



boAt Ad Campaign Strategy

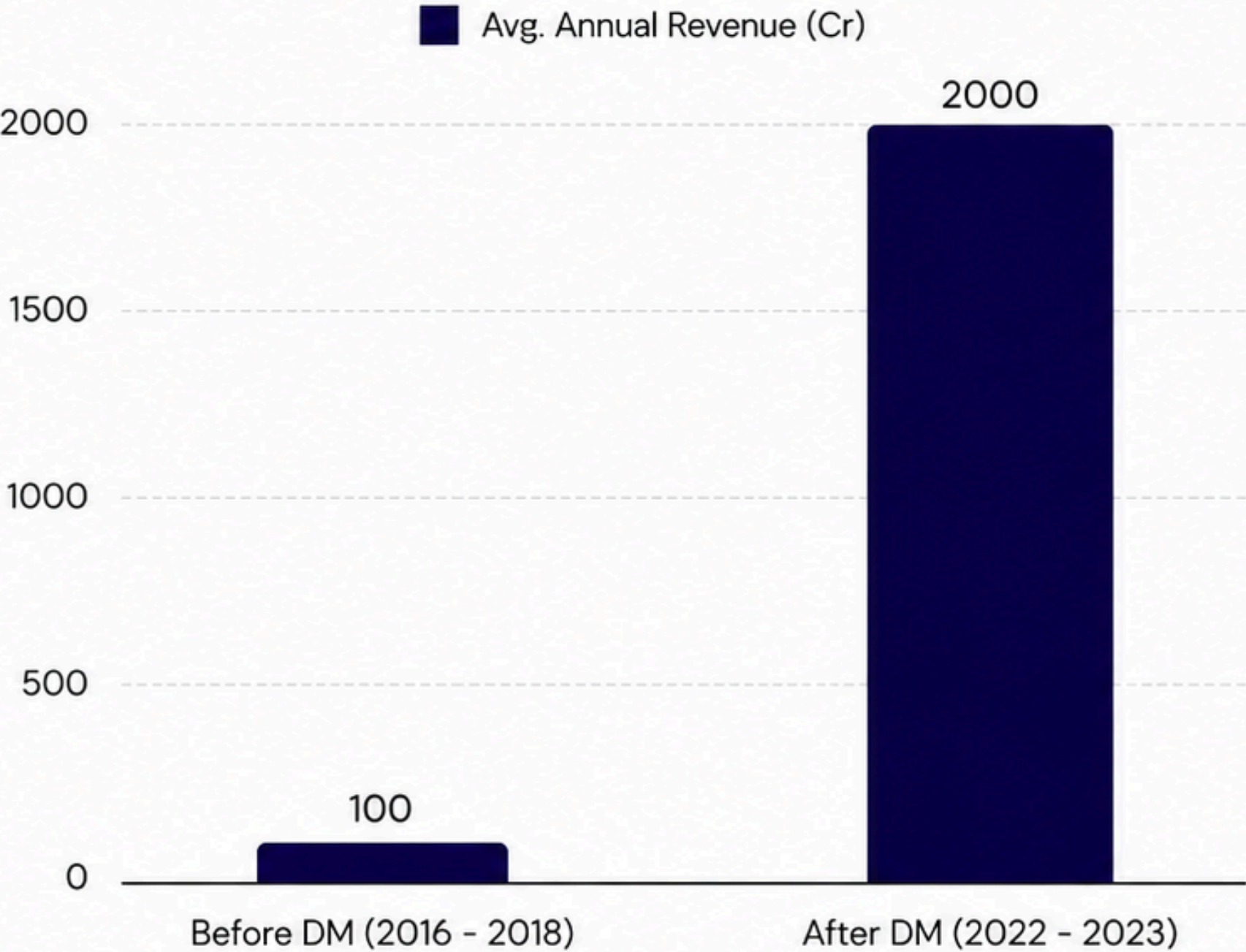
boAt is a lifestyle brand launched in 2015 that deals in fashionable consumer electronics- mainly an extensive catalogue of headphones, earphones, speakers, travel chargers and premium cables.

“boAtheads” or what their customers are known as, are trendsetters who love to make their presence known. They live in the now, in a world that never stops moving. Always ready to rock out and have fun, boAt distinct brand persona has connected deeply with their audience who are always looking for expressive innovative campaigns from them.

boAt had signed on eminent cricketing personalities as brand ambassadors ahead of the IPL campaign, namely Shikhar Dhawan, KL Rahul, Hardik Pandya, Jasprit Bumrah, Rishabh Pant and Prithvi Shaw. The audience had received these ambassadors well through previous creative communication from boAt on social media, and we looked to leverage this to drive an increase in brand and ad recall.

boAt's Revenue

Before and after digital marketing



Meta Ads setup for boAt



Objectives: Brand Awareness, Consideration, and Conversion.



Metrics to Track: ROAS, Click-Through Rate (CTR), Cost per Acquisition (CPA), Conversion Rate, and Engagement Metrics.



Buying Type: Optimized CPM (Cost per Mille), Link Clicks, and Conversion-focused campaigns based on the stage of the marketing funnel.

Platform Selection for Meta Ads



- ✓ Shoppable Instagram posts, stories, and Reels with product tags
- ✓ Influencer marketing to leverage established audiences
- ✓ Targeted ads based on Instagram Insights data
- ✓ Meta Pixel tracking to measure ad campaign success



- ✓ Facebook Stories utilize short-form videos to showcase new arrivals
- ✓ Content Marketing shares engaging blog posts, trend guides, or user-generated content
- ✓ Shoppable ads show products with clear pricing and links directly with Ajo's website

Audience Segmentation



B2C Audience

Existing customers, lookalike list, custom audiences based on website and Engaged products.



D2C Audience

Users who have engaged with content, added to cart, purchased, or shown high intent across the digital platform.



Lookalike Audience

Leveraging Meta's lookalike audiences (1%, 2%, 3%) using source audiences to find new customers faster.

Examples: Meta Ads

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