GOOGLE ADS STRATEGY

Premium Fashion Brand

Location: Borivali, Mumbai

Product Price: ■80,000

Monthly Google Ads Budget: ■1,00,000

SEARCH → LANDING PAGE → LEAD → APPOINTMENT → STORE VISIT → SALE

1. Executive Campaign Overview

Element	Strategy
Business	Premium Fashion
Product Price	■80,000
Monthly Budget	■1,00,000
Daily Average	Approx. ■3,333
Location	Borivali, Mumbai
Primary Goal	Qualified Enquiries + Store Appointments
Core Channel	Google Search
Supporting Channels	Performance Max + Remarketing + Brand Search
Final Conversion	Store Visit → ■80,000 Purchase

Core approach: capture high-intent fashion searches, send them to a dedicated landing page, qualify enquiries and convert them into appointments and store visits.

2. Customer Journey

• Google Search → High-intent Search Ad

• Search Ad → Dedicated premium fashion landing page

• Landing page → WhatsApp / Call / Lead Form

• Lead → Qualification: occasion, budget and preferred visit date

• Qualified lead → Private appointment

• Appointment → Borivali store visit

• Store visit → Styling / product experience → ■80,000 purchase

3. Budget Architecture

Campaign	Type	Monthly	Daily	Share
FASHION_SEARCH_BORIVALI	Search	■65,000	■2,167	65%
FASHION_PMAX_BORIVALI	Performance Max	■20,000	■667	20%
FASHION_REMARKETING	Display/YouTube Remarketing	■5,000	■167	5%
FASHION_SEARCH_BRAND	Brand Search	■10,000	■333	10%
TOTAL		■1,00,000	■3,333	100%

Search receives the largest share because the product is high-ticket and the campaign should prioritise users already demonstrating purchase intent.

4. Campaign 01 — High-Intent Search

Campaign: FASHION_SEARCH_BORIVALI | **Budget:** ■65,000/month

Location

• Borivali + approximately 8–12 km radius initially

• Expand toward nearby Western Mumbai areas only after performance data supports it

• Use location targeting focused on people physically in or regularly in the target area

Ad Group Structure

• Designer Fashion

• Premium Fashion

• Luxury Fashion

• Designer Boutique

• High-Value Occasion Fashion

5. High-Intent Keyword Strategy

Tier 1 — Highest Priority

• [designer fashion borivali]

• [designer boutique borivali]

• [premium fashion borivali]

• [designer clothing borivali]

• [luxury fashion borivali]

Tier 2 — Commercial Intent

• "designer wear near me"

• "premium fashion near me"

• "designer clothes near me"

• "luxury clothing store borivali"

• "premium boutique borivali"

Tier 3 — Product / Occasion

• "designer wedding wear borivali"

• "premium party wear borivali"

• "designer ethnic wear borivali"

• "luxury occasion wear mumbai"

6. Negative Keyword Strategy

• free

• cheap

• wholesale

• manufacturer

• jobs

• careers

• internship

• course

• classes

• stitching

• tutorial

• DIY

• used

• second hand

• rental

• rent

• pdf

• images

• photos

• ideas

Review the Search Terms Report regularly and add irrelevant queries as negative keywords.

7. Search Bidding Strategy

Period	Recommended Approach	Focus
Days 1–14	Maximize Clicks	Collect search queries, CPC, CTR and initial conversion data
Days 15–30	Maximize Conversions if sufficient data exists	Optimise toward qualified enquiries
Later stage	Target CPA when reliable conversion volume exists	Control acquisition cost and scale

Do not force Target CPA on a new account without sufficient reliable conversion history.

8. Responsive Search Ad Strategy

Headline themes

• Designer Fashion In Borivali

• Premium Designer Collection

• Exclusive Fashion In Borivali

• Luxury Fashion For Special Occasions

• Discover Premium Designer Wear

• Book A Private Styling Visit

• Visit Our Borivali Store

• ■80,000 Premium Fashion

• Book Your Fashion Consultation

Description themes

• Discover premium fashion designed for customers who value exclusive style, craftsmanship and distinctive details. Visit our Borivali store.

• Explore our premium collection priced around ■80,000. Book a private styling consultation and experience the collection in person.

9. Google Ads Assets

Asset	Recommended Content
Sitelinks	Premium Collection • Book Appointment • Designer Collection • Visit Store
Callouts	Premium Collection • Exclusive Designs • Private Styling • Quality Craftsmanship • Borivali Store • Personalised
Structured Snippets	Designer Wear • Occasion Wear • Party Wear • Wedding Wear
Call Asset	Actual business phone number + appointment CTA
Location Asset	Connected Google Business Profile / Borivali location

10. Campaign 02 — Performance Max

Campaign: FASHION_PMAX_BORIVALI | **Budget:** ■20,000/month

• Use as a secondary acquisition engine after conversion tracking is working.

• Asset Group 1: Premium Collection

• Asset Group 2: Occasion Fashion

• Asset Group 3: Store Visit

• Use search themes around designer fashion Borivali, premium fashion Mumbai, designer boutique Borivali and related high-intent terms.

• Use first-party audiences where available, such as previous customers and website visitors.

11. Campaign 03 — Remarketing

Campaign: FASHION_REMARKETING | **Budget:** ■5,000/month

• Website visitors

• Collection viewers

• Appointment-page visitors

• WhatsApp clickers

• Lead starters who did not complete

Core message: Still Looking For Something Exclusive? Explore our premium collection and book a private styling consultation at our Borivali store.

12. Campaign 04 — Brand Search

Campaign: FASHION_SEARCH_BRAND | **Budget:** ■10,000/month

• Brand name

• Brand + Borivali

• Brand + fashion

• Brand + store

• Brand + collection

Purpose: capture demand generated through Meta, Instagram, referrals, word-of-mouth and other campaigns.

13. Landing Page Strategy

Recommended URL structure: /designer-fashion-borivali

• Hero: Exclusive Premium Fashion In Borivali

• Subheadline explaining design, craftsmanship and individuality

• Primary CTA: Book Private Appointment

• Secondary CTA: WhatsApp Us

• Premium collection showcase

• Clear ■80,000 price positioning

• Craftsmanship / details

• Occasion-based styles

• Why choose us

• Customer testimonials

• Borivali store location

• WhatsApp + call

• Appointment form

• FAQ

• Final CTA

14. Lead Form & WhatsApp Flow

Lead Form: Book Your Private Fashion Consultation

• Name

• Phone Number

• Preferred Date

• Shopping Occasion

• Budget Range

Budget options: ■50,000–■75,000 | ■75,000–■1,00,000 | ■1,00,000+

WhatsApp Flow

Google Search → Landing Page → WhatsApp → Collection → Budget/Occasion Qualification → Appointment → Store Visit → Purchase

15. Conversion Tracking

• Primary: Lead form submission, WhatsApp click, phone call, appointment booking

• Secondary: Collection view, product view, contact page, directions click and key landing-page engagement

• Offline conversion: actual ■80,000 sale

• Connect closed-loop sales data back to Google Ads when technically possible

The final business outcome should be measured as Lead → Qualified Lead → Appointment → Store Visit → Sale.

16. CRM Sales Pipeline

Stage	Action
New Lead	Lead received from Google Ads
Contacted	Sales team makes contact
Qualified	Budget + occasion + intent confirmed
Appointment Booked	Visit date/time confirmed
Store Visit	Customer visits Borivali store
Product Selected	Styling / product evaluation
Sale	■80,000 purchase recorded

17. 30-Day Execution Roadmap

Phase	Days	Key Actions
Foundation	1–3	GA4, GTM, conversions, landing page, call/WhatsApp tracking, negatives, GBP/location
Launch	4–7	Launch Search + Brand Search
Search Mining	8–15	Search terms, negatives, CPC, CTR, lead quality
Optimization	16–30	Budget shifts, landing-page testing, PMax/remarketing refinement, conversion bidding when data supp

18. KPI Dashboard

Stage	KPIs
Search	Impressions, CTR, CPC, clicks, search terms
Landing Page	Landing page views, conversion rate, engagement
Lead	Leads, CPL, qualified lead rate
Sales	Appointments, store visits, sales, CAC, revenue, ROAS

Do not optimise only for cheap leads. Optimise toward qualified enquiries and actual sales.

19. Revenue & CAC Framework

Customers	Revenue
1	■80,000
2	■1,60,000
3	■2,40,000
4	■3,20,000
5	■4,00,000
6	■4,80,000
7	■5,60,000
8	■6,40,000

Maximum sustainable CAC must be based on ■80,000 selling price minus product cost, operating costs and desired profit—not selling price alone.

20. Final Google Ads Blueprint

■1,00,000 / MONTH

Campaign	Budget	Role
Search — Borivali	■65,000	Capture high-intent demand
Performance Max	■20,000	Expand qualified Google inventory
Remarketing	■5,000	Bring interested visitors back
Brand Search	■10,000	Capture existing branded demand

SEARCH → LANDING PAGE → QUALIFIED LEAD → WHATSAPP/CALL → APPOINTMENT → STORE VISIT → ■80,000 SALE

Core positioning: Exclusive premium fashion for customers who want something beyond ordinary.