NAAN MUDHALVAN PROJECT REPORT

TITLE: CREATE A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

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DEMO VIDEO LINK:

https://drive.google.com/file/d/16u_mo9TnLMWPzwDnoJVZtCsU3kGOBnte/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.
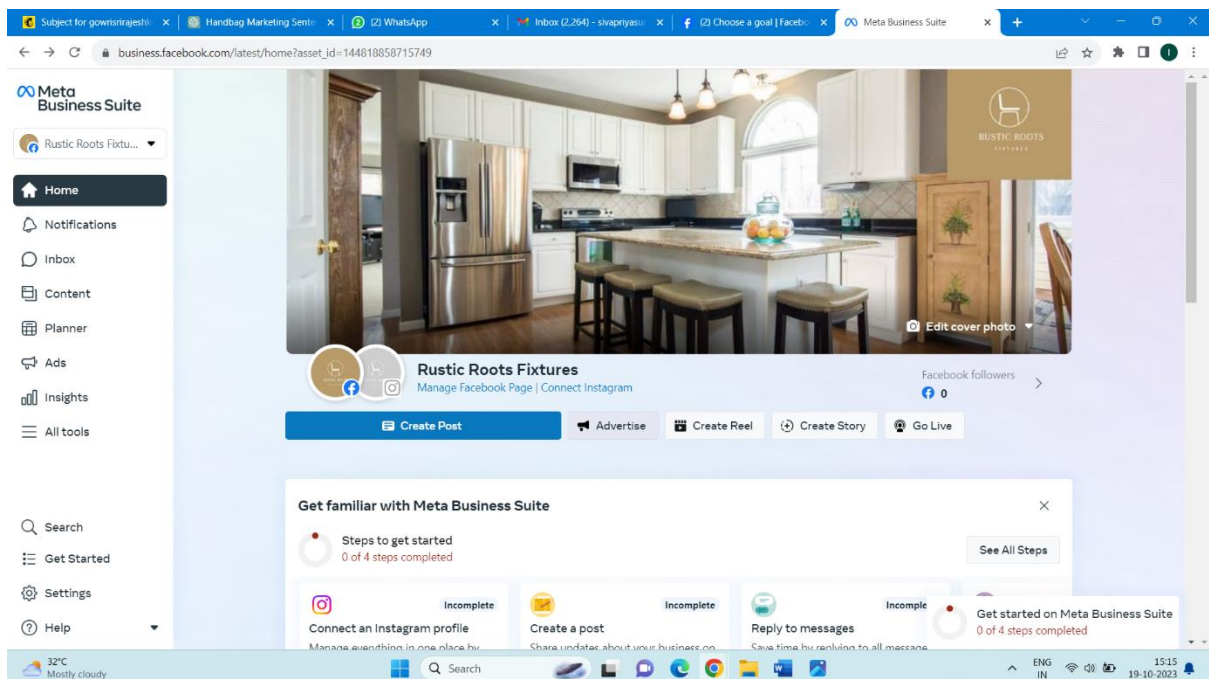
STEPS FOLLOWED:

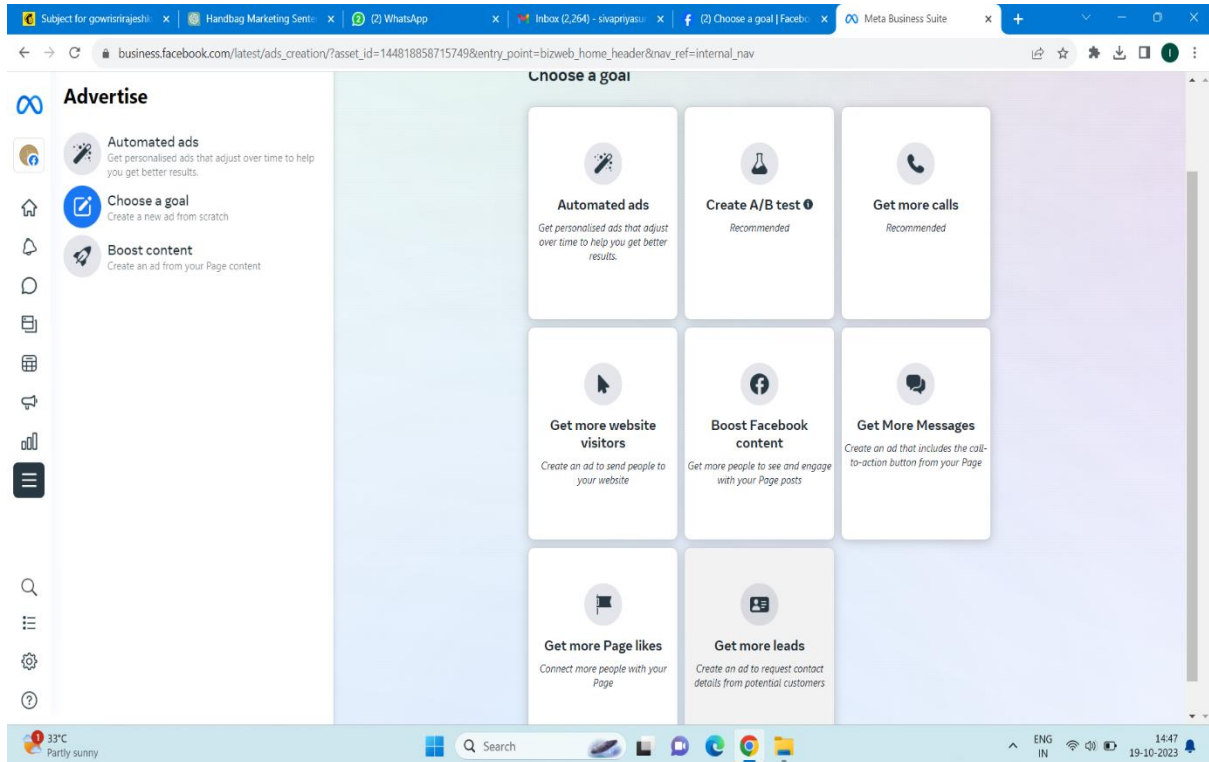**STEP 1:LOGIN / SIGN UPTO YOUR FACEBOOK ACCOUNT**
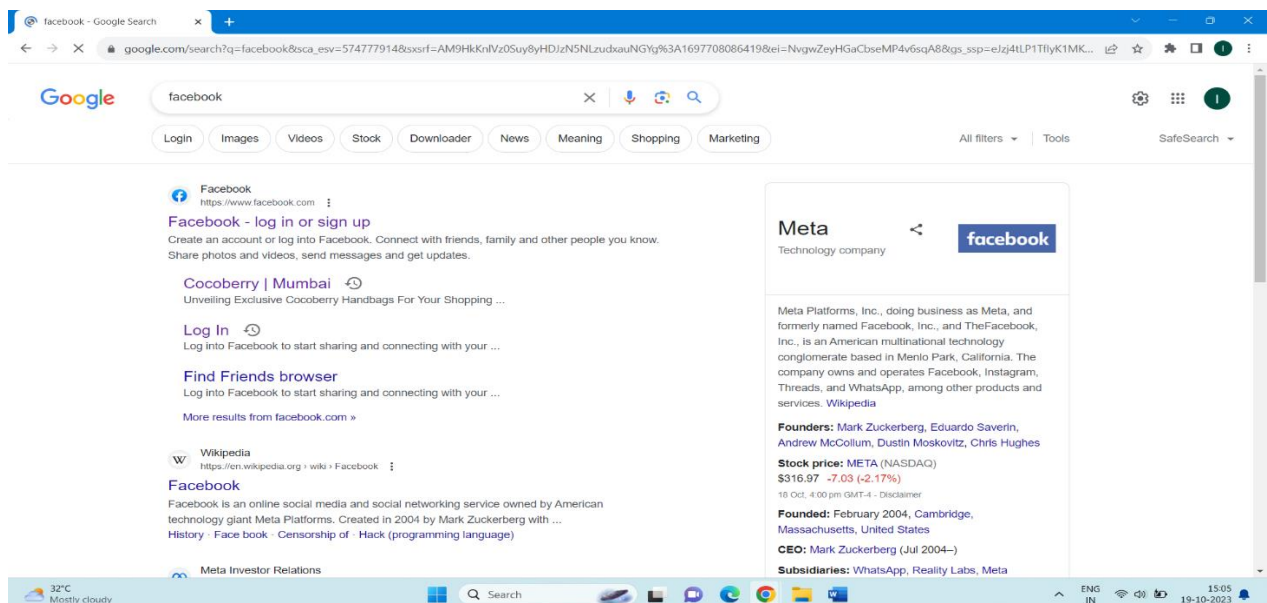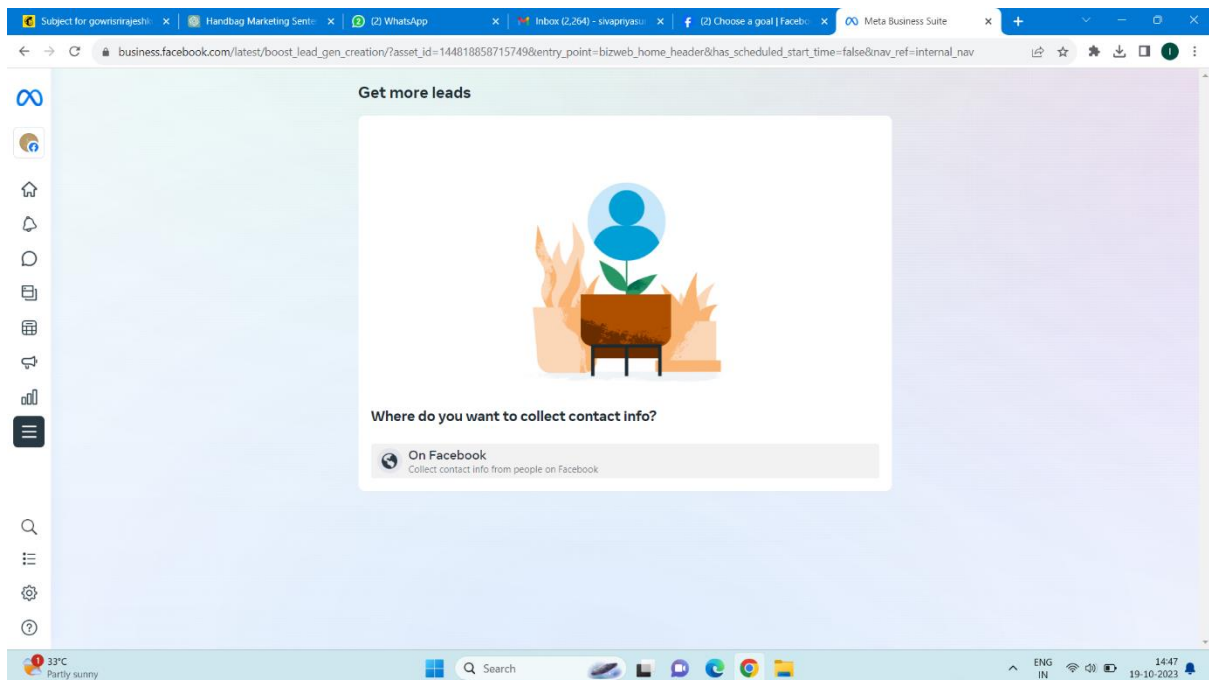
STEP 2:CREATE A FACEBOOK PAGE FOR YOUR BRAND
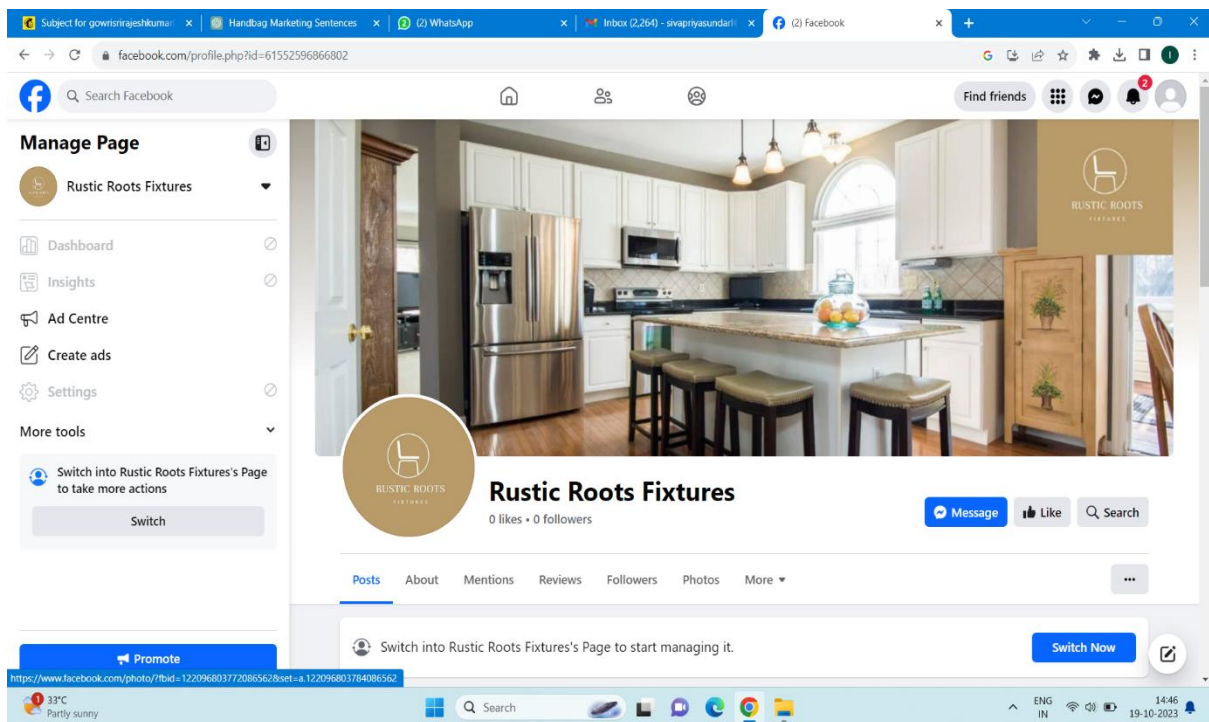
STEP-3:GOTO ADVERTISE AND CREATE YOUR AD

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

STEP-7:GIVE YOUR AD DETAILS

STEP-8:SELECT THE BUDGET FOR YOUR AD

STEP-9:CLICK ADD FUNDS

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