

Meta Ad Campaign Plan for Shrestha Khaja Ghar

Campaign Overview

Brand: Shrestha Khaja Ghar

Platform: Facebook & Instagram (Meta Ads)

Duration: 15 Days

Target Area: Kathmandu Valley

Target Audience:

- Age: 18-40
- Interests: Nepali food, local restaurants, street food, food delivery
- Behavior: Frequently dine out, order food online, engage with food-related content

Campaign Objectives

1. Engagement

Goal: Build brand awareness and interaction with potential customers.

Ad Content Ideas:

- Short food videos showing momo/anda roti being prepared
- Daily stories with polls: "Which do you prefer today: Chowmein (Chowmein) or Momo (Momo)?"
- Reels of kitchen action and satisfied customer clips
- "Tag a friend you'd bring to Shrestha Khaja Ghar!" post

Metrics to Track: Likes, comments, shares, story views, video plays, saved posts

2. Traffic

Goal: Drive people to contact or visit your page for ordering or table booking.

Ad Content Ideas:

- "Order your favorite local snacks now! Click to message us!"
- Menu highlights with price and "Message us to order now!" CTA
- Promo Ad: "Get 10% off on first online order - DM us now!"
- Use "Send Message" or "Order Now" buttons

CTA: Send Message, Learn More, Call Now

Metrics to Track: Link clicks, message conversations started, WhatsApp clicks, bounce rate

Suggested Campaign Schedule

Day	Content Type	Objective	Format
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1	Video of Anda Roti Prep	Engagement	Reels/Story
2	Menu Card (Highlight)	Traffic	Image Ad
3	Customer Testimonial	Engagement	Carousel
4	Momo Time-Lapse Video	Engagement	Reel
5	Order Promo (10% Off)	Traffic	Image/Story
6	Staff Story/Backstage	Engagement	Reel
7	Chowmein Offer Post	Traffic	Image Ad
8	Poll Story (food choice)	Engagement	Story
9	Customer Photo Share	Engagement	Story/Feed
10	"DM to Order" Promo	Traffic	Story Ad

Budget Recommendation

- Daily Budget: NPR 500-1000
- Total Budget: NPR 7,500-15,000 (for 15 days)
- Split evenly across Engagement and Traffic campaigns

Tips

- Use high-quality food photos/videos
- Always include Nepali + English captions for local reach
- Track results daily, boost best-performing posts
- Respond quickly to comments/messages