## ✅ PROJECT 1: Create a Meta Ads Audience for an EdTech Company Offering a Digital Marketing Course

### 🎯 Objective:

To define a highly targeted audience on **Meta Ads (Facebook & Instagram)** for a **Digital Marketing course**. The goal is to maximize **reach, conversions**, and **return on ad spend (ROAS)**.

## 📊 AUDIENCE TARGETING CRITERIA

| **Category** | **Selected Criteria** | **Reason for Selection** |
| --- | --- | --- |
| **Location** | India (Top Tier 1 & 2 Cities): Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Pune, Ahmedabad, Kochi | High demand for online courses and better internet access. |
|  | Tier 2 Cities: Coimbatore, Jaipur, Bhopal, Indore, Lucknow | Emerging markets with cost-effective CPC. |
| **Age Group** | 18 – 35 Years | Majority of learners and career-switchers fall into this range. |
| **Gender** | All Genders | No gender-specific targeting, as interest spans all genders. |
| **Language** | English, Hindi | Most learners consume content in these languages. |
| **Education Level** | College students, Graduates, Postgraduates | Likely to enroll in upskilling programs. |
| **Job Titles** | Marketing Interns, Digital Marketers, Entrepreneurs, Freelancers | Professionals seeking growth and certification. |
| **Interests** | Digital marketing, Online learning, SEO, Social media marketing, Google Ads, Meta Ads, Freelancing | Directly relevant to the course topic. |
| **Behaviors** | Engaged shoppers, Frequent online learners, Business page admins | Likely to purchase or enroll online. |
| **Device Usage** | Mobile Users (Android & iOS) | Majority of social media users are mobile-first. |
| **Connection Type** | People who like the page or friends of those who like the page | Builds social trust and increases reach. |

## 📋 FINDINGS & STRATEGY

### 1. **Location-Based Targeting**

* Focus on **urban and semi-urban youth** with better internet penetration.
* Tier 1 cities show higher conversion rates but higher CPC.
* Tier 2 cities show good engagement and lower ad costs.

### 2. **Interest & Behavior Targeting**

* Users already interested in **digital marketing topics** or **online learning** are more likely to convert.
* Including **freelancers and business owners** opens the door to those needing upskilling for their ventures.

### 3. **Language**

* English dominates professional learning, but including Hindi captures a broader segment.

### 4. **Device Focus**

* Mobile optimization is crucial as 90%+ of Meta users browse on phones.

## ✅ OUTCOME

By using this optimized audience:

* **Higher Engagement**: Ads reach interested and active learners.
* **Better ROI**: Less budget wasted on irrelevant users.
* **More Conversions**: Ad copies and creatives tailored for this segment convert better.

## 📌 SAMPLE AUDIENCE SUMMARY FOR META ADS MANAGER

* **Location**: India (Delhi, Bengaluru, Coimbatore, Pune…)
* **Age**: 18–35
* **Language**: English, Hindi
* **Gender**: All
* **Interests**: Online courses, SEO, Google Ads, Meta Ads
* **Behaviors**: Engaged shoppers, page admins
* **Connection Type**: Friends of page fans, Lookalike audience