

Bhoomi Shah — Organic skincare products sold online

Losing customers to competitors

A focused digital growth plan to turn Bloom & Co's direct-to-consumer buyers into repeat buyers and higher average order value.

PREPARED FOR

Bhoomi Shah (Bloom & Co)

PREPARED BY

Veltrix Media

BUSINESS

D2C Brand

VALID UNTIL

10 Aug 2026

Choose the plan that matches your growth pace.

Every plan below draws from the same catalog of services — the difference is duration, scale, and monthly value.

1 MONTH

Trial

A focused starting point to prove the impact before scaling up.

₹153,750

≈ ₹153,750/month

- 1 Meta Ads Setup & Strategy
- 1 Meta Ads Monthly Management
- 1 Ad Creative Production
- 1 Product Photography (Studio)
- 1 Image Editing & Retouching
- 1 Event Photography (Full Day)

RECOMMENDED | 3 MONTHS

Growth

Our recommended plan for sustained, compounding results.

₹283,633

≈ ₹94,544/month

- 1 Meta Ads Setup & Strategy
- 1 Meta Ads Monthly Management
- 1 Ad Creative Production
- 1 Product Photography (Studio)
- 1 Image Editing & Retouching
- 1 Event Photography (Full Day)

Save 39% vs 1-month

BEST VALUE | 6 MONTHS

Scale

Maximum scale and the strongest long-term value.

₹464,475

≈ ₹77,413/month

- 1 Meta Ads Setup & Strategy
- 1 Meta Ads Monthly Management
- 1 Ad Creative Production
- 1 Product Photography (Studio)
- 1 Image Editing & Retouching
- 1 Event Photography (Full Day)

Save 50% vs 1-month

Plan Comparison

Point	Trial	Growth	Scale
Duration	1 Month	3 Months	6 Months
Total Price	₹153,750	₹283,633	₹464,475
Best For	Trial / Short-term	Most Businesses	Long-term Growth

Why This Proposal Works

Built from your business context, not a generic template.

Understanding Your Business

Bloom & Co has real product-market fit — the difficult part is done. What's missing is the consistent digital engine that turns first-time visitors into repeat buyers: a steady drop of scroll-stopping content, ads that reach the right shopper at the right moment, and a storefront presence that builds enough trust to convert on the first visit. Right now, growth likely depends too heavily on a handful of good months rather than a system that compounds.

Our Approach

We start by building a content and creative engine specifically for Organic skincare products sold online — product photography, short-form video, and a structured content calendar that keeps Bloom & Co visible between campaigns. On top of that foundation, we run targeted Meta advertising built around your actual buyer, not a generic funnel: acquisition creative for new direct-to-consumer buyers, retargeting for cart-abandoners, and a review of what's already converting so budget moves toward what works. Everything is reported monthly against real numbers — reach, engagement, and the inquiries or sales that follow — not vanity metrics.

Why Veltrix

We work with D2C and e-commerce brands specifically, not generic clients — every deliverable in this plan (product content, reels, paid acquisition, retargeting) exists because it is what actually moves e-commerce revenue, not because it fills a package. We manage the full loop from first creative brief to monthly ad optimisation, so your team can stay focused on product and fulfilment while we focus on getting the next order placed.

Payment Terms

Payment Terms

Engagement begins upon written confirmation and receipt of the applicable advance payment. All pricing is quoted in Indian Rupees (INR) and excludes applicable GST unless stated otherwise. Meta Ads spend is separate from the management fees listed in this proposal and is paid directly to Meta. Product shoots require samples or product access on scheduled dates; rescheduling due to unavailability may affect delivery timelines.

Common Questions

The questions we hear most from businesses considering this proposal.

Why does this cost more than just boosting a few posts ourselves?

Boosting posts without a content system or retargeting strategy usually buys short-term reach with no repeat-purchase effect. This plan is built to compound — better creative feeds better ad performance, which feeds a growing retargeting pool of people who already know your brand. That combination is what actually lowers your cost per order over time, not a one-off boost.

We're not in our peak season right now — should we wait?

The off-season is exactly when the content library and retargeting audience need to be built, so that when peak season hits, you're not starting from zero. Brands that wait until the peak to start almost always spend more per order chasing cold traffic with no warm audience already primed to buy.

We're considering managing this in-house instead. What's the real difference?

An in-house effort can absolutely work, but it competes with everything else your team is already doing, and e-commerce ad performance depends on constant iteration — testing creative, adjusting audiences, reallocating budget weekly. Our team does this daily across multiple brands, which means faster iteration and fewer expensive learning-curve mistakes on your ad spend.

How will we actually know this is working?

You'll get a monthly report tied to real outcomes — orders, cost per acquisition, and repeat-purchase rate, not just impressions or likes. If something isn't converting, we say so and adjust rather than continuing to spend against it.

WHAT CLIENTS SAY

Trusted by businesses like yours

“Finally an agency that treats ROAS like it matters to us as much as it matters to them.”

— **A D2C Skincare Founder**

VELTRIX MEDIA

Creative Growth Agency · Surat, Gujarat

7600 500 685

 **Chat on WhatsApp**