


# Task 2 – Optimisation Strategy

## Objective

To strategically utilise the remaining ₹20,00,000 marketing budget to generate a **positive ROI** and **ROAS** for *Dame Essentials’ Mulberry Silk collection* (eye masks, pillowcases, and scrunchies).

## 1 Budget Distribution

Platform	Budget	Rationale
Facebook Ads	₹12,00,000	Provides wide audience reach, strong buying intent among women aged 25–40, and excellent performance for retargeting and lookalike campaigns.
Instagram Ads	₹8,00,000	Visually appealing platform ideal for fashion and beauty-focused users; supports influencer collaborations and brand storytelling.

 Allocate **60% to Facebook** (for awareness and conversion) and **40% to Instagram** (for engagement and brand aesthetics).

**2 Performance Enhancement Plan**

Goal	Optimisation Strategies
Increase Impressions & CTR	<ul style="list-style-type: none"><li>• Use carousel and short-form video ads that highlight the benefits of silk.</li><li>• A/B test headlines such as “Wake Up to Flawless Skin” vs. “Sleep in Luxury with Mulberry Silk.”</li><li>• Launch engagement campaigns first, followed by conversion-based campaigns.</li></ul>
Reduce Bounce Rate	<ul style="list-style-type: none"><li>• Align ad copy and landing page messaging.</li><li>• Use specific CTAs like “Shop Pillowcases” instead of “Learn More.”</li></ul>
Boost Average Session Duration	<ul style="list-style-type: none"><li>• Include videos, “How to Use” guides, and verified customer reviews.</li><li>• Suggest product bundles such as “Silk Sleep Combo.”</li></ul>
Increase Conversion & Lower Abandonment	<ul style="list-style-type: none"><li>• Retarget abandoned carts with 10% discount offers.</li><li>• Simplify checkout to two steps.</li><li>• Provide free shipping or first-time buyer coupons.</li></ul>

**3 Financial Plan & ROI Projection**

Metric	Estimated Value	Explanation
Total Budget	₹20,00,000	Remaining allocation for campaign
Target ROAS	3x	Expected revenue: ₹60,00,000
Average Product Price	₹4,000	Pillowcase or Eye Mask sets

Required Sales for ROI	1,500 units	$\text{₹}4,000 \times 1,500 = \text{₹}60,00,000$
Gross Profit (ROI)	₹40,00,000	$\text{₹}60\text{L} - \text{₹}20\text{L spend} = \text{₹}40\text{L profit}$

✔ **Projected ROI: +200%**

### 4 Ad Creative Selection

**Chosen Ad:** *Silk Eye Mask Campaign*

**Why Selected:**

- Visually balanced with a clear message and emotional appeal.
- Communicates aspirational benefits — “*Flawless Skin, Restful Sleep.*”
- Uses high-quality imagery and pastel tones that align with brand aesthetics.
- Features a strong CTA (“Shop Now”) with a visible offer (Flat 30% Off).

👉 This creative best connects with the target audience’s self-care and luxury aspirations, likely improving CTR and conversions.

### 5 Landing Page Optimisation

Element	Recommendation
Hero Banner	Keep “Flat 30% Off” and “Shop Silk Sleep Essentials” CTA visible above the fold.
Loading Speed	Compress image sizes to reduce load time.
Product Descriptions	Add concise bullet points on benefits (No Acne, Frizz-Free Hair, Glowing Skin).

<b>Customer Reviews</b>	Display 4–5 verified testimonials near “Add to Cart.”
<b>Visuals</b>	Use lifestyle photos showing real product usage.
<b>Checkout Page</b>	Enable guest checkout, display trust seals, and multiple payment methods.
<b>Upsell / Cross-sell</b>	Include combo offers such as “Eye Mask + Pillowcase Set.”

## 6 Summary of Key Metrics

Metric	Goal
Impressions	+40% increase
CTR	2% → 3.5%
Bounce Rate	2% → 1.5%
Avg. Session Duration	+25% growth
Conversion Rate	1.8% → 3%
ROAS	3x
ROI	+200%

## Question 2 – Increasing Impressions & CTR, Reducing Bounce Rate

### 1 Improving Impressions

**Goal:** Expand audience reach.

**Tactics:**

- Use **Lookalike Audiences** from past buyers and website visitors.
- Apply **interest-based targeting** (beauty, skincare, luxury lifestyle, self-care).
- Choose **Automatic Placements** (Facebook Feed, Instagram Stories, Reels).
- Maintain **consistent posting** (3–4 creatives weekly).
- Run **festive campaigns** like “*Diwali Glow Sale*” or “*Winter Beauty Essentials*.”

## 2 Boosting CTR

**Goal:** Drive higher ad clicks.

### Tactics:

- Use lifestyle visuals with authentic product use.
- Add direct CTAs: “*Shop Now*”, “*Grab 30% Off*.”
- Craft benefit-driven headlines.
- Run **A/B tests** on creatives and headlines.
- Utilise **short videos (5–10 seconds)** showing real benefits.

## 3 Reducing Bounce Rate

**Goal:** Keep visitors engaged.

### Tactics:

- Maintain **offer consistency** from ad to landing page.
- Optimise load time under 3 seconds.
- Link ads to **specific product pages** (e.g., Eye Mask → Eye Mask page).
- Add reviews, testimonials, and trust badges.
- Keep design **clean and easy to navigate**.

## Question 3 – Increasing Average Session Duration

**Goal:** Encourage users to explore more pages and engage deeply with the brand.

### Strategies:

#### 1. Interactive Content

- a. Include demo and “How to Use” videos.
- b. Add comparison charts: *Silk vs Cotton*.
- c. Introduce a “Beauty Sleep Routine Guide” section.

#### 2. Cross-Selling

- a. Use AI-based “*You May Also Like*” or “*Frequently Bought Together*” suggestions.
- b. Display related products under each listing.

#### 3. Smooth Navigation

- a. Simplify menus; include category filters.
- b. Add “Shop the Look” sections.

#### 4. Visual Storytelling

- a. Showcase real customers and emotional visuals.

#### 5. Customer Reviews

- a. Add verified testimonials to keep users reading longer.

#### 6. Bundles & Offers

- a. Promote combo deals like “*Silk Sleep Set.*”

### Expected Results:

- Average session time increases by **25–30%**.
- Users visit **2–3 pages per session**.
- Stronger brand trust and higher conversions.

## Question 4 – Boosting Conversions & Reducing Cart Abandonment

**Goal:** Improve purchase completion rates and reduce checkout drop-offs.

**Strategies:**

1. Simplify checkout — single-page process, guest checkout, auto-fill options.
2. Offer varied payments — UPI, wallets, cards, COD, EMI.
3. Use urgency triggers — countdown timers, low-stock messages.
4. Send cart recovery emails and retargeting ads.
5. Include trust signals — secure payment icons, customer reviews.
6. Provide personalised discounts — 5–10% for new or repeat buyers.
7. Optimise mobile speed — under 3 seconds for mobile shoppers.

**Expected Outcome:**

- Conversion rate up by **3–5%**.
- Cart abandonment down by **20–30%**.
- Higher customer satisfaction and stronger ROAS.

## Question 5 – Units Required for Positive ROI

**Goal:** Determine sales volume for positive ROI using ₹20L ad spend.

Factor	Value	Notes
Ad Budget	₹20,00,000	Remaining spend
Avg. Selling Price	₹4,000	Per combo

<b>COGS (per unit)</b>	₹1,500	Production + packaging
<b>Target ROI</b>	100%	Double the investment

### Calculations:

1. **Target Revenue:** ₹20L × 3 = ₹60L
2. **Units to Sell:** ₹60L ÷ ₹4,000 = **1,500 units**
3. **Profit:**
  - a. Revenue = ₹60L
  - b. COGS = ₹22.5L
  - c. Ad Spend = ₹20L
  - d. Total Cost = ₹42.5L
  - e. **Net Profit = ₹17.5L**
  - f. **ROI = (17.5 ÷ 42.5) × 100 ≈ 41% (Positive)**

✅ **Conclusion:** Selling ~1,500 units will ensure a positive ROI with achievable results through efficient targeting and landing page optimization.

## Question 6 – Target Average Purchase Value

Metric	Current	Target	Outcome
<b>Average Purchase Value (APV)</b>	₹3,000– ₹3,500	₹4,000– ₹4,500	+25–30% growth per transaction → Higher ROI & ROAS

## Question 7 – Achieving Positive ROAS & ROI

**Goal:** Maximise every rupee of ad spend for profitable returns.



Component	Amount (₹)
Total Revenue	60,00,000
Ad Spend	20,00,000
COGS	22,50,000
Total Investment	42,50,000
Net Profit	17,50,000

ROI:  $(17.5 \div 42.5) \times 100 = 41\%$  Positive

ROAS:  $60 \div 20 = 3.0x$  Positive

Action Plan

Focus Area	Strategy
Ad Optimisation	A/B testing, lookalike targeting, seasonal promotions
Conversion Optimisation	Retargeting, simplified checkout, free shipping
Landing Page	Clear CTAs, testimonials, fast speed
Retention	Cart recovery emails, returning buyer discounts

Expected Improvements:

Metric	Before	After
CTR	2%	3.5%
Conversion Rate	1.8%	3%
Average Purchase Value	₹3,200	₹4,000
ROAS	1.8x	3.0x

ROI	Negative	+41%
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