

Sheet: Formatted

Section	Activity	Details	Execution	Requirements from Client	Outcome
Objective	Establish Luxscapes as the definitive voice of Indian luxury lifestyle	Consistent messaging across all touchpoints	High-quality content, strategic partnerships	Clear branding, target audience identification	Authority and credibility among luxury audiences in India and globally
	Grow affluent subscribers base	Through print + digital subscriptions with tiered pricing	Engaging content, social proof, targeted outreach	Creative freedom, digital + print subscribers	Strong retention and growth of high-value audience
	Position Luxscapes as a must-read for the elite	Partnerships with luxury brands, exclusive content	Adaptability to various media, consistent output	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
Core Proposition	Luxscapes: The Global Luxury Lifestyle	Curated content covering travel, art, design, and more	High-quality photography, compelling storytelling	Exclusive content, global reach	Positioned as a premier luxury lifestyle publication, positioning Luxscapes as the ultimate guide for the elite
	Dual-Target Positioning	B2C for subscribers, B2B for advertisers	Engaging content, strategic partnerships	Clear branding, target audience identification	Authority and credibility among luxury audiences in India and globally
Phase 1 Awareness & Pre-Launch Buzz	Creative Brand Trailers & Ads	Visual storytelling across digital and print	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Partnerships with Key Opinion Leaders (KOLs)	Influencers, bloggers, and social media personalities	Engaging content, strategic partnerships	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Pre-launch teasers and sneak peeks	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	PR Collaborations with Luxury Media	Partnerships with established luxury publications	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
Phase 2 Engagement & Consideration	Lead Magnet Campaigns	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Retargeting Campaigns	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Luxury Community Engagement	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Partnerships with Other Publications	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
Phase 3 Conversion & Retention	Google Search & Meta Ads	Targeted advertising, exclusive content	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Premium Subscription Offers	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more
	Email & Loyalty Program Campaigns	Exclusive content, behind-the-scenes	High-quality production, strategic placement	Access to exclusive content, brand partnerships	Established as a go-to publication for luxury lifestyle across fashion, jewellery, hospitality, and more

	Linked Advertising	Targeting	Conversion	ROI	Attribution	Channel	Approval	Brand	Advertising	Integration	Consideration	ROI proof
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)	of viewers who watched video ads 40% completion	high-quality video creatives	INR 25,00,000			-					
Consideration	Click-Through Rate (CTR)	of users who clicked on ads vs. impressions	3% - 5% across Meta/Google	INR 20,00,000			-					
	Leads Generated	total number of quality leads captured from ads	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	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)	generated for every rupee spent on advertising	6x ROAS minimum	INR 15,00,000			-					
Retention & Loyalty	Email Open & Click-Engagement	with email nurture campaigns (open rate 3-5% CTR)	28% Open Rate 3-5% CTR	INR 5,00,000			INR 50 (cost per engaged subscriber via email)					
	Customer Lifetime Value (CLV)	revenue generated from a subscriber	INR 15,000 per subscriber annually	INR 5,00,000			-					