JEWELLERY DIGITAL ADVERTISING STRATEGY

Mira Road, Mumbai | Google Ads + Meta Ads + Landing Page Plan

TOTAL AD BUDGET	TARGET LOCATION	PRODUCT RANGE
■1,50,000 Assumed monthly media budget	**Mira Road** Nearby areas only where relevant	**■999–■5,00,000+** Across product categories

Strategy objective

Generate qualified jewellery enquiries, WhatsApp conversations, phone calls and showroom appointments in Mira Road. Use Google Search to reach people actively searching for jewellery and Meta Ads to showcase collections, build consideration and re-engage interested audiences.

Planning assumption: ■1.5 lakh is treated as the monthly advertising media budget. Agency fees, creative production and website development are excluded. Confirm budget period before launch.

Prepared as a practical campaign plan based on the supplied TravelWithMe landing-page structure. Brand name, actual offers, store address, margins, product feed and customer reviews must be verified before publishing.

1. Reference Landing Page Analysis

The TravelWithMe page uses several conversion principles that can be adapted to jewellery marketing:

Reference page element	Jewellery adaptation
Urgency and early-bird slots	Promote genuine collection launches or time-limited offers only when accurate.
Destination cards and package prices	Create category cards for silver/fashion, gold, premium gold/diamond and bridal jewellery.
Free consultation form	Collect name, phone, product interest, budget range and preferred contact method.
Trip estimator	Offer a product finder or appointment form filtered by jewellery category and budget.
Reviews and guarantees	Show verified customer reviews, hallmark/certification details where applicable, and clear exchange/return policies.
WhatsApp support and strong CTA	Use clear buttons such as “Enquire on WhatsApp,” “Call Store” and “Book a Showroom Visit.”

Core recommendation

Do not treat the landing page as only a catalogue. Structure it to move visitors from product discovery to a qualified enquiry, appointment and purchase.

2. Business and Product Categories

Category	Price range	Audience / message
Silver / Fashion Jewellery	■999–■10,000	Gift shoppers, young adults and working professionals. Emphasize everyday styling, gifting and selected affordable designs.
Gold Jewellery	■25,000–■1,50,000+	Families, festive shoppers and wedding buyers. Emphasize designs, craftsmanship, transparent pricing and showroom appointments.
Premium Gold / Diamond	■1,50,000–■5,00,000+	Premium and special-occasion shoppers. Emphasize exclusive collections and personalized consultations.
Bridal Jewellery	■50,000–■5,00,000+	Brides-to-be and families. Emphasize bridal-set consultations and selections matched to budget.

The overall jewellery price range also includes products between ■25,000 and ■2,00,000 as supplied. Final category boundaries should match the store’s actual inventory.

3. Proposed Monthly Media Budget

Channel	Budget	Share	Purpose
Google Search Ads	■60,000	40%	Capture high-intent local searches, calls and enquiries.
Google Performance Max	■25,000	16.7%	Expand eligible Google reach; use only with suitable assets and conversion tracking.
Instagram / Facebook Ads	■45,000	30%	Product discovery, video/carousel creatives and lead generation.

Channel	Budget	Share	Purpose
Flexible remarketing reserve	■20,000	13.3%	Re-engage eligible visitors and engagers through the best-performing channel.
TOTAL	■1,50,000	100%	Assumed monthly media spend; excludes agency/production costs.

Implementation note: the remarketing reserve is flexible and must not be double-counted if remarketing is already included in channel budgets. Start with Search and Meta; scale Performance Max when tracking and product feed readiness support it.

4. Google Ads Campaign Structure

Campaign	Monthly budget	Example keyword themes	Primary goal
Gold Jewellery Search	■35,000	gold jewellery shop Mira Road; gold necklace showroom near me; gold jewellery designs and prices	Qualified enquiries, calls, store visits
Diamond / Premium	■15,000	diamond jewellery showroom Mira Road; premium diamond jewellery shop	High-value consultation leads
Bridal Jewellery	■10,000	bridal jewellery shop Mira Road; bridal gold necklace set; wedding jewellery collection	Bridal appointments
Silver / Fashion	■10,000	silver jewellery shop near me; fashion jewellery under ■5,000; jewellery gifts for women	Product enquiries / online sales
Performance Max	■25,000	Use product assets/feed if available; provide strong images, audience signals and verified conversions.	Incremental qualified conversions

Location and campaign settings

Setting	Recommendation
Location	Mira Road and relevant nearby areas; expand only when customer data supports it.
Location option	Where available, prioritize people present in or regularly in targeted locations for local store campaigns.
Language	English and Hindi; test Marathi if appropriate for customers.
Bidding	Use conversion-focused bidding only after conversion actions are correctly configured; begin with controlled testing.
Conversions	Track calls, WhatsApp clicks, lead submissions, confirmed appointments and purchases where possible.

Negative keyword ideas

Exclude irrelevant intent such as “jewellery jobs,” “jewellery design course” and “free jewellery.” Exclude “wholesale” or “repair” only if those services are not offered. Review search terms weekly before adding negatives.

5. Meta Ads Strategy

Ad format	Creative concept	Objective
Instagram Reels	Close-up product details, styling and new arrivals.	Awareness and engagement
Carousel	Show multiple designs within a similar budget or category.	Product discovery
Bridal video	Showcase bridal sets and invite shoppers to book an appointment.	Qualified leads
Click-to-WhatsApp	Invite customers to ask about designs, prices or availability.	Conversations and enquiries
Retargeting	Show relevant collections to eligible site visitors and social engagers.	Return visits and leads

Creative and offer guidance

Silver/fashion: gift sets, packaging or genuine offers on selected products.
Gold: new collections, transparent pricing and design consultations.
Diamond/premium: private collection previews and personalized consultations.
Bridal: bridal appointment campaigns and budget-based selection.

Use only verifiable offers, stock messages, ratings and testimonials. Jewellery prices, making charges and taxes can change; avoid misleading fixed-price promises.

6. Recommended Landing Page Structure

Section	Recommended content	CTA
Hero banner	“Discover Jewellery That Tells Your Story” with gold, diamond, silver and bridal visuals.	Explore Collection / Book a Visit
Shop by category	Four cards with accurate product ranges and genuine product images.	View Collection
Bridal feature	Wedding sets, consultation information and budget-led selection.	Book Bridal Consultation
Lead form	Name, phone, category, budget, preferred contact method and optional visit date.	Get a Consultation
Trust section	Verified reviews, actual store details, applicable hallmark/certification information, and transparent policies.	Call Store / WhatsApp
FAQ	Pricing, availability, store location, exchange/return policy, hallmark/certification and appointment process.	Ask a Question
Final CTA	Repeat the main benefit and contact options.	Book a Showroom Visit

Sample hero copy

Discover Your Perfect Jewellery
Explore timeless gold, dazzling diamond, elegant silver and beautiful bridal collections at Mira Road.

CTA: Explore Collection | Book a Store Visit

Lead form fields

Full name • Phone number • Jewellery category • Budget range • Preferred contact method (showroom visit / phone / WhatsApp) • Optional preferred date. Add a clear privacy notice and collect only information needed to respond.

7. Targeting and Conversion Funnel

Funnel stage	Execution
Awareness	Instagram Reels, product videos and category creatives.
Consideration	Google Search, product pages, accurate prices, reviews and store information.
Lead generation	WhatsApp enquiries, phone calls and consultation forms.
Conversion	Showroom appointment, product selection and completed purchase.

Audience approach

Use location targeting around Mira Road and relevant nearby areas. Consider separate campaigns for local fashion-jewellery shoppers and bridal/premium shoppers, who may travel farther. Use relevant shopping or gifting audience signals where available, but evaluate actual lead quality rather than relying on audience labels alone.

8. Measurement and Reporting

Metric	Illustrative planning range / action
Google Search CPC	■20–■100 as an initial planning assumption; validate with actual account data.
Landing-page conversion rate	3%–8% as a test range, not a guarantee.
Cost per lead	■500–■1,500 as a planning scenario, not a forecast.
Lead-to-appointment rate	Track actual performance by campaign and category.
Appointment-to-sale rate	Track completed sales and revenue with the store team.
ROAS	Attributed revenue ÷ ad spend; assess alongside gross margin and lead quality.

Conversion events to track

- Phone calls from ads and website
- WhatsApp clicks and qualified conversations
- Lead form submissions
- Confirmed showroom appointments
- Qualified leads by product category
- Completed purchases and attributed revenue

Scenario example: if ■1,50,000 generated leads at an average ■750 per lead, the result would be 200 leads. This is arithmetic only, not a performance promise, and assumes the full budget is spent on lead-generating activity.

9. 30-Day Implementation Roadmap

Period	Tasks
Days 1–7	Build/optimize landing page; configure conversion tracking; prepare product images, keyword lists and ad copy; launch Search and initial Meta ads.
Days 8–14	Review search terms, calls, WhatsApp leads and form quality; add relevant negatives; get feedback from the sales team.
Days 15–21	Test creative variations, refine location and lead forms, and launch eligible remarketing audiences.
Days 22–30	Compare qualified leads, showroom visits and purchases; shift budget toward profitable campaigns; prepare next-month report.

10. Final Recommendations and Assumptions

Prioritize Google Search for active buying intent, Meta Ads for visual discovery, and a landing page focused on consultations and showroom visits. Keep bridal/premium campaigns separate from lower-priced fashion jewellery to measure lead quality accurately.

Before launch, confirm:

1. Is ■1.5 lakh the monthly budget or the total campaign budget?
2. What is the jewellery brand name and exact store address?
3. Is there a website, online store or product catalogue?
4. What are the approximate gross margins and best-selling categories?
5. Which offers, reviews, certifications and exchange policies can be verified?

Important assumptions

This strategy assumes ■1,50,000 is a monthly advertising media budget. It excludes agency fees, creative production and website development. Benchmarks are illustrative and must be validated

against real campaign performance. Do not publish invented testimonials, unverified scarcity claims or unconfirmed offers.