



# Marketing Strategy

[www.creativesharks.in](http://www.creativesharks.in)

# Prerequisites & Competitor Analysis

BEFORE RUNNING CAMPAIGNS

## Prerequisites

### Access

- Facebook Ad account access with google analytics to track previous customers and basic analysis
- Facebook & Instagram page access
- Backend access for website and app

## Competitor Analysis

### Analysis and Reserach

- Competitor analysis is my first thing to do before starting a plan of action
- To know what others are doing and how we can be out of the box is too important
- Be it packaging, review analysis, ads analysis, SEO keywords anaylsis, etc

### DATA

- Product/ Store Information
- Product videos and Images
- Logo's PNG file
- Sales Data for past 2 years

### Tools Used

- Offline and Online Research
- Google Trendz
- Facebook ad library
- Semrush
- Quick Search



# Instagram :

OUT OF THE BOX

## Trendsetting

### Challenge

- Creating challenges with the help of Influencer and Bloggers
- Setting up trend for the ongoing brand Repo

## Hashtag game strong!

### Creating a hype

- Through polls IG reels and post competition
- There are n no of ways these days to create the same
- We need a creative team and lots of experimentation

### Utilizing Songs and trends

- Instagram is a hyper active platform we can monitor on daily trends and this can help boost the product without much investment

### Catchy Creative Vedios/images

Its not only the food that attracts but the making that do.  
We often just see cooking videos and those are so mouth watering that people tend to order  
We need to utilize our videos in that area



# Marketing Tools used:

**FB/Google Ads**

**Semrush/Neil Patel**

**Google Keyword**

**GTM**

**DV360**

**Youtube /Linkedin**

**Mailchimp/Omnisend/Sender**

**Instagram**

**Ads Library**

**Google Search**

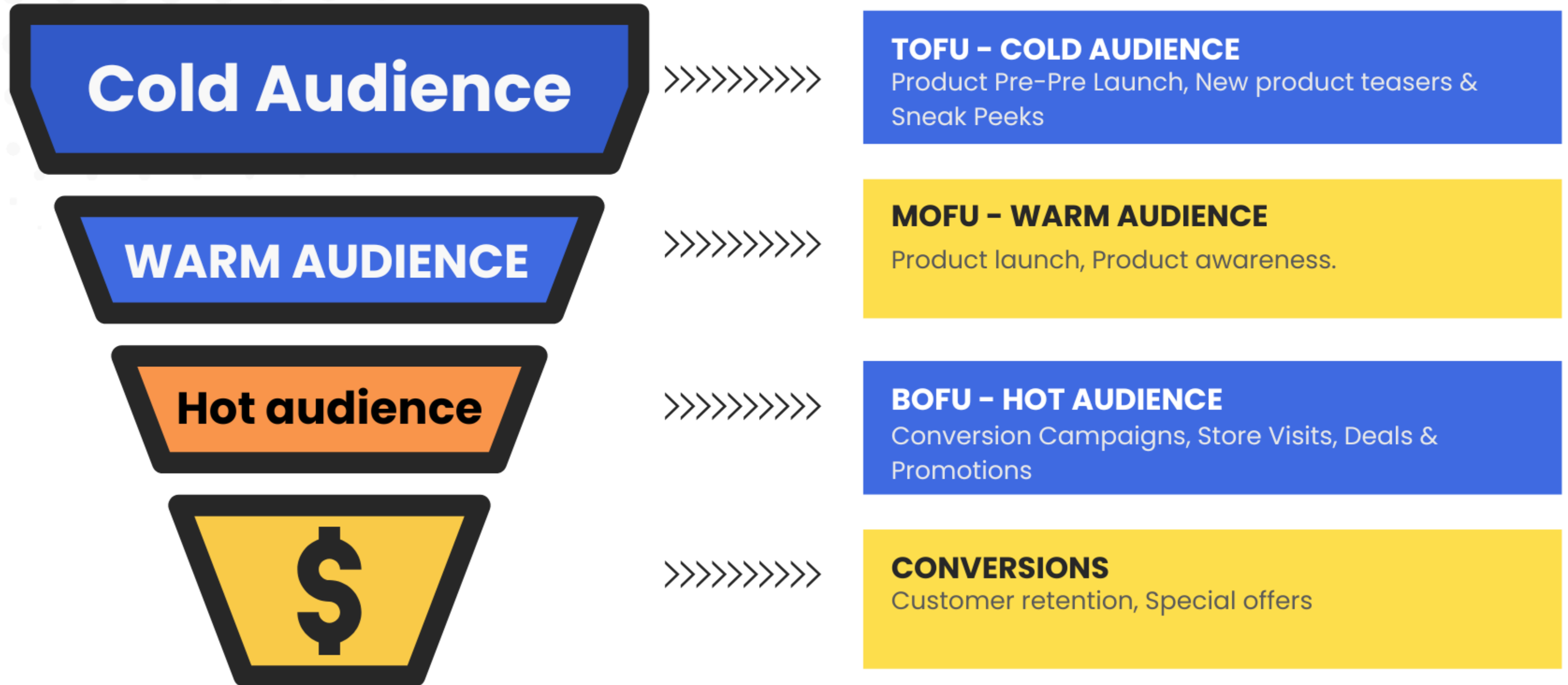
**Keyword planner**

**Some automation softwares for IG**

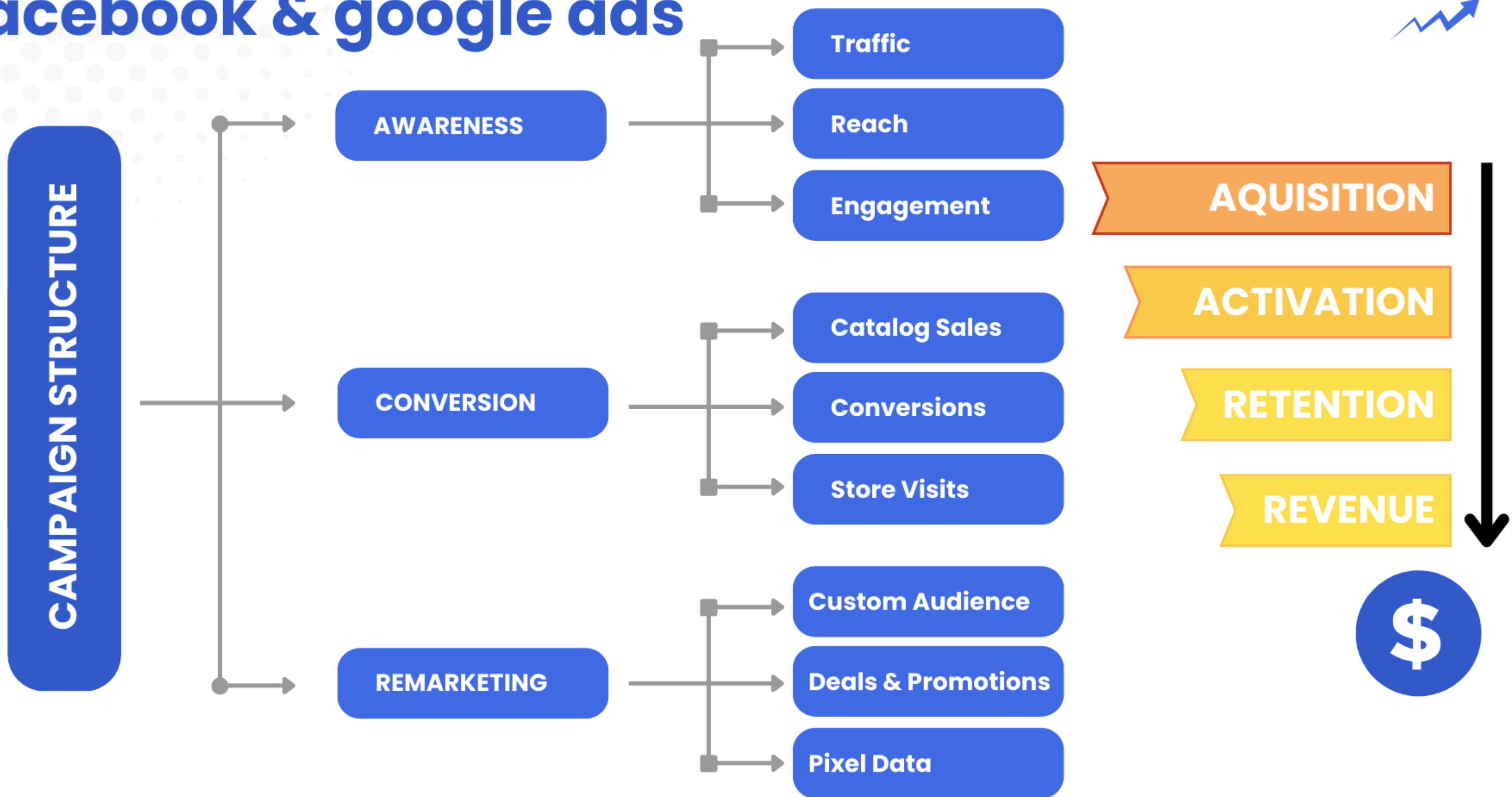
**etc..**



# Advanced Funnel



# Facebook & google ads



# Objective of the pyramid

- The purpose of dividing our campaigns into 3 segments is to make sure that our audience doesn't leave our marketing funnel
- If they leave, then getting them back would be costly for us



**145%**  
GROWTH



**50%**  
PERCENTAGE



# WHY ME?

WHAT'S DIFFERENT

## Creatives:

### ■ Images:

Our creative will focus on

- 1) Usage of **AIDA** Framework (Grabbing attention --> Creating Interest --> Enhancing the Desire --> Generating action)
- 2) VIDEO Ads - assets introduction of the brand within the first three seconds, and the promotions for the new burgers will be highlighted in the first five seconds.
- 3) Finding **psychology** of customers and **Reindexing** accordingly resulting in 15% higher returns on Ad spent



## Campaigns Optimization:



### ■ Ads:

Our Ads will focus on

1) 3M Techniques(Message - Market - Match)

Delivering the compact message to the evaluated market base on Demographics Interests and Psychology of Market to match the needs and create a want.(through through case study and years of experience)

2) 40-40-20 Rule - 40% ability to identify and target customers, 40% irresistible offer and relevancy, 20% optimizing through Ad copy(Images, Video, Design)

3) Retargeted ads to people who engaged with Mc Donald's Facebook Page in the previous six months and testing for various interests, such as entertainment and shopping, to find the best-performing one.

4) Generating Desktop and mobile-optimized video ads



## ■ Placements:

Our team will focus on



1) Automated placements for Retargeting Campaigns.

2) Manual Placements:

Most of this would be used to engage Cold audience (people who don't know about the brand or doesn't have the need of the product)

- Facebook and Instagram Feeds - Usage due to higher CTR and lower CPC (Instagram however has only mobile feeds)
- Instagram Explore - more than 50% of accounts use explore to find new brand.
- Instagram and Facebook Stories - best way for engagement and retarget by 15 Sec videos with various CTA buttons.
- Facebook Instant article- Less expensive, 10 times faster loading and maximum impressions.
- Apps - allows us to magnify reach with lower CPC, CPM and CPL





# TOTAL Budget Distribution (Monthly)

**1 Lakh**  
INR

PPC/Online

1,00,000 Lakh



**1,00,000**  
INR

**AWARENESS**

**40% of Total  
(40,000)**

**Campaigns Target:**

- Brand Awareness
- Reach
- Recall

**Purpose:**

- To just see who is interested
- aware about the product

**Ads Content:**

- Video

**Ad Objective:**

- Video Views

**Targeting:**

- Interest, demographics
- TYPES:**
- Lookalike audience
  - Broad targeting(India)

**Advantages:**

- Low cost (CTR)
- Higher Reach (Cold Audience)

**CONVERSION**

**30% of Total  
(30,000)**

**Campaigns Target:**

- Create Desire
- Sales

**Purpose:**

- To Funnel out Target Customer and convert

**Ads Content:**

- Video & Image
- Catalogue
- Single image

**Ad Objective:**

- Conversion
- Revenue

**Targeting:**

- Lookalike audience
- Custom audience (Previous customer data, Audience from Remarketing)

**Advantages:**

- Higher cost (CTR)
- CBO (Campaign budget optimization)

**REMARKETING**

**30% of Total  
(30,000)**

**Campaigns Target:**

- Retargeting
- Retention

**Purpose:**

- To touch brand's customers and bringing conversions

**Ads Content:**

- Video & Image
- Catalogue

**Ad Objective:**

- Conversion

**Targeting:**

- Custom audience (Who have seen the awareness ads for more than 3 sec, Facebook page,)

**Advantages:**

- Higher cost (CTR)
- Hot Audience

# Influencer Content Must have

## WHAT WILL BE DONE

Great content isn't an accident; it comes by deliberately seeking the intersection of three equally important elements:

**AUDIENCE NEEDS, WANTS, DESIRES** • Things they can use or be amused by

**INFLUENCERS' POINT OF VIEW** • The attitude, beliefs, convictions and interests that make your influencers interesting to their audiences

**BRAND STORY** • The special qualities of your brand that give it a unique position in the mind of customer

## Facts time:

90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text.

"74% of consumers rely on social media to inform their purchasing decisions" - OMD Group



# Our Values

- Loyalty
- Smartwork
- Trust
- Ambition



# Thank You

FOR YOUR ATTENTION

