

Meta Ads Campaign Plan – Astrotalk

Budget: ₹15,000 | Duration: 15 Days

1. Competitor research:

- i) AstroSage
- ii) GaneshaSpeaks
- 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:

Choose a campaign objective

☐ Awareness


☐ Traffic

☒ Engagement

☐ Leads

☐ App promotion

☐ Sales



Engagement

Get more messages, purchases through messaging, video views, interactions, Page likes or event responses.

Good for:


Messenger, Instagram and WhatsApp

Video views


Interactions

Conversions

B) Budget Setup:

 **Budget**

Budget strategy ⓘ

Campaign budget 

Budget ⓘ

Daily budget ▼

₹ 1,000.00

INR

You'll spend an average of ₹1,000.00 per day. Your maximum daily spend is ₹1,750.00 and your maximum weekly spend is ₹7,000.00.

[About daily budget](#)

Campaign bid strategy ⓘ

How we'll bid in ad auctions.

Highest volume ▼

[Show more options](#) ▼

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

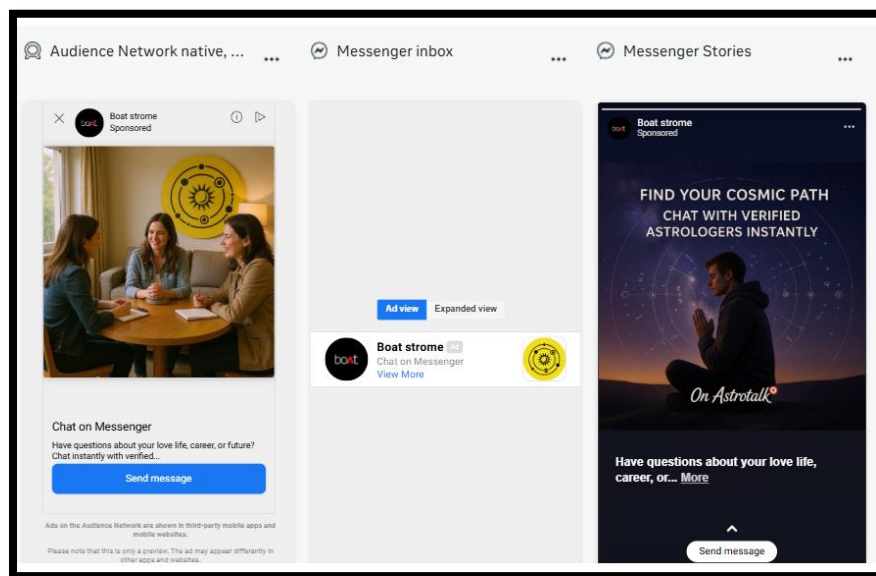
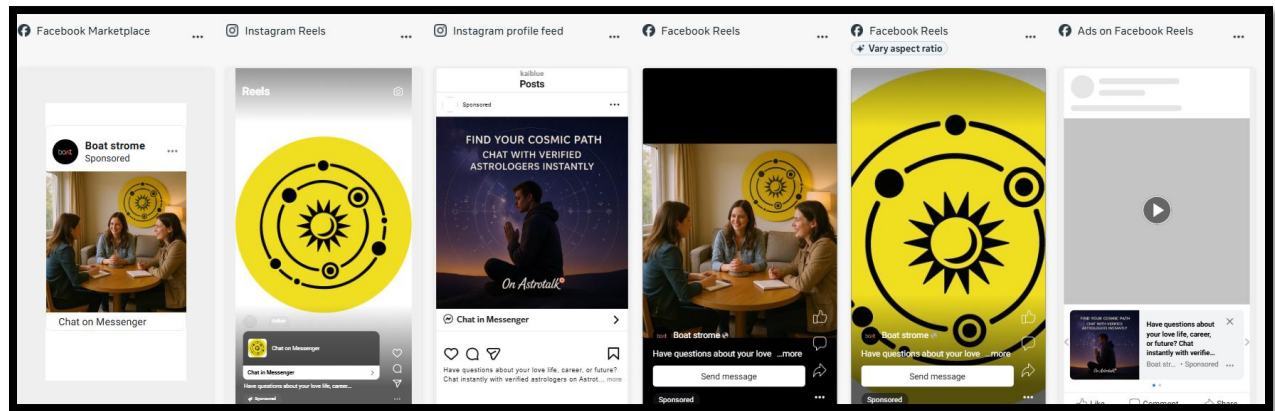
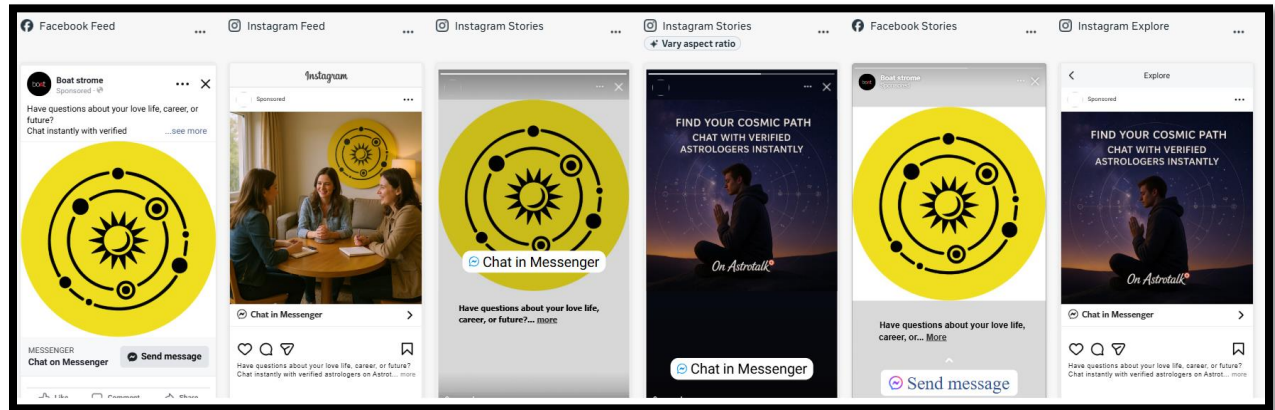
D) Placement Selection:

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

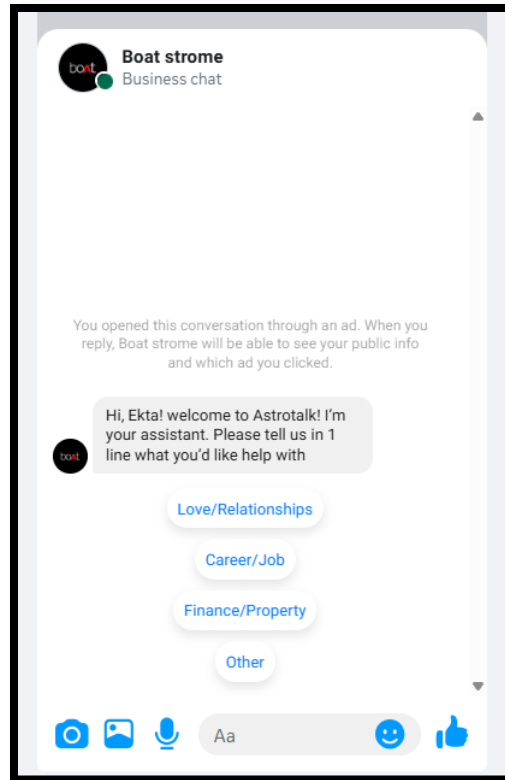
Account controls ⓘ
Excluded placements: None
[Edit placement controls](#)

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:

