



# EDGE CSE CUET CBF 022

DIGITAL MARKETING FINAL PROJECT

## PROJECT TITLE

GOOGLE ADS/ FACEBOOK ADS CAMPAIGN

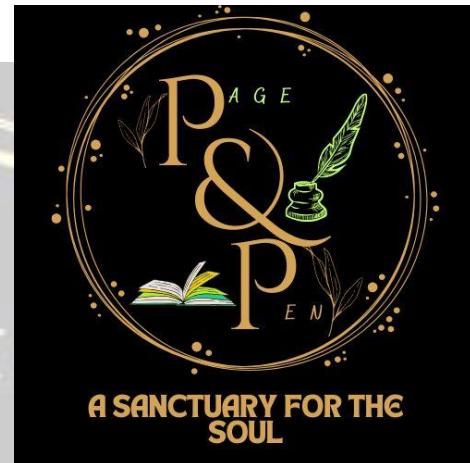
SUBMITTED TO  
PRIMA SULTANA PRITY

SUBMITTED BY  
RAMJEE CHOWDHURY

# A SANCTUARY FOR THE SOUL

## ❖ ABOUT PRODUCT

- A new chapter beginning with the book worm people to relax their mind after hectic day by reading books. PAGE & PEN is an online website for the book lover people where they can buy book and also read PDF format of newly arrival books.



## ❖ FEATURE PRODUCT

- Top Bengali writers book.
  - ❖ Sharatchandra Chottopadhyay
  - ❖ Rabindranath Tagore
  - ❖ Humayan Ahmed
  - ❖ Bankimchandra Chattopadhyay
  - ❖ Sadat Hossain
  - ❖ Somoresh Mazumder
  - ❖ Many more famous writers

## ❖ DISCOUNT PRODUCT

On this November we will offer 35% discount remembering our martyrs who fought 36 days from 1<sup>st</sup>, JULY - 5<sup>th</sup>, AUGUST for new Bangladesh.

Theirs sacrifice for 35 days gave us a new Bangladesh. Which we are remembering always.

A SANCTUARY FOR THE SOUL



## ❖ CONTENT CALENDAR

Oct - Nov 2024

Sun 20 Mon 21 Tue 22 Wed 23 Thu 24 Fri 25 Sat 26

Content type: all Shared to: all

Goals More

Start new goal

Create post

## ❖ CONTENT WRITING

### 📚 Exciting Online Book Sale! 📚

Attention, book lovers! 📖✨ Are you ready to dive into new worlds without breaking the bank? We're thrilled to announce our **Exclusive Online Book Sale**, where you can find amazing discounts on a wide selection of books!

#### What's on Sale?

From captivating fiction to inspiring non-fiction, from thrilling mysteries to heartwarming romances, we have something for everyone! Explore our curated collection and discover hidden gems and beloved classics.

#### Why Shop with Us?

- **Unbeatable Prices:** Enjoy significant discounts on bestsellers and new releases.
- **Convenient Shopping:** Browse and purchase from the comfort of your home.
- **Fast Shipping:** Get your books delivered right to your door.
- **Special Offers:** Look out for bundle deals and exclusive promotions!

#### How to Get Started:

1. Visit our Facebook page & Website and browse our sale section.
2. Add your favorite titles to your cart.
3. Check out and enjoy the savings!

Title: Google Ads/ Facebook Ads Campaign

**Hurry, Limited Time Only!**

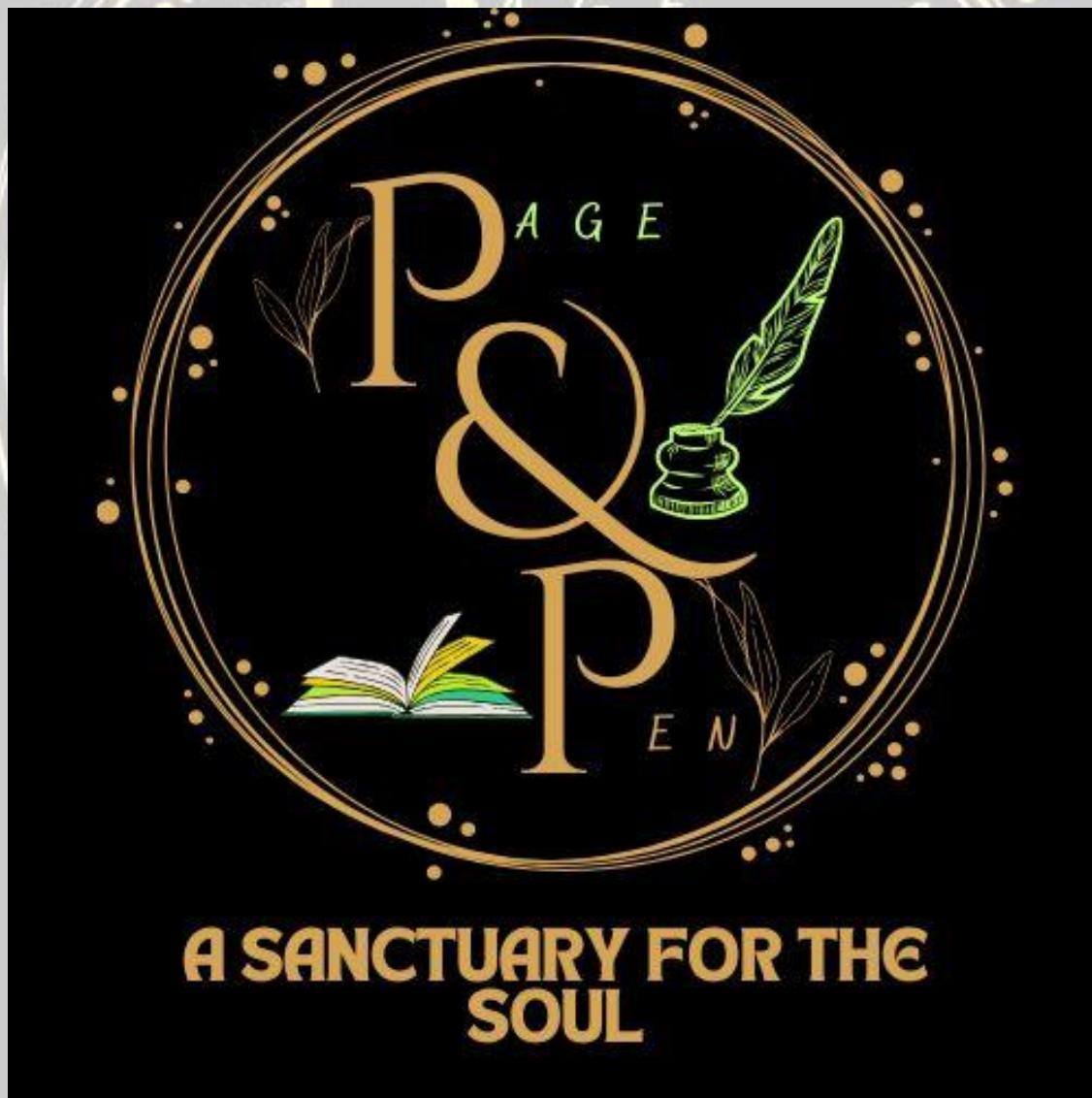
This sale won't last forever! Grab your favorite books while stocks last. Whether you're stocking up for yourself or finding the perfect gift, there's no better time to shop!

**Join Us in Celebrating the Love of Reading!**

Share your favorite finds with us on social media using #BookSaleJoy, and let's spread the love of books together!

Happy reading and happy saving! 🎉📚

**❖ POSTER DESIGN FROM CANVA**



## ❖ FACEBOOK ADS

The screenshot displays a Facebook interface. On the left, the profile page for "PAGE & PEN" is shown, featuring a black circular icon with a stylized "P&P" logo. The page has a bio: "Where Yesterday's Words Come Alive". Below the bio are buttons for "Edit bio", "Page · Bookstore", "Not yet rated (0 Reviews)", "Edit details", and "Add featured". On the right, a post from the same page is displayed. The post includes a thumbnail image of an open book with a feather quill and handwritten text: "It's okay to take a break." Below the image is a caption: "Books are calling! Dive into our online sale and grab your next adventure at a special price. Happy reading! #BookSale". The post was made 47 minutes ago.

This screenshot shows another view of the "PAGE & PEN" Facebook page and a post. The profile page on the left features the same black "P&P" logo icon. The bio "Where Yesterday's Words Come Alive" is present, along with buttons for "Edit bio", "Page · Bookstore", "Not yet rated (0 Reviews)", "Edit details", and "Add featured". Below these is a "Photos" section with three preview images: a circular logo, a purple square, and a green square with a large letter "P". On the right, a post from the page is shown, updated 47 minutes ago. The post features a large, ornate circular logo with gold lettering and illustrations of books and a quill pen. The text "PAGE & PEN" is at the top, and "A SANCTUARY FOR THE SOUL" is at the bottom. The background of the post is a purple grid pattern.

## ❖ PPTX FILE FROM CANVA

**PAGE & PEN**

A SANCTUARY FOR THE  
SOUL

**Objective**

- ➊ A new chapter beginning with the book worm people to relax their mind after hectic day by reading books.
- ➋ PAGE & PEN is an online website for the book lover people where they can buy book and also read PDF format of newly arrival books.

The dimensions, values, perceptions and importance.  
Book Lovers are the most adorable people in search of facts.

## Why Shop with Us

### UNBEATABLE PRICES

Enjoy significant discounts on bestsellers and new releases.

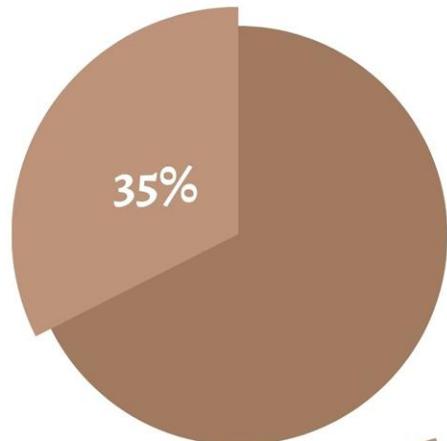
### CONVENIENT SHOPPING

Browse and purchase from the comfort of your home.

### SPECIAL OFFERS

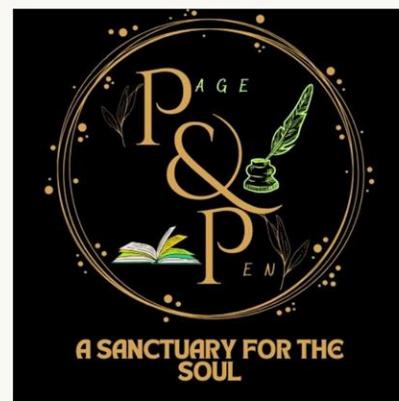
Look out for bundle deals and exclusive promotions!

## Exciting Online Book Sale!



# Join Us in Celebrating the Love of Reading!

⦿ #BookSaleJoy



## THE END