# META ADS STRATEGY
# JEWELLERY BRAND • MIRA ROAD

**Monthly Advertising Budget:** ■1,50,000

**Location:** Mira Road, Mumbai

**Categories:** Fashion, Silver, Gold, Diamond & Bridal Jewellery

30-DAY FULL-FUNNEL CAMPAIGN PLAN

DISCOVERY → PRODUCT INTEREST → QUALIFIED ENQUIRY → STORE APPOINTMENT → SALE

A performance marketing framework to build jewellery brand awareness, generate category-specific enquiries and convert local prospects into verified store sales.

# 1. Executive Summary

This strategy adapts the reference full-funnel Meta Ads framework to a jewellery business in Mira Road. It separates the customer journey by product category and purchase intent, with attention to qualification and in-store conversion for higher-value jewellery.

| Business Detail | Plan |
|---|---|
| Location | Mira Road, Mumbai |
| Monthly Budget | ■1,50,000 |
| Average Daily Budget | Approximately ■5,000 |
| Platforms | Facebook and Instagram |
| Primary Conversions | WhatsApp enquiry, lead form, call, appointment, confirmed purchase |
| Core KPI | Cost per qualified lead and verified sales revenue |

## Product price segments

| Category | Price Range | Recommended Conversion |
|---|---|---|
| Silver / Fashion Jewellery | ■999–■10,000 | Product enquiry or direct purchase |
| Gold Jewellery | ■25,000–■1,50,000+ | Enquiry and store visit |
| Premium Gold / Diamond | ■1,50,000–■5,00,000+ | Personal consultation / appointment |
| Bridal Jewellery | ■50,000–■5,00,000+ | Bridal consultation / store appointment |

# 2. Campaign Objectives

• Increase local awareness among jewellery shoppers in Mira Road and serviceable nearby areas.

• Generate product enquiries for silver, fashion, gold, premium diamond and bridal jewellery.

• Build trust through genuine product details, craftsmanship, customer feedback and store experience.

• Generate qualified WhatsApp conversations and store appointments.

• Track confirmed sales and revenue instead of optimising only for low-cost leads.

# 3. Target Audience & Personas

| Persona | Need / Motivation | Creative & CTA |
|---|---|---|
| Fashion Jewellery Shopper | Everyday styling, gifting and trend-led products. | Product Reels / carousel; Shop or WhatsApp |
| Gold Jewellery Buyer | Family occasions, gifting, daily wear and traditional designs. | Design details and purity information; Enquire / Visit Store |
| Premium Diamond Buyer | Confidence, craftsmanship, certification information and service. | Premium close-ups; Book a consultation |
| Bridal Jewellery Buyer | Wedding jewellery, family decision-making and styling support. | Bridal sets and collection previews; Book bridal appointment |

## Geographic and audience approach

• Start with Mira Road and test nearby serviceable areas such as Bhayandar, Dahisar and Borivali.

• Test broad adult audiences against relevant jewellery, bridal, fashion and gifting interests where available.

• Build eligible warm audiences from social engagement, video views, website visits and catalogue interactions.

• Use lookalikes only when enough high-quality customer or purchaser data is available and eligible.

# 4. Full-Funnel Budget Allocation

| Funnel Stage | Budget | Share | Average / Day | Role |
|---|---|---|---|---|
| TOFU — Awareness | ■37,500 | 25% | ■1,250 | Reach and video views |
| MOFU — Consideration | ■45,000 | 30% | ■1,500 | Engagement and qualified traffic |
| BOFU — Conversion | ■67,500 | 45% | ■2,250 | Leads, WhatsApp and purchases |
| TOTAL | ■1,50,000 | 100% | ■5,000 | Full-funnel activity |

### TOFU — Awareness

Use jewellery Reels, bridal sets, gold jewellery showcases, diamond close-ups and fashion jewellery styling videos to introduce the brand.

### MOFU — Consideration

Use product details, craftsmanship, genuine customer feedback, collection information and store experience to build confidence.

### BOFU — Conversion

Use WhatsApp enquiries, instant forms, product-specific offers where genuine, appointment invitations and retargeting for eligible high-intent audiences.

Budget is a starting allocation, not a guaranteed result. Consolidate ad sets if audiences are too small to spend efficiently.

# 5. Product-Specific Campaign Architecture

| Campaign | Creative Direction | Conversion Action |
|---|---|---|
| Silver / Fashion | Everyday styling, new arrivals, gift ideas, product carousel. | WhatsApp or online purchase |
| Gold Jewellery | Traditional designs, occasion styling, accurate purity and price details. | Enquiry and store visit |
| Premium Gold / Diamond | Premium close-ups, craftsmanship, relevant certification details and personalised service. | Private consultation |
| Bridal Jewellery | Bridal sets, wedding looks, collection preview and styling guidance. | Bridal appointment |

## Suggested campaign setup

• Campaign 1: Awareness / video views — broad local audience and category-led creative.

• Campaign 2: Consideration — engagement or traffic to relevant collection pages.

• Campaign 3: Leads / WhatsApp — category-specific enquiries and appointment generation.

• Campaign 4: Retargeting — eligible engaged users and website/product visitors.

• Keep categories separated where this improves budget control and lead qualification; avoid too many low-budget ad sets.

# 6. Sample Ad Copy

## Ad A — Silver / Fashion Jewellery

Elevate your everyday style with jewellery that makes every look special. Explore our latest collection and find your next favourite piece.

**CTA:** Send WhatsApp Message

## Ad B — Gold Jewellery

Discover gold jewellery for celebrations, gifting and timeless style. Explore available designs and contact our team for product details and a store visit.

**CTA:** Enquire Now

## Ad C — Premium Gold / Diamond

Discover a premium jewellery collection crafted for memorable moments. Request collection details and arrange a personalised viewing at our Mira Road store.

**CTA:** Book Appointment

## Ad D — Bridal Jewellery

Your bridal look deserves thoughtful selection. Explore bridal jewellery designs, discuss your occasion and book a personalised collection consultation.

**CTA:** Book Bridal Consultation

Use accurate claims for product availability, purity, certification, pricing and offers. Only advertise discounts that are genuinely available.

# 7. Creative Strategy

| Creative Type | Purpose | Execution |
|---|---|---|
| Product Reel | Reach and discovery | 9:16 vertical, clear first frame, close-ups and styling |
| Product Carousel | Consideration | Multiple angles, product names and useful details |
| Craftsmanship Video | Trust | Show details and process accurately |
| Customer Review | Confidence | Use genuine reviews with permission |
| Bridal Collection | Qualified appointments | Show coordinated sets and appointment CTA |
| Store Walkthrough | Local intent | Show actual store, location and experience |

## Creative principles

• Use high-resolution, real product imagery and consistent premium branding.

• Show scale, finishing, wearability and design details.

• Use price qualification when helpful for premium leads, without making every creative price-led.

• Avoid misleading product claims, fake urgency, fabricated testimonials or inaccurate discounts.

# 8. Landing Page & Lead Qualification

## Suggested collection pages

• /collections/fashion-jewellery/

• /collections/gold-jewellery/

• /collections/diamond-jewellery/

• /collections/bridal-jewellery/

• /contact/ or a dedicated Mira Road appointment page

## Landing-page structure

• Hero visual and collection headline

• Featured products and accurate price details or enquiry option

• Applicable purity, certification and product information

• Store location, contact details and genuine reviews

• FAQs plus WhatsApp and appointment CTAs

## Lead form fields

• Name and phone number

• Jewellery category

• Approximate budget

• Purchase occasion and timeline

• Preferred contact method

# 9. Retargeting Strategy

## Warm audiences

• Instagram and Facebook engagers from a suitable recent window.

• Video viewers who watched a meaningful portion of the creative.

• Website and collection-page visitors.

• Catalogue/product viewers and incomplete enquiry forms, where supported.

## High-intent audiences

• Visitors to specific gold, diamond or bridal pages.

• People who initiated contact but have not yet booked, where appropriate.

• Qualified leads who have not completed a store appointment.

Activate retargeting only when the eligible audience is large enough to deliver efficiently. Exclude recent purchasers from acquisition ads where appropriate, while allowing relevant new-collection messaging.

# 10. Tracking & Attribution

| Event | Trigger | Purpose |
|---|---|---|
| PageView | Website page loads | Traffic measurement |
| ViewContent | Collection/product viewed | Product interest |
| Contact | WhatsApp or phone click | Contact intent |
| Lead | Enquiry form successfully submitted | Lead measurement |
| Schedule | Appointment booked, if correctly implemented | Appointment measurement |
| Purchase | Confirmed purchase | Revenue and sales |

• Install and test Meta Pixel; implement Conversions API where feasible with event deduplication.

• Verify events in Events Manager before scaling campaigns.

• Use UTM parameters to connect campaigns, ad sets and creatives to CRM records.

• Use consent-appropriate tracking and avoid sending unnecessary personal information.

# 11. Lead Management & Sales Follow-Up

| Stage | Action |
|---|---|
| NEW | Capture enquiry and campaign source |
| CONTACTED | Respond through preferred channel |
| QUALIFIED | Confirm category, budget, occasion and timeline |
| PRODUCT SHORTLISTED | Share relevant designs and accurate details |
| APPOINTMENT BOOKED | Schedule store visit or bridal consultation |
| STORE VISIT | Record attendance and customer interest |
| PURCHASE / FOLLOW-UP | Record sale value or respectful follow-up |

Aim to respond within 5–15 minutes during staffed business hours where operationally possible. Track actual sales and revenue—not just conversation volume.

# 12. 30-Day Launch Roadmap

| Period | Actions |
|---|---|
| Days 1–3 | Audit account, tracking, WhatsApp, website, catalogue and conversion events. |
| Days 4–7 | Launch awareness, consideration and lead campaigns with category-specific creatives. |
| Days 8–10 | Review delivery, engagement, landing-page visits and event tracking. |
| Days 11–15 | Evaluate lead quality, budget fit, product interest and response speed. |
| Days 16–20 | Test new hooks, Reels, carousel designs and audience variations. |
| Days 21–25 | Improve retargeting where audience volume permits; refine category budgets. |
| Days 26–30 | Review qualified leads, appointments, confirmed sales, revenue and next-month priorities. |

# 13. Performance Dashboard

| Stage | KPIs |
|---|---|
| Awareness | Reach, impressions, CPM, video views |
| Engagement | CTR, saves, shares, profile visits |
| Traffic | Landing-page views, CPC, product-page views |
| Leads | Leads, WhatsApp conversations, cost per lead |
| Quality | Qualified leads, budget fit, appointment rate |
| Sales | Store visits, purchases, revenue, ROAS, customer acquisition cost |

## Optimisation rules

• High reach but low engagement: improve hooks and first frames.

• Clicks but few page views: check mobile speed and landing-page usability.

• Many enquiries but low qualification: improve budget/category questions and creative clarity.

• Qualified leads but few appointments: check follow-up, stock and scheduling.

• Appointments but few sales: review product fit, stock, store experience and sales feedback.

• Scale gradually only when qualified leads and verified sales justify additional spend.

## 14. Final Growth Blueprint

**DISCOVER** → Jewellery Reels and collection showcases

**EXPLORE** → Product details, designs and price ranges

**TRUST** → Craftsmanship, accurate information and genuine reviews

**ENQUIRE** → WhatsApp, lead form or call

**QUALIFY** → Budget, category and purchase occasion

**VISIT** → Mira Road store or bridal appointment

**PURCHASE** → Confirmed sale and recorded revenue

**Final recommendation:** Use fashion jewellery to attract product interest, gold jewellery to generate occasion-led enquiries, and premium diamond and bridal campaigns to acquire high-value customers through personalised consultations. Reallocate the ■1.5 lakh budget based on qualified leads and verified sales after the first 30 days.