

GOMAC : PRE-CAMPAIGN REPORT

- Established : 2020
- Website : www.sirohi.org
- Location : Uttar Pradesh, India
- Org size : 13 employees
- Annual marketing budget : 15 lac INR
- Founder : Gauri Malik



Sirohi is a luxe-sustainable brand that offers a range of home & lifestyle products handwoven by skilled women artisans from rural communities using up-cycled plastic & textile waste materials.

MARKET TRENDS

- The Indian furniture industry was valued at 17.7 billion USD (2020) & is expected to grow by a CAGR of 13.37% to 37.72 billion USD by 2026.
- Home furniture & decor is leading in this market due to an increasing demand for luxury housing, especially in metropolitan areas like Mumbai & Delhi.
- Market Trends post COVID-19 :
 - Growth of online furniture sales
 - Rising interest in eco-friendly / sustainable furniture
 - Flexible workspace furniture to enable WFH spaces

<u>Direct Competitors</u>	<u>Indirect Competitors</u>
FabIndia Home	IKEA
Freedom Tree	Urban Ladder
Okhai Home	Pepper Fry

Direct : Artisanal furniture | Indirect : General furniture

TARGET AUDIENCE

PAST CAMPAIGN AUDIENCES

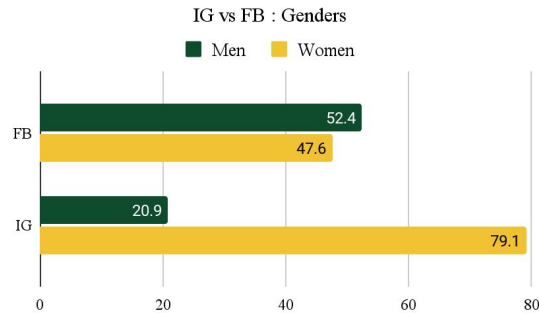
Gender : 95% women | 5% men

Location : India | **Age** : 30-65+ years

Interests : sustainable products, sustainable living, home decor products, ELLE decor, Fab India, IKEA catalogue, engaged shoppers

FOLLOWERS' BREAKDOWN

FB : 3.3 K page likes | IG : 28.5 K followers



- Age : 25 - 55 years old
- Top Locations : Mumbai, Delhi, Bangalore, Hyderabad & Chennai

WHO ARE WE TARGETING ?

- **Location:** India : Mumbai, Delhi, Bangalore, Hyderabad & Pune
- **Age:** 25 - 55 years | **Gender** : M + F
- **Interests** : Sustainability, home decor products, garden furniture, outdoor furniture, artisanal furniture
- **Behaviour** : Luxury Shoppers, Sustainable living enthusiasts, green living enthusiasts

BUYING JOURNEY

- **Intent:** Interest in furniture and home decor, Google searches
- **Research:** Looking at furniture websites like IKEA, or Amazon, Flipkart, Urban Ladder, Pepperfry, etc.
- **Consideration:** Targeted searches, Brand specific searches, add-to-carts, and more.
- **Action:** Compare prices across sites, look at offers or discounts, simple purchase procedure

BUYER PERSONAS



Meet Ida!

Ida is a 36 year old IT consultant currently located out of Mumbai, India.

Living in a sea-facing apartment, Ida loves to relax after a hectic day in her balcony - especially during the Mumbai Monsoon season. However, her winding down spot lacks the furniture to make it cozy, comfortable & sustain strong weather conditions.

Ida is a textbook environmentalist owing to her long-standing habits of composting & thrift shopping. She relies on Google & like-minded friends to begin her search for the perfect sustainable furniture for her balcony.

She also shows keen interest in watching content around sustainable living on Instagram & online blogs.



Meet Rish!

Rish is a 28 year old freelance designer currently living in Delhi, India.

His occupation requires him to work from home due to which he is in dire need of vibrant, comfortable & multifunctional furniture that can work for his WFH space as well as a relaxing spot in his garden.

Rish is the ideal nature-lover & enjoys driving over to nearby hill stations over the weekend. Being a designer, he is also immensely interested in Indian arts & culture. He is looking for decor & furniture that are handcrafted, artisanal or simply Indian, to create a home environment aligned with his interests.

Rish loves to keep up with the digital world through blogs & social media & can't resist the occasional Facebook or Instagram shopping spree!

CURRENT MARKETING ACTIVITIES

WEBSITE AUDIT

Strengths

- Great desktop loading speed : 2.1 seconds.
- Good visual stability of desktop with a score of 0.
- High number of keywords which Sirohi's domain ranks for - 1360
- Great desktop interactivity : 3 milliseconds

Weaknesses

- Fair mobile loading speed - 3.3 seconds
- Mobile friendliness can be improved since a majority of website traffic comes via mobile phones.

Source : Ubersuggest

SOCIAL MEDIA AUDIT

Strengths

- 28.5 K followers
- Consistent posting frequency of 10-12 posts per week
- Good mix of content formats like image posts, video posts, reels & stories.

Weaknesses

- Low Engagement Rate (likes, comments, shares & saves) - 0.13%

Source : Client's Instagram

SEO AUDIT

Strengths

- The Sirohi website has a healthy SEO score of 89%
- Organic monthly traffic is on a rise
- They have an adequately strong presence on Google for organic branded searches.
- Large number of backlinks : 1441

Weaknesses

- Currently the website has 40 errors and 100 warnings.
- Technical SEO can be improved to get good rankings on google search results

Source : SEMrush

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- Sirohi has an active presence on social media - Facebook & Instagram - largely via organic content & brand collaborations.
 - They ran paid advertising campaigns on Facebook from July 2021 - September 2021 along with a few boosted posts on Instagram thereafter.
 - They have never run advertising campaigns on the Google Advertising platform but observe decent website traffic.

ORGANIC DATA ANALYTICS

Data from Google Analytics | (October 2021 - December 2021)

Metric	Highest	Lowest
Website Traffic	5603	2406
Bounce Rate	59.8%	38.57%
Conversion Rate	0.60%	0.40%
Returning customer traffic	219	158
Revenue & conversions	Maharashtra Karnataka & Delhi	-

FB

IG

Google

PAID DATA ANALYTICS

Data from 8 Facebook & Instagram conversions ad campaigns
(July 2021 - September 2021)

Amount spent (INR)	10361.51
Impressions	93957.15
CTR	3.47%
CPC (INR)	7.91
Website Purchases	4.5
Purchase conversion value (INR)	26777.69
Purchase ROAS	1.54

KEY INSIGHTS

- Sirohi observes greatest traffic from Google users but fails to convert them into buyers - it holds great performance potential on the Google Advertising platform because it has never leveraged that before & records decent traffic & conversions from Google users.
- Maximum capital is being spent on platforms recording poor performance like FB (high bounce rate - low conversion rate). Thus, advertising budgets can be redirected in the future campaigns to focus on better performing platforms like Google & Instagram.

MARKETING STRATEGY

Clients Objectives vs Marketing Strategy

Problem : Sirohi has decent traffic & conversions but most of these are coming from aggregator sites they've listed on like Okhai & Pepperfry.

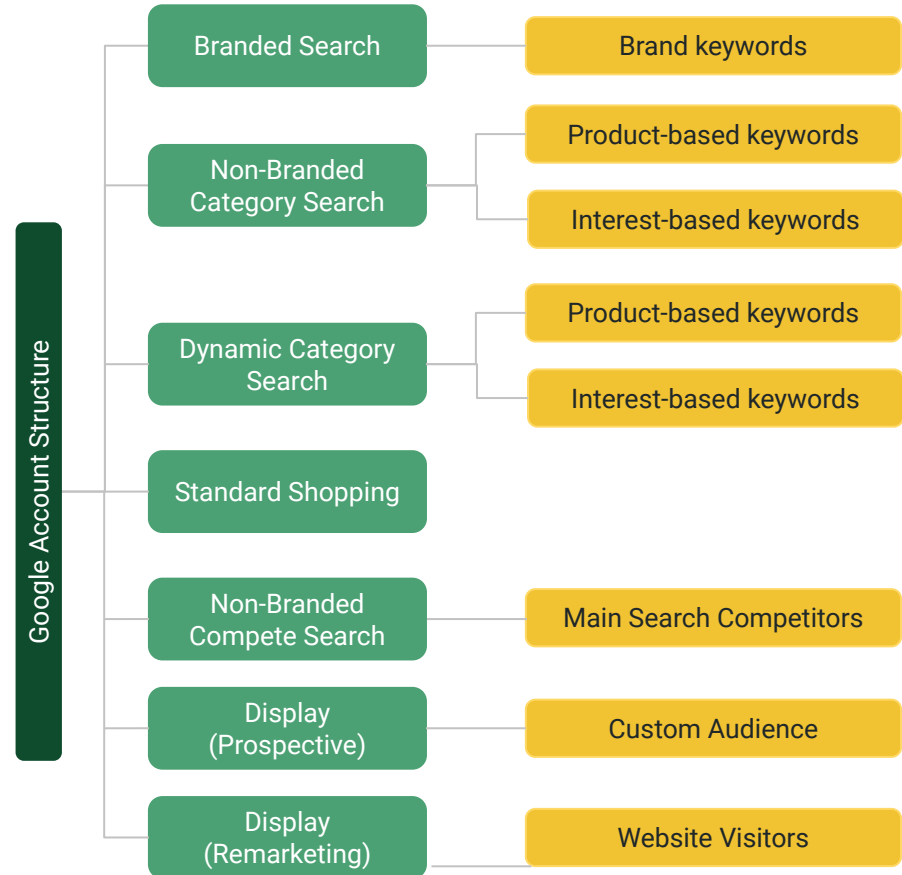
Suggested Solution : The client wants to focus on creating a more dominant presence of the main Sirohi website by increasing traffic & conversions. They want to do so while promoting their collection of outdoor furniture products.

Proposed Strategy : From past data analysis, we've decided to largely improve upon Sirohi's Google vacuum & create a presence of the brand on Google.

1. Prospective Campaigns on Google for Website Awareness due to
 - a. Lack of historical advertising data from Google (past 6 months)
 - b. Poor SEO ranking for non-branded keywords
2. Remarketing Campaigns on Google for Conversions to
 - a. Capitalise on newly formed audiences on Google
 - b. Capitalise on high search volumes in the furniture category using Shopping & Display.

Overall Budget : 20,000 INR for Google

** Prospective implies new audiences while Remarketing implies Retargeting existing audiences*



CAMPAIGN : STRATEGY & OPTIMISATION

Campaign Name	Campaign Rationale (Objective & Bidding Strategy)	Ad Sets	Optimisation Plan
Branded Search	Website Traffic CPA While brand search volumes are low, we expect it to rise once other campaigns start running.	Brand-relevant category keywords	<ul style="list-style-type: none"> ● Establish a set of baseline negative keywords before publishing campaigns ● Monitor all data parameters on a daily basis. ● Analyse website traffic & bounce rates daily to either add new search terms, remove low-performing keywords & include relevant negative keywords. ● Change bidding strategies & reallocate budgets based on campaign performance ● Monitor ad quality ranking
Non-branded Category Search	Website Traffic Maximize Clicks	1 : Product-based keywords 2 : Interest-based keywords	
Non-branded Compete Search	Website Traffic Maximize Clicks	1 : Main Search Competitors - Pepperfry & FabIndia home	
Dynamic Category Search	Website Traffic Maximize Clicks	1 : Product-based keywords 2 : Interest-based keywords	
Smart Shopping	Conversions Enhanced CPC	-	<ul style="list-style-type: none"> ● Monitor ad quality & conversion tracking
Display (Prospective)	Website Traffic Maximize Clicks	Custom segment (research-based interests & ad placements)	<ul style="list-style-type: none"> ● Since budgets are low, if this does not perform well within the first week, its budgets will be reallocated to dynamic search.
Display (Remarketing)	Conversions Enhanced CPC Leverage all top-funnel audiences from earlier campaigns to move into middle-funnel.	Website visitors (middle-funnel audiences / MOF)	<ul style="list-style-type: none"> ● Analyse data from above campaigns to list best-selling products. Make creatives accordingly to attract MOF audiences.

AUDIENCE SETTINGS

Campaign Name	Location	Language
Branded Search	India	English
Non-branded Category Search	Mumbai, Delhi, Bangalore, Pune, Hyderabad	English
Non-branded Compete Search	Mumbai, Delhi, Bangalore, Pune, Hyderabad	English
Dynamic Category Search	Mumbai, Delhi, Bangalore, Pune, Hyderabad	English
Standard Shopping	India (all products)	English

Campaign Name	Location	Targeted : Segments & Websites	Placements : Topics & Platforms
Display (Prospective)	Mumbai, Delhi, Bangalore, Pune, Hyderabad	<p>Show interest & purchase intent in : outdoor furniture, sustainable furniture, Indian furniture</p> <p>Visit blogs, online furniture stores & watch Youtube videos about home decor ideas.</p> <p>YT Links: https://www.youtube.com/watch?v=CYVeKXe12XE https://www.youtube.com/watch?v=V8-Z2Wj_7DA</p> <p>Blogs: www.trumatter.in, www.zarahome.com</p>	<p>Show interest & purchase intent in : outdoor furniture, sustainable furniture, Indian furniture</p> <p>Place on blogs, Youtube videos & channels about home decor, home furniture & more.</p> <p>YT links: https://www.youtube.com/watch?v=J1BvGdV-X38 https://www.youtube.com/watch?v=oFyehi0O3MI</p> <p>Blogs: www.designpataki.com, www.anindiansummer.in</p>
Display (Remarketing)	India	Middle-funnel website visitors ; abandoned carts	Place on blogs, Youtube videos & channels about home decor, home furniture & more.

KEYWORD RESEARCH : CATEGORY KEYWORDS

PRODUCT-BASED KEYWORDS (PHRASE MATCH)

These keywords are relevant to all the different types of products being advertised from the outdoor furniture collection like chairs, stools & more.

Sample Keywords

“outdoor furniture”	“chair lounge”	“garden bench”
“outdoor chairs for balcony”	“wooden outdoor furniture”	“outdoor furniture online”
“Patio chairs”	“Garden stool”	“Lawn furniture”

Sample Negative Keywords (broad match)

Home Furnishings	Beds and mattresses	Shoe Rack
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Keywords Forecast

Impression	Clicks	CTR	CPC
24.3 K	450	1.85%	5 INR

INTEREST-BASED KEYWORDS (PHRASE MATCH)

These keywords are relevant to the brand’s various USP’s like sustainability and handcrafted products as well as material-specific keywords.

Sample Keywords

“sustainable furniture”	“wooden bench india”	“jute furniture online”
“Sustainable home decor”	“traditional indian furniture”	“handmade wooden chairs”
“eco friendly chairs”	“jute chairs online”	“wooden stool”

Sample Negative Keywords (broad match)

Budget Furniture	Cheap Furniture	Leather Furniture
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Keywords Forecast

Impression	Clicks	CTR	CPC
28.5 K	600	2.11%	4.5 INR

KEYWORD RESEARCH : COMPETE & BRAND KEYWORDS

COMPETE KEYWORDS (PHRASE MATCH)

These keywords are relevant to the main search competitors of Sirohi.
These include Pepperfry & FabIndia Home.

Sample Keywords

“pepperfry wooden furniture”	“pepperfry furniture online shopping”	“pepperfry benches”
“fabindia wooden furniture”	“fabindia furniture bench”	“fab india online furniture”

Sample Negative Keywords (broad match)

Fabindia clothing	Pepperfry tv unit	Fabindia curtains
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Keywords Forecast

Impression	Clicks	CTR	CPC
12 K	200	1.67%	18 INR

BRAND KEYWORDS (BROAD MATCH)

These keywords are driven by any searches for ‘Sirohi’ furniture products or its various taglines like *Sirohian living* as promoted by them on social media.

Sample Keywords

Sirohi furniture	Sirohian Living	sirohi garden chairs
Sirohi sustainable living	sirohi sustainable furniture brand	Buy Sirohi furniture online
sirohi waste to wow	sirohi sustainable home decor	sirohi charpai

Sample Negative Keywords

Sirohi complaints	Sirohi customer care	Sirohi return
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While the volume for brand keywords for Sirohi are extremely low, due to the brand’s advertising absence on Google, we expect this to improve as we begin running the other campaigns. Hence, no forecast can be created for Sirohi’s brand keywords.

Source : Google Ads Forecasting Tool

AD CREATIVES : SEARCH CAMPAIGNS

- All creative samples use relevant keywords (as displayed in the keywords research) & have clear CTA's to attract audiences searching for the keywords.
- The landing page will be an exclusive collection of all the best products from Sirohi's outdoor furniture range.

BRANDED SEARCH

Ad · www.sirohi.org/outdoor/furniture

Sirohi Sustainable Furniture | Handmade by Indian artisans | Shop Outdoor Collection

Premium Up-Cycled Furniture & Home Decor for Slow Sustainable Living. Sirohi's beautifully handcrafted sustainable furniture is a must-need for any modern home.

Ad · www.sirohi.org/outdoor/furniture

Sirohi Furniture Online | Handwoven & Sustainable

Shop best outdoor furniture in India from Sirohi. Sustainable furniture handwoven by Indian women artisans.

CATEGORY SEARCH & DYNAMIC SEARCH ADS

Ad · www.sirohi.org/outdoor/furniture

Buy Garden Benches | Wooden Furniture | Best Outdoors Furniture

Buy Sustainable Furniture & Home Decor Handcrafted by Women of India. Shop sustainable decor for the garden of your dreams.

Ad · www.sirohi.org/outdoor/furniture

Best Lounge Chairs | Garden Furniture Online | Shop Outdoor Furniture

Handmade Aesthetic Furnitures, Made Sustainably for you - Sirohi.org. Buy beautiful handcrafted Outdoor Furniture for your home.

AD CREATIVES : COMPETE & DISPLAY CAMPAIGNS

CATEGORY COMPETE CAMPAIGN

- Use relevant keywords (as displayed in the keywords research) & have clear CTA's.
- The landing page will be an exclusive collection of all the best products from Sirohi's outdoor furniture range.

Ad · www.sirohi.org/outdoor/furniture

Buy Wooden Benches Online | Summer Outdoor Collection

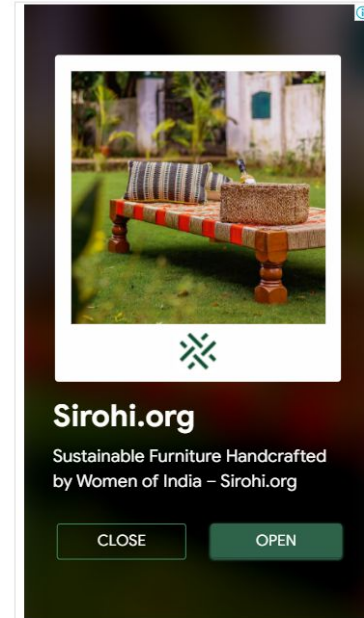
Looking to buy comfortable & aesthetic furniture? Shop Sirohi's handcrafted sustainable furniture.

Ad · www.sirohi.org/outdoor/furniture

Buy Traditional Charpais | Handwoven Daybeds & Charpais

Buy beautiful handcrafted Outdoor Furniture for your home. Handmade Aesthetic Furnitures, Made Sustainably for you - Sirohi.org.

DISPLAY (PROSPECTIVE) CAMPAIGN



Sirohi.org
Sustainable Furniture Handcrafted
by Women of India - Sirohi.org

CLOSE OPEN

- Use high-quality images of furniture in outdoor settings for display ad creatives.



Sirohi.org



Sustainable
Furniture
Handcrafted by
Women of India
- Sirohi.org



CAMPAIGN : BUDGET & TIMELINE

Budget after taxes : 16,400 INR

Campaign Name	Week 1 (21-27 Feb)	Week 2 (28-6 Mar)	Week 3 (7-13 Mar)	Week 4 (14-20 Mar)	Budget (INR)	% of disposable budgets (after taxes)
Branded Search					1000	6%
Non-branded Category Search					1000	6%
Non-branded Compete Search					4100	25%
Dynamic Category Search					4100	25%
Standard Shopping					4400	27%
Display (Prospective)					800	5%
Display (Remarketing)					1000	6%

KEY PERFORMANCE INDICATORS

Campaign Type	Objective	Budget %	Budget (INR)	KPI's to be Tracked
Search	Website Traffic	62.2%	10,200	<ul style="list-style-type: none">• Impressions, clicks & CTR
Display	Website Traffic & Conversions	11%	1800	<ul style="list-style-type: none">• Impressions, clicks/conversions & CTR
Shopping	Conversions	26.8%	4400	<ul style="list-style-type: none">• Impressions, conversions
Total:		100%	16,400	

ACCOUNT-LEVEL EXPECTED INDICATORS

Platform	Duration	Budget	Impressions	CTR	Clicks	Avg CPC	Conversions
Google	28 days	20,000	58,000	1.53%	885	18.5	3

This GOMAC Team has created a new Google Ads account for the purpose of the Challenge.