GOOGLE ADS STRATEGY

Jewellery Business • Mira Road, Mumbai

Capture High-Intent Jewellery Searches. Convert Them Into Store Visits, Qualified Enquiries & Sales.

Monthly Media Budget	Primary Market	Campaign Period	Primary KPI
■1,50,000	Mira Road + Nearby Catchment	30-Day Launch Sprint	Cost per Qualified Lead / Appointment

Prepared as a proposed strategy based on the structure and planning approach of the supplied TravelWithMe Google Ads strategy. This is a planning document, not a report of executed campaigns or verified results.

Product price bands

- Silver / Fashion Jewellery: ■999–■10,000
- Gold Jewellery: ■25,000–■1,50,000+
- Premium Gold / Diamond: ■1,50,000–■5,00,000+
- Bridal Jewellery: ■50,000–■5,00,000+

Search • Performance Max • Remarketing • Conversion Tracking

1. Executive Strategy & Business Understanding

The objective is to reach people already searching on Google for jewellery, gold ornaments, diamond jewellery, bridal sets, and jewellery stores around Mira Road. Search campaigns should be the primary acquisition engine because jewellery is a considered purchase and shoppers often compare designs, prices, trust signals, and store locations before buying.

The strategy separates campaigns by purchase intent and value band. Lower-ticket fashion jewellery can drive online purchases or WhatsApp enquiries, while gold, diamond, and bridal jewellery should prioritize qualified enquiries, appointment bookings, calls, and store visits.

Operating Parameter	Recommended Setup
Business category	Jewellery retail: silver/fashion, gold, premium gold/diamond, bridal
Primary location	Mira Road, Mumbai
Suggested nearby catchment	Mira Road, Bhayandar, Dahisar, Borivali, and selected nearby areas based on delivery/store service radius
Monthly media budget	■1,50,000 (planning pace approximately ■5,000/day)
Campaign duration	Initial 30-day sprint; optimize continuously
Lead channels	Website enquiry forms, calls, WhatsApp, appointment bookings, directions/store visits
Primary KPI	Cost per qualified lead or appointment, then cost per sale
Business KPI	Store visits, qualified consultations, sales value, and return on ad spend where sales can be attributed

Important: The budget is for Google Ads media spend only unless the business separately includes agency fees, creative production, landing-page work, or taxes.

2. Customer Personas & Search Intent

Persona	Likely Search Queries	Ad / Landing-Page Hook
Everyday & fashion jewellery shopper	“silver jewellery Mira Road”, “fashion jewellery shop near me”, “silver earrings price”	Browse collections, clear price bands, current designs, store location, WhatsApp support
Gold jewellery buyer	“gold jewellery shop Mira Road”, “22 carat gold necklace”, “gold chain price”	Purity and hallmarking information, making-charge explanation where applicable, designs, call/store visit
Premium gold / diamond buyer	“diamond jewellery showroom near Mira Road”, “diamond ring price”, “premium gold necklace”	Premium collection gallery, diamond details/certification where applicable, private consultation, appointment booking
Bridal shopper / family decision-maker	“bridal jewellery set Mira Road”, “bridal gold necklace price”, “wedding jewellery showroom”	Bridal sets by budget, appointment for family consultation, customization options only if offered, store visit CTA

Search intent should guide both the ad and the destination page. Avoid sending every user to the homepage: use category-specific pages or well-organized collection sections that match the query.

3. Budget Architecture — ■1,50,000 per Month

Recommended initial allocation gives 70% of spend to high-intent Search campaigns, with additional budget for Performance Max and remarketing. Reallocate after the first two weeks using qualified lead and sales-quality data, not clicks alone.

Campaign	Monthly Budget	Daily Avg.	Share	Primary Focus
Search — Gold Jewellery	■37,500	■1,250	25%	High-intent gold jewellery and local showroom searches
Search — Premium Gold / Diamond	■30,000	■1,000	20%	Diamond rings, premium gold, high-value consultations
Search — Bridal Jewellery	■22,500	■750	15%	Bridal sets, wedding shopping, appointment enquiries

Campaign	Monthly Budget	Daily Avg.	Share	Primary Focus
Search — Silver / Fashion Jewellery	■15,000	■500	10%	Silver jewellery and fashion-led product searches
Performance Max — Product/Store Discovery	■30,000	■1,000	20%	Eligible product feed or strong image/video assets; local discovery and conversions
Remarketing — Display / Demand Gen where eligible	■15,000	■500	10%	Re-engage consented site visitors and non-converting category viewers
TOTAL	■1,50,000	■5,000	100%	Initial planning allocation

If a valid Merchant Center product feed and purchase-ready ecommerce website are not available, shift the Performance Max allocation to the best-performing Search campaigns until tracking and assets are ready. A store-visit goal should only be used if the account is eligible and Google's required location/conversion setup is available.

4. Campaign 01 — Search: Gold Jewellery

Campaign name: MIR_GADS_SEARCH_GOLD
Budget: ■37,500/month (about ■1,250/day)
Goal: qualified calls, WhatsApp enquiries, appointment requests and store visits.

Targeting and setup

• Location option: target people **in or regularly in** the selected locations; do not use "interested in" as the default for a local showroom campaign.
• Start with Mira Road and a realistic nearby catchment; review location reports weekly.
• Use phrase and exact match initially; review search terms frequently.
• Schedule call assets only during hours when staff can answer promptly.

Keyword examples

Keyword	Match Type	Intent
"gold jewellery shop Mira Road"	Phrase	Local showroom
[gold jewellery Mira Road]	Exact	Local high intent
"22 carat gold necklace"	Phrase	Product / quality
[gold chain price]	Exact	Price evaluation
"gold earrings showroom near me"	Phrase	Nearby purchase
"gold jewellery designs and price"	Phrase	Product comparison

Responsive Search Ad copy

Headline ideas: Gold Jewellery in Mira Road | Explore Gold Designs | Visit Our Jewellery Showroom | Enquire About Gold Collections | Book a Store Consultation
Description: Explore gold jewellery designs for everyday wear and special occasions. Contact our Mira Road showroom for product details, availability and a personal consultation.

Final URL: a dedicated Gold Jewellery collection page with authentic product photos, store address, opening hours, contact buttons and clearly stated policies.

5. Campaign 02 — Search: Premium Gold / Diamond

Campaign name: MIR_GADS_SEARCH_DIAMOND_PREMIUM
Budget: ■30,000/month (about ■1,000/day)
Goal: high-quality consultations and appointment bookings for purchases typically valued at ■1.5 lakh–■5 lakh+.

Keyword examples

Keyword	Match Type	Intent
"diamond jewellery showroom Mira Road"	Phrase	Local premium shopper
[diamond ring Mira Road]	Exact	High-intent product
"premium diamond necklace"	Phrase	Luxury / premium
"diamond jewellery price"	Phrase	Price evaluation
"gold diamond ring showroom near me"	Phrase	Nearby store intent

Ad copy ideas

Headlines: Premium Diamond Jewellery | Explore Diamond Rings & Sets | Book a Jewellery Consultation | Premium Gold Designs in Mira Road
Description: Discover premium gold and diamond jewellery. Ask our team about available designs, product details and a showroom appointment.

Landing-page trust elements

• Accurate product descriptions and current prices or clear “enquire for price” labels.
• Diamond certification details only where verified and applicable.
• Transparent information about purity, hallmarking, exchange/buyback policies and making charges where relevant.
• Real showroom photographs, contact details, appointment CTA and customer reviews only if genuine.

6. Campaign 03 — Search: Bridal Jewellery

Campaign name: MIR_GADS_SEARCH_BRIDAL
Budget: ■22,500/month (about ■750/day)
Goal: bridal consultation enquiries and planned showroom visits.

Keyword examples

Keyword	Match Type	Intent
"bridal jewellery shop Mira Road"	Phrase	Local bridal shopper
[bridal gold set]	Exact	Product-ready
"bridal necklace set price"	Phrase	Price research
"wedding jewellery showroom near me"	Phrase	Local visit intent
"bridal diamond jewellery"	Phrase	Premium wedding purchase

Ad copy ideas

Headlines: Bridal Jewellery in Mira Road | Explore Wedding Jewellery Sets | Plan Your Bridal Jewellery Visit | Bridal Designs Across Price Ranges
Description: Explore bridal jewellery options for wedding celebrations. Contact the showroom to discuss designs, budget and appointment availability.

Offer only what the store can fulfil. Do not claim custom design, financing, discounts, free services or guaranteed availability unless confirmed by the business.

7. Campaign 04 — Search: Silver / Fashion Jewellery

Campaign name: MIR_GADS_SEARCH_SILVER_FASHION
Budget: ■15,000/month (about ■500/day)
Goal: product enquiries, online purchases if ecommerce is enabled, and store visits.

Keyword examples

Keyword	Match Type	Intent
"silver jewellery Mira Road"	Phrase	Local silver shopping
[silver earrings price]	Exact	Product / price
"fashion jewellery shop near me"	Phrase	Nearby store
"silver bracelet for women"	Phrase	Specific product
"oxidised jewellery shop Mira Road"	Phrase	Style-specific; use only if stocked

Ad copy ideas

Headlines: Silver Jewellery from ■999 | Explore Fashion Jewellery | Silver Earrings, Rings & More | Visit Our Mira Road Store
Description: Browse silver and fashion jewellery styles across selected price ranges. Check product availability and contact us for details.

Use the ■999 starting-price claim only when products at that price are genuinely available and the landing page clearly explains product pricing.

8. Performance Max & Remarketing

Performance Max — ■30,000/month

Use only after conversion tracking is tested and there are suitable assets. If ecommerce is active, connect an accurate Merchant Center feed and optimize for purchases. For a showroom-led business, use qualified enquiry/appointment goals and local business assets where eligible. Keep product groupings separated by silver/fashion, gold, premium/diamond and bridal where feed and account structure allow.

Asset checklist

• Genuine product photos in square, landscape and portrait formats.
• Short vertical videos showing designs and craftsmanship without misleading claims.
• Business logo and accurate business name.
• Headlines such as “Explore Gold Jewellery”, “Bridal Jewellery Consultations”, and “Silver Jewellery Collections”.
• Final URLs matched to the relevant product category.

Remarketing — ■15,000/month

Build audience segments, subject to consent and platform eligibility: all visitors (30 days), gold category viewers, premium/diamond viewers, bridal page viewers, and enquiry-form starters who did not complete. Exclude converted users where appropriate. Avoid sensitive audience assumptions and do not upload customer lists without proper rights and consent.

Creative message examples

• “Still comparing jewellery designs? Explore our collections.”
• “Planning wedding jewellery? Request a showroom appointment.”
• “Return to the collection you viewed and enquire about availability.”

9. Negative Keyword Strategy

Review the Search Terms report frequently and add negatives that clearly indicate irrelevant intent. Apply negatives at the correct campaign or ad-group level so useful buyer searches are not blocked.

Negative keyword idea	Reason	Caution
jobs, vacancy, career, salary	Employment intent	Usually safe negatives
course, training, how to become a jeweller	Education / career research	Usually safe negatives
repair, polishing, cleaning	Service intent if not offered	Exclude only if business does not provide service

Negative keyword idea	Reason	Caution
wholesale, manufacturer, supplier	B2B intent if retail-only	Exclude only if not relevant
free, images, wallpaper, drawing	Non-purchase / image research	Review query context before broad exclusion
used jewellery, scrap gold	Second-hand or scrap intent	Exclude only if not a business offering

Do not automatically exclude “cheap”, “price”, “discount”, “under ■10,000”, “making charges”, or “gold rate”. These can be useful commercial searches; separate them by product band and assess lead quality.

10. Google Ads Assets & Ad Real Estate

Asset	Suggested Content
Sitelinks	Gold Jewellery; Diamond Collection; Bridal Jewellery; Silver & Fashion Jewellery; Contact / Store Location
Callouts	Multiple Price Ranges; Showroom in Mira Road; Enquire About Availability; Bridal Consultation
Structured snippets	Categories: Gold Jewellery, Diamond Jewellery, Bridal Sets, Silver Jewellery (use only categories actually sold)
Call assets	Business phone number during staffed hours; measure qualified calls
Location assets	Link the verified Google Business Profile if eligible and correctly configured
Image assets	Genuine jewellery images that meet Google’s asset requirements
Promotion assets	Use only when a real, current, approved offer exists

Do not invent star ratings, review counts, certifications, awards, guarantees, or discount claims. Use only verified business information.

11. Landing Page & Conversion Rate Optimization

Send each ad group to the most relevant category page, not a generic homepage. Mobile speed and easy contact options are especially important for local searches.

Page Element	Requirement
Hero section	Category-specific headline, real product imagery, Mira Road location and one clear CTA
Product catalogue	Accurate images, product details, price or price guidance, availability where possible
Trust & transparency	Purity/hallmark details, diamond certification only if applicable, clear policies and genuine reviews
Lead form	Name, phone/WhatsApp, category of interest, approximate budget, preferred visit time; keep fields minimal
Contact options	Tap-to-call, WhatsApp, map/directions and opening hours
FAQ	Pricing, making charges, exchange/buyback, booking appointments, product availability and payment methods
Confirmation	Thank-you page with next steps; record a unique lead ID to avoid duplicate conversion counts

For premium and bridal pages, offer a consultation or appointment rather than promising instant online purchase if the transaction normally requires in-store discussion.

12. Conversion Tracking & Attribution

Before spending, implement and test Google Tag Manager (GTM), Google Analytics 4 (GA4), Google Ads conversion tracking and a simple CRM or lead log. Track business outcomes, not only clicks.

Event	Role
page_view / category_view	Diagnostic engagement; not the main bidding goal
form_start	Micro-conversion to identify form friction

Event	Role
generate_lead	Primary conversion only after a successful form submission
phone_call_lead	Track calls and, where available, qualified call duration
whatsapp_click	Useful secondary action; click alone does not prove a qualified lead
appointment_booked	Primary or qualified conversion when reliably tracked
store_visit / sale	Import or measure only where eligibility, consent, and reliable offline data allow

Implementation checklist

1. Link Google Ads and GA4; install GTM correctly.
2. Configure conversion linker and consent settings as applicable.
3. Fire lead conversions only after a successful form submission.
4. Track click-to-call and WhatsApp clicks separately.
5. Deduplicate repeat submissions using a unique lead ID where possible.
6. Record campaign, keyword, lead quality, appointment status and sales value in a CRM or spreadsheet.
7. Import qualified leads or closed sales back into Google Ads when the setup supports it.
8. Test tags with Tag Assistant before launch.

Primary bidding should optimize toward real lead submissions or purchases, not page views. Treat WhatsApp clicks as secondary until they can be connected to qualified outcomes.

13. Lead Qualification & Sales Follow-Up

Stage	Recommended Action
1. New enquiry	Capture source, campaign, product category and timestamp
2. First response	Respond promptly during business hours; confirm preferred contact channel
3. Qualify	Ask product category, approximate budget, purchase timeline and preferred visit date
4. Consultation	Share relevant designs and explain product details/policies accurately
5. Appointment / store visit	Confirm date/time and record attendance
6. Sale / follow-up	Record order value, category and campaign source; upload offline outcome where possible

Suggested internal service level: respond to new enquiries within 5–15 minutes during staffed hours where operationally feasible. This is a recommended process target, not a promised campaign result.

14. 30-Day Rollout Roadmap

Phase	Days	Actions
Foundation	1–3	Audit landing pages and Google Business Profile; verify business details; install GTM/GA4/conversion tags; prepare keyword lists, negatives and ad assets.
Launch	4–7	Launch the four Search campaigns; confirm location presence settings, budget pacing, ad approvals, call handling and form delivery.
Search-term mining	8–15	Review search terms, add negatives, compare device/location/category performance, check lead quality with sales team; launch PMax only if assets/tracking are ready.
Optimization	16–23	Pause irrelevant queries, refine ad copy and landing pages, adjust allocation based on qualified leads and appointment rates.
Evaluation & scale	24–30	Review qualified lead cost, appointment show-up, sales and revenue attribution; shift budget to categories with the strongest verified outcomes.

Bidding note: start with a strategy suited to the account's conversion history and budget. Avoid switching to Target CPA simply because a calendar date has arrived; consider it only when there is sufficient reliable conversion volume and stable tracking.

15. KPI Dashboard & Reporting

The supplied reference strategy uses placeholders for future performance rather than claiming verified results. Follow the same principle here: establish benchmarks only after launch and do not promise a specific number of leads or sales in advance.

Metric	What to Monitor	Decision Use
Spend & budget pacing	Daily / weekly spend by campaign	Prevent overspend and rebalance
Impressions, clicks, CTR	By keyword, category, device and location	Assess relevance and coverage
Average CPC	Actual cost per click	Understand auction costs; not a success metric by itself
Lead conversion rate	Valid leads / ad clicks or sessions	Find landing-page and traffic quality issues
Cost per lead	Spend / valid leads	Compare categories while checking lead quality
Qualified lead rate	Qualified leads / all leads	Spot low-intent queries and campaigns
Appointment rate & attendance	Booked and attended visits	Measure sales readiness
Sales & revenue	Attributed sales value and margin where available	Estimate ROAS and business contribution

Weekly review table template

Week	Spend	Clicks	Valid Leads	Qualified Leads	Appointments	Sales / Revenue
Week 1	■____	____	____	____	____	■____
Week 2	■____	____	____	____	____	■____
Week 3	■____	____	____	____	____	■____
Week 4	■____	____	____	____	____	■____
Total	■1,50,000 planned	____	____	____	____	■____

16. Final Google Ads Blueprint

Strategic Area	Plan
Monthly budget	■1,50,000 media budget (planned average ■5,000/day)
Core acquisition	Four category-specific Search campaigns: Gold, Premium Gold/Diamond, Bridal, Silver/Fashion
Expansion	Performance Max when conversion tracking and assets/feed are ready
Conversion recovery	Remarketing to eligible visitors and category viewers
Geography	Mira Road plus validated nearby catchment; Presence targeting
Primary conversions	Qualified enquiry, appointment booking, verified ecommerce purchase if available
Optimization rule	Optimize to qualified leads, appointments and sales—not clicks alone
Reporting rule	Use real campaign data after launch; all estimates must be labelled as estimates

Strategic recommendation: Launch with tightly themed Search campaigns and accurate local landing pages. Because the product price ranges vary substantially, report results separately by category. After 2–4 weeks, move budget toward the campaign groups that deliver qualified prospects and measurable sales—not necessarily the ones with the cheapest clicks.

Planning note: Search demand, CPCs, lead volume, and sales outcomes depend on auction competition, local search volume, product feed quality, website experience, pricing, reputation and follow-up. No performance result is guaranteed.