

# Tann & Brown Meta & Google Ads Strategy

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## 1. Meta Ads Strategy (Facebook & Instagram)

### Objective

- Build brand awareness
- Drive traffic to website
- Retarget visitors for conversions
- Generate direct WhatsApp inquiries (for B2B/wholesale)

### Audience Targeting

**Interests:** Leather goods, fashion accessories, sustainable fashion, handmade products

**Behaviors:** Engaged shoppers, frequent online buyers, travelers

**Custom Audiences:** Website visitors, Instagram/Facebook engagers

**Lookalike Audiences:** From top purchasers or high engagement users

### Campaign Structure

- 1. Awareness Campaign** – Video views or reach
- 2. Consideration Campaign** – Traffic or engagement
- 3. Conversion Campaign** – Website purchases or WhatsApp messages
- 4. Retargeting Campaign** – For cart abandoners, product viewers

### Ad Creatives

- High quality product images
- Reels showing craftsmanship or styling
- Testimonials or UGC content
- WhatsApp Click to Chat button for easy inquiry

## 2. Google Ads Strategy

### Objective

- Capture high intent search traffic
- Drive direct conversions via product ads
- Retarget website visitors

## Campaign Types

- 1. Search Campaigns** – Use commercial intent keywords
- 2. Shopping Ads** – Showcase leather products with pricing
- 3. Display Remarketing** – Reengage site visitors
- 4. Youtube Video Ad** – cost effective and more reach, also target our competitor customers in low cost

## Suggested Keywords

Genuine leather wallets India  
Handcrafted leather belts online  
Buy leather bags for men  
Leather jackets for women India  
Premium leather accessories online

## Targeting & Bidding

Focus locations: India metros and Tier1 cities  
Device targeting: Mobile + desktop  
Use manual CPC or maximize conversions  
Add negative keywords to avoid low intent traffic

## Tracking & Optimization

Set up Google Analytics + Meta Pixel  
Add Separate page for after purchase landing page (like thank you page)  
Monitor metrics: CTR, ROAS, Conversion Rate  
Use A/B testing for creatives and audiences  
weekly review and adjust bids/budgets