

6 MODULES COVERED

M6 Analytics & ROI

M5 Social Media

M4 Google Ads & SEO

M3 WhatsApp & Content

M2 Meta Ads

M1 Foundations

COURSE GUIDE

Digital Marketing for Indian Business.

Meta Ads · WhatsApp · Google Ads
Social Media · Analytics & ROI

67

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6

MODULES

48

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14hrs

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WHAT'S INCLUDED

- ✓ 48 lessons across 6 modules with full exercises
- ✓ 6 module projects with model answer key
- ✓ India-specific examples, budgets & strategies
- ✓ Reusable frameworks for every channel covered

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MODULE 1

8 Lessons | 2 hours | 1 Module Project

Digital Marketing Foundations

How Indian customers discover, evaluate and buy — and how to build the strategy that reaches them.

Before spending a single rupee on advertising, you must understand the digital landscape specific to India. This module builds the strategic foundation that every subsequent module depends on — customer journey mapping, platform selection, funnel design, budget planning, KPI setting, competitor research, and your 90-day plan.

1.1

How Indian Customers Discover & Buy Online

20 min

Before spending a single rupee on marketing, you must understand how your Indian customer actually discovers, evaluates, and decides to buy. The Indian digital consumer journey is unique — and most businesses market as if they are selling to western audiences.

Key Terms

Customer Journey	Touchpoints
The full sequence of steps a customer takes from first awareness of your brand to final purchase and advocacy.	Every interaction a potential customer has with your brand — ads, WhatsApp messages, search results, and reviews.
Discovery	Consideration
The moment a customer first becomes aware your product or service exists — often via a Reel, ad, or WhatsApp group.	The phase where a customer researches, compares options, reads reviews, and evaluates whether to buy from you.

The 5-Stage Indian Digital Customer Journey

Indian consumers follow a specific pattern that differs significantly from western buying behaviour. Each stage requires a different type of marketing content and channel.

1 Discovery — 'I didn't know this existed'

Typically happens via Instagram Reels, Facebook feed ads, or a recommendation in a WhatsApp family or friends group. Word of mouth via WhatsApp is India's most powerful discovery channel for SMEs — 74% of Indian consumers trust WhatsApp group recommendations over paid advertisements.

2 Interest — 'Tell me more'

The customer visits your Instagram profile, watches your last 3 to 6 Reels, checks your highlights, and looks at posting frequency. They judge content quality by your social presence. A profile that has not posted in 2 weeks signals an unreliable business.

3 Evaluation — 'Can I trust this?'

Indian customers are highly price-sensitive and cautious. They check Google reviews, ask in WhatsApp groups, search the brand name plus 'review' on YouTube, and compare prices. This is why Google My Business reviews are non-negotiable for any Indian business.

4 Purchase — 'Okay, I'll try it'

COD (Cash on Delivery) is still preferred by 65%+ of Indian online buyers. UPI payments are growing rapidly. Complicated checkout processes are the single biggest reason for cart abandonment in India — simplicity of payment is a competitive advantage.

5 Advocacy — 'I'll tell my group'

Satisfied Indian customers share their experience in WhatsApp groups, tag brands on Instagram Stories, and leave Google reviews. One positive experience shared in a group of 200 members can generate 15 to 20 new customers at zero cost.

Platform Usage by Customer Journey Stage

Stage	Primary Platform	What They Do	Your Marketing Job
Discovery	Instagram, Facebook, WhatsApp	Scroll and encounter your brand	Run awareness ads, post Reels, get shared in groups
Interest	Instagram Profile, YouTube	Visit profile, watch videos	Optimise profile, maintain posting consistency
Evaluation	Google, YouTube, WhatsApp groups	Search reviews, compare prices	Get Google reviews, create comparison content
Purchase	Website, WhatsApp, Instagram DM	Place order or enquire	Simplify checkout, respond to DMs within 1 hour
Advocacy	WhatsApp, Instagram Stories	Share experience with network	Ask for reviews, create shareable moments

Pro Tip: Map your own customer journey before running a single ad. Ask your last 10 customers: 'How did you first hear about us?' The answer will tell you exactly where to invest your marketing budget first.

Exercise 1.1 Map Your Customer Journey

Before moving to Lesson 1.2, complete this exercise. Your customer journey map will be referenced throughout the entire course.

1. Call or message 5 existing customers and ask: 'How did you first hear about us? What made you decide to buy?'
2. Write down each answer and identify the most common discovery channel across all 5 responses.
3. Draw a 5-stage journey map for YOUR business — describe what happens at each stage currently.
4. Identify the biggest gap: which stage do most potential customers drop out before reaching purchase?
5. Write one sentence describing your ideal customer's complete journey from discovery to advocacy.

Deliverable: A handwritten or typed 5-stage customer journey map specific to your business. Keep it — you will refer to it repeatedly.

1.2

Platform Mix — Where Your Indian Audience Actually Is

20 min

One of the most expensive mistakes Indian businesses make is trying to be present on every platform at once. Understanding which platforms your specific audience uses — and committing to ignore the rest — is the foundation of efficient marketing.

India's Digital Platform Landscape — 2026

Platform	Indian Users	Primary Strength	Best Content Type
WhatsApp	530 million+	All businesses, direct sales, highest open rate	Text, images, short video, broadcasts
Instagram	360 million+	B2C, lifestyle, food, fashion, D2C brands	Reels, carousels, Stories
Facebook	320 million+	Age 30 to 55, local businesses, paid ads	Videos, images, groups
YouTube	460 million+	Education, reviews, tutorials, Tier 2 cities	Long-form and Shorts
LinkedIn	110 million+	B2B, professionals, hiring, thought leadership	Articles, posts, carousels
Google Search	900M+ searches/day	High-intent buyers actively searching	Search ads, Maps, organic SEO
Telegram	80 million+	Communities, news, B2B niche groups	Text, files, polls, communities

Choose Your 2 Platforms Based on Business Type

B2C Product businesses (retail, food, fashion, beauty, D2C)

Primary platform: Instagram. Secondary platform: WhatsApp. Start here exclusively for the first 90 days before adding any third channel.

B2B Service businesses selling to other businesses

Primary platform: LinkedIn. Secondary platform: WhatsApp for relationship nurturing. Google Search for intent capture.

LOC Businesses with a physical location (restaurant, salon, clinic, gym)

Primary platform: Google My Business and WhatsApp. Secondary platform: Instagram. Google Maps ranking is non-negotiable for local businesses.

D2C Direct-to-consumer e-commerce brands

Primary platform: Instagram with Meta Ads. Secondary platform: Google Shopping and YouTube for product reviews.

- **Common Mistake:** Most Indian businesses join every platform at launch because they fear missing out.
- This spreads effort too thin and produces mediocre results everywhere. Pick 2 platforms. Do them exceptionally well. Expand only after 90 days.

Exercise 1.2 Choose Your 90-Day Platform Mix

Based on your business type, select your primary and secondary platform for the next 90 days and make a written commitment.

1. Identify your business type from the four categories above: B2C, B2B, Local, or D2C.
2. Using the guidance above, select your primary platform (post daily) and secondary platform (post 3 times per week).
3. List 3 competitors and check which platforms they are most active on and which gets the most engagement.
4. Write your commitment: 'For the next 90 days, I will focus on [Platform 1] and [Platform 2] only.'

Deliverable: Your written 90-day platform commitment. This single decision is the foundation of your marketing strategy.

1.3

Building Your Marketing Funnel — Awareness to Purchase

25 min

A marketing funnel is the system that moves complete strangers into paying customers. Most Indian businesses have no funnel — they post randomly and hope someone buys. This lesson teaches you to build a structured, effective funnel that works systematically.

Key Terms

TOFU — Top of Funnel Awareness content targeting people who have never heard of you. Goal: maximum reach and brand recognition.	MOFU — Middle of Funnel Consideration content for people who know you but have not yet bought. Goal: build trust and deepen interest.
BOFU — Bottom of Funnel Conversion content for people who are ready to buy. Goal: remove final objections and close the sale.	Retargeting Showing ads specifically to people who have already visited your website or engaged with your social content.

The 3-Level Indian Business Funnel

Funnel Level	Goal	Content & Ad Type	Budget %
Top — Awareness	Reach new people who don't know you	Reels, Facebook video ads, Instagram posts	30%
Middle — Consideration	Build trust and deepen interest	Testimonials, demos, educational content, WhatsApp	40%
Bottom — Conversion	Drive purchase or enquiry	Offer ads, retargeting, WhatsApp broadcasts, Google Search	30%

- **India Insight:** Indian consumers require significantly more trust-building before purchase than most western markets. Businesses that invest 40% or more of their budget in the middle of the funnel — trust-building content — consistently outperform those who spend everything on conversion ads.

Exercise 1.3 Design Your 3-Level Funnel

Map one specific piece of content or one ad for each level of your marketing funnel.

1. Top of Funnel: Write the idea for one Reel or video that introduces your brand to a complete stranger. What story would you tell?
2. Middle of Funnel: Identify one customer testimonial you could film or photograph this week. Who would you ask?
3. Bottom of Funnel: What is your best current offer? Write it in one line with the price, the benefit, and the urgency.
4. Sketch all three levels on paper with arrows showing how a customer moves from awareness down to purchase.

Deliverable: A 3-level funnel sketch with one specific content idea per level, tailored to your business.

1.4

Setting a Realistic Indian Ad Budget (INR 5,000 to 1 Lakh/Month)

20 min

Budget setting is where most Indian businesses go wrong in one of two directions: spending too little to see any results, or spending too much before validating what works. This lesson gives you a proven framework to set and allocate your first marketing budget based on your actual business size.

The 5 to 10 Percent Rule for Indian Businesses

A reliable starting point: allocate 5 to 10 percent of your monthly revenue to marketing. For a business generating INR 2 lakh per month in revenue, this means a marketing budget of INR 10,000 to INR 20,000. New businesses without revenue should budget INR 5,000 to INR 15,000 per month as a minimum viable test.

Business Stage	Monthly Revenue	Suggested Budget	Priority Channel
Just Starting	INR 0 to 1 Lakh	INR 5,000 to 10,000	Organic first — paid ads after 30 days of posting
Early Growth	INR 1 to 5 Lakh	INR 10,000 to 25,000	Meta Ads and WhatsApp broadcast
Scaling	INR 5 to 20 Lakh	INR 25,000 to 1 Lakh	Meta Ads plus Google plus Influencers
Established	INR 20 Lakh+	INR 1 Lakh+	Full multi-channel strategy with dedicated team

- Start Small, Scale What Works:** Begin with INR 200 to 500 per day on Meta Ads. Run for 7 to 10 days. Identify which specific ad delivers the lowest Cost Per Lead. Double that ad's budget. Pause every other ad. This is how professional media buyers operate.

Exercise 1.4 Set Your First 90-Day Budget

Using the framework above, write your marketing budget allocation for the next 3 months.

- Write your current monthly revenue or realistic target revenue if you are starting fresh.
- Calculate 5 to 10 percent of that figure. This is your monthly marketing budget.
- Split it across channels: 50 percent Meta Ads, 30 percent content creation, 20 percent WhatsApp and other.
- Open Template 5 (Budget Planner) from your course pack and enter your numbers into the spreadsheet.

Deliverable: Completed Budget Planner template with your specific INR figures for all 3 months.

1.5

Defining KPIs — CPL, ROAS, CTR, CAC in INR

15 min

You cannot improve what you do not measure. These are the four numbers every Indian business doing digital marketing must track every single week — regardless of budget size or industry.

<p>CPL — Cost Per Lead</p> <p>Total ad spend divided by number of leads generated. If you spent INR 10,000 and got 50 leads, your CPL = INR 200.</p>	<p>ROAS — Return on Ad Spend</p> <p>Revenue generated divided by ad spend. INR 10,000 spent producing INR 40,000 in sales = 4x ROAS.</p>
<p>CTR — Click-Through Rate</p> <p>Clicks divided by Impressions multiplied by 100. Good Indian Meta Ads CTR: 1.5 to 3 percent. Below 1 percent means your creative needs work.</p>	<p>CAC — Customer Acquisition Cost</p> <p>Total marketing spend divided by new customers acquired. Must always be lower than your Customer Lifetime Value.</p>

Indian Benchmark Numbers — 2026

Metric	Good Performance	Average	Poor — Fix Immediately
Meta Ads CTR	2 percent or above	1 to 2 percent	Below 0.8 percent
ROAS (E-commerce)	4x or above	2 to 4x	Below 1.5x
CPL (Lead Generation)	Below INR 150	INR 150 to 400	Above INR 600
Google Ads CTR	5 percent or above	3 to 5 percent	Below 2 percent
WhatsApp Open Rate	85 percent or above	65 to 85 percent	Below 50 percent

Exercise 1.5 Set Your KPI Targets

Before running any ads, define in writing what success looks like for your specific business.

1. Calculate your maximum CPL: If your product sells for INR 2,500 with 40 percent margin and you close 20 percent of leads, maximum CPL = INR 200.
2. Calculate your minimum ROAS: If ads should account for maximum 25 percent of revenue, minimum ROAS = 4x.
3. Open Template 2 (Ad Campaign Tracker) and enter your KPI targets as benchmarks in the first row.
4. Set a Monday morning calendar reminder to review these numbers every week without exception.

Deliverable: Written KPI targets for CPL, ROAS, and CTR with the calculations showing how you arrived at each number.

1.6

Auditing Your Competitors' Digital Presence

20 min

Your competitors have already run the experiments. Their social media activity, ads, and SEO rankings tell you exactly what is working in your industry — and it is all available to you for free. This lesson teaches you to extract those insights systematically.

The 5-Point Competitor Audit Framework

1 Instagram Profile Audit

Check their posting frequency, content types (Reels versus posts), engagement rate (likes plus comments divided by followers times 100), and which topics generate the most comments and saves. High saves indicate your competitor has found content that genuinely helps the audience.

2 Facebook Ads Library

Go to facebook.com/ads/library and search your competitor's page name. You can see every ad they are currently running — the copy, the creative, and how long it has been running. Ads that have been running for 30 or more days are almost certainly profitable. Study them carefully.

3 Google Search Audit

Search your 5 main keywords. Note which competitors appear in paid ads and what their headlines say. Search '[Competitor name] + review' to find their most common customer complaints — these are your competitive opportunities and the problems you can solve better.

4 Website and Pricing Analysis

Check their pricing page, their call-to-action buttons, their website load speed using Google's PageSpeed Insights, and their current offers. Identify what makes their offer better or worse than yours from a customer's perspective.

5 Google My Business and Reviews

Check their GMB profile. How many reviews? What is their rating? Read every 1-star review carefully — these represent unmet customer needs that you have an opportunity to meet better.

Exercise 1.6 Complete a 3-Competitor Audit

Choose 3 direct competitors and apply the 5-point audit framework to each one.

1. Create a table with 3 columns (one per competitor) and 5 rows (one per audit point).
2. Visit the Facebook Ads Library and screenshot the current running ads for each competitor.
3. Search each competitor name on Google and read both positive and negative reviews.
4. Identify 2 things each competitor does better than you and 2 things you do better.
5. Write one sentence: 'My biggest competitive advantage over [main competitor] is ____.'

Deliverable: A completed competitor audit table with your competitive advantage statement clearly written at the bottom.

1.7

Building Your Ideal Customer Profile for India

20 min

Every ad you run, every Reel you create, every WhatsApp message you send should be written for one specific person — not for everyone. This is your Ideal Customer Profile (ICP). It is the single most important strategic document in your marketing toolkit, and most Indian businesses skip it entirely.

The Indian ICP — 8 Questions to Answer

1 Demographics

Age range, gender, city and tier (Metro, Tier 1, Tier 2, or Tier 3), income bracket, education level, and occupation. Be specific — 'working professionals age 28 to 38 in Bangalore earning INR 8 to 20 lakh per year' is infinitely more useful than 'adults in India.'

2 Language

Which language do they consume content in? Hindi, English, Tamil, Telugu, Kannada, Marathi, Bengali? This single decision affects your ad copy language, your content format, and your platform priority.

3 Daily Digital Routine

When do they use their phone? Morning commute? Lunch break? Late night after family time? Knowing their digital routine determines your best posting times and ad scheduling windows.

4 Their Single Biggest Problem

What is the one problem your product or service solves for them? Be ruthlessly specific. Not 'saves time' but 'spends 2 extra hours every day on manual bookkeeping instead of growing the business.'

5 What They Fear

What do they worry about most? Getting cheated online? Making a wrong financial decision? Not getting value for money? Fear-based messaging is extremely powerful in Indian marketing when used ethically.

6 What They Aspire To

What does their ideal business or lifestyle look like? What status signals matter to them? What do they want their peers to think of them? Aspiration drives premium purchases.

7 How They Discover Products

Which WhatsApp groups are they part of? Which Instagram accounts do they follow? Which Indian YouTubers do they watch? Which influencers do they trust enough to act on a recommendation?

8 What Makes Them Actually Buy

Price? Reviews? Brand trust? COD availability? Free trial? Recommendation from a friend? Understanding the specific purchase trigger changes everything about your marketing message.

Exercise 1.7 Write Your Ideal Customer Profile

Create a 1-page ICP document for your primary buyer persona — the person who buys from you most often and is the most satisfied.

1. Give your ICP a real name, age, city, and job title. For example: 'Riya, 29, Bangalore, digital marketing executive.' Making the persona specific and human makes it useful.
2. Answer all 8 ICP questions above with specifics that apply to your business and your actual customers.
3. Write a 3-sentence paragraph describing a typical day in this person's life including when they use their phone and what content they consume.
4. Write the opening line of an ad written specifically for this person. It should feel like you are speaking directly to them.

Deliverable: A 1-page ICP document with a name, answers to all 8 questions, a day-in-the-life description, and one targeted ad opening line.

1.8 Your 90-Day Digital Marketing Plan

20 min

Module 1 concludes by combining all exercises into a structured 90-day plan. Most businesses fail at digital marketing not because of bad ideas but because of no structure. A written 90-day plan converts intention into execution.

The 3-Phase 90-Day Framework

Phase	Weeks	Core Focus	Target Milestone
Phase 1 — Foundation	1 to 4	Set up all profiles, create first 20 content pieces, build WhatsApp broadcast list	100 followers, 100 WhatsApp contacts, first 3 Reels posted
Phase 2 — Growth	5 to 8	Run first paid ads, post consistently, engage with comments and DMs daily	First 10 customers from digital channels, CPL established

Phase	Weeks	Core Focus	Target Milestone
Phase 3 — Optimise	9 to 12	Scale what performed best, cut what did not, build retargeting audiences	Positive ROAS, repeatable content and ad system documented

**MODULE
PROJECT****Module 1 Project — Your Complete Digital Marketing Strategy**

Combine all 8 exercises from this module into a single written strategy document. This document is your marketing foundation for the next 90 days.

- Customer journey map with all 5 stages specific to your business (Exercise 1.1)
- Platform selection — 2 platforms chosen with written rationale (Exercise 1.2)
- 3-level funnel sketch with one content idea per level (Exercise 1.3)
- 90-day budget allocation in INR across all channels (Exercise 1.4)
- KPI targets: CPL, ROAS, and CTR with supporting calculations (Exercise 1.5)
- 3-competitor audit table with competitive advantage statement (Exercise 1.6)
- Ideal Customer Profile — 1 full page with 8 answers and an ad opening line (Exercise 1.7)
- 90-day plan with all 3 phases and specific measurable goals for each (Exercise 1.8)

MODULE 2

8 Lessons | 3 hours | 1 Module Project

Meta Ads — Facebook & Instagram

Run profitable ads from scratch — Indian targeting, creative strategy, retargeting and scaling.

Facebook and Instagram advertising through Meta Ads Manager is the highest-ROI paid channel for most Indian SMEs. This module takes you from account creation through audience targeting, creative production, lead generation, and profitable scaling — using India-specific strategies, INR budgets, and examples from real Indian businesses.

2.1

Meta Ads Manager — Account Structure & Setup

25 min

Meta Ads Manager uses a 3-level structure: Campaign (objective) → Ad Set (audience, budget, placement) → Ad (creative and copy). Understanding this structure before spending a rupee will save you thousands in wasted budget.

Key Terms

Campaign

The top level. Defines your overall objective — what do you want the ads to achieve for your business?

Ad Set

The middle level. Defines who sees your ad (audience targeting), where it appears (placements), and how much you spend.

Pixel

A piece of JavaScript code on your website that tracks visitor behaviour and reports back to Meta Ads Manager for optimisation.

Business Manager

The master Meta account that holds your ad account, pages, pixels, and team member permissions.

Step-by-Step Guide



Create Your Business Manager Account

Go to business.facebook.com and create your account using your business name — not your personal name. Connect your Facebook Page and Instagram Business account from within Business Settings.



Create an Ad Account in INR

In Business Settings, go to Ad Accounts and create a new account. Set currency to INR and timezone to Asia/Kolkata. These two settings cannot be changed once set — double check before confirming.



Add an Indian Payment Method

Add an Indian debit card, credit card, or bank account as your payment method. Set a monthly spending limit to prevent accidental overspending. Meta charges in INR for accounts based in India.



Install the Facebook Pixel

Go to Events Manager, click Connect Data Sources, select Web, then Facebook Pixel. Add the pixel code to every page of your website. This is essential for retargeting and conversion tracking.



Verify Your Domain

In Business Settings under Brand Safety, add and verify your website domain. Meta requires domain verification before you can run conversion campaigns. Allow 24 to 48 hours for verification.

Exercise 2.1 Exercise: Meta Ads Manager — Account Structure & Setup

Apply this lesson to your own business account before moving on.

1. Complete the setup or configuration described in this lesson for your actual business.
2. Document what you did — take screenshots of each completed step.
3. Note any errors or issues you encountered and how you resolved them.
4. Write one sentence describing what this lesson will enable you to do differently.

Deliverable: Screenshot evidence of completion plus one written insight from this lesson.

2.2

Campaign Objectives — Awareness, Traffic, Leads, Sales

25 min

Choosing the wrong campaign objective is the single most expensive mistake in Meta Ads. Meta's algorithm optimises for exactly what you tell it to — selecting Traffic when you want Sales will give you clicks from people who never buy.

Key Terms

Campaign Objective	Optimisation Event
The business goal you select when creating a campaign that tells Meta's algorithm what action to optimise your ads for.	The specific action within your objective that Meta's algorithm tries to maximise — form fills, purchases, link clicks, etc.
Advantage+ Audience	Conversion Window
Meta's AI-driven automatic audience expansion that finds high-performing audiences beyond your manually selected targeting.	The time period after a click or view in which a conversion is attributed to your ad — typically 7-day click or 1-day view.

Step-by-Step Guide



Awareness Objective

Best for new brands and product launches. Meta maximises reach and impressions to introduce your brand to as many relevant people as possible. Use when you want maximum visibility, not immediate sales.



Traffic Objective

Best for driving visitors to your website, landing page, or app. Use for blog content, product pages, and lead magnets. Note: traffic visitors rarely convert on first visit — combine with retargeting.



Leads Objective with Instant Forms

Best for Indian SMEs without a fully optimised website. Meta's Instant Forms load within the app — no website redirect — delivering 40 to 60 percent lower CPL for most Indian audiences compared to website lead forms.



Sales Objective

Best for e-commerce businesses with the Facebook Pixel installed and tracking purchases. Requires a minimum of 50 purchase events per week for the algorithm to optimise effectively.



Engagement Objective

Best for building social proof before a major launch. Use to boost posts to generate likes and comments, making new visitors more likely to trust your brand based on visible engagement numbers.

Exercise 2.2 Exercise: Campaign Objectives — Awareness, Traffic, Leads, Sales

Apply this lesson to your own business account before moving on.

1. Complete the setup or configuration described in this lesson for your actual business.
2. Document what you did — take screenshots of each completed step.
3. Note any errors or issues you encountered and how you resolved them.
4. Write one sentence describing what this lesson will enable you to do differently.

Deliverable: Screenshot evidence of completion plus one written insight from this lesson.

2.3

Indian Audience Targeting — City, Language, Interest & Lookalike

30 min

India's diversity is a targeting superpower. With 22 official languages, 8 major metros, Tier 2 city economies growing at 15 percent annually, and hundreds of interest segments unique to India, Meta's targeting allows precision that western advertisers cannot achieve in their more homogeneous markets.

The 4 Audience Types — In Order of Priority

1 Location Targeting — Start Hyperlocal

If you are a Pune restaurant, target Pune only — not all of India. Narrow by PIN code or radius of 5 to 10 kilometres for local businesses. Expand to the full city only after validating results at the local level. City-specific copy ('Free delivery in Koramangala') consistently outperforms national copy ('Free delivery across India') even when both statements are true.

2 Language Targeting

Target people who use Facebook in the language your ad is written in. Hindi speakers respond best to Hindi copy — not English. English-educated metro professionals respond to English. Never mix two languages within a single ad set. Create separate ad sets for each language and budget for them separately.

3 Interest and Behaviour Targeting — India-Specific

India-specific interests that perform well: Bollywood celebrities, IPL and cricket, specific Indian festivals, Zomato, Swiggy, OYO, Zepto, boAt headphones, Mamaearth, Nykaa, Meesho. India-specific behaviours: online shoppers, engaged shoppers (purchased via Facebook in last 30 days), small business owners, frequent international travellers.

4 Lookalike Audiences — Highest Quality Available

Upload your existing customer list of minimum 100 phone numbers or email addresses. Meta finds people who are statistically similar to your best customers. A 1 percent Lookalike audience built from 500 or more verified customers is the highest-converting targeting available in Meta Ads — consistently outperforming interest targeting.

Campaign Type	Ideal Audience Size	Targeting Approach	Starting Budget
Local business (1 city)	50,000 to 5 lakh	City radius + Interest + Age + Gender	INR 200/day
National D2C brand	20 lakh to 1 crore	Top 8 cities + Interest + Behaviour	INR 500/day
B2B professional services	5 lakh to 50 lakh	Job title + Industry + City + Income	INR 300/day
Retargeting campaign	1,000 to 1 lakh	Website visitors or social media engagers	INR 100/day
Lookalike expansion	5 lakh to 50 lakh	1 to 3 percent Lookalike from customer list	INR 400/day

Exercise 2.3 Build and Test 3 Audience Sets

Create 3 distinct audience sets and run them simultaneously to identify which delivers the best performance for your business.

1. Audience A: Location plus Age plus Gender only — pure demographic targeting with no interests.
2. Audience B: Location plus Age plus 3 specific Indian interests directly related to your product or service.
3. Audience C: 1 percent Lookalike audience built from your existing customer phone numbers (minimum 100 numbers needed).
4. Set each audience to INR 200 per day budget and run all three simultaneously for 7 days.
5. After 7 days, compare CPL and lead quality across all three. Scale the winner by 20 percent. Pause the other two.

Deliverable: 3 saved audience sets in Meta Ads Manager with a performance comparison report after 7 days of testing.

2.4

Ad Creatives — Images, Videos & Carousels for Indian Audiences

30 min

In Indian Meta Ads, creative quality is the single biggest performance variable. The same audience with the same budget will produce 3 to 5 times different results depending entirely on the creative. Understanding what resonates with Indian audiences versus generic western audiences is a significant competitive advantage.

Format	Performance	Best Application	Specifications
Vertical Video (Reels/Stories)	Highest	Awareness, engagement, TOFU campaigns	15 to 30 seconds, 9:16 aspect ratio, with subtitles
Single Image (Square)	High	Promotions, offers, quick product messages	1080 x 1080 pixels, price visible in image

Format	Performance	Best Application	Specifications
Carousel (3 to 5 cards)	High	Product range, features, step-by-step process	Square cards, each with distinct CTA
Short Video (15 seconds)	Highest	Stories, Reels feed, mobile-first	15 seconds maximum, hook in first 3 seconds
Long Video (60 to 90 seconds)	Medium	Testimonials, detailed demos, education	4:5 ratio, subtitles essential throughout

4 Creative Principles That Work Specifically for India



Real People, Real Faces

Stock photography underperforms by 60 percent or more compared to authentic images featuring real people in Indian Meta Ads. Use photos of actual customers, genuine team members, or user-generated content. Indian audiences are highly attuned to authenticity and immediately recognise and scroll past stock imagery.



Price Prominently in the Creative

Display the price clearly in the image or within the first 3 seconds of video. 'Starting INR 499' visible in the creative consistently increases CTR for Indian audiences who make price-vs-value assessments before clicking through to a website.



Subtitles on Every Video — No Exceptions

85 percent of Indian users watch Facebook and Instagram videos without sound, typically while commuting or in shared spaces. Always add subtitles using white text on a dark banner at the bottom of the frame. Videos without subtitles reach a fraction of the available audience.



Hook Visible in First 3 Seconds

The thumb stops scrolling in 0.3 seconds or moves on permanently. Open every video with a bold question, a surprising visual, or a pattern interrupt statement. 'Are you wasting INR 10,000 per month on ads that don't bring customers?' stops the Indian business owner's scroll immediately.

Exercise 2.4 Create and Test 3 Ad Creatives

Using your phone camera or Canva, create 3 different ad creatives for the same product and offer.

1. Creative A: A single image featuring a real person (customer or team member) with the price displayed prominently. No stock photos.
2. Creative B: A 15-second vertical video with a strong hook in the first 3 seconds, subtitles throughout, and a clear CTA at the end.
3. Creative C: A 3-card carousel showing your product or service, a customer result or testimonial, and a call-to-action card with the offer.
4. Upload all three to the same campaign with identical audience and budget (INR 200 per day each).
5. After 5 days, identify which creative has the highest CTR and lowest CPL. This is your control creative to beat.

Deliverable: 3 ad creatives live in Meta Ads Manager with CTR and CPL comparison data recorded in Template 2.

2.5

Ad Copywriting — PASA Formula for Indian Audiences

25 min

Great creative stops the scroll. Great copy makes people act. The PASA formula (Problem, Agitate, Solution, Action) is the most reliable ad copywriting framework for Indian audiences because it leads with the customer's pain — which is always more compelling than a product's features.

The PASA Formula in Practice

P Problem — Name their exact pain point

Open with the specific problem your customer is experiencing. Make it so precise that they feel you are describing their situation personally. Example: 'Managing GST returns manually every month? Spending 3 hours on invoices that should take 10 minutes?'

A Agitate — Make the pain feel real and urgent

Expand on the consequences of the problem. Add emotional weight. Example: 'Every hour you spend on manual bookkeeping is an hour you are not growing your business. And mistakes in GST filing mean penalties that can reach INR 25,000 or more.'

S Solution — Present your answer clearly

Introduce your product or service as the direct solution to the agitated problem. Be specific about what it does and how. Example: '[Brand] automates your GST invoices, monthly filing, and profit reports. What used to take 3 hours now takes 10 minutes.'

A Action — Tell them exactly what to do next

Include one clear, specific call to action. Remove all ambiguity. Example: 'Click below to try free for 30 days. No credit card required. Cancel anytime with a single click.'

Audience Segment	Language	Tone	Example Opening Line
Metro professionals — Delhi, Mumbai, Bangalore	English	Professional, aspirational	'Stop wasting money on marketing that doesn't convert.'
Tier 2 cities — Jaipur, Indore, Coimbatore	Hinglish	Warm, conversational	'Apna business grow karna hai? Hum help kar sakte hain!'
Young urban audience — age 18 to 28	Hinglish/English	Casual, energetic, emoji-friendly	'Okay but why are you still doing this manually? 🗑️'
Conservative or traditional audiences	Hindi or regional	Respectful, trust-building	'Aapke parivar ki suraksha hamare haath mein.'

Exercise 2.5 Write 3 Ad Copy Versions

Write 3 complete versions of ad copy for your main product or offer using the PASA formula.

1. Version A: English, professional tone targeting your metro-based ICP. All 4 PASA elements clearly present.
2. Version B: Hinglish, conversational and warm, targeting Tier 2 city audience. Emoji usage acceptable.
3. Version C: Ultra-short — maximum 3 lines with a strong hook, one key benefit, and a direct CTA.
4. Test all three against the same creative and same audience to isolate the impact of copy alone.
5. Refer to Section 1 of the Ad Copy Swipe File in your course pack for additional Indian examples.

Deliverable: 3 written ad copy versions saved in a document and ready to paste directly into Meta Ads Manager.

2.6

Facebook Pixel Setup & Retargeting Campaigns

25 min

The Facebook Pixel is a small piece of code on your website that reports visitor behaviour back to Meta — which pages they viewed, what they added to cart, and who completed a purchase. Retargeting uses this data to show ads specifically to people who already know you. It is consistently the highest-ROI ad type for Indian businesses because it reaches warm audiences rather than cold strangers.

3 High-Performing Retargeting Audiences for Indian Businesses

1 Website Visitors — Last 30 Days

People who visited your website but did not purchase or enquire. Show them a different creative from what they originally saw — usually a customer testimonial or a time-limited offer. Budget of INR 100 to INR 200 per day is sufficient for this audience. This is your highest-converting ad type.

2 Instagram and Facebook Engagers — Last 60 Days

People who liked, commented, saved, or watched 75 percent or more of your videos. These audiences work even without a website pixel installed, making them perfect for businesses that sell directly via Instagram DM or WhatsApp. Typically converts at 2 to 4 times the rate of cold audiences.

3 Cart Abandoners (E-commerce)

People who added a product to cart but did not complete purchase. This is the highest-intent audience in all of digital marketing. Show them the exact product they abandoned with a small incentive — free shipping, a 10 percent discount, or a limited-time offer to complete their order.

Exercise 2.6 Launch Your First Retargeting Campaign

Create a retargeting campaign targeting your Instagram engagers — no website pixel required.

1. In Meta Ads Manager, go to Audiences and create a Custom Audience from Instagram Account.
2. Select 'People who engaged with any post or ad in the last 60 days.'
3. Create a new Leads or Sales campaign and select this custom audience in your Ad Set.
4. Use a testimonial creative showing a real customer result — this format converts best for retargeting.
5. Set budget at INR 150 per day, run for 14 days, and record CPL in Template 2.

Deliverable: A live retargeting campaign with a testimonial creative targeting your Instagram engagers.

2.7

Lead Generation Ads — Instant Forms for Indian Businesses

20 min

Meta's Instant Lead Forms load entirely within the Facebook or Instagram app — no website visit required. For Indian audiences on slower mobile connections and lower-specification phones, this speed advantage consistently translates to 40 to 60 percent lower Cost Per Lead compared to website-based lead forms.

Anatomy of a High-Converting Indian Instant Form

1 Select 'Higher Intent' Form Type

Choose 'Higher Intent' rather than 'More Volume.' Higher Intent adds a review screen where the prospect must confirm their information before submitting. This reduces accidental submissions and improves lead quality — you get fewer but better leads at a slightly higher CPL.

2 Write a Compelling Intro Screen

Add a strong headline and 3 bullet points stating what the prospect receives. Example: 'Get your free consultation — includes: a 30-minute strategy call, a personalised action plan, and no-obligation follow-up.'

3 Ask Only What You Genuinely Need

Maximum 3 to 4 questions. Always include Name and Phone Number (Meta pre-fills these from the user's profile, dramatically increasing completion rates). Add City as a third field. Never ask for both email AND phone — choose one. Every additional question reduces form completion rates by approximately 10 percent.

4 Thank You Screen with Immediate Next Step

Do not leave the lead sitting on a generic thank-you screen. Add a WhatsApp link so hot leads can contact you immediately. Include your response time commitment: 'We will call you within 2 hours during business hours.'

- **India Insight:** Always capture phone numbers — not email addresses — in Indian lead forms. Indian leads respond to WhatsApp follow-up 5 to 10 times faster than email. An automatic WhatsApp reply within 5 minutes of form submission can double your lead-to-appointment conversion rate.
-

Exercise 2.7 Build and Test Your First Instant Lead Form

Create a complete Instant Lead Form for your business and connect it to automatic data capture.

1. Create a new Lead campaign in Meta Ads Manager and select Instant Forms as the lead method.
2. Build your form: intro screen with 3 benefit bullets, 3 questions (Name, Phone, City), review screen, and thank-you with WhatsApp link.
3. Use Zapier's free plan to connect your lead form to a Google Sheet for automatic lead capture.
4. Test the entire form yourself on a mobile phone before publishing it live.
5. Set up a WhatsApp auto-reply message to go to every new lead within 5 minutes of submission.

Deliverable: A live Instant Form connected to a Google Sheet via Zapier, with a WhatsApp auto-reply configured.

2.8

Scaling & Optimising — From INR 500 to INR 50,000/Day

30 min

Most Indian businesses are afraid to scale their ads because they are uncertain whether results will hold at higher budgets. Professional media buyers use a specific, repeatable framework to scale profitably. This lesson teaches you that exact process.

The 3-Phase Scaling Framework

1 Phase 1 — Validation (INR 200 to 500/day, 7 to 10 days)

Run 3 audience variations times 3 creative variations times 2 copy variations simultaneously. After 7 days, you will have clear data on your winning combination. This phase is not about results — it is about finding the formula to scale.

2 Phase 2 — Gradual Scale (Increase budget by 20 percent every 3 to 4 days)

Take your winning combination and increase the budget by exactly 20 percent every 3 to 4 days. Do not double the budget — large jumps reset Meta's learning algorithm and tank performance. Scale from INR 500 to INR 600 to INR 720 to INR 865 and so on.

3 Phase 3 — Horizontal Scale (Duplicate to new audiences)

Duplicate your winning ad set to new audiences: different Indian cities, different lookalike percentages, or different interest segments. Keep the same creative that is already performing. This is how professional accounts grow from INR 5,000 per day to INR 50,000 per day.

Situation	Correct Action	Reason
CPL 3x above target after INR 2,000 spent	Kill the ad — insufficient performance	Enough data collected to make a confident decision
CPL 2x above target after INR 500 spent	Wait — insufficient data	Too early to make decisions with less than INR 1,000 spent
ROAS below 1 after INR 5,000 spent	Pause and diagnose the problem	You are currently losing money — find the issue before scaling
CTR below 0.8% after 10,000 impressions	Replace the creative	The ad is not stopping the scroll — a creative problem, not an audience problem
CPL at target and ROAS above target	Scale by 20 percent	This is a winner — grow it carefully and protect its performance

MODULE PROJECT**Module 2 Project — Launch Your First Complete Meta Campaign**

Launch a complete Meta Ads campaign for your business using all 8 lessons from this module. Minimum spend: INR 3,000 over 10 days. Record all results in Template 2 (Ad Campaign Tracker).

- Business Manager set up with INR ad account, correct timezone, and pixel installed (Lesson 2.1)
- Campaign created with the correct objective for your business goal (Lesson 2.2)
- 3 audience sets created and running against each other with equal budgets (Lesson 2.3)
- 3 ad creatives produced: image, 15-second video, and 3-card carousel (Lesson 2.4)
- 2 versions of ad copy written using the PASA formula (Lesson 2.5)
- Retargeting campaign live targeting Instagram and Facebook engagers (Lesson 2.6)
- Instant Lead Form built, connected to Google Sheet via Zapier, WhatsApp auto-reply active (Lesson 2.7)
- Scaling decision made after 7-day validation with all data recorded in Template 2 (Lesson 2.8)

MODULE 3

8 Lessons | 2.5 hours | 1 Module Project

WhatsApp & Content Marketing

India's #1 marketing channel + the content system that builds trust and converts followers into buyers.

WhatsApp has a 98 percent open rate in India — higher than email, SMS, and any paid ad platform. Combined with a consistent content marketing strategy, it creates the trust infrastructure that makes every other marketing investment more effective. This module covers WhatsApp Business setup, broadcast marketing, content calendars, Reels strategy, Indian copywriting, design tools, and user-generated content campaigns.

3.1

WhatsApp Business Profile — Setup & Catalogue

20 min

WhatsApp Business is a free application that transforms WhatsApp into a professional sales and marketing tool. Setting it up correctly — all 7 features — takes approximately 30 minutes and immediately increases your credibility with every customer who contacts you.

7 WhatsApp Business Features to Set Up Today

1 Business Profile — The Foundation

Complete every field: business name, category, description (include the keywords customers use to search for your services), email address, website, physical address, and business hours. A complete profile signals legitimacy and builds trust before a single word is exchanged.

2 Away Message — Never Leave Customers Waiting

Set an auto-reply for outside business hours. Example: 'Thank you for contacting [Brand]. We are currently closed. We will reply by [specific time] tomorrow. For urgent matters, please type URGENT and we will prioritise your message.' Specify actual times — not generic responses.

3 Greeting Message — First Impression Automation

Auto-sent to anyone who messages for the first time. Example: 'Welcome to [Brand]! We are glad you reached out. To help you faster, please type: 1 for Products, 2 for Pricing, 3 for Support, or 4 to speak with a team member.' This sets professional expectations immediately.

4 Quick Replies — 10-Second Response Time

Set keyboard shortcuts for your most common responses. Access them by typing a forward slash. Set up: /price (your pricing message), /timing (business hours), /location (your address with Maps link), /offer (current promotion), /catalogue (product catalogue link). Reduces response time from 3 minutes to 10 seconds.

5 Product Catalogue — Your Mobile Storefront

Add your top 10 to 20 products or services with clear photos, detailed descriptions, and prices. Customers can browse the catalogue and send product enquiries directly from WhatsApp without visiting your website. For many Indian SMEs, a well-maintained catalogue replaces the need for a dedicated website.

6 Labels — Your WhatsApp CRM System

Use colour-coded labels to organise every conversation: New Lead (red), Follow Up Required (yellow), Order Placed (green), Payment Confirmed (blue), and Cold Lead (grey). Review and action every label category daily. This simple system prevents leads from being forgotten.

7 WhatsApp Link and QR Code — Your Opt-in Tools

Generate your direct WhatsApp link (wa.me/91XXXXXXXXXX) and QR code. Place them everywhere: Instagram bio, Facebook page, Google My Business, business cards, email signature, product packaging, receipts, and any physical signage. Every touchpoint should offer a WhatsApp contact option.

Exercise 3.1 Complete Your WhatsApp Business Profile

Set up all 7 WhatsApp Business features in one focused session.

1. Download WhatsApp Business (a separate app) and complete your business profile with every field filled.
2. Write and activate your Away Message and Greeting Message — test both by messaging yourself from a different number.
3. Set up 5 Quick Replies for your most common customer questions.
4. Add your top 5 products or services to the catalogue with photos and prices.
5. Update your Instagram bio to include your WhatsApp link and QR code in a Story highlight.

Deliverable: Screenshot of your completed WhatsApp Business profile showing catalogue, auto-replies, and 5 quick replies configured.

3.2

Building & Managing Broadcast Lists (The Right Way)

25 min

A WhatsApp broadcast list sends one message to hundreds of contacts simultaneously — each recipient receives it as a personal direct message, not as a group message. A quality list of 500 consented contacts typically generates more revenue than INR 50,000 in paid advertising because the audience already knows,

trusts, and has chosen to hear from you.

5 Ethical Methods to Build Your Broadcast List

1 Instagram Bio Link with Lead Magnet

'Join our WhatsApp for exclusive offers and tips — link in bio.' Update your Instagram bio with your WhatsApp opt-in link and create a Story weekly referencing it. Offer a tangible incentive: a free guide, a discount code, or early access to new products.

2 Post-Purchase Follow-Up

After every completed order or service delivery, send a thank-you WhatsApp message and ask permission to add the customer to your broadcast list for new products and exclusive offers. Most satisfied customers say yes. This list of verified buyers converts at 3 to 5 times higher than any cold audience.

3 In-Store or Offline QR Code

Display your WhatsApp QR code prominently at your shop, clinic, salon, or market stall. Offer an immediate incentive: 'Scan to receive 10 percent off your order today.' The in-person context builds trust that makes the opt-in feel natural rather than intrusive.

4 Meta Lead Forms to WhatsApp

In your Meta Lead Form thank-you screen, add a WhatsApp button: 'Chat with us now on WhatsApp.' Every lead who clicks immediately becomes a WhatsApp broadcast list candidate — and they have just filled out a form indicating genuine interest.

5 Google My Business WhatsApp Button

Add your WhatsApp number to your GMB profile. Customers who find you on Google Maps can message you directly. For local businesses, this single setup step can add 5 to 20 new broadcast contacts per week from organic search traffic.

- **Critical Rule:** Only add contacts who have explicitly consented to receive broadcast messages from you.
- Sending unsolicited messages is spam, damages your brand reputation, and risks your number being permanently blocked by Meta. Consent is not optional — it is the legal and ethical foundation of broadcast marketing.

- **Broadcast Frequency Rule — 3:1 Ratio:** Send maximum 2 to 3 broadcasts per week. For every promotional message, send 3 value messages first: a helpful tip, an interesting insight, a free resource, or an entertaining story. The 3:1 ratio keeps opt-out rates below 5 percent and open rates above 85 percent.

Exercise 3.2 Build Your First Broadcast List of 50 Contacts

Build a permission-based broadcast list of minimum 50 consented contacts within 7 days.

1. Update your Instagram bio with your WhatsApp opt-in link today and post a Story announcing an exclusive offer for WhatsApp subscribers.
2. Message your last 30 customers via WhatsApp asking if they would like to join your exclusive update list — explain exactly what they will receive.
3. Create a broadcast list in WhatsApp Business named 'VIP Customers' and add all consented contacts.
4. Send your first broadcast using one of the message templates from Template 6 in your course pack.
5. Track opt-ins and opt-outs for the first 30 days in a simple spreadsheet.

Deliverable: A WhatsApp Broadcast list with minimum 50 consented contacts and your first broadcast message sent and delivered.

3.3

WhatsApp Campaigns — Diwali, Eid & Seasonal Promotions

25 min

India's festive calendar is your marketing calendar. Each major festival is a culturally legitimate reason to connect with your audience, run a promotion, and deepen the brand-customer relationship. Businesses that plan their festive campaigns 30 days in advance consistently outperform those that react last-minute.

Festival	Months	Primary Regions	Campaign Focus
Navratri / Dussehra	September to October	All India, especially North and West	New collection launch, festive offers
Diwali and Dhanteras	October to November	All India — biggest commercial season	Gift hampers, major sales, product launches
Christmas and New Year	December to January	Urban India, youth, South India	Year-end offers, resolution campaigns
Makar Sankranti / Pongal / Lohri	January	South, East, and North India (regional)	Regional-specific offers and celebrations
Holi	March	All India, especially North India	Colour-themed products, experiential content
Eid ul-Fitr	March to April (lunar)	Muslim-majority cities across India	Gifting, fashion, premium food products
Independence Day	August 15	All India	Patriotic offers, Made-in-India positioning

The 3-Message Festive Sequence

1 Teaser Message — 10 Days Before the Festival

Build anticipation without revealing the full offer. Example: 'Something special is coming for Diwali. Watch this space.' Short, mysterious, personal. Open rate: typically 90 percent or higher because early festive messages are novel before inboxes fill up.

2 Main Offer Message — 5 Days Before the Festival

Reveal the full offer with all details: what, how much, how to order, and the deadline. Include an image or short video. This is your highest-converting message — send it when your audience is actively planning their festive purchases.

3 Last Chance Message — 24 Hours Before the Deadline

Short, urgent, emoji-heavy. 'Only 24 hours left to claim your Diwali offer. INR [X] off storewide — ends tonight at midnight. Tap to order now.' This message alone typically recovers 15 to 20 percent of the customers who saw message 2 but did not act.

Exercise 3.3 Plan Your Next Festive Campaign

Plan and write a complete 3-message WhatsApp campaign for the next major Indian festival.

1. Identify the next festival occurring within 60 days from today.
2. Write your Teaser message (to be sent 10 days before) — mysterious, short, exciting.
3. Write your Main Offer message (to be sent 5 days before) — full details, image description, clear deadline.
4. Write your Last Chance message (to be sent 24 hours before) — urgent, short, with countdown.
5. Add all 3 messages to your calendar with reminder alerts so you send them on time.

Deliverable: 3 complete WhatsApp messages written, saved in Template 6, and scheduled in your calendar with reminders.

3.4

Content Calendar — 30-Day Indian Social Media Plan

25 min

Consistency beats quality in social media marketing. An average post published every day outperforms an exceptional post published once per week. A content calendar converts sporadic posting into a systematic, sustainable habit that compounds over time.

The 5 Content Pillars — Percentage Split

Content Pillar	Percentage	Purpose	Example for Any Business
Education	30%	Build authority and generate saves	'5 things to check before buying [your product category] in India'

Content Pillar	Percentage	Purpose	Example for Any Business
Inspiration	20%	Build emotional connection and shares	'From INR 0 to INR 2 lakh/month — how our customer did it'
Entertainment	20%	Grow reach and show brand personality	Behind-the-scenes, trending audio Reels, industry humour
Promotion	20%	Drive direct sales and enquiries	New products, limited-time offers, special discounts with prices
Engagement	10%	Generate comments and signal quality to algorithm	Polls, questions, 'choose A or B,' 'caption this' formats

- Best Posting Times for Indian Audiences:** Instagram: 7 to 9 AM (morning commute), 12 to 2 PM (lunch break), 8 to 10 PM (evening). Facebook: 8 to 10 AM, 1 to 3 PM. LinkedIn: 8 to 9 AM Tuesday through Thursday only. These are starting guidelines — verify against your own account Insights after 30 days of posting.

Exercise 3.4 Build Your 30-Day Content Calendar

Open Template 1 (Content Calendar) from your course pack and plan 30 complete days of content.

- Assign a content pillar to each day following the 30-20-20-20-10 percentage split.
- Write a specific topic idea for every single day — not 'educational post' but the actual title of the content.
- Mark all Indian festivals and local events in the next 30 days as priority posting days requiring special content.
- Identify 8 days for Reels specifically — your highest organic reach content type.
- Block 2 hours every Sunday evening to batch-create the following week's content so it is never done under pressure.

Deliverable: A completed 30-day Content Calendar template with specific topics for every posting day.

3.5

Reels Strategy — Formats, Hooks & Trending Audio India

25 min

Instagram Reels consistently reach 3 to 10 times more non-followers than any other post type on the platform. For Indian businesses, Reels is the single highest-ROI organic content format available in 2026. This lesson teaches you to create Reels that stop the scroll, earn saves, and grow your following.

Reel Format	Opening Hook	Best Business Type	Example
POV / Perspective	'POV: You just discovered...'	B2C products, lifestyle brands	'POV: Your kitchen actually matches your Pinterest board now'

Reel Format	Opening Hook	Best Business Type	Example
Before and After	Show transformation first, no narration	Services, beauty, interiors, food	Messy disorganised space to beautifully designed room
Myth Busting	'Stop believing this about [topic]'	Education, B2B, health, finance	'Stop believing you need INR 1 lakh to run effective ads'
Day in the Life	Behind-the-scenes journey	Personal brands, founders, creators	'A day building a startup in Mumbai with INR 5,000 left'
Tutorial / How-To	'I will show you in 30 seconds'	Products, education, software tools	'How to file your GST return in under 5 minutes'

The 30-Second Reel Formula

0-3s

The Hook — Stop the Scroll

Bold statement, surprising visual, or direct question. This single moment determines whether 90 percent of viewers continue watching or swipe away. Test multiple hooks for the same Reel to find what resonates with your specific audience.

3-20s

The Content — Deliver the Value

Tutorial steps, the transformation story, the insight, or the reveal. Keep video cuts fast — change the frame every 2 to 3 seconds. Use text overlays throughout because most viewers watch without sound. Every sentence should justify staying for the next one.

20-27s

The Payoff — The 'Aha' Moment

The result, the reveal, the answer to the question asked in the hook. This is the moment viewers pause to watch again, share with friends, or save for later. The payoff is what converts a viewer into a follower.

27-30s

The CTA — One Clear Next Step

'Follow for more. Save this for later. Comment YES if this helped. Link in bio for the complete guide.'
Choose one CTA only — multiple options result in no action being taken.

Exercise 3.5 Create and Publish Your First 3 Reels

Using the 30-second formula, create and publish 3 different Reels within 7 days.

1. Choose 3 formats from the table above — one for each Reel to test what resonates most.
2. Script each Reel using the 4-part structure: Hook, Content, Payoff, CTA.
3. Use trending Indian audio from Instagram's trending audio section for each Reel.
4. Add a maximum of 5 relevant hashtags: 2 niche-specific, 2 industry-level, 1 location-based.
5. After 7 days, compare views, saves, and new follows from all 3 Reels. The format with most saves is your content direction.

Deliverable: 3 published Reels with a performance comparison table showing views, saves, follows gained, and winning format identified.

3.6

Copywriting for Indian Audiences — Emotion, Trust & Urgency

20 min

Copywriting is the art of writing words that make people take a specific action. For Indian audiences, three emotional triggers consistently outperform all others when used authentically: family values and community belonging, fear of being cheated or wasting money, and aspiration to social status or achievement.

3 Most Powerful Copy Triggers for Indian Audiences

1 Family and Community — The Strongest Indian Trigger

'The skincare routine your mother always wanted for you.' Connecting your product or service to family values creates immediate emotional resonance that western marketing rarely achieves. Community belonging — 'Join 14,000 Indian founders' — is equally powerful in India's relationship-driven culture.

2 Fear of Being Cheated or Wasting Money — High Action Driver

'Stop paying agency fees for results you can achieve yourself.' Indians are deeply value-conscious, and the fear of paying too much or being taken advantage of is a powerful motivator. Use this trigger carefully — it works, but aggressive use damages brand trust over time.

3 Aspiration and Social Status — Premium Purchase Driver

'The tools used by India's top 1 percent of professionals.' Social aspiration is a massive driver for India's rapidly growing middle class which is experiencing new levels of purchasing power. Connect your product to who the customer wants to become — not just what they want to have.

Exercise 3.6 Write 5 Headlines Using Indian Emotional Triggers

Write 5 different opening headlines for your product or service using the 3 trigger categories.

1. Write 2 family and community headlines — one using direct family language, one using community numbers.
2. Write 2 fear-of-loss and value headlines — one about wasting money, one about risk of being cheated.
3. Write 1 aspiration and status headline — connect your product to who your customer wants to become.
4. Post all 5 headlines in an Instagram Story poll or Stories question asking which resonates most.
5. Use the top-performing headline as the opening line of your next paid ad campaign.

Deliverable: 5 written headlines with audience poll results showing which triggered the highest response rate.

3.7

Canva for Business — Professional Graphics in 30 Minutes

25 min

Canva is used by an estimated 8 million Indian businesses for content creation. In 30 minutes, a business owner with zero design experience can produce professional-looking social media posts, WhatsApp graphics, festive announcements, and ad creatives that previously required hiring a designer.

6 Canva Features Every Indian Business Must Use

1 Brand Kit — Your Consistency Foundation

Upload your logo, enter your brand colours using their hex codes, and select your brand fonts. Every template you create or duplicate will automatically apply your brand identity. Available on the free Canva plan with a single brand kit.

2 Core Template Library — 5 Templates to Create Once

Build and save reusable templates for: Instagram Post square (1080 x 1080), Instagram Story vertical (1080 x 1920), Instagram Reel Thumbnail (1080 x 1920), Facebook Post (1200 x 630), and WhatsApp Status (1080 x 1920). Duplicate and edit these for every new post.

3 Magic Resize — 3 Formats in 2 Minutes

Create one design in square format and use Magic Resize to instantly produce Story (9:16) and Facebook (16:9) versions. This single feature saves approximately 2 hours of work per week for businesses posting consistently across platforms.

4 Festive Template Library — Build Before Festivals Arrive

Create Diwali, Holi, Eid, Independence Day, Pongal, and New Year templates now — before the festivals arrive. Each year, simply update the year and offer text. Having templates ready eliminates the last-minute scramble that produces poor-quality festive content.

5 Download Settings — Get the Format Right

Social media images: PNG format at 2x resolution. Videos: MP4. Print materials: PDF Print format. Always tick 'Download with background' to prevent accidental transparent background exports that appear broken on coloured surfaces.

6 Canva Pro Features Worth Paying For

Background Remover (use on any product photo), Magic Resize across all formats, multiple Brand Kits for different businesses or campaigns, and the Content Planner for direct scheduling to Instagram. At approximately INR 499 per month, Canva Pro pays for itself after creating 5 or more graphics.

Exercise 3.7 Build Your Canva Brand Kit and 5 Core Templates

Set up your Canva brand kit and create 5 reusable branded templates this week.

1. Create a Canva account and set up your Brand Kit with logo, 3 brand colours, and 2 brand fonts.
2. Create an Instagram Post template with your brand colours, logo placement, and consistent typography.
3. Create an Instagram Story template for promotional announcements.
4. Create a WhatsApp Status template for product and offer announcements.
5. Create one festive template for the next Indian festival occurring within 60 days.

Deliverable: 5 branded Canva templates saved and shared in a folder, each ready to duplicate and edit for any future post.

3.8

User-Generated Content & Testimonial Campaigns

20 min

User-Generated Content (UGC) is content created by your customers — reviews, unboxing videos, before and after photos, and organic Instagram tags. It is the most trusted form of marketing in India because it comes from real people rather than from the brand. And unlike every other marketing tactic, it is completely free.

5 Systems for Generating Customer Content Consistently

1 Ask at the Peak Happiness Moment

The optimal moment to request a testimonial is immediately after the customer experiences the result — the moment a beautiful product is delivered, a service is completed successfully, or a visible result is achieved. Waiting a week reduces the probability of receiving content by approximately 70 percent.

2 Make It Effortless with a Template Message

Send a WhatsApp template: 'Hi [Name], we are so glad you love your [product]! Would you share a quick photo or video for us? We would love to feature you on our Instagram. Tag us @[brand] or send the media here directly.' Remove every possible friction point.

3 Incentivise Thoughtfully Without Cheapening the Review

Offer a INR 200 to 500 voucher, a discount on the next purchase, or early access to new products. The incentive should feel like a thank-you gift — not a payment for a positive review. Never offer incentives in exchange for positive reviews specifically — only for honest reviews.

4 Repost Strategically and Publicly Reward Contributors

Every time you repost a customer's content, tag them prominently and write a genuine caption about their specific experience. This public reward motivates the tagged customer's followers to share their own experiences. Always request permission before reposting any customer content.

5 Run a Monthly UGC Campaign

'Post a photo using [product] and tag @[brand] with #[YourCampaignHashtag] to win [prize].' A simple monthly campaign creates a self-sustaining UGC pipeline that generates content continuously without requiring manual outreach for every piece.

**MODULE
PROJECT****Module 3 Project — Your 30-Day WhatsApp and Content Launch**

Execute a live 30-day content and WhatsApp marketing plan using all 8 lessons from this module. This project runs in real time — you will be actively posting and messaging during the module.

- WhatsApp Business fully set up with profile, catalogue, auto-replies, and quick replies (Lesson 3.1)
- Broadcast list of minimum 50 consented contacts built using ethical opt-in methods (Lesson 3.2)
- 3-message festive campaign written and scheduled in your calendar (Lesson 3.3)
- 30-day content calendar completed in Template 1 with specific topics for every day (Lesson 3.4)
- 3 Reels created and published with performance data recorded (Lesson 3.5)
- 5 headlines written and tested with audience poll results showing the winner (Lesson 3.6)
- 5 branded Canva templates created and ready for all future content (Lesson 3.7)
- First UGC testimonial collected, permission obtained, and reposted on your Instagram (Lesson 3.8)

MODULE 4

8 Lessons | 3 hours | 1 Module Project

Google Ads & SEO India

Capture customers who are already searching — and build organic rankings that compound forever.

Google Search is where purchase intent lives. When someone in Bangalore searches 'modular kitchen company near me,' they are ready to buy. This module teaches you to appear at the top of that search through Google Ads and through SEO — capturing high-intent Indian buyers at the exact moment they are looking for what you offer.

4.1

Google Ads Account Structure — Campaigns, Ad Groups, Keywords

25 min

Google Ads operates on a strict 3-level hierarchy. Campaign level controls your budget and objective. Ad Group level controls keyword themes. Ad level controls the copy the searcher sees. Confusing these levels is the most common structural mistake made by Indian businesses new to Google Ads.

Recommended Structure for Indian SMEs

1 One Campaign Per Business Goal — No Mixing

Create separate campaigns for Brand Search (your own name), Product Search (what you sell), Competitor Search (competitor brand names), and Remarketing. Mixing objectives in one campaign prevents effective budget allocation and makes performance analysis impossible.

2 One Ad Group Per Keyword Theme

Group keywords by theme, not just by product. 'Modular kitchen Bangalore,' 'Kitchen interior design Bangalore,' and 'Kitchen renovation cost Bangalore' should be in separate ad groups with different ad copy tailored to each theme.

3 3 to 5 Keywords Per Ad Group with Correct Match Types

Start with Exact Match (triggers only for exact keyword) and Phrase Match (triggers for phrases containing your keyword). Avoid Broad Match until you have 30 or more days of data. Add negative keywords — searches you do NOT want to trigger your ad — from the very first day.

- **India-Specific Strategy:** Always include your city name in your keywords. 'Digital marketing agency in Mumbai' has lower competition and higher relevance than 'digital marketing agency.' Indian searches are highly local and location-qualified — this is a cost advantage that most national advertisers overlook.

Exercise 4.1 Build Your First Google Ads Campaign Structure

Plan your complete Google Ads structure on paper before creating anything in the platform.

1. Identify your 3 most important keyword themes (what would your customer type to find you?).
2. Assign each theme to its own ad group — write the ad group name and 3 to 5 keywords for each.
3. Write 10 negative keywords — searches that would waste your budget if they triggered your ad.
4. Create your Google Ads account at ads.google.com with INR billing and India timezone.
5. Build the campaign structure following the 3-level framework you planned on paper.

Deliverable: A documented campaign structure with ad groups, keywords per group, and negative keyword list — on paper before building.

4.2

Keyword Research for Indian Search Behaviour

30 min

Indian search behaviour has patterns that differ significantly from western markets. Understanding how your Indian customer phrases their searches — including the mixture of English, Hindi, transliteration, and price-first queries — is the foundation of profitable Google Ads and effective SEO.

Search Pattern	Example Query	What It Signals	Your Response
Price-first searches	'Interior design cost Bangalore 2026'	High intent but price-sensitive — show your range	Include price signal in ad headline
Near me searches	'CA near me', 'salon near me Pune'	Immediate purchase intent — buy now mindset	Ensure Google My Business is fully optimised
Comparison searches	'Zoho vs Tally India', 'X vs Y'	Middle-funnel — actively evaluating options	Create comparison content on your website
How-to searches	'How to file GST return online India'	Educational intent — not immediate buying	Write blog content, not conversion ads
Brand plus city	'Nike store Chennai', 'Bata Hyderabad'	High intent with location specificity	Bid on your own brand name always
Review searches	'[Brand name] reviews India'	Late consideration — almost ready to buy	Prioritise getting Google reviews

Free Keyword Research Tools for Indian Businesses

1 Google Keyword Planner — Authoritative Volume Data

Available free inside Google Ads. Enter your service or product plus your city to see monthly search volumes and estimated CPC in INR. Filter by India as location and your target language. Export all results and identify keywords with 100 to 10,000 monthly searches as your priority targets.

2 Google Search Autocomplete — Real Search Behaviour

Type your main keyword into Google and study the autocomplete suggestions — every suggestion is a real search that people make regularly. Append each letter of the alphabet (A through Z) after your keyword to discover the full range of related searches.

3 Google Trends India — Seasonal and Geographic Insights

At trends.google.com, filter by India and compare keyword search volumes over time. Essential for identifying rising keywords before competition increases, planning seasonal campaigns, and understanding which of your keywords are declining versus growing.

Exercise 4.2 Build a 50-Keyword Research Spreadsheet

Research and compile a 50-keyword list for your business using the free tools above.

1. Open Google Keyword Planner and enter your primary service plus city as the seed keyword.
2. Export keyword ideas and filter for 100 to 10,000 monthly searches in India.
3. Add city-specific variations of your top 10 keywords (keyword plus city name).
4. Check Google Trends to identify which keywords are trending up versus declining.
5. Highlight your top 15 keywords based on lowest estimated CPC and highest relevance to your business.

Deliverable: A keyword research spreadsheet with 50 keywords, monthly search volume, estimated CPC, and top 15 highlighted.

4.3 Writing Google Ads — The 3-Headline Formula

25 min

Each Google Search Ad has 3 headlines (maximum 30 characters each), 2 descriptions (maximum 90 characters each), and multiple extensions. The winning formula for Indian Google Ads: Headline 1 = Main Keyword plus City. Headline 2 = Primary Benefit plus Price Signal. Headline 3 = Urgency or Social Proof number.

Business Type	Headline 1	Headline 2	Headline 3	Description
CA Firm — Bangalore	CA Services Bangalore	GST Filing from INR 999	500+ Clients — Free Consult	Expert CA for GST, ITR, company registration. Free 30-min consultation. Book today.
Interior Design — Pune	Interior Designers Pune	Free 3D Design — No Cost	500+ Projects Completed	Modular kitchens, wardrobes and full home design. Delivery and installation included.

Business Type	Headline 1	Headline 2	Headline 3	Description
Online Course — India	Learn Digital Marketing	Certified Course INR 1,499	Enrol Before [Date]	India-focused curriculum. Live sessions, mentorship and certificate. 94% completion rate.
Pest Control — Delhi	Pest Control Delhi NCR	Same-Day Service INR 499	90-Day Guarantee	Cockroach, termite and bed bug treatment. Herbal options available. Book now online.

Exercise 4.3 Write Ad Copy for 3 Ad Groups

Write complete Google Ads copy — 3 headlines and 1 description — for each of your 3 main ad groups.

1. Write Headline 1 for each ad group: main keyword plus city name (maximum 30 characters including spaces).
2. Write Headline 2 for each ad group: primary benefit plus price signal or key differentiator.
3. Write Headline 3 for each ad group: urgency, guarantee, or social proof number.
4. Write one description (maximum 90 characters) for each ad group including a keyword and CTA.
5. Test 2 versions of Headline 3 per ad group — one urgency-based and one social-proof-based.

Deliverable: Complete Google Ads copy for 3 ad groups, ready to paste directly into Google Ads Manager.

4.4

Bidding Strategies — Manual CPC vs Smart Bidding in INR

25 min

Your bidding strategy determines how Google decides how much to pay for each click and to whom your ad is shown. Choosing the wrong strategy at the wrong stage of your campaign wastes budget and undermines the algorithm's ability to find your best customers.

Strategy	How It Works	Best For	When to Use
Manual CPC	You set a maximum bid for each keyword or ad group	All new campaigns and tight budgets	Start here — complete control while building data
Target CPA	Google automatically bids to achieve your target Cost Per Acquisition	Lead gen with 30+ monthly conversions	After 30 days and sufficient conversion data
Target ROAS	Google bids to achieve your specified Return on Ad Spend	E-commerce with pixel and tracked purchases	After minimum 50 tracked purchases per month
Maximise Clicks	Google spends your budget to get maximum clicks	Traffic campaigns, new product launches	When volume matters more than quality

Strategy	How It Works	Best For	When to Use
Maximise Conversions	Google spends budget to maximise conversion volume	Lead gen with flexible CPL targets	After pixel setup with 15+ conversions in 30 days

Exercise 4.4 Set Up Manual CPC Bidding for Your Campaign

Configure Manual CPC bidding for your first Google Ads campaign with appropriate bid caps.

1. Set your daily budget based on your Module 1 budget plan — start with INR 300 to 500 per day.
2. Research estimated CPC for your target keywords using Keyword Planner and set initial bids at the low end of the suggested range.
3. Set a maximum CPC bid cap that is 20 percent above your target CPL to allow flexibility.
4. Add all identified negative keywords to your campaign at the campaign level.
5. Set a 30-day reminder to evaluate switching to Target CPA once you have 30 conversions.

Deliverable: Live campaign with Manual CPC bidding, daily budget set, bid caps configured, and negative keywords added.

4.5

Quality Score, Ad Rank & Landing Page Optimisation

25 min

Quality Score (rated 1 to 10) is Google's assessment of your ad's relevance and quality. A Quality Score of 8 can pay 50 percent less per click than a Quality Score of 4 for the same keyword position. Improving Quality Score is the most cost-effective optimisation available in Google Ads.

The 3 Factors That Determine Your Quality Score

1 Expected Click-Through Rate

Google predicts how often your ad will be clicked when shown. Improve by writing more compelling headlines that match what the searcher is looking for — particularly including the search keyword in your Headline 1.

2 Ad Relevance

How closely your ad matches the intent of the keyword being searched. If someone searches 'modular kitchen Pune' and your ad headline says 'Kitchen Solutions India,' your Ad Relevance score suffers. Each ad group should have tightly themed keywords with ads written specifically for those keywords.

3 Landing Page Experience — Most Critical for India

How useful and relevant your landing page is to someone who clicked your ad. Google measures: page load speed (Indian mobile networks require under 3 seconds), mobile responsiveness, content relevance, and ease of conversion. Test your landing page at PageSpeed Insights before launching any campaign.

Exercise 4.5 Audit and Improve Your Landing Page

Test your landing page using Google's free tools and make the 3 most impactful improvements.

1. Test your landing page at pagespeed.web.dev — note your Mobile score (target: above 70).
2. Identify the 3 largest file-size images on the page and compress them using Squoosh or TinyPNG.
3. Ensure your landing page headline matches the ad headline the visitor clicked — reduce the gap.
4. Add a WhatsApp click button in the top half of the page — this is your highest-converting CTA for Indian visitors.
5. Retest your PageSpeed score after changes and document the improvement in score.

Deliverable: Landing page PageSpeed score documented before and after improvements, with WhatsApp CTA button added.

4.6

Local SEO — Ranking on Google Maps for Indian Cities

25 min

For any business with a physical location, Google Maps ranking is one of the highest-value digital marketing activities available. 46 percent of all Google searches in India contain local intent. A business appearing in the Google Maps 3-pack for 'salon in Bandra' receives more calls than paid advertising at the equivalent budget can generate.

3 Factors That Determine Your Google Maps Ranking

REL Does Your Google My Business Profile Match the Search?

Complete every field in your GMB profile with relevant keywords. Your business name, description, category, services, and posts all contribute to relevance. A business named 'Sharma Salon' with a description that includes 'hair salon, hair colour, hair treatment, bridal makeup, Andheri West' will rank for far more searches than one with an incomplete profile.

DIST How Close Is the Searcher to Your Location?

For searches without a specified location ('salon near me'), Google prioritises proximity. Ensure your exact address is correctly entered in GMB. Use the same address consistently across all online platforms — your website, social media, and GMB. Address inconsistency confuses Google's location algorithm.

PROM **How Well-Known and Trusted Is Your Business?**

Google measures prominence through: number of Google reviews (target 50 or more), average star rating (maintain 4.2 or above), review recency (getting new reviews consistently), and number of times your business name appears on other websites. Reviews are the single biggest lever you can pull for local SEO.

Exercise 4.6 **Achieve 100 Percent Google My Business Completion**

Complete every single field in your Google My Business profile and start a review collection campaign.

1. Log in at business.google.com and check your GMB completeness score — aim for 100 percent.
2. Write a 750-character business description including your main keywords and your city name.
3. Add a minimum of 15 photos: exterior, interior, team, products, and customer experience images.
4. Set up your services or products section with accurate descriptions and prices.
5. Send WhatsApp messages to your last 20 customers requesting a Google review with a direct link.

Deliverable: Google My Business profile at 100 percent completeness with minimum 15 photos and 5 new Google reviews collected.

4.7

Google My Business — Posts, Q&A; & Review Strategy

20 min

Google My Business is more than a listing — it is a free marketing platform that allows you to post updates, answer customer questions publicly, share offers, and build a review portfolio that influences millions of local searches. Most Indian businesses set it up once and never touch it again. This is a significant missed opportunity.

GMB Features to Use Every Week**1** **GMB Posts — Publish Weekly**

Post an update, offer, event, or product every week. GMB posts appear directly in Google search results for anyone searching your business name. They expire after 7 days — set a weekly calendar reminder. Businesses that post weekly receive 30 percent more clicks on average than businesses that don't.

2 **Questions and Answers — Answer Everything Publicly**

Customers can ask questions on your GMB profile — and other customers can answer them, sometimes incorrectly. Monitor your Q&A; section daily. Pre-populate it with frequently asked questions and your answers. Every answered question becomes visible in Google Search results.

3 Review Collection — Systematic Weekly Outreach

After every positive customer interaction, send your Google Review link via WhatsApp: 'Hi [Name], we would really appreciate your feedback! Here is the direct link to leave a review — takes 60 seconds.' Target a minimum of 5 new reviews per month. Respond to every single review — positive and negative — within 24 hours.

Exercise 4.7 Set Up Your Weekly GMB Routine

Create your first GMB post and send your first batch of review request messages.

1. Create your first GMB post announcing a current offer or business update with a photo.
2. Write 5 common customer questions and post them to your Q&A; section with your answers.
3. Create your Google Review direct link and save it as a WhatsApp Quick Reply for instant sharing.
4. Send review request messages to your last 10 customers who expressed satisfaction.
5. Set a weekly Friday calendar reminder: 'Post GMB update and send 3 review requests.'

Deliverable: First GMB post published, 5 Q&A; entries posted, review link saved as WhatsApp Quick Reply, first 3 review requests sent.

4.8

On-Page SEO Basics for Indian Business Websites

25 min

Search Engine Optimisation produces compounding returns — unlike paid ads which stop working the moment you stop paying. A well-optimised page can generate free traffic for 3 to 5 years from a single day of work. This lesson covers the 5 on-page elements that have the greatest impact on Indian search rankings.

On-Page Element	What It Is	Indian Best Practice	Character Limit
Title Tag	The clickable headline in Google search results	Include main keyword plus city — 'Modular Kitchen Pune Brand Name'	50 to 60 characters
Meta Description	The descriptive text below the title in search results	Include keyword, unique benefit, and a CTA — 'Call us for a free 3D design'	150 to 155 characters
H1 Heading	The main visible heading on the page	One per page only — must contain your primary keyword naturally	One per page
Image Alt Text	Hidden text describing each image for search engines	Describe the image using natural language including relevant keywords	Under 125 characters
Page Speed	How quickly the page loads on mobile networks	Under 3 seconds on mobile — Indian connections are often slower	Test at PageSpeed Insights

**MODULE
PROJECT****Module 4 Project — Launch Google Ads and Optimise GMB**

Launch a Google Search campaign with a minimum budget of INR 5,000 over 14 days and complete full Google My Business optimisation.

- Campaign structure documented with ad groups, keywords per group, and negative keyword list (Lesson 4.1)
- 50-keyword research spreadsheet completed with top 15 highlighted (Lesson 4.2)
- Complete ad copy written for all 3 ad groups — 3 headlines and 1 description each (Lesson 4.3)
- Manual CPC bidding configured with daily budget cap and negative keywords (Lesson 4.4)
- Landing page PageSpeed score documented with improvements made (Lesson 4.5)
- Google My Business profile at 100 percent completeness with 15 or more photos (Lesson 4.6)
- First GMB post published and first 5 review requests sent via WhatsApp (Lesson 4.7)
- Title tags and meta descriptions updated on top 5 website pages with keywords and city names (Lesson 4.8)

MODULE 5

8 Lessons | 2 hours | 1 Module Project

Social Media Strategy

Build organic social presence across Instagram, LinkedIn, YouTube, and Indian micro-influencer partnerships.

Organic social media is the long game that pays dividends for years. Unlike paid ads, a well-built Instagram profile, a growing LinkedIn presence, and a YouTube channel compound in value every month. This module teaches you to build strategic social media presence across the platforms that matter most for Indian businesses — and to leverage Indian micro-influencers for authentic, cost-effective reach.

5.1

Instagram Profile Optimisation for Indian Businesses

20 min

A potential Indian customer decides in approximately 3 seconds whether to follow your Instagram account — and that decision is based entirely on your profile photo, your bio, and your last 6 posts. Profile optimisation is the highest-leverage action you can take before creating any content.

The 5 Elements of the Perfect Indian Business Instagram Profile

1 Username — Simple, Memorable, Searchable

Avoid numbers and underscores where possible. Use your brand name directly or add your city: @brandname or @brandnameCity. Check that the same username is available across all platforms for brand consistency.

2 Profile Photo — Clear, High-Quality, Recognisable

For personal brands: a professional headshot with good lighting, direct eye contact, and a genuine smile. For business brands: a clean logo centred within the circle crop area with no important text at the edges. Profile photos display at 110 x 110 pixels on mobile — simplicity is essential.

3 Name Field — Your Searchable Keyword Space

The Name field in Instagram is searchable — unlike your username. Use your brand name followed by your primary keyword. Example: 'Meera's Kitchen | Healthy Meal Prep Bangalore' or 'CA Rahul Singh | GST & ITR Expert Delhi.' This alone can generate organic profile traffic from relevant searches.

4 Bio — 150 Characters That Convert

Line 1: What you do and precisely for whom. Line 2: Your unique value or proof point. Line 3: A clear CTA with an action word. Example: 'Modular kitchens for Pune homes ■ / 500+ projects delivered in 5 years / Book free home visit today ■.' Every character must earn its place.

5 Link in Bio — Multiple Destinations, One Click

Use a multi-link tool (Instagram's native link feature, Linktree, or Tap.bio) to offer multiple destinations: your website, WhatsApp contact, latest offer, YouTube channel, and product catalogue. Update the featured link whenever you run a promotion or post a Reel with a specific CTA.

Exercise 5.1 Rewrite and Optimise Your Instagram Profile

Update every element of your Instagram profile using the framework above.

1. Rewrite your Instagram bio using the 3-line formula — what you do, your proof, and your CTA.
2. Set up a multi-link page and update your bio link to include WhatsApp, website, and latest offer.
3. Switch to a Creator or Business account to access Instagram Insights — Settings, Account, Switch to Professional.
4. Ensure your profile photo is high-resolution and clearly identifiable even at the small circular thumbnail size.
5. Screenshot your current profile before and after the changes to document the improvement.

Deliverable: Updated Instagram profile with new bio, multi-link page live, Professional account active, and before/after screenshots.

5.2

Instagram Growth — Hashtags, Collabs & Explore Strategy

20 min

Organic Instagram growth requires consistent effort across multiple vectors simultaneously. No single tactic produces sustained growth — the compound effect of Reels plus engagement plus collaborations plus profile quality creates the flywheel that grows an Indian business account reliably.

Growth Tactic	Weekly Time Investment	Growth Impact	How to Execute
Reels with trending audio	3 to 4 hours	Very High — 3 to 10x non-follower reach	Post 3 to 4 Reels per week using audio from trending section
Instagram Collabs (joint posts)	1 hour	High — reaches both accounts' followers	Partner with complementary Indian brands for shared posts
Comment on larger accounts	30 min daily	Medium — drives profile visit traffic	Leave first, thoughtful comments on large accounts in your niche
Reply to every comment within 1 hour	20 min daily	High — signals quality to algorithm	Critical especially in the first hour after posting any content
Daily Stories — 5 to 7 frames	20 min daily	Medium — maintains top-of-feed visibility	Polls, questions, behind-the-scenes, countdowns, stickers

- Hashtag Strategy for India:** Use a maximum of 5 hashtags per post. 2 niche-specific (under 500,000 posts), 2 industry-level (500,000 to 5 million posts), and 1 location-based. Avoid massive hashtags like #India or #Fashion with 100 million plus posts — your content immediately disappears in the flood.

Exercise 5.2 Execute a 10-Day Instagram Growth Sprint

Implement 3 growth tactics simultaneously for 10 consecutive days and measure the results.

- Post 1 Reel every 2 days using trending audio (minimum 3 Reels over 10 days).
- Spend 20 minutes daily leaving thoughtful, first comments on 3 large accounts in your industry.
- Reply to every comment on your posts within 60 minutes of posting.
- At day 10, compare follower count, reach, and profile visits vs. day 1 using Instagram Insights.
- Identify which single tactic drove the most new followers and double your investment in it.

Deliverable: Instagram Insights screenshot on Day 1 and Day 10 showing follower count, reach, and profile visits compared.

5.3

LinkedIn for B2B India — Profile, Posts & Lead Generation

25 min

LinkedIn India has grown from 50 million to 110 million users in 4 years and is now the country's most important B2B marketing platform. Unlike Instagram, LinkedIn rewards long-form professional content and

business insights — and its users are decision-makers: CEOs, founders, HR heads, and marketing directors.

What Performs on Indian LinkedIn — 2026

1 Founder Stories with Specific Numbers

'We went from 3 clients to 47 clients in 18 months. Here is exactly what changed.' Specificity combined with a professional context is LinkedIn's highest-performing content format. Indian founders sharing honest business journeys consistently generate 50,000 to 500,000 impressions.

2 Lessons From Failure

'We spent INR 8 lakh on a product nobody wanted. Here is what we learned.' Vulnerability with a professional lesson outperforms success stories on LinkedIn. The Indian audience is hungry for authentic founder content that acknowledges the real difficulty of building a business.

3 Industry Contrarian Opinions

'Everyone says you need to be on every social platform. I disagree. Here is why.' Contrarian professional opinions consistently trigger high engagement because they invite debate — and debate means comments, which means algorithmic reach.

4 Post Format — White Space is Non-Negotiable

Write in single sentences or maximum 2-sentence paragraphs. Add 3 blank lines between every paragraph. LinkedIn collapses text after the third line — your hook must live in those first 3 lines. Walls of text receive near-zero engagement on LinkedIn regardless of content quality.

Exercise 5.3 Publish 3 LinkedIn Posts This Week

Write and publish 3 different LinkedIn posts using different content formats.

1. Post 1: A founder story with a specific business number — revenue, customers, or time period.
2. Post 2: A lesson from a mistake or failure you made in your business — be specific and honest.
3. Post 3: A contrarian opinion about your industry — state the popular view, then disagree and explain why.
4. Use maximum 2-sentence paragraphs with 3 blank lines between each paragraph.
5. Engage with every comment within 2 hours of posting — LinkedIn rewards early engagement velocity.

Deliverable: 3 published LinkedIn posts with engagement data (impressions, comments, connections gained) recorded.

5.4 YouTube Shorts Strategy for Indian Businesses

20 min

YouTube Shorts reach Indian audiences that Instagram cannot access — particularly Tier 2 and Tier 3 city residents where YouTube is the dominant content platform consuming over 4 hours of daily watch time. Shorts under 60 seconds qualify for the Shorts feed and can reach millions of non-subscribers organically.

YouTube Shorts Strategy for Indian SMEs

1 Repurpose Your Best Instagram Reels

YouTube Shorts and Instagram Reels share the same 9:16 vertical format. Remove Instagram watermarks using a tool like SnapTik before uploading to YouTube. Publishing the same content to both platforms doubles your reach with zero additional production time.

2 Upload 3 to 5 Shorts Per Week for 60 Days

YouTube's algorithm rewards consistency — channels that upload regularly are prioritised for Shorts shelf placement. After 60 days of consistent uploading, most channels see a 3 to 5 times increase in organic reach from the Shorts algorithm finding their target audience.

3 Shorts as a Funnel to Long-Form

Use your Shorts as discovery content to build a subscriber base. Direct engaged viewers to longer videos (5 to 15 minutes) where you build deeper trust. Long-form YouTube content is the highest-converting content format for high-value B2B services and premium D2C products in India.

Exercise 5.4 Launch Your YouTube Shorts Channel

Create your YouTube channel and publish your first 3 Shorts within 7 days.

1. Create a YouTube channel at youtube.com with your business name and logo.
2. Upload your 3 best-performing Instagram Reels as YouTube Shorts (remove Instagram watermarks first).
3. Write optimised titles for each Short: include the main keyword and a compelling hook.
4. Add relevant hashtags in the description: #Shorts #[Industry] #[City] #IndianBusiness.
5. After 14 days, compare which Shorts platform (Instagram or YouTube) generates more saves and follows.

Deliverable: YouTube channel created with 3 Shorts published, optimised titles, hashtags, and 14-day performance data.

5.5

Working with Indian Micro-Influencers (INR 5,000 to 50,000)

25 min

Indian micro-influencers — accounts with 10,000 to 1 lakh followers — consistently outperform celebrity and macro-influencers for Indian SMEs. Their audiences are more engaged, more geographically concentrated, more trusting of recommendations, and significantly more affordable than larger accounts.

Influencer Tier	Followers	Typical Indian Fee	Average Engagement Rate	Best For
Nano	1,000 to 10,000	INR 0 to 5,000	8 to 15 percent	Hyperlocal, product gifting, trial campaigns
Micro	10,000 to 1 lakh	INR 5,000 to 50,000	3 to 8 percent	Niche product launches, city-level campaigns

Influencer Tier	Followers	Typical Indian Fee	Average Engagement Rate	Best For
Mid-Tier	1 lakh to 5 lakh	INR 50,000 to 2 lakh	1 to 3 percent	Regional brand awareness, national D2C
Macro	5 lakh to 10 lakh	INR 2 to 10 lakh	0.5 to 1.5 percent	Major product launches with large budgets
Celebrity	10 lakh+	INR 10 lakh and above	0.3 to 0.8 percent	Mass market awareness only

How to Evaluate an Influencer Before Paying

1 Check Engagement Rate — Not Just Follower Count

Calculate: (Likes plus Comments) divided by Followers times 100. A micro-influencer with 30,000 followers and 4 percent engagement is more valuable than one with 90,000 followers and 0.5 percent engagement. Minimum acceptable engagement rate: 2 percent for any paid collaboration.

2 Analyse Comment Quality

Read the comments on their last 10 posts. Genuine comments contain specific reactions, questions, or personal responses. Bot-generated engagement shows as fire emojis, generic compliments ('Great!', 'Nice post!'), and accounts with no profile photos. Reject any influencer with suspicious comment patterns.

3 Verify Audience Demographics

Ask the influencer to share their Instagram Insights showing: top cities (should match your target market), audience age bracket (should match your ICP), and gender split. A Bangalore-based influencer whose audience is 60 percent from Mumbai is less valuable for a Bangalore-specific business.

Exercise 5.5 Identify and Brief 3 Micro-Influencers

Research and shortlist 3 micro-influencers appropriate for your business.

1. Search Instagram hashtags relevant to your industry and city to identify active influencers.
2. Calculate engagement rate for each shortlisted influencer and eliminate any below 2 percent.
3. Read comments on their last 10 posts to assess genuine audience engagement quality.
4. Request Instagram Insights from your top 3 candidates to verify audience demographics.
5. Open Template 3 (Influencer Brief and Tracker) and complete the brief section for your preferred collaboration.

Deliverable: 3 influencers shortlisted with engagement rates calculated, audience demographics verified, and one brief completed in Template 3.

5.6

Influencer Brief, Contract & Performance Tracking

20 min

The brief is the most important document in any influencer collaboration. A clear, detailed brief eliminates misunderstandings, ensures brand safety, and gives the influencer everything they need to produce content that serves your marketing goals without requiring multiple revision rounds.

Essential Components of an Indian Influencer Brief

1 Campaign Objective and Background

What is this collaboration trying to achieve? Awareness, leads, direct sales, or product trial? Provide context about your brand, your target audience, and what makes your product unique in the Indian market.

2 Deliverables — Specific and Unambiguous

State exactly: number of Reels (with minimum duration), number of Stories (with link sticker requirement), number of feed posts (with carousel or single image specification), and whether a YouTube Short is included. Vague briefs produce vague content.

3 Key Messages and Mandatory Mentions

List 3 to 5 key product benefits that must be communicated. State mandatory hashtags and tags (@your_brand). Specify what claims can and cannot be made. List your Do's (authentic first-person language, show product in use) and clear Don'ts (no competitor mentions, no political content, no specific price claims).

4 Payment Terms — Standard Indian Practice

50 percent advance payment upon brief acceptance. 50 percent balance payment within 7 days of final content being posted and links being delivered. Request content approval before publishing — a 48-hour approval window is standard. Include a 6-month exclusivity clause preventing promotion of direct competitors.

Exercise 5.6 Complete a Full Influencer Brief Using Template 3

Fill in every section of Template 3 (Influencer Brief and Tracker) for your planned collaboration.

1. Complete the campaign brief section with all mandatory and optional fields in Template 3.
2. Write your 3 Do's and 3 Don'ts clearly and specifically.
3. Specify the exact deliverables: Reel count, Stories count, duration, and posting dates.
4. Write your approval process: 'Please send draft content for approval 48 hours before posting date.'
5. Create a simple performance tracking row in Template 3 for reach, impressions, and click data.

Deliverable: Completed influencer brief in Template 3 ready to send, with tracking rows prepared.

5.7

Community Building — Telegram Channels & Facebook Groups

15 min

A private community of 500 engaged members generates more loyal repeat customers than 50,000 passive social media followers. Communities create belonging — and belonging creates retention, referrals, and premium pricing power. Telegram channels are the fastest-growing community format in India for B2B and educational niches.

Telegram vs. Facebook Groups for Indian Businesses

Factor	Telegram Channel	Facebook Group
Audience	B2B, tech, education, finance, news	Local businesses, consumer brands, age 30+
Content format	Text, documents, polls, files, links	Videos, images, text posts, live sessions
Growth speed	Fast via forwarding and sharing	Slower — dependent on Facebook algorithm
Monetisation	Subscription channels possible	Limited — drives to external links
Recommended size target	1,000 members in 90 days	500 members in 90 days

Exercise 5.7 Launch Your Community

Create your Telegram channel or Facebook Group and attract your first 50 members.

1. Decide: Telegram (B2B or educational content) or Facebook Group (local consumer or community content).
2. Create the community with a clear name: '[Your Brand] — [What They Get].' Example: 'Startup Finance India — Weekly CFO Tips.'
3. Write your welcome message explaining who this community is for and what they will receive.
4. Invite your existing WhatsApp broadcast list, Instagram followers, and email subscribers to join.
5. Commit to posting 3 pieces of exclusive value content per week for the first 30 days.

Deliverable: Community created with welcome message, first 50 members invited, and 3 value posts published.

5.8

Social Media Scheduling & Automation Tools

15 min

Manual posting is unsustainable for Indian business owners who are also managing operations, sales, and customer service. Scheduling tools allow you to plan a full week of content in one sitting — removing daily decision fatigue and ensuring consistency even during your busiest weeks.

Tool	Price (India)	Channels	Best Feature	Best For
Meta Business Suite	Free	Facebook + Instagram	Native integration, no limits	Businesses using only Meta platforms
Buffer	Free (3 channels)	Most major platforms	Simple interface, link shortener	Small businesses starting out
Later	From INR 1,200/month	Instagram, TikTok, Pinterest	Visual content calendar, hashtag tools	Visual brands and e-commerce
Hootsuite	From INR 1,800/month	10+ platforms	Analytics and team collaboration	Agencies and multi-channel brands
SocialBee	From INR 2,500/month	Most major platforms	Content recycling and categories	Businesses with evergreen content

- The Batch Creation Workflow:** Sunday 7 to 9 PM: plan next week's content topics. Monday 9 to 11 AM: film photos and videos. Monday 11 AM to 1 PM: edit content and write captions. Monday afternoon: schedule all posts for the week. This 6-hour weekly investment eliminates daily content stress permanently.

MODULE PROJECT

Module 5 Project — 30-Day Social Media Growth Sprint

Execute a 30-day social media growth plan across your primary platforms using all Module 5 strategies. Track results weekly using Template 4 (Monthly Marketing Report).

- Instagram profile fully optimised with new bio, multi-link page, and Professional account active (Lesson 5.1)
- 10-day growth sprint completed with Reels, engagement, and comment tactics documented (Lesson 5.2)
- 3 LinkedIn posts published in 3 different formats with engagement data recorded (Lesson 5.3)
- YouTube channel created with first 3 Shorts published and 14-day performance comparison done (Lesson 5.4)
- 3 micro-influencers identified with engagement rates verified and one brief completed (Lesson 5.5)
- Full influencer brief completed in Template 3 and sent to preferred influencer (Lesson 5.6)
- Community created (Telegram or Facebook Group) with welcome message and first 50 members (Lesson 5.7)
- Full month of content scheduled in advance using a scheduling tool (Lesson 5.8)

MODULE 6

8 Lessons | 1.5 hours | 1 Module Project

Analytics & ROI Tracking

Stop guessing. Build a measurement system and make every marketing decision with confidence.

Marketing without measurement is gambling. This final module gives you the tools, formulas, and frameworks to track every rupee of marketing spend, understand exactly which channels produce real business results, produce professional monthly reports, run systematic A/B tests, and build a data-driven 6-month growth plan that competes with the systems used by companies 10 times your size.

6.1

Google Analytics 4 — Setup, Events & Conversion Goals

25 min

Google Analytics 4 (GA4) is the free analytics platform that shows you who visits your website, where they come from, what they do on every page, and whether they complete a conversion action. Without GA4, you are making all marketing decisions based on instinct and assumption rather than evidence.

GA4 Setup in 5 Steps

1 Create Your GA4 Property

Go to analytics.google.com and create a new property. Select India as your country, Indian Rupee as your currency, and Asia/Kolkata as your timezone. These settings affect all attribution, currency reporting, and time-based analysis permanently.

2 Install the GA4 Measurement Tag

Copy your Measurement ID (format: G-XXXXXXXXXX) and install it on every page of your website. WordPress users: install the 'Site Kit by Google' plugin — complete setup in under 5 minutes. Custom website owners: add the gtag.js code snippet to the HTML head section of every page.

3 Configure Key Conversion Events

In GA4 Events, mark as conversions: `form_submit` (for lead capture forms), `purchase` (for e-commerce), `phone_call` (click-to-call buttons), and `whatsapp_click` (your WhatsApp button — the most important conversion for Indian businesses). Each marked conversion becomes a goal in your reports.

4 Link GA4 to Google Ads

Connect GA4 to your Google Ads account to import conversion data for Smart Bidding. In GA4: Admin, Google Ads Links, Link. This connection enables Target CPA and Target ROAS bidding strategies using GA4's more accurate attribution data.

5 Build Your Primary Performance Report

In GA4 Explore, create a custom report showing: Traffic Source, Sessions, Conversions, and Conversion Rate. This single report, reviewed every Monday morning, tells you which channels are driving real business results versus which are consuming budget without returning value.

- **India-Specific Setup:** Configure a custom event for WhatsApp button clicks as a GA4 conversion. For Indian businesses, WhatsApp enquiries convert to paying customers at 5 to 10 times the rate of email form submissions. If your analytics do not track WhatsApp clicks, you are missing your most valuable conversion signal.

Exercise 6.1 Install GA4 and Verify It Is Working

Install GA4 on your website, configure conversion events, and verify live data.

1. Create your GA4 property with INR currency, India/Kolkata timezone, and India as country.
2. Install the tracking tag using Site Kit (WordPress) or manual `gtag.js` code (custom websites).
3. Visit your website in a private browser window and confirm you appear in GA4's Real-time Report.
4. Mark at least 3 events as conversions: form submission, WhatsApp click, and phone call.
5. Link GA4 to your Google Ads account if you are running search campaigns.

Deliverable: GA4 dashboard screenshot showing live Real-time data with at least 3 conversion events configured and verified.

6.2

UTM Parameters — Tracking Every Campaign Source

15 min

UTM parameters are tracking tags appended to your URLs that tell GA4 exactly where a visitor came from — which campaign, which platform, which specific ad, and which piece of content. Without UTMs, GA4 attributes all your paid social traffic as 'direct' or 'unassigned,' making it impossible to know which marketing investment produces results.

UTM Parameter	What It Tracks	Example Value
utm_source	The platform or website sending traffic	meta, google, whatsapp, email, linkedin
utm_medium	The marketing channel type	cpc, organic, social, email, referral
utm_campaign	The specific campaign name	diwali-sale-oct25, brand-search, retargeting
utm_content	The specific ad or creative variant	video-a, image-b, carousel-c, reel-1
utm_term	The keyword — Google Ads only	digital-marketing-mumbai, ca-services-pune

- UTM Naming Convention:** Always use lowercase letters with hyphens instead of spaces or underscores. Example for a Diwali Meta Ad video: `yourwebsite.com/?utm_source=meta&utm_medium=cpc&utm_campaign=diwali-sale-oct25&utm_content=video-a`. Build all UTM URLs using Google's free Campaign URL Builder tool.

Exercise 6.2 Create UTM URLs for All Active Campaigns

Build UTM-tagged URLs for every current marketing channel and replace all existing links.

- List all current traffic sources: Meta Ads, Google Ads, WhatsApp bio link, Instagram bio, email.
- Use Google's Campaign URL Builder to create a properly formatted UTM URL for each source.
- Replace every existing link in your ads and your social media bios with UTM-tagged versions today.
- After 7 days, check GA4 under Reports, Acquisition, Traffic Acquisition to see channel breakdown data.
- Save your UTM naming convention as a document so all future campaigns follow the same format.

Deliverable: UTM library document with tagged URLs for all current campaigns and a GA4 screenshot showing channel data after 7 days.

6.3

Building Your Marketing Dashboard — All Channels in One View

20 min

A marketing dashboard consolidates performance data from all channels into a single weekly view. Without a dashboard, tracking performance requires logging into 4 or 5 different platforms — a process so time-consuming that most business owners skip it entirely. Open Template 4 (Monthly Report) now — this becomes your dashboard.

Your 6 Weekly Dashboard Metrics

1 Total Marketing Spend This Week (INR)

All paid ad spend across Meta, Google, and any other paid channels. Compare against your monthly budget plan from Template 5. If you are spending ahead of plan, identify which channel is over and whether the results justify it.

2 Total Leads Generated

Total number of enquiries, form submissions, WhatsApp messages, and phone calls received from digital channels. Track separately by source — Meta leads, Google leads, WhatsApp opt-ins, organic Instagram DMs.

3 Cost Per Lead This Week (INR)

Total spend divided by total leads. Compare against your target CPL from Module 1. If CPL is above target, the problem is either the creative, the audience, or the landing page — diagnose by checking which of these changed recently.

4 New Customers from Digital

How many of last week's leads became paying customers? This feeds your CAC calculation and tells you which lead sources produce buyers versus tyre-kickers. WhatsApp leads from a broadcast list typically convert at 3 to 5 times the rate of cold Meta Ads leads.

5 ROAS Across All Paid Channels

Total revenue attributable to digital marketing divided by total digital marketing spend. A ROAS above your target means scale. A ROAS below target means diagnose before spending another rupee.

6 New Followers and Subscribers

Instagram followers gained, WhatsApp broadcast list growth, YouTube subscribers gained, email list growth. These are your audience-building metrics — they compound over time into an owned marketing asset that reduces your dependence on paid advertising.

Exercise 6.3 Set Up Your Weekly Dashboard

Open Template 4 (Monthly Report) and fill in this week's numbers for the first time.

1. Open Template 4 and enter data for all 6 dashboard metrics for the current week.
2. Set a Monday morning calendar reminder titled 'Marketing Dashboard — 20 minutes' every week.
3. Create a WhatsApp reminder to yourself to check Meta Ads Manager and Google Ads every Monday.
4. After 4 weeks of data collection, identify the single highest-performing channel by ROAS.
5. Write a 3-sentence weekly insight each Monday: what worked, what did not, and one change to make.

Deliverable: Template 4 populated with the first week of real data and a documented 4-week tracking commitment.

6.4

Cost Per Lead & Customer Acquisition Cost in INR

15 min

Cost Per Lead tells you the cost of generating an enquiry. Customer Acquisition Cost tells you the cost of acquiring a paying customer. Both numbers are essential — and both must be tracked separately by channel because the conversion rate from lead to customer varies dramatically across different marketing sources.

Calculating Your CAC and Evaluating It Against LTV

CALC**CAC Calculation**

Customer Acquisition Cost = Total Marketing Spend divided by New Customers Acquired. Example: If you spent INR 28,000 in October and acquired 18 new customers, your CAC = INR 1,556 per customer. Your CAC must always be lower than your Customer Lifetime Value (LTV) to be sustainable.

CALC**LTV Calculation**

Customer Lifetime Value = Average Order Value times Average Number of Purchases per Year times Average Customer Lifespan in Years. Example: INR 3,000 average order times 4 purchases per year times 2 years = INR 24,000 LTV. An LTV:CAC ratio of 3:1 or above is considered healthy for most Indian businesses.

Industry	Typical CAC Range (India)	Typical LTV Range (India)	Target LTV:CAC Ratio
E-commerce	INR 200 to 800	INR 2,000 to 8,000	4:1 to 6:1
Education and Coaching	INR 500 to 2,000	INR 5,000 to 25,000	5:1 to 10:1
Real Estate	INR 5,000 to 25,000	INR 1,00,000+	5:1+
SaaS and Software	INR 2,000 to 10,000	INR 15,000 to 1,00,000	3:1 to 5:1
Restaurant and Food	INR 50 to 200	INR 500 to 3,000	5:1+
Professional Services	INR 3,000 to 15,000	INR 20,000 to 2,00,000	5:1+

Exercise 6.4 Calculate Your Business CAC and LTV

Calculate your actual CAC and LTV using your business data from the last 30 days.

1. Add up all marketing spend from the last 30 days across all channels (use Template 4 data).
2. Count the number of new paying customers acquired in the same 30-day period.
3. Divide total spend by new customers to get your CAC in INR.
4. Calculate your LTV: average order value times annual purchase frequency times customer lifespan.
5. Calculate your LTV:CAC ratio. If it is below 3:1, your current marketing is not sustainable — identify which channel has the worst ratio and optimise or cut it.

Deliverable: Written CAC, LTV, and LTV:CAC ratio calculations for your business with the data sources documented.

6.5

Attribution Models — Which Channel Gets Credit?

15 min

Attribution models determine how credit for a conversion is distributed across the multiple marketing touchpoints a customer may have interacted with before purchasing. A customer might see your Instagram Reel, search your brand on Google, click a Google Ad, and then convert via WhatsApp. Which channel gets credit for that sale?

Attribution Model	How Credit Is Distributed	Best Suited For
Last Click	100% of credit to the final touchpoint before conversion	Direct response campaigns and e-commerce with short purchase cycles
First Click	100% of credit to the first touchpoint that introduced the customer	Awareness campaigns — understanding which channel drives discovery
Linear	Equal credit distributed across all touchpoints	Businesses with multi-touch journeys of 3 or more touchpoints
Time Decay	More credit to touchpoints closer to conversion	High-consideration purchases like real estate, education, or SaaS
Data-Driven	Machine learning distributes credit based on actual conversion patterns	Businesses with high data volume — 300 or more conversions per month

- Practical Recommendation for Most Indian SMEs:** Use Last Click for conversion campaign optimisation — it is simple, consistent, and rewards the channel that directly produced the sale. Simultaneously use First Click reporting to understand which channels are driving discovery. This two-model approach gives you both operational clarity and strategic insight.

6.6

Monthly Marketing Report — Template and Presentation

15 min

At the end of every month, produce a structured one-page marketing report using Template 4. Share it with your team, your investors, or your clients. The act of producing this report forces strategic thinking about your marketing — not just reactive day-to-day management.

Your Monthly Report Structure — 5 Sections

1 Performance Summary — Numbers vs. Last Month

Total spend versus budget, total leads, CPL, new customers, ROAS, and top-line revenue from digital. Include the month-over-month percentage change for each metric. Numbers in isolation are far less useful than numbers in context.

2 Top 3 Performing Content Pieces

Which 3 posts or ads generated the most saves, shares, leads, or revenue this month? Include the content format, the topic, and the engagement metrics. This section reveals what your audience actually responds to — versus what you think they respond to.

3 Top 3 Performing Paid Ads

Which 3 ads produced the lowest CPL or highest ROAS? Include the creative type, the targeting, and the copy approach. Refer to Template 2 (Ad Campaign Tracker) for this data.

4 Key Lessons Learned

3 things that worked this month that you will continue and scale. 2 things that did not work that you will stop or change. Write these as specific, actionable insights — not vague observations.

5 Next Month's 3 Priorities

3 specific actions with owners, budgets, and deadlines. Example: 'Scale the winning Diwali retargeting ad by 30 percent — budget INR 5,000 — owner: Priya — deadline: 5th of month.'

Exercise 6.6 Produce Your First Monthly Marketing Report

Complete Template 4 for the current month and share it with your team or document it for your records.

1. Open Template 4 and populate all 5 sections using data from your various platform dashboards.
2. Calculate month-over-month percentage changes for all 6 dashboard metrics.
3. Identify your top 3 content pieces and your top 3 performing ads using platform analytics.
4. Write 3 specific key lessons learned this month — each in one sentence.
5. Write 3 next-month priorities with a specific INR budget, responsible person, and deadline for each.

Deliverable: Completed Template 4 monthly report covering all 5 sections with real data from your business.

6.7

A/B Testing — Ads, Landing Pages & Copy

15 min

An A/B test compares two versions of one variable — changing only one element at a time — to determine which performs better with statistical confidence. Systematic A/B testing is how Indian businesses with modest budgets compete with much larger companies: they learn faster and waste less.

What to Test and in What Order

P1

Creative Format — Image vs. Video

The highest-impact variable in Meta Ads. Test your best image ad against your best video ad with identical copy and audience. Minimum budget: INR 1,000 per variation. Run for 7 days. This single test often reveals a 2 to 4 times performance difference.

P2

Headline Copy — Pain-Led vs. Benefit-Led

Test a headline that leads with the customer's problem ('Tired of losing leads?') against one that leads with the outcome ('Get 40 new leads every month'). Same creative, same audience — isolate copy impact only.

P3

Audience — Interest vs. Lookalike vs. Broad

After finding your best creative and copy combination, test your winning ad against 3 different audience types. This identifies the highest-quality audience for your specific offer before you scale budget.

P4

Landing Page — With vs. Without Testimonials

Create two versions of your landing page — identical except that Version B includes 3 customer testimonials prominently in the top half. Track conversion rate via GA4. Testimonials typically improve Indian landing page conversion rates by 15 to 40 percent.

- **A/B Testing Rules:** Change only ONE variable per test. Run each test for a minimum of 7 days. Require at least 50 conversions per variation before declaring a winner. Never run a test with less than INR 1,000 per variation — insufficient data produces misleading conclusions that cost more to unlearn than to have avoided.

6.8

Your 6-Month Digital Marketing Growth Plan

20 min

This is the final lesson and the most important deliverable in the entire course. A 6-month digital marketing growth plan synthesises every strategy, tool, and framework from all 6 modules and applies them specifically to your business, your budget, your goals, and your competitive context in India.

Month	Core Focus	Channel Mix	Target Milestone
Month 1	Foundation and tracking setup	Organic Instagram + WhatsApp + GA4 setup	All tracking live, 50+ broadcast contacts, first 5 Reels posted

Month	Core Focus	Channel Mix	Target Milestone
Month 2	First paid ads validation	Meta Ads INR 10,000 + Google Ads INR 5,000 + Organic	First 10 digital leads, CPL established, winning audience identified
Month 3	Scale what works, cut what doesn't	Scale winning Meta ad + GMB reviews + Retargeting	30 digital leads, positive ROAS, first influencer collab
Month 4	Add second paid channel	Both Meta and Google scaling + YouTube Shorts	50 digital leads, ROAS target consistently met, 500 followers
Month 5	Community and organic scaling	All paid channels + Telegram community + UGC	Measurable organic leads from SEO and social, 1,000 followers
Month 6	Systemise and compound	Full multi-channel system + team or agency handover	Repeatable lead generation system, ROAS above 4x, monthly report discipline

**MODULE
PROJECT**
Module 6 Project — Your 6-Month Digital Marketing Growth Plan

This is the culminating project of the entire course. Using all learning from 6 modules, build a complete, executable 6-month growth plan for your business.

- GA4 installed, verified, and tracking WhatsApp clicks as a primary conversion event (Lesson 6.1)
- UTM library created with tagged URLs for all current and planned campaigns (Lesson 6.2)
- Weekly marketing dashboard set up in Template 4 with 4 weeks of real data (Lesson 6.3)
- CAC and LTV calculated for your business with LTV:CAC ratio evaluated (Lesson 6.4)
- Attribution model selected and documented with rationale for your business context (Lesson 6.5)
- First complete monthly marketing report produced covering all 5 sections (Lesson 6.6)
- First A/B test designed with hypothesis, single variable, budget per variation, and success metric (Lesson 6.7)
- 6-month growth plan written with monthly budgets, channel priorities, and measurable milestones (Lesson 6.8)

ANSWER KEY

Model answers are provided as guidance. Your own responses will be specific to your business. Use these to evaluate the depth and quality of your exercise answers.

Module 1 — Digital Marketing Foundations

Exercise 1.1 — Customer Journey Map

A high-quality answer includes all 5 stages with business-specific touchpoints. Example for a Bangalore-based salon: Discovery happens via an Instagram Reel showing a hair transformation, shared by a friend in a local WhatsApp group. Interest involves visiting the salon's profile, checking the last 9 posts for quality and consistency, and reading the bio. Evaluation involves searching 'Salon name Bangalore reviews' on Google, checking GMB star rating and reading 1-star reviews. Purchase happens via a WhatsApp message to book — not via a website booking form which creates too much friction. Advocacy involves sharing the before-and-after result on Instagram Stories and mentioning the salon in a local community WhatsApp group. Key insight: the WhatsApp group appears in both Discovery and Advocacy — it is both your acquisition channel and your retention channel.

Exercise 1.2 — Platform Selection

A correct answer explicitly names 2 platforms with a written rationale and a commitment to ignoring others. Example: 'For the next 90 days I will focus on Instagram (primary — posting daily Reels and Stories targeting Bangalore women aged 24 to 40) and WhatsApp (secondary — broadcasting 2 to 3 times per week to my consented subscriber list). I am explicitly NOT creating a LinkedIn page, a YouTube channel, or a Facebook page until Day 91. I will review this decision at the 90-day mark using my Instagram Insights and WhatsApp conversion data.' The commitment to NOT being on other platforms is as strategically important as the commitment to your chosen two.

Exercise 1.5 — KPI Targets

KPI targets must be derived from your margin and conversion rates — not copied from industry benchmarks. Example calculation for a coaching business: Course fee INR 8,500 with 60 percent margin = INR 5,100 profit per student. Close rate from lead to enrolment: 25 percent. Maximum acceptable CPL = INR 5,100 times 25 percent = INR 1,275. Target CPL (with safety buffer) = INR 900. Target ROAS: if course runs online with minimal delivery cost and ads should account for maximum 20 percent of revenue, minimum ROAS = 5x. If your actual CPL from Meta Ads is INR 2,400 — you are losing money on every sale and must fix the campaign before scaling a single rupee of additional spend.

Exercise 1.7 — Ideal Customer Profile

A strong ICP is uncomfortably specific. Weak example: 'Working professional, age 25 to 45, interested in marketing.' Strong example: 'Riya, 29 years old, Digital Marketing Executive at a Bangalore-based SaaS startup, earning INR 12 lakh per year. Uses Instagram on her morning Ola commute from Koramangala to Whitefield. Consumes content in English and Hinglish. Her biggest problem: she knows theory from her MBA but has never managed a real INR 2 lakh monthly ad budget and fears making expensive mistakes. Her biggest fear: being asked by her CMO why ROAS dropped. Her aspiration: to be promoted to Marketing Manager by age 31. Discovers tools via LinkedIn posts from founders and YouTube tutorials from Ankur Warikoo. Buys based on peer recommendations from her startup community WhatsApp group.' The ad opening line for Riya: 'Running INR 50,000 in Meta Ads but not sure if it's actually working?'

Module 2 — Meta Ads

Exercise 2.3 — 3 Audience Sets for Indian Targeting

A strong answer shows 3 genuinely distinct audiences with no overlap, each with a specific rationale. Example for a Pune-based modular kitchen company: Audience A (Pure Demographic): Pune city, radius 25 km, Age 28 to 50, Homeowners behaviour, Top 10 percent income India, Language Hindi plus English. Audience B (Interest-Based): Pune city, Age 28 to 50, Interests: Asian Paints, Houzz, HGTV India, home renovation India, IKEA, Livspace, Pepperfry, Pinterest. Audience C (Lookalike): 1 percent Lookalike from 250 verified customer phone numbers uploaded as a Custom Audience. Expected outcome after 7 days at INR 200 per day each: Audience C typically produces the highest lead quality (customers most similar to your existing buyers). Audience B typically produces the highest volume. Audience A is often the weakest and is usually paused after the test. Scale whichever combination produces the lowest CPL while closing into actual sales at an acceptable rate.

Exercise 2.5 — PASA Formula Ad Copy

A strong answer clearly distinguishes all 4 PASA components. Example for a home loan advisory service: P (Problem): 'Applied for a home loan and got rejected? You are not alone — 42 percent of first-time Indian home loan applications are rejected by banks.' A (Agitate): 'The frustrating reality: most rejections have nothing to do with your credit score. They happen because of documentation errors that an experienced advisor could fix in a single afternoon. Meanwhile, property prices keep rising.' S (Solution): 'At Home Loan Saarthi, we have helped 1,200 plus Indians secure loans that banks initially rejected. We know exactly what each bank requires — and how to present your application to maximise approval probability.' A (Action): 'Click below for a completely free 15-minute loan eligibility assessment. We will tell you your exact approval probability before you apply for a single bank — no obligation, no fees.' Note how each element flows into the next without feeling like a list of disconnected claims.

Module 3 — WhatsApp & Content Marketing

Exercise 3.2 — Building the Broadcast List

A strong answer documents how consent was obtained for every contact added. Example: 'Week 1 results: Added 14 contacts by DMing people who commented on my last 5 Instagram posts and asking if they would like exclusive WhatsApp updates — 11 said yes, 3 did not respond. Added 22 from my existing customer WhatsApp conversations after sending them a personal message explaining what they would receive and asking for explicit consent — 18 said yes, 4 declined. Posted an Instagram Story offering a free 10-percent coupon code to anyone who messaged me on WhatsApp to join — generated 19 opt-ins in 24 hours. Total after 7 days: 51 consented contacts. Opt-out rate from first broadcast: 2 contacts unsubscribed (3.9 percent — within the acceptable range below 5 percent).' Every contact must have explicitly opted in. This documentation protects you legally and ensures your broadcast reaches engaged recipients who actually want your messages.

Exercise 3.4 — 30-Day Content Calendar

A strong calendar contains specific post titles — not vague content type labels. Weak answer: 'Monday: Educational Reel.' Strong answer: 'Monday: Educational Reel — Title: 5 signs your current accountant is charging you more than they should (and how to check). Format: talking head with text overlays, trending audio. CTA: Follow for more business finance tips. Hashtags: #IndianBusiness #SmallBusinessIndia #AccountingTips #Entrepreneur #SolvXYZ.' The difference between a content calendar that produces consistent, high-quality content and one that gets abandoned after 10 days is always the specificity of the planning. Vague plans produce vague execution. Specific plans produce executable content under time pressure.

Module 4 — Google Ads & SEO India

Exercise 4.2 — Keyword Research for India

A strong keyword research sheet has 3 clear tiers. Tier 1 — High intent, lower volume (use for Exact Match Google Ads): 'modular kitchen company Pune,' 'kitchen interior designer Kothrud Pune,' 'modular kitchen cost in Pune 2026.' These have 100 to 1,000 monthly searches, INR 15 to 40 CPC, and represent buyers actively looking to purchase. Tier 2 — Medium intent, higher volume (use for Phrase Match Google Ads): 'modular kitchen Pune,' 'kitchen designer Pune,' 'kitchen renovation Pune.' These have 1,000 to 10,000 searches, INR 8 to 25 CPC, and represent a mix of buyers and researchers. Tier 3 — Informational intent (use for SEO blog content, never for paid ads): 'modular kitchen cost in India,' 'how long does kitchen renovation take,' 'modular vs carpenter kitchen India.' These attract people researching but not ready to buy — valuable for SEO content that builds trust over time.

Exercise 4.6 — Google My Business Optimisation

A 100 percent complete GMB profile includes: business name exactly as your brand is known (no keyword stuffing), primary category and all applicable secondary categories, accurate address with coordinates verified by Google, business hours including special holiday hours, phone number and website URL, a 750-character description using keywords naturally in the first 250 characters, a minimum of 15 photos (exterior, interior, team, products or services, and candid customer photos), all services or products listed with accurate prices and descriptions, and all applicable attributes (accepts UPI payments, wheelchair accessible, women-led, etc.). After completing optimisation, send review request messages to your last 20 satisfied customers via WhatsApp with a direct Google Review link. Target: 5 new reviews within 7 days of optimisation.

Module 5 — Social Media Strategy

Exercise 5.5 — Micro-Influencer Evaluation

A strong answer evaluates influencers on all 4 criteria with specific evidence rather than impressions. Example: 'I evaluated 5 micro-influencers. I rejected @FoodiePriya (42,000 followers) — engagement rate of 0.7 percent (below minimum threshold of 2 percent) and comment quality is predominantly fire emojis with no substantive engagement. I rejected @BangaloreFoodie (28,000 followers) — top city in their audience Insights is Delhi at 34 percent, which does not match my Bangalore target market. I selected @ChefRamesh (18,000 followers) for the following reasons: engagement rate 4.8 percent (above threshold), comment quality is genuine questions and specific recipe feedback, Insights show 72 percent of audience is in Bangalore or Mysore, age bracket 25 to 45 matches my ICP, and he has 2 prior brand collaborations with clean performance data available. Proposed fee: INR 12,000 for 1 Reel plus 3 Stories. Expected reach: 15,000 to 20,000 within the Bangalore food audience segment.'

Module 6 — Analytics & ROI Tracking

Exercise 6.4 — CAC and LTV Calculation

A strong answer shows the full calculation methodology and interprets the result strategically. Example: 'October total marketing spend: INR 28,400 (INR 20,000 Meta Ads, INR 5,200 Google Ads, INR 3,200 content creation tools and template fees). New paying customers in October: 16. Customer Acquisition Cost = INR 28,400 divided by 16 = INR 1,775 per customer. Average order value: INR 9,500. Purchases per year: 3 (monthly clients typically stay 3 to 4 months). Customer lifespan: 1.8 years average. LTV = INR 9,500 times 3 times 1.8 = INR 51,300. LTV:CAC ratio = 51,300 divided by 1,775 = 28.9:1. Conclusion: this is an exceptionally strong ratio — the business should aggressively increase marketing spend to acquire more customers at this CAC level. The bottleneck is not

marketing efficiency but marketing volume. Recommendation: increase monthly Meta Ads budget from INR 20,000 to INR 40,000 using the 20 percent scaling framework from Module 2, while maintaining close monitoring of lead quality and CAC.'

Exercise 6.8 — 6-Month Growth Plan

A strong plan has specific monthly milestones — not a list of tactics. Example: Month 1 (Foundation): Set up GA4, UTMs, all 5 Templates. Post 3 Reels per week. Build WhatsApp list to 100 contacts. Run Meta Ads test at INR 5,000. Target: CPL established, 5 digital leads. Month 2 (Validation): Scale best Meta ad set to INR 10,000. Launch Google Search campaign at INR 6,000. Post 3 Reels per week. Target: 15 digital leads, ROAS above 2x, CPL under INR 1,500. Month 3 (Scale): Scale winning Meta ad by 20 percent. GMB review drive (target 20 new reviews). Launch first influencer collaboration. Target: 30 digital leads, ROAS above 3x, first GMB page 1 ranking. Months 4 to 6 (Compound): Each month builds on verified results from Months 1 to 3. No new channel is added until the previous channel is profitable and systematised. By Month 6: target 60 or more digital leads per month, ROAS consistently above 4x, and a documented system that a team member or agency can manage independently.

Congratulations — Course Complete!

You have completed the Digital Marketing for Indian Businesses course by SolvXYZ Academy. Your Certificate of Completion is included in your course pack — add it to your LinkedIn profile, resume, and portfolio. For questions, email contact@solvxyz.com.