

Meta Ads Campaign Plan – Astrotalk

Budget: ₹15,000 | Duration: 15 Days

1. Competitor research:

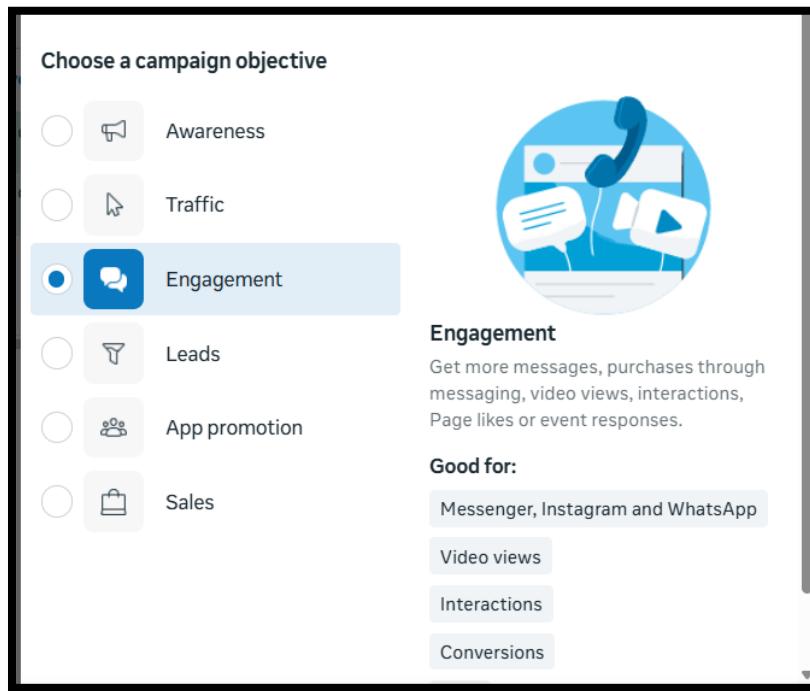
- i) AstroSage
- ii) GaneshSpeaks
- iii) AstroYogi / Clickastro

2. Unique Selling Points (USPs):

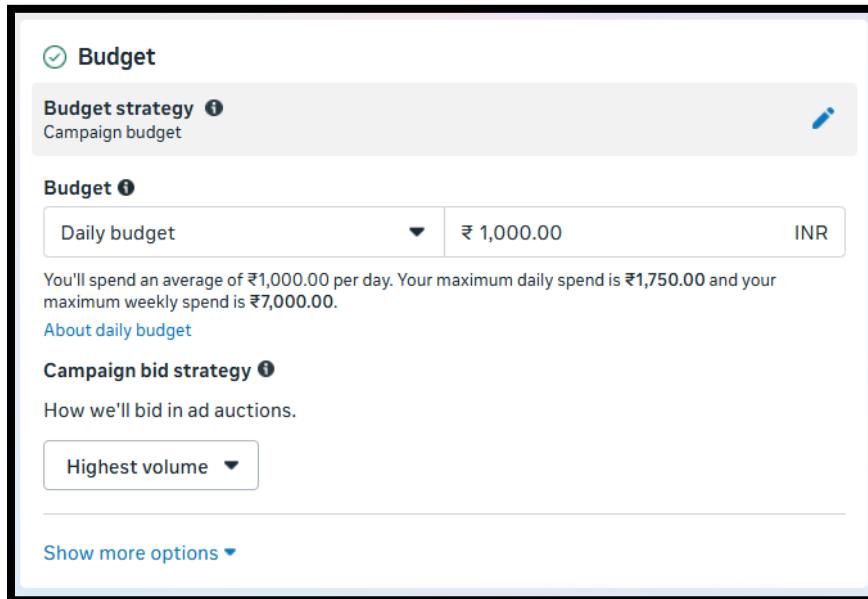
- Instant chat with verified astrologers 24/7 — immediate access increases conversion in Messages campaigns.
- Wide panel of specialist astrologers (love, career, finance, marriage) so users find the right expert quickly.
- First-chat offers / free first 1–2 minutes — reduces friction and increases messages.
- Secure in-app payments & easy scheduling — trust + convenience for users who convert from chat to paid consult.
- Personal follow-up & remedies suggested in chat — drives higher engagement and LTV.

3. Campaign Setup

A) Selected Objective:



B) Budget Setup:



C) Audience Targeting (location, age, gender, demographic, interest, behavior, languages):

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

Locations
Inclusion: India

Minimum age
18

Advantage+ audience ✨
Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

Age
18-45

Detailed targeting
People who match: Interests: horoscope (Religion and spirituality), Personal development (personal identity) or Astrology (spirituality), Behaviours: New smartphone and tablet users, Field of study: Spirituality

D) Placement Selection:

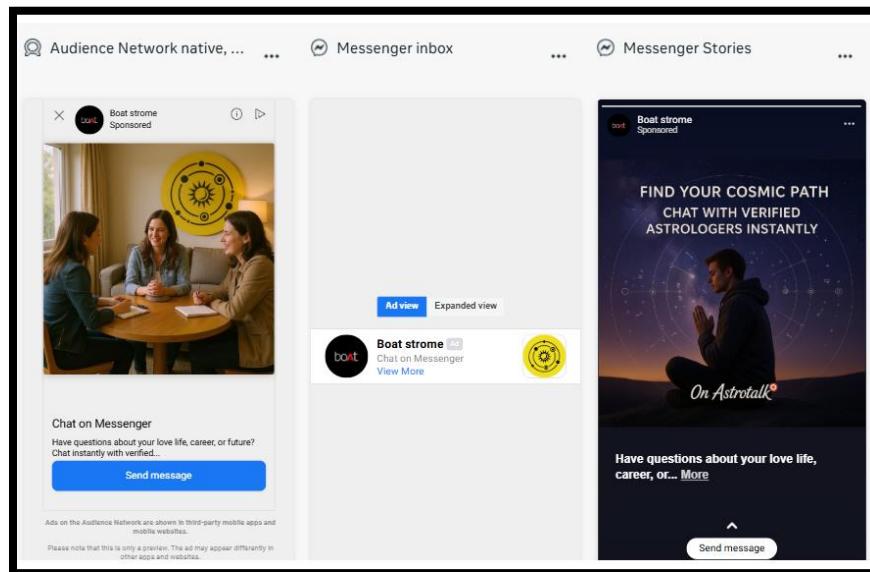
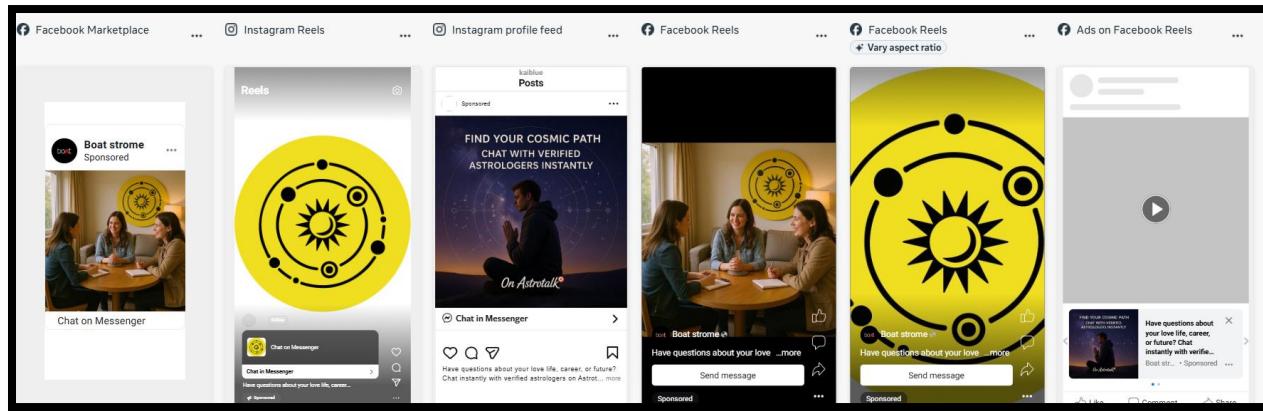
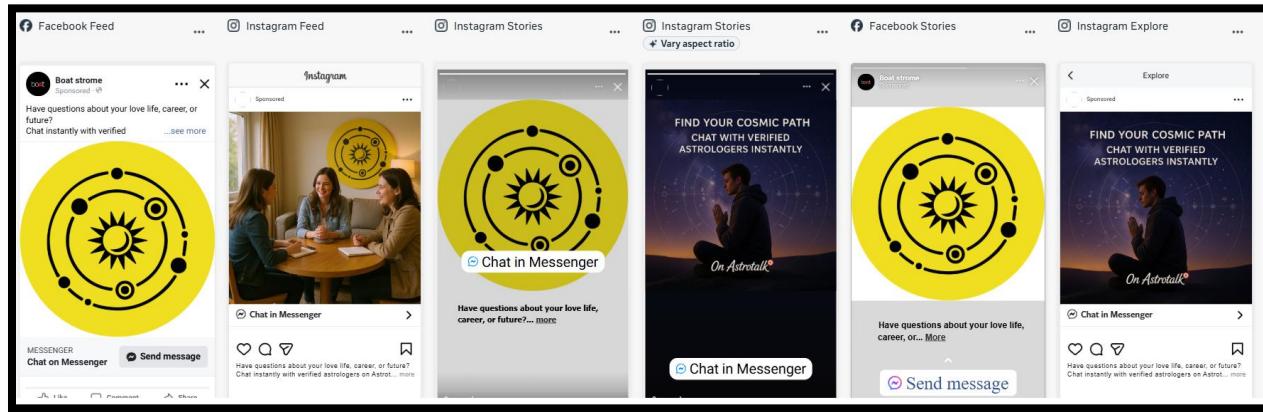
⊕ Placements
Choose where your ad appears across Meta technologies. [Learn more](#)

Account controls ⓘ

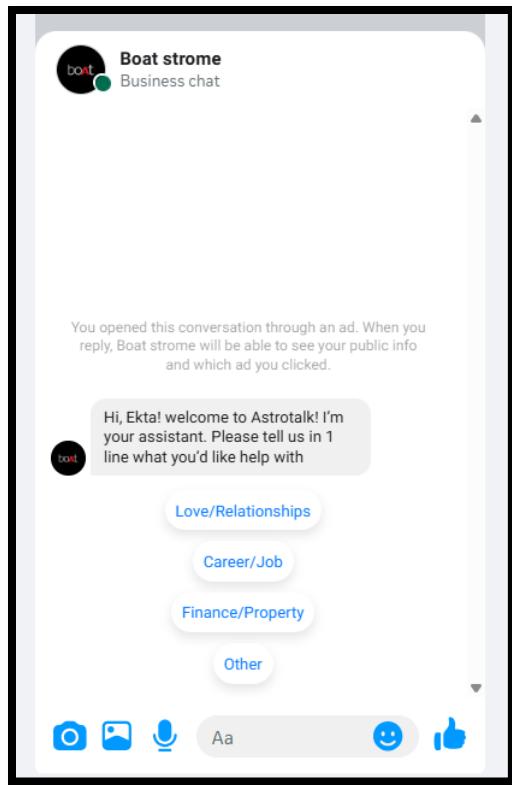
Excluded placements: None
[Edit placement controls](#)

Advantage+ placements ✨
Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

E) Ad preview:



F) Chat Setup Preview:



G) Estimated campaign results: