



**EDGE CSE CUET CBF 022 DIGITAL
MARKETING**

FINAL PROJECT

PROJECT TITLE:- GOOGLE
ADS/FACEBOOK ADS
CAMPAIGN

.....SUBMITTED TO

PRIMA SULTANA PRITY

SUBMITTED BY MOHAMMAD SUKKUR MEAH

Log in to Facebook

mohammadsukkur58@gmail.com

.....



Log in

[Forgotten account?](#) · [Sign up for Facebook](#)

 **Log in your Id**

Manage Page

Dream Photography

Professional dashboard

Insights

Ad Centre

Create ads

Boost Instagram post

Settings

More tools

Manage your business across Meta apps

Leads Centre

Meta Business Suite

Switch into Dream Photography's Page to take more actions

Switch



Dream Photography

839 likes · 1K followers



Message

Like

Search

Posts, About, Mentions, Reviews, Followers, More

Switch into Dream Photography's Page to start managing it.

Switch Now

Intro

I do photography as a hobby

Page · Photographer

Promote Page

Hathazari Chittagong University, Chittagong, Bangladesh

Always open

Not yet rated (0 reviews)

Photos

See All Photos



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.

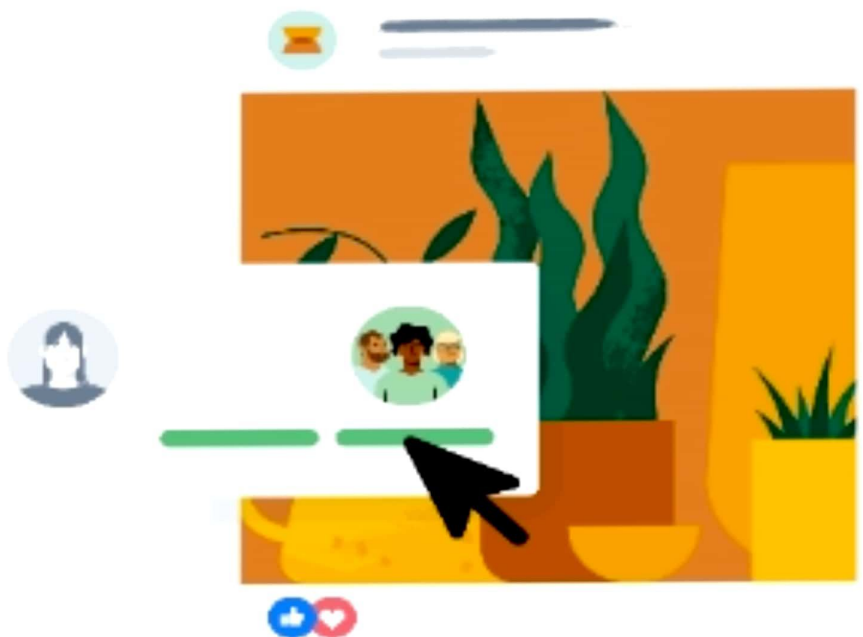


Start creating your first ad

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

[Get started](#)

[Click to Get start](#) 



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 catalogue for online sales or use advanced tools, such as Shops

[Create business portfolio](#)

Get started with Ads Manager

Business details

Payment method

Campaign setup

What is your industry?

We'll use your industry to suggest a campaign goal that's relevant to your business. You can update this information in Ad account settings at any time.

Select the industry that best matches your business

Selecte your industry.. 

Back

Next

Get started with Ads Manager

[Business details](#) [Payment method](#) [Campaign setup](#)

Great news! It looks like your business is already with Meta
You'll be able to advertise from this one. You can create a new Page now for another business.

Your business with Meta

[Create Page](#)



[Connect Instagram](#)

Can't find your page? [Learn more](#)

Click next





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Ads Manager

Get started with Ads Manager

Business details

Payment method

Campaign setup

How will you pay for your ads?

You need a payment method to advertise. We'll keep the payment method that you provide on file for your ad account. [Learn how Meta charges for ads](#)

Add payment method

Not now Add payment method





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Ads Manager

Get started with Ads Manager

Business details

Payment method

Ad account setup

How will you pay for your ads?

Facebook will bill you for your ads. You can pay with a credit card, debit card, or bank account. You can also use a payment method from your business.

Get ready

Add payment method



Add payment information



Business location and currency

Bangladesh, Bangladeshi Taka BDT

Edit

selecte your currency and tax info

Business and tax info



Optional – Add a tax ID or address

Edit

Add payment method

Debit or credit card



☐ I have an ad credit to claim.

Your payment methods are saved and stored securely. [Terms apply](#)

Then Click next



Next



Add payment information




Business location and currency

Country/region
Bangladesh




Currency
Bangladeshi Taka



Select your country, currency and
time zone 

Time zone
(GMT+06:00) Asia/Dhaka



 Your location and currency cannot be changed once set.

Then click next 

Next

Let's start creating a campaign for your first ad. What is the main goal?

We'll use this goal to set up your ad in a way that prioritises the results important to your business.



Online sales

 **Suggested for you**



Leads



Awareness of your brand or location

[Show more options](#)



Online sales

Find people who are likely to purchase your product or service.

Good for:

Website purchases

E-commerce

Sales through Messenger, Instagram and WhatsApp

click next



Next

Choose a campaign setup for your first ad

Create your sales campaign using a tailored and streamlined setup, or manually build your campaign.

⚡ Streamlined

📊 Tailored

★ Best practices



Advantage+ shopping campaign ⚡

Maximise performance and reach valuable audiences with a simplified setup.

Preset settings include placements, age and more.

ⓘ Manual setup



Manual sales campaign

Create a sales campaign from scratch using the standard setup.

click to create campaign

Back

Create campaign



Launching Ads Manager...

wait few second....



[Edit](#)[Review](#)

Advantage+ shopping campaign

Maximise performance and reach valuable audiences with a simplified setup.

[See all preset settings](#)

Name

Advantage+ shopping campaign 28/10/2024

👉 Type campaign name

Special ad categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

[Categorise your ads](#)

Categories

Select the categories that best describe what this campaign advertises.

Declare category if applicable

👉 select categories

Conversion

Conversion location

Choose where you want to drive sales.

[About conversion locations](#)

☒ Website
Drive sales and conversions on your website.

☐ Website and app
Drive sales and conversions on your website or app.

Performance goal

How you measure success for your ads.

Maximise number of conversions

Cost per result goal - Optional

bX XX

BDT

Meta will aim to spend your entire budget and get the most conversions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#)

Audience location

Specify countries or states where your business can deliver ads. You can exclude locations using [audience controls](#) in Advertising settings and we'll avoid people in these locations whenever possible.

Included locations

Bangladesh

Excluded locations

No location exclusions are set for this ad account.

Reporting

Define your ad account's [audience segments](#) in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [Learn more about audience segments](#)

Engaged audience
Not defined

Existing customers
Not defined

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 56,200,000 - 66,100,000

Potential reach is now estimated audience size

Estimated audience size is an estimate of the range of [people](#) who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate may vary over time based on available data. You may see improved performance with a broader audience definition.

[Learn more](#)

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach

30K-86K

Conversions

29-84

The accuracy of estimates is based on factors such as 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.

Estimates may change as [Accounts Centre accounts](#) update to iOS 14. [Learn more](#)

Advantage+ shopping campaign

Maximise performance and reach valuable audiences with a simplified setup.

[See all preset settings](#)



Name

Advantage+ shopping campaign 28/10/2024

Special ad categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise

Declare category if applicable

Select your categories

- ☐ Financial products and services
Ads for credit cards, long-term financing, current and savings accounts, investment services, insurance services and other related financial opportunities.
- ☐ Employment
Ads for job offers, internships, professional certification programmes or other related opportunities.
- ☐ Housing
Ads for property listings, home insurance, mortgages or other related opportunities.
- ☐ Social issues, elections or politics
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns.

If none of the categories apply to your ad, you may not need to select a special ad category. If you are unsure, you can also get help with declaring categories.

[Get help with declaring categories](#)

Pixel

The Meta pixel is required. To publish, set up your pixel or switch to a different optimisation, such as landing page views. [Learn more about Meta pixel](#)

Create Pixel

Cost per result goal - Optional

bX XX

BDT

Meta will aim to spend your entire budget and get the most conversions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#)

Audience location

Specify countries or states where your business can deliver ads. You can exclude locations using [audience controls](#) in Advertising settings and we'll avoid people in these locations whenever possible.

Included locations

Bangladesh

Excluded locations

No location exclusions are set for this ad account.

Reporting

Define your ad account's [audience segments](#) in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [Learn](#)

Audience definition

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Specific

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[Learn more](#)

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Edit

Review

Advantage+ shopping campaign

Maximise performance and reach valuable audiences with a simplified setup.

See all preset settings

Name

Advantage+ shopping campaign 28/10/2024

Type your campaign
name

Special ad categories

Declare if your ads are related to financial products and services, employment, housing, country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our rejections.

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Conversion

Conversion location

Choose where you want to drive sales.

[About conversion locations](#)

☒ Website
Drive sales and conversions on your website.

☐ Website and app
Drive sales and conversions on your website or app.

Performance goal

How you measure success for your ads.

Maximise number of conversions





Is any part of your ads about financial products and services?



Ad landing page



Ad images and videos



Ad headlines and text



Yes, my ads promote one of the following:

- Credit cards
- Long-term financing
- Current and savings accounts
- Investment services
- Payment services
- Insurance services
- Other related financial opportunities



Select this option,



No, my ads promote one of the following:

- Unrelated activities
- Gift cards
- Financial management education
- Tax and accounting services
- Shop rewards

For additional information, read [About ads for financial products and services](#).





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Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and avoid ad rejections.

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Conversion

Conversion location

Choose where you want to drive sales.

[About conversion locations](#)



Website

Drive sales and conversions from your website.

click to website



Website and app

Drive sales and conversions on your website or app.

Performance goal

How you measure success for your ads.

Maximise number of conversions

selecte performance goal



Maximise number of conversions

We'll try to show your ads to the people most likely to take a specific action on your website.



Maximise value of conversions

We'll try to show your ads to the people most likely to make higher value purchases.

Create Pixel

Cost per result goal - Optional

৳X.XX

BDT

Meta will aim to spend your entire budget and get the most conversions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#)

Audience location

Specify countries or states where your business can deliver ads. You can exclude locations using [audience controls](#) in Advertising settings and we'll avoid people in these locations whenever possible.

Included locations

Bangladesh

Excluded locations

No location exclusions are set for this ad account.

Reporting

Define your ad account's [audience segments](#) in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [Learn more about audience segments](#)

Audience

Your audience

Specific

Estimated audience

Estimate your target audience reach

Estimate

Based on your audience window

Reach

30K-86K

Conversion

29-84

The accuracy of campaign targeting criteria to give you only estimates

Estimates may update to reflect

☐ Drive sales and conversions on your website.

☐ Website and app
Drive sales and conversions on your website or app.

Performance goal ⓘ

How you measure success for your ads.

Maximise number of conversions

Pixel ⓘ

ⓘ The Meta pixel is required. To publish, set up your pixel or switch to a different optimisation, such as landing page views . [Learn more about Meta pixel](#)

Create Pixel

Cost per result goal · Optional ⓘ

₹X.XX  **selecte cost per goal**

Meta will aim to spend your entire budget and get the most conversions using the volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#) ▾

Audience location

Specify countries or states where your business can deliver ads. You can exclude using [audience controls](#) in Advertising settings and we'll avoid people in these locations whenever possible.

Included locations ⓘ

Bangladesh

Excluded locations

No location exclusions are set for this ad account.

Reporting

Define your ad account's [audience segments](#) in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [more about audience segments](#)

Engaged audience

Not defined

Important, enter a cost per result goal.

[Show more options](#) ▾

Audience location

Specify countries or states where your business can deliver ads. You can exclude locations using [audience controls](#) in Advertising settings and we'll avoid people in these locations whenever possible.

Included locations ⓘ

Specify countries or states to deliver ads to. In general, the broader your audience, the better your results will be. ^

Bangladesh

📍 Bangladesh

🔍 Search for countries or states

[Browse](#)

Excluded locations

No location exclusions are set for this ad account.

Reporting

Define your ad account's [audience segments](#) in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [Learn more about audience segments](#)

Engaged audience

Not defined

Existing customers

Not defined

Budget & schedule

Budget

Daily budget ▾

₹1,580.00



Selecte Daily

BDT

You'll spend an average of ₹1,580.00 per day. Your maximum daily spend is ₹2,765.00 and your maximum weekly spend is ₹11,060.00

[About daily budget](#)

☐ Existing customer budget cap

Set a maximum budget percentage to spend on your existing customers. We'll likely spend less than the percentage you've set, but will aim to spend no more

Schedule

Start date

📅 28 October 2024

🕒 00:36 +06

End date

☐ Set an end date

⚠️ This start date is in the past.

🗉 ✕

[Reset your start date to today](#)

[Hide options](#) ▲

Budget scheduling

Increase your budget during specific days or times.

☐ Schedule budget increases

[View](#) ▾

Ad scheduling ⓘ

☐ Run ads on a schedule

Create Pixel

Cost per result goal - Optional

₹X.XX

BDT

Meta will aim to spend your entire budget and get the most conversions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#)

Audience location

Specify countries or states where your business can deliver ads. You can exclude locations using [audience controls](#) in Advertising settings and we'll avoid people in these locations whenever possible.

Included locations

Specify countries or states to deliver ads to. In general, the broader your audience, the better your results will be.

Bangladesh

Bangladesh

Search for countries or states

[Browse](#)

Excluded locations

No location exclusions are set for this ad account.

Reporting

Define your ad account's [audience segments](#) in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [Learn more about audience segments](#)

Engaged audience
Not defined

Existing customers
Not defined

Budget & schedule

Budget

Daily budget ₹1,580.00

BDT

You'll spend an average of ₹1,580.00 per day. Your maximum daily spend is ₹2,765.00 and your maximum weekly spend is ₹11,060.00

[About daily budget](#)

☐ Existing customer budget cap

☐ Set a maximum budget percentage to spend on your existing customers. We'll likely spend less than the percentage you've set, but will aim to spend no more.

Schedule

Start date

28/10/2024

selecte start date

< 2024 >

Sun Mon Tues Wed Thurs Fri Sat

1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30 31

Budget scheduling

Increase your budget during specific days or times.

☐ Schedule budget increases

[View](#)

Ad scheduling

☐ Run ads on a schedule

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 56,200,000 - 66,100,000

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach

30K-86K

Conversions

29-84

The accuracy of estimates is based on factors such as 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.

Estimates may change as [Accounts Centre accounts](#) update to iOS 14. [Learn more](#)

Two or more scrollable images or videos



Collection

A group of items that opens into a full-screen mobile experience

Schedule • Optional

Choose to run your ad during a specific time period.

Running on campaign schedule



Multi-advertiser ads

Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Ad creative

Select and optimise your ad text, media and enhancements.

Set up creative ▼

Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)



Website

Send people to your website.

* Website URL ⓘ

[Enter the website URL field for your ad](#)

[Build a URL parameter](#)

Display link

Call ⓘ



Instant Experience

Send people to a fast-loading, mobile-optimised experience.



Facebook event

Send people to an event on your Facebook Page.

Event details • Optional

Include event details for your ad. Your ad will display a title, start or end time, and a reminder button so that your audience can get reminders about the event.



For the identity of your ad, you must select an Instagram account to include event details.

Languages

Off ●

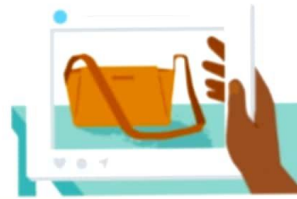
Add your own translations or automatically translate your ad to reach people in more languages. [Learn more](#)

submit your
website link

Advantage+ shopping campaign

Maximise performance and reach valuable audiences with a simplified setup.

See all preset settings



Ad name

Advantage+ shopping campaign 28

Create Template

● Ad preview

Advanced Preview

Partnership ad

Off ●

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#)

Identity

* Facebook Page

Choose the Page that you want to promote

Select Page

Search by Page name or ID

Personal

2 Pages

Can't find a Page? [Learn more](#)

Ad setup

Create Ad

Create a catalogue and drive more sales with Advantage+ catalogue ads

Use a catalogue to automatically advertise relevant products or services to people based on their unique interests, intent and actions. [Learn more](#)

Get started

[Remind me later](#)

Creative source

Choose how you'd like to provide the media for your ad

☒ Manual upload

Manually upload images or videos

Advantage+ catalogue ads

Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with

Format

Choose how you'd like to structure your ad

Flexible

We'll show your ad in the format that we predict may perform best

☒ Single image or video

One image or video, or a slideshow with multiple images

Carousel

Two or more scrollable images or videos

Collection

A group of items that opens into a full-screen mobile experience

Schedule Optional

Choose to run your ad during a specific time period

Running on campaign schedule

☒ Multi-advertiser ads

Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Ad creative

Select and optimise your ad text, media and enhancements

Set up creative

All fill-up then publish
your campaign.

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Back

Publish