✳ **Priyanka Umesh**

YouTube Strategy →

Building an effective strategy to achieve campaign .

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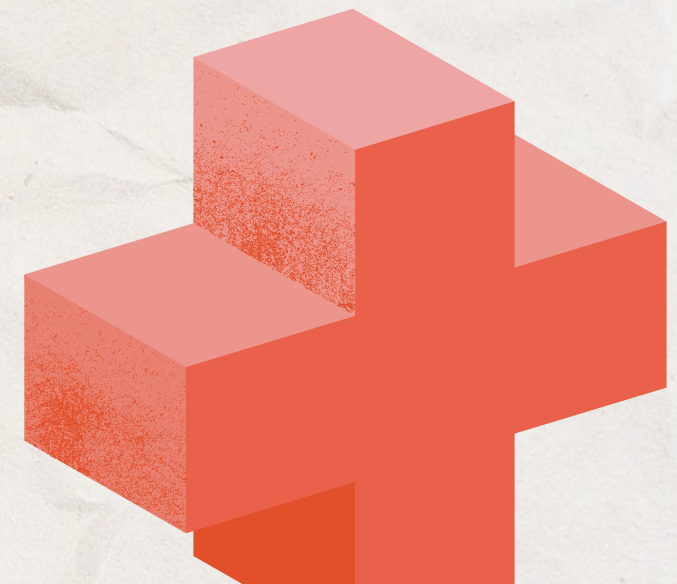
Audience Targeting

Who We're Helping & Why Simplia Fits

- **Dr. Sharma (Dentist):** Always juggling patients and paperwork, watching folks drift to fancier spots.
- **Ravi (Contractor):** Stuck on job sites, hunting leads with a website that's seen better days.
- **Priya (Real Estate Agent):** Running between showings, hoping for clients who actually stick.
- **Anil (Coffee Roaster):** Brewing amazing beans, but no one's finding him online.

Why Simplia's Different

These folks are busy and tired of wasting time or cash on stuff that doesn't click. Simplia's here to help:

- Quick websites that book Dr. Sharma's appointments or show Ravi's projects.
- A chat that answers questions for Priya's clients or Anil's coffee curious.
- Easy ways to pull in customers without the headache.
- All fits their budget, no fuss.

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Ad Script
(30-45 seconds) 99

"Hey, small business folks feeling a bit worn out from the daily grind? Tired of handing over money to agencies that don't really deliver? I've been there myself, trust me. Think of Dr. Sharma managing her dental clinic, Ravi working hard on his construction gigs, Priya nailing her real estate deals, or Anil perfecting his coffee roastery. Good news **Simplia** can help. We create nice mobile websites, set up AI that chats easily, and build funnels to bring customers your way, all within your budget. A lot of people like you are seeing good results. Want to ease the stress?"

"Book a quick free call today, and let's figure this out together!"

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Ad & Funnel Strategy

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DEFINE CLEAR OBJECTIVES

We'll add skippable in-stream ads when people scroll, include short Shorts with a quick pitch for fast clickers, and show Discovery ads when they're searching. It's a natural way to reach them without being too pushy.

ALIGN WITH BUSINESS GOALS

- **Hook & Click** The ad says something like, "Interested? Click to see more."
- **Landing Page** They land on a page with real stories Dr. Sharma's appointments growing, Ravi's projects doing well, Priya's listings selling, and Anil's roastery with happy regulars.
- **Free Call** We chat with them, listen to what they need, and suggest something that works.
- **Subscription** We help them sign up in a relaxed way, like a simple agreement that fits them.

Budget Planning

NITIAL BUDGET

We're starting with a lean budget of $50/day ($1,500/month).
This isn't random it's a practical test phase.

- It allows us to test audience response without overspending.
- We'll gather data on what works (ad copy, creatives, targeting).
- It keeps us flexible, so we can tweak quickly.

If we see strong traction by week 3, we'll raise the budget to $75/day to maximize results.

KEY METRICS (FIRST 30 DAYS):

- Click-Through Rate (CTR): Are people engaging with the ad?
- Target: 3–5% (e.g., if 1,000 people see the café ad, 30–50 should click).
- Call Bookings: Are ads turning into real inquiries?
- Target: 15–20 calls in 30 days (e.g., the café receives 18 calls about catering strong sign of interest).
- Cost-Per-Lead (CPL): Are we spending wisely?
- Goal: <$20/lead (e.g., $300 spend → 20 calls = $15/lead).

If CPL creeps above $20, we'll optimize targeting or creatives by Oct 3rd.

Stress Out, Sales In: How Simplia Helps You Grow

Timeline Setup

This storyboard follows the journey of a local café owner a relatable small business story that highlights daily struggles and shows how Simplia provides a clear, growth-driven solution.

SLIDE 1 (0–2S)

A café owner behind the counter, juggling ringing phones + frustrated customers.
Text pops: "Too busy, too stressed?"

SLIDE 2 (2–4S)

Same café owner checking phone → zero notifications, empty order board.
Text fades in: "And still… no new customers."

SLIDE 3 (4–5S)

Laptop screen glows: Simplia dashboard shows leads + bookings coming in.
Owner's eyes widen.
Text beams: "Finally… growth made simple.

Slide 4 (5–7s)

Customers walk in, orders flowing, café buzzing. Owner smiles with relief.
Text: "More time. More sales."

Slide 5 (7–10s)

Confident café owner on a quick video call with Simplia rep.
CTA button pulses: "Book Your Free Call Today!"

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Thank You.

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