Hi CELT Team,

Following is my observation and suggestions for optimum fb marketing based on the documents shared by you this time:

**Doc- Social Media Marketing Plan.xls**

**Sheet1- Audience (Age group)**

Change the target age group 18-25 to 18-40 years to cover all type of target audience-Students, Start-up Enthusiasts, Entrepreneurs and Freelancers.

(Facebook insights is not the base for target demography, the Ad’s objective/goal should define it.)

**Sheet2- Posting Strategy**

The plan to create regular posts and blog shares is a good plan and will definitely increase the activity and engagement on the pages, and is necessary to do. However, boosting every post will only result in high post engagement or increase page likes and also end up spending high amount of funds.

So while it’s a good strategy, but for the purpose of advertising, a more practical approach would be to create fewer big campaigns for the fb/twitter/insta page or event and to run ads only for specific/important post that would give max ROI (Return On Investment).

Create all the posts as planned but run ads for those posts only that’d give direct participation. This will avoid budget division and hence get greater results from specific ads.

e.g- create ads for posts on –

* Associations, Collaborations, Partnerships Post: Posts Announcing sponsors, media and corporate partners...
* Conference Ambassador and Scholarship Application Post.

**Sheet3- Ad Schedule**

From the ‘Ad Filter’ word doc and the ‘Ad Schedule’ sheet, it looks like **the plan is to create** **around 50+ individual ad campaigns** for every country, every city/region and on different dates (contact dates column) and to be run for limited time (contact time column).

This strategy will not be successful w.r.t. our goals as it’ll distribute the total funds into very small chunks and also giving no time to facebook users to react to the ads, as the ads would only be running for 2-3 hrs in a city on specified dates.

Suggested strategy-

* As mentioned earlier the age range should be increased to 18-40 years
* By default the gender for every campaign is mixed- Male & Female (so no filtering)
* Only 1 ad campaign to be created to target all the countries or cities
* Once created, the ads need to run 24/7 till the commencement of the event or till registration deadline. (since user activity time is not controlled and not fixed, so for better visibility it should run continuously)
* The registration deadlines also needs to be moved (if possible) to give the ads time to deliver results and give fb users time to act on it.
* As multiple graphics can be used in a fb ad campaign, all country specific graphics can be added into specific ad/adsets.
* Add all the listed universities into one Interest group.

To achieve desired results it is advisable to

* Create and save a ‘Target Audience’ in fb ads manager with 18-40 age, adding all countries/cities and with all the interest/Universities listed in one filter.
* Then select this audience for all the ad campaigns and for boosting specific posts.
* Types of ad campaigns to be created with specific goals/objective:
  + Campaign for the CELT fb/insta page (objective- page likes, registration, traffic & user engagement)
  + Campaign for CELT event (objective- registration)
  + Campaign for CELT website (objective- registration)
  + Campaign to boost specific posts (objective- post activity, redirection to website for registration)
  + Campaign for featured videos (objective- traffic, registration, user engagement)
* By creating lesser no of specific campaigns, the budget can be allocated appropriately to achieve max results as compared to huge no of ads running for short duration–
  + **Reasoning-** *more budget + specific target audience + continuous campaigning for long duration + larger target geography =* maximum ROI

Tips-

* No need of creating separate ads for fb and instagram since fb ads manager allows creation of 1 ad for both platforms. This will reduce multiple ad creation, hence spending less money.
* All the graphics for ads should have less than 20% text (inc. text in logos) on it as per fb ads policy else they will get rejected.
* To avoid bounce rate from the website the registration process on the site needs to be smoother.
* Use fixed #tags on every posts in fb/twitter or instagram to make the event trend online on social media.

**Observations and Suggestions on the website https://www.celtindia.org/:**

* The registration deadlines needs to be extended from June 30th to give the ads time to get proper results.
* Remove ‘our initiative’ from KIIT E-Cell menu as it’s the same as E-Cell.
* The ‘website’ link in menu should open the e-cell website in new window so that the CELT site remains open for further browsing & registration etc.
* There is no option to go back to ‘home page’ after login dashboard.
* The FAQ section is all mixed up, no proper categorization as per sub-menu. Looks unprofessional.
* The ‘Sign In’ page doesn’t have “New User/SignUp” visible. A ‘+’ sign doesn’t make as much sense, since it would be mostly *sign up* activity rather than *sign in*.
  + Password text is not hidden in ‘forgot password’ page.
  + ‘Enter’ also doesn’t work. It’s confusing & looks unprofessional.
  + Use a proper sign in/sign up box.
* The Profile section needs changes to suit all: (maybe a complete change)
  + It looks like it’s designed for only Students and not for all target audience types.- e.g.-University, course of study, gpa, etc. Every participant won’t have it. And sadly it doesn’t let you move to ‘Application’ if these fields are not filled.
  + Profile, Applications etc. sections should not be interdependent and/or pre-requisite for the other.
  + A one page form to finish the end to end process would be more suitable for faster, hassle free registration.
  + Passport information should only be asked to those who answer ‘yes’ for Visa assistance and not for everyone. This is a privacy related concern. So this should be a follow up qs, for a prior qs about nationality.
  + Why are we asking for resume and also there is a sample resume given to download? This gives an impression that we want everyone to send us their resume only in the specified format.
  + Why is every field a mandatory field? We should only ask for info that is absolutely necessary for maintaining our records and also doesn’t create concern in the applicants mind.
  + The profile page should be as simple and hassle free as possible. Right now it makes it creates hurdles and is bad user experience.

**No matter how serious a candidate or enthusiast a person is, this procedure is repelling in nature, creating bad user experience. So any amount of campaigning or money spent on ads will give us no results in terms of registration.**

**The registration process (end-end) should be easy and supporting to the ad campaigns and strategy, keeping in mind budget, time and expected participation numbers.**

**I believe if the plan/strategy for Facebook ad campaigns can be revamped keeping in mind above pointers we can utilize the approved budget with maximum results in the remaining days till the event.**