

WiiTronics

End-to-end paid media consulting for an Indian IoT startup building smart parking technology — on a constrained INR 20K/month budget.

- LinkedIn B2B
- Meta B2C
- INR 20K Budget
- Bangalore Market

<p>20K</p> <p>Total monthly budget</p>	<p>2</p> <p>Audiences managed simultaneously</p>	<p>10+</p> <p>Enterprise clients in target list</p>	<p>INR 1K</p> <p>Next-phase growth budget</p>
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ABOUT WIITRONICS

WiiTronics is a Bangalore-based IoT startup building wireless smart parking solutions — ANPR and RFID technology, real-time parking availability systems, computer vision at the edge, and IoT-powered facility management. Their client roster includes Phoenix Marketcity (Bengaluru and Chennai), Titan HQ, Ford, Mangaluru Smart City, Madurai Corporation, Prestige, L&T, TCS, CTS, Brigade, Amazon, Apple, and BNY Mellon. The brief: build brand presence and generate qualified leads in Bangalore on a startup budget.

LIVE AD CREATIVES

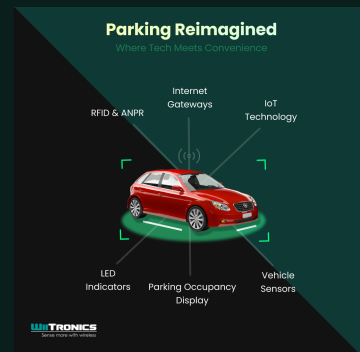
Facebook · Instagram · Display — Bangalore geo-targeted



Carousel ad · Multi-product Smart parking features



Display ad · Facility upgrade CTA: Upgrade Today



Display ad · IoT Architecture Parking reimagined

THE CAMPAIGN ARCHITECTURE

B2B — LinkedIn (INR 12,000)

- › Objective: Brand awareness among enterprise decision-makers in Bangalore.
- › Targeting: Facilities Managers, Parking Operations Directors, Commercial Real Estate Developers, Property Managers — in companies like those already on WiiTronics' client list.
- › Ad format: 60% Sponsored Content + 40% Display Ads. Content cadence: every 3 days.
- › LinkedIn Groups: Parking management, real estate, facilities management communities. Organic thought leadership alongside paid.
- › KPIs: Impressions 4K–10K, CTR 0.2%–0.3%, Engagement 0.05%–0.1%, Follower growth.

B2C — Facebook & Instagram (INR 8,000)

- › Objective: Brand awareness and product discovery among tech-forward consumers and commuters.
- › Targeting: Age 18–45, Bangalore. Electronics shoppers, online shoppers, tech enthusiasts, office commuters.
- › Ad format: Facebook Feed + Instagram Feed + Display. 30% Sponsored / 70% Display.
- › Creative: 2–3 sponsored content pieces + 3 display creatives every 3 days.
- › KPIs: Impressions 4K–10K, CTR 1%–2%, Engagement 0.1%–0.3%.

BUDGET BREAKDOWN — INR 20,000/MONTH

LinkedIn B2B — ■12,000 Daily budget: ■400 across 30 days. Sponsored + Display split. Targeting enterprise decision-makers via Company + Job Title targeting.	Meta B2C — ■8,000 Daily budget: ■266 across 30 days. Facebook Feed + Instagram + Display. Interest-based targeting for Bangalore tech and commuter audiences.
Creative production — ■2,000 Ad creatives, display formats, sponsored content assets. 3 display creatives + 2–3 sponsored content pieces per cycle.	Campaign management — ■3,500 Setup, optimisation, audience management, reporting. Social media handling and organic LinkedIn strategy: ■500.

WHAT I'D DO NEXT — INR 1,000/MONTH PHASE

At INR 20K/month we built awareness and validated audience segments. At INR 1,000/month the strategy shifts entirely to compounding organic + micro-paid that builds long-term brand equity without requiring sustained budget:

01 LinkedIn organic thought leadership (Free)

WiiTronics founders and team post 2x/week on smart city infrastructure, IoT parking trends, and case studies from their existing clients (Phoenix Marketcity, Ford, Amazon). Content written and structured by me. Reach: organic, compounding, no cost.

02 INR 500 — Boost one LinkedIn post per month

The best-performing organic post gets ■500 in paid boosting to facilities management and commercial real estate audiences in Bangalore. One post, targeted reach, measurable engagement lift.

03 INR 500 — WhatsApp Business + Retargeting pixel setup

Set up Meta pixel on the WiiTronics website, build a retargeting audience of site visitors, and run a ■500 retargeting campaign targeting the warmest traffic with a demo CTA. Higher intent audience = better conversion at minimal spend.

04 Client case study content (Free, high-value)

Turn the Phoenix Marketcity or Ford installation into a structured case study post on LinkedIn. Tag the clients, share the before/after, and let the social proof do the acquisition work. One well-structured case study at this scale outperforms any INR 8K awareness campaign.

WHAT THIS PROJECT SHOWS

Proof of

- › Ability to design and execute B2B + B2C campaigns simultaneously for the same brand — a dual-audience challenge most marketers avoid.
- › Strategic thinking within severe budget constraints — maximising reach, targeting precision, and ROI with INR 20K where most agencies would spend 10x.
- › Early-stage consulting instinct — coming in with no playbook, defining the ICP, and building the strategy from first principles.

Relevant to

- › Any role requiring both B2B pipeline generation and B2C brand building simultaneously.
- › Startup and scale-up environments where budget constraint is the norm, not the exception.
- › Indian market roles — demonstrates genuine understanding of Indian digital marketing economics, audience behaviour, and platform dynamics.