

NAAN MUDHALVAN PROJECT REPORT

TITLE: CREATE A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

NM PROJECT ID: NM2023TMID08612

PREPARED BY:

S.ASHIKA

R.GOWRISRI

S.SIVAPRIYA

DEMO VIDEO LINK:

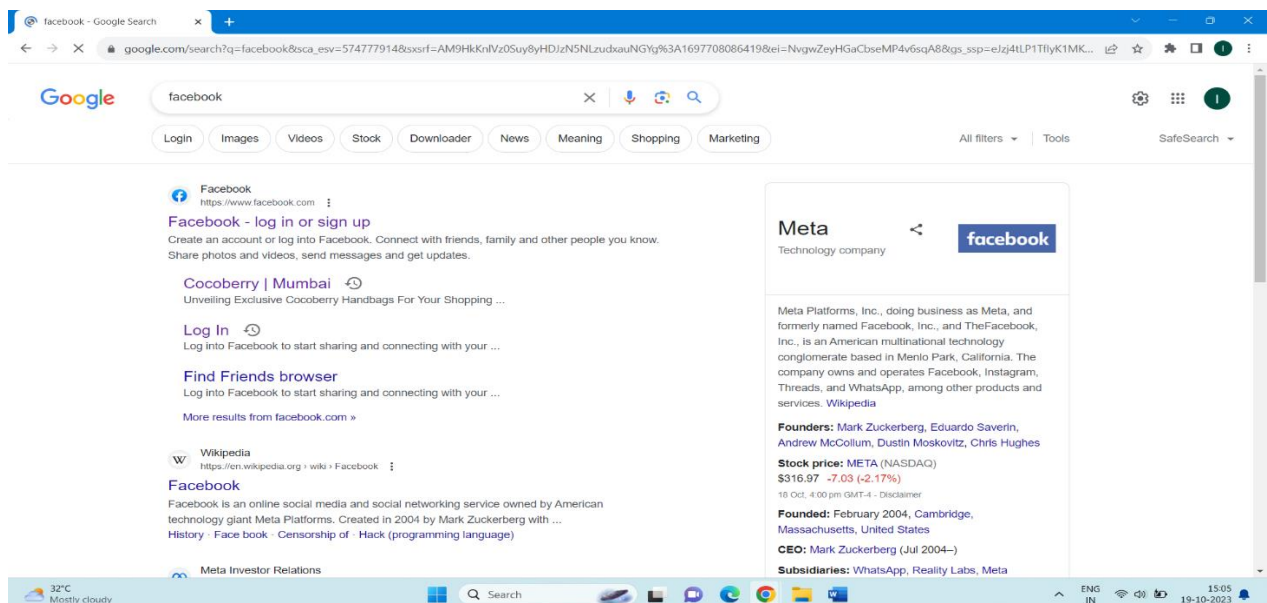
https://drive.google.com/file/d/16u_mo9TnLMWPzwDnoJVZtCsU3kG0Bnte/view?usp=share_link

PROJECT DESCRIPTION:

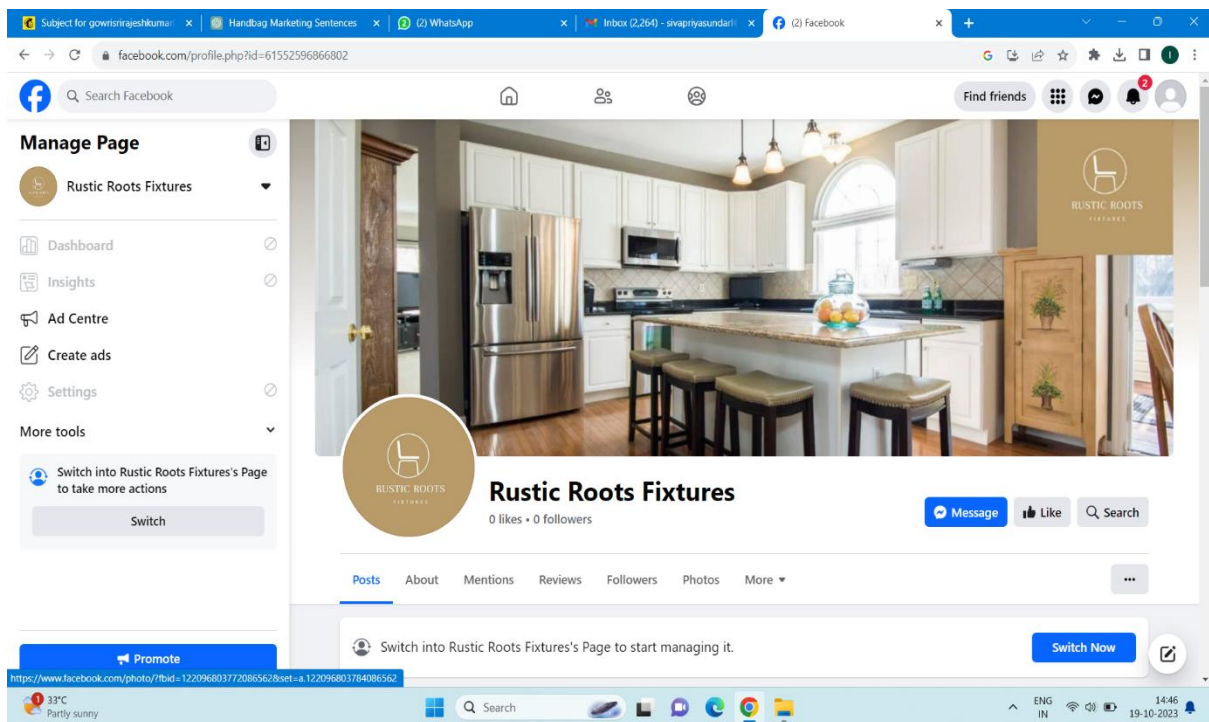
In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's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

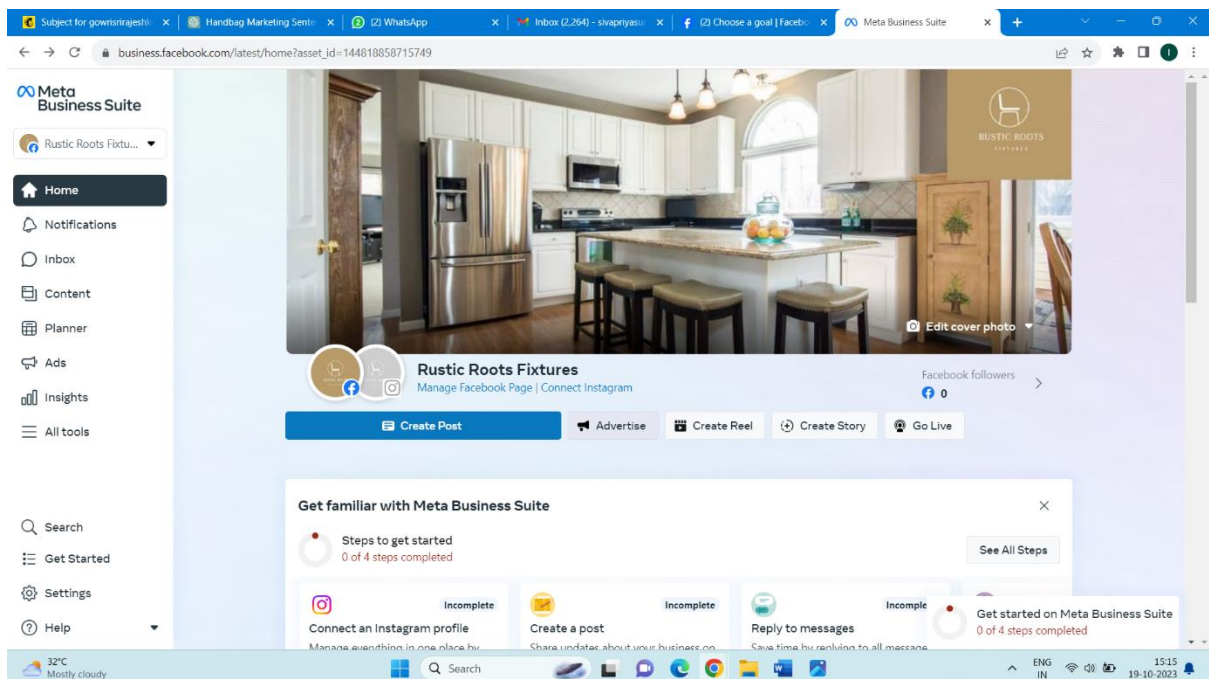
STEP 1: LOGIN / SIGN UP TO YOUR FACEBOOK ACCOUNT



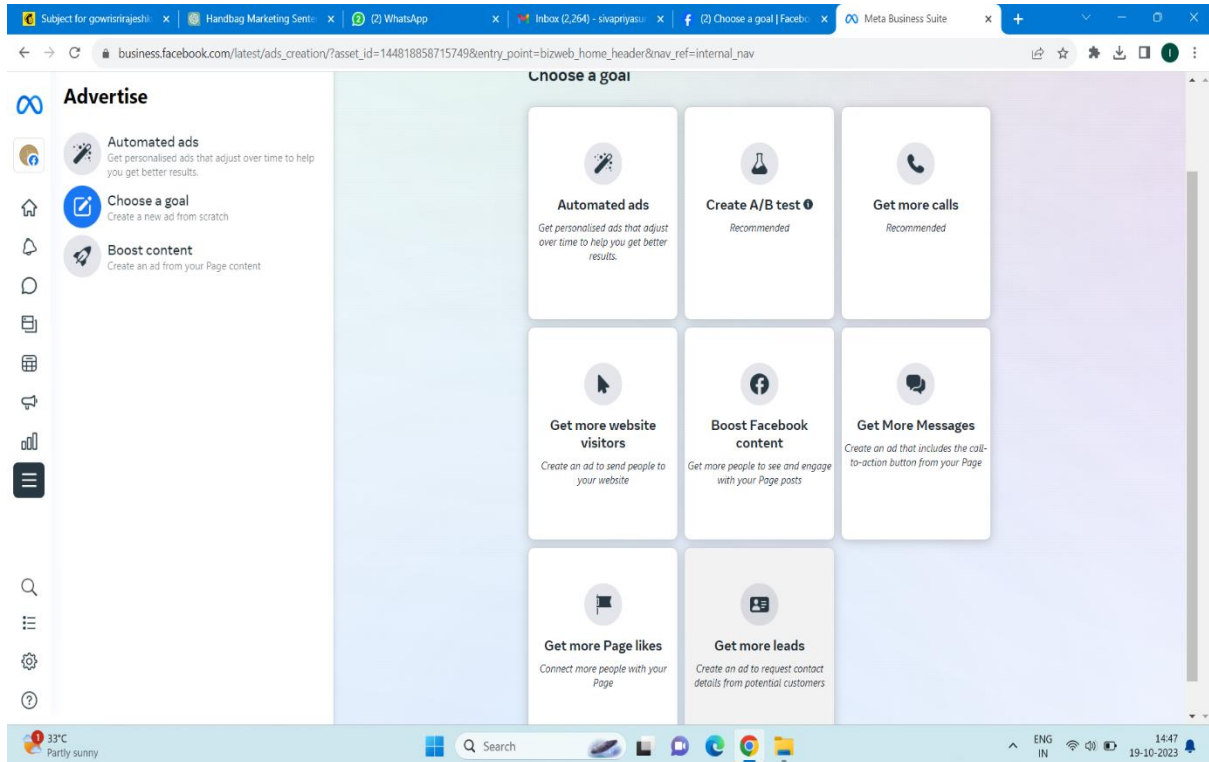
STEP 2: CREATE A FACEBOOK PAGE FOR YOUR BRAND



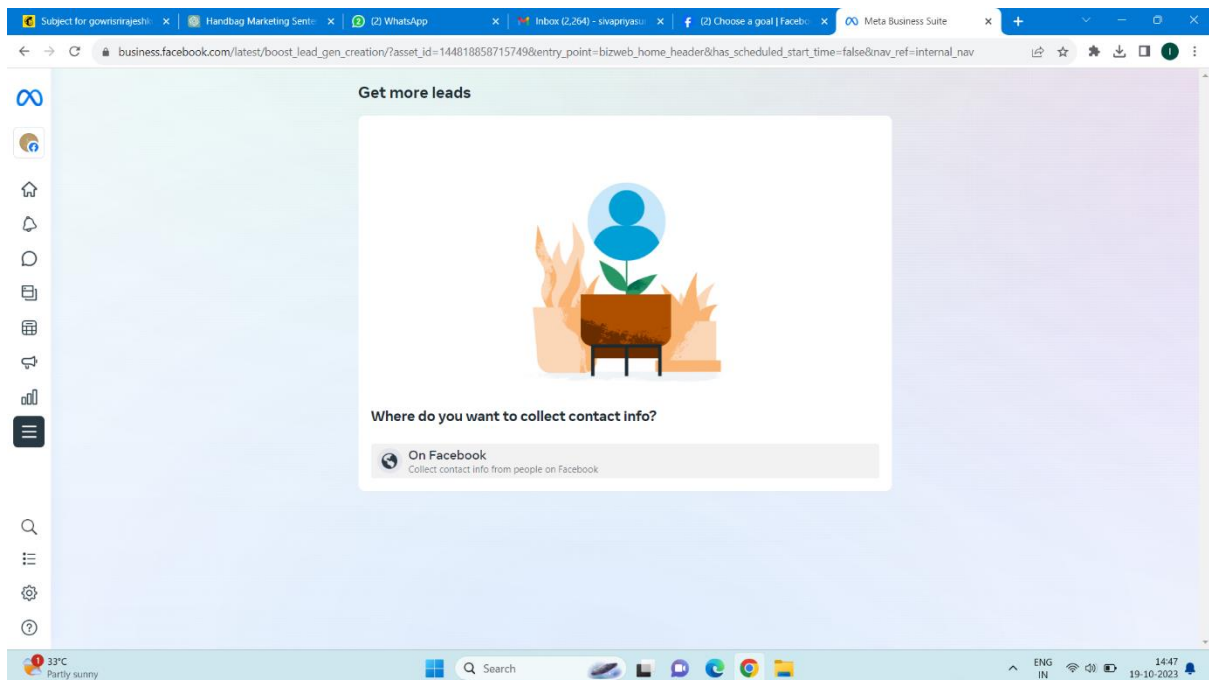
STEP-3: GOTO ADVERTISE AND CREATE YOUR AD



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