Campaign Overview: July 2027

Our objective is to drive **local footfall** and foster brand loyalty through a strategic one-month Meta Ads campaign. By balancing *community awareness* with *retargeting*, we aim to turn digital interactions into physical visits.

Key Offers

- **Morning Special (7:30 AM – 11:30 AM):** Enjoy a *free coffee* with any breakfast meal.
- **Returning Customer Reward:** Receive *15% off* your next purchase by leaving a review or tagging us in your post.

Campaign Logistics

- **Duration:** July 1, 2027 – July 31, 2027
- **Special Offer Window:** July 1 – July 14
- **Budget:** ₹5,000 Total (Approx. ₹167/day)

Target Audiences

- **College Students:** Ages 18-24. High engagement on Instagram/Facebook.
- **Young Professionals:** Freelancers and remote workers seeking a workspace.
- **Couples:** Ages 20-35. Focus on ambiance for date nights.
- **Friends & Groups:** Target for social hangouts and weekend brunch.
- **Local Professionals:** Workers within a 3km radius for quick morning caffeine hits.

Strategy & Execution

Campaign Structure

1. **Local Awareness (Days 1–14):** Targeted at a 3km radius in Malad (Ages 18-40) interested in coffee and local dining.
2. **Engagement & Retargeting (Days 15–30):** Re-engaging past Instagram profile visitors and offer-viewers through tailored Reels.

Week	Focus Area	Primary Goal
Week 1	Launch	Awareness & Morning Offer
Week 2	Optimize	Refining Top Audiences
Week 3	Retarget	Customer Loyalty Reward
Week 4	Scale	Winning Ads & Review

Creative Strategy

We will deploy high-quality content focusing on **Monthly Vibes** (mood lighting), **Food Focus** (macro photography), **Offer-Based Graphics**, and **Authentic Reels** featuring real customers.

Creative Concepts:

- Good Coffee / Good Company
- Morning Special Highlights
- Returning Customer Perks
- Good Food / Brighter Days
- Café Interiors & Lifestyle

Key Performance Indicators

To measure success, we will monitor: **Reach & Impressions**, **Cost Per Result**, **Profile Visits**, **Engagement**, **Offer Redemptions**, and **In-Store Footfall**.

Starlight Café | *Meta Ads Strategy* | *July 2027*