



# *Dame Essentials*

Rest in Elegance and Serenity

# *Regarding*

Dame Essentials was born from a love for sleep and the desire for flawless hair and skin. I discovered the secret: sleeping on silk, a beauty trick endorsed by celebrities like Kim Kardashian and Marilyn Monroe.

We offer 22 momme Grade 6A pure mulberry silk products, superior to standard silk, designed to retain moisture, prevent creases, and enhance your natural beauty. Silk is hypoallergenic, luxurious, and the ultimate skincare upgrade.

Our mission is simple: turn your pillowcase into a beauty treatment. With Dame Essentials, wake up refreshed, with perfect hair and glowing skin—effortlessly. Because everyone deserves self-pampering and restful sleep.





## Task 1:

Strategise a media plan for Dame Essentials with 30L as a budget to drive awareness, consideration, and online orders for their new launches (pillowcases and sleeping mask) over a month for Facebook and Instagram by dividing the budget as per the requirement. Your plan should include budget distribution, campaign structuring, targeting, placements, and formats.

# *Buyer Persona*

- **Brand:** Dame Essentials
- **Name:** Rachel Cooper
- **Age:** 28
- **Gender:** Female
- **Location:** Metropolitan cities (Mumbai, Delhi, Bengaluru)
- **Occupation:** Young professional/entrepreneur
- **Income:** ₹50,000–₹1,00,000/month
- **Values:** Health, sustainability, self-care
- **Favorite Platforms:** Instagram, Pinterest, YouTube.
- **Least Favorite:** Twitter, LinkedIn (for discovery).
- **Buying Behavior:** Research-driven, values reviews and trusted recommendations.
- **Spending Power:** Moderate to high; invests in luxury aligned with values.
- **Decision Maker:** Self; prioritizes efficacy and credibility.
- **Challenges:** Finding sustainable, chemical-free, premium products.
- **Goals:** Healthier skin and hair with effective, high-quality solutions.
- **How We Help:** Offer luxurious Mulberry silk products for beauty and wellness.
- **Barriers:** Concerns over cost and product effectiveness.
- **Content Preference:** Visual Instagram posts, YouTube reviews, Pinterest ideas.





# ***Budget Allocation***



Category	Amount (₹)	Platforms	Strategy	Duration
Brand Awareness	6L	Instagram, YouTube Facebook	Showcase products with high-quality content.	Phase 1 (2 weeks)
Consideration	10L	Google Display Network, Meta retargeting	Create carousel ads with benefits, reviews, and styling tips.	Phase 2 (3 weeks)
Conversion	14L	Google Search Ads, Instagram Shopping, Meta retargeting	Launch offers, product ads, and cart recovery emails.	Phase 3 (4 weeks)



# *Campaign Structure*

# Brand awareness

## Campaign Objective

### ✔ Campaign details

#### Buying type

Auction

#### Campaign objective ⓘ



Awareness



Traffic



Engagement



Leads



App promotion



Sales

## Targeting

### ✔ Audience

Define who you want to see your ads. [Learn more](#)



You can set audience controls for this ad account to apply to all campaigns.

[See audience controls in Advertising settings](#)

Use saved audience ▼

#### Dame Essential Brand Awareness Audience

##### Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

##### Location:

India

##### Minimum age:

18

##### Language:

English (UK)

##### Advantage+ audience ✦

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

##### Age:

18 - 63

### ✔ Campaign opportunities



Use Advantage+ placements to help improve your results for 1 ad set ⓘ

[Apply now](#)

[View in ad set](#)

[Show more ▼](#)

#### Audience definition ⓘ

Your audience selection is fairly broad.



Estimated audience size: 160,800,000 - 189,200,000 ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

#### Estimated daily results

Reach ⓘ

56K - 160K



# Placements

Select and optimize your ad text, media and enhancements.

## \* Media ⓘ

Edit ▼



17 Placements

⚠ Cost per result may rise due to too few ad creative ✕

Since you only have one image or video, your audience may see the same ad too many times and stop noticing it. To avoid this, create an additional ad with another image or video.

[Learn more](#)

Up to 10% lower cost per result ⓘ  
typical results

Create another ad



Feeds, In-stream ads for videos and reels, Search results

11 Placements



Stories and Reels

5 Placements

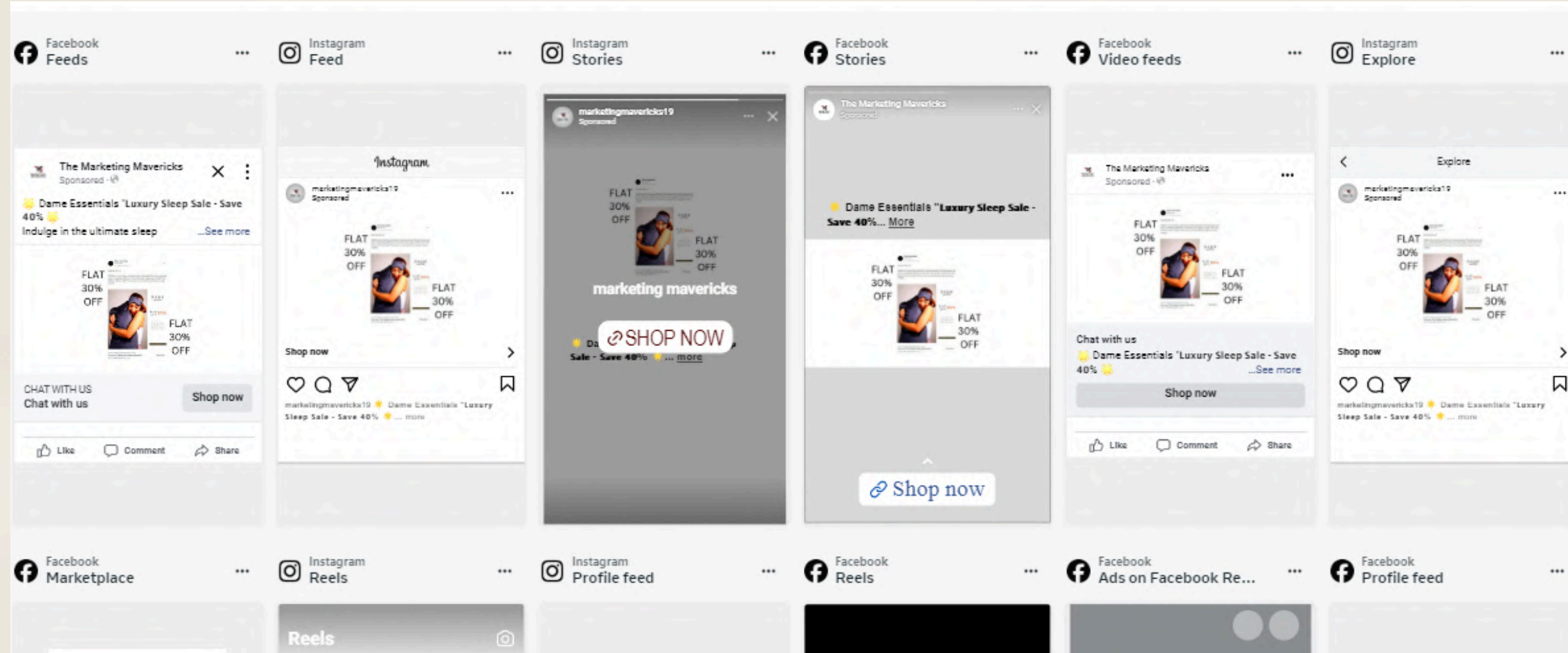


Facebook Search results

Flexible media ⓘ

Enabled

# Formats



# Engagement

## Campaign Objective

### ✔ Campaign details

#### Buying type

Auction

#### Campaign objective ⓘ



Awareness



Traffic



Engagement



Leads



App promotion

## Targeting

### ✔ Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

#### Custom audiences ⓘ

Create new ▼

Engagement - Instagram

Dame Essentials



Search existing audiences

ⓘ You have selected a custom audience that we're still matching to profiles on Meta technologies. This can take up to 3 days. You can start running ads with this audience right away, but be aware that your audience size will increase as the audience is populated.

Add exclusions

#### \* Locations ⓘ

Included location:

- India: Ahmedabad (+10 mi) Gujarat

#### Age ⓘ

18



65+



# Placements


[fit the ad unit. Learn about multi-advertiser ads](#)


✔ Ad creative


Select and optimize your ad text, media and enhancements.

\* Media ⓘ

19 Placements

 Feeds, In-stream ads for videos and reels  
11 Placements (11 customized)

 Stories and Reels, Apps and sites  
7 Placements

 Facebook Search results

Primary text ⓘ

⚡ Dame Essentials "Flash Sale - 40% OFF" is LIVE!

⚡

Indulge in luxury with Flat 40% OFF on our premium Mulberry Silk Pillows, Sleeping Masks, and Trendy Fashion Essentials. 🛋️

✔ Exclusive Offer: Get a FREE Silk Scrunchie on orders above Rs.3000! 🛍️

5 of 5

# Formats

# Lead Generation

## Campaign Objective

### ✔ Campaign details

Buying type

Auction

Campaign objective ⓘ

Leads

Show more options ▼

### Advantage campaign budget ✦

Advantage Campaign Budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set by using ad set spending limits. [About Advantage campaign budget](#)

## Targeting

### ✔ Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

Custom audiences ⓘ

Create new ▼

Engagement - Instagram

Dame Essentials

🔍 Search existing audiences

ⓘ You have selected a custom audience that we're still matching to profiles on Meta technologies. This can take up to 3 days. You can start running ads with this audience right away, but be aware that your audience size will increase as the audience is populated.

Add exclusions

\* Locations ⓘ

Included location:

- India

Age ⓘ

18 ▼

65+ ▼





## Placements

### ✓ Identity

Choose the Facebook Page and Instagram account that this ad will be associated with.

#### \* Facebook Page ⓘ

The Marketing Mavericks

Any form submitted from your ad will go to The Marketing Mavericks.

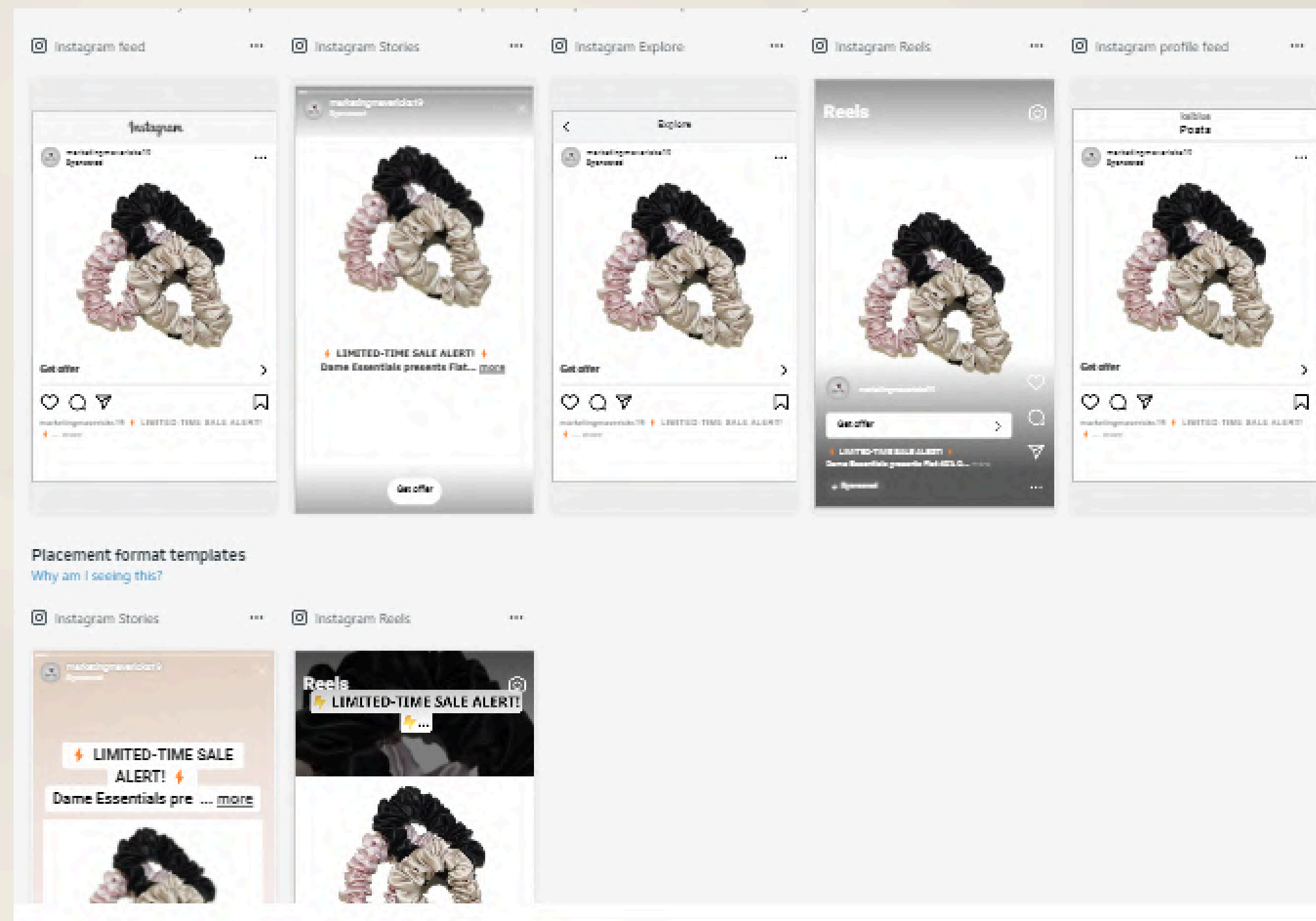
#### Instagram account ⓘ

marketingmavericks19

### ✓ Ad setup

Create ad

## Formats





# *Metrics to Check for Ad Campaign Performance*



# Brand Awareness

- **Reach & Impressions:** Number of unique users and total ad displays.
- **Ad Recall Lift:** People likely to remember your ad.
- **CPM:** Cost per 1,000 impressions.

## Engagement

- **Engagement Rate:** Likes, shares, and comments as a percentage.
- **CTR (Click-Through Rate):** Clicks divided by impressions.
- **CPE (Cost Per Engagement):** Average cost per interaction.

## Lead Generation

- **Leads Generated:** Total sign-ups or form submissions.
- **CPL (Cost Per Lead):** Cost of acquiring each lead.
- **Conversion Rate:** Percentage of users completing forms.

## Overall Metrics

- **ROAS (Return on Ad Spend):** Revenue generated vs. ad spend.
- **Frequency:** Times a single user saw the ad.
- **Ad Quality:** Relevance, engagement, and user response.



## Task 2:

Imagine that you have already spent Rs 10L on an Ad Campaign and you haven't got the expected results. In the second task, you have to come up with an Optimisation Plan for the remaining Rs 20L to achieve a positive return on investment.

# *Key Issues*

- **Targeting:** Ensure the audience is aligned with premium sleep products, wellness, and luxury goods. Avoid being too broad or too narrow.
- **Creative:** Highlight the benefits of the products, such as anti-aging or better sleep. Test ad formats like videos or carousels.
- **Budget Allocation:** Ensure the Rs. 10 Lakh is spent efficiently across awareness, consideration, and conversion stages.
- **Ad Placement:** Focus on platforms your target audience uses (Instagram, Facebook, etc.).
- **Landing Page:** Optimize for speed and relevance to reduce cart abandonment.

# *Recommended Changes*



- **Targeting:** Use lookalike audiences and focus on high-value segments like professionals and skincare enthusiasts.
- **Creative:** Emphasize product benefits and include testimonials. A/B test different formats.
- **Revisit Budget Allocation:** Shift more budget towards conversion (Rs. 11 Lakh), reduce awareness (Rs. 3 Lakh), and focus on consideration (Rs. 6 Lakh).
- **Retargeting:** Show ads to users who visited the website but didn't purchase.  
Landing Page: Ensure relevance and speed.
- **Track Metrics:** Focus on CTR, conversion rates, and CPA.



# *Adjustments for Campaigns*



**Brand Awareness:** Focus on a broad, relevant audience with compelling creatives but smaller budget (Rs. 3 Lakh)

•  
**Consideration:** Engage users more deeply with content and offers (Rs. 6 Lakh).

**Conversion:** Allocate a larger portion to conversion ads with retargeting and dynamic product ads (Rs. 11 Lakh).

# Ads Budget

Platform	Monthly Budget	Daily Budget	Expected Reach	Expected CTR
Instagram	₹5,00,000	₹16,667	2,50,000 - 5,00,000	1-2%
Facebook	₹5,00,000	₹16,667	3,00,000 - 6,00,000	0.5-1%



# Higher Impressions & CTR, Lower Bounce Rate:

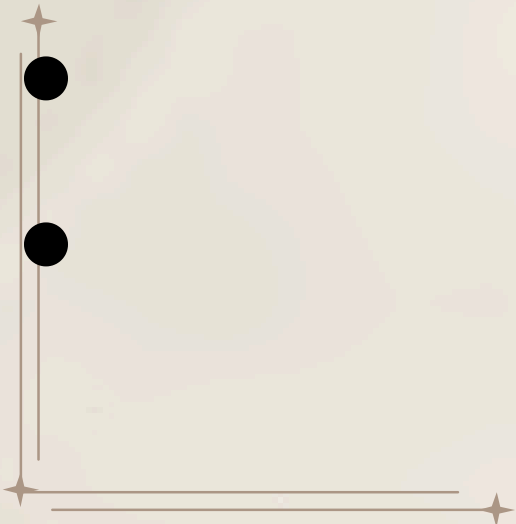


## Target:

3M impressions,  
3-4% CTR  
<30% bounce rate

## Actions:

- Create visually engaging ads with strong CTAs.
- Use A/B testing to refine ad performance.
- Target specific audience segments for relevancy.



## **Increased Average Session Duration:**

### **Target:**

2.5+ minutes/session

### **Actions:**

- Improve website speed and navigation.
- Add engaging content like videos and testimonials.

## Higher Conversion & Lower Abandonment:

### Targets:

- 3-4% conversion, <20% cart abandonment

### Actions:

- Use retargeting and cart recovery emails.
- Simplify the checkout process with fewer steps.

## Units to Sell for Positive ROI:

- **Break-even:** 1,000 units (₹20 L revenue)
- **2x ROI:** 2,000 units (₹40 L revenue)

## Average Purchase Value (APV):

- **Target:** ₹4,000+
- **Actions:** Upsell, bundle products, and offer discounts on larger orders.



## Positive ROAS & ROI with Numbers:

- **Target ROAS:** 2x (₹40 L revenue from ₹20 L spend)
- **Required Sales:** 2,000 units at ₹4,000 APV.
- **Daily Goal:** ₹2.66 L revenue/day from ads.
- 
- 

By improving our ads, making the website user-friendly, and simplifying the purchase process, we can attract more customers, keep them engaged, and make it easier for them to complete their purchases. This will help us to increase our sales and maximize the value of our ad spend, and achieve a 4x return on investment efficiently.

Which Ad Creative you are going to select out of the following 3 samples to achieve these goals and why?



FLAT  
30%  
OFF

Dame Essentials  
Sponsored  
by SincerelyJules

Avail Flat 30% off

80000's of women have switched to Dame Essentials' Silk pillowcases and seen a noticeable difference in their hair & skin quality. Get the 100% Pure Mulberry Silk essential Pillowcases to avoid bedhead and prevent sleep creases.



100% PURE MULBERRY SILK  
Discover The Endless Beauty Benefits

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

Shop Now

FLAT  
30%  
OFF

I will like to choose this image because my first interaction goes on offer of **flat 30% off** because discounted offer is highlighted with bold text so it grab's attention of the audience.

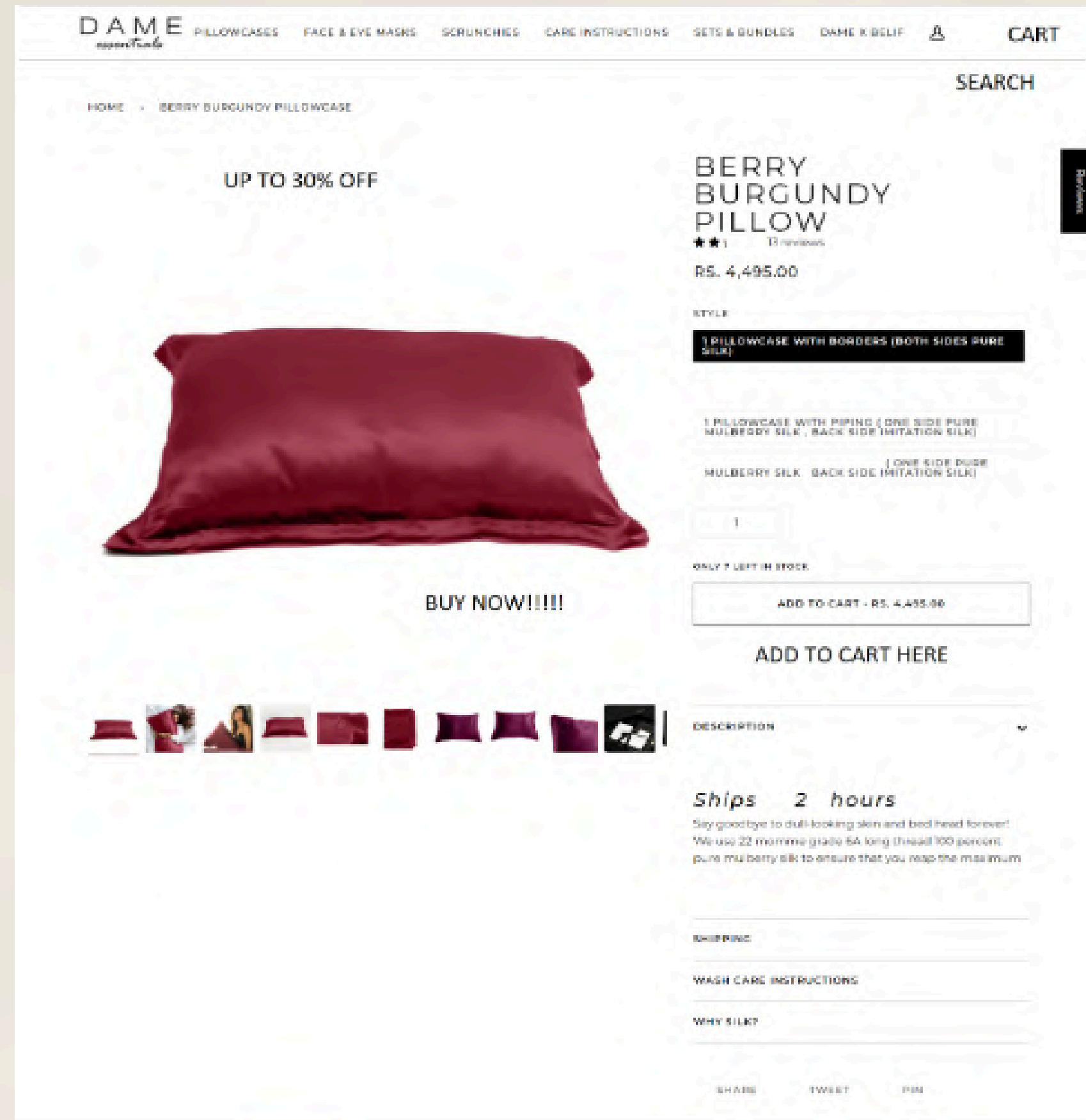
People loves getting discounts and offers as it is a kind of instant saving for them.

**30% OFF** is a strong incentive to buy. Audience is totally focused on discounts. This create an willingness to buy the product .

It Encourages quick action to avoid missing out ..



Briefly explain, how you are going to Optimise the Landing Page. What changes do you think should be made to improve the landing page of the Dame Essentials to reduce the bounce rate and increase the Conversion Rate?





- **Make the hero page of your website clear,engaging and powerful.**
- Use **high-quality image or video's** of your products(silk pillows or masks) in a luxurious visuality.
- Add strong headline like **“Discover the Luxury of Mulberry Silk”** with a sub-headline like **"Soft,hygenic and better for good sleep"**. Also mention Action button like **"SHOP NOW"**
- Make headers properly so user can **easily access** your website with **low bounce rate**.
- Always highlight your **Unique Selling Points** and **Customer reviews with testimonials images** so audience can get trust to purchase the product.Make satisfaction to your Audience regarding your products mention all the benefits and unique about your product.
- Offer a first-time buyer discount with a pop-up or banner (e.g., **“Sign Up and Get 15% Off!”**). Use urgency techniques like **“Limited Stock Available”**.
- Assure the page is **mobile friendly** with **fast loading images and Audience can easily navigate**.
- Add an Instagram feed with a hashtag like #DameEssentialsStyle.
- Make the **checkout process quick and simple with fewer steps** .Also give **Multiple Payment Option**.