

EDGE CSE CUET CBF 022

Digital Marketing Final Project

PROJECT TITLE:-

Google Ads/Facebook Ads Campaign

SUBMITTED TO

PRIMA SULTANA PRITY

SUBMITTED BY

MOHAMMAD ABBAS UDDIN

Title: Google Ads/Facebook Ads Campaign

Objective: Facebook ads offer unmatched targeting precision, flexibility, and access to a massive audience. Whether you're a small local business, an eCommerce giant, or a global brand, Facebook ads provide a powerful platform to promote your products and services, engage with potential customers, and achieve measurable results. They allow you to advertise in a cost-effective, data-driven way that helps businesses grow at scale.

If you're looking to connect with people, drive traffic, generate leads, or increase sales, Facebook ads are an essential tool for any digital marketing strategy.

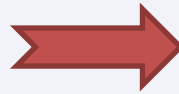
Work process:

- ✓ Create A Banner With Adobe Photoshop
- ✓ Open Chrome/Mozilla Browser
- ✓ Go to www.facebook.com
- ✓ Log in Account

The next steps of the work are shown with the help of pictures.

facebook

Facebook helps you connect and share with the people in your life.



Log in

[Forgotten password?](#)

Create new account

Create a Page for a celebrity, brand or business.

English (UK) বাংলা অসমীয়া हिन्दी नेपाली Bahasa Indonesia العربية 中文(简体) Bahasa Melayu Español Português (Brasil) +

Sign Up Log in Messenger Facebook Lite Video Places Games Marketplace Meta Pay Meta Store Meta Quest Ray-Ban Meta Meta AI
Instagram Threads Fundraisers Services Voting Information Centre Privacy Policy Privacy Centre Groups About Create ad Create Page
Developers Careers Cookies AdChoices Terms Help Contact uploading and non-users

Meta © 2024

Activate Windows
Go to Settings to activate Windows.



Log In Facebook Account

The screenshot shows a Facebook interface with a central advertisement for 'BAJIOK' featuring a woman and cricketers. The left sidebar contains navigation links, with 'Ads Manager' highlighted and a red arrow pointing to it. The right sidebar shows user information and friend requests. The browser's address bar and various extension icons are visible at the top.

Facebook (2) Facebook

Search Facebook

Mohammad Abbas Uddin

Friends (411 online)

Memories

Saved

Groups

Video

Marketplace

Feeds

Ads Manager

Birthdays

Climate Science Center

Events

Fundraisers

Gaming Video

Messenger

Messenger Kids

BAJIOK

রজেসিটেশন বোনাস 38

FUNNYGAME1688.COM

TQ88 | BAJIOK

Sign up

135 comments 6 shares

Like Comment Share

MotorcycleBD · Follow

ফাইনালি আগামী ২১শে অক্টোবর বাংলাদেশে আসছে Royal Enfield.

Your Pages and profiles

Friend requests

Md Suhan

1 mutual friend

Confirm Delete

Birthdays

Obaid Chowdhury and 8 others have birthdays today.

Contacts

Rashed Khan

রাইসুল ইসলাম ফরহাদ

Mohammad Tarequr Rahman

Arif Ahammed Bokul

Md Farhad

Mohammad Nasim Uddin

MD Absar Uddin

Mohammad Asiqur Rahman

Activate Windows

শাহাদাত হোসেন activate Windows.

Savef Sumon

https://www.facebook.com/ad_campaign/landing.php?placement=bkmk_admgr&campaign_id=415838275119894&nav_source=comet&nav_entry_point=comet_bookmark&extra_1=campaign



Go To Left Site Ads Manager


Ads Manager - Guided Onboard


https://adsmanager.facebook.com/adsmanager/onboarding?nav_source=comet&nav_entry_point=comet_bookmark&campaign_id=415838275119884&placement=bkmk_admgr&extra_1=campaign&act=i

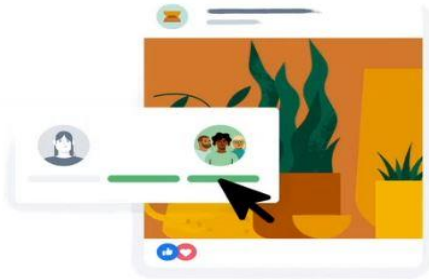
Ads Manager


Reach the right people with Ads Manager

Help your business grow with Ads Manager, our most powerful ads tool.

**Get set up to advertise**
We'll ask for information that helps us understand more about your business.

**Start creating your first ad**
We'll suggest the best way to set up a campaign for your first ad.





Get started

Do you need to create a business portfolio first?

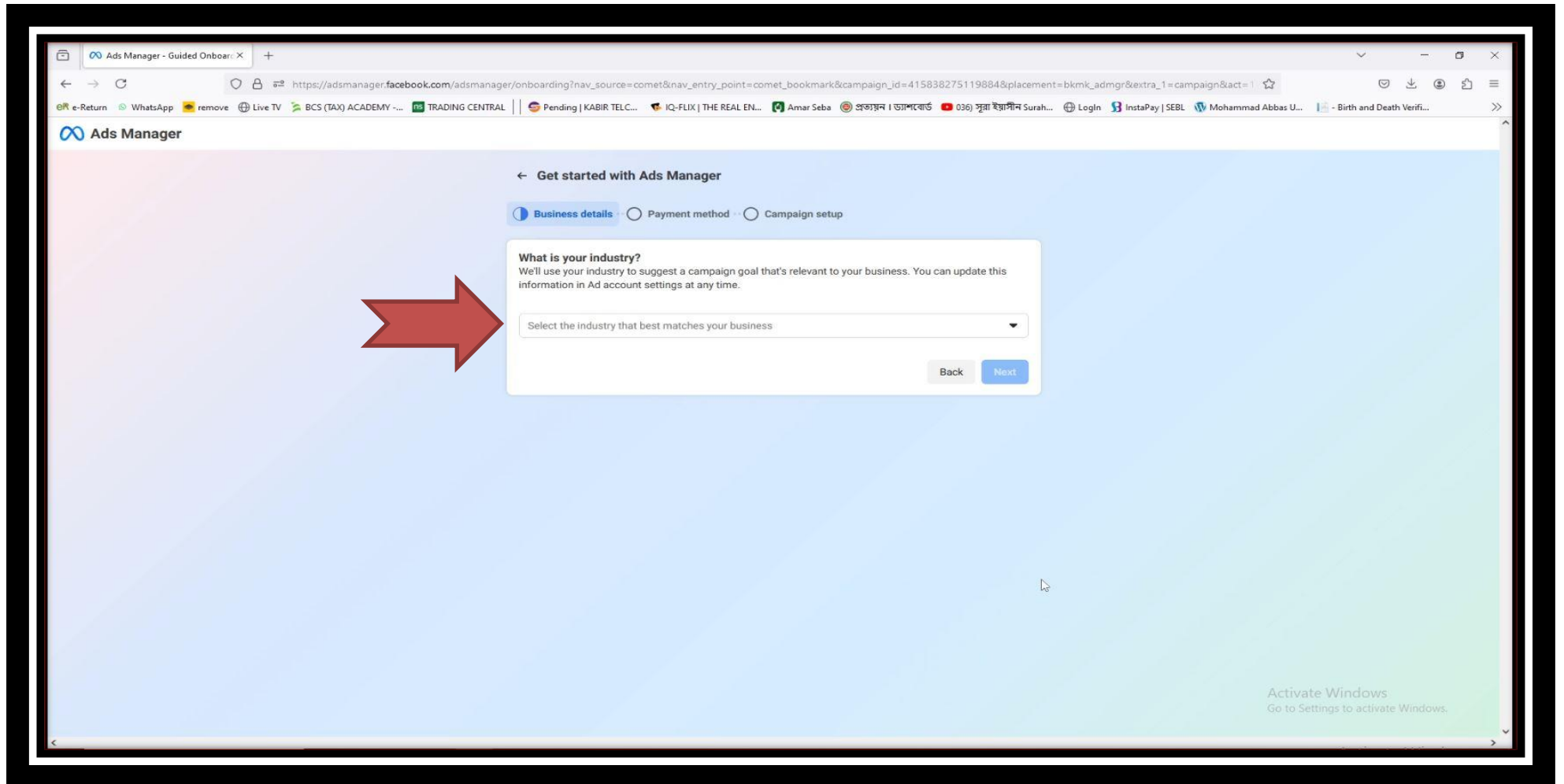
A business portfolio brings your Facebook Pages, Instagram accounts and the people who work on them together. This may be the right choice if you need to:

- Manage multiple businesses in one place or have a team with multiple people
- Use more than one Meta Pixel
- Add a catalog for online sales or use advanced tools like Shops

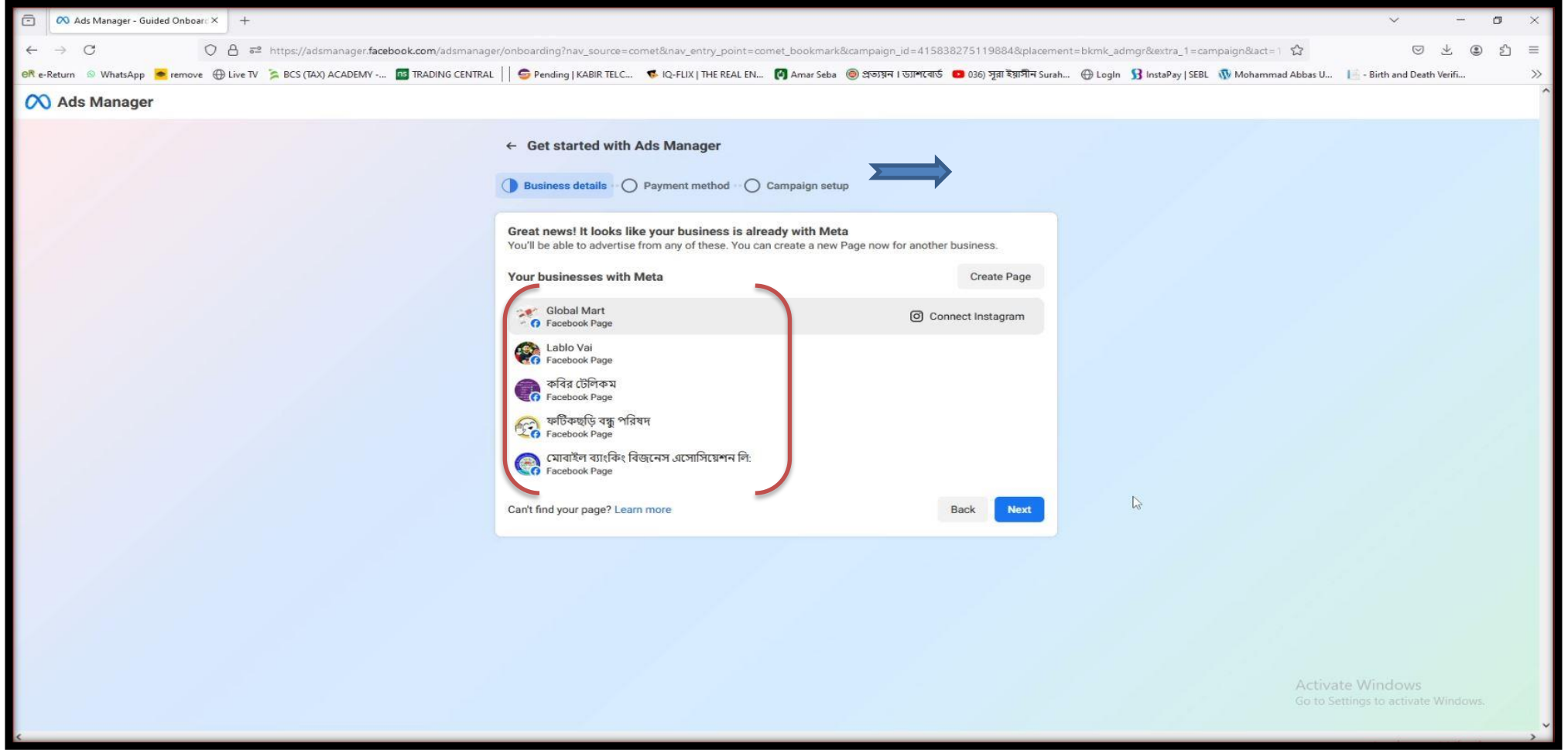
Create business portfolio

Activate Windows
Go to Settings to activate Windows.

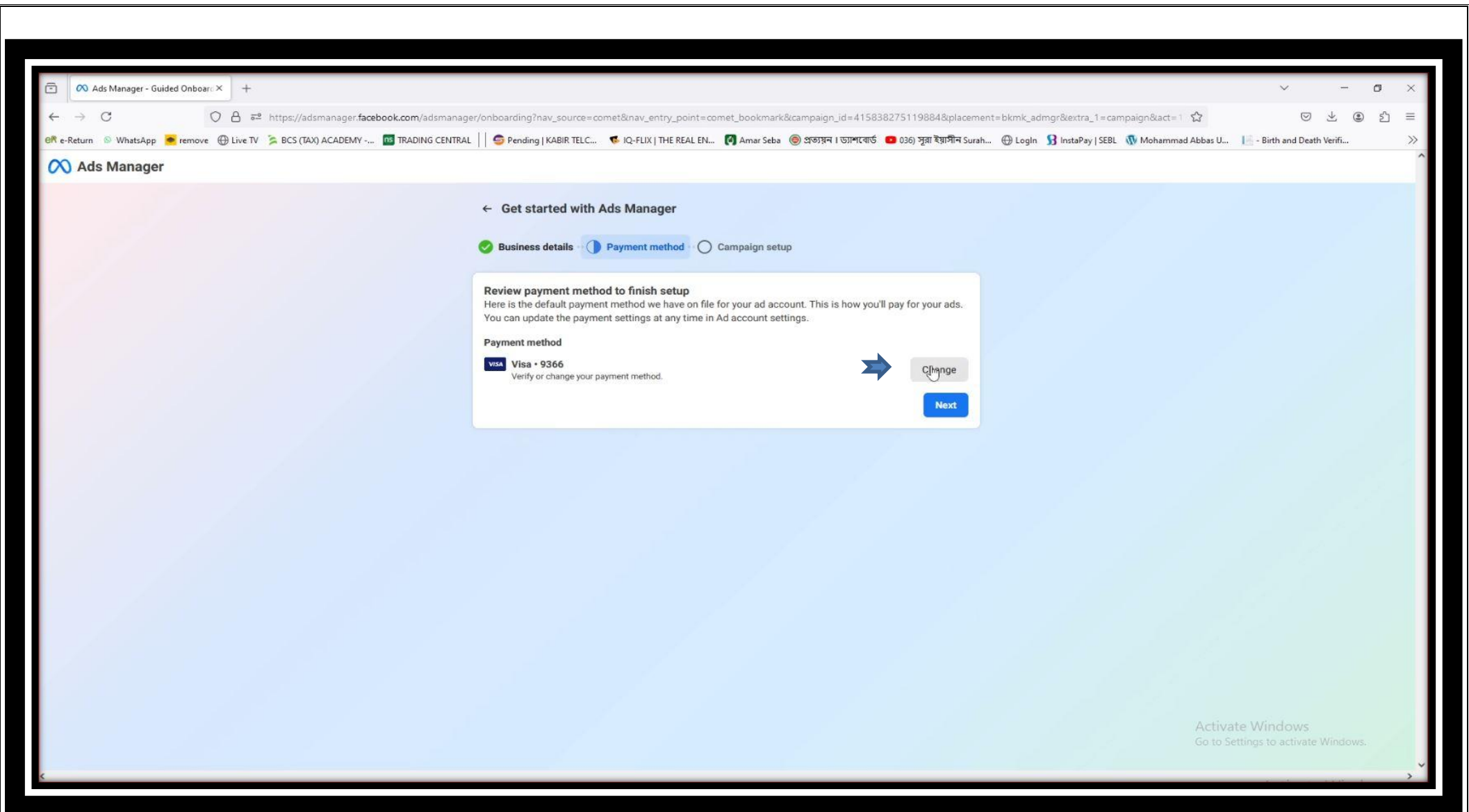
Now Click **Get Started**



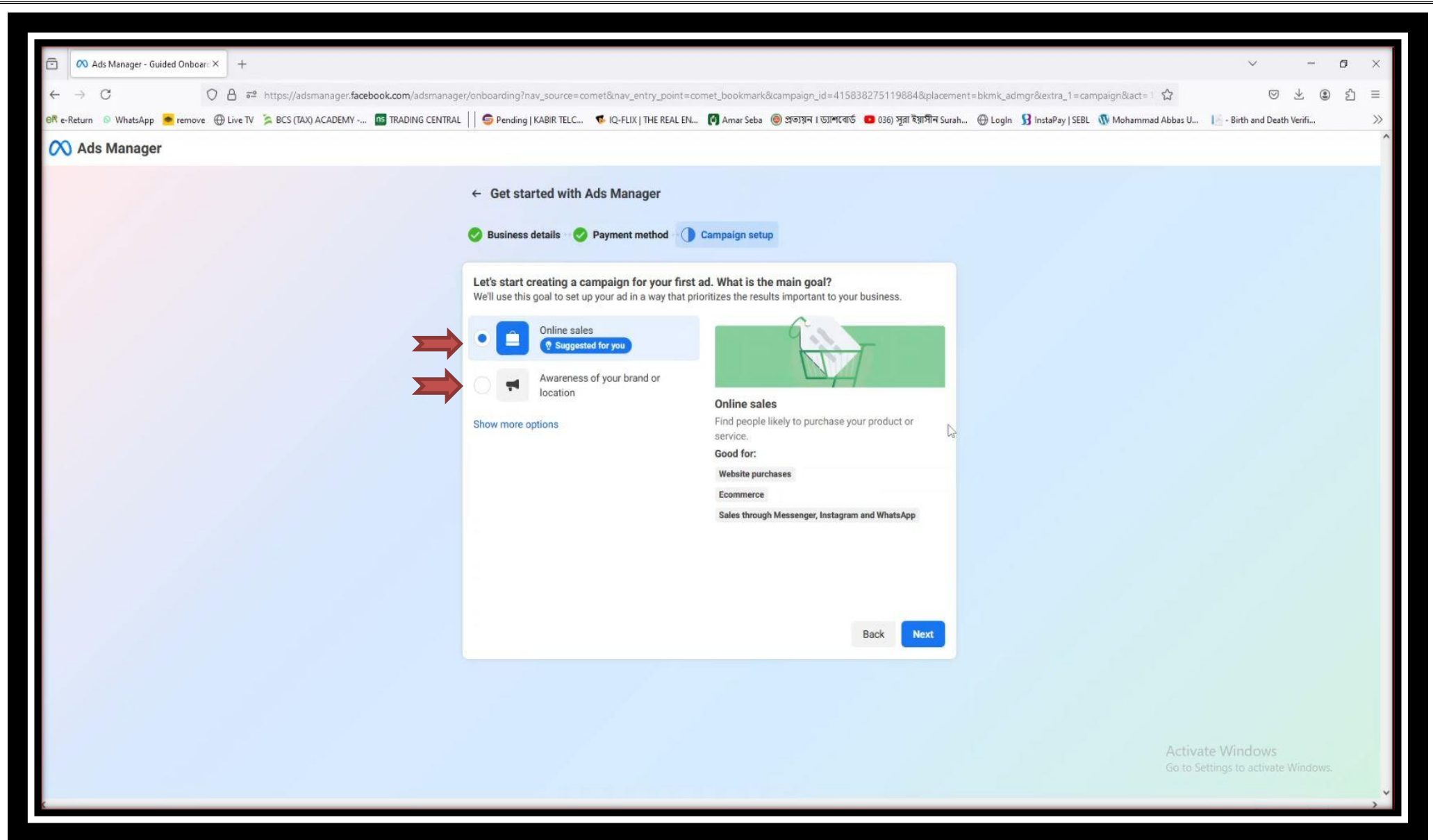
Need Business Details
Select Industry Category



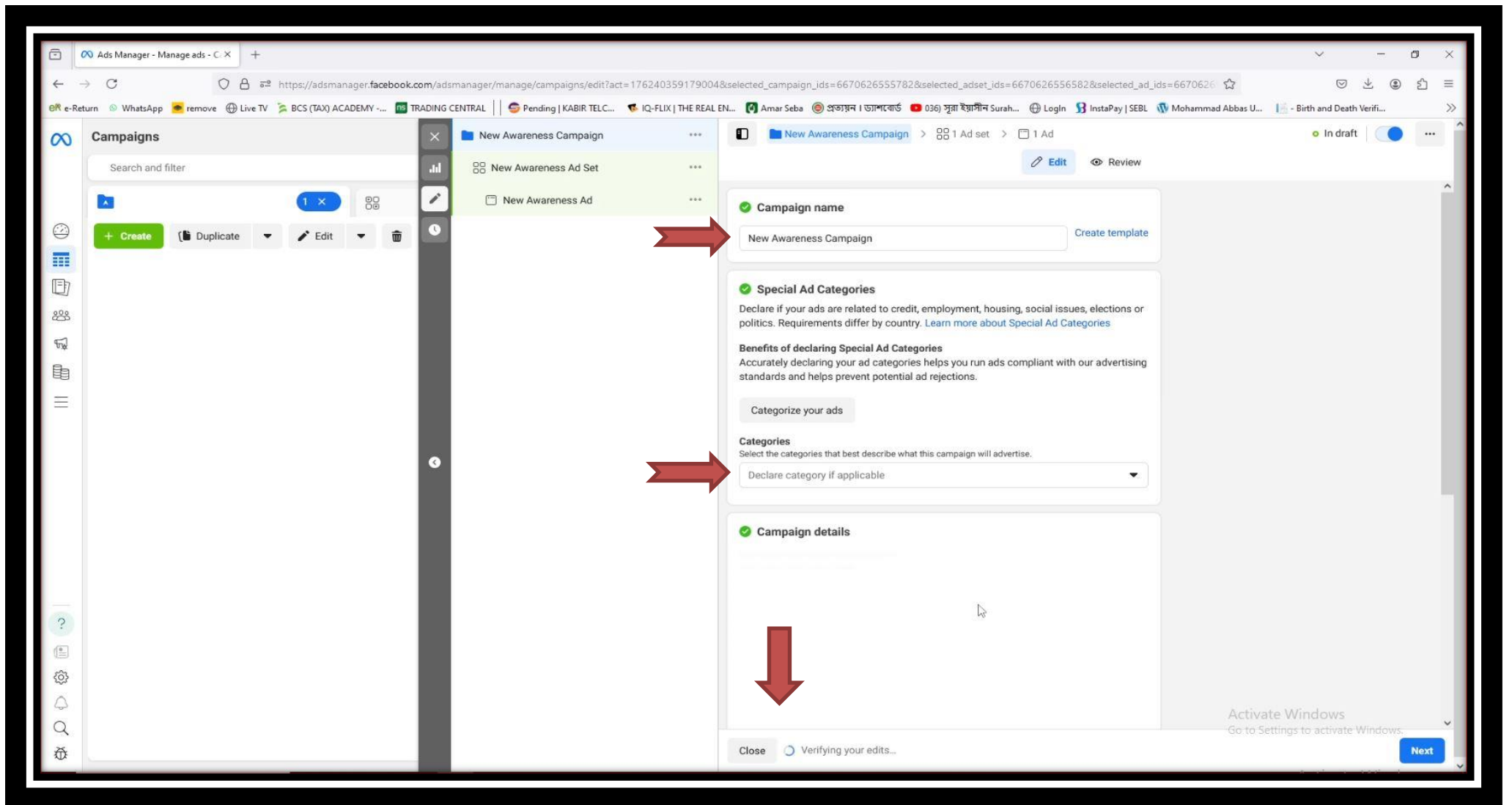
Now Select **Page** & **Next**
If you haven't Page Click **Create Page**



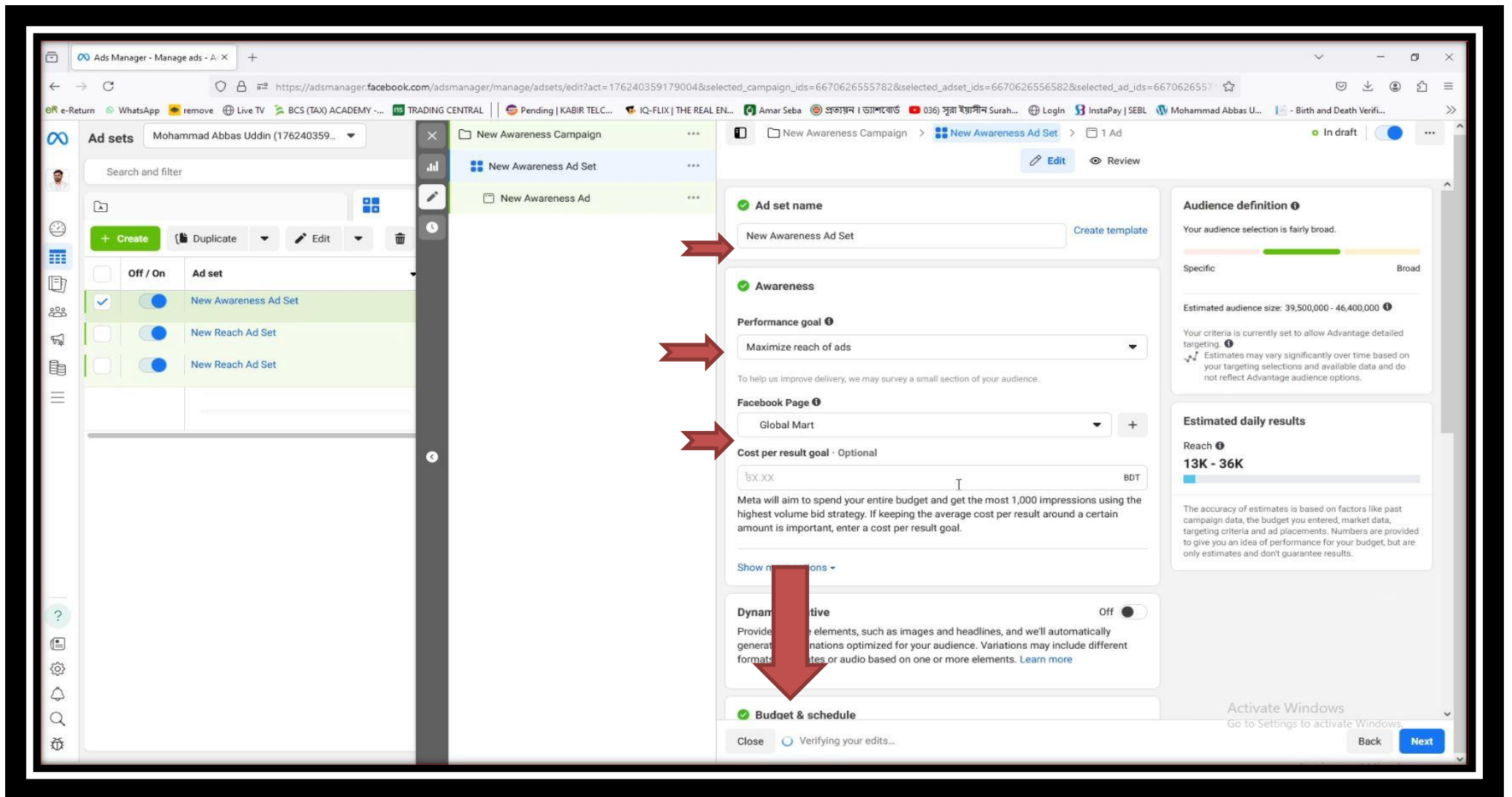
**Setup Payment Method Debit/Credit Card or Other Method
If setup before you want to change Method**



Now Campaign Setup Option, Choice category, Click Choice option & Next



Create Campaign Name Select Category & Other Details Then Next



Now ad Set
Create Name
Select Page
Budget & Schedule Setup

Ads Manager - Manage ads - A | X

https://adsmanager.facebook.com/adsmanager/manage/adsets/edit?act=176240359179004&selected_campaign_ids=6670626555782&selected_adset_ids=66706265556582&selected_ad_ids=6670626557

Ad sets: Mohammad Abbas Uddin (176240359...)

Search and filter

+ Create Duplicate Edit

Off / On Ad set

Off / On Digital Marketing

Results from 1 ad set

New Awareness Campaign

Digital Marketing

New Awareness Ad

New Awareness Campaign > Digital Marketing > 1 Ad

In draft

Dynamic creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

Budget & schedule

Budget

Daily budget ₹200.00 BDT

You'll spend an average of ₹200 per day. Your maximum daily spend is ₹350 and your maximum weekly spend is ₹1400. [Learn more](#)

Schedule

Start date

Oct 20, 2024 01:05 PM +06

End date

☐ Set an end date

[Hide options](#)

Budget scheduling

☐ Increase your budget during specific time periods [View](#)

Ad scheduling

Run ads all the time

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 39,500,000 - 46,400,000

Your criteria is currently set to allow Advantage detailed targeting. Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

110 - 317

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Activate Windows

Go to Settings to activate Windows.

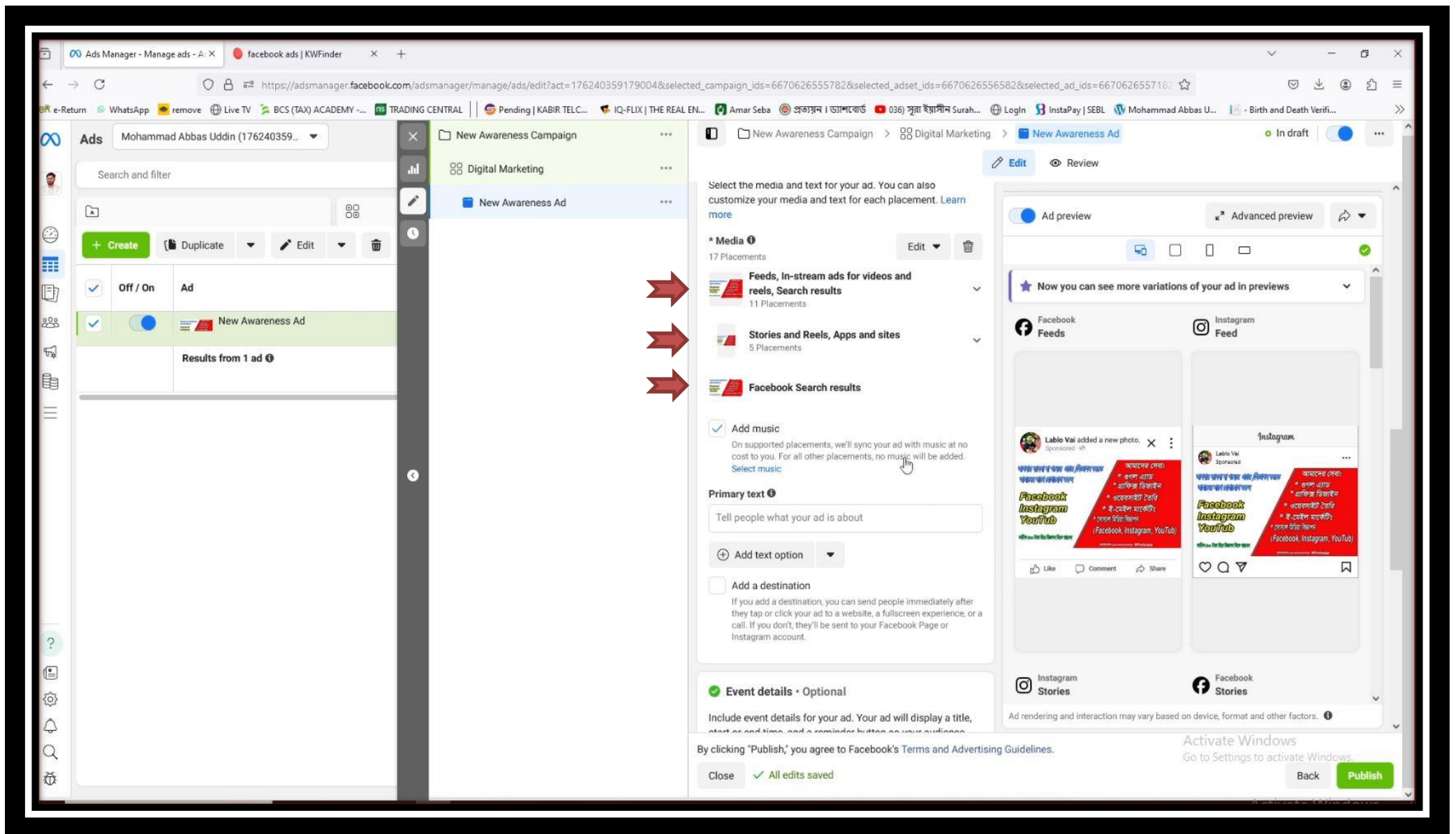
Back Next

Close All edits saved

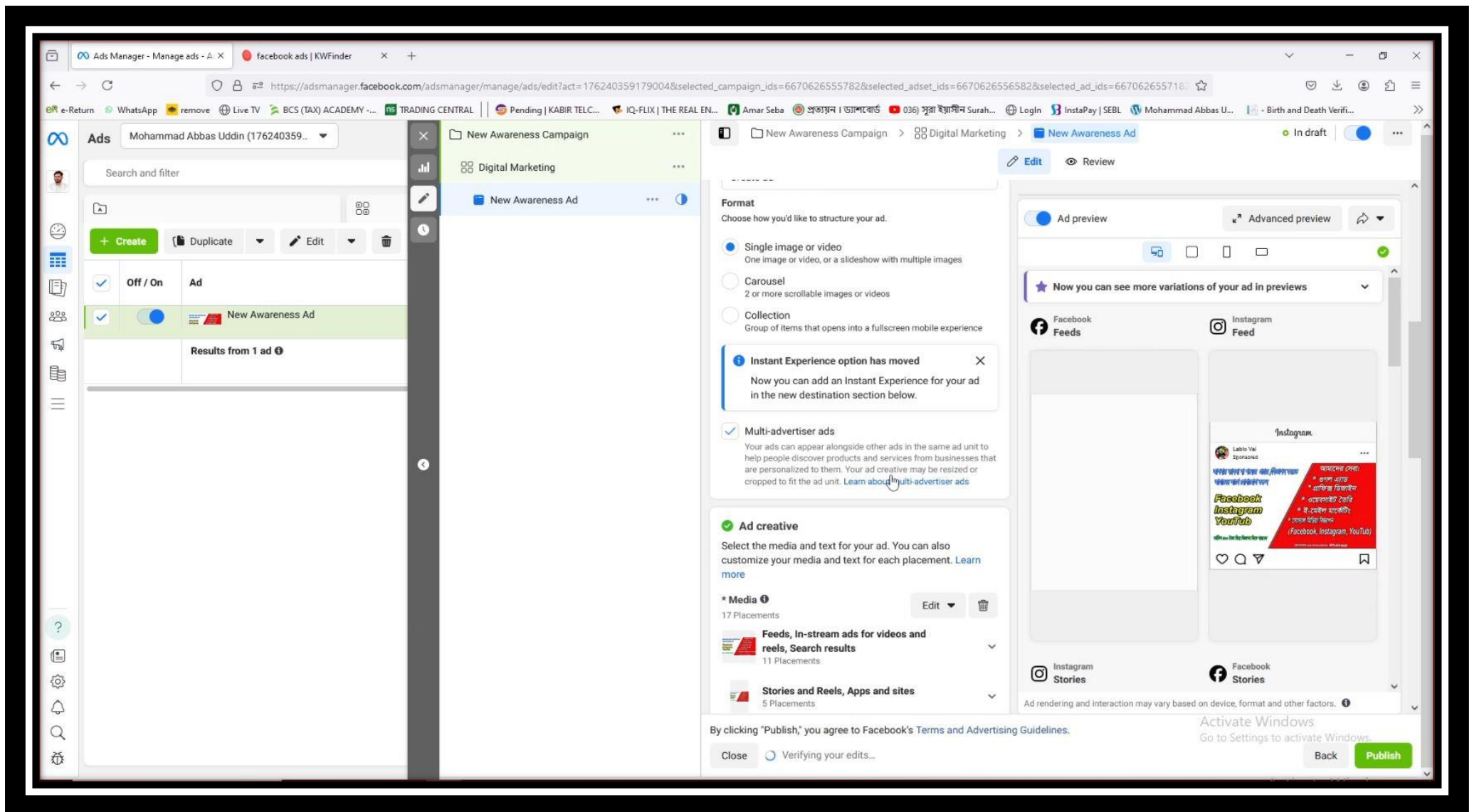
Audience Setup

The screenshot displays the Facebook Ads Manager interface for a new awareness campaign. The left sidebar shows the 'Ad sets' section with a search filter and a table of ad sets. The central workspace shows the campaign details, including a map of Bangladesh with a location pin in Chattogram. The right sidebar contains the 'Audience definition' section, which includes a search bar for existing audiences, a dropdown for 'Minimum age' set to 22, and a section for 'Exclude these custom audiences'. A red arrow points to the 'Minimum age' dropdown, and another red arrow points to the 'Exclude these custom audiences' search bar. The 'Audience definition' section also includes a section for 'Advantage+ audience' and an 'Audience suggestion (optional)' button. The bottom of the interface shows a 'Close' button and a 'Verifying your edits...' status.

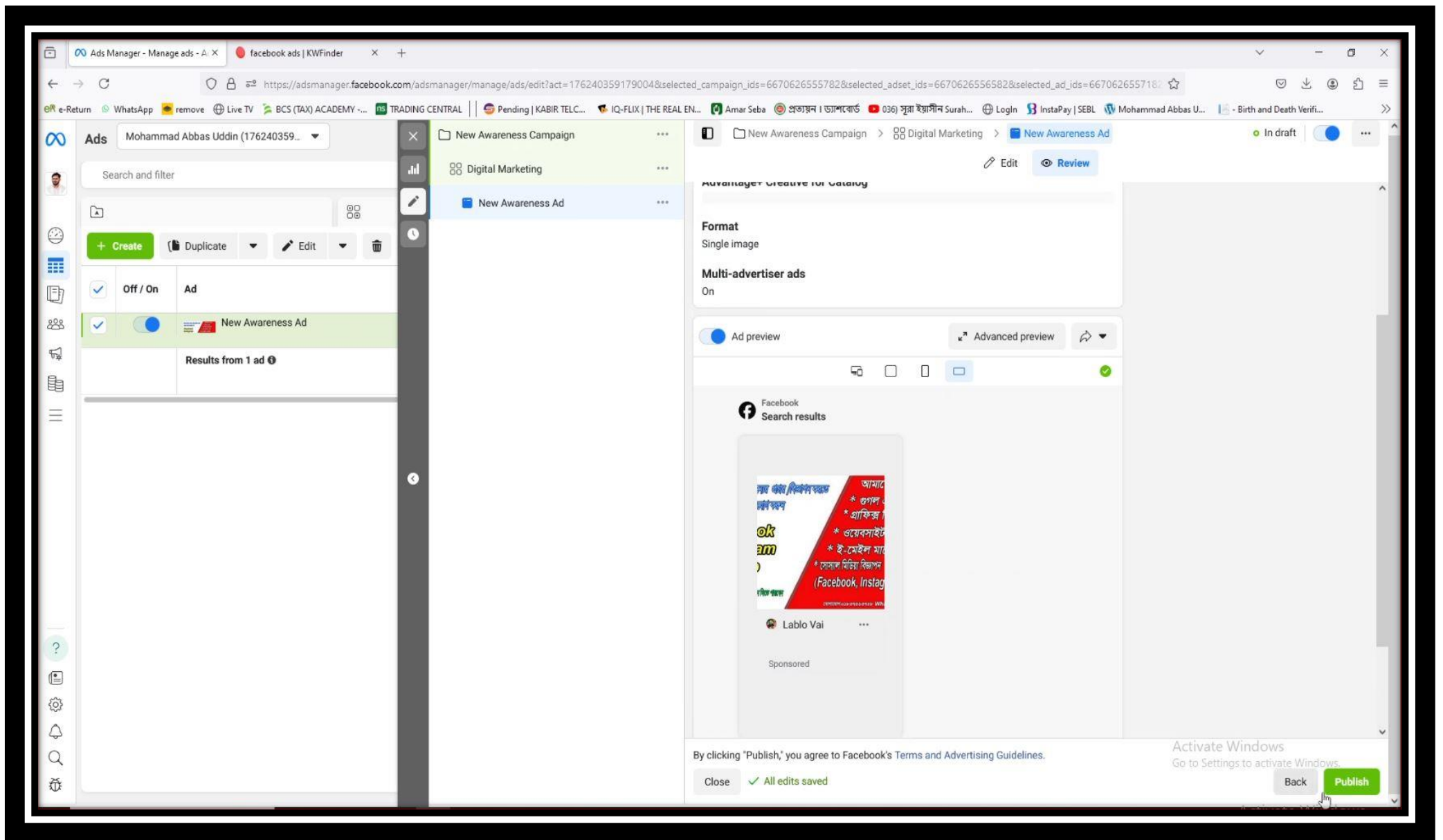
Target Area Age & custom Audience setup



I want to see where the Ads are. Like Facebook Feeds, Story, Reels



Ads Almost Ready Now Preview Ads



Ads Ready Click **Publish**
Ads Show Facebook.....

**Thank
You**