META ADS CAMPAIGN PLAN · OCTOBER 2026

Homemade Birthday Cakes Badlapur

Who to target, how to spend ₹150 a day, what the ads say, and how every WhatsApp chat becomes an order.

Show the ad to people whose friend or family member has a birthday in the next 7 days, living within 6 km of Badlapur, and let them order on WhatsApp in one tap.

₹150	6 km	3	1 chat
per day ad budget (+18% GST from Meta)	around Badlapur East & West	audiences tested in week 1	= 1 lead (WhatsApp message)

What a "lead" means here

Someone taps the ad and sends a WhatsApp message to the bakery. Indian home bakers take most orders on WhatsApp, so the ad goes straight there, not to a website.

Why birthday targeting works

Meta lets us reach the **friends** of people with a birthday this week. They are the ones who buy the cake: husbands, children, best friends, colleagues.

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SECTION 1

Who we target

All options below were checked live in our Meta ad account's targeting list on 21 Oct 2026. They sit under **Detailed targeting → Demographics → Life events**.

Location, age, devices (same for every ad set)

Setting	Value	Why
Location	Pin on Badlapur (19.155, 73.265), **6 km radius**: Badlapur East & West, Kulgaon, Katrap, Belavali. Add Ambernath only if you deliver there.	Only people we can deliver to. About 6–7 lakh Facebook/Instagram users inside 6 km.
Location type	People living in or recently in this location	Meta's default; keeps out travellers.
Age	20 – 55, all genders	Covers spouses, adult children and parents who pay.
Advantage+ audience	**OFF**	If ON, Meta ignores the birthday filter and shows the ad to everyone.
Placements	Facebook & Instagram: Feed, Stories, Reels. **Mobile only.**	WhatsApp opens from phones; cake videos do best in Reels/Stories.
Languages	Leave empty	Marathi, Hindi and English speakers all buy cakes.

The three test audiences

Set	Targeting (pick these in Life events)	Who they are	Ad angle
A **Main**	Friends of people with birthdays in a week OR Friends of women with a birthday in 0–7 days OR Friends of men with a birthday in 0–7 days	People whose wife, husband, mother, friend or colleague has a birthday in the next 7 days. The real cake buyers.	"Birthday this week? Fresh cake, delivered."
B **Plan ahead**	Friends of women with a birthday in 7–30 days OR Friends of men with a birthday in 7–30 days OR Anniversary within 30 days	Buyers with time to order a custom theme or photo cake, plus couples near their anniversary.	"Custom theme cakes. Book 3 days ahead."
C **Control**	No life event. Women 24–45 + interests: Birthday cake OR Birthday (event)	Mothers planning kids' birthdays. Meta has **no** "child's birthday" option, so this set covers them.	"Your child's birthday cake, made at home."

Set C is also our benchmark: if A and B are not cheaper per chat than C after a week, birthday targeting is not paying off for us.

> **Know the limits.** Meta reads birthdays from profiles, and many Indian profiles have a fake or default date. So A and B will be smaller and noisier than they look, roughly 12–14 thousand people with a birthday in any one week inside 6 km. That is still enough for ₹150 a day.

SECTION 2

Budget: ₹150 a day

Campaign settings

Objective	**Engagement → Messaging** (WhatsApp)
Optimise for	Conversations
Budget	**Campaign budget ₹150/day** (Advantage campaign budget), shared by the ad sets
Bid	Highest volume (no cap)
Schedule	Always on

What it really costs

Ad spend per day	**₹150**
Meta adds GST (18%)	₹27
Paid per day	**₹177**
Per week	₹1,239
Per 30 days	**₹5,310**

Keep at least ₹1,500 of balance in the ad account so ads never stop.

Week by week

When	Ad sets running	What to do
Days 1–7 Test	A + B + C, 2 ads each (video + poster). Campaign budget spreads ₹150 across them.	Don't touch anything for 3 days (Meta's learning phase). On day 7, compare **cost per conversation**.
Days 8–14 Focus	Keep the best 2 ad sets. Pause the worst.	Pause the weaker ad in each set and add one new creative.
Days 15–30 Grow	Best ad set ~₹120 + Retarget ~₹30	Retarget = people who messaged or watched 50% of the video but didn't order (custom audience).

How ₹150 is split

Days 1–7 (Meta decides the split, roughly)



Days 15–30 (example if A wins)



Festival boost

Around Diwali, Bhai Dooj, Christmas and New Year's Eve, raise to ₹250/day for 3–4 days with a festival cake ad, then go back to ₹150.

SECTION 3

Ad creatives and text

Make 3 creatives, 9:16 and 4:5

Creative	What it shows	Use in
1. Cake reel (8–15 s)	Hands piping cream → close-up of the finished cake → candles lit and someone cutting it. Text on screen: "Homemade · Eggless available · Badlapur delivery".	A, B, C (best performer for cakes)
2. Price poster	4–6 real cakes in a grid with "from ₹___" prices, big WhatsApp button graphic, your area name.	A, C
3. Custom cake carousel	5 theme or photo cakes, one per card: kids' theme, photo cake, anniversary heart, number cake, jar cakes.	B

Use real photos of your own cakes, shot in daylight on a plain background. Bright cakes on dark backgrounds, dark cakes on light ones.

Ad text (Marathi + English)

Set A

Primary text:
वाढदिवसासाठी घरगुती केक 🎂
Planning a birthday this week? Fresh homemade cake, baked the same day and delivered in Badlapur.
✓ Eggless available ✓ Name on cake ✓ From ₹___

Headline: Birthday cake in Badlapur

Button: Send WhatsApp message

Set B

Primary text:
Theme cakes, photo cakes, anniversary cakes, made at home in Badlapur 🎉
Book 2–3 days ahead and we'll design it with you on WhatsApp.

Headline: Custom cakes · book ahead

Button: Send WhatsApp message

Set C **Primary text:** तुमच्या बाळाच्या वाढदिवसाचा केक, घरी बनवलेला 🎈 Kids' theme cakes, cupcakes and jar cakes, delivered in Badlapur. Eggless available. **Headline:** Kids' birthday cakes

Meta rule: never say we know someone's birthday. Ad text like "Your friend's birthday is on Friday!" or "Happy birthday, [name]!" breaks Meta's *personal attributes* policy, and the ad gets rejected. Write it as a general offer: "Planning a birthday?", "Birthday cake in Badlapur". Avoid claims you can't prove ("best in Badlapur", "100% healthy").

SECTION 4

WhatsApp order flow

The ad's job ends when they message. The order is won or lost in the next 5 minutes.

Set up in the ad (Message template)

Greeting: Hi! 🎂 Thanks for contacting us. What's the occasion?

Quick replies: Birthday this week · Kids' birthday · Anniversary · Price list · Eggless cake

Reply with

- Price list or WhatsApp Business catalogue
- Then collect: **date & time**, flavour, weight, egg/eggless, name on cake, delivery address
- Confirm with a photo of a similar cake you've made
- Take 50% advance on UPI to lock the slot

Rules that convert

- **Reply within 5 minutes**, 9 am – 10 pm. Late replies lose the order to the next bakery.
- Turn on WhatsApp Business auto-reply for night hours.
- Label every chat in WhatsApp Business: *New · Quoted · Ordered · Lost.*
- After delivery: ask for a photo and review, and offer 10% off their next order.

Birthday club (repeat orders)

At each order, ask: "Shall we remind you before other birthdays in your family?" With their permission, note the dates and send a WhatsApp offer 7 days before each one. This is the cheapest way home bakers in India get repeat orders.

SECTION 5

Tracking and decision rules

Track every day (Google Sheet)	Where from
Spend, conversations started, cost per conversation	Ads Manager, by ad set
Orders, order value, which ad set the chat came from	WhatsApp labels / your notebook

If after ₹500 spent on an ad set...	Then
No conversations at all	Change the creative first (reel instead of poster); check the audience isn't too small.
Cost per conversation is clearly higher than the other sets	Pause it; move its budget to the best set.
Many chats but few orders	The ad is fine; fix replies: speed, price list, photos, advance-payment step.
One set gives orders profitably for 2 weeks	Raise budget by about 20% every 3 days, not all at once.

Your own break-even: if a cake earns ₹___ profit, the highest you can pay for one order is that amount. Divide by your chat-to-order rate (e.g. 1 order per 4 chats) to get the highest cost per conversation you can accept.

SECTION 6

Launch checklist

Before the first rupee

☐ FSSAI basic registration done; number on menu and price list

☐ Facebook Page + Instagram for the bakery (name, logo, area, menu)

☐ WhatsApp Business number linked to the Page

☐ Price list / catalogue ready in WhatsApp Business

☐ Ad account has a payment method and ₹1,500+ balance

☐ 3 creatives ready (reel, poster, carousel)

☐ Someone available to reply 9 am – 10 pm

In Ads Manager

☐ Objective: Engagement → Messaging apps → WhatsApp

☐ Advantage campaign budget ₹150/day

☐ 3 ad sets A/B/C, 6 km Badlapur pin, age per set

☐ Advantage+ audience **off** in each set

☐ Placements: FB+IG Feed, Stories, Reels; mobile only

☐ Greeting + quick replies set in the message template

☐ Ad text checked for the "personal attributes" rule

Legal basics (not legal advice; confirm with a CA)

- **FSSAI:** any home food business that sells needs at least basic FSSAI registration.
- **Birthday club:** under India's DPDP Act, ask before saving a customer's family birthdays, and delete them if asked.
- **Prices:** show the price the customer actually pays; say if delivery is extra.

Sources

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