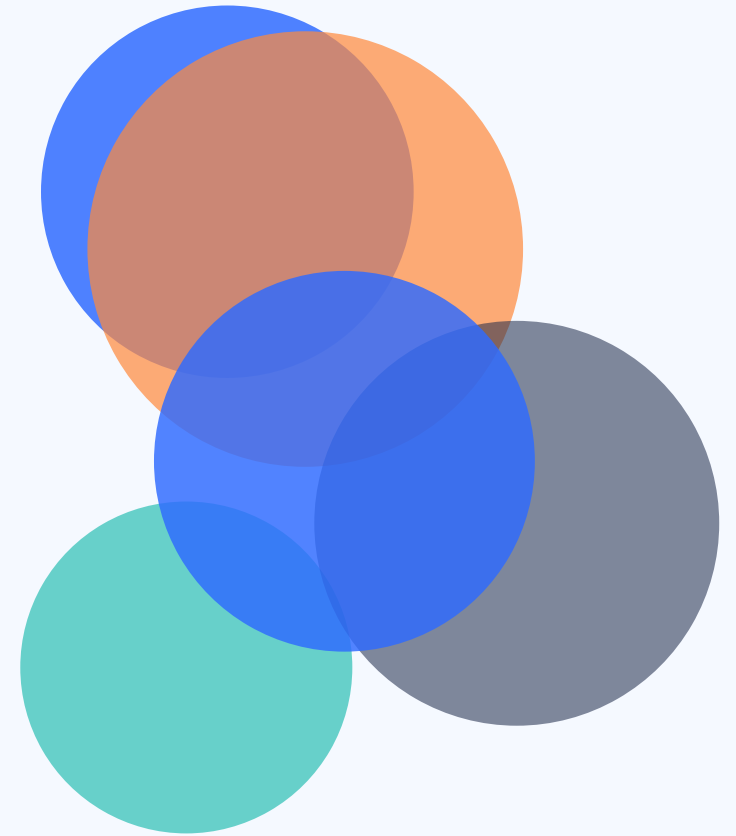


MARKETING PLAN FY 2026–27

26 **Chai Craft — Marketing Plan**

Strategy, channels and budget for FY 2026–27

Brand & Growth Team · FY 2026–27 · Draft 1.0



02 | Agenda

01 Situation

02 Audience

03 Strategy

04 Channels

05 Budget & KPIs



Image

03 | Where we are today

42K

Instagram followers

18%

repeat purchase rate

3

cities served

Baseline figures are sample data.

04 | **SWOT analysis**

S

Strengths

Loved, distinctive blends
Strong word of mouth

W

Weaknesses

Small marketing budget
Limited offline presence

O

Opportunities

Gifting season demand
Corporate hampers

T

Threats

Big-brand discounts
Rising tea prices

05 | Target personas



Riya, 26

YOUNG PROFESSIONAL

Wants a premium daily ritual at a fair price.



Vikram, 38

GIFT BUYER

Looks for elegant festive gifts that arrive on time.



Neha, 31

WELLNESS SEEKER

Prefers herbal, low-sugar options.



**Every cup tells the
story of the garden it
came from.**

Campaign idea

07 | Marketing objectives

01

Awareness

Triple reach in our three cities.

02

Conversion

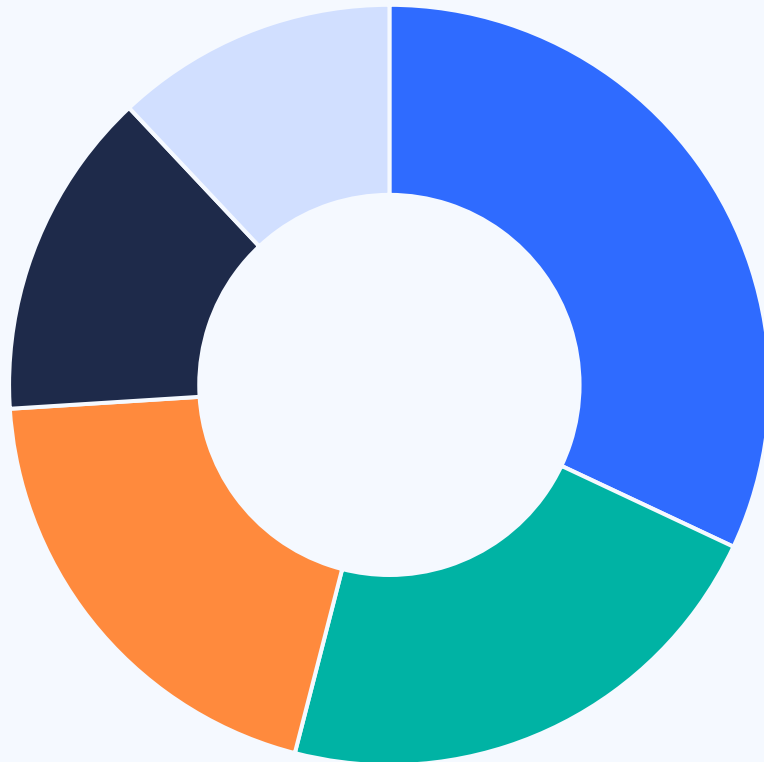
Lift online conversion to 2.5%.

03

Loyalty

Grow repeat purchases to 25%.

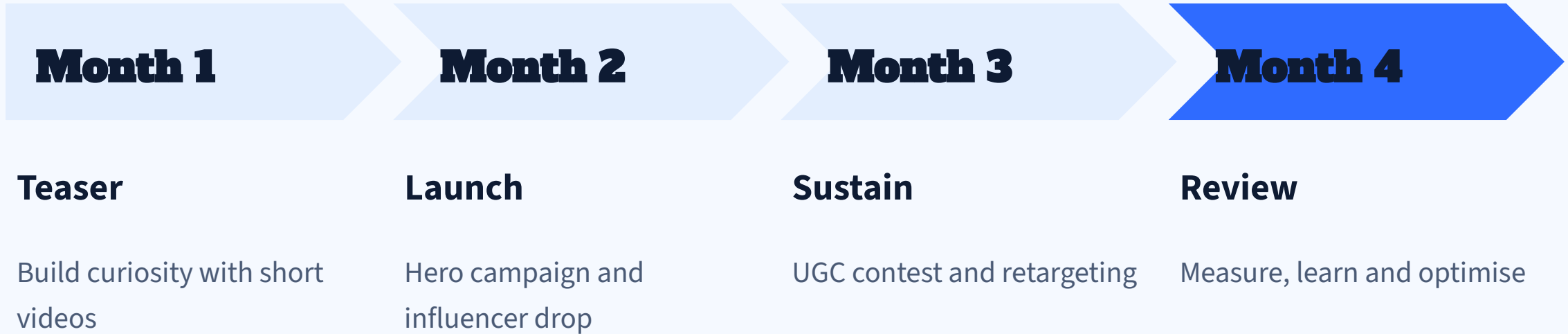
08 | Channel mix



- **32%** Instagram & Reels
- **22%** Search ads
- **20%** Influencers
- **14%** Email & WhatsApp
- **12%** Offline events

Sample data for illustration.

09 | Campaign calendar



10 | Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

11 | Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

12 | KPIs and targets

3x

reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team
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