

Performance Marketing Strategy

Performance Marketing Strategy for Video Production Landing Page (Indian Market)

Client Website: <https://cputek.in/videoproduction/>

Objective: Lead Generation (Businesses looking for video production services)

Target Market: India (Tier 1 Cities like Mumbai, Delhi, Bangalore, Hyderabad)

1. Campaign Goal:

Generate high-quality leads for video production services targeting B2B clients (startups, SMEs, marketing teams).

2. Target Audience:

- Location: India (Tier 1 Cities)
- Age Group: 25-45
- Profession: Business owners, marketing managers, startup founders
- Interest: Marketing, content creation, branding, video ads, digital media
- Language: English + Hindi

3. Platforms to be Used:

- Google Ads: Search Campaign ("video production services near me", "corporate video services")
- Meta Ads (Facebook & Instagram): Lead Generation + Retargeting
- LinkedIn Ads: Sponsored InMail & Feed Ads (targeting marketers & founders)
- Email Campaigns: Cold outreach + newsletter for inbound leads
- WhatsApp Business: Follow-up messaging automation & client onboarding

Performance Marketing Strategy

4. Suggested Budget:

Total Budget: INR 25,000 (~\$300 USD) for 10 Days

- Google Ads: INR 10,000
- Meta Ads: INR 8,000
- LinkedIn Ads: INR 4,000
- WhatsApp Tool / Automation: INR 2,000
- Email Campaign Tool (Mailchimp/Zoho): INR 1,000

5. Expected Results (ROI):

- Estimated Reach: 80,000-100,000 people
- Estimated Leads: 60-100
- CPL (Cost per Lead): INR 200-400
- Potential Client Conversions: 10-15 clients
- Estimated ROI: 3x-5x (based on average deal size per client)

6. Ad Creative Examples:

Google Search Ad Copy (1):

"Top Corporate Video Services in India - Boost Your Brand Today!"

CTA: Get a Free Quote Now

Google Search Ad Copy (2):

Performance Marketing Strategy

"Corporate Video Production Experts - Affordable & Fast"

CTA: Get Your Quote Today

Facebook/Instagram Ad Copy (1):

"Want your brand to stand out with high-quality video content? Let our experts help!"

CTA: Learn More / Get Quote

Facebook/Instagram Ad Copy (2):

"Short-form videos drive 70% more engagement. Let us create yours!"

CTA: Book a Free Consultation

LinkedIn Sponsored InMail:

"Hi [Name], we help brands like yours create impactful video content that drives engagement. Let's talk!"

7. Funnel Strategy:

1. Awareness (Ad campaigns)
2. Interest (Landing page visit + retargeting)
3. Conversion (Lead capture form / WhatsApp CTA)
4. Follow-up (Email + WhatsApp)

8. Tools Used:

- Google Ads Manager
- Meta Business Suite

Performance Marketing Strategy

- LinkedIn Campaign Manager
- Mailchimp / Zoho Campaigns
- WhatsApp Business API (with Twilio or Wati.io)
- Google Analytics / Meta Pixel for tracking KPIs

9. Reporting & Optimization Plan:

- Daily monitoring of campaign KPIs
- Weekly reporting (CTR, CPC, CPL, Conversion Rate)
- A/B testing creatives & targeting
- Adjusting budget allocation based on performance

Final Note:

This plan is designed to generate qualified leads efficiently within a reasonable budget. All campaign elements are measurable and trackable, ensuring transparency and optimization throughout the execution phase.