

XYZ Jewels – Digital Marketing Strategy (Demo)

RestonDev – Represented by (executive name)

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Date: 21/06/2025

Client Type: Jewellery Brand (Retail + Online)

Monthly Budget: ₹50,000

Prepared by: RestonDev Digital Agency

Year: 2025

Business Objective:

- Increase **online sales** by 60% in 3 months
 - Boost **Instagram engagement** by 200%
 - Generate **qualified leads for custom jewellery orders**
 - Build **local SEO presence** (Google Maps + organic ranking)
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Target Audience:

Segment	Details
Age	24–50
Gender	80% Female, 20% Male (gift buyers)
Location	Metro Cities (Kolkata, Delhi, Mumbai, Bangalore)
Behaviour	Wedding shoppers, festive buyers, fashion enthusiasts

Strategy Pillars

1. Brand Visibility (Top of Funnel)

- **Content Types:**
 - Reels on styling tips, behind-the-scenes of jewellery making
 - Carousel posts on gemstone facts, heritage designs
 - Pinterest pins for bridal inspiration
- **Tools:**
 - Canva Pro, Buffer, ChatGPT (for idea drafts)

2. Lead Generation (Middle Funnel)

- **Landing Page:**
 - Custom form for “Free Jewellery Design Consultation”
 - WhatsApp integration + Pixel Tracking
- **Offer Hooks:**

- ₹500 OFF First Purchase
- Free Shipping + Return Policy Banner

3. Conversion (Bottom Funnel)

- **Retargeting Ads** (Meta + Google Display)
- **Cart Recovery Email Flow** (3-step automation)
- **Testimonials, UGC (User-Generated Content)**



Budget Allocation (₹50,000/month)

Channel	Allocation	Notes
Meta Ads (IG + FB)	₹20,000	Video + Catalog ads targeting wedding + gift shoppers
Google Ads (Search + Shopping)	₹10,000	Targeting “buy gold rings”, “bridal jewellery sets”
Content Creation	₹7,500	Reels, stories, banners, festive campaigns
Email + WhatsApp Marketing	₹5,000	Monthly flows for leads and retargeting
SEO & Blog Content	₹5,000	2 blogs/month (e.g., “Top Engagement Ring Styles 2025”)
Tools & Analytics	₹2,500	Buffer, Canva, Meta Pixel, Google Analytics GA4

KPIs & Goals (Monthly)

Metric	Target
Website Visits	10,000+
Lead Form Submissions	250+
Add to Cart Events	700+
ROAS	3x minimum
Instagram Reach	80K–100K
Email Open Rate	35–40%

Tools to Use:

- Google Analytics GA4
 - Meta Ads Manager
 - Shopify / WooCommerce (whichever they're using)
 - Mailchimp or Moosend
 - WhatsApp Business API
 - Ubersuggest for SEO
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30-Day Campaign Sample Plan


Week	Activities
Week 1	Campaign Launch + Festive Offers (Reels + Ads)
Week 2	Blog Post: “Jewellery Trends 2025” + Newsletter
Week 3	Ad Retargeting + Testimonials Campaign
Week 4	WhatsApp Offer Broadcast + Monthly KPI Review



CTA

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