Customer Persona

Step 1: Buyer Persona

Persona Name: Priya Mehta – *"The Conscious Luxury Shopper"*

Element	Description
Demographics	Female, aged 27–40, living in metro cities like Mumbai, Delhi, and Bangalore. Upper-middle-class income group earning ₹80K–₹2L per month.
Occupation	Working professional—either in corporate, creative, or entrepreneurial roles.
Education	Graduate or Postgraduate.
Lifestyle	Focused on health and self-care, invests in skincare, beauty, and overall wellness.
Interests	Passionate about beauty, sustainable fashion, Instagram trends, travel, fitness, and mindfulness.
Buying Motivation	Prefers high-quality, durable, and luxurious products that promote comfort and self-pampering.
Buying Concerns	Sensitive to premium pricing; may be skeptical about product claims.
Goals	Seeks improved skin and hair health, comfort, and an elegant lifestyle.

Secondary Personas

1. **Riya Kapoor – The Beauty Enthusiast (20–28 years):** A college student or early-career woman influenced by beauty creators and attractive product packaging.

2. **Neha Sharma – The Gift Buyer (30–45 years):** Purchases luxury wellness products as gifts for friends, family, and special occasions.

Step 2: Budget Allocation (₹30 Lakhs Total)

Campaign Duration: 3 Months (90 Days)

Phase	Objective	Duration	% of Budget	Amount
Awareness	Enhance brand visibility and reach	4 weeks	35%	₹10,50,000
Engagement & Consideration	Drive web traffic and social interaction	4 weeks	30%	₹9,00,000
Conversion & Retargeting	Boost sales and remarket to interested users	4 weeks	25%	₹7,50,000
Buffer & Optimization	A/B testing, adjustments, and contingencies	Ongoing	10%	₹3,00,000
Total			**100%**	**₹30,00,000**

Step 3: Campaign Structure

A) Campaign Objective

Phase	Goal	Expected Result
Awareness	Introduce the brand and highlight silk product benefits	Broader reach and impressions
Engagement	Encourage website visits, video views, and social activity	Build trust and audience interest
Conversion	Retarget engaged users to increase purchases	Higher ROAS and sales

B) Targeting

Parameter	Details
Demographics	Women aged 20–45 in metro areas (Delhi, Mumbai, Bangalore, Pune, Hyderabad)
Interests	Skincare, beauty, luxury lifestyle, wellness, sustainable fashion

Behavior	Online shoppers interested in self-care and luxury products
Custom Audiences	Visitors to website, Instagram followers, and users who added to cart but didn't purchase
Lookalike Audiences	Based on loyal customers and newsletter subscribers

C) Placements

Platform	Placement Type
Facebook & Instagram	Feeds, Stories, Reels, Explore Page
Google	Search Ads (keywords like "best silk pillowcase India") and Display Network
YouTube	Skippable ads, influencer collaborations
Email	Automated reminders and retargeting emails
Pinterest (optional)	Promoted Pins (up to 5% allocation)

D) Ad Formats

Format	Purpose
Image Ads	Highlight luxury product photography
Carousel Ads	Display a product range (pillowcase, mask, scrunchies)
Video Ads	Include testimonials, influencer reviews, or storytelling
Reels/Stories	Blend influencer and user-generated content
Collection Ads	Encourage seamless mobile shopping
Google Responsive Search Ads	Target intent-driven keyword searches

Step 4: Key Performance Metrics (KPIs)

Category	Metrics	Purpose
Awareness	Impressions, Reach, CPM	Assess brand visibility
Engagement	CTR, Likes, Comments, Saves, Views	Gauge user interaction

Consideration	Website visits, Bounce Rate, Session Duration	Measure traffic quality
Conversion	CPA, ROAS, Add-to-Cart Rate, Purchases	Track sales effectiveness
Retention	Repeat Purchase Rate, Email Engagement	Measure customer loyalty
Optimization	Frequency, CPC, Conversion Rate	Adjust ads through testing

Summary:

Aspect	Key Insights
Persona	Urban women who value beauty, luxury, and comfort
Budget	₹30 lakh allocated across three phases and five platforms

Campaign Goal	Awareness → Engagement → Conversion
Target Audience	Beauty- and lifestyle-oriented women aged 20–45
Success Metrics	ROAS, CTR, CPA, Conversion Rate, Engagement