# Project 1 – Meta Ads Audience for Digital Marketing Course

## Objective

Create an optimized Meta Ads audience for an EdTech company offering a digital marketing course.

## Target Audience Criteria

- Location: India (Tier 1 & Tier 2 Cities like Delhi, Mumbai, Coimbatore)  
- Age Group: 18–35 years  
- Gender: All  
- Language: English, Hindi  
- Education: Students, Graduates  
- Interests: Digital Marketing, SEO, Google Ads, Freelancing  
- Behaviors: Engaged shoppers, Page admins  
- Device: Mobile users

## Justification

The selected demographic is the most likely to be interested in upskilling through digital marketing courses.

## Outcome

The audience setup helps reduce ad cost, improve CTR, and drive quality leads.