

Performance and Final Submission Phase

Project Documentation

Date	03 November 2023
Team ID	NM2023TMID02371
Project Name	Creating a Social Media Ad Campaign in Facebook

COURSE: Digital Marketing

ZONE: 17

MENTOR: Abdul Malick. M

TEAM ID: NM2023TMID02371

TEAM MEMBERS:

1. Femishia J M - AEE2B780893616FBCE547C5B98F7695A (Team Leader)
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4. Hepsibha S - A7A646C4E6A019AAD4D48A7EE5392FF9

PROJECT: Social Media Campaign : Create a mock Social Media Campaign -

Choose the ideal channel (**Facebook**, Instagram, LinkedIn, Youtube etc)

Brand Name: kaleidolens

Category: Spects and eye

coolers

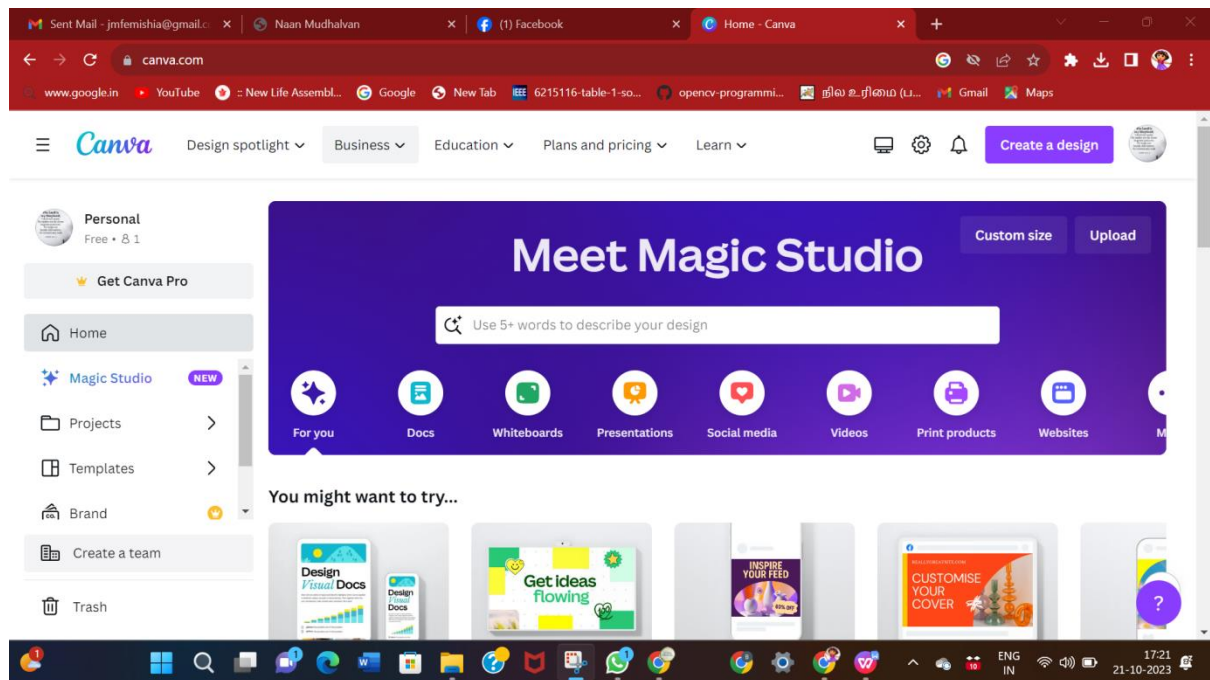
Target Audience: All

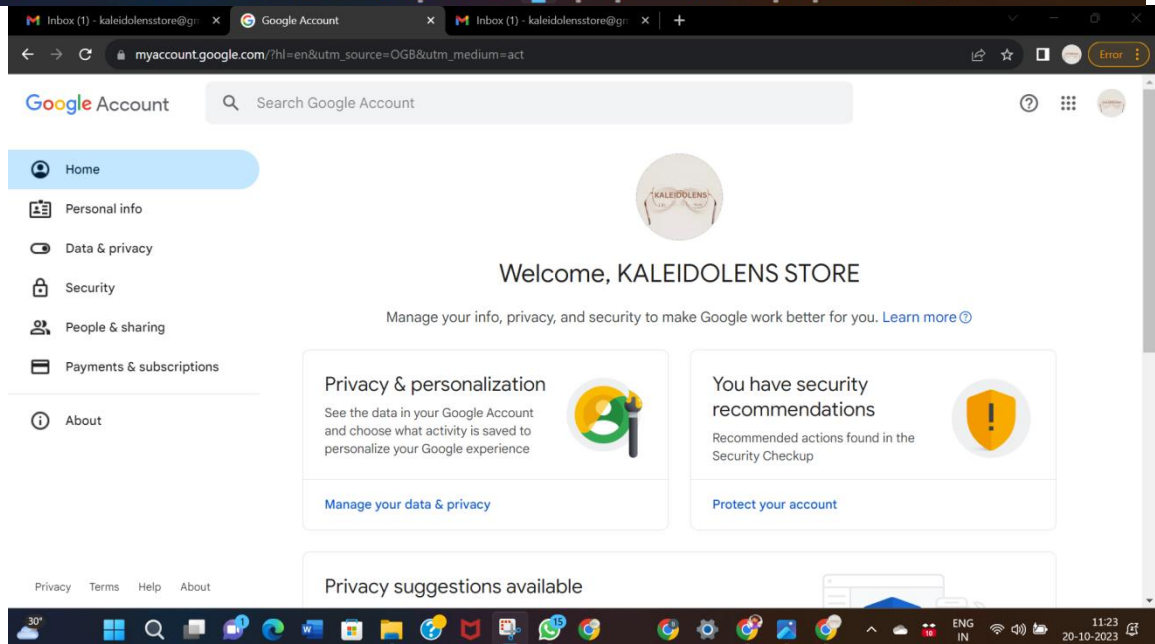
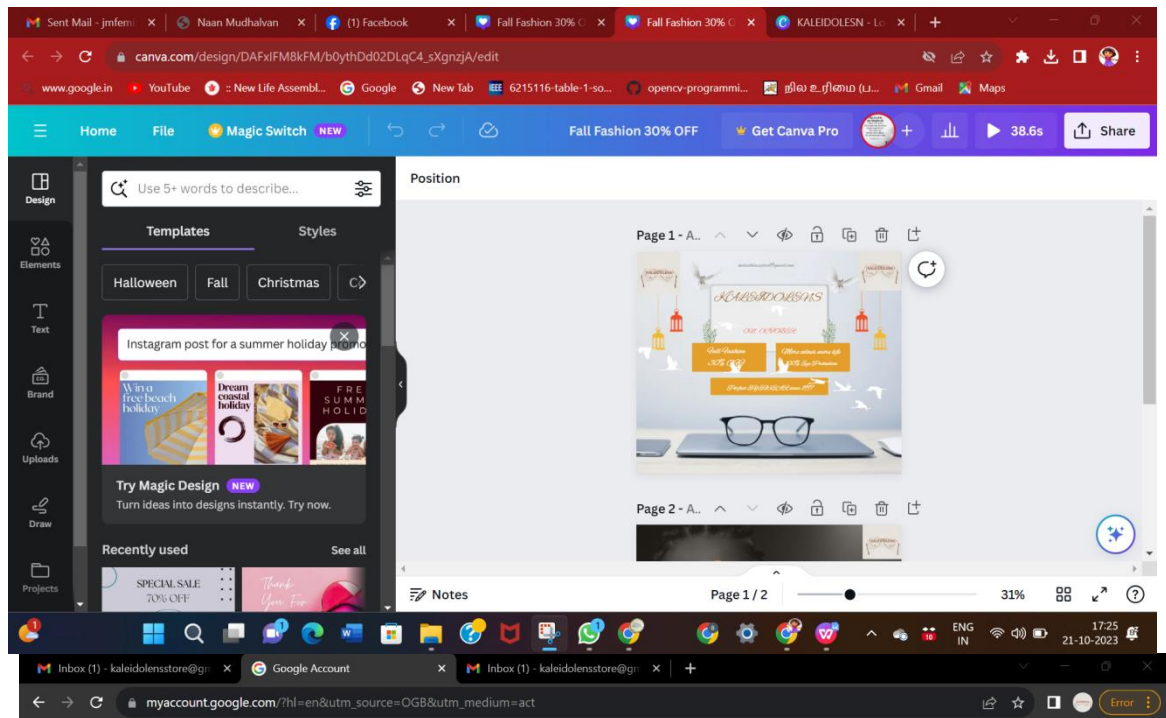
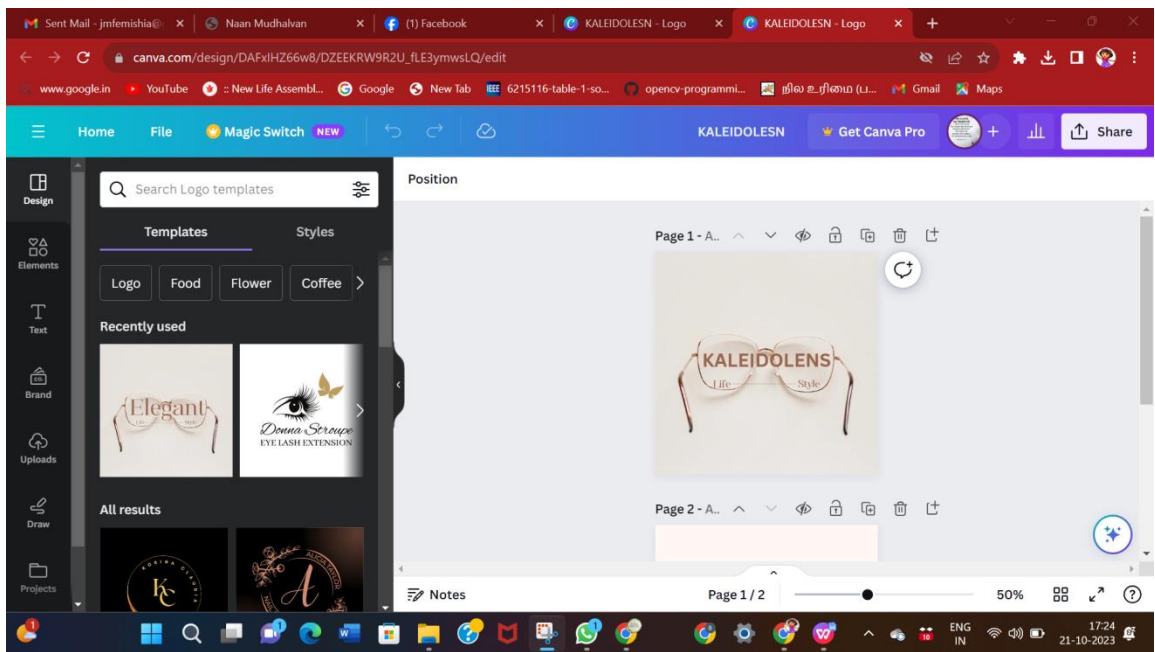
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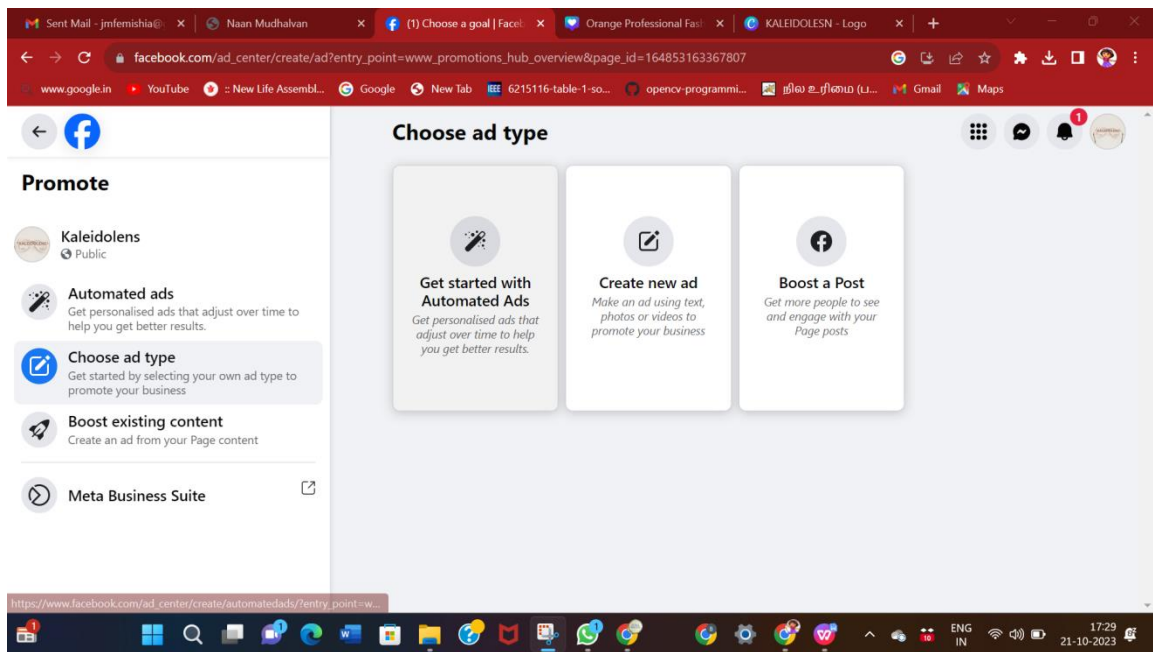
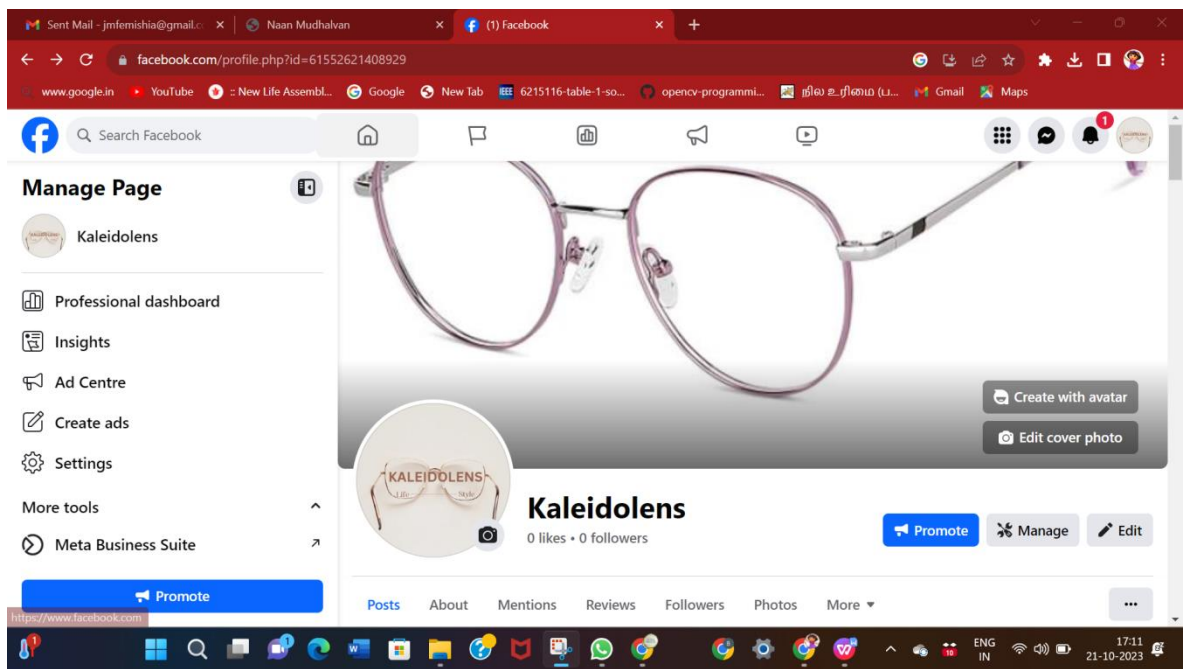
kaleidolensstore@gmail.com

Facebook page link :

<https://www.facebook.com/profile.php?id=61552621408929>







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facebook.com/ad_center/create/consolidatedad/?entry_point=www_pages_product_picker&page_id=164853163367807

www.google.in x YouTube x New Life Assembl... x Google x New Tab x 6215116-table-1-so... x opencv-programmi... x நில உரிமை (பு... x Gmail x Maps

Search Facebook

Create ad

Goal
What results would you like from this ad?


- ☒ **Automatic**
Let Facebook select the most relevant goal based on your settings.
- ☐ **Get more calls**
Show your ad to people who are likely to call your business.
- ☐ **Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- ☐ **Get more messages**
Show your ad to people who are more likely to send you a message.

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Ad preview

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More colour more life



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Send Message

By clicking Promote Now, you agree to Meta's [Terms & Conditions](#)

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Search Facebook

☒ **Automatic**
Let Facebook select the most relevant goal based on your settings.

☐ **Get more calls**
Show your ad to people who are likely to call your business.

☐ **Get more website visitors**
Show your ad to people who are likely to click on a URL in it.

☐ **Get more messages**
Show your ad to people who are more likely to send you a message.


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