15-DAY FASHION MARKETING STRATEGY

Borivali, Mumbai • Premium Fashion Brand

Marketing Budget	■1,00,000
Average Product Price	■80,000
Primary Location	Borivali, Mumbai
Primary Platforms	Instagram + Facebook
Conversion Goal	WhatsApp Leads + Store Visits + Sales

1. Executive Summary

This strategy adapts the reference 15-day multi-channel content-calendar structure for a premium fashion business in Borivali. The plan combines fashion inspiration, educational styling content, brand trust, and conversion-led product promotion. Because the average product price is ■80,000, the campaign is designed around qualified enquiries and appointments rather than low-cost leads alone.

Core Customer Journey

Awareness → **Engagement** → **Retargeting** → **Product Consideration** → **WhatsApp Enquiry** → **Appointment** → **Store Visit** → **Purchase**

Strategic Priorities

• Build a premium visual identity through Reels, product details, styling and brand storytelling.

• Use educational content to establish expertise and increase saves/shares.

• Use reviews, craftsmanship and behind-the-scenes content to build trust.

• Use WhatsApp, calls and appointment CTAs for high-intent prospects.

• Retarget users who watched videos, engaged with social content or visited the website.

2. Content Pillars

Pillar	Weight	Posts	Goal	Recommended Formats
Fashion Inspiration	30%	10	Reach & Awareness	Reels, visual carousels
Educational / Styling	25%	9	Saves & Engagement	Carousels, tutorials
Brand & Trust	20%	7	Credibility	Testimonials, BTS, founder content
Product Promotion & CTA	25%	8	Leads & Sales	Product Reels, offers, appointment posts

3. 15-Day Content Calendar

Day	Theme	Instagram	Facebook	LinkedIn	Format	CTA
1	Brand Intro	Premium brand intro Reel + store visuals	Brand overview	Brand story & vision	Reel	Discover Collection
2	New Collection	5 premium looks carousel	Collection album	Fashion positioning	Carousel	Explore Collection
3	Fashion Inspiration	“Luxury is in the details” Reel	Inspiration video	Premium fashion trends	Reel	Follow for More
4	Styling Guide	How to style a premium outfit	Styling tips	Fashion & personal branding	Carousel	Save This Guide
5	Customer Trust	Review/testimonial Reel	Customer experience	Customer trust	Review Reel	Book Consultation
6	Education	5 premium-fashion buying mistakes	Buying guide	Consumer trends	Carousel	Save This
7	Promotion	Limited collection/appointment	Promotional post	Brand announcement	Graphic/Reel	WhatsApp Now
8	BTS	Making/design/detail Reel	BTS photos/video	Craftsmanship	Reel	See the Craft
9	Engagement	Which look would you choose?	Poll/question	Fashion preference poll	Story/Poll	Choose Your Look
10	Hero Product	■80K hero product feature	Product showcase	Premium positioning	Carousel	View Collection
11	Value Education	Why premium fashion can cost ■80K	Quality/value breakdown	Premium fashion economics	Carousel	Know the Difference
12	Founder/Team	Founder/design story	Founder story	Brand journey	Reel	Meet the Brand
13	Styling Tips	5 ways to style one outfit	Styling tutorial	Personal style	Carousel	Save for Later
14	Local Fashion	Premium fashion in Borivali	Store/location post	Local positioning	Reel/Carousel	Visit Store
15	Conversion	Styling consultation / appointment	Appointment + WhatsApp	Brand announcement	CTA Graphic	Book Appointment

4. Platform Strategy

Instagram — Primary Platform

Role: Create desire, showcase premium visuals and generate DMs/WhatsApp enquiries.

Content Mix: 40% Reels • 35% Carousels • 15% Product/Offer • 10% Stories/Polls

Reel Ideas: ■80K look reveal, before/after styling, craftsmanship close-ups, premium outfit POVs, customer transformation, founder story, store tour.

Facebook — Trust & Retargeting

Use customer testimonials, product albums, collection announcements, store visuals, offers and WhatsApp enquiry posts. Facebook supports credibility and retargeting for users already familiar with the brand.

LinkedIn — Brand Credibility

Use founder stories, fashion-business insights, design process, entrepreneurship and premium fashion trends. LinkedIn is a supporting channel rather than the primary direct-sales channel.

5. ■1,00,000 Paid Media Allocation

Campaign	Budget	Purpose
Meta Awareness / Video Views	■15,000	Reach new local audiences and build video-viewing pools
Meta Traffic / Engagement	■10,000	Generate interested users and social engagement
Meta Leads / WhatsApp	■45,000	Primary qualified-enquiry campaign
Meta Retargeting	■20,000	Convert warm users into enquiries/appointments
Google Search Ads	■10,000	Capture high-intent search demand
TOTAL	**■1,00,000**	**Full campaign budget**

6. Customer Funnel

TOFU — Awareness: Reels, fashion inspiration, brand story and product videos. Objective: reach relevant Mumbai/Borivali audiences.

MOFU — Consideration: Styling guides, product details, reviews, craftsmanship and value/quality content. Retarget Instagram engagers, video viewers and website visitors.

BOFU — Conversion: Hero products, limited collections, WhatsApp enquiry, private styling consultation and store-visit campaigns.

7. Target Audience

Location	Borivali East/West, Kandivali, Malad, Goregaon, Andheri, wider Mumbai
Age	Approx. 25–45
Profile	Premium fashion shoppers, professionals, business owners, occasion/wedding shoppers
Interests	Premium/luxury fashion, designer fashion, styling, occasions, luxury shopping
Conversion Focus	Qualified WhatsApp enquiries, appointments and store visits

8. KPIs & Measurement

Stage	KPIs
Awareness	**Reach, impressions, video views, frequency**
Consideration	Profile visits, website visits, product views, DMs, WhatsApp clicks
Conversion	Leads, qualified leads, appointments, store visits, purchases
Business	Cost per qualified lead, conversion rate, revenue, ROAS

9. Final Campaign Flow

Reels → Engagement → Retargeting → Product Content → WhatsApp → Appointment → Borivali Store Visit → ■80,000 Sale

Recommendation: Since the product is high-ticket, optimise for qualified leads and appointments rather than maximising inexpensive lead volume.