META ADS STRATEGY

Premium Fashion Brand

Location: Borivali, Mumbai

Product Price: ■80,000

Monthly Meta Ads Budget: ■1,00,000

TOFU → MOFU → BOFU

Lead Generation • WhatsApp • Private Appointments • Store Visits

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 Leads / Appointments
Conversion Channels	WhatsApp + Lead Form + Store Visit
Funnel	TOFU → MOFU → BOFU

Core positioning: Sell exclusivity, craftsmanship, design and personalised styling—not simply an ■80,000 garment.

2. Target Audience & Buyer Persona

Primary Persona

• Age: 25–45

• Location: Borivali + approximately 8–12 km initially

• Income profile: Upper-middle to affluent

• Likely use cases: weddings, receptions, parties, special occasions and premium personal collections

• Core interests: luxury fashion, designer clothing, premium shopping, fashion design, luxury lifestyle and designer brands

Pain Points

• Mass-market fashion feels repetitive

• Difficulty finding exclusive designs

• Concern about quality at premium prices

• Need for personalised styling

• Want an outfit that feels distinctive and occasion-worthy

Purchase Drivers

• Status

• Design

• Exclusivity

• Quality

• Occasion fit

• Personal style

3. Funnel Architecture

Stage	Purpose	Monthly Budget	Primary Assets
TOFU	Awareness / Discovery	■25,000	Reels, fashion videos, visual storytelling
MOFU	Consideration	■30,000	Carousels, craftsmanship, styling, testimonials
BOFU	Conversion	■45,000	Lead forms, WhatsApp, appointments, retargeting

Funnel journey: Cold audience → Engaged audience → High-intent audience → Qualified enquiry → Private appointment → Store visit → Purchase.

4. Budget Allocation

Funnel	Share	Monthly	Daily
TOFU	25%	■25,000	Approx. ■833/day
MOFU	30%	■30,000	Approx. ■1,000/day
BOFU	45%	■45,000	Approx. ■1,500/day
TOTAL	**100%**	**■1,00,000**	**Approx. ■3,333/day**

The highest allocation goes to BOFU because the product is high-ticket and the campaign should prioritise qualified conversion opportunities.

5. TOFU — Awareness & Discovery

Budget: ■25,000/month | **Approx. daily:** ■833

Campaign Goal

• Introduce the brand to potential premium-fashion buyers

• Build video engagement and brand recall

• Create warm audiences for retargeting

Creative Formats

• Luxury fashion Reels

• Model styling videos

• Fabric/detail close-ups

• Behind-the-scenes craftsmanship

• Collection reveal videos

Creative Hooks

• Not every outfit is made to be ordinary.

• For the woman who doesn't want to look like everyone else.

• ■80,000 isn't just the price. It's the craftsmanship behind the piece.

Audience Tests

• Fashion interests

• Luxury/lifestyle interests

• Broad location + age audience

6. MOFU — Consideration

Budget: ■30,000/month | **Approx. daily:** ■1,000

Retargeting Pools

• Instagram/Facebook engagers

• 50%+ video viewers

• Profile visitors

• Website visitors

• Product page viewers

Creative Strategy

• Craftsmanship: fabric, embroidery, stitching and finishing

• Styling carousel: signature look, details, occasion, why it is different

• Social proof: genuine reviews, customer images and store experience

CTA

Explore Collection • View Details • Book Consultation

7. BOFU — Conversion & Retargeting

Budget: ■45,000/month | **Approx. daily:** ■1,500

High-Intent Audiences

• Website visitors — 30 days

• Instagram engagers — 30 days

• Product viewers

• Lead-form openers

• WhatsApp engagers

• Existing customer list

Recommended Offer

• Book a Private Styling Consultation

• Book an Exclusive Store Appointment

• Complimentary Styling Consultation — only if genuinely offered

Core Message

“Discover our premium fashion collection, crafted for those who appreciate exceptional design, detail and individuality.”

8. Lead Generation & WhatsApp Flow

Instant Lead Form

• Form type: Higher Intent

• Name

• Phone number

• Preferred appointment date

• Shopping occasion: Wedding / Reception / Party / Special Occasion / Personal Collection / Other

• Budget qualification: ■50K–■75K / ■75K–■1L / ■1L+

WhatsApp Journey

Ad → WhatsApp → Collection photos/videos → Product details → Appointment booking → Store visit → Trial/Styling → Purchase

9. First-Month Creative Matrix

Format	Qty.	Creative Theme
Reels	6	Collection reveal, ■80K statement piece, craftsmanship, transformation, details, store experience
Carousels	4	Collection, premium value, styling ideas, craftsmanship
Static	3	Hero product, appointment CTA, premium brand message
Testimonials	2	Customer review and styling experience
TOTAL	15	Launch creative testing set

Creative principle: premium visual quality, close-up details, human styling and clear appointment CTAs.

10. Campaign Structure

Campaign	Funnel	Objective	Daily	Audience
Campaign 1	TOFU — Discovery	Engagement / Video Views	■833/day	Fashion, luxury, broad
Campaign 2	MOFU — Consideration	Engagement / Traffic	■1,000/day	Engagers, video viewers, visitors
Campaign 3	BOFU — Conversion	Leads	■1,500/day	High-intent retargeting

11. Tracking & Measurement

• Meta Pixel: PageView, ViewContent, Contact, Lead, Schedule and Purchase where applicable

• Conversions API alongside Pixel where technically feasible

• UTM parameters for campaign, source, medium and creative tracking

• Track WhatsApp clicks and appointment outcomes

• Connect lead quality and sales outcomes back to each campaign

Example UTM

utm_source=meta | utm_medium=paid_social | utm_campaign=premium_fashion_borivali | utm_content=creative_01

12. KPI Framework

Stage	Primary KPIs
TOFU	CPM, video views, ThruPlay, completion rate, engagement
MOFU	CTR, landing-page views, profile visits, product views
BOFU	Cost per qualified lead, WhatsApp conversations, appointments, store visits, sales, CAC, ROAS

Do not judge the campaign only by likes, reach or cheap leads. The key business path is Lead → Qualified Lead → Appointment → Store Visit → Sale.

13. Revenue & CAC Framework

Product selling price: **■80,000**

Sales	Revenue
1	■80,000
2	■1,60,000
3	■2,40,000
4	■3,20,000
5	■4,00,000
6	■4,80,000

Important: revenue is not the same as profit. Maximum acceptable CAC should be calculated from selling price, product cost, fulfilment/store costs and desired profit margin.

14. 30-Day Optimization Plan

• Days 1–7: collect baseline data; avoid aggressive changes while audiences and creatives learn.

• Days 8–15: pause clearly weak creatives/audiences and shift budget toward qualified lead generators.

• Days 16–23: introduce new product, testimonial and appointment creatives.

• Days 24–30: evaluate the full funnel from ad → lead → qualified lead → appointment → store visit → sale.

Optimization Rule

Scale what produces qualified enquiries and sales—not merely the lowest cost per lead.

15. Final Media Plan

Funnel	Budget	Role	Execution
TOFU	■25,000	Discovery	Premium Reels + visual storytelling
MOFU	■30,000	Consideration	Craftsmanship + styling + social proof
BOFU	■45,000	Conversion	Lead + WhatsApp + appointment retargeting

POSITIONING

> “Exclusive premium fashion for customers who want something beyond ordinary.”

Campaign goal: build a premium local audience, generate qualified enquiries, convert high-intent users into private appointments, and drive ■80,000 purchases.