



# PERFORMANCE MARKETING PROPOSAL



---

# ABOUT US

Creative Draft Co is a full-service digital marketing agency that specialises in driving measurable results for businesses through data-driven strategies. Our services include social media management, performance marketing, UGC content creation, and an in-house production team for shoots. We are dedicated to helping brands grow and achieve their objectives in the competitive digital space. With a client-first approach, we focus on delivering effective campaigns that translate into real results.

---

# WHAT IS PERFORMANCE MARKETING?

Performance marketing is a strategic, results-oriented approach where advertisers only pay when specific actions such as clicks, leads, or conversions are completed. This allows businesses to optimize their marketing spend by tracking and measuring the performance of each campaign in real-time. Unlike traditional marketing, which focuses on impressions, performance marketing is driven by clear, measurable outcomes

At Creative Draft Co, we specialize in two key types of performance marketing: Meta Ads and Google Ads. Meta Ads focus on platforms like Facebook and Instagram, leveraging detailed audience segmentation to target users based on interests and behaviors. Google Ads, on the other hand, allow businesses to capture intent-driven users through search ads, video ads on YouTube, and display ads across a wide range of websites. Together, these platforms offer a comprehensive approach to reaching potential customers and driving results.

---

# META ADS:

Meta Ads, encompassing Facebook and Instagram, allow businesses to reach a highly targeted audience through visually compelling ad placements. Meta Ads are versatile and can be designed to meet a range of objectives including brand awareness, engagement, website traffic, and direct sales. With advanced targeting options, Meta Ads enable you to segment audiences based on demographic data, interests, and online behavior.

At Creative Draft Co, we manage all aspects of your Meta Ads campaigns. From ad creation and audience targeting to optimization and performance analysis, our team ensures that your ads reach the right audience and deliver meaningful results. We focus on creating ads that resonate with users and align with your brand's messaging and objectives.

---

# AD MANAGEMENT FEATURES

- Target Audience Setup: Leveraging Meta's advanced targeting options to segment your audience based on demographics, interests, and behaviours.
- A/B Testing: Implementation of A/B testing for ad creatives and copy to identify what resonates best with your audience and optimize performance.
- Custom Conversions & Pixel Setup: Installation and setup of the Facebook Pixel to track website traffic, and conversions, and gather valuable data for retargeting.
- Campaign Optimization: Regular monitoring and optimization of ad performance, including click-through rate (CTR), conversion rate (CR), and cost per click (CPC) to maximize ROI.
- Ad Budget Management: Effective allocation and management of the ad budget to ensure the best return on investment (ROI)

# TECHNICAL ASPECTS:

- **Event Tracking:** Setup of key events (like add to cart, purchases, lead form submissions) on your website through the Meta pixel.
- **Lookalike Audiences:** Use of data-driven insights to create lookalike audiences, enhancing the likelihood of reaching high-quality leads.
- **Retargeting Campaigns:** Retarget visitors who interacted with the website but did not convert by showing them tailored ads.
- **Detailed Analytics Reporting:** Monthly reports highlighting key metrics such as reach, impressions, conversions, and overall ad performance.

# OUR APPROACH TO META ADS & EXPECTED ROAS

## TIMEFRAME: A MINIMUM OF 90 DAYS

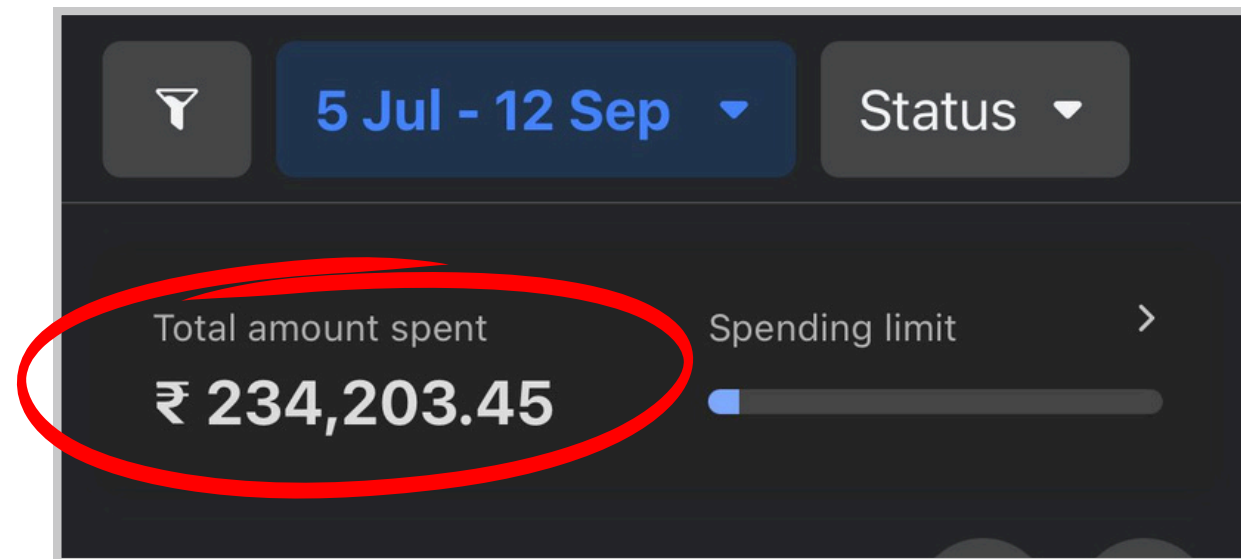
### First 30 Days: Gathering Data & Initial Insights

- During the first month, our primary focus will be on testing various combinations of products, ad creatives, audiences, and demographics to build a data-driven foundation.
- Strategy: Conduct multiple A/B tests to explore different audience segments and creative approaches.
- Expected Results: As this is a learning phase, the projected ROAS is approximately 1-1.5. For a monthly ad spend of ₹1,00,000, we expect sales revenue to ₹1,50,000

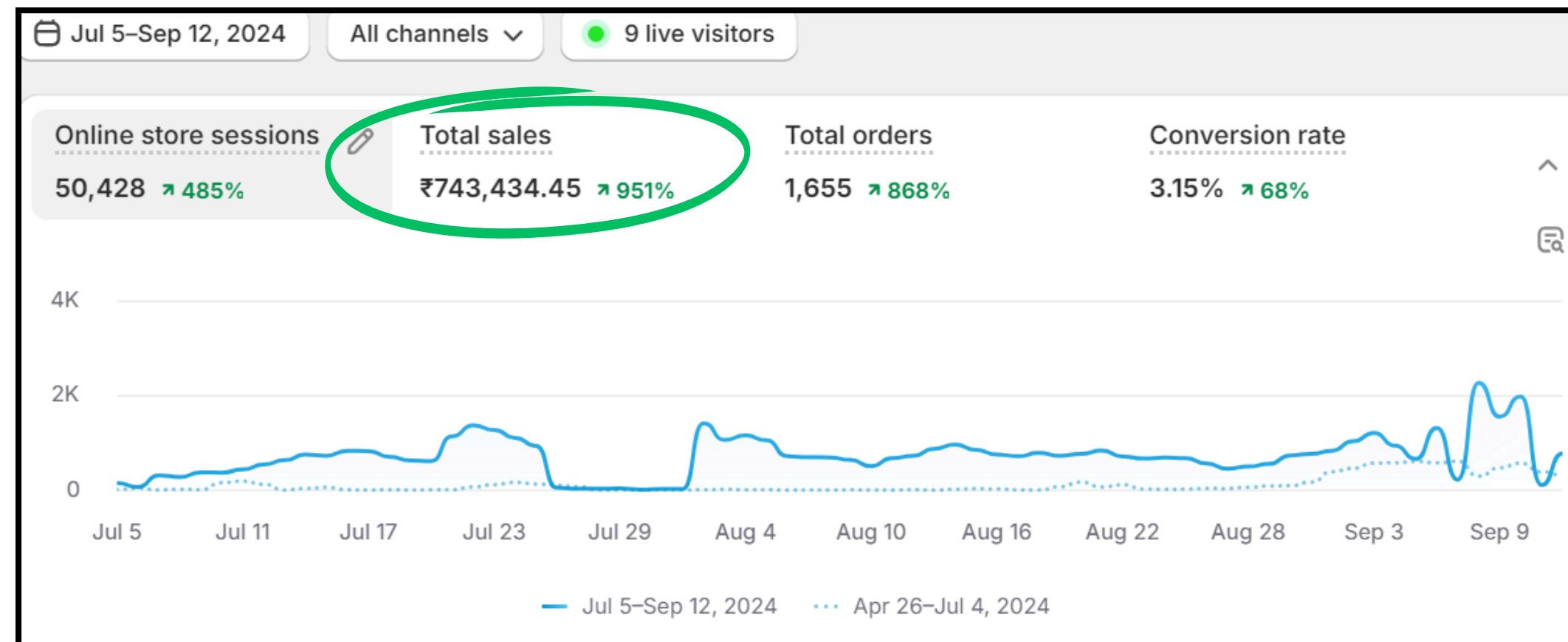
### Next 60 Days: Scaling & Optimizing

- With initial data now available, we will begin optimizing campaigns based on high-performing ad sets and audiences.
- Strategy: Focus on scaling the best-performing ad creatives while discontinuing underperforming ones. We'll also refine audience targeting, placements, and bidding strategies for efficiency.
- Expected Results: After optimization, we anticipate the ROAS to increase to around 2-3. With the same ad spend of ₹1,00,000, this should result in revenue ranging from ₹2,00,000 to ₹3,00,000

# PREVIOUS RESULTS

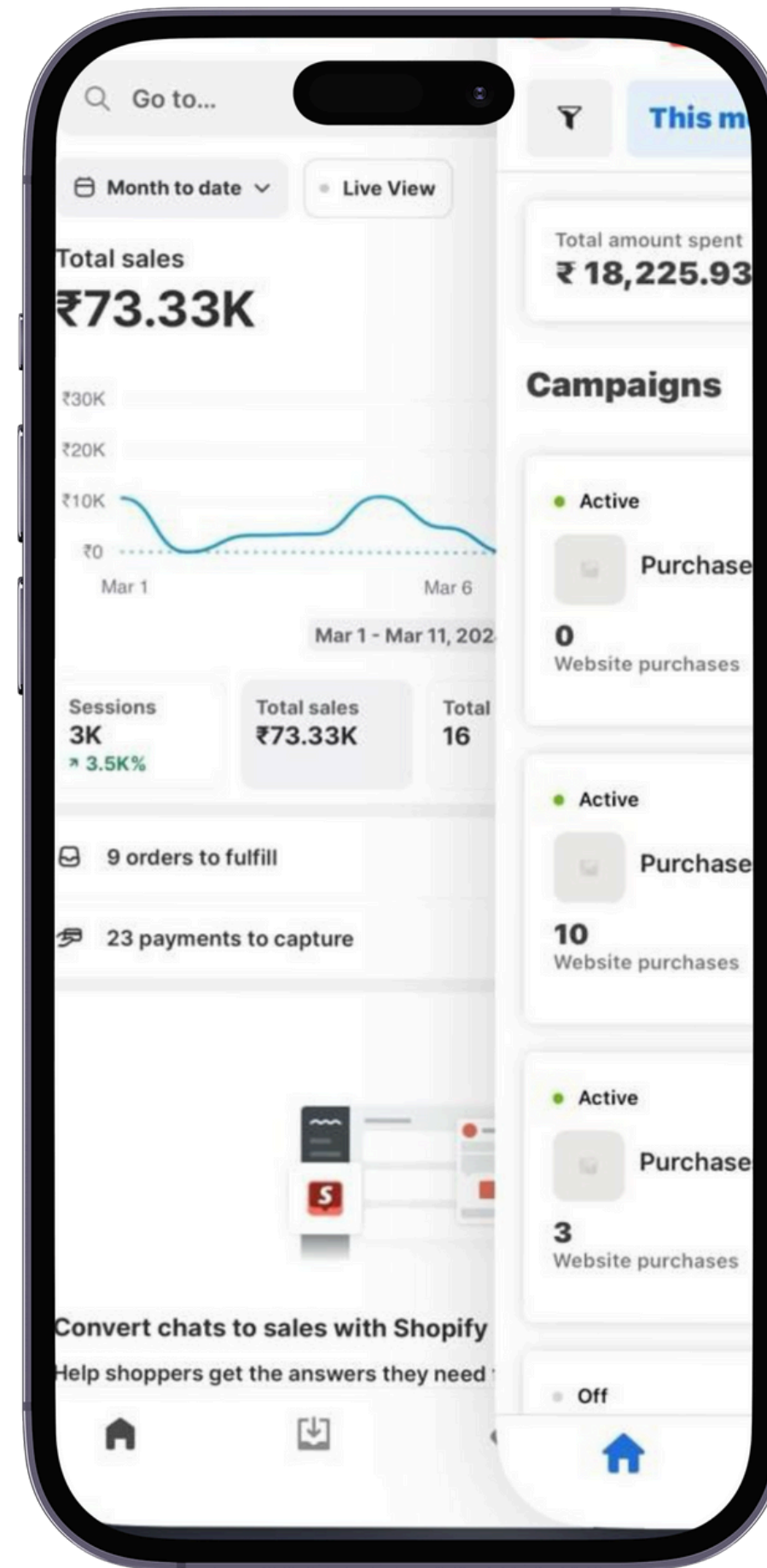
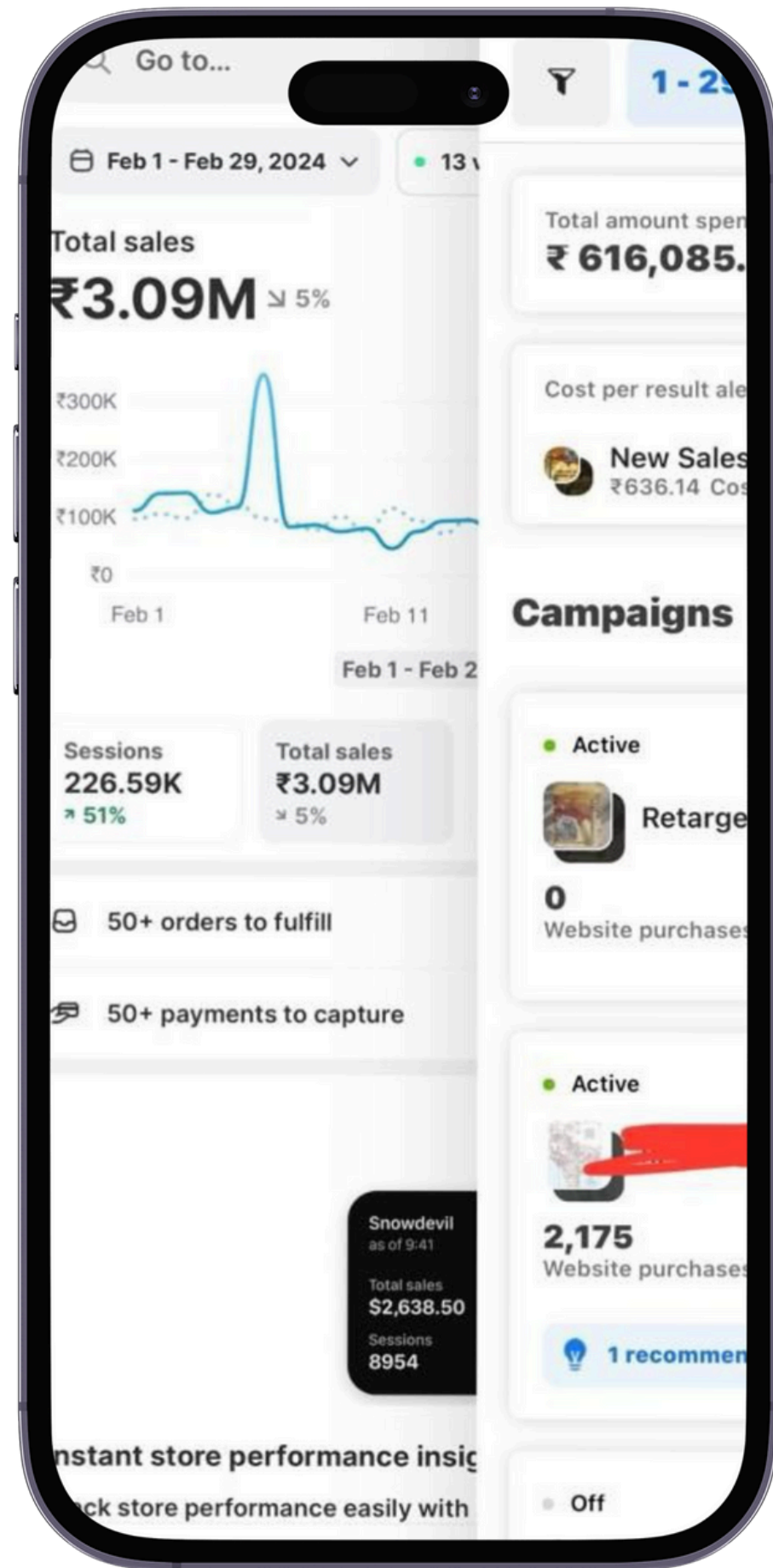


ROAS OF 3.1 X  
IN 2 MONTHS



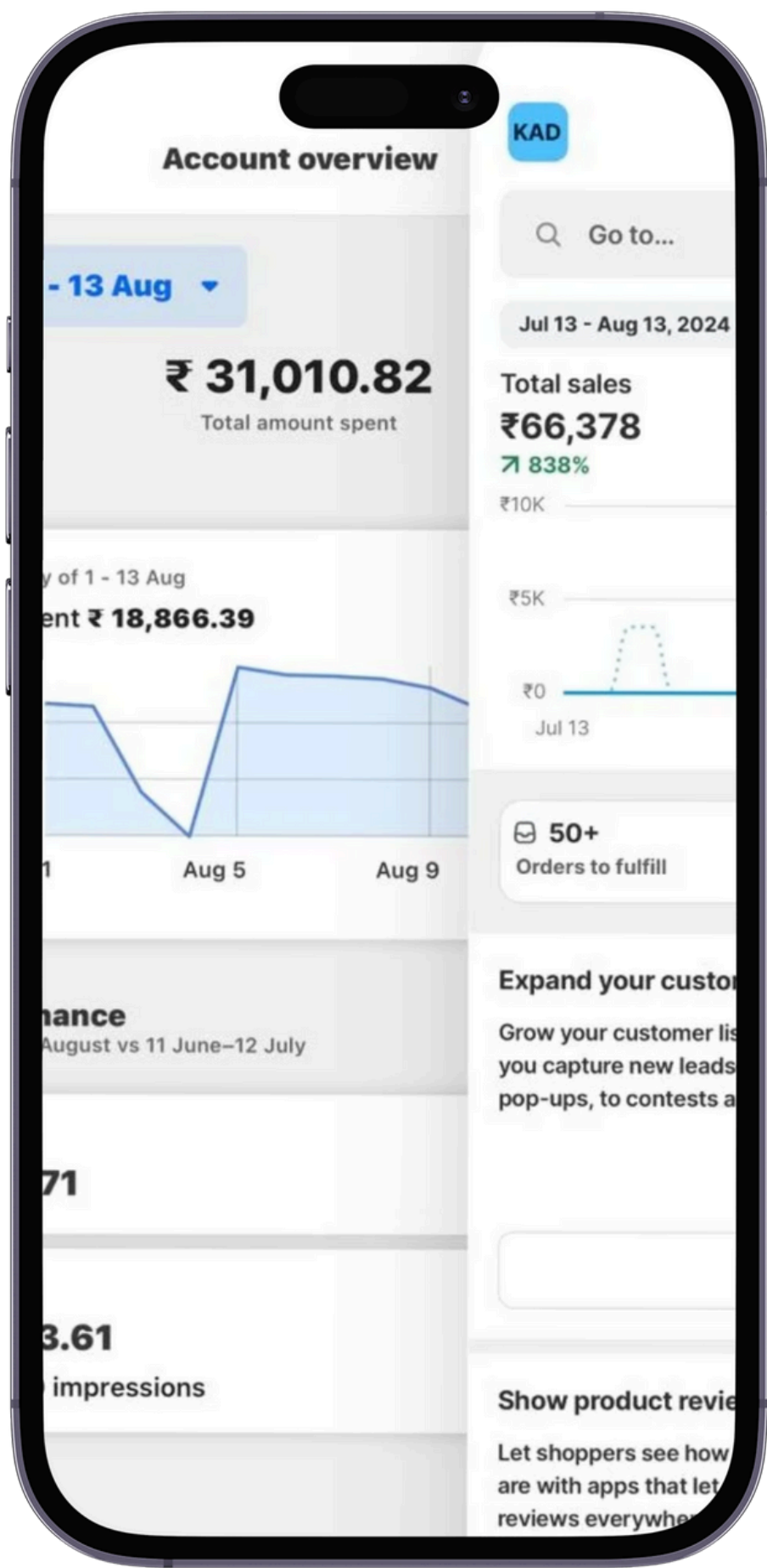
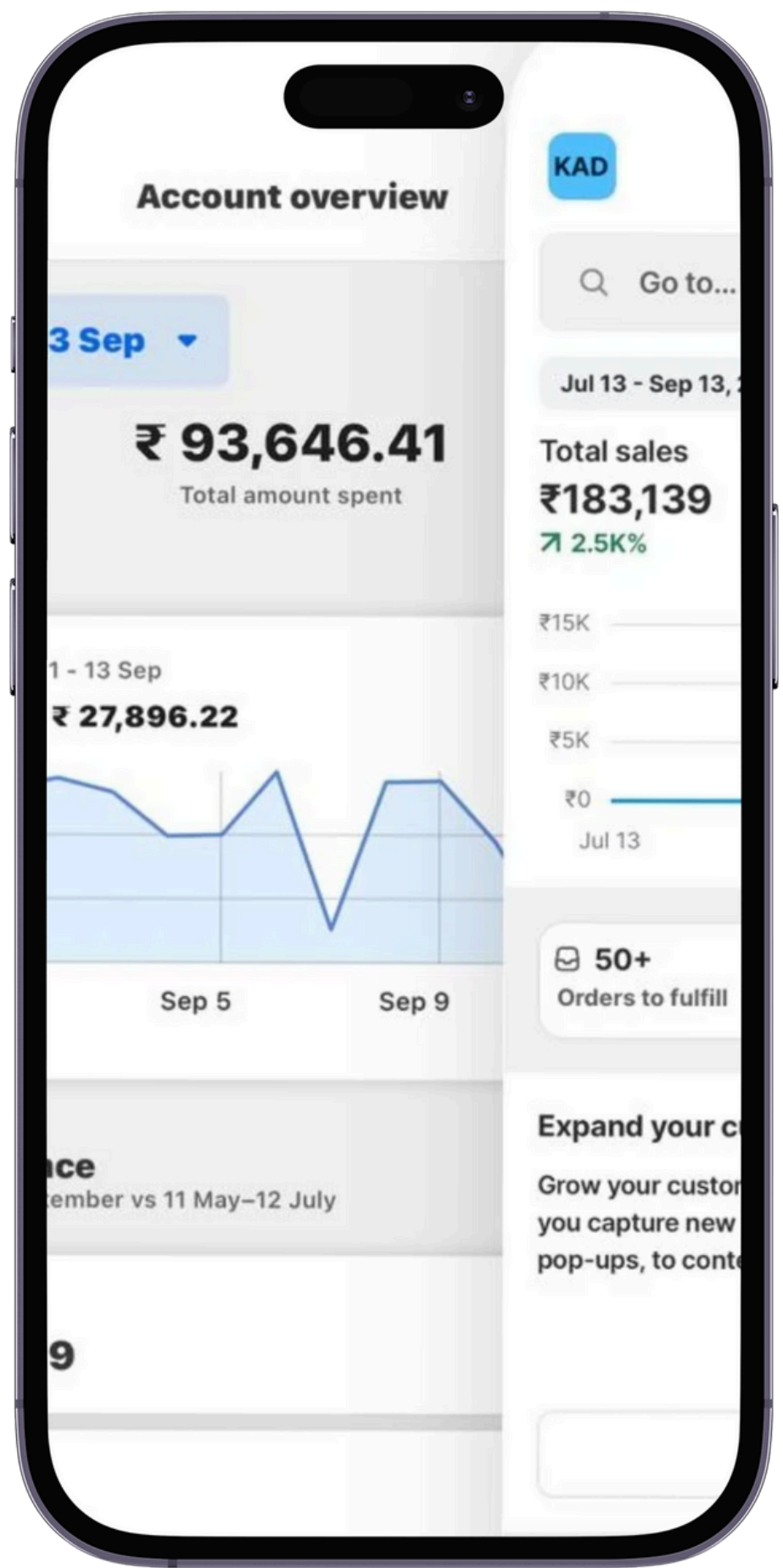


ROAS OF  
4.88X IN  
1 MONTH

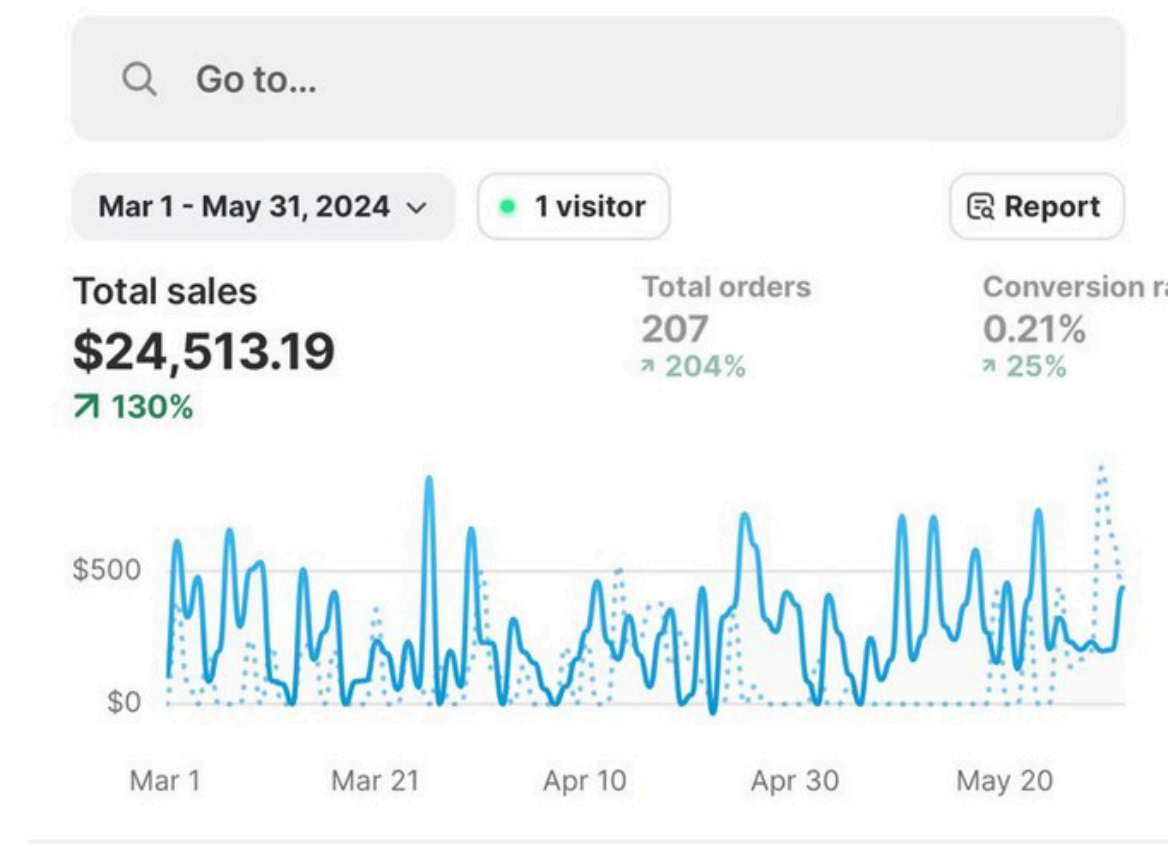
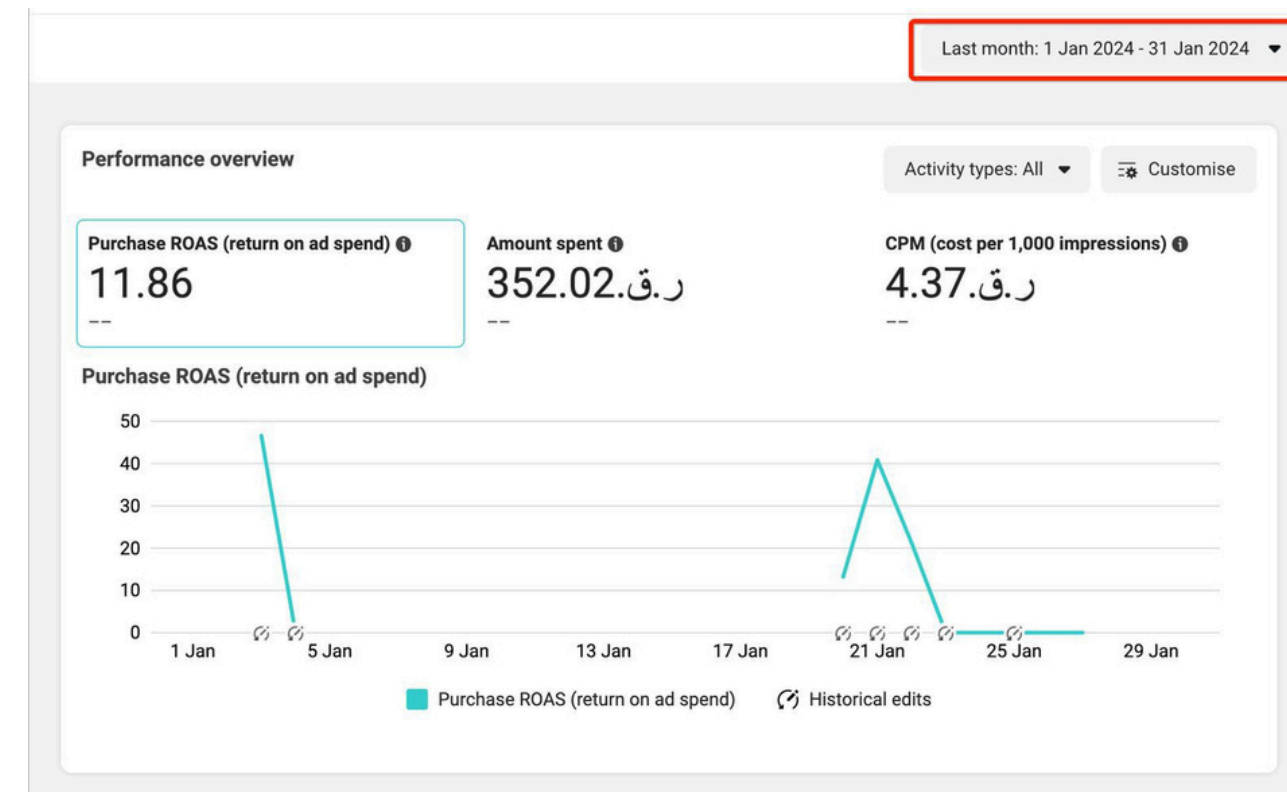
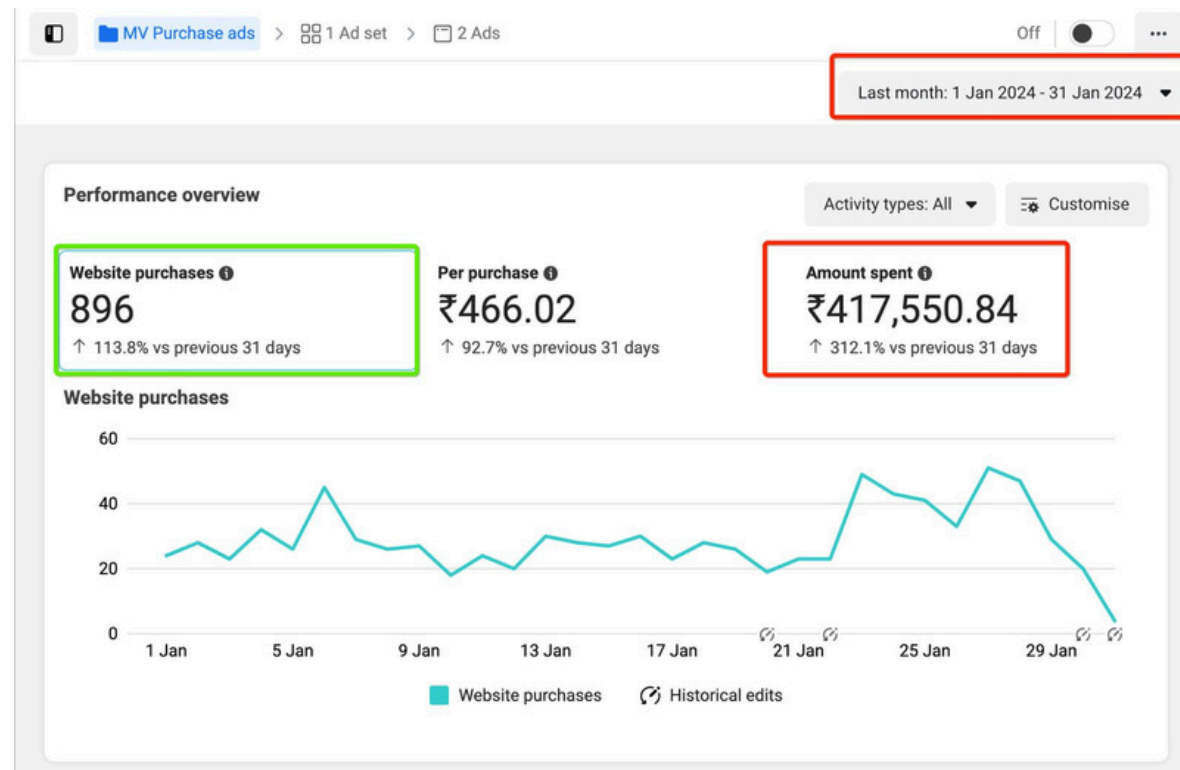


ROAS OF  
4x IN  
1 MONTH

ROAS OF  
2X IN  
2 MONTHS



ROAS OF  
2.2X IN  
1 MONTH



Go to...

May 1 - Jul 31, 2024

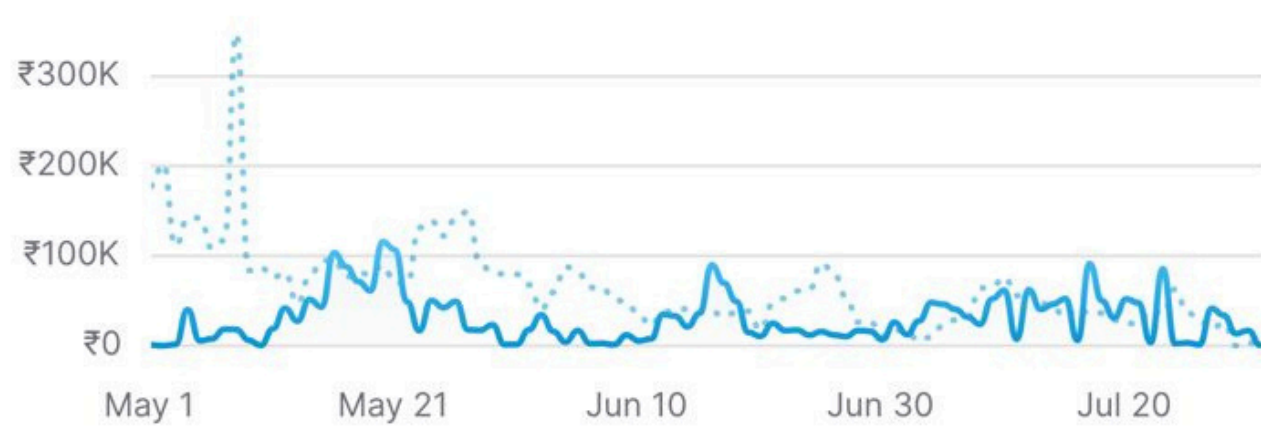
2 visitors

Report

Total sales  
**₹2,780,512**  
↘ 53%

Total orders  
**4.79K**  
↘ 14%

Conversion r:  
**2.22%**  
↗ 585%



Go to...

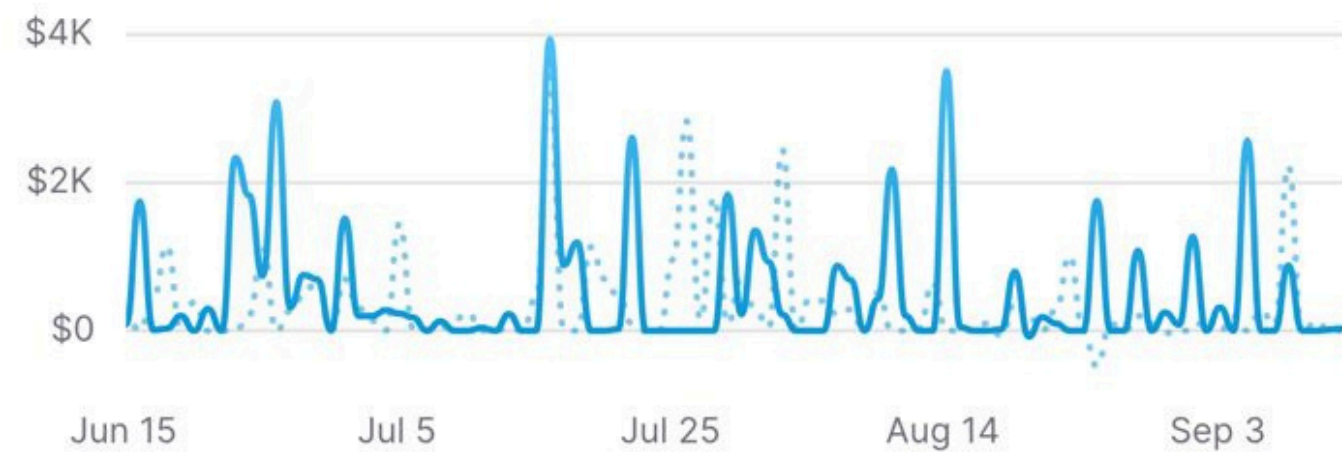
Last 90 days

Live View

Total sales  
**\$45,553.73**  
↗ 46%

Total orders  
**91**  
↘ 1.1%

Conversion r:  
**0.76%**  
↗ 32%



---

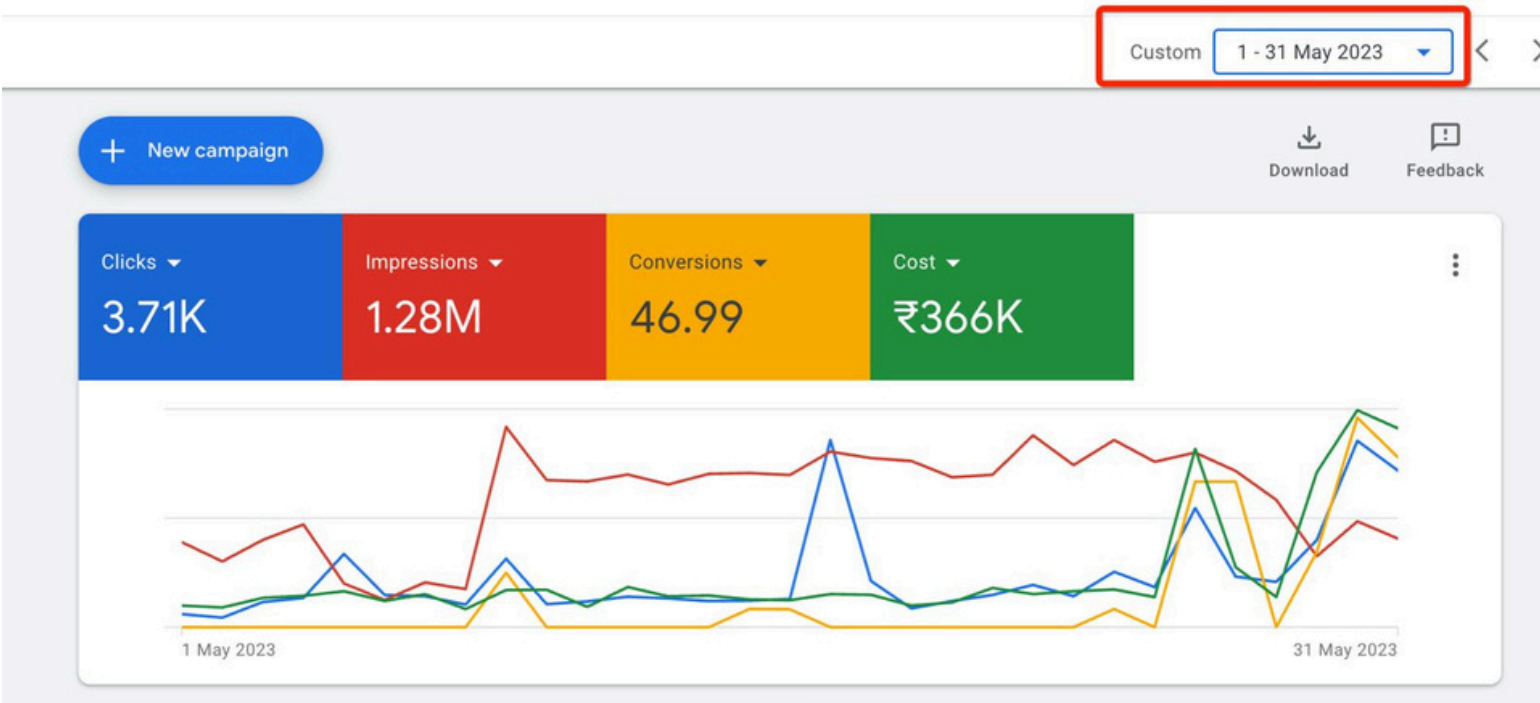
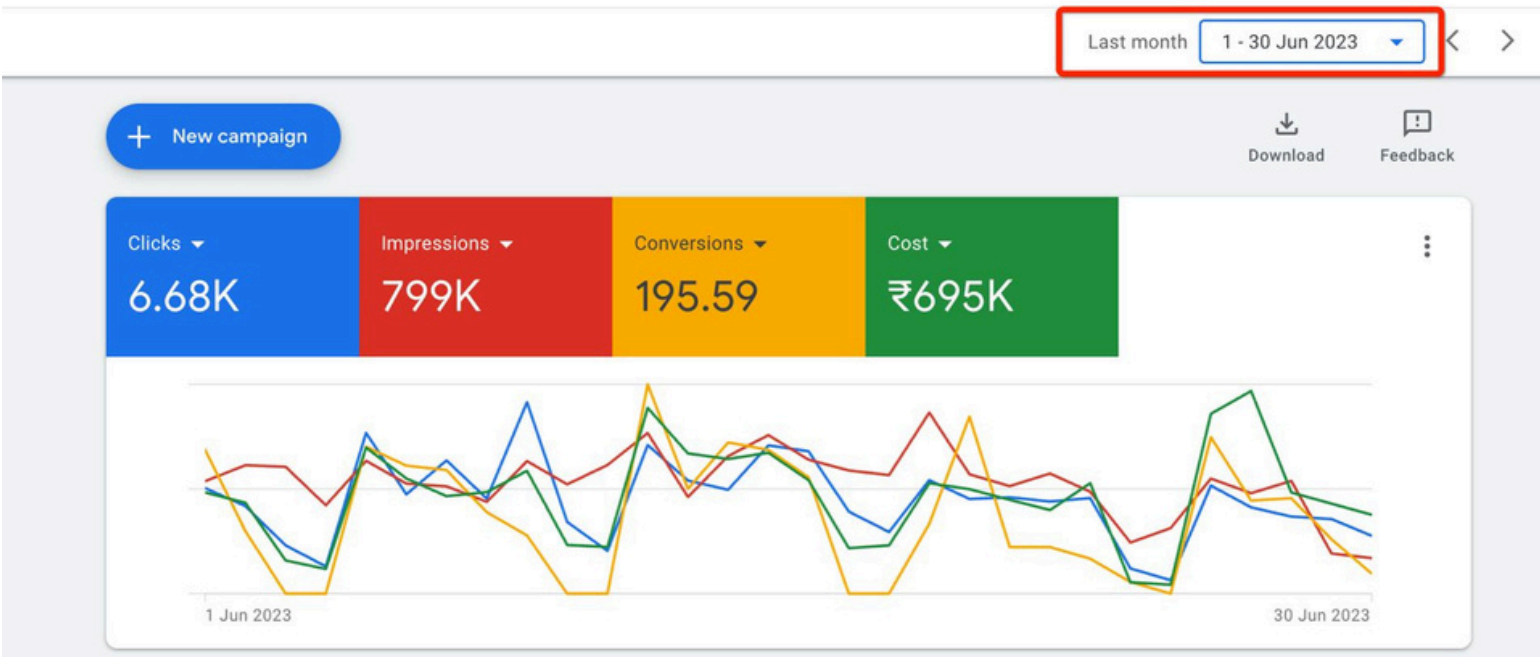
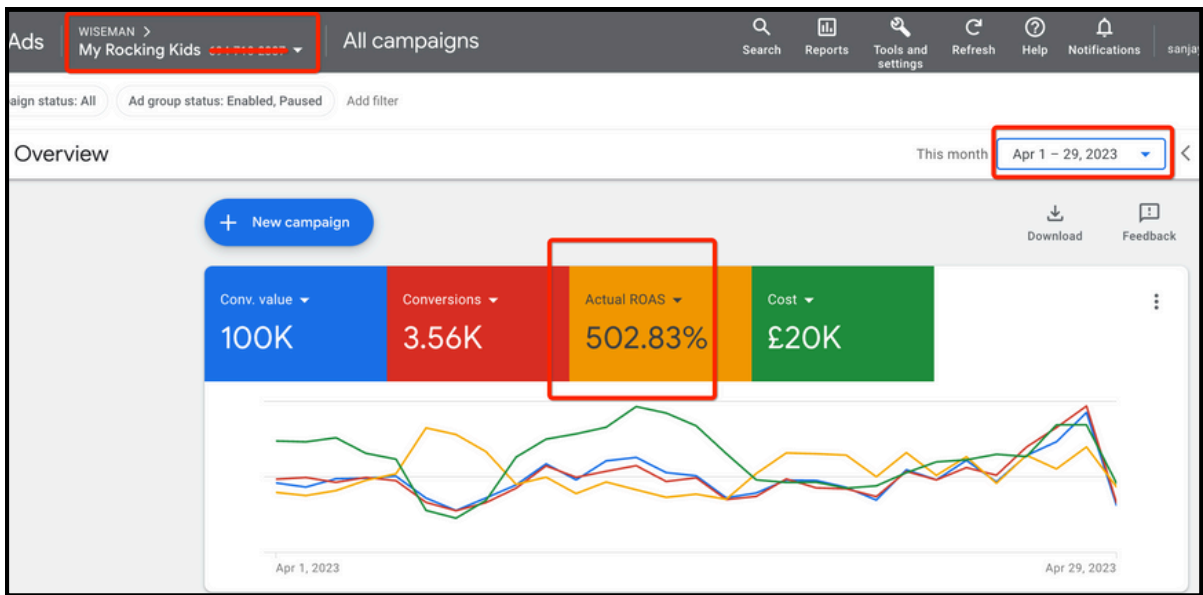
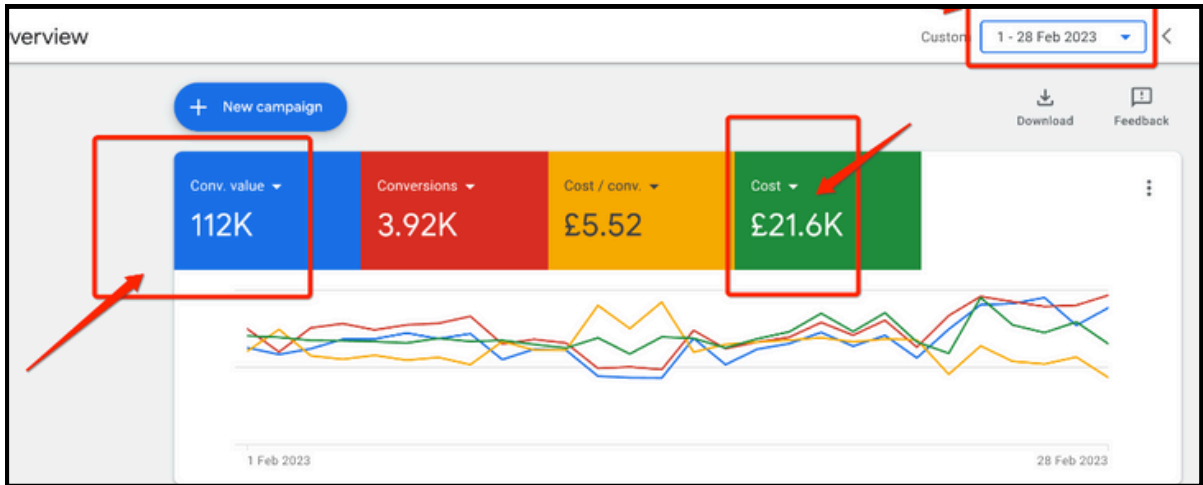
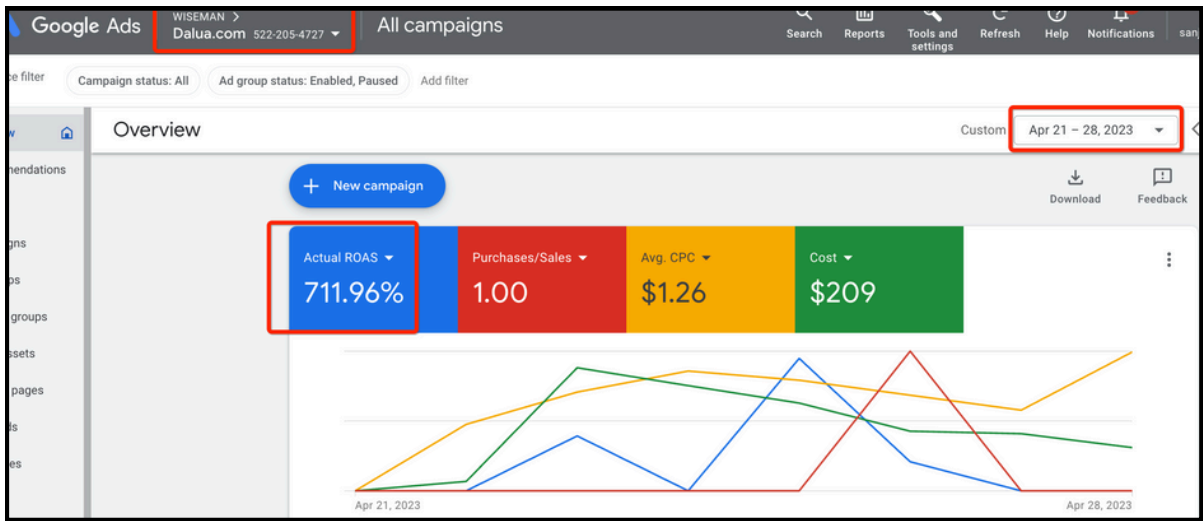
# GOOGLE ADS

Google Ads is an essential tool for businesses looking to capture users who are actively searching for products or services like yours. With Google Ads, you can target potential customers across multiple platforms, including Google Search, YouTube, and Display Networks. This helps you to capture high-quality traffic by placing your ads in front of users with strong intent.

At Creative Draft Co, we create tailored Google Ads campaigns that are designed to drive conversions and generate leads. Our services include detailed keyword research, campaign setup, and ongoing optimization to ensure that your ads are both visible and effective. Whether you are looking to run Search Ads, Display Ads, or Shopping Ads, our team will craft campaigns that align with your business goals.

---

# PREVIOUS RESULTS



Creative Draft co

# CONTACT US

Parv Sudan

Email Address      [creativedraftco@gmail.com](mailto:creativedraftco@gmail.com)

Phone Number      +91 7042922852

