THE PLAYBOOK · FREE

Retention beats acquisition

Meta ads get costlier every year. This is how you make the same budget earn more: the formula, the exact maths, and how Bombay Shaving Company does it on WhatsApp.

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Chat with me on WhatsApp

Ads get costlier. Every year.

META, AVERAGE PRICE PER AD

+14%

in one year (Meta's Q3 2026 results, 21 Oct 2026, worldwide)

TYPICAL BRAND ROAS

2-3×

and it stays stuck, because every new customer costs more

Most brands answer by spending more on ads. More budget, same ROAS, thinner profit.

The brands that stay profitable do something else: they earn the **second, third and tenth order** from customers they already paid for once. That order costs almost nothing.

One WhatsApp marketing message in India costs around ₹1.
One new customer from Meta ads often costs ₹300-800.

The master formula

90% of founders only work on the first box.

Revenue = **Traffic** × **Avg order value** × **Conversion rate** × **Repeat purchase**

1 Traffic: the costliest box

New visitors from ads. 14% more expensive every year, and you pay again for every single one.

2 Order value + conversion

Bundles and better product pages. You already pay for the visitor, so make each visit worth more.

3 Repeat purchase: the cheapest box

Customers you already have. You pay ₹1 for a WhatsApp message, not ₹500 for a click. This is where the profit is.

It is a multiplication. Double your repeat purchase and your revenue doubles, **without one extra rupee on ads.**

Same ₹1 lakh. New split.

An example to show the maths. Your ROAS per channel will differ; the idea does not.

BEFORE: 100% ON ACQUISITION

WHERE	SPEND	ROAS	REVENUE
Meta ads, new customers	₹1,00,000	2.5×	₹2,50,000
Total	**₹1,00,000**	**2.5×**	**₹2,50,000**

AFTER: 70 / 10 / 20

WHERE	SPEND	ROAS	REVENUE
70% Meta ads, new customers	₹70,000	2.5×	₹1,75,000
10% Meta remarketing	₹10,000	5×	₹50,000
20% WhatsApp, old customers	₹20,000	8.75×	₹1,75,000
Total	**₹1,00,000**	**4×**	**₹4,00,000**

Same budget: **₹2.5 lakh becomes ₹4 lakh.** Blended ROAS 2.5 → 4.

How to run each part

70

New customers: Meta ads

Keep your best ad running for new people. Exclude everyone who already bought (upload your customer list as an exclusion audience), so you never pay ad money for a customer you already have.

10

Remarketing: Meta ads

People who visited, viewed a product or added to cart in the last 30 days but did not buy. Show them the bundle or a review ad. Small audience, high ROAS.

20

WhatsApp: old customers

Everyone who bought before and opted in. At around ₹1 a message, ₹20,000 reaches about 20,000 messages: reorder reminders, bundles, festival stores. This is the BSC part, next pages.

Rule: **if your list is small, start with 10% on WhatsApp** and grow it as your customer list grows. Never send to people who did not opt in.



Bombay Shaving Company

Founder: Shantanu Deshpande

BSC sells a trimmer once. Then it sells razors, blades, foam, soaps and perfumes again and again, mostly on WhatsApp. The idea Shantanu talks about: **hero products bring customers, small products and bundles bring the profit.**

HERO PRODUCT

Trimmer

Bought once. Brings the new customer in. Costly to sell (ads).

REPEAT PRODUCTS

Blades, foam, perfume

Bought every month. Cheap to sell (WhatsApp). This is the profit.

In the 17 messages BSC sent me, the trimmer is in only **3**. The other **14** sell repeat products and bundles.

17 messages in 10 weeks

Every message BSC sent to my WhatsApp, 8 Aug to 19 Oct 2025.

1 / 4 days

About one message every 4 days. Often, but never daily.

9 of 17

tied to a date: Independence Day, Rakhi, Ganesh Chaturthi, Diwali, month end.

7 of 17

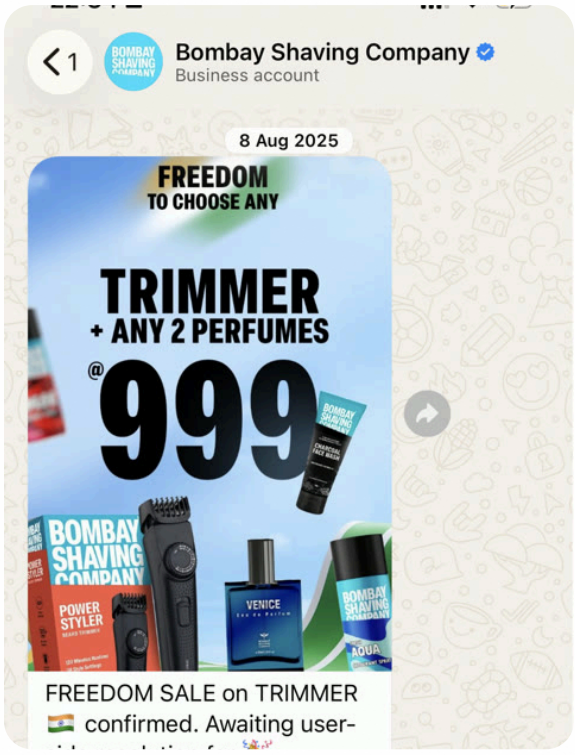
sell a bundle: trimmer + 2 perfumes, 3 perfumes, 6 products.

₹18-₹999

one big price on the image: ₹18, ₹49, ₹99, ₹599, ₹795, ₹999.

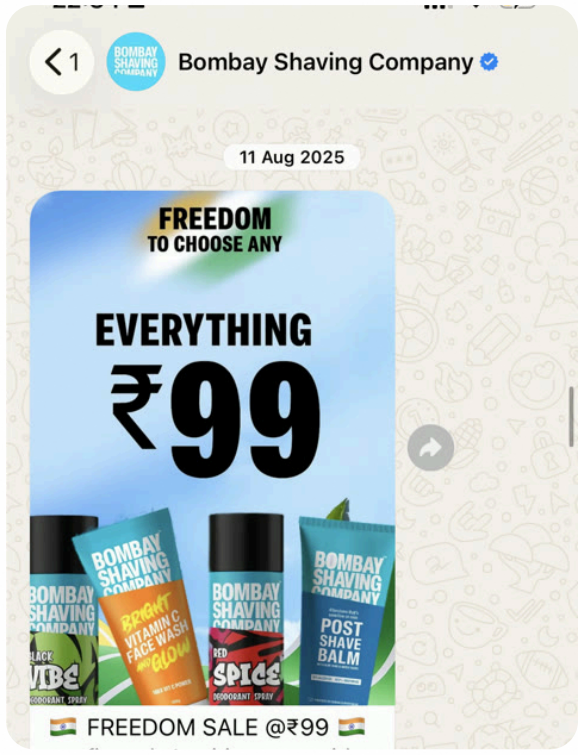
Each message = **one big image, one price, one deadline, one "Order Now" button**, plus a STOP option.

BSC on WhatsApp, 8 Aug 2025 → 24 Aug 2025



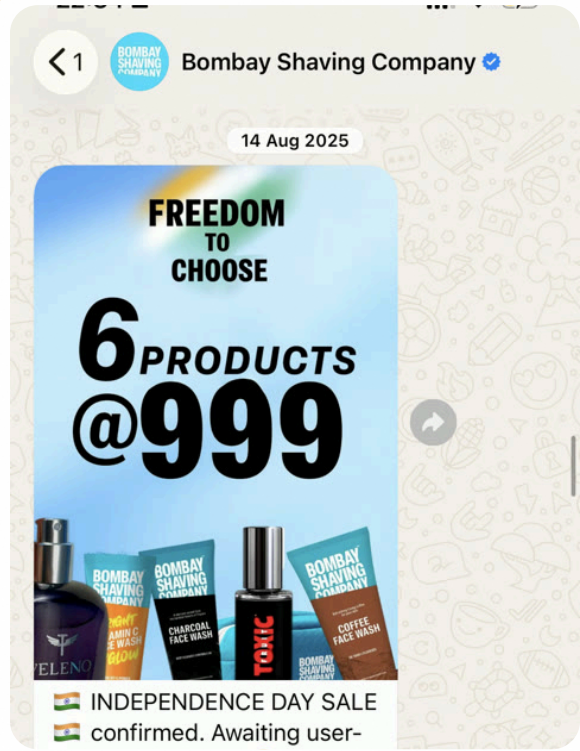
8 Aug 2025

Freedom Sale: Trimmer + any 2 perfumes @₹999



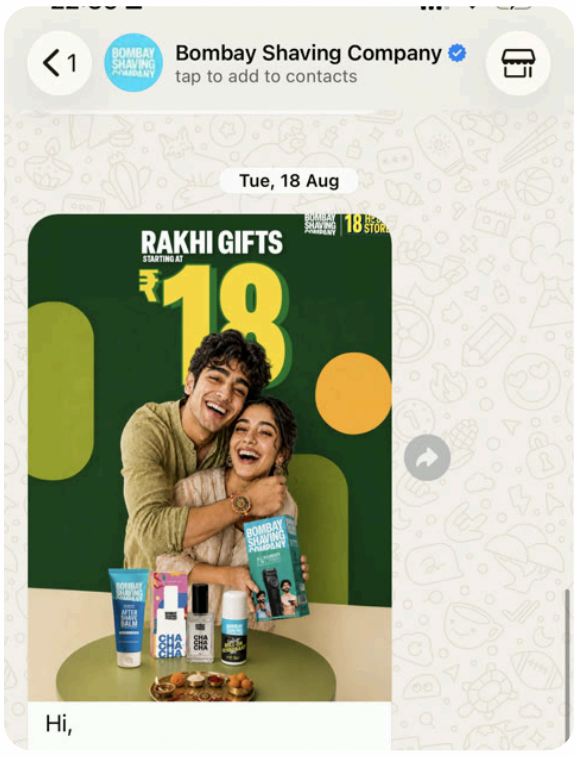
11 Aug 2025

Freedom Sale: Everything @₹99



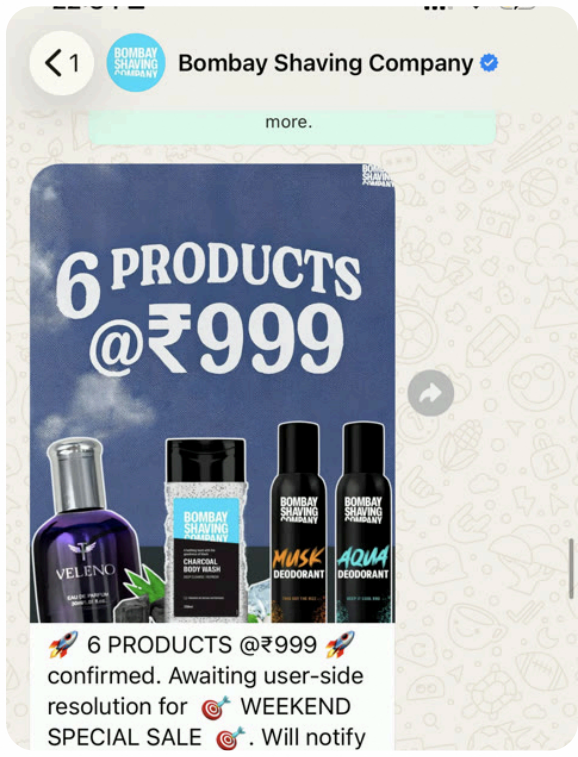
14 Aug 2025

Independence Day: 6 products @₹999



18 Aug 2025

Rakhi gifts: 18-hour sale from ₹18



Aug 2025

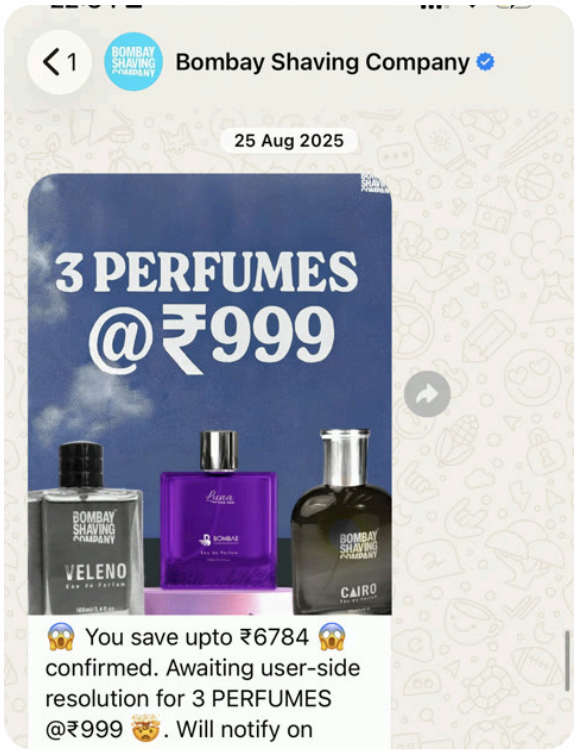
Weekend special: 6 products @₹999



24 Aug 2025

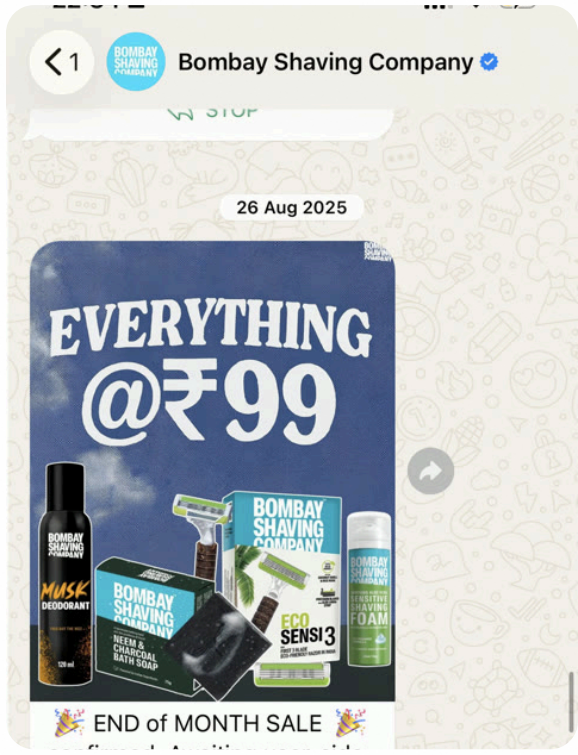
Ganesh Chaturthi: deals @₹49

BSC on WhatsApp, 25 Aug 2025 → 16 Sep 2025



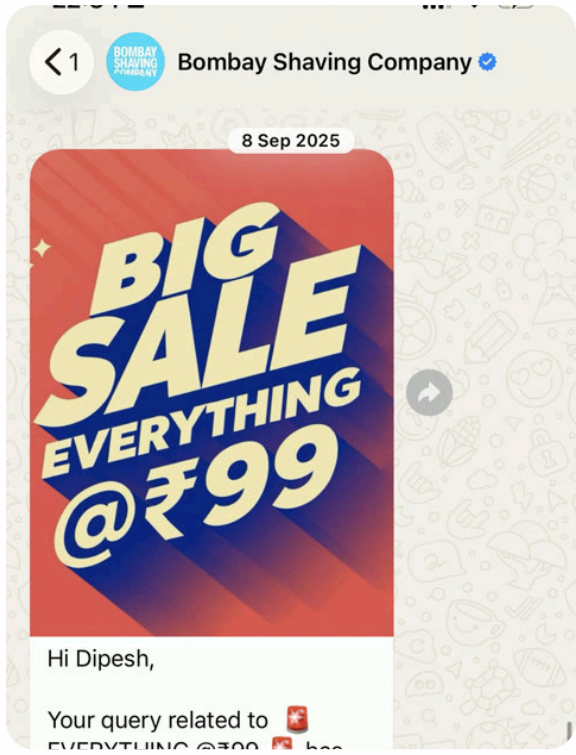
25 Aug 2025

3 perfumes @₹999, save up to ₹6,784



26 Aug 2025

End of month: everything @₹99



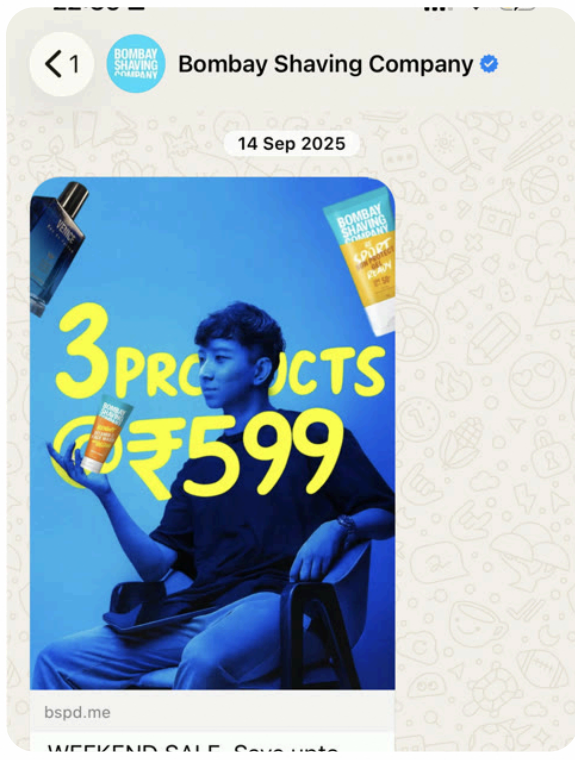
8 Sep 2025

Big Sale: everything @₹99 + bundle



12 Sep 2025

The 99 Store is live



14 Sep 2025

Weekend sale: 3 products @₹599



16 Sep 2025

99 Store: extra 50% off

BSC on WhatsApp, 19 Sep 2025 → 19 Oct 2025



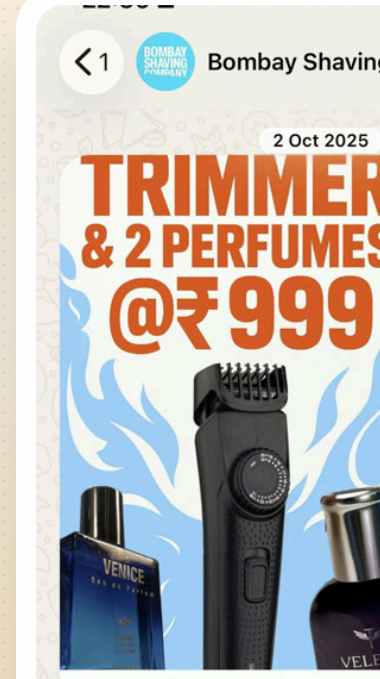
19 Sep 2025

Bowled Over: products @₹18, trimmers from ₹399



22 Sep 2025

3 perfumes @₹795



2 Oct 2025

Festival offer: Trimmer + 2 perfumes @₹999



11 Oct 2025

Diwali: everything @₹99, half-price



19 Oct 2025

Happy Diwali: 18 Hours Store, gifts from ₹18

What to copy

1. **One price, huge, on the image.** People read the number before the text.
2. **A reason to buy today:** a festival, month end, "ends tonight", an 18-hour store.
3. **Bundles over discounts:** "3 perfumes @₹795" raises order value instead of cutting margin.
4. **Price stores:** a ₹99 store or ₹18 deals bring back people who have not bought in months.
5. **One button:** Order Now goes straight to the product or cart.
6. **Their name:** "Hi Dipesh". Small, but it reads like a message, not an ad.

DON'T COPY

Some BSC messages are worded like order updates ("confirmed, awaiting resolution"). Don't do that. Write your offer as an offer. Messages that feel like tricks get reported, and Meta can lower your number's quality and block your sends.

Set it up in 30 days

1

Week 1: your list

Export every past customer with phone number from Shopify. Add a WhatsApp opt-in tick at checkout. Pick a WhatsApp Business API provider and get your first marketing template approved.

2

Week 1: hero vs repeat

Write down your hero product and the products people buy again (refills, add-ons). Make 3 bundles from them.

3

Week 2: the calendar

Two messages a week. Mark every festival and month end. Add a reorder reminder at the time your product runs out (blades: about 30 days).

4

Weeks 3-4: split + measure

Move to 70 / 10 / 20. Track repeat purchase rate, WhatsApp revenue per rupee spent, and opt-outs (keep them under 2%).

4 messages, ready to use

1 · REORDER REMINDER (DAY 25-30)

Hi [Name], your **[product]** is probably running low 👀 Reorder in 1 tap, delivered in 2-3 days. **[Order again]**

2 · BUNDLE OFFER

Hi [Name], your favourites, together: **[product] + 2 refills @₹[price]** (worth ₹[MRP]). Only till Sunday midnight. **[Get the bundle]**

3 · FESTIVAL STORE

🪔 Diwali Store is LIVE, [Name]! **Everything @₹99** for the next 18 hours. Gifts for everyone, starting ₹18. **[Shop the store]**

4 · WIN-BACK (NO ORDER IN 60 DAYS)

Hi [Name], we miss you! Here's **₹100 off** your next order, only for you, valid 48 hours. Your last order: [product]. **[Use my ₹100]**

Every template: **one image, one price, one deadline, one button.** Reply STOP to opt out goes at the end, always.

Want this running for your brand?

I set up WhatsApp retention for e-commerce brands: the list, the opt-in, the calendar, the bundles and the messages.

Tell me your brand on WhatsApp and I'll tell you what your 20% could earn.

Chat with me on WhatsApp

The ₹1 lakh split is an example to explain the maths; your numbers depend on your products and list size. Sources: Meta Q3 2026 results (average price per ad +14% year on year); Meta WhatsApp Business pricing for India. Screenshots: messages Bombay Shaving Company sent to my own WhatsApp, Aug-Oct 2025. I'm not linked to BSC; this is my study of their public messages.