



EDGE CSE CUET CBF 022

DIGITAL MARKETING FINAL PROJECT

PROJECT TITLE

GOOGLE ADS/ FACEBOOK ADS CAMPAIGN

SUBMITTED TO

PRIMA SULTANA PRITY

SUBMITTED BY

PRATIK KHASTAGIR

DATE OF SUBMISSION: 23/10/2024

Project Name: Create a Facebook Ads Campaign

Objective: Learn how to set up a basic Google Ads campaign.

Facebook Page Name: OuterSmart.

Facebook Page Create:

The image displays two screenshots of the Facebook page creation process.

Top Screenshot: Facebook 'Create' Modal

The modal is titled "Create" and shows three options for creating a new profile or page:

- Personal profile**: Create another profile. (Get a new name and feed, Choose who you connect with)
- Public Page**: Grow as a business, creator or organisation. (Get advanced professional tools, Assign access to others) - This option is selected.
- Or upgrade existing profile**: Grow your public presence with professional mode. (Get basic professional tools)

Buttons at the bottom: "Next" (blue) and "Compare options" (grey).

Bottom Screenshot: Facebook 'Create a Page' Form

The form is titled "Create a Page" and includes the following fields and sections:

- Page name (required)**: OuterSmart (with a green checkmark).
- Category (required)**: Clothing (brand) (with a green checkmark).
- Bio (optional)**: At OuterSmart, we believe that style is a reflection of individuality. Join our community of fashion lovers and discover the perfect outfit that tells your story! (with a green checkmark).

Below the form is a "Create Page" button (blue).

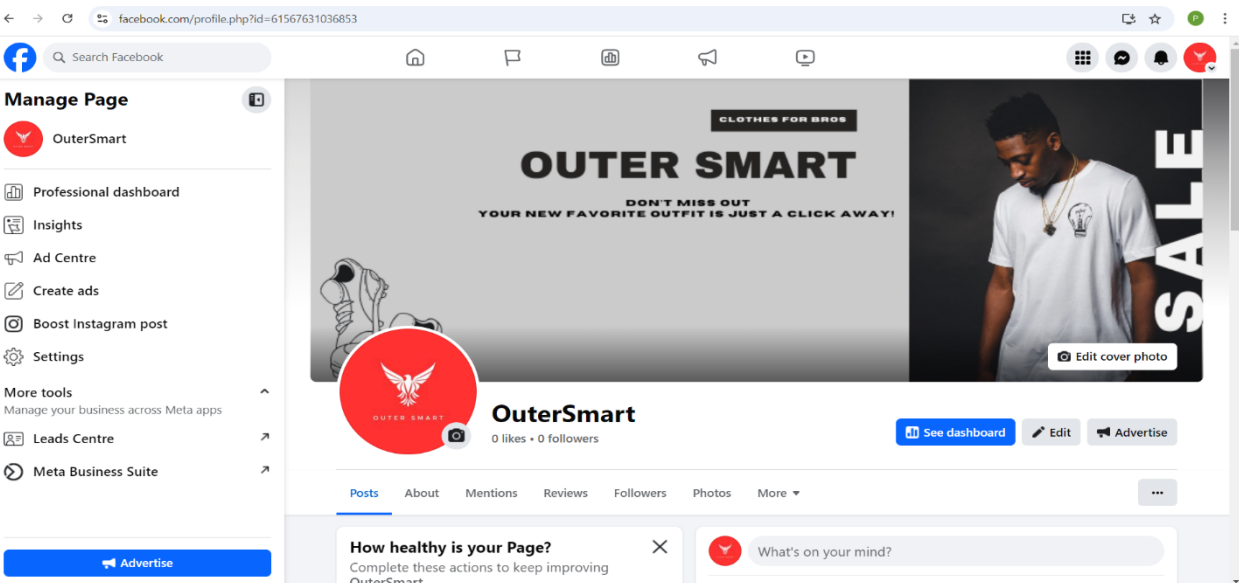
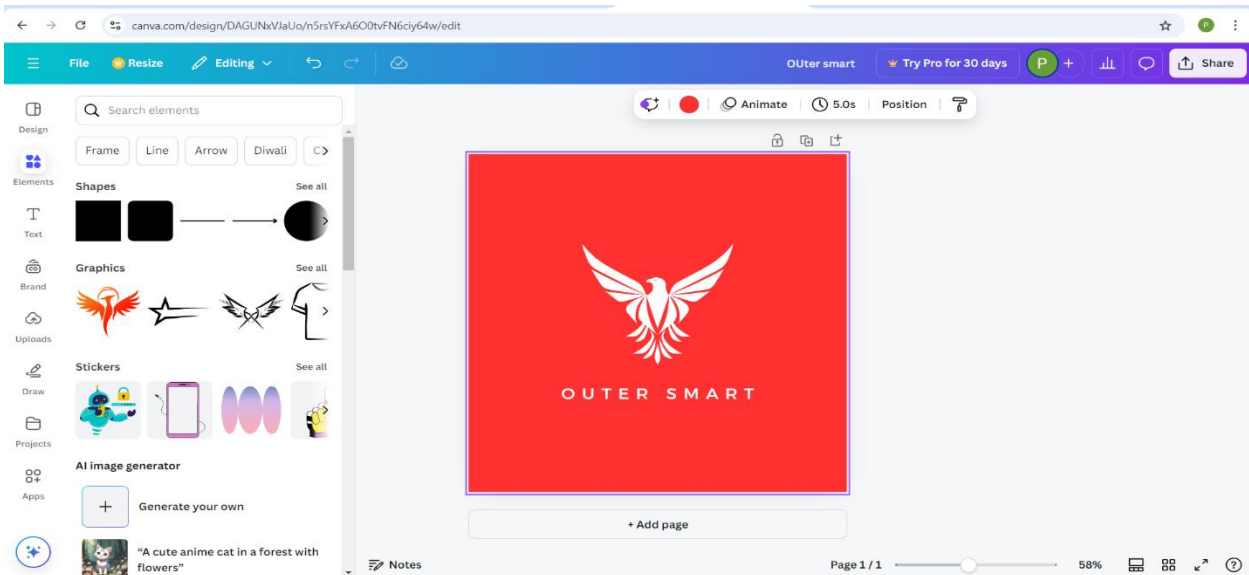
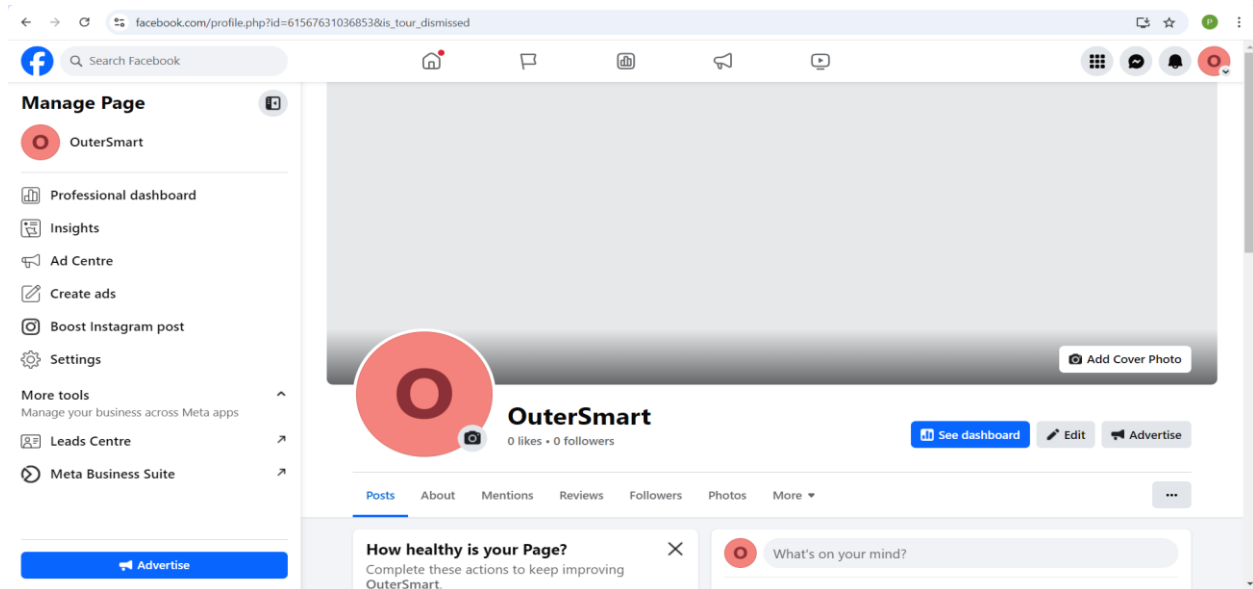
Desktop preview

The preview shows the resulting Facebook page layout:

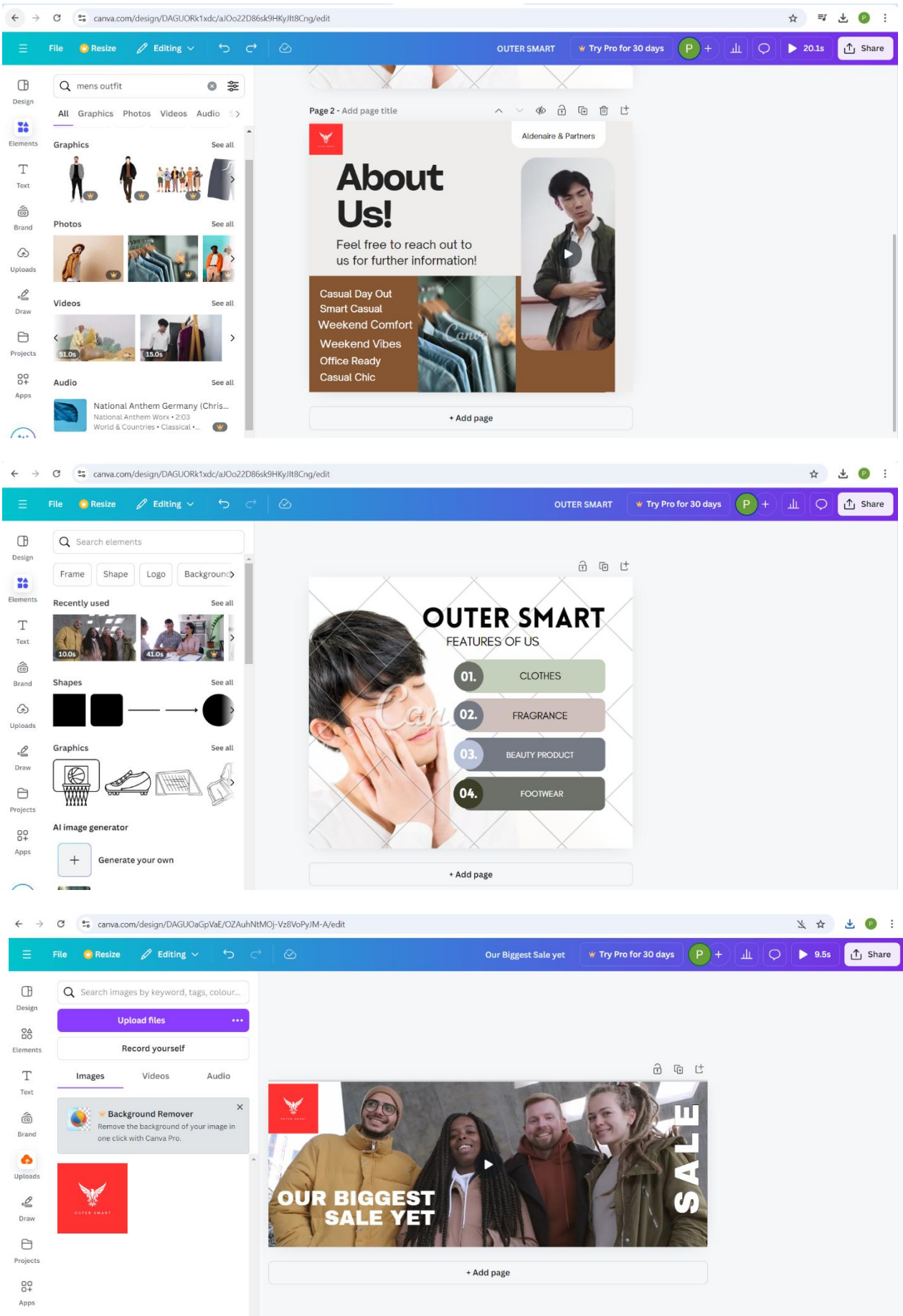
- Header: OuterSmart
- Introductory text: At OuterSmart, we believe that style is a reflection of individuality. Join our community of fashion lovers and discover the perfect outfit that tells your story!
- Navigation tabs: Posts, About, Followers, Photos, Videos, More
- Buttons: Follow, Message, and a three-dot menu.

The bottom of the image shows a Windows taskbar with various application icons and system information (28°C, Light rain, 11:47 PM, 10/22/2024).

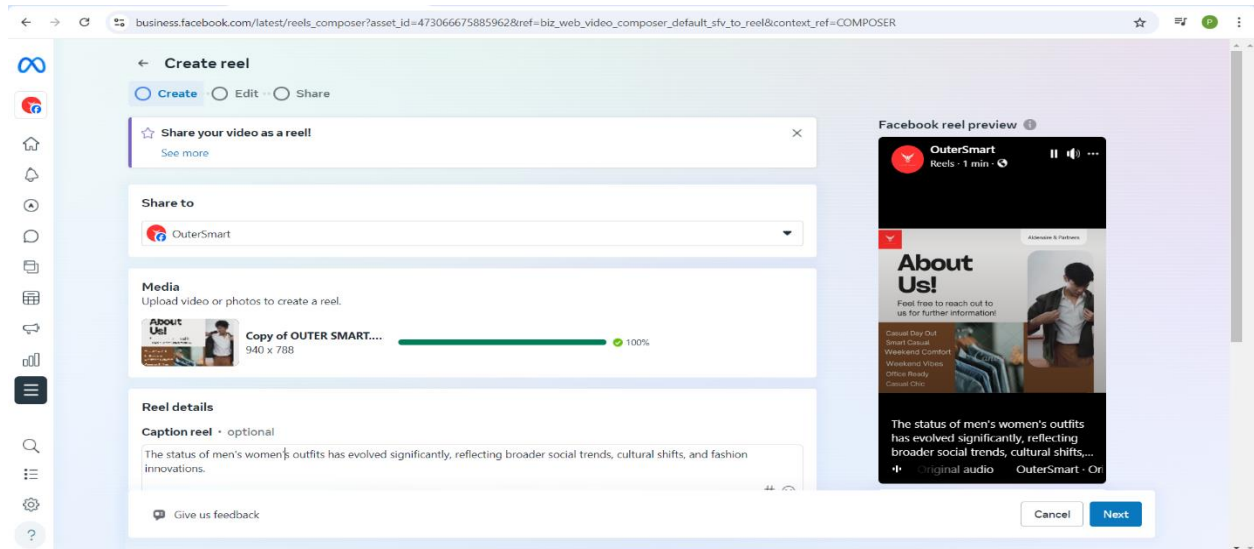
Facebook Profile and Cover Set Up:



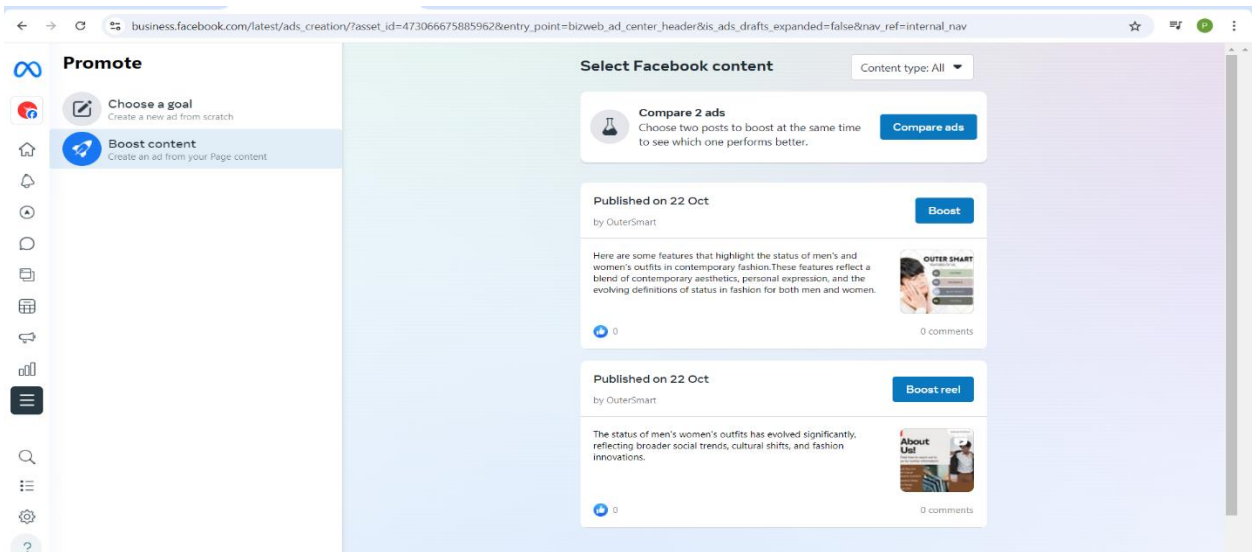
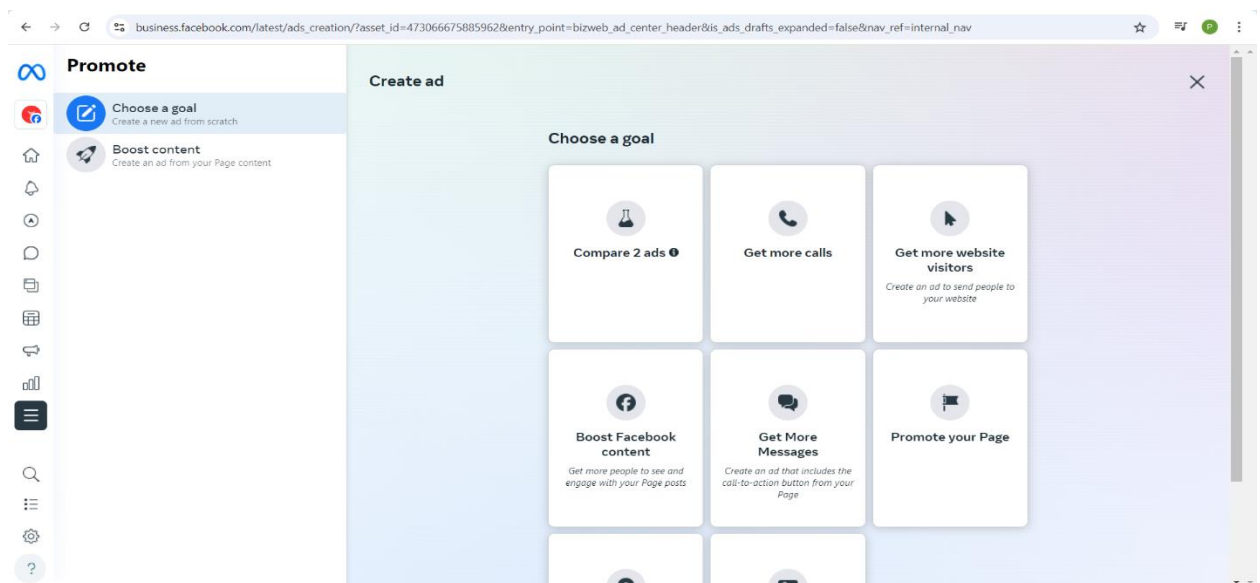
Poster Create by CANVA:



Create Post by Facebook Page:



Boost Facebook Post:



← Boost post

Phone number required

You need to verify a phone number for this ad account before you can run ads.

Start authentication

Goal

What results would you like from this ad?

Automatic

Let Facebook select the most relevant goal based on the button label and other settings that you choose.

Change

Ad text

What do you want your ad text to say? You can run an ad with the existing text and also add AI-generated variations that are based on the existing text. By using the variations, you agree to the [Terms of Use](#).

Existing text

Here are some features that highlight the status of men's and women's outfits in contemporary fashion. These features reflect a blend of contemporary aesthetics, personal expression, and the evolving definitions of status in fashion for both men and women.

Text generation

Ad preview

See All Previews

OuterSmart

Sponsored

×

⋮

Here are some features that highlight the status of men's and women's outfits in contemporary fashion. These features reflect a ... see more

OuterSmart

Clothing (brand)

CALL NOW

Like Comment Share

By clicking Publish, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

Cancel Publish

Content Schedule Post:

← Create reel

Create

Edit

Share

Share your video as a reel

See more

Share to

OuterSmart

Media

Upload video or photos to create a reel.

Our Biggest Sale yet.mp4

820 x 312

100%

Reel details

Caption reel • optional

Biggest Sale of the Year! 🎉

Give us feedback

Facebook reel preview

Biggest Sale of the Year! 🎉

OuterSmart • Original a

Cancel Next

← Create reel

Create

Edit

Share

Scheduling options

Share now

Schedule

Save as draft

Select a future date and time to publish your video at.

Facebook

22 October 2024 23:30

Share to your story • optional

This is for Facebook only. Anyone on Facebook or Messenger can see your story.

You can now share your reel to your story.

Drive traffic to your reel and keep your audience up to date on your new content.

Share to groups • optional

Select up to 3 groups to share to. You can manage your post's settings within the group that you share to.

Add to a playlist • optional

Give us feedback

Facebook reel preview

Biggest Sale of the Year! 🎉

OuterSmart • Original aud

Back Schedule

Facebook Page Post:




OuterSmart

Reels · 1h · 



The status of men's women's outfits has evolved significantly, reflecting broader social trends, cultural shifts, and fashion innovations.





Aldenaire & Partners

About Us!

Feel free to reach out to us for further information!

Casual Day Out
Smart Casual
Weekend Comfort
Weekend Vibes
Office Ready
Casual Chic



[See insights and ads](#)

[Boost post](#)



OuterSmart

1h · 🌐



Here are some features that highlight the status of men's and women's outfits in contemporary fashion. These features reflect a blend of contemporary aesthetics, personal expression, and the evolving definitions of status in fashion for both men and women.



[See insights and ads](#)

[Boost post](#)



OuterSmart

Reels · 47m · 🌐



🎉 **Biggest Sale of the Year!** 🎉



[See insights and ads](#)

[Boost post](#)

QR Code for Page:



OuterSmart
Scan Me!

Conclusion: the online business landscape offers significant potential for growth and innovation. This report has highlighted the key trends, challenges, and opportunities that define the current e-commerce environment. As consumer preferences continue to shift towards convenience and digital engagement, businesses must adapt by implementing effective strategies that prioritize customer experience, quality products, and efficient operations.

THE END