available: YouTube, LinkedIn, Influencer

SCALE — 2,50,000/month

Best For: Maximum growth trajectory, multi-channel dominance

Includes: - Full Google Ads suite: Search, Display, YouTube - Full Meta Ads: Retargeting, Prospecting, DPA - Instagram: 16 posts + 8 Reels/month + Stories - LinkedIn: Corporate outreach campaigns - Email marketing: Full automation flows - Content: 4 blog posts + SEO optimization - Influencer: 2 partnerships/month - Website CRO: Monthly recommendations - Weekly calls + comprehensive reporting

Add-On Services

Service	Price
Video Production (1 professional video)	25,000-50,000
Website Redesign	1,50,000-3,00,000
Influencer Campaign (per influencer)	15,000-50,000
Photography Session (artwork)	10,000-20,000

Service	Price
WhatsApp Business API Setup	15,000
CRM Setup (HubSpot/Zoho)	25,000

10. RISKS, DEPENDENCIES & MITIGATION

#	Risk	Likelihood	Impact	Mitigation
1	Slow initial ad performance	Medium	High	Start with proven keywords; allocate 6-8 weeks for learning. Set realistic month-1 expectations.
2	Delayed creative assets	Medium	Medium	Provide shot list upfront; use existing assets initially. Build content buffer.
3	High CPC in competitive art keywords	High	Medium	Focus on long-tail, location-specific keywords. Diversify to social.
4	Lead quality issues	Medium	High	Clear ad qualification, landing page FAQ, budget ranges on website.
5	Client availability for approvals	Low	Medium	Weekly approval batches; pre-approved brand guidelines.

Dependencies for Success

1. **Access to high-quality product photography** (existing or commissioned)
2. **Timely client approvals** (48-72 hours max)
3. **Ad spend commitment** (minimum 3-month commitment for algorithm learning)
4. **WhatsApp/CRM lead management** (leads must be followed up within 2 hours)
5. **Monthly strategy alignment** (participation in calls)

11. NEXT STEPS

3-Step Start Plan

Step	Action	Timeline
1	Confirm package selection and sign engagement letter	Within 1 week
2	Complete onboarding checklist (access, assets, brand kit)	Within 1 week of signing
3	Kickoff call + strategy alignment	Week 1 post-signing

Onboarding Checklist

Access Required

- ☐ Google Analytics (Admin access)
- ☐ Google Ads account (or we create new)
- ☐ Meta Business Suite (Admin access)
- ☐ Instagram account (Admin/Partner access)
- ☐ Google Business Profile (Owner access)
- ☐ Website CMS (for tracking codes)
- ☐ Domain registrar (if needed for email)

Assets Required

- ☐ High-resolution artwork images (min 30 pieces)
- ☐ Artist/studio photos
- ☐ Logo files (PNG, SVG)
- ☐ Brand guidelines (if any)
- ☐ Past testimonials/reviews
- ☐ Pricing list or framework
- ☐ Corporate client list (for audience building)

Kickoff Meeting Agenda (60 min)

1. Introductions & working rhythm (10 min)
2. Business goals deep-dive (15 min)
3. Brand voice & creative preferences (10 min)
4. Competitive positioning discussion (10 min)
5. Immediate priorities & launch plan (10 min)
6. Q&A (5 min)

APPENDIX

Why Ashapura Art Studio Is Positioned for Growth

Strength	Strategic Implication
800+ artworks sold	Strong social proof for trust-driven marketing
50+ corporate clients	B2B expansion potential + testimonial/case study content
6+ years established	Credibility vs. new entrants
Award-winning artist	Press-worthy, differentiator in ads
Premium price range (5K-5L)	Healthy margins to fund acquisition
Hyderabad/Bangalore focus	Clear geo-targeting, local SEO opportunity
Diverse product range	Multiple campaign angles, seasonal relevance

Benchmark Performance Targets

Metric	Month 3 Target	Month 6 Target	Month 12 Target
Monthly Website Visitors	3,000	7,500	15,000
Qualified Leads/Month	30	75	150
Conversion Rate (Lead → Sale)	10%	15%	18%
Google Ads ROAS	2x	3x	4x
Meta Ads ROAS	1.5x	2.5x	3.5x
Email List Size	500	1,500	4,000
Instagram Followers	+500	+1,500	+4,000

Prepared by Apex Growth Partners

This proposal is confidential and intended solely for Ashapura Art Studio. Valid for 30 days from date of issue.

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