



# Marketing Plan



Priyanka Umesh



Zolo + Loop

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Zolo + Loop

# Campaign Goals

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## For Zolo:

- Title: Zolo – Diwali is when homes light up but for thousands living away, Zolo becomes their light.
- Goal 1: Create emotional connection through storytelling that positions Zolo as “a home away from home.”
- Goal 2: Drive festive engagement and increase bookings during the Diwali season.
- Goal 3: Strengthen brand loyalty by highlighting the Zolo community spirit.

## For Loop:

- Title: Loop Hostels – Loop isn’t a hostel it’s Bangalore’s loudest, most alive storybook.
- Goal 1: Build brand identity as Bangalore’s most youthful, premium hostel.
- Goal 2: Grow followers through lifestyle-driven, shareable content.
- Goal 3: Boost awareness using authentic storytelling from real travelers.

Tip: Add a soft Diwali icon for Zolo (like diyas) and a backpack icon for Loop for visual differentiation.

# Branding

# Zolo Branding

21–35-year-old professionals/students  
living away from family.

“The smell of chai after a long day,”  
 “Conversations that feel like home,”  
 “Midnight maggi and movie nights.”

- Where strangers become family.



## Loop Branding

18–30-year-old travelers, students,  
creators.

“Freedom to crash at 2 AM,”  
“Stories that start with strangers,”  
“Laughter louder than rules.”

Where every stay becomes a story.



# Content Calendar/Timeline



3 posts/week or 2 reels + 1 carousel





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# Budget

Zolo:

- Item 1 (55%) – Paid Ads (Meta, Insta Reels, Carousels) Focus on reach and awareness in metro cities.
- Item 2 (25%) – Content Production (shoots, design, editing) Showcase real residents & emotional storytelling.
- Item 3 (20%) – Influencers, community events, festive hampers Build credibility through local collaborations.

💰 Total Budget: ₹1,00,000

Loop

- Item 1 (50%) – Awareness Campaigns (Reels + Ads)
- Item 2 (30%) – Influencer Collaborations + Events
- Item 3 (20%) – Content Creation & Giveaways
- 💰 Total Budget: ₹80,000





Zolo + Loop

# Marketing Channels



For Zolo:

- 1.Channel 01: Instagram (Reels + Carousels) emotional storytelling
- 2.Channel 02: Facebook (Community engagement) festive offers, retargeting
- 3.Channel 03: WhatsApp Broadcasts personalized festive messages



For Loop:

- 1.Channel 01: Instagram lifestyle & influencer collabs
- 2.Channel 02: YouTube Shorts hostel walkthroughs
- 3.Channel 03: Facebook & Travel Communities audience engagement





# Campaign Direction

Zolo:

- Title: “Campaign Direction Zolo Wali Diwali”
- Paste your emotional write-up:
- When you move to a new city, walls don’t make a home people do. At Zolo, every resident becomes a part of a bigger family. This Diwali, we celebrate not the lights on the ceiling, but the laughter that fills our rooms
- (Keep 5–6 lines max; break with line spacing for readability.)

Loop:

- Title: “Campaign Direction Stay Young. Stay Loop.”
- Loop isn’t just a stay it’s where stories begin. Where breakfast turns into plans, and strangers become your next travel partner. Stay young. Stay Loop

# Ad Copies

Zolo:

You don’t need a house to feel at home just a Zolo community around you”.

“Your family may be miles away, but you’ll still smile here.”

“We don’t light diyas alone here. We light them together.”

Loop:

“Not every stay feels alive. Loop does.”

“Luxury isn’t marble walls it’s laughter and coffee at midnight.”

“Come solo. Leave with a story.”

Loop:

“Not every stay feels alive. Loop does.”

“Luxury isn’t marble walls it’s laughter and coffee at midnight.”

“Come solo. Leave with a story.”



# Key Performance Indicators

For Zolo:

KPI 1: Engagement Rate — Target +40% compared to September monthly average during Diwali campaign.

KPI 2: Booking Inquiries — Target 25% rise during festive week

KPI 3: Retention Rate — 15% increase in residents renewing leases by December



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For Loop:

KPI 1: Instagram Followers — +30% growth within a month

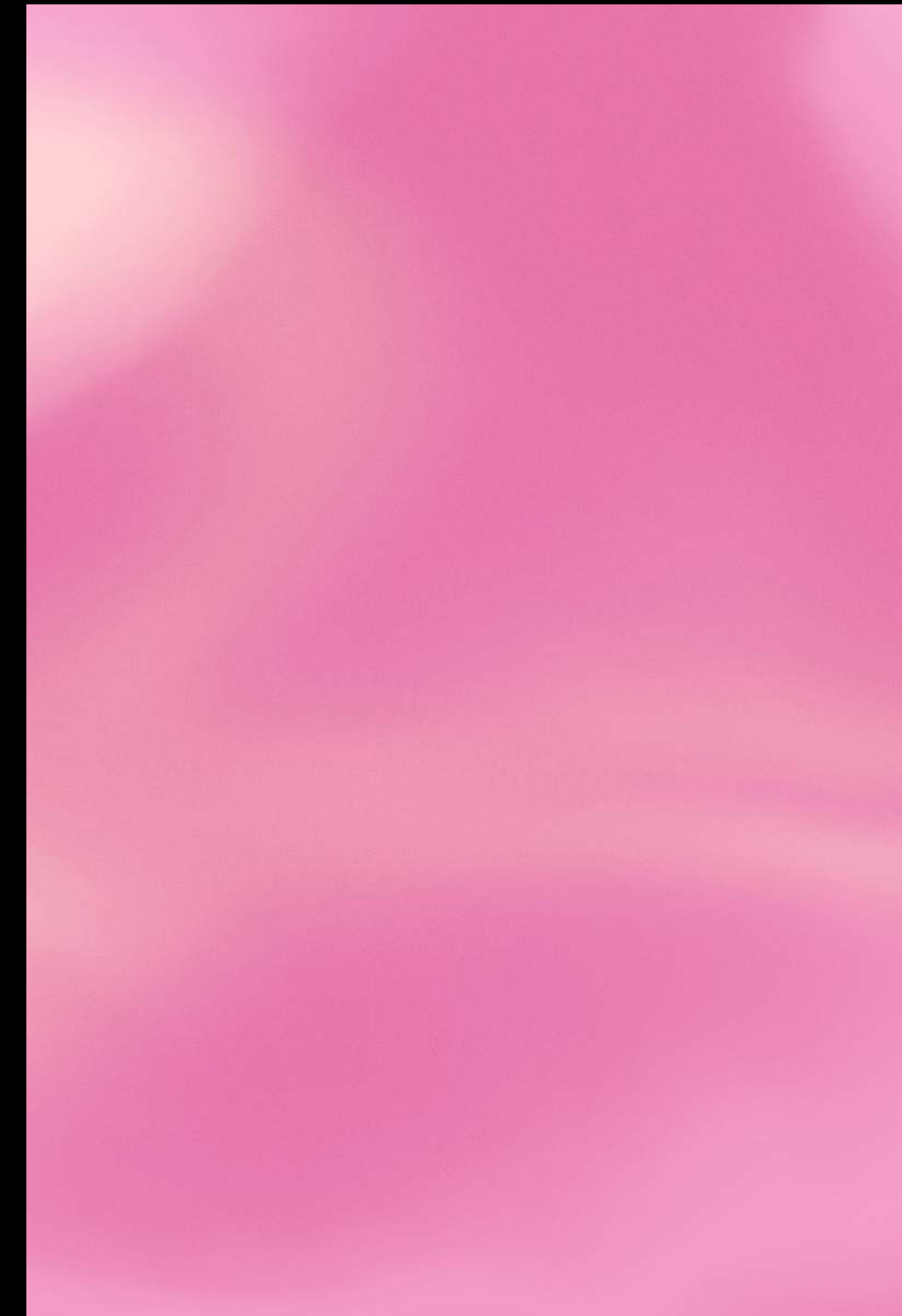
KPI 2: Engagement Rate — 60% average on reels

KPI 3: Bookings via social media — At least 12% of Instagram leads converted through DMs or link clicks.



# Have a question?

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“Both Zolo and Loop speak to hearts, not markets.

One celebrates home. The other celebrates freedom.

But both remind us that life feels better when shared.”



**CONCLUSION**