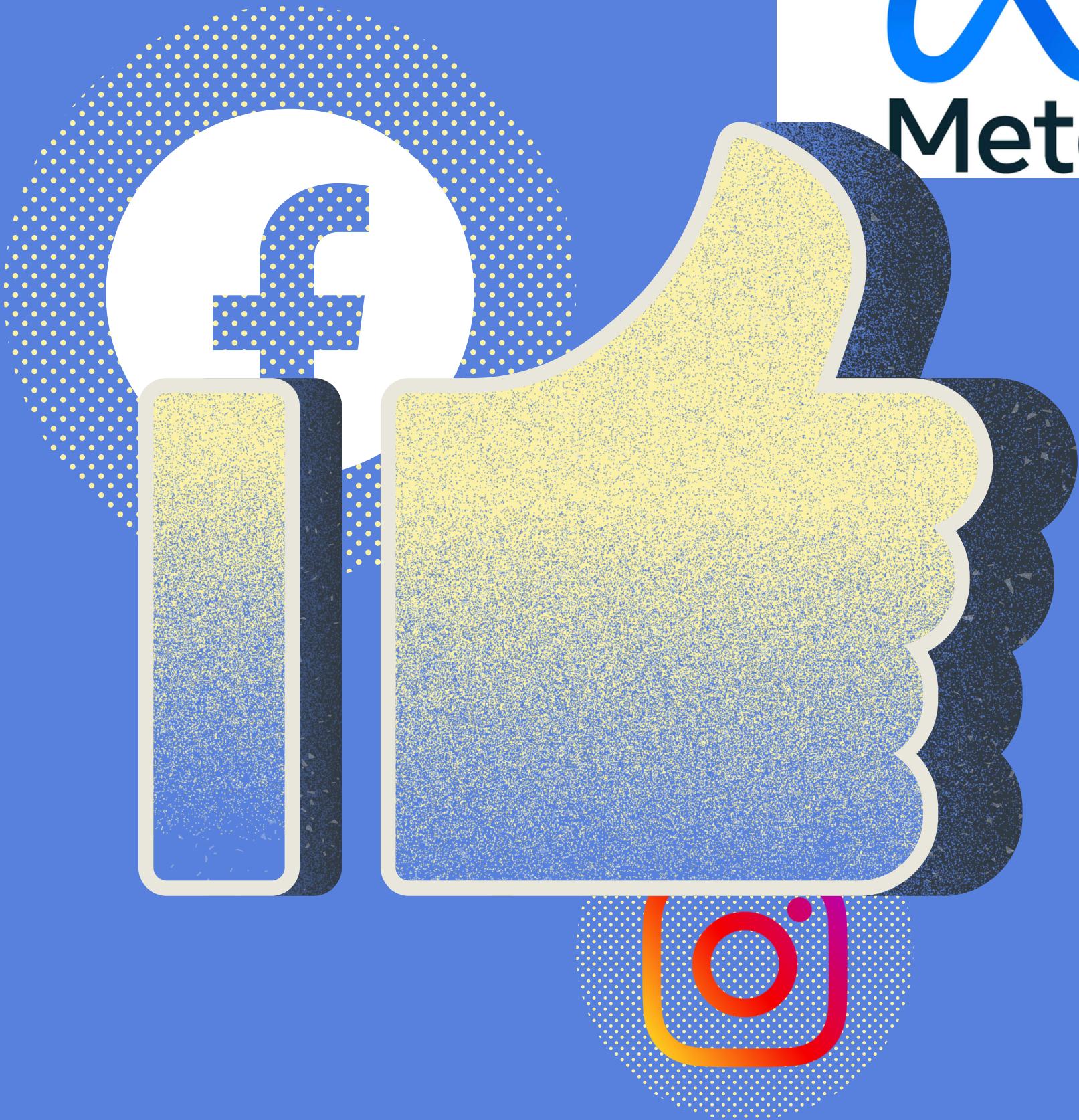


MAJOR PROJECT

# SOCIAL MEDIA MARKETING



Created by :- Biswajit Swain  
Skill Academy, Batch- 12.



# CONTENTS

## PROBLEM STATEMENT

Website Topic & Link

Budget provided

Objective

Target Audience

## SLIDES CONTAINING

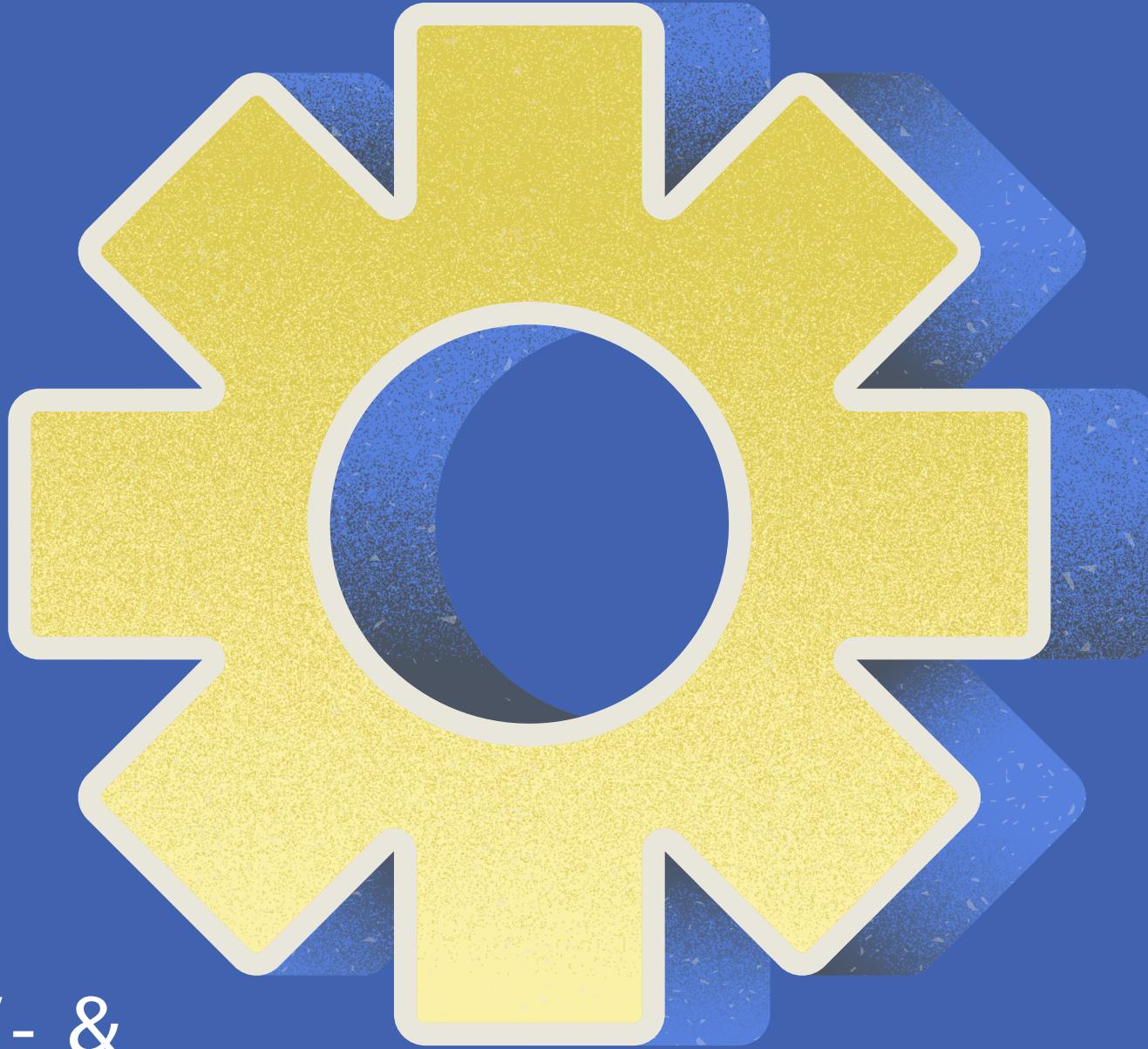
- Identifying the targeting parameters including Age, Location, Interests for the blog & the reasons for using it.
- (Screenshot of the campaign order summary for the ad).
- (Screenshot of the actual Ad with image, headline, text and CTA).
- (The performance screenshot).
- A short summary on four topics explained.

# Fusion9studios Website

**Blog Topic used- Marketing Skills.**

Link provided below ↑

<https://fusion9studios.com/index.php/2023/09/24/digital-marketing-skills/>



**Budget provided-** Average daily budget Rs. 200/- & overall budget is 14, 000/- for 9 days.

**Objective-** To get more traffic & reach.

**Target Audience-** provided in the next slide ➡

## **THE TARGETING PARAMETERS PROVIDED ARE :-**

AGE- 18 to 45 years both male & female.

Location :- India, 478 cities.

Interests :- Students, working professional's etc.

other relevant targeting :- Languages (English & Hindi).

**AGE-** Reaching the right audience with Facebook ads is crucial for driving traffic and engagement to digital marketing blog.

18 to 24 -Aspirational goals, instant gratification, and community building.

25-34 - Career advancement, practical skills, and demonstrating ROI.

35-45 - Work-life balance, flexibility, and achieving personal goals.

By understanding the unique needs and aspirations of each age group within the 18-45 demographic, you can craft Facebook ad campaigns that effectively attract and convert potential readers into engaged followers for your digital marketing blog.

**LOCATION-** I have used India as country & 478 cities country wide so, I have targeted the peoples both male & female who have the ability to gain knowledge & have proper facilities to gain knowledge for that ad can help to those who are willing to get it. As compared to rural to major cities more skill we can get in cities .

**INTERESTS-** I have targeted students of age 18 to 35 and above who are egger to get knowledge and who are also working professionals to work from home and freelance to build a career in Digital Marketing. can see this ad and this will be right ad for them.

**OTHER RELEVANT TARGETING PARAMETERS-** I have targeted language based audience of English & Hindi because these language is used widely all over India and by showing this ad to these audience can make a good effect on them and my website traffic.

# SCREENSHOT OF THE CAMPAIGN ORDER SUMMARY

Campaigns Marketing Ad 1 (1032654091359300) ⚠ 1 ad with errors Updated just now Discard drafts Review and publish (3) ...

This month: Dec 1, 2023 – Dec 30, 2023

Search and filter

Campaigns Ad sets for 1 Campaign Ads 1 selected

+ Create Duplicate Edit A/B Test View Setup Reports Export

Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
<input checked="" type="checkbox"/>	Digital campaign 1	In draft	Using ad set bid ...	Using ad set bud...	–	–	–	–
Results from 1 campaign ⓘ								

Ad sets Marketing Ad 1 (1032654091359300) ⚠ 1 ad with errors Updated just now Discard drafts Review and publish (3) ...

This month: Dec 1, 2023 – Dec 30, 2023

Search and filter

Campaigns Ad sets Ads 1 selected

+ Create Duplicate Edit A/B Test View Setup Reports Export

Off / On	Ad set	Delivery ↑	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach
<input checked="" type="checkbox"/>	Awareness Ad set 1 (blog on Marketing's skills)	In draft	Cost per result g...	₹200.00	–	–	–	–
Results from 1 ad set ⓘ								

Ads Marketing Ad 1 (1032654091359300) ⚠ 1 ad with errors Updated just now Discard drafts Review and publish (3) ...

This month: Dec 1, 2023 – Dec 30, 2023

Search and filter

Campaigns Ad sets Ads 1 selected

+ Create Duplicate Edit A/B Test Preview Rules View Setup Reports Export

Off / On	Ad sorted by Errors ↓	Delivery	Ad Set Name	Bid strategy	Budget	Ad set	Last significant edit	Attribution setting
<input checked="" type="checkbox"/>	DM -1	In draft	Awareness Ad set 1 (blog on...	Cost per result g...	₹200.00	–	–	–
Results from 1 ad ⓘ								

### Budget & schedule

**Budget** ✓

Daily Budget	₹200.00	INR
--------------	---------	-----

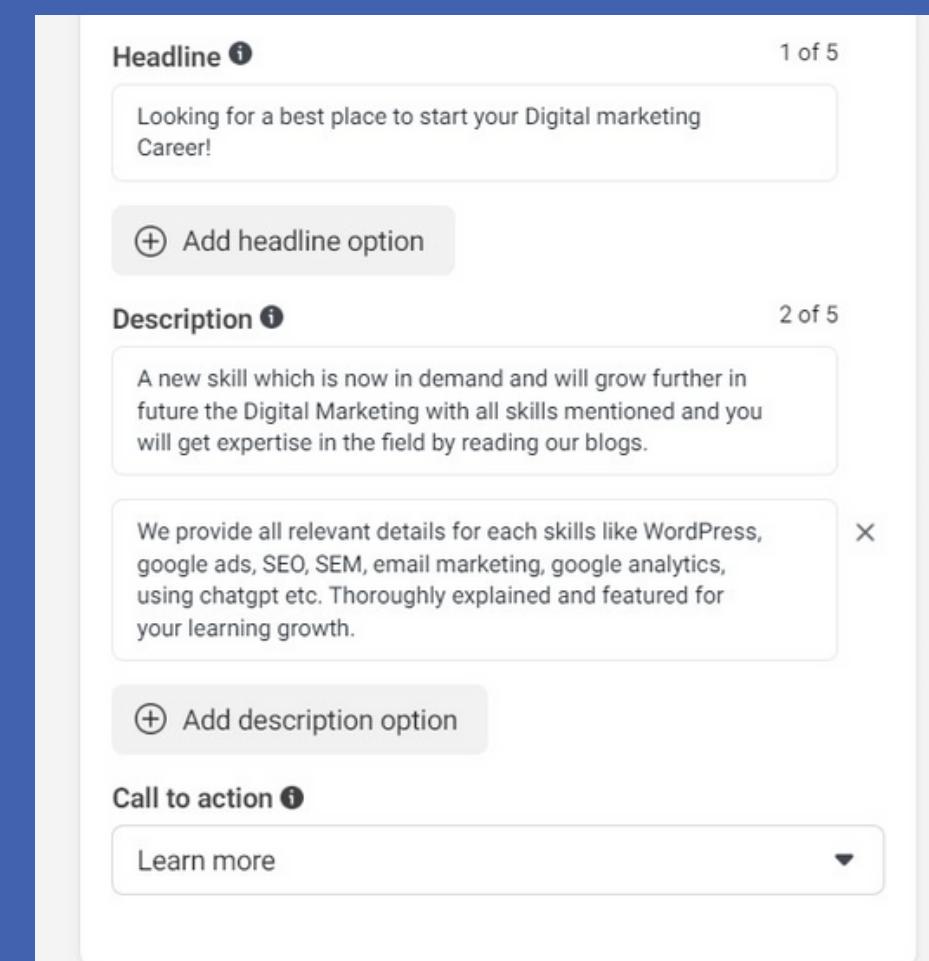
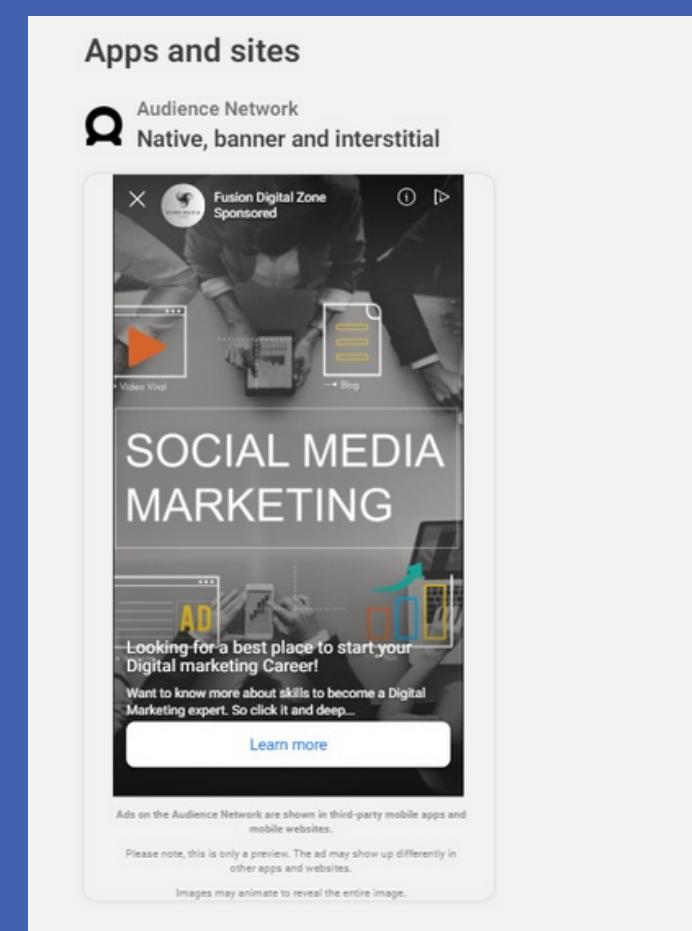
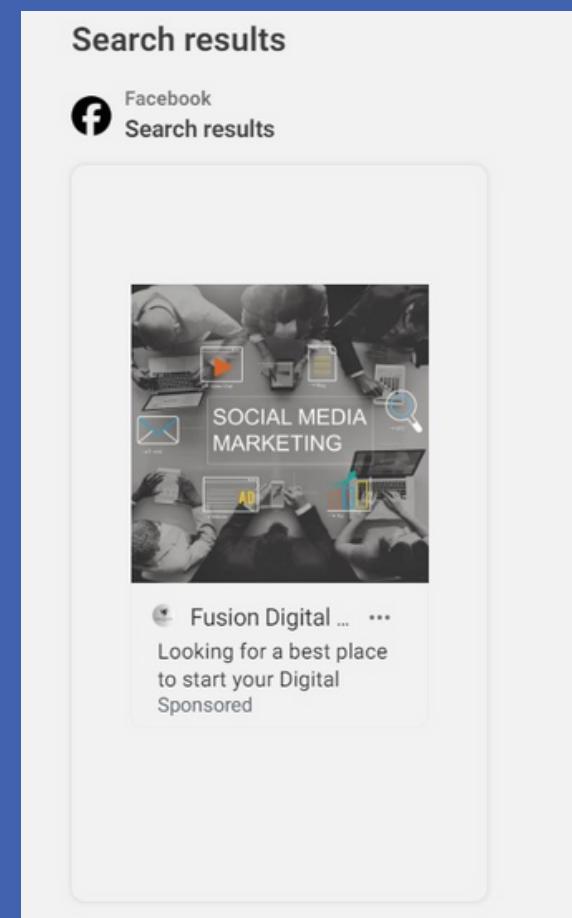
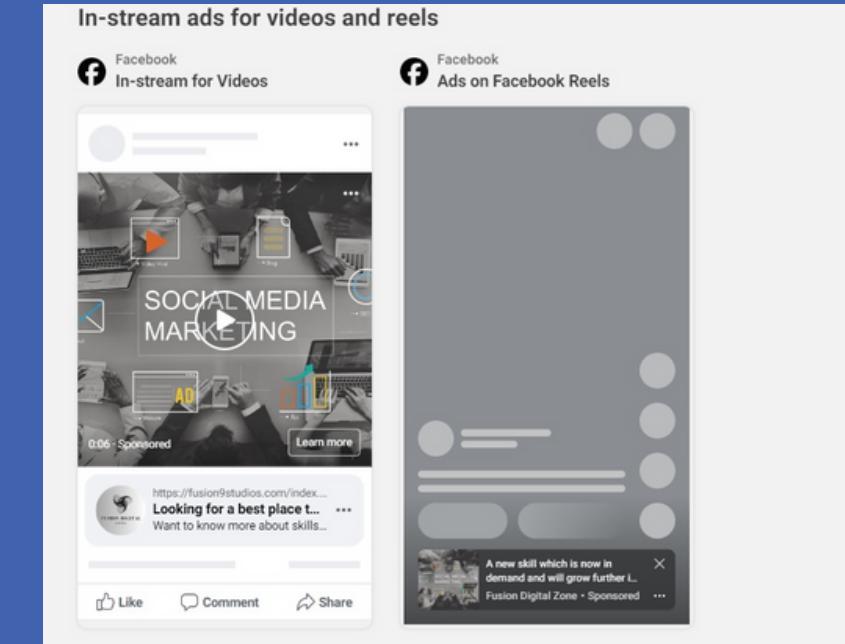
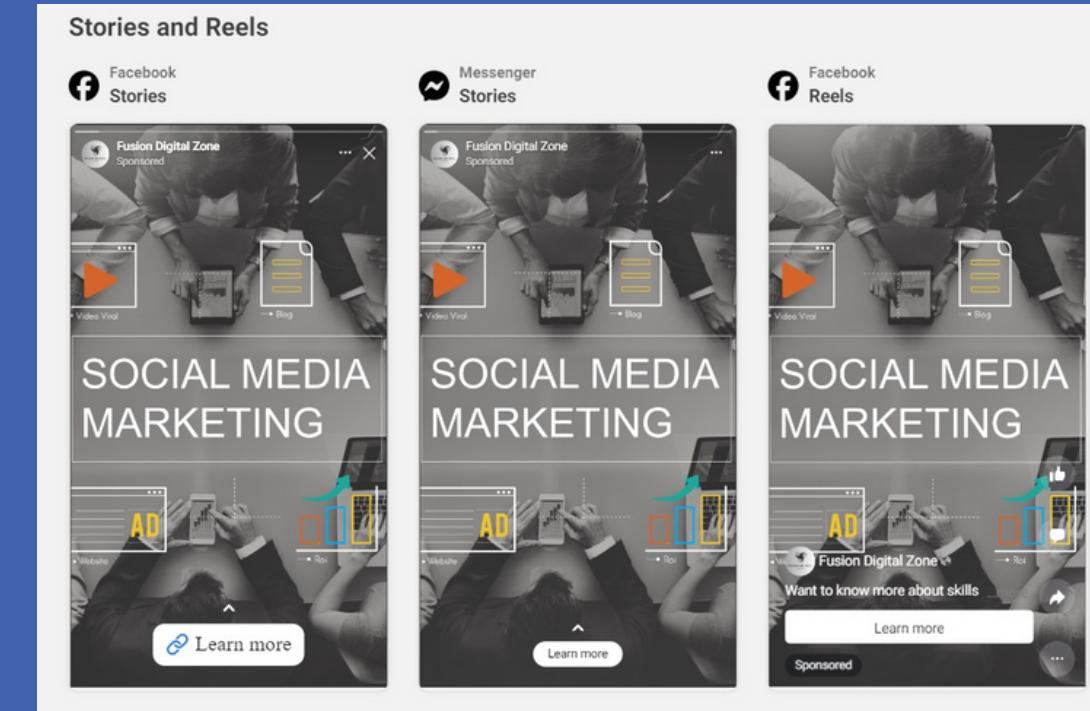
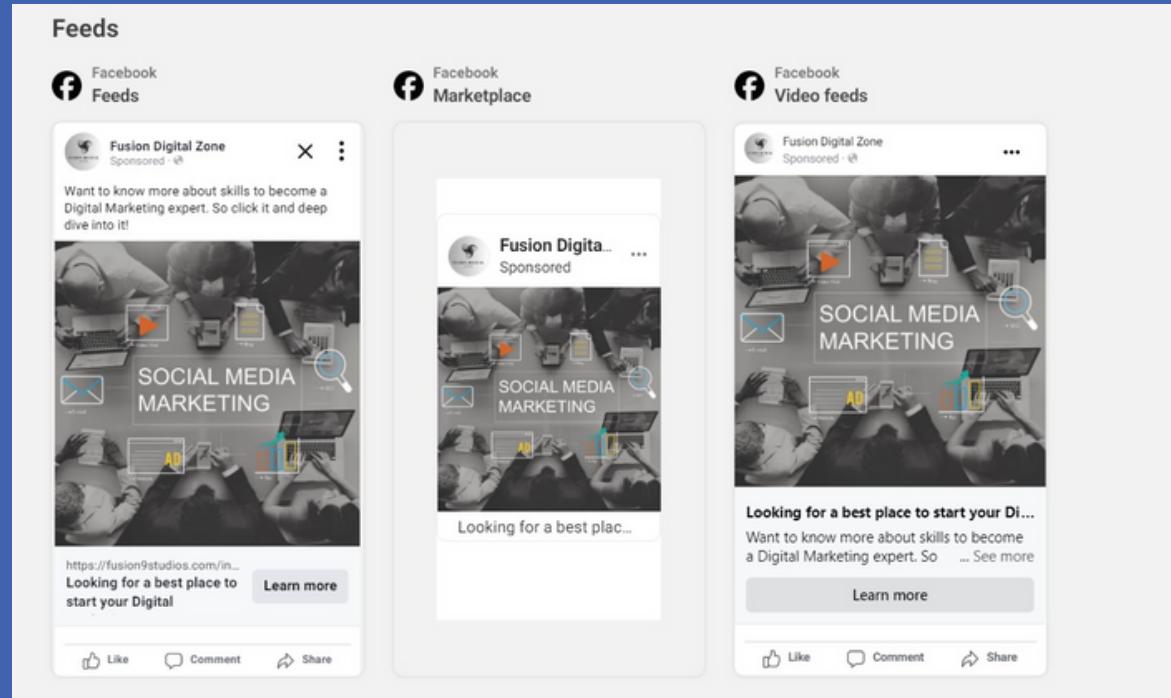
You'll spend an average of ₹200 per day. Your maximum daily spend is ₹250 and your maximum weekly spend is ₹1400. Learn more

**Schedule** ✓

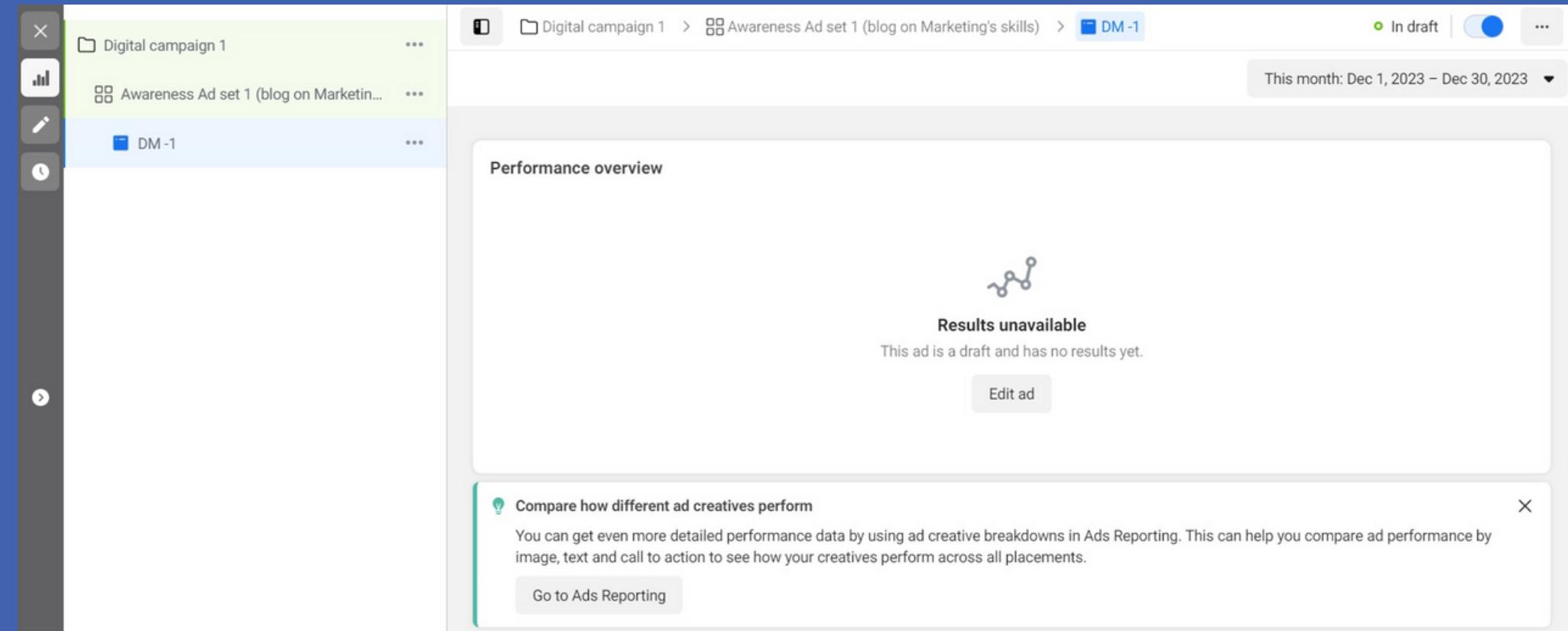
**Start date**  
Dec 31, 2023 10:00 AM  
Kolkata Time

**End**  
 Set an end date  
Jan 9, 2024 11:55 PM  
Kolkata Time

# SCREENSHOT OF THE ACTUAL AD



# THE PERFORMANCE SCREENSHOT



**Note :-** The campaign is finished but not published due to payment options. So, for that reason it is not showing. It is a study based project so for knowledge purpose i have not made it published.

# A SHORT SUMMARY ON FOUR TOPICS EXPLAINED

**1. Choosing the right KPIs for ad campaign analysis depends on the specific goals set for it. There are some general, important KPIs that are applicable to most campaigns:**

- Impressions: This measures how many times your ad was displayed, regardless of whether users interacted with it.
- Reach: This tracks the number of unique users who saw your ad.
- Frequency: This shows the average number of times a user saw your ad. Monitor this to avoid ad fatigue.
- Click-Through Rate (CTR): How many people clicked on your ad after seeing it. Aim for a CTR of 1% or higher.
- Engagement Rate: The percentage of users who interacted with your ad (likes, comments, shares, etc.).
- Video Views: If your ad is a video, track the number of views and watch time to gauge video engagement.
- Cost per Click (CPC): This shows the average cost you pay for each click on your ad.
- Cost per Acquisition (CPA): This measures the cost of acquiring a new customer, lead, or other desired action.
- Conversions: Track specific actions you want users to take, like signing up for a newsletter, making a purchase, or downloading an app.
- Target Audience: Analyze how your ad resonates with different demographics and interests within target audience.
- Campaign Objective: Align your KPIs with your campaign's goals, whether it's brand awareness, website traffic, or lead generation.

2. Campaign gets successful if money is spend because by providing right bidding strategy & budget to the particular ad can rank your ad to higher level and remarketing is also available for the ad campaign where we can target the same audience for a frequency you add.

3. Some targeting optimizations which I targeted are age, gender, locations, demography, interest, language etc by adding these targeting options we can target the particular audience by which our ad can reach to maximum people by which our website can get more traffic.

#### 4. Some of creative optimizations which we can apply are :-

- High-quality visuals: Use stunning and eye-catching visuals, like images or videos, that capture attention in the crowded Facebook feed.
- Clear and concise messaging: Communicate your value proposition clearly and concisely in your ad copy. Use strong headlines and body text that grab attention and spark interest.
- Call to action (CTA): Include a clear and compelling CTA that tells users what you want them to do next, whether it's visiting your website, signing up for a newsletter, or making a purchase.
- Experiment with different ad creatives, headlines, and CTAs to see what resonates best with your target audience. A/B testing helps you identify the most effective elements and optimize your ad performance over time.
- Regularly monitor ad performance using Facebook Ads Manager. Track key metrics like impressions, clicks, conversions, and cost per acquisition. Based on your data, you can refine your targeting, adjust your budget, and improve your ad creative for better results.

FUSION9 STUDIOS

THANK  
YOU!

**PRESENTED BY:** Biswajit Swain  
Skill Academy Batch- 12  
Email Id:-biswajitswain981@gmail.com