A PROJECT REPORT ON

Creating a social media Ad Campaign in Facebook

DOMAIN: (SB-8056) Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

TRAINER NAME : Abdul Malick

COURSE CO-ORDINATOR : Er. M. Devanadhan

TEAM ID: NM2023TMID06132

SUBMITTED BY:

N. Anbarasi	421320106005
N. Ashapriya	421320106006
E. Jayasree	421320106301
S. Hazira Shahana	421320106501

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

KRISHNASAMY COLLEGE OF ENGINEERING AND TECHNOLOGY

ANNA UNIVERSITY: 2020 - 2024

BONAFIDE CERTIFICATE

Certified this project report **"Creating a Social Media Ad Campaign in Facebook"** is the bonafide work of **N. Anbarasi** (421320106005), **N. Ashapriya** (421320106006), **E. Jayasree** (421320106301), **S. Hazira Shahana** (421320106501) who carried out the project under my supervision

SIGNATURE

HEAD OF THE DEPARTMENT

Er. S. Senthazhai M.E.,

Associate Professor

Electronics & Communication Engineering

Krishnasamy College of Engineering &

Technology, Cuddalore – 607 109

SIGNATURE

MENTOR & EVALUATOR

Er. M. Devanathan, M.E.,

Assistant Professor

Electronics & Communication Engineering

Krishnasamy College of Engineering &

Technology, Cuddalore – 607 109

Project Description:

In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

What Is Digital Marketing?

The term digital marketing refers to the use of digital channels to market products and services to consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels. Digital marketing became popular with the advent of the internet in the 1990s.

Digital marketing involves some of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behaviour. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing comes with its own set of challenges, including implicit bias.

How Digital Marketing Works?

Marketing refers to activities that a company uses to promote its products and services and to improve its market share. To be successful, it requires a combination of advertising savvy, sales, and the ability to deliver goods to end-users. Professionals, known as marketers, take on these tasks either internally at companies or externally at marketing firms. Corporations traditionally focused on marketing through print, television, and radio. Although these options still exist, the internet led to a shift in the way companies reach consumers. That's where digital marketing came into play. This form of marketing involves the use of websites, social media, search engines, and apps—anything that incorporates marketing with customer feedback or a two-way interaction between the company and its customers.

New technologies and trends forced companies to change their marketing strategies. Email became a popular marketing tool in the early days of digital marketing. Then, the focus shifted to search engines like Netscape, which allowed businesses to tag and keyword items to get themselves noticed. The development of sites like Facebook made it possible for companies to track data and cater to consumer trends.Smartphones and other digital devices now make it easier for companies to market themselves and their products and services to consumers. Studies show that people prefer using their phones to go online.

Types of Digital Marketing Channels

As noted above, marketing was traditionally done through print (newspapers and magazines) and broadcast ads (TV and radio). These channels still exist and are used today. Digital marketing channels have evolved and continue to do so. The following are eight of the most common digital avenues that companies can take to boost their marketing efforts. Keep in mind that some companies may use multiple channels in their efforts.

Website Marketing

A website is the centrepiece of all digital marketing activities. It is a very powerful channel on its own, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

Pay-Per-Click Advertising

Pay-per-click (PPC) advertising enables marketers to reach internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X platform (formerly Twitter), Pinterest, and Facebook and show their ads to people searching on terms related to products or services. These campaigns can segment users based on their demographic characteristics (such as age or gender), or even target their particular interests or location. The most popular platforms for PPC are Google Ads and Facebook Ads.

Content Marketing

The goal of content marketing is to reach potential customers through the use of content that interests them. Content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

Email Marketing

Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is about. This type of marketing allows companies to reach potential customers and anyone else interested in their brands and products. Many digital marketers use all other digital marketing channels to add leads to their email lists. Then, using email marketing, they create customer acquisition funnels to turn those leads into customers.

Social Media Marketing

The primary goals of a social media marketing campaign are to build brand awareness and establish social trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the internet has given it new life. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies including Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

Video Marketing

YouTube is one of the most popular search engines in the world. A lot of internet users turn to YouTube before making a buying decision, to learn something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

SMS Messaging

Companies and nonprofit organizations also use text messages (formally known as SMS, or short message service) to send information about their latest promotions or give opportunities to willing customers. Political candidates running for office also use SMS campaigns to spread positive information about their platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

STEPS TO CREATE A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

1. **Our Goals**

   Start by identifying the specific objectives of your Facebook ad campaign. Do you want toincrease brand awareness, drive website traffic, generate leads, boost sales, or achieve some other goal? Your goals will guide your campaign strategy.

2. **To Know our Target Audience**

   Understanding your target audience is crucial. Define demographics, interests, behaviors,and any other relevant details to ensure your ads reach the right people. Facebook's audience targeting tools are highly detailed and can help you narrow down your audience.

3. **Creation of Ad Creative**

   Develop visually engaging ad content. This includes attention-grabbing images or videos,persuasive ad copy, and a clear call to action. Your ad creative should be aligned with your campaign's goals.

4. **Choosing Ad Format**

   Facebook offers various ad formats, including image ads, video ads, carousel ads, slideshow ads, and more. Select the format that best suits your campaign objectives and the content you've created.

5. **Setting Budget and Schedule**

   Determine your ad campaign budget, whether it's a daily or lifetime budget, and set a schedule for when your ads will run. This will help you control your spending and ensureads are shown at the right times.

6. **Ad Placement**

   Decide where your ads will appear. You can choose between Facebook, Instagram, Audience Network, and other placements. Consider the platform that best aligns with your audience and campaign objectives.

7. **Utilizing Target Options**

   Facebook provides various targeting options, including demographics, interests, behaviors, and custom audiences. Use these tools to refine your audience to match your ideal customer profile.

8. **Implementation of Pixel and Tracking**

Install the Facebook Pixel on your website to track user interactions and conversions. Thisdata will help you measure the effectiveness of your campaign and optimize it for better results.

9. **Running the A/B Tests**

Experiment with different ad variations to identify what resonates best with your audience.Test different headlines, visuals, ad copy, and calls to action to improve your campaign's performance.

10. **Optimizing for Conversions**

If your goal is to drive sales or leads, use Facebook's conversion optimization feature totarget users more likely to take the desired action. Regularly review the performance of your ad campaign in Facebook Ads Manager. Make data-driven adjustments to improveresults. This may involve tweaking budget, targeting, ad creatives, and other campaign parameters.

11. **Utilizing Target Options**

Facebook provides various targeting options, including demographics, interests, behaviors, and custom audiences. Use these tools to refine your audience to match your ideal customer profile.

12. **Engaging with Your Audience**

Be responsive to comments, questions, and messages from users interacting with yourads. Engaging with your audience can enhance brand trust and lead to better results.

13. **Measuring Results**

Analyse the performance of your campaign using key metrics like click-through rate (CTR), conversion rate, return on ad spend (ROAS), and cost per conversion. Compare results to your initial goals.

14. **Iteration and Improve**

Based on the campaign's performance and insights gained, make improvements for future campaigns. Continuous learning and adaptation are key to long-term success. Facebook ad campaigns require ongoing monitoring, testing, and optimization.

IMPLEMENTATION AND CREATION OF SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

1. NAVIGATION AND SEARCH OF CANVA IN GOOGLE
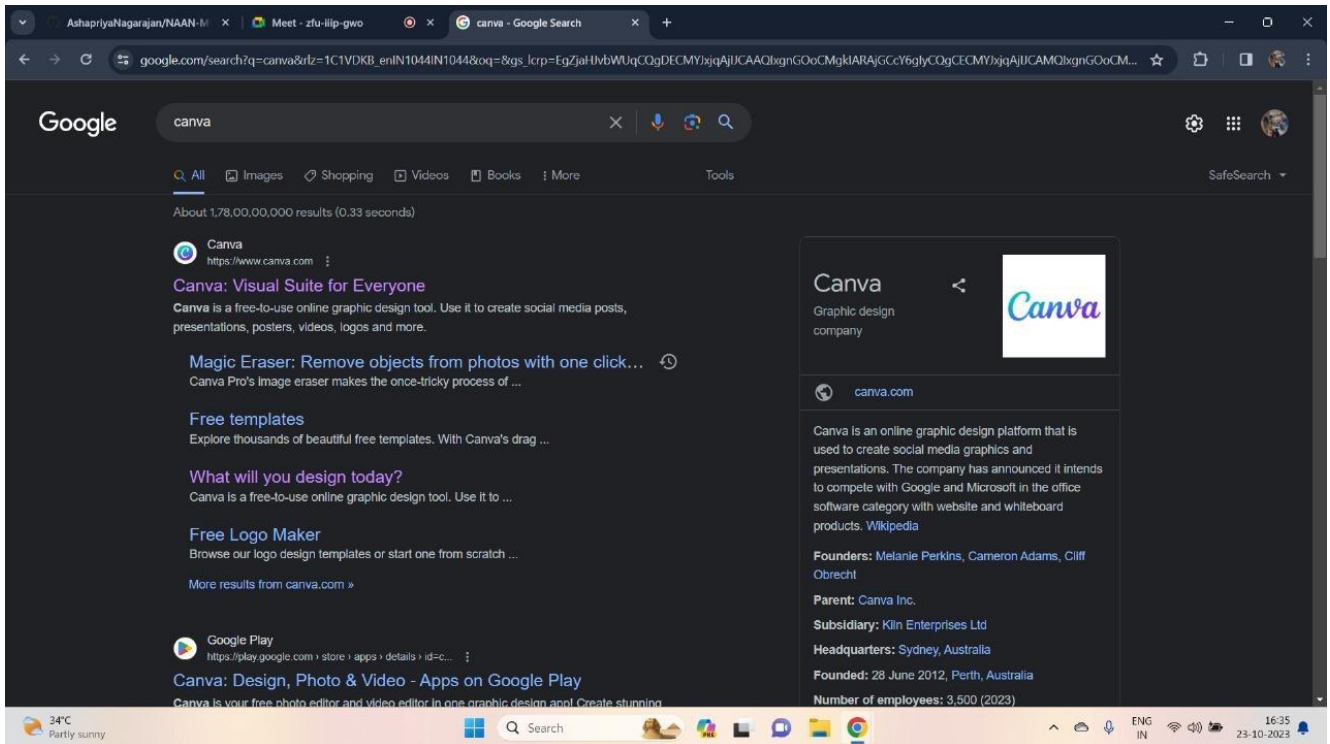
2. LANDING INTO CANVA PAGE
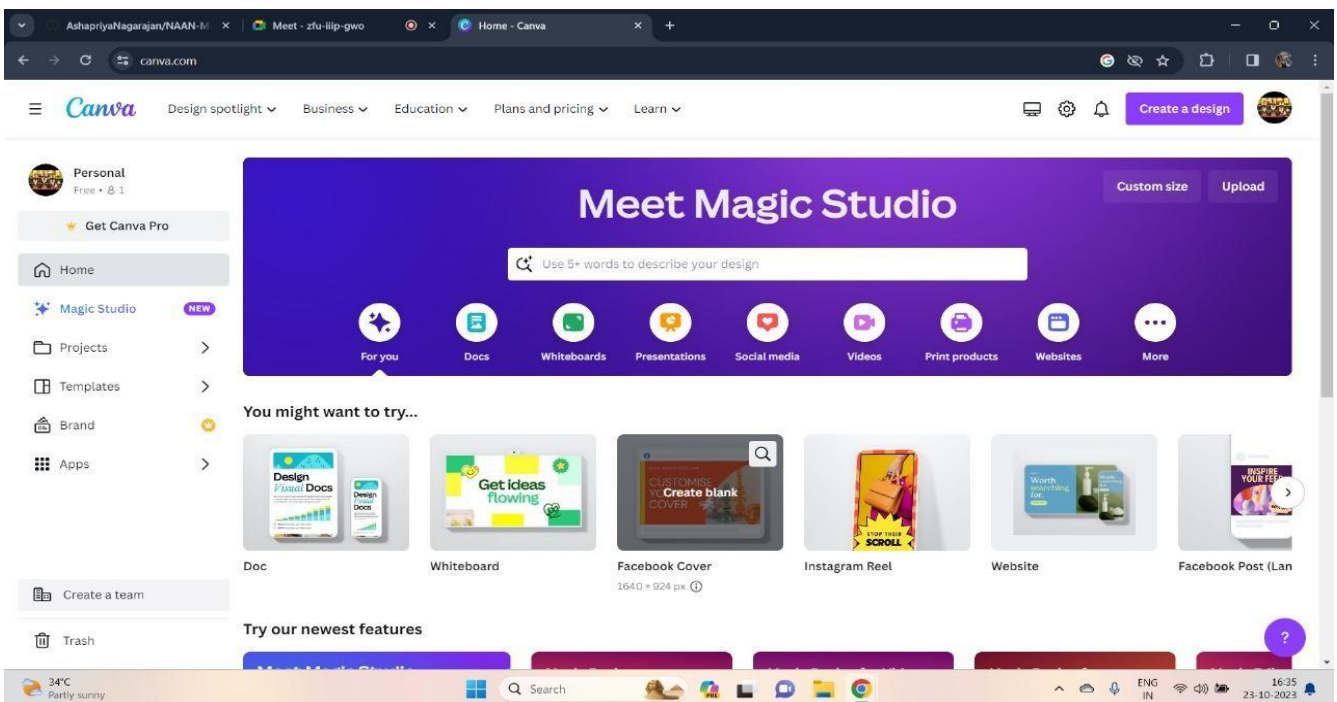
3. SEARCHING OF WEBSITE TEMPLATES
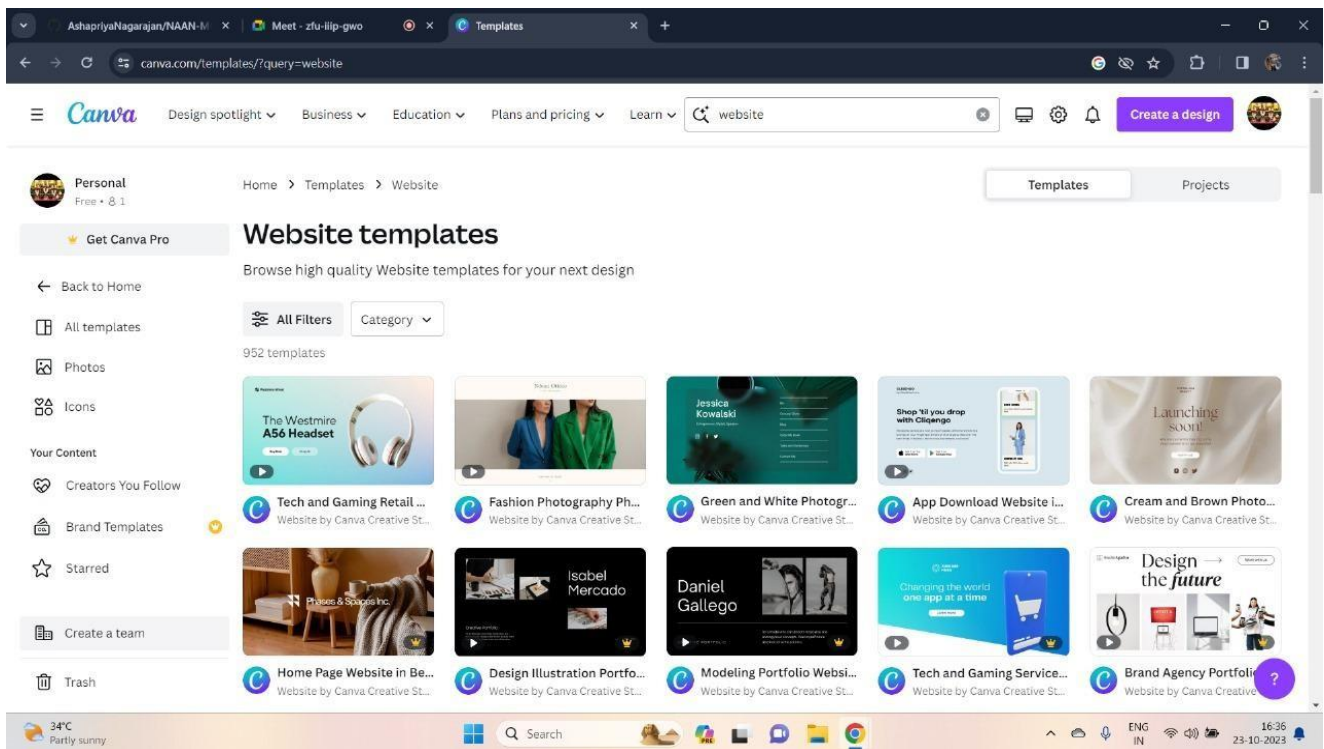
## 4. SEARCHING COLLECTION OF TEMPLATES
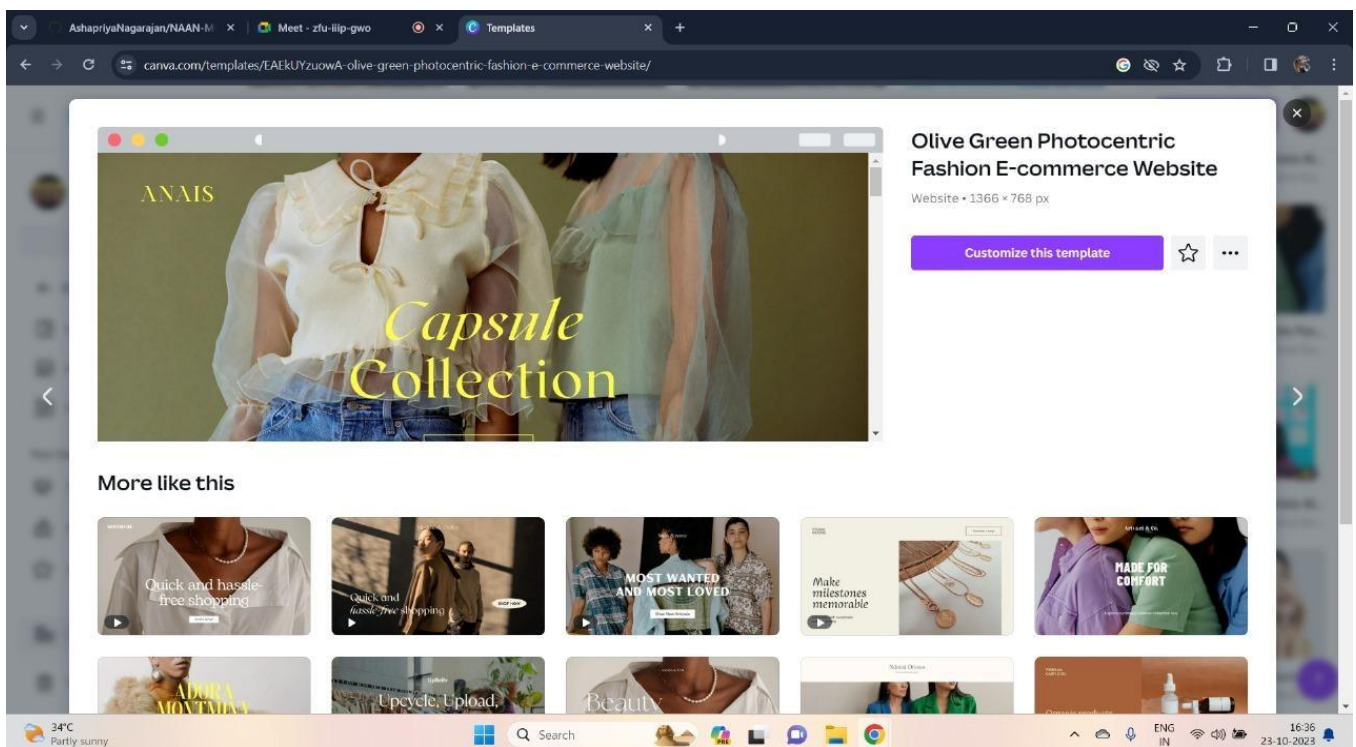
## 5. CHOOSING A TEMPLATE
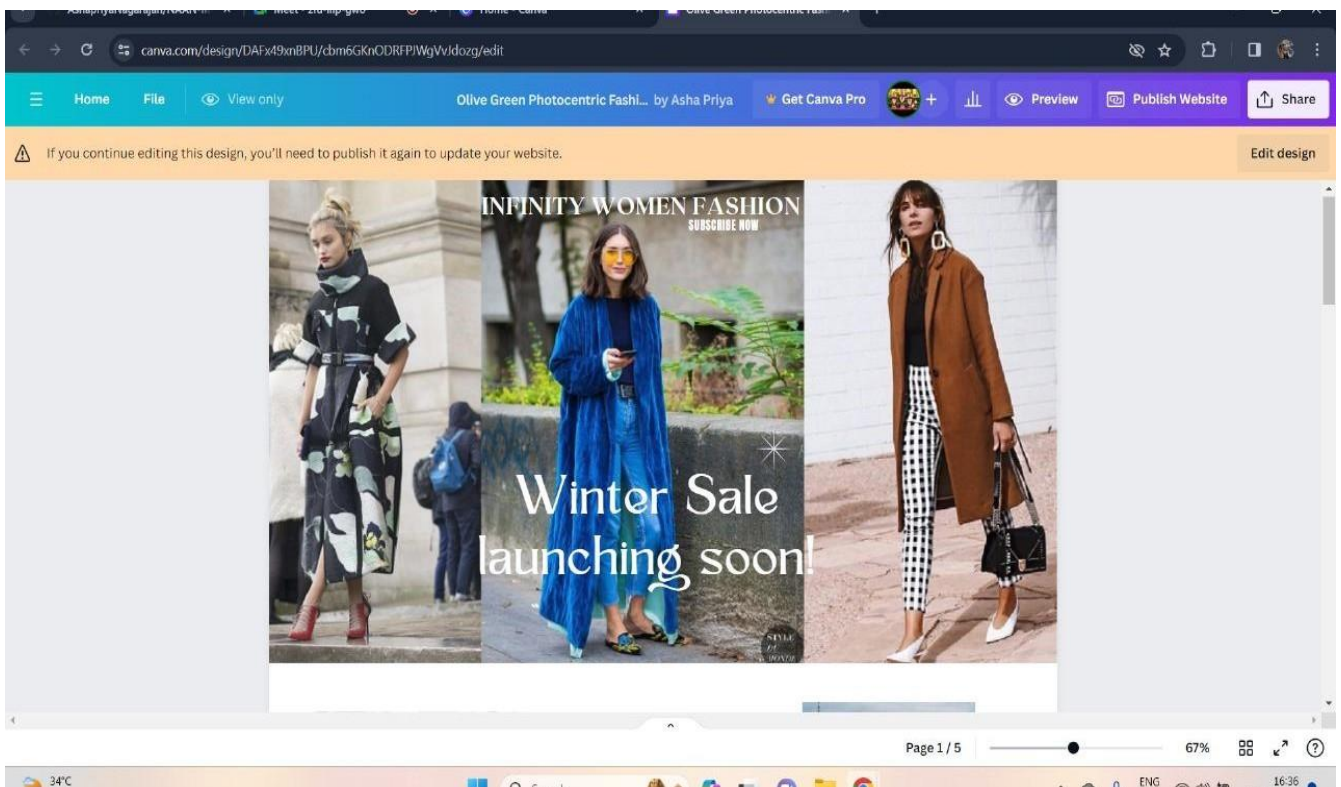
## 6. CREATION OF LOGO
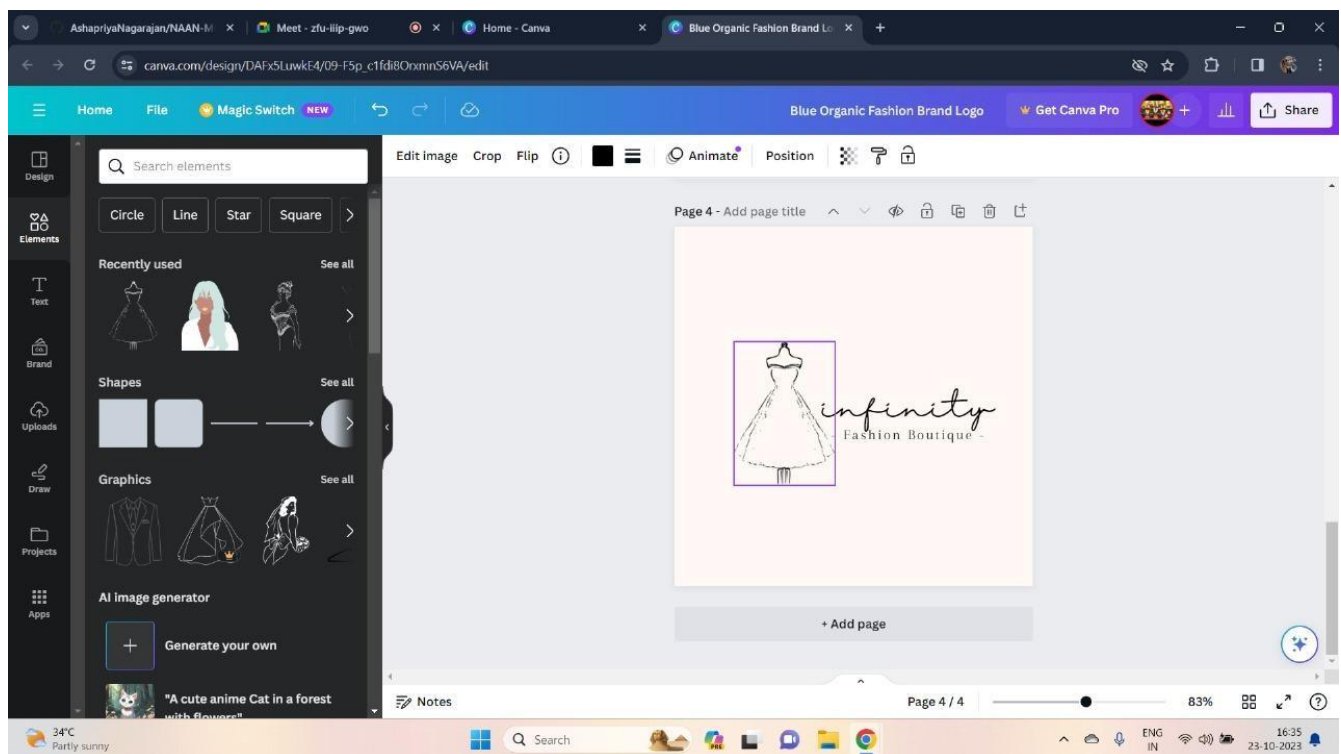
## 7. SEARCHING GMAIL CREATION IN GOOGLE
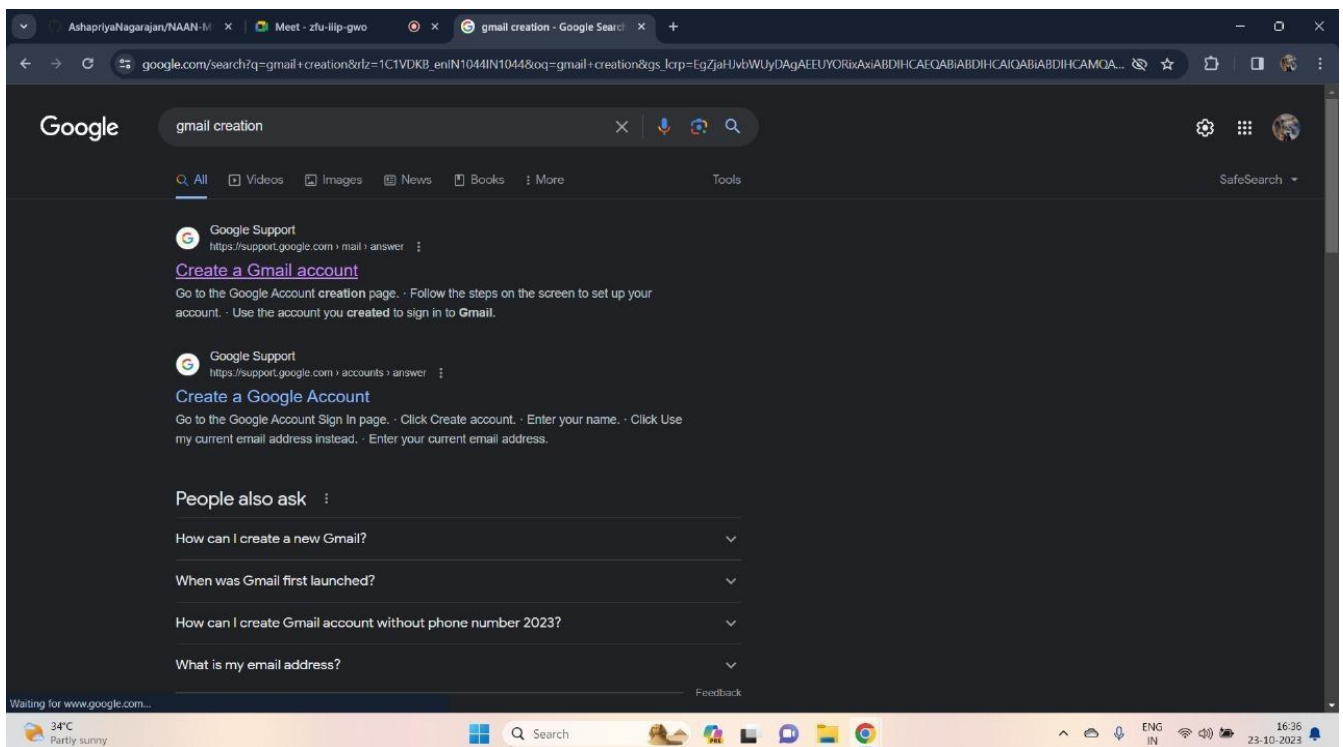
## 8. CREATING AN ACCOUNT IN GMAIL
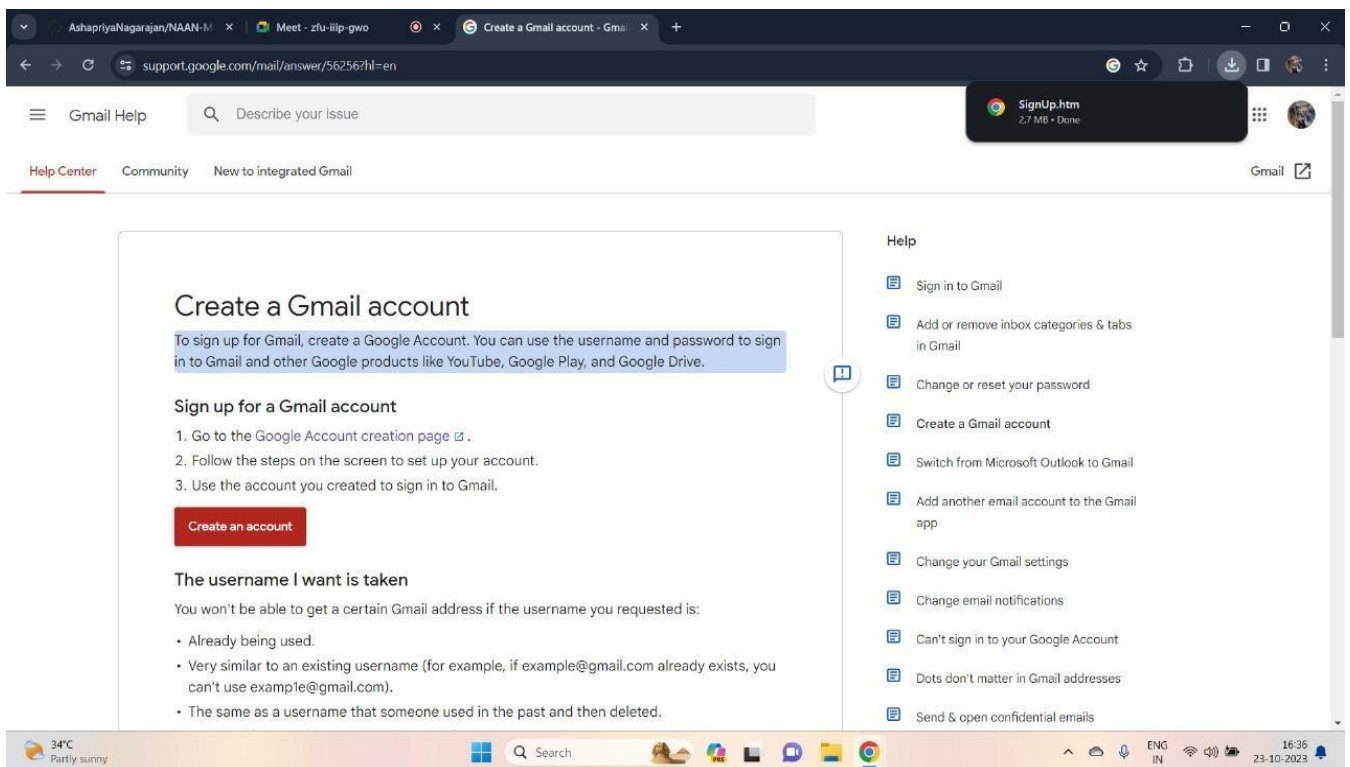
## 9. ENTERING A NAME FOR GMAIL ACCOUNT


10. CHOOSING A GMAIL ADDRESS

11. SEARCHING FACEBOOK WEBSITE IN GOOGLE
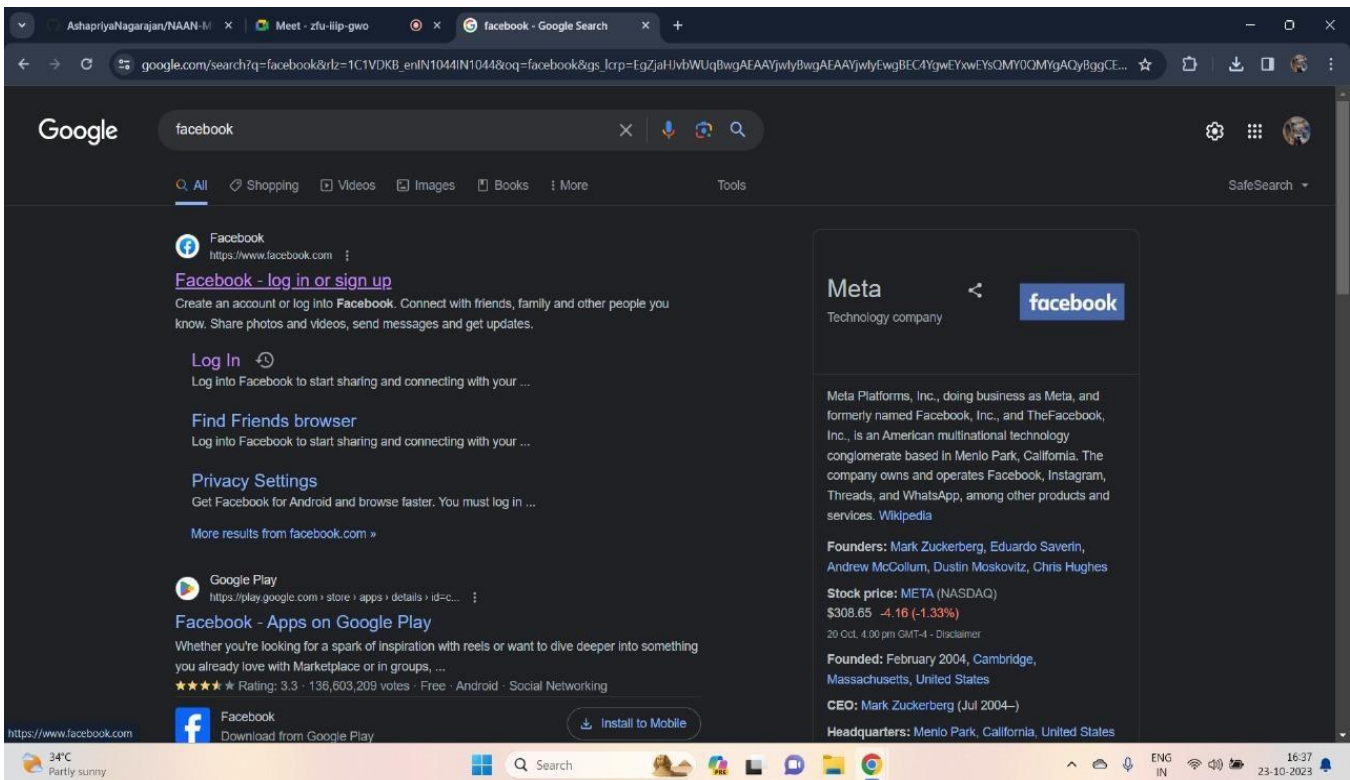
12. CREATING A PAGE IN FACEBOOK
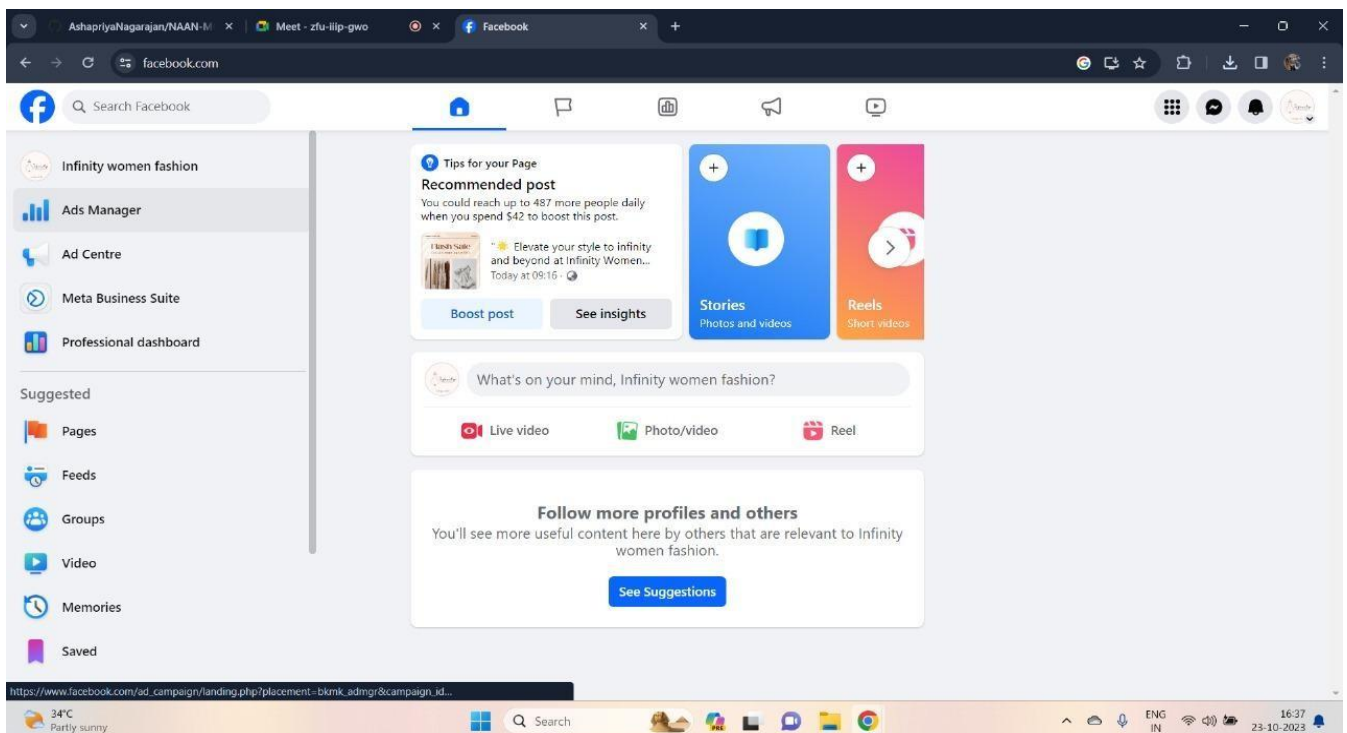
13. FACEBOOK BACKGROUND PAGE CREATION
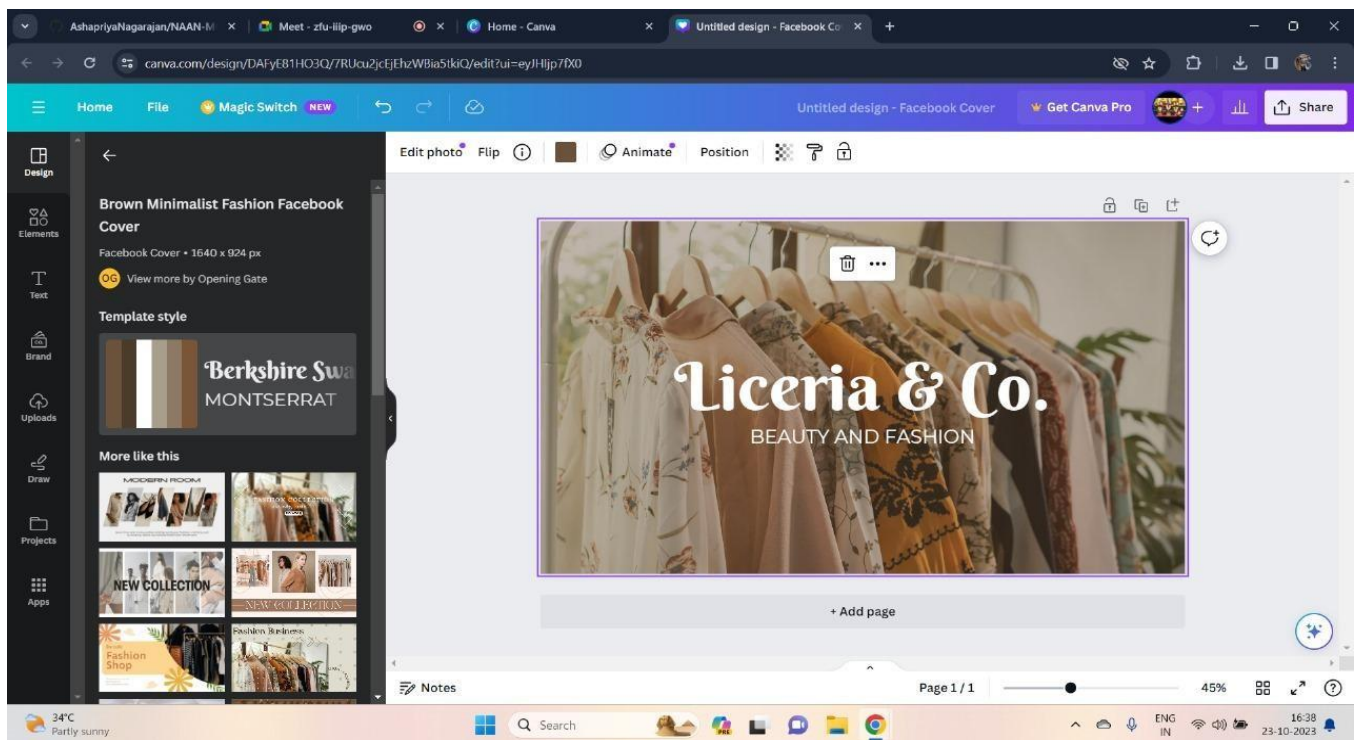
14. SETTING UP PROFILE PICTURE AND BACKGROUND PICTURE IN FACEBOOK PAGE

15. UPLOADING POST
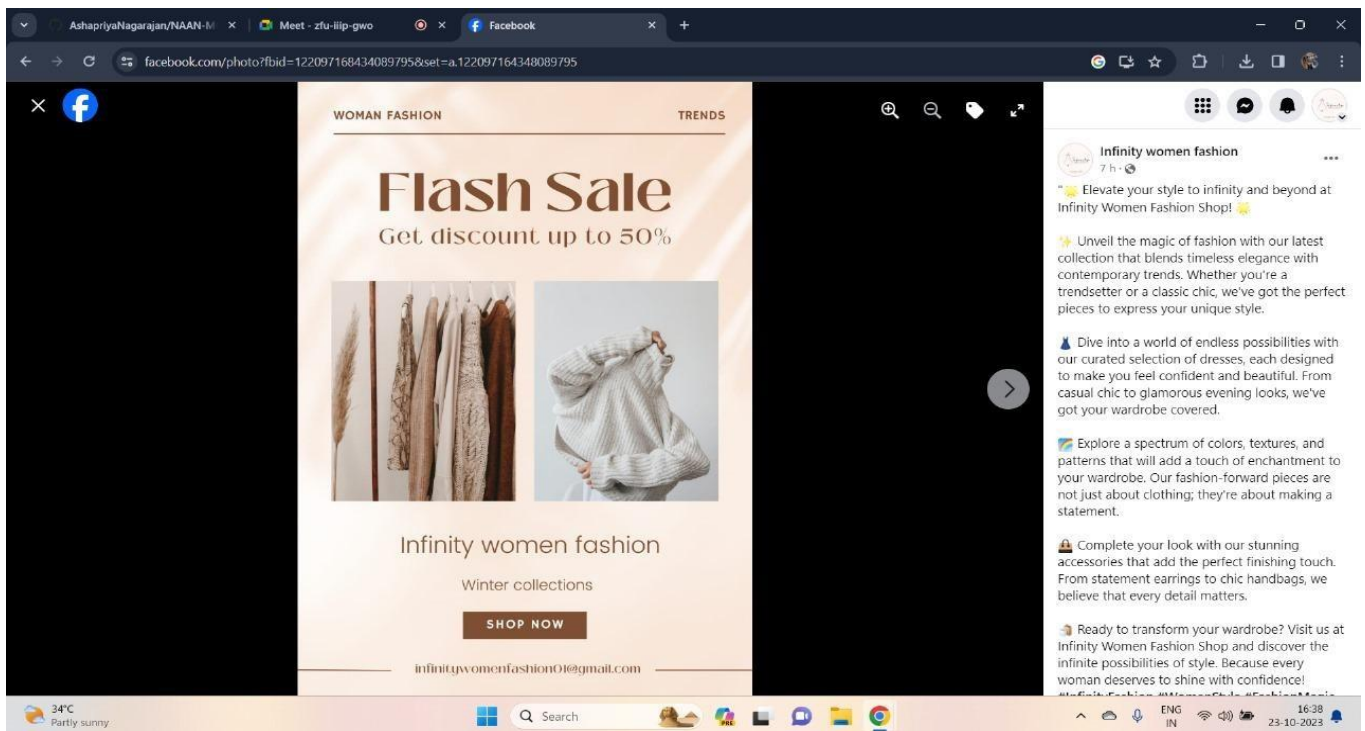
## 16. UPLOADING A SECOND POST
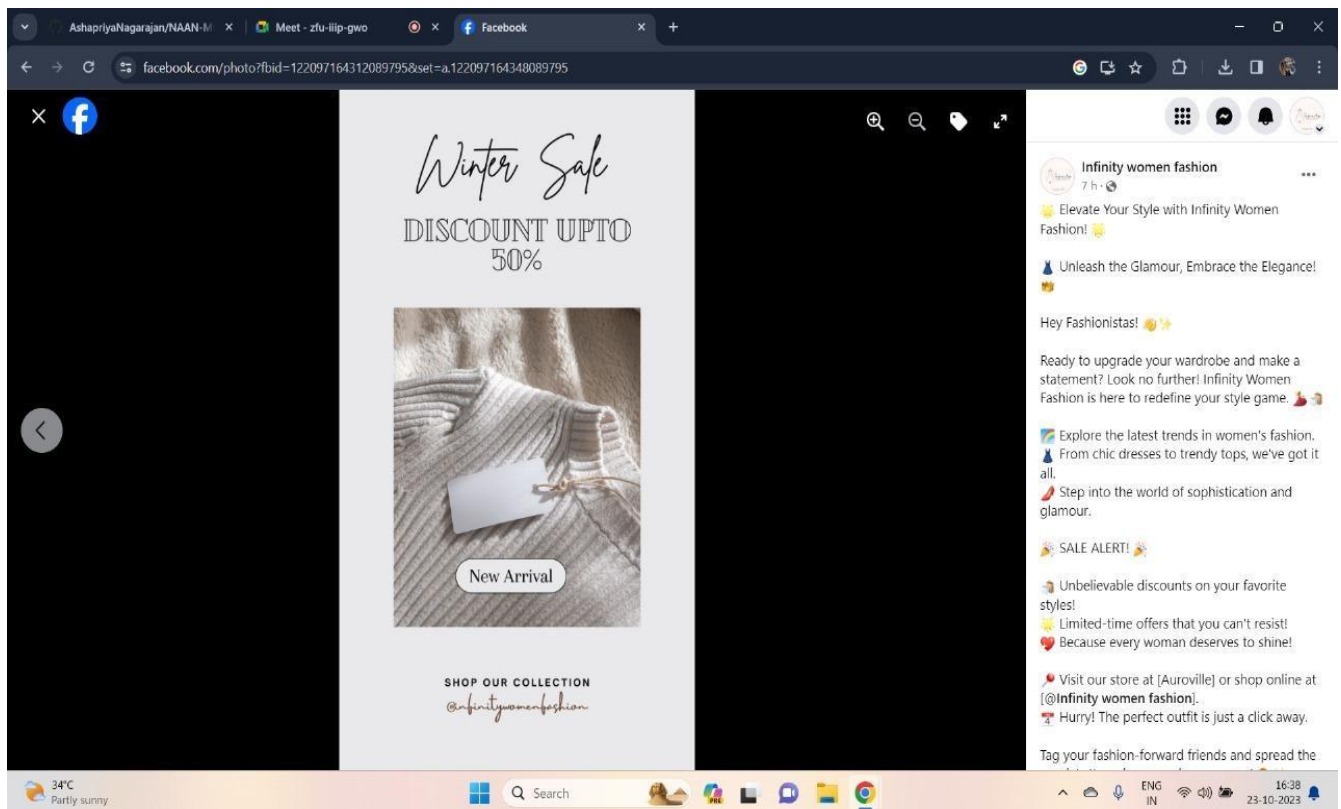
17. CREATING META BUSINESS SUIT PAGE
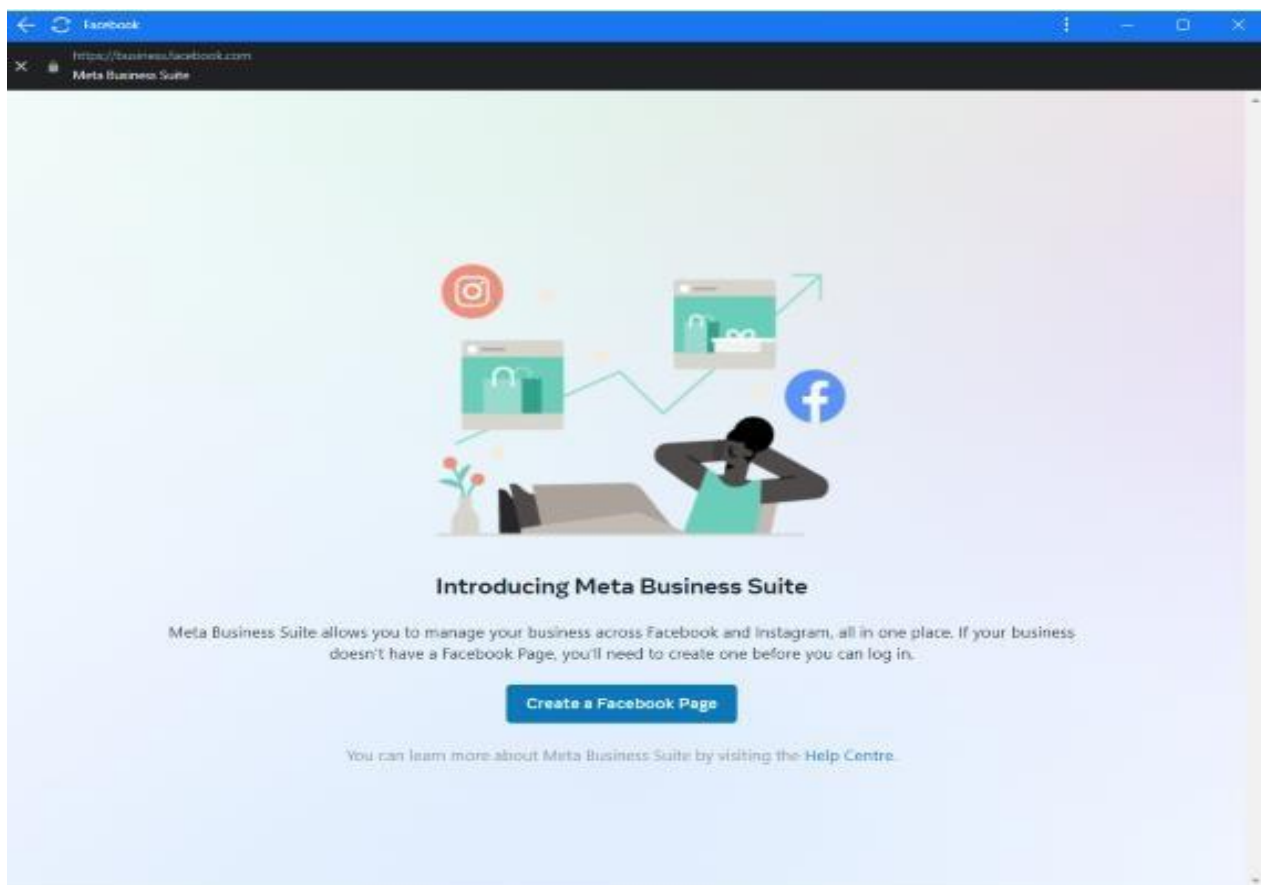

18. META BUSINESS PAGE IS CREATED
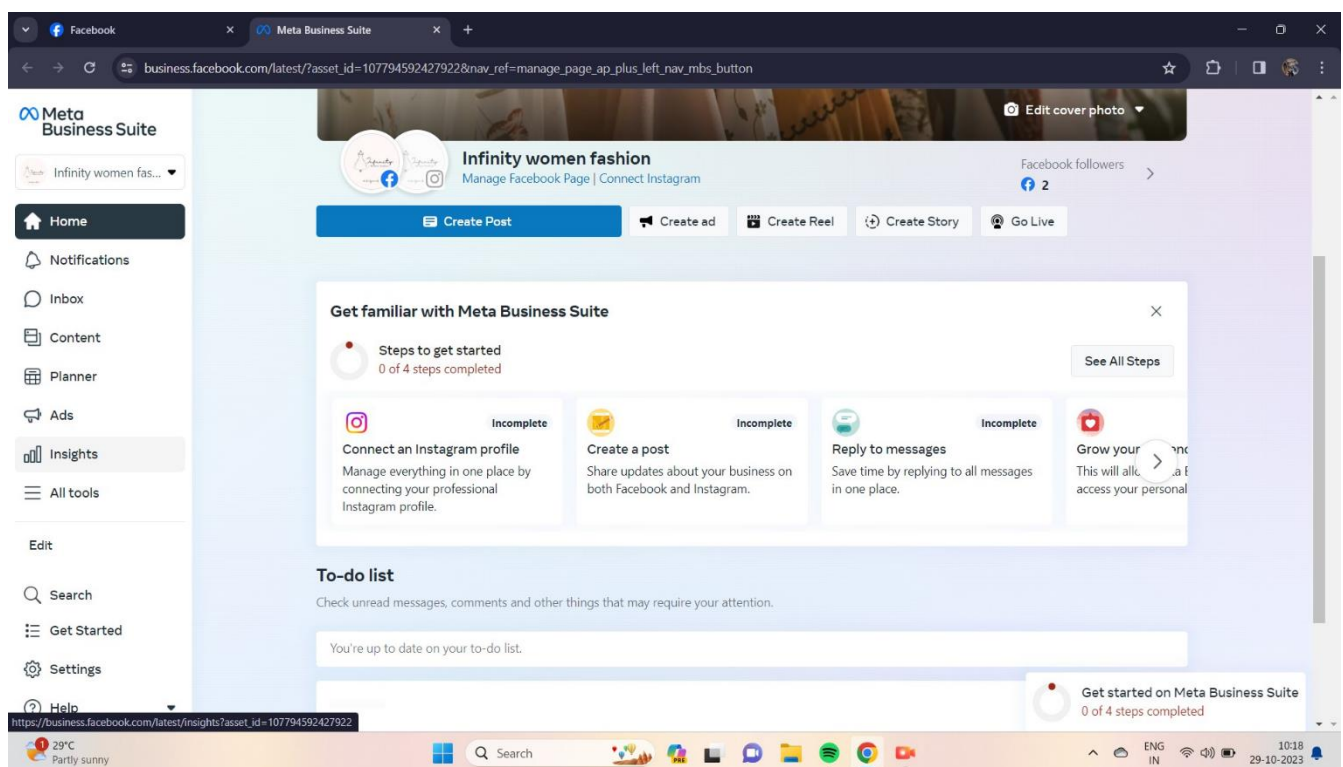
# 19. CHOOSING A GOAL FOR OUR BUSINESS
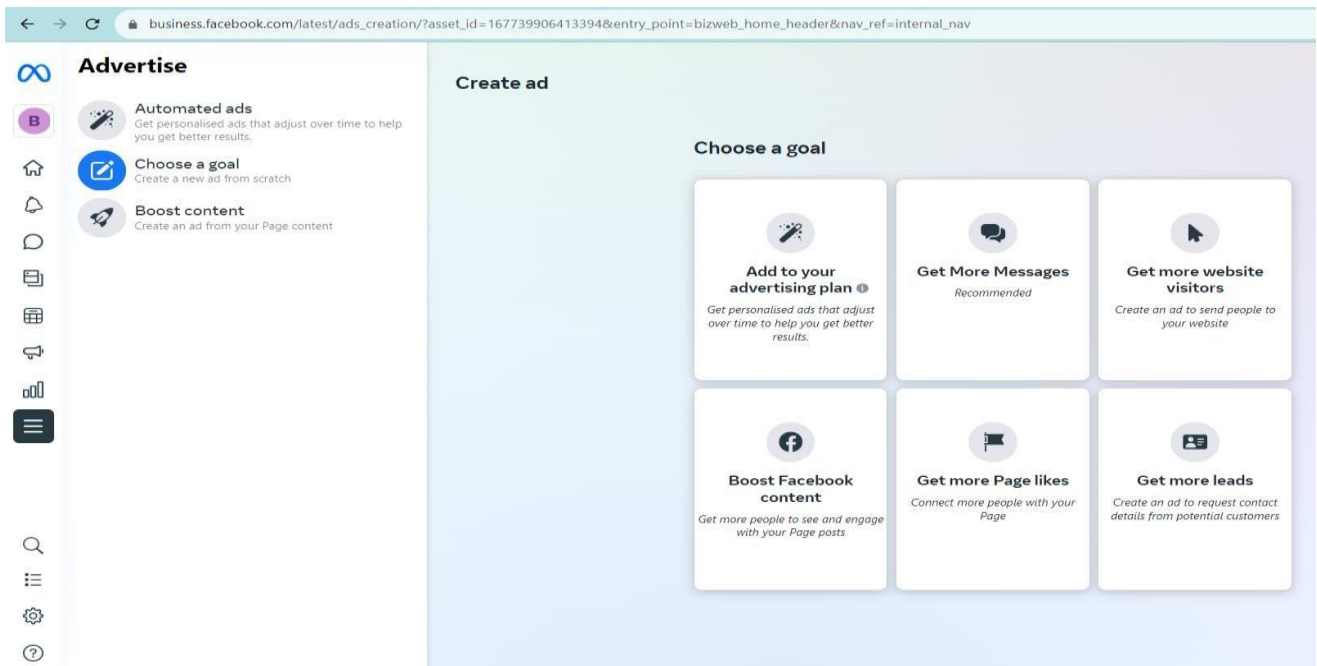
# 20. CHOOSING A LOCATION FOR OUR BUSINESS
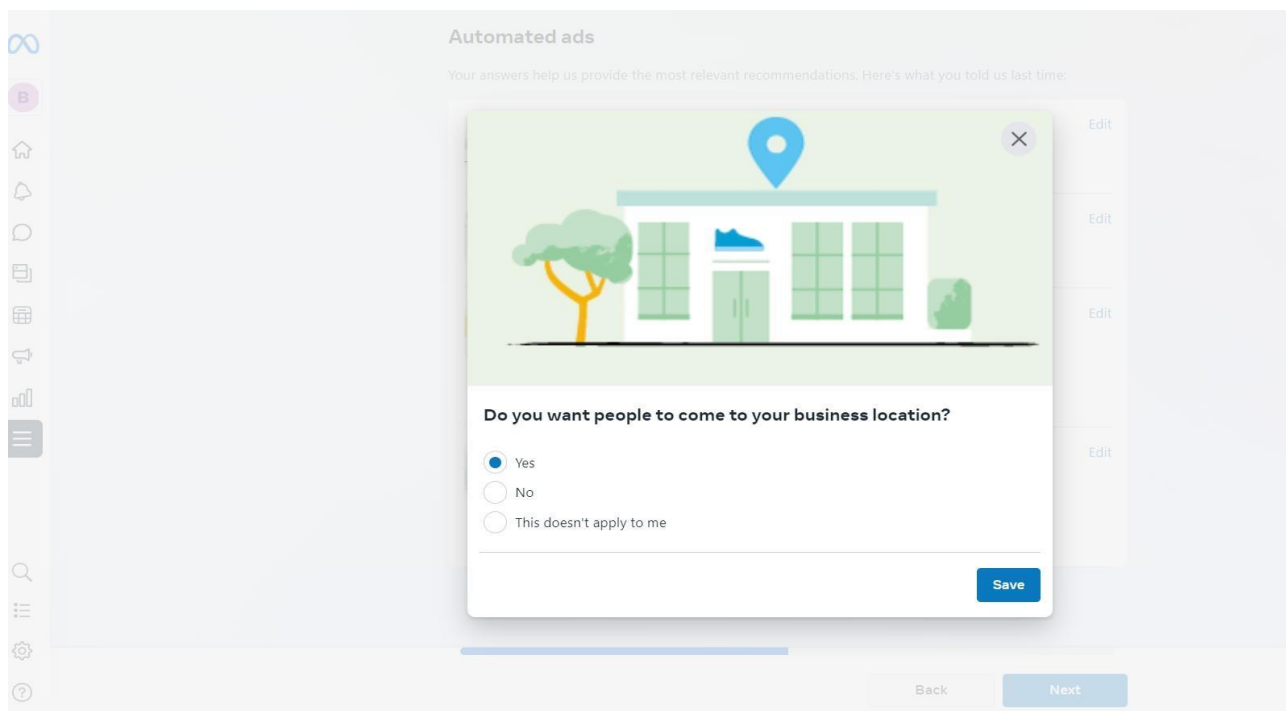
21. CONFORMING THE PRESENCE OF OUR WEBSITE


22. OPTING THE WAY TO CONTACT US
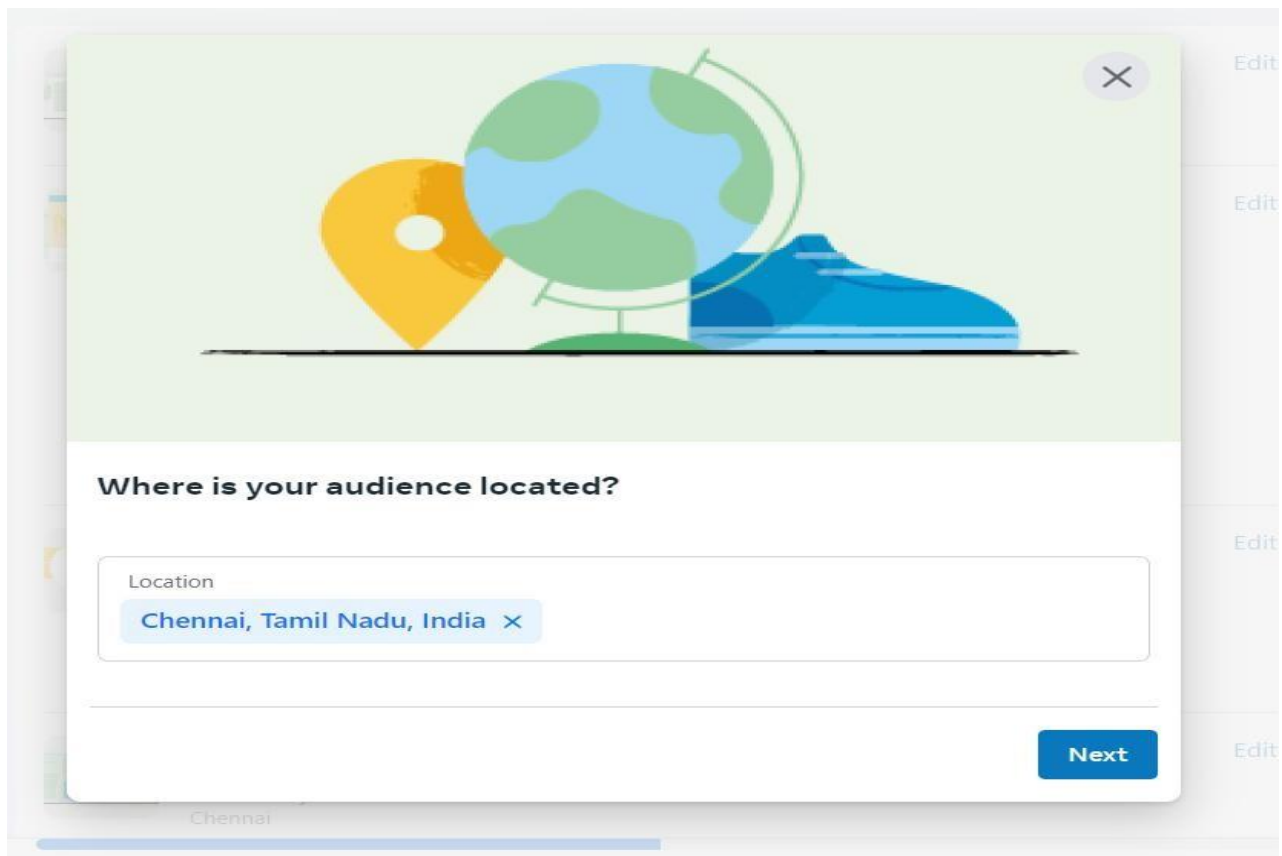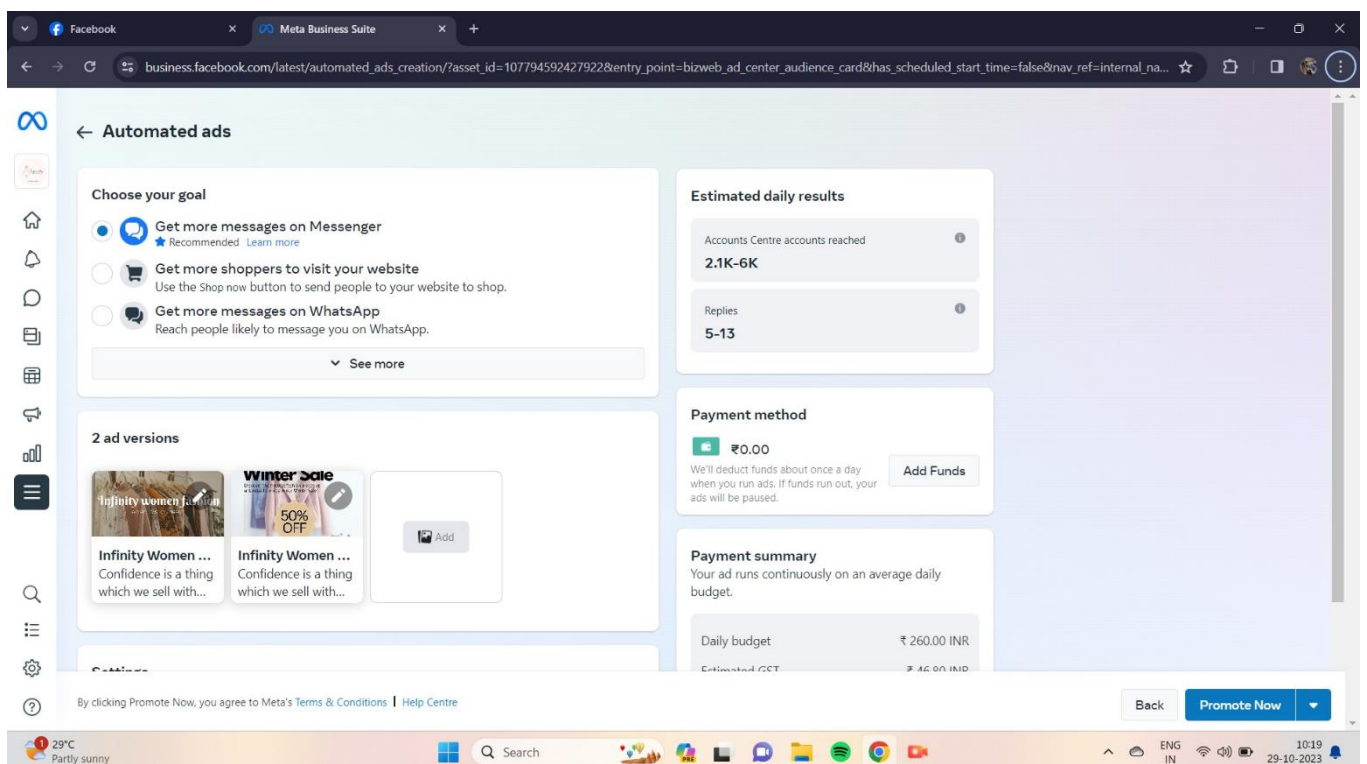
23. CHOOSING OUR AUDIENCE LOCATION

24.PUBLISHING OUR ADVERTISEMENT

25. PUBLISHING ADVERTISEMENT

26. OUR ADVERTISEMENT

APPENDIX

Brand Name: INFINITY WOMEN FASHION
Category: CLOTHING
Target audience: WOMEN
Email: infinitywomenfashion01@gmail.com
Website: https://infinitywomenfashion.my.canva.site/womenclothingbrand
Facebook link: https://www.facebook.com/profile.php?id=6155269385874

Gmail creation video link: https://drive.google.com/file/d/1mC4WREULYtNR-31xEhKK1knX86MAaVmF/view?usp=share_link
Logo creation video link:
https://drive.google.com/file/d/13it5GKIrtbpIpjbgDnVUeLVoDa3C6AGF/view?usp=sharing
Facebook background picture video link:
https://drive.google.com/file/d/1wPj0fmLaFrPCZeT0pJ56SMXrZlJtT6zw/view?usp=sharing
Facebook post upload video:
https://drive.google.com/file/d/1F5UOJ1P3MSdX5t92q698Q_Z8iUi4xdwn/view?usp=sharing
Website creation video part1: https://drive.google.com/file/d/1MADpyd5O-H7bukijHwCCMaPF6jg-myKi/view?usp=sharing
Website creation video part2:
https://drive.google.com/file/d/173y9EpJv7ftDM7Zhn2cRBxMmBjzSfT7r/view?usp=sharing
Business page creation video link:
https://drive.google.com/file/d/1Sm_OiCrPDY5cRXqo35XK4ltBLvaxWp5I/view?usp=sharing
Overall video link:
https://drive.google.com/file/d/1VmxDXoO43LRrylWzJEWbbdShEhqUqL8k/view?usp=sharing