

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.

Specific 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

17 Placements

Edit 



 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

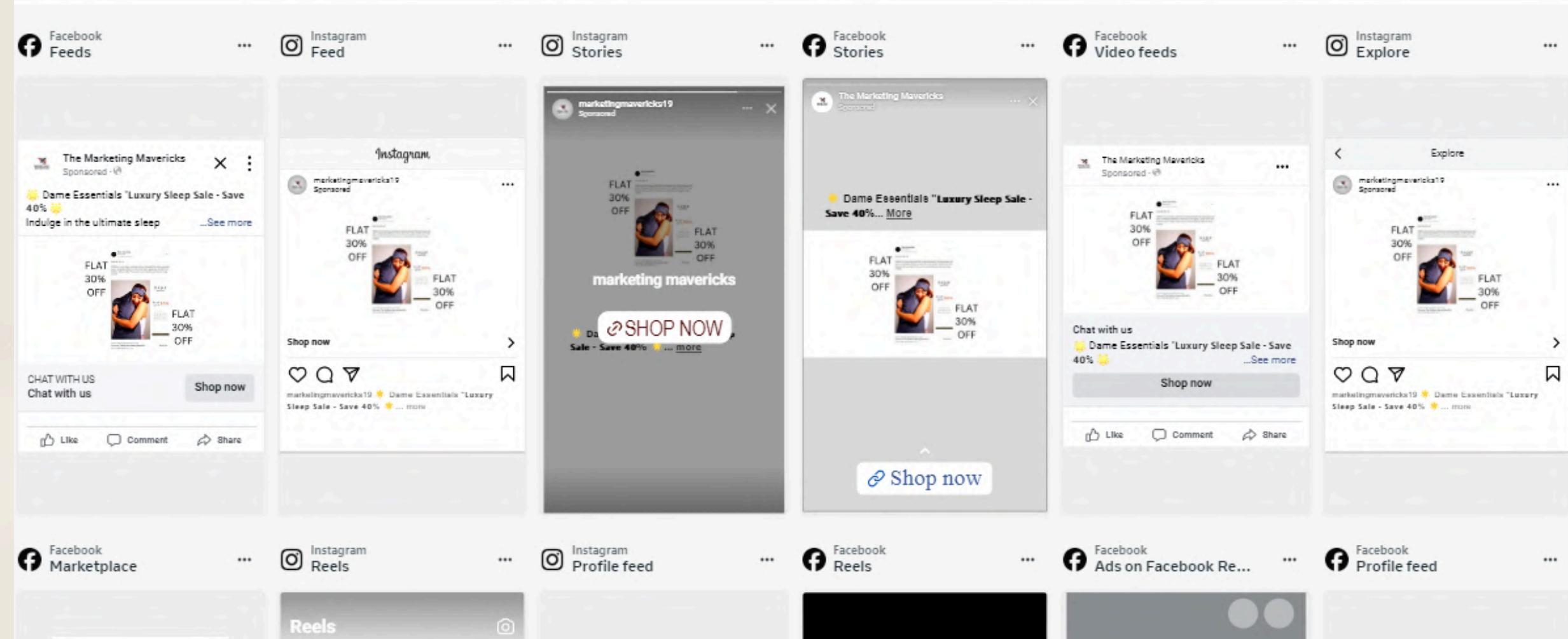
5 Placements

 Facebook Search results

Flexible media 

Enabled

Formats



Engagement

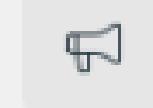
Campaign Objective

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.

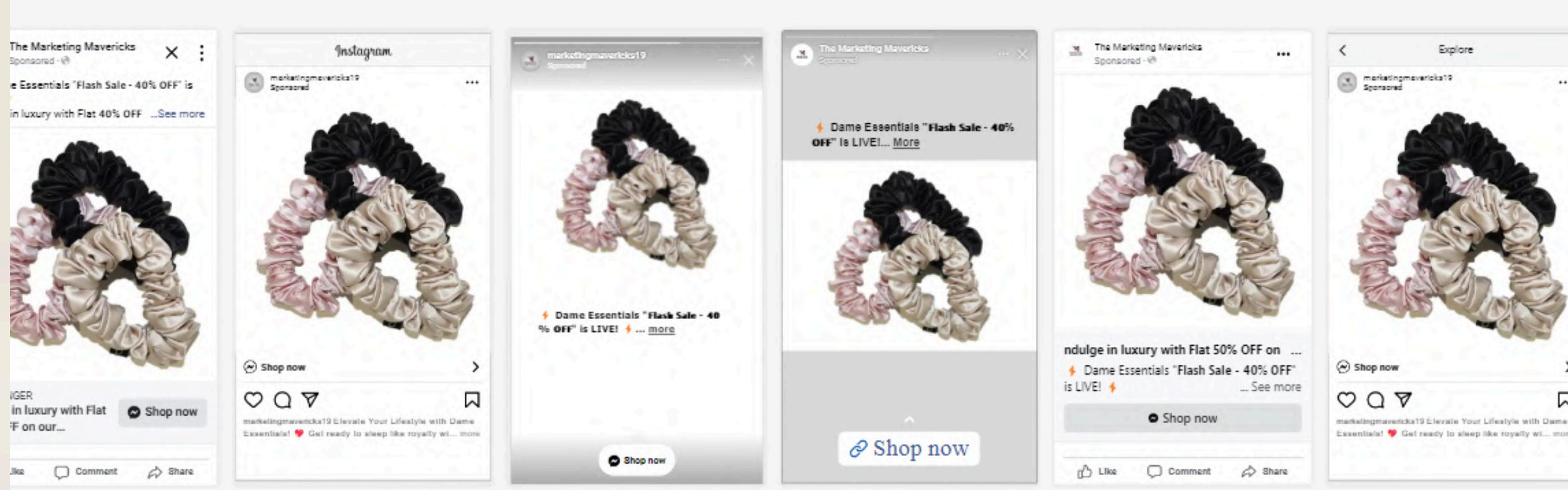
* **Media**   
19 Placements

-  **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 
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 delivered 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

Q 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

- ① Any form submitted from your ad will go to The Marketing Mavericks.

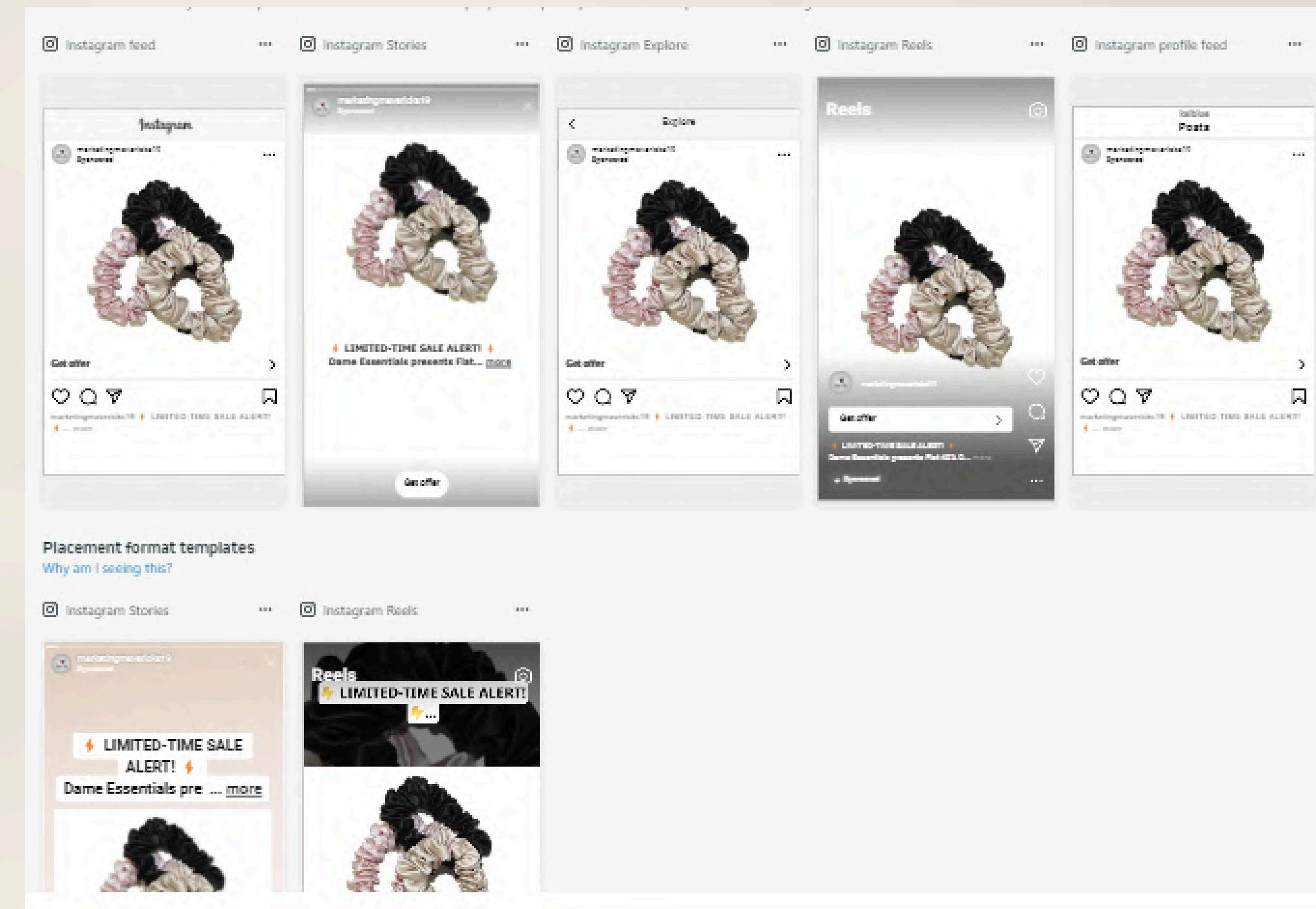
Instagram account

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)

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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.
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-

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?



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?

D A M E
essentials

PILLOWCASES FACE & EYE MASKS SCRUNCHIES CARE INSTRUCTIONS SETS & BUNDLES DAME X BELIF ▾ CART

SEARCH

HOME > BERRY BURGUNDY PILLOWCASE

UP TO 30% OFF

BERRY BURGUNDY PILLOW

★★★ 13 reviews

RS. 4,495.00

STYLE

1 PILLOWCASE WITH BORDERS (BOTH SIDES PURE SILK)

1 PILLOWCASE WITH PIPING (ONE SIDE PURE MULBERRY SILK, BACK SIDE IMITATION SILK)

1 PILLOWCASE WITH PIPING (ONE SIDE PURE MULBERRY SILK, BACK SIDE IMITATION SILK)

ONLY 7 LEFT IN STOCK

ADD TO CART - RS. 4,495.00

ADD TO CART HERE

BUY NOW!!!!

DESCRIPTION

Ships 2 hours

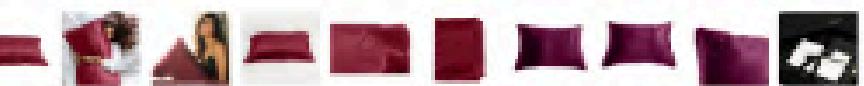
Say goodbye to dull-looking skin and bed head forever! We use 22 momme grade 6A long fibred 100 percent pure mulberry silk to ensure that you reap the maximum benefits.

SHIPPING

WASH CARE INSTRUCTIONS

WHY SILK?

SHARE TWEET PIN



- 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, hygienic 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**.

