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Section	Activity	Details	Execution	Requirements from Client	Outcome
Objective	Establish Luxscapes as the definitive voice of luxury lifestyle in India	Consistent, timeless, aspirational aesthetic across all touchpoints	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Grow affluent subscribers base	Through print + digital subscriptions with tiered pricing	Engaging editorial, exclusive content, personalized recommendations	Competitive pricing, seamless subscription process, excellent customer service	Targeted digital + print subscribers; strong retention rates
	Position Luxscapes as a must-read for the elite	Partnerships with luxury brands, exclusive content, curated lifestyle advice	High-profile collaborations, exclusive interviews, behind-the-scenes content	Clear value proposition, consistent output, high-quality production	Established as a go-to publication for the elite across fashion, jewellery, hospitality, and lifestyle
Core Proposition	Luxscapes: The Global Luxury Lifestyle	Curated content covering travel, art, design, technology, and global trends	High-quality photography, exclusive content, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Dual Target Positioning	B2C for subscribers, B2B for corporate clients and advertisers	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
Phase 1 Awareness & Pre-Launch Buzz	Digital Brand Teasers & Social Media	Visuals, copy, and messaging for digital channels	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Partnerships with Key Opinion Leaders (KOLs)	Identify and engage with relevant influencers	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Pre-launch PR and Media Outreach	Press releases, media kits, and outreach to key publications	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
Phase 2 Engagement & Consideration	PR Collaborations with Luxury Media	Partnerships with established luxury publications	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Lead Magnet Campaigns	Exclusive content, guides, and reports as lead magnets	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Retargeting and Email Marketing	Personalized email campaigns and retargeting ads	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
Phase 3 Conversion & Retention	Luxury Community Engagement	Exclusive events, workshops, and online forums	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Partnerships with Other Brands	Collaborations with complementary brands	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Google Search & Meta Advertising	Targeted ads for high-net-worth individuals	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Premium Subscription Offers	Exclusive content, personalized services, and perks	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally
	Email & Loyalty Program Campaigns	Personalized email campaigns and loyalty rewards	High-quality content, professional photography, seamless digital integration	Clear branding guidelines, content calendar, regular updates	Authority and recognition among affluent audiences in India and globally

	Linked Advertising	Targeting & Demographics	Channels & Formats	ROI & Attribution	Creative & Content	Channel Approval	Budget Allocation	Reporting & Analysis	Collateral
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Phase	KPI	Definition	Target/Benchmark	Estimated Budget Allocation (6 months)		Estimated CPL / CPA			
Awareness	Reach & Impressions	Number of unique people exposed to Luxscapes	500,000 in first 3 months	INR 25,00,000		-			
	Cost Per Mille (CPM)	per 1,000 impressions served to the target audience	INR 50-100 depending on channel	INR 25,00,000		-			
	Video Completion Rate (VCR)	Percentage of viewers who watched video ads to completion	40% for high-quality video creatives	INR 25,00,000		-			
Consideration	Click-Through Rate (CTR)	Ratio of users who clicked on ads vs. impressions served	1.5% on 3rd CTR across Meta/Google	INR 20,00,000		-			
	Leads Generated	Total number of quality leads captured from campaigns	5,000 high-value leads in 6 months	INR 20,00,000		INR 500			
	Cost Per Lead (CPL)	Average cost spent to generate one qualified lead	INR 400 - 800 per lead	INR 20,00,000		INR 500			
Conversion	Subscription Conversion Rate	Total paid subscribers acquired during campaign	2,000 subscribers in first 6 months	INR 15,00,000		INR 1,800			
	Cost Per Acquisition (CPA)	Average cost spent to acquire one paid subscriber	INR 1,500 - 2,000 CPA	INR 15,00,000		INR 1,800			
	Return on Ad Spend (ROAS)	Revenue generated for every rupee spent on advertising	6x ROAS minimum	INR 15,00,000		-			
Retention & Loyalty	Email Open & Click-Engagement	Interaction with email nurture campaigns (open & click rates)	28% Open Rate 3-5% CTR	INR 5,00,000		INR 50 (cost per engaged subscriber via email)			
	Customer Lifetime Value (CLV)	True value generated from a subscriber over their lifetime	INR 15,000 per subscriber annually	INR 5,00,000		-			