

# NAAN MUDHALVAN PROJECT REPORT

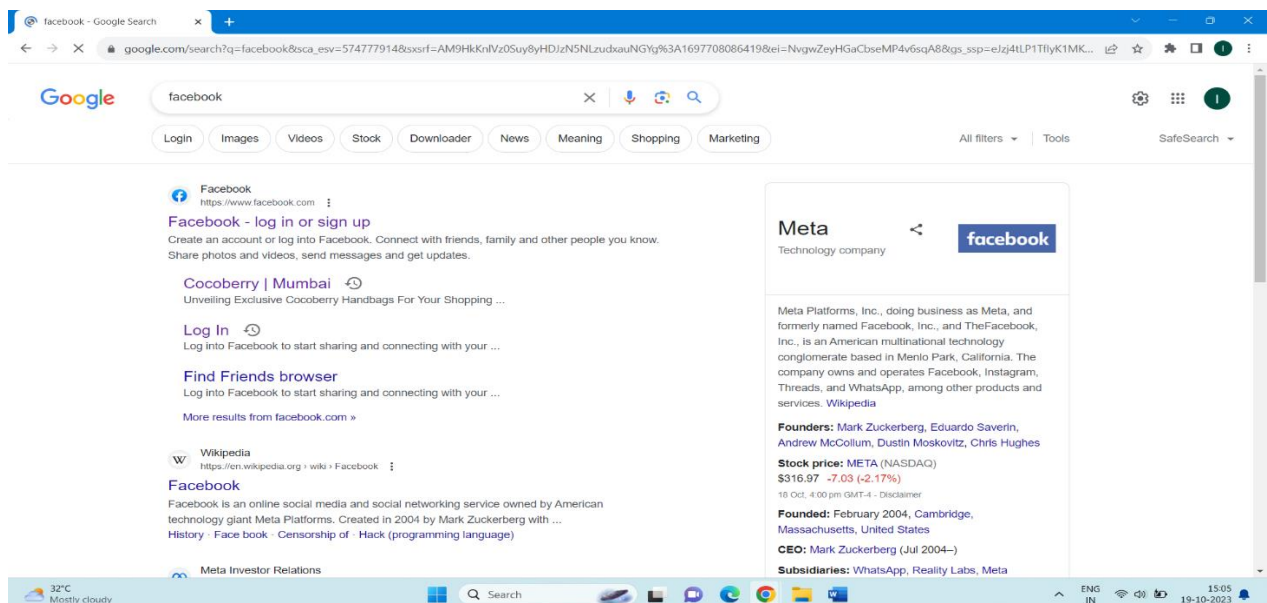
|                                       |   |
|---------------------------------------|---|
| <b>NAAN<br/>MUDHALVAN<br/>TEAM ID</b> | <b>NM2023TMID08612</b>  |
| <b>TEAM<br/>MEMBERS</b>               | <b>ASHIKA S, GOWRISRI R, SIVAPRIYA S</b>  |
| <b>PROJECT<br/>TITLE</b>              | <b>CREATE A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK</b>  |
| <b>BRAND<br/>NAME</b>                 | <b>RUSTIC ROOTS FIXTURES</b>  |
| <b>CATEGORY</b>                       | <b>HOME DECOR</b>   |
| <b>DEMO VIDEO<br/>LINK</b>            | <a href="https://drive.google.com/file/d/16u_mo9TnLMWPzwDnoJVZtCsU3kGOBnte/view?usp=share_link">https://drive.google.com/file/d/16u_mo9TnLMWPzwDnoJVZtCsU3kGOBnte/view?usp=share_link</a> |

## PROJECT DESCRIPTION:

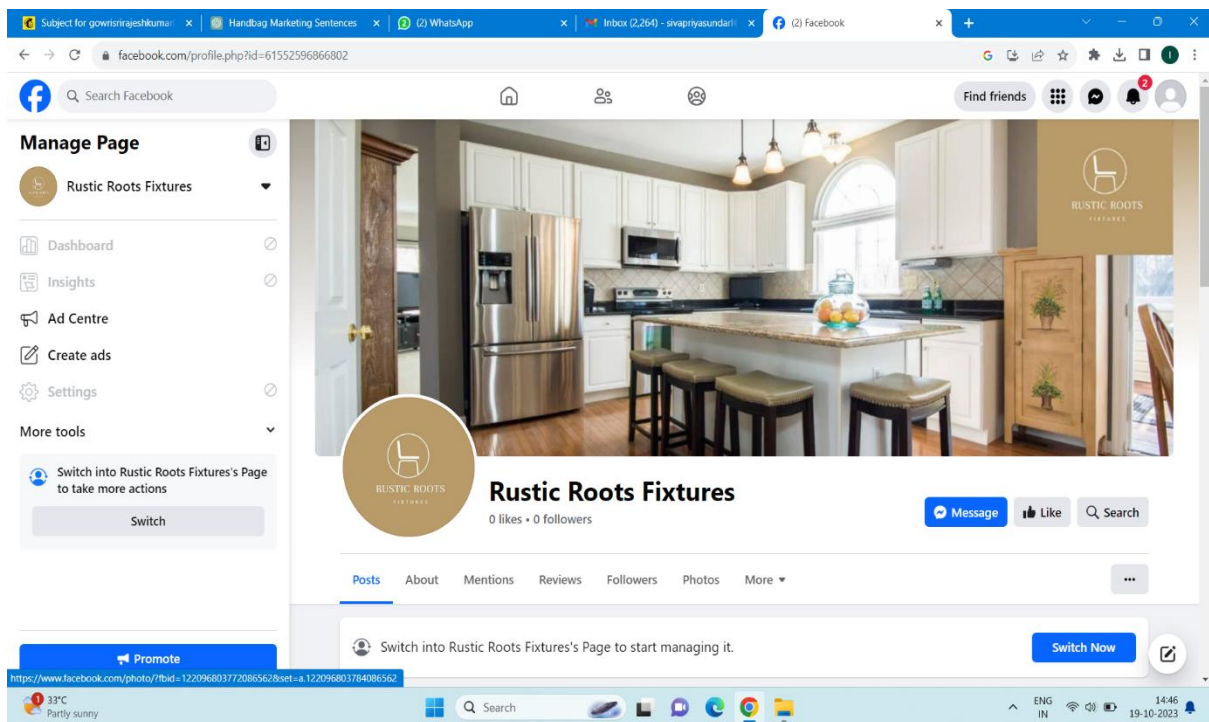
In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's 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.

## STEPS FOLLOWED:

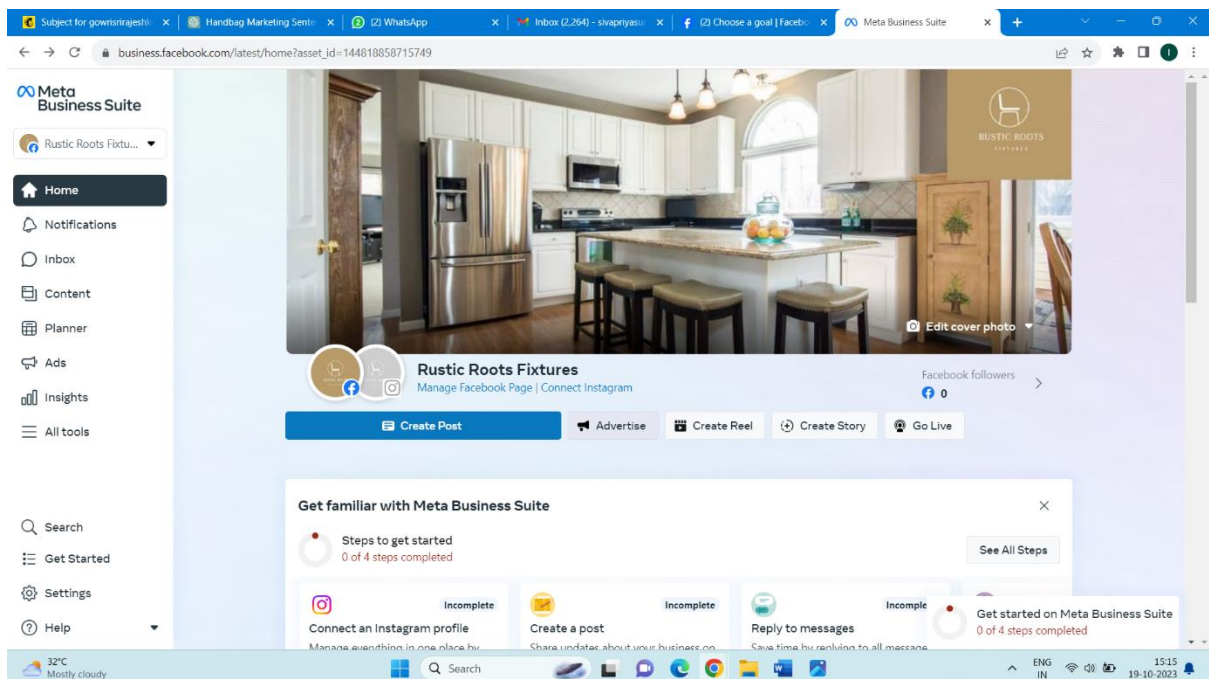
### STEP 1: LOGIN / SIGN UP TO YOUR FACEBOOK ACCOUNT



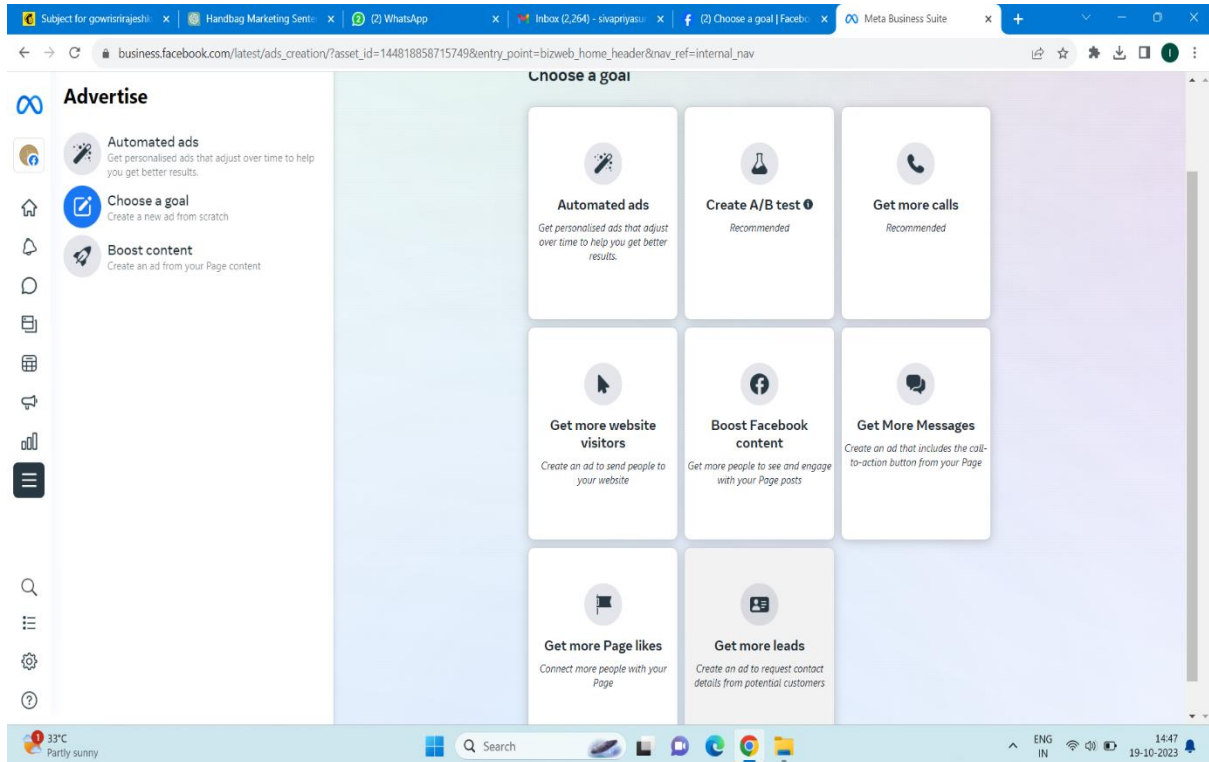
## STEP 2: CREATE A FACEBOOK PAGE FOR YOUR BRAND



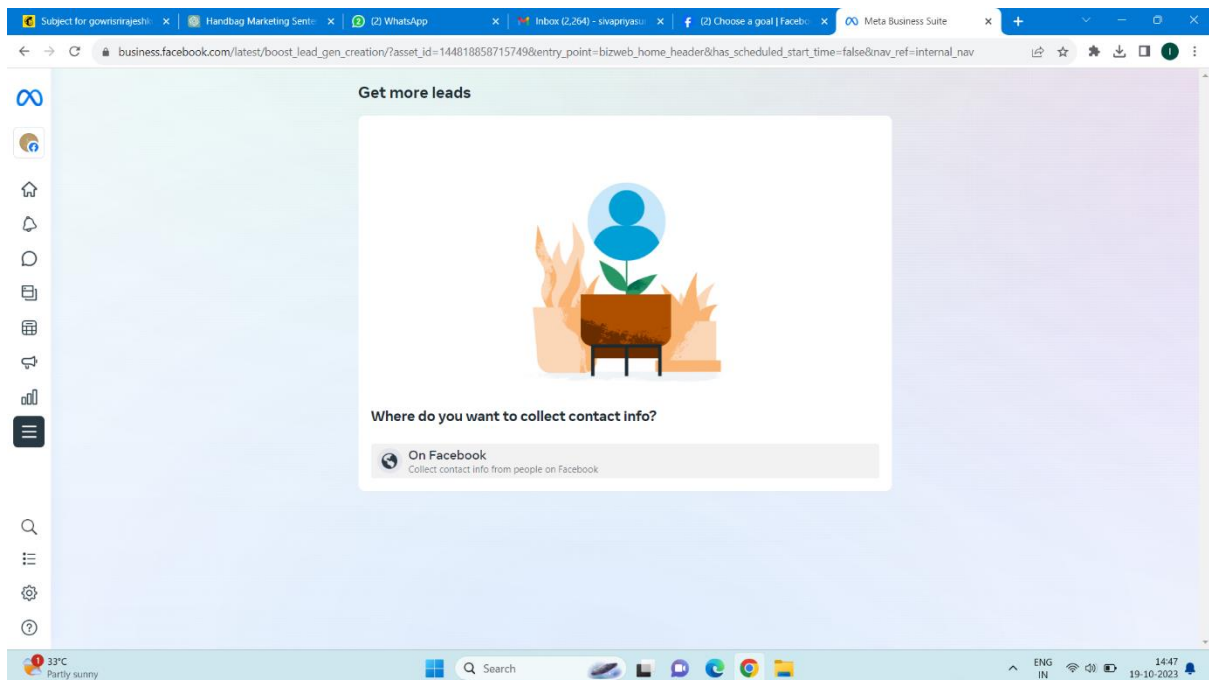
## STEP-3: GOTO ADVERTISE AND CREATE YOUR AD



## STEP-4:CHOOSE YOUR GOALS BASED ON YOUR NEEDS (HERE WE CHOOSE GET MORE LEADS)



## STEP-5:SELECT THE CONTACT INFO FOR YOUR LEADS



## STEP-6: CREATE NEW FORM AND GIVE BASIC AUDIENCE DETAILS

**Get more leads on Facebook**

**Contact form**  
Use a form to collect contact information from potential customers.

Use saved form **Create new form**

**Form name (required)**  
Rustic Roots Fixtures's form created on Thursday, 19 October 2023 14:47

☐ Customise form text (optional)

**Contact info**  
What information would you like to ask for?

☒ Full name  
☐ Phone number  
☒ Email address

[See All](#)

**Short-answer question**  
Request additional information with custom short-answer form questions.

**Contact information**  
Sign up by providing your information below.  
Full name  
Enter your answer.  
Email  
Enter your answer.

**Next**

Prefill information 1 of 3

**Contact info**  
What information would you like to ask for?

☒ Full name  
☐ Phone number  
☒ Email address  
☐ Street address  
☐ Date of birth  
☐ Gender  
☐ Job title  
☐ Company name

[See less](#)

**Short-answer question**  
Request additional information with custom short-answer form questions.

[+ Add Question](#)

**Form language**  
English (UK)

☐ Add a privacy policy (optional)

**Next**

Prefill information 1 of 3



## STEP-7:GIVE YOUR AD DETAILS

Get more leads on Facebook

**Ad creative**  
How do you want your ad to look?  
Save time on creating ad content by turning one of your best performing posts into an ad.

[Use a post](#)

**Description**  
Your Destination for Fine Wooden Furniture

**Media 1/5** - Select multiple images or videos to create a carousel. [Select Media](#)

**Headline**

**Estimated daily results**

|                                  |           |
|----------------------------------|-----------|
| Accounts Centre accounts reached | 1.5K-4.2K |
| Leads                            | 12-35     |

[Back](#) [Submit](#)

## STEP-8:SELECT THE BUDGET FOR YOUR AD

Schedule and duration

**Start date**  
19 October 2023 02:47 PM

**Days**  
7

**End date**  
26 October 2023

Your ad will be published today and run for 7 days ending on 26 Oct 2023.

**Total budget**  
Estimated 1.5K-4.2K Accounts Centre accounts reached per day  
₹ 3,000.00

**Estimated daily results**

|                                  |           |
|----------------------------------|-----------|
| Accounts Centre accounts reached | 1.5K-4.2K |
| Leads                            | 12-35     |

**Payment summary**  
Your ad will run for 7 days.

|               |                |
|---------------|----------------|
| Total budget  | ₹ 3,000.00 INR |
| Estimated GST | ₹ 540.00 INR   |
| Total amount  | ₹ 3,540.00 INR |

**Placements**  
Facebook, Messenger, Instagram  
Choose where your ad will appear. More platforms help improve results.  
☒ Facebook

[Back](#) [Submit](#)

## STEP-9:CLICK ADD FUNDS

**Add funds**

Amount to add

Amount  
₹83,660.00

Your new total will be ₹83,660.00.

**Add payment method**

Debit or credit card

Three-months no-cost credit card EMI ☒

We're excited to introduce no-cost EMI as a payment method. With no-cost EMI, you can pay for your ads in monthly instalments, at no additional cost of interest. To know more about no-cost EMI, please [click here](#).

UPI

PAYTM

Net Banking

**Next**

## STEP-10:AFTER COMPLETING THE PAYMENT PROCESS YOUR AD WILL BE PUBLISHED

**Rustic Roots Fixtures** Sponsored ·

Your Destination for Fine Wooden Furniture

**RUSTIC ROOTS FIXTURES**

Furniture Will Fill A Space Full Of Memories And A Heart Full Of Love

GRAB YOUR OFFER SOON (UPTO NOVEMBER 30)

**MEGA OFFER UPTO 60%**

start the festivals with your own furnitures.

FORM ON FACEBOOK  
**Rustic Roots Fixtures**

**Sign Up**

Like Comment Share