

CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

Brand Name: GHAT Travels

Category : Travels and Hotel stay

Target Audience : All (Men, Women and Kids)

Email : GHATtravels@gmail.com



Documentation- With Attached Screenshots for Ad Campaign

INTRODUCTION:

Creating a social media ad campaign on Facebook involves a strategic process. Begin by defining clear campaign objectives, pinpoint your target audience using Facebook's robust targeting options, set a budget, and design compelling ad creatives with strong calls to action. Choose the appropriate ad format and placement, select a bidding strategy, and implement tracking tools for measurement. Launch your campaign, monitor performance, and regularly optimize based on data insights. Adherence to Facebook's advertising policies is essential, and reporting through Facebook Ads Manager will help gauge campaign success, ensuring that your campaign achieves its intended goals and maximizes return on investment.

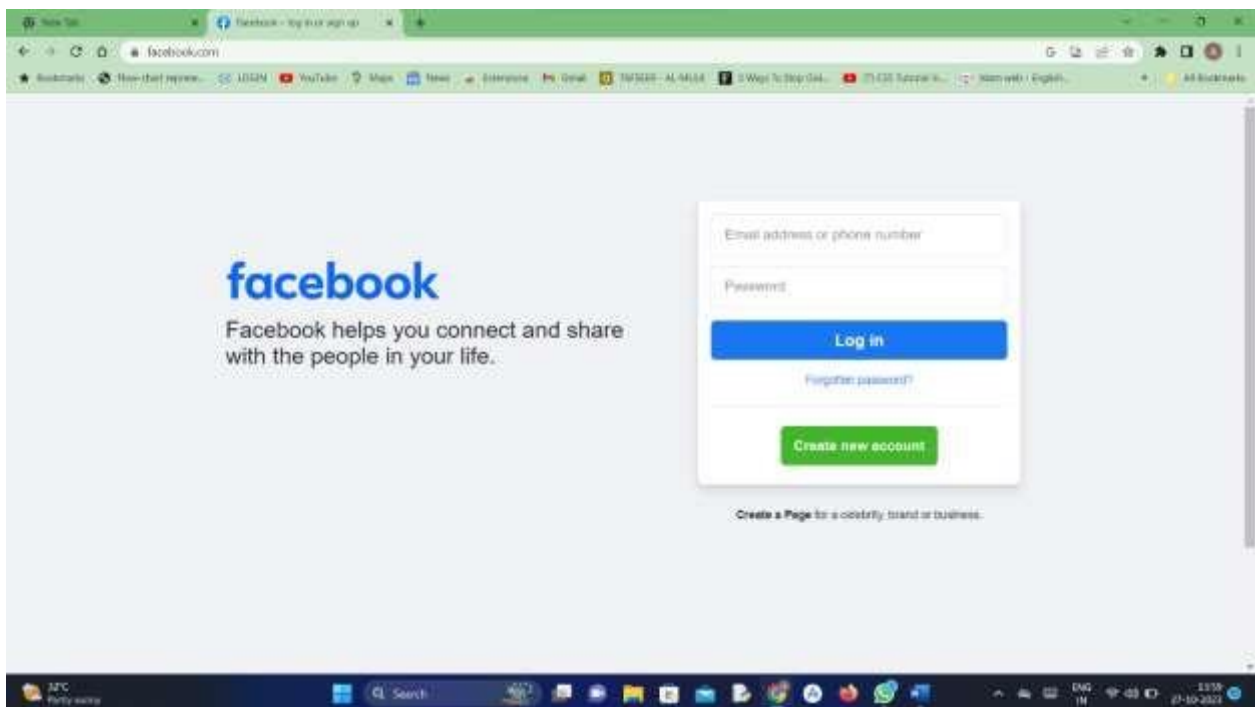
Step 1: Login into the Facebook account.



Click “Facebook – log in or signup”



GHAT travels login



facebook.com/GHATTravels/

Search Facebook

Home

Pages

Marketplace

Watch

Menu

GHAT Travels

Professional dashboard

Insights

Ad Centre

Create ads

Settings

More tools

Meta Business Suite

Promote

GHAT Travels

1 likes · 1 follower

Promote

Manage

Edit

Posts

About

Mentions

Reviews

Followers

Photos

More

How healthy is your Page?

Complete these actions to keep improving GHAT Travels.

Page health: good

Compared to similar Pages with high engagement.

Link your WhatsApp account

What's on your mind?

Live video

Photo/video

Reel

Featured

People won't see this unless you pin something.

Manage

Posts

Filters

Manage posts

facebook.com/GHATTravels/

Search Facebook

Home

Pages

Marketplace

Watch

Menu

GHAT Travels

Professional dashboard

Insights

Ad Centre

Create ads

Settings

More tools

Meta Business Suite

Promote

GHAT Travels

19 likes · 1 follower

Promote

Manage

Edit

Intro

GHAT Travel: Your gateway to remarkable journeys and cozy stays.

Edit Bio

Link your WhatsApp account

Invite friends to like your Page


Link to your website

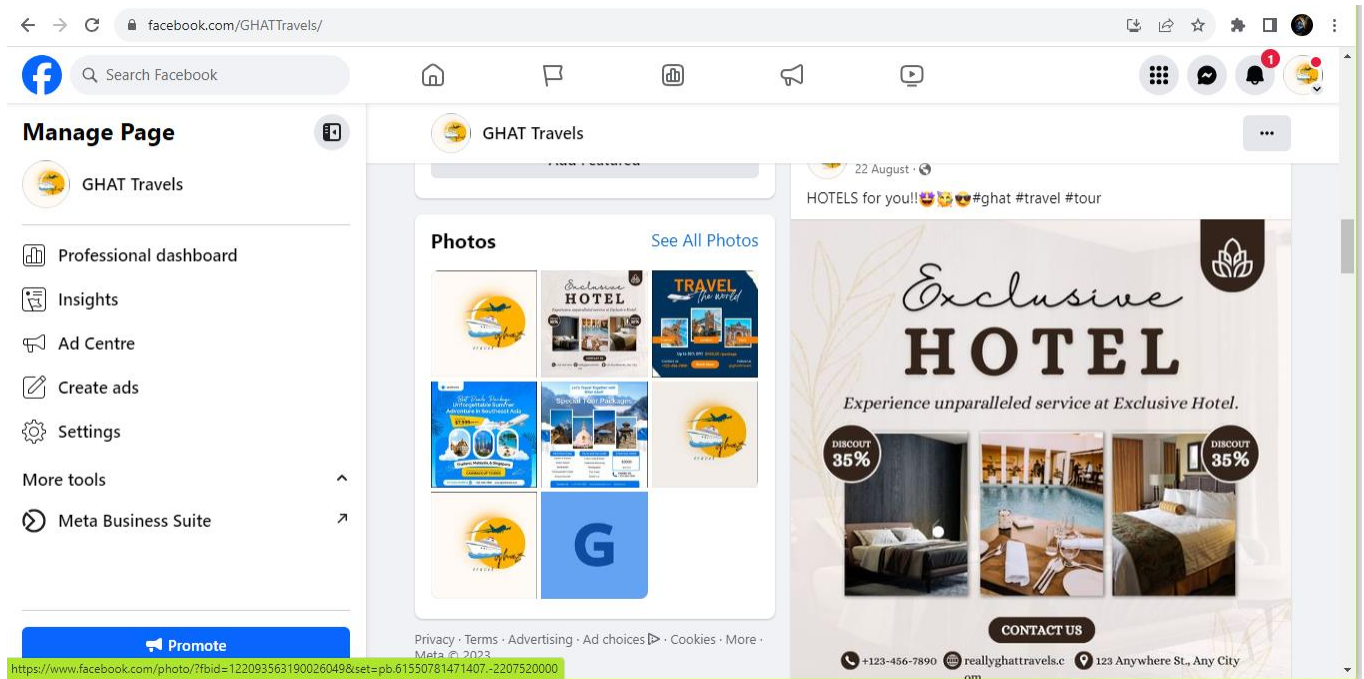
See more

GHAT Travels

19 October at 14:00 · 🌐

"Hello! Welcome to Ghat Travels, your gateway to memorable journeys and seamless accommodations. 🌍✈️ How can we assist you today? Feel free to ask questions or explore our latest travel offers. We're here to make your travel dreams a reality. 🗺️🏠🍷"

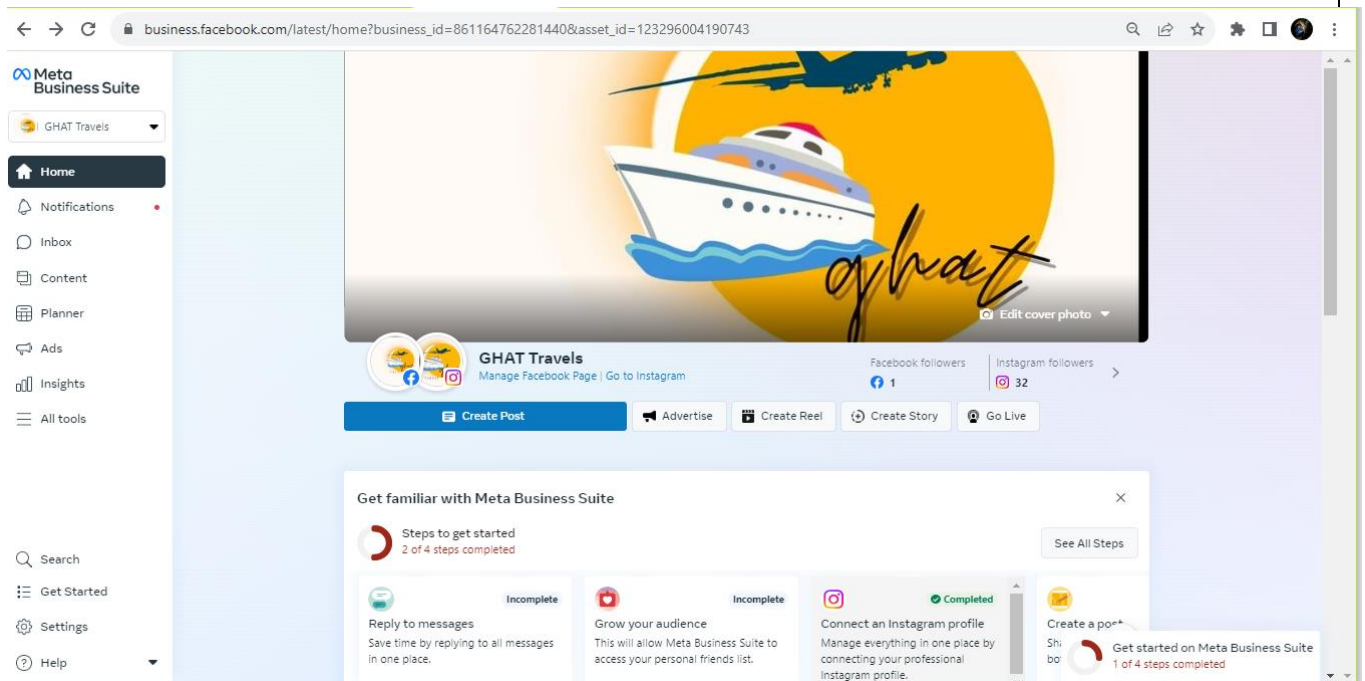


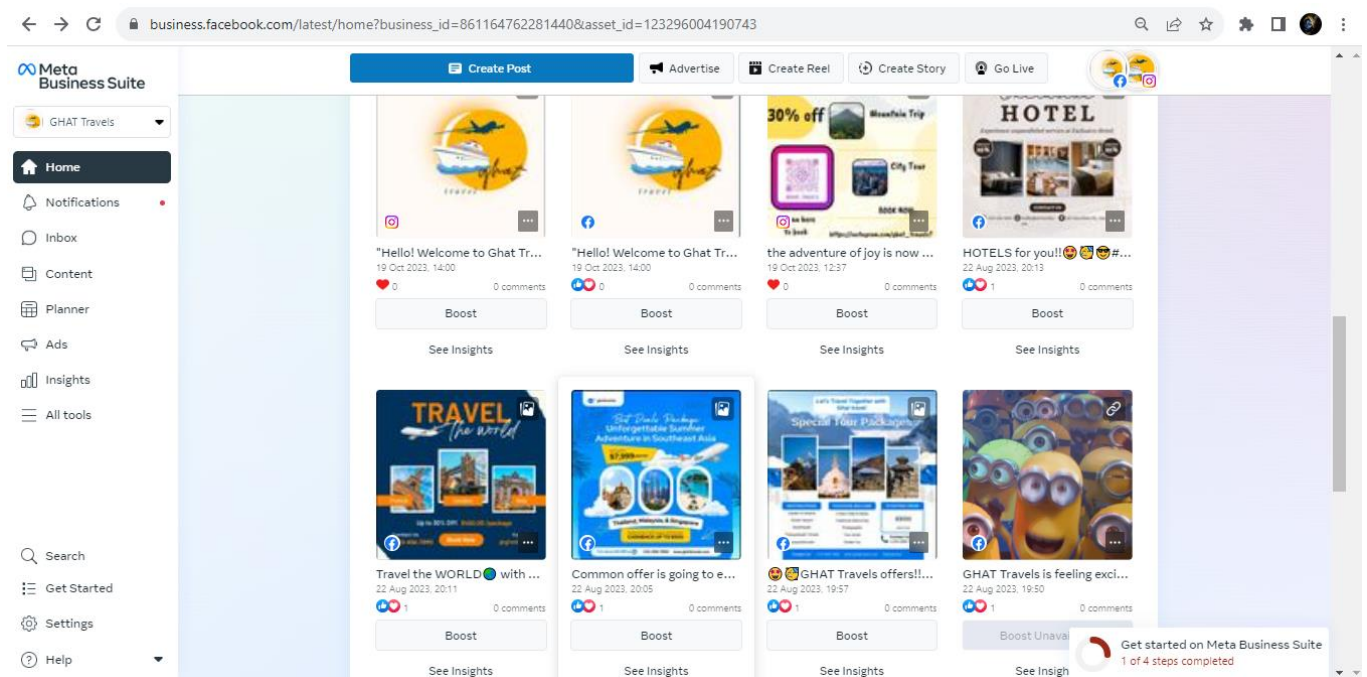
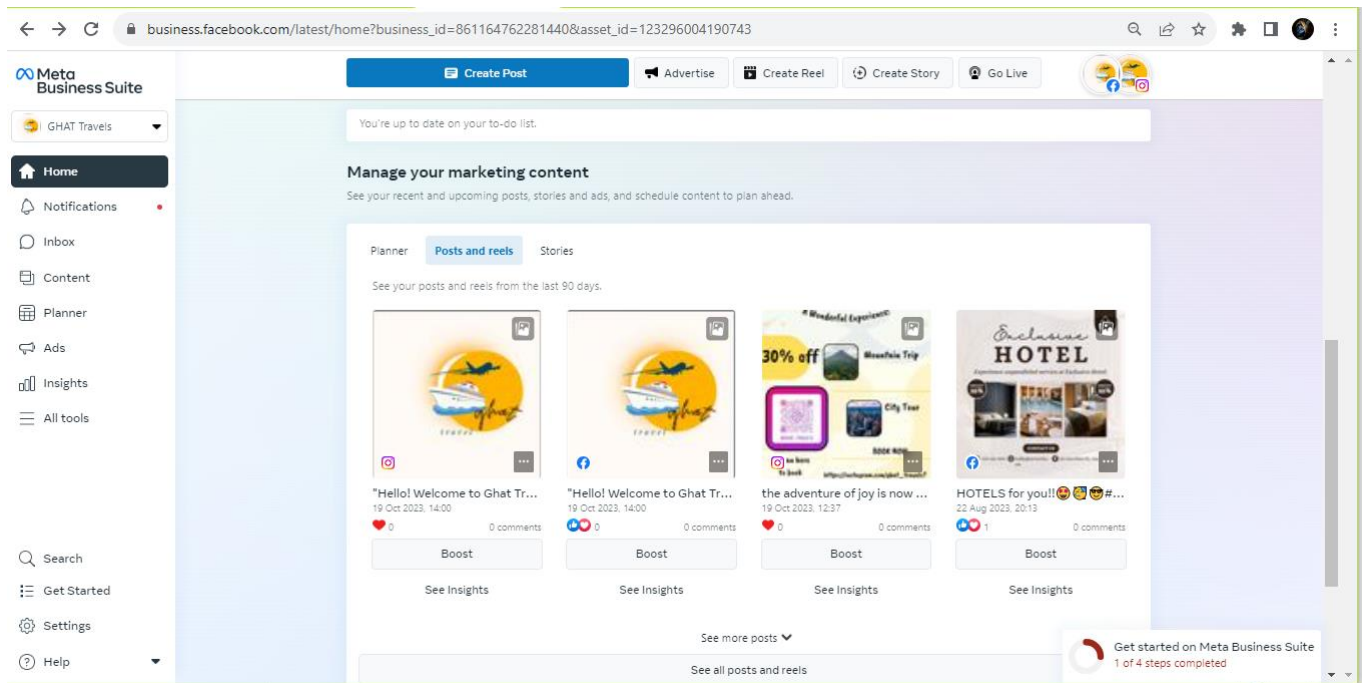


Step 2: Meta Business Suite



Click “Meta Business Suite”

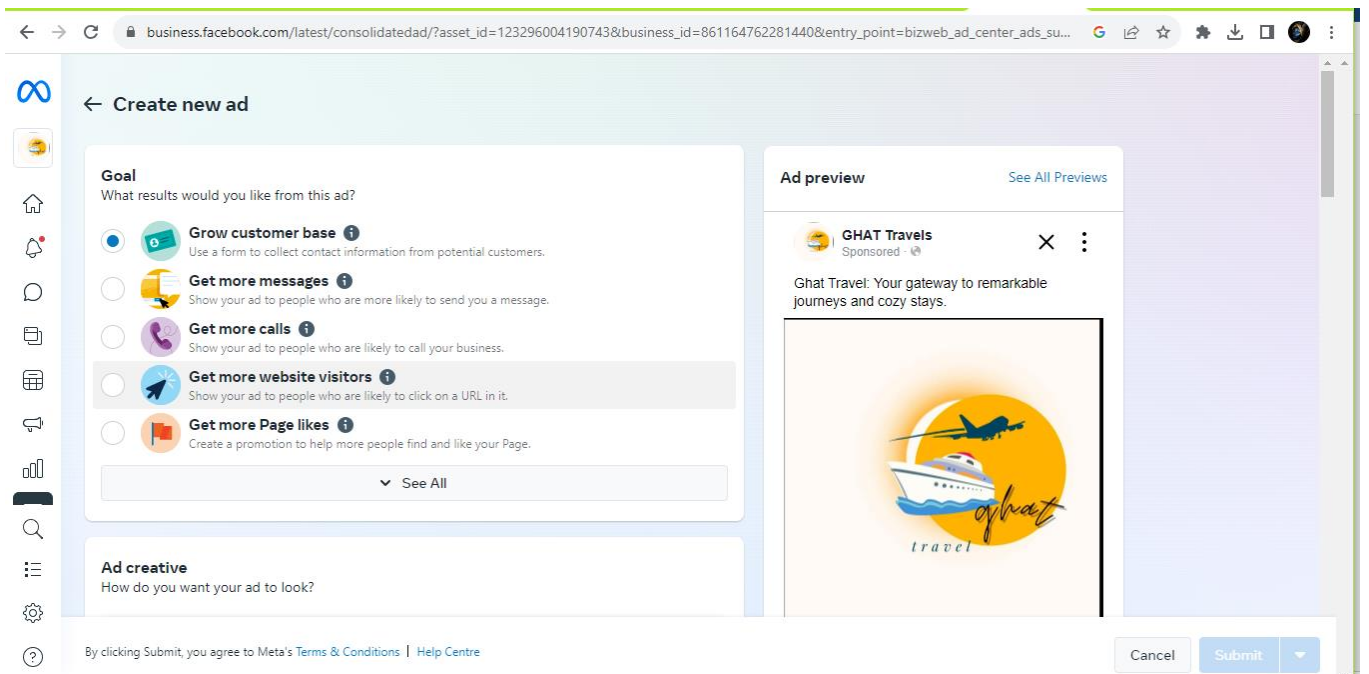
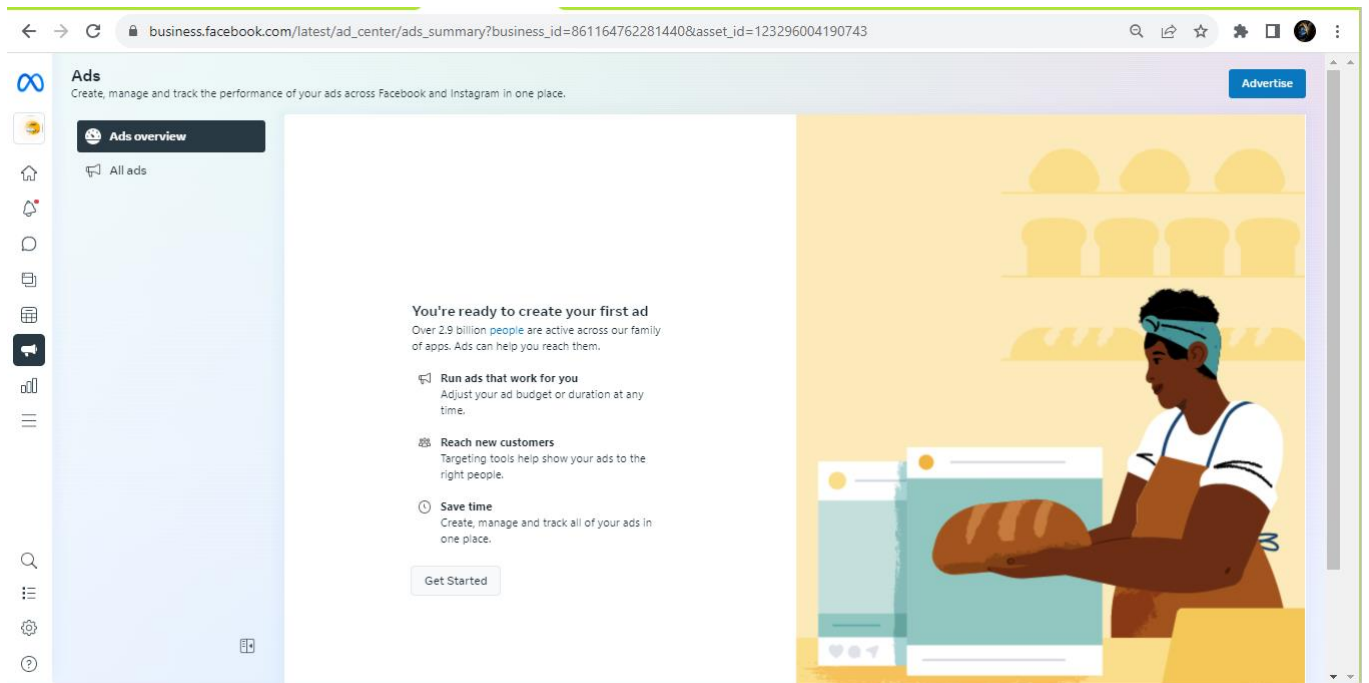




Step 3: Click Ads and create an Ad account

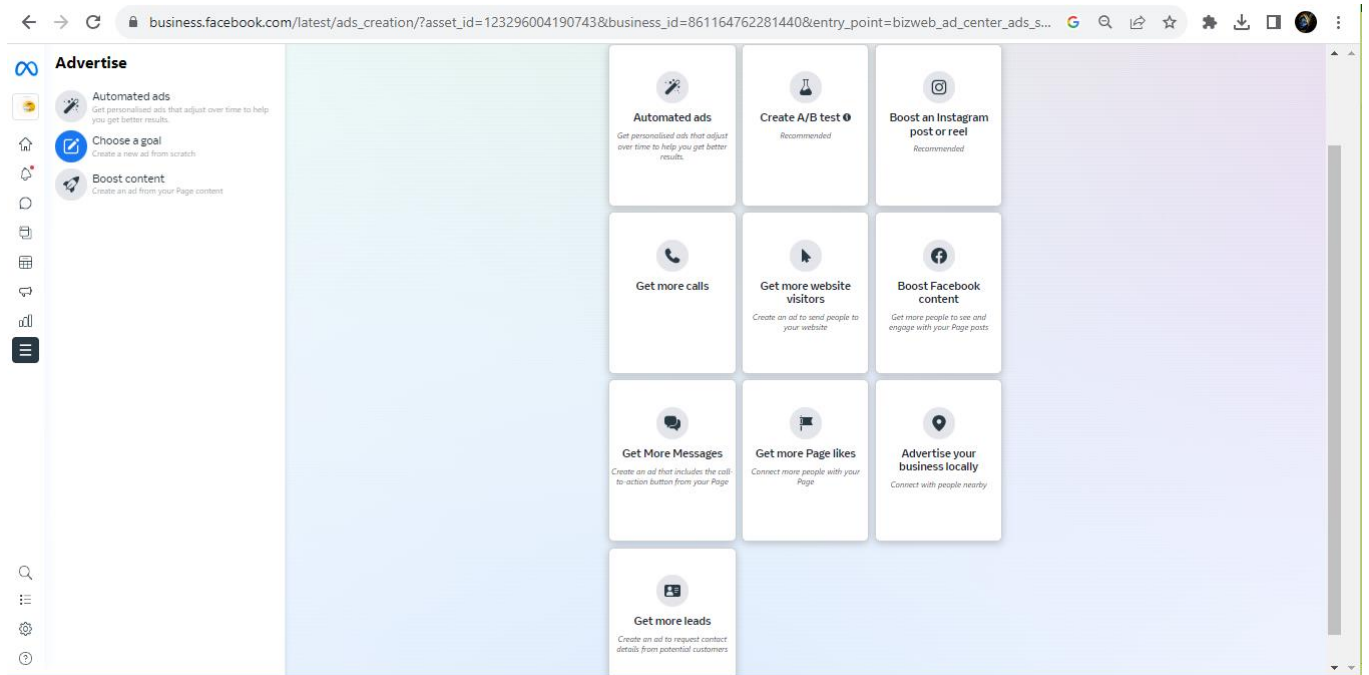


Create a new Ad

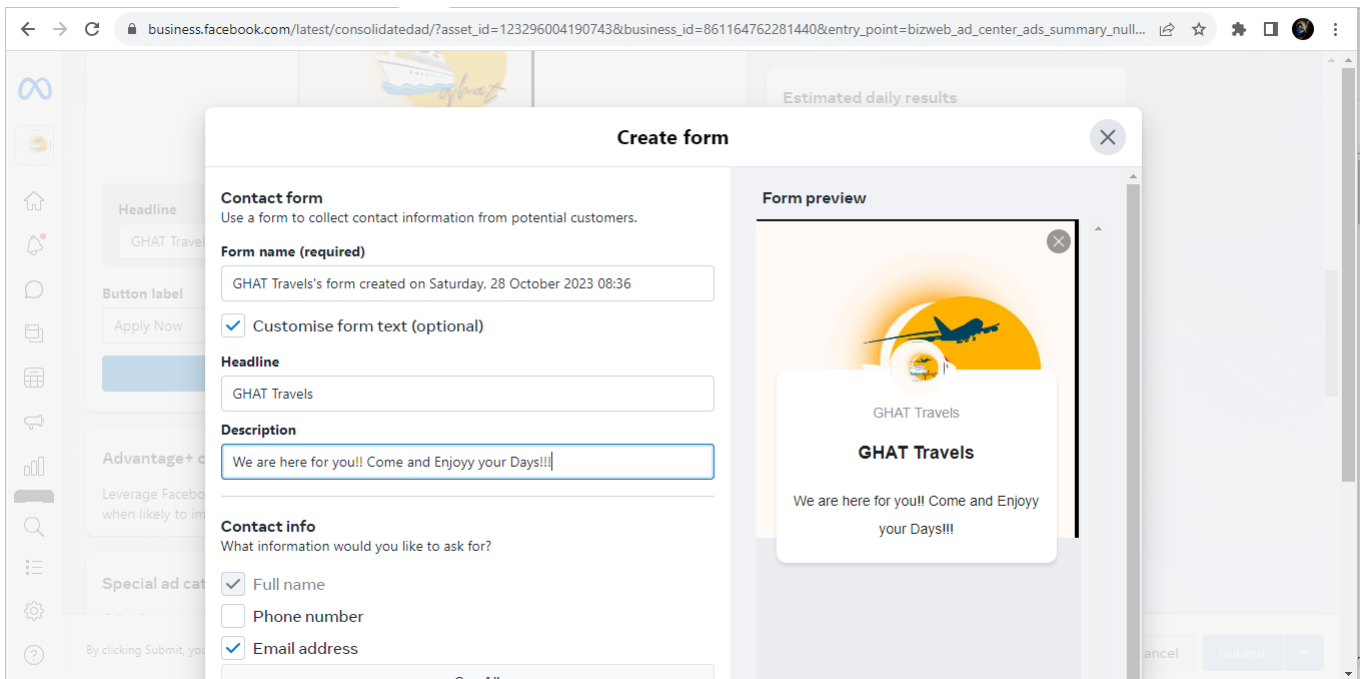


Step 4: Setting a goals

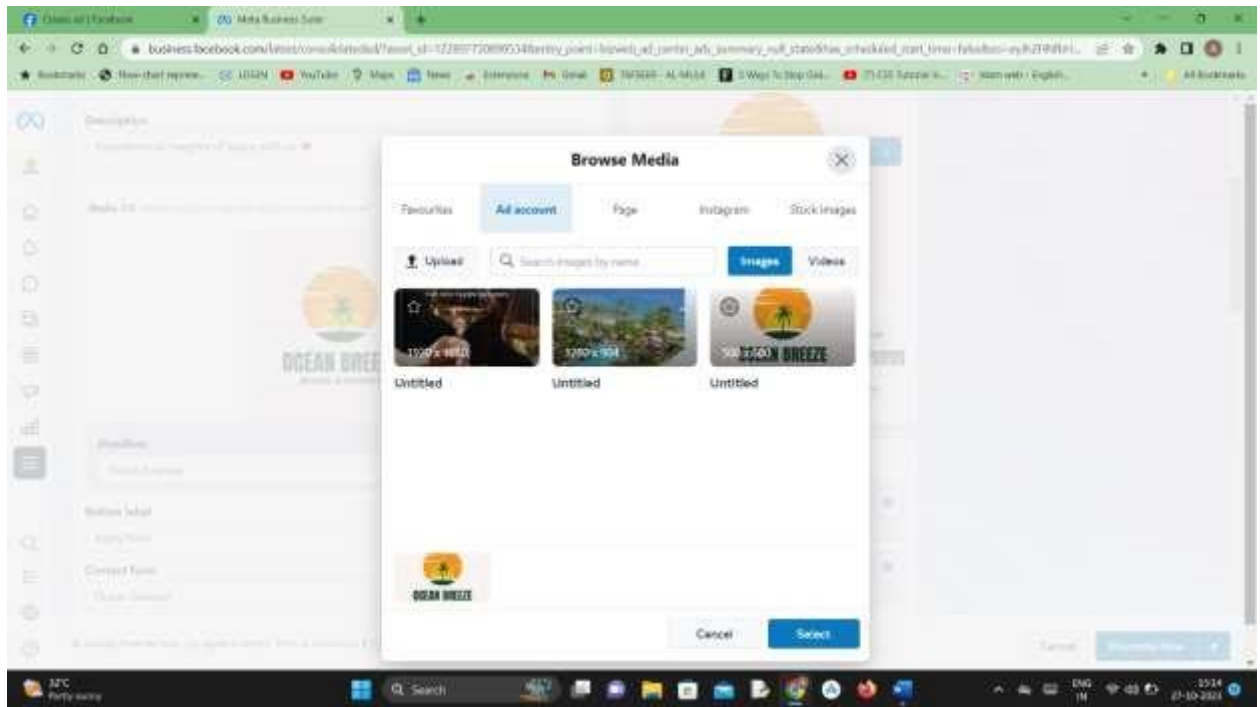
Click more leads to know the customer details



Step 5: Create a New Form



Step 6: Upload Media Click Upload and Upload Images for Ad



Step 7: Estimated Results

Check the estimated results on the right side according to the payment.

business.facebook.com/latest/consolidatedad/?asset_id=123296004190743&business_id=861164762281440&entry_point=bizweb_ad_center_ads_su...

☐ Run this ad continuously
Your ad will run continuously for a daily budget. This option is recommended. Learn more

☒ Choose when this ad will end

Days
7

End date
4 November 2023

Your ad will be published today and run for 7 days ending on 4 Nov 2023.

Daily budget
Actual amount spent daily may vary. ⓘ

Estimated 744-2.2K Accounts Centre accounts reached per day

₹ **209.07** ✎

₹209.07 ————— ₹5,000.00

Placements
Facebook, Messenger, Instagram

Estimated daily results

Accounts Centre accounts reached
744-2.2K ⓘ

Leads
6-17 ⓘ

Payment summary
Your ad will run for 7 days.

Total budget ₹ 1,463.49 INR
₹209.07 a day x 7 days.

Estimated GST ₹ 263.43 INR

Total amount ₹ 1,726.92 INR

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and.

By clicking Submit, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

Cancel Submit

Step 8: Create Audience Create Audience Name, select Gender and age group.

business.facebook.com/latest/consolidatedad/?asset_id=123296004190743&business_id=861164762281440&entry_point=bizweb_ad_center_ads_summar...

Audience
Who should see your ad?

People you choose through targeting

Audience details
Location: India: Chennai (+10 mi) Targeting
Age: 18-65+

Schedule and duration
Start date
28 October 2023
Run this ad continuously
Your ad will run continuously for 30 days.

Select the location, age, gender and interests of Accounts Centre accounts you want to reach with your ad.

Gender
All Men Women

Age
15 65+
Selecting an audience under 18 will limit your targeting options to age and some locations.
[Learn more](#)

Locations
Locations
Type to add more locations
India
Chennai + 10 mi x

Audience definition
Your audience is defined.

Cancel Submit

business.facebook.com/latest/consolidatedad/?asset_id=123296004190743&business_id=861164762281440&entry_point=bizweb_ad_center_ads_summar...

Audience
Who should see your ad?

People you choose through targeting

Audience details
Location: India: Chennai (+10 mi) Targeting
Age: 18-65+

Schedule and duration
Start date
28 October 2023
Run this ad continuously
Your ad will run continuously for 30 days.

India
Chennai + 10 mi x Ooty + 80 km x Ladakh + 25 km x

+ - Drop Pin
Udhagamandalam
Salem
Namakkal
Coimbatore
Malappuram
80 km

Detailed targeting
Your ad will be shown to people who match at least one of the following interests.

Audience definition
Your audience is defined.

Cancel Submit

Step 9: Schedule and Duration



Select start date and end date of the Ad campaign

business.facebook.com/latest/consolidatedad/?asset_id=123296004190743&business_id=861164762281440&entry_point=bizweb_ad_center_ads_summar...

Schedule and duration

Start date
28 October 2023 08:35 AM

☐ Run this ad continuously
Your ad will run continuously for a daily budget. This option is recommended. Learn more

☒ Choose when this ad will end

Days
7

End date
4 November 2023

Your ad will be published today and run for 7 days ending on 4 Nov 2023.

Daily budget
Actual amount spent daily may vary.

Estimated 741-2.1K Accounts Centre accounts reached per day

Estimated daily results

Accounts Centre accounts reached
741-2.1K

Leads
5-16

Payment summary
Your ad will run for 7 days.

Total budget
₹209.14 a day x 7 days. ₹ 1,463.98 INR

Estimated GST ₹ 263.52 INR

Total amount ₹ 1,727.50 INR

By clicking Submit, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#) Cancel Submit

Step 10: Budget frame

Ad and note that Choose budget for the ad results will differ according to the budget and number of days the ad runs.

business.facebook.com/latest/consolidatedad/?asset_id=123296004190743&business_id=861164762281440&entry_point=bizweb_ad_center_ads_su...

Schedule and duration

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☒ Choose when this ad will end

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7

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Estimated 744-2.2K Accounts Centre accounts reached per day

₹ 209.07

₹209.07 ₹5,000.00

Estimated daily results

Accounts Centre accounts reached
744-2.2K

Leads
6-17

Payment summary
Your ad will run for 7 days.

Total budget
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Estimated GST ₹ 263.43 INR

Total amount ₹ 1,726.92 INR

Placements
Facebook, Messenger, Instagram

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and

By clicking Submit, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#) Cancel Submit

10. Step placements

Select placements and choose the platform of the ad to be published

The screenshot shows the Facebook Ads setup interface. At the top, the budget is set to ₹209.14, with a slider ranging from ₹209.14 to ₹5,000.00. Below the budget, the 'Placements' section is expanded, showing 'Facebook, Messenger, Instagram' as selected. The 'Payment method' is set to '₹0.00'. On the right, the 'Accounts Centre accounts reached' is 741-2.1K, and 'Leads' are 5-16. The 'Payment summary' section shows a total budget of ₹1,463.98 INR, an estimated GST of ₹263.52 INR, and a total amount of ₹1,727.50 INR. At the bottom, there are 'Cancel' and 'Submit' buttons.

business.facebook.com/latest/consolidatedad/?asset_id=123296004190743&business_id=861164762281440&entry_point=bizweb_ad_center_ads_summar...

₹209.14 ₹5,000.00

Accounts Centre accounts reached
741-2.1K

Leads
5-16

Placements
Facebook, Messenger, Instagram

Choose where your ad will appear. More platforms help improve results.

☒ Facebook
☒ Instagram
☒ Messenger

Payment method
₹0.00

₹0.00 Add Funds

We'll deduct funds about once a day when you run ads. If funds run out, your ads will be paused.

Payment summary
Your ad will run for 7 days.

Total budget ₹1,463.98 INR
₹209.14 a day x 7 days.

Estimated GST ₹263.52 INR

Total amount ₹1,727.50 INR

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

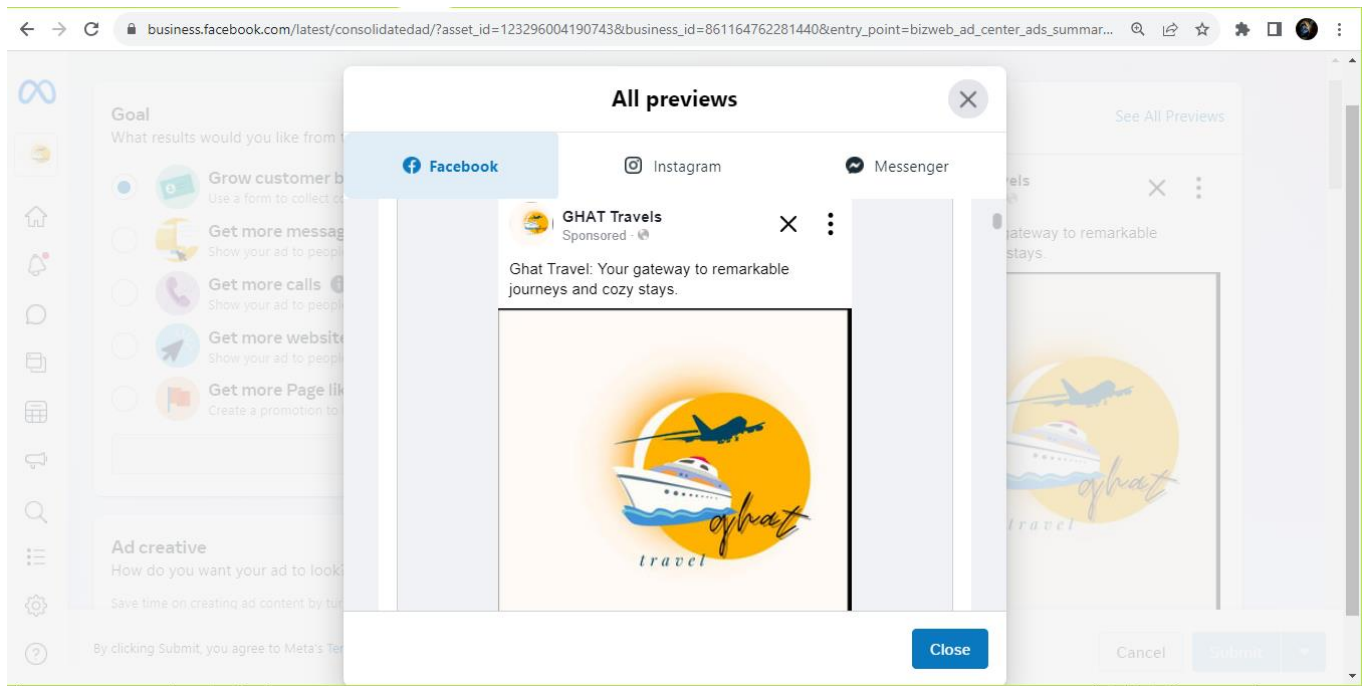
By clicking Submit, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

Cancel Submit

Step 12: Preview

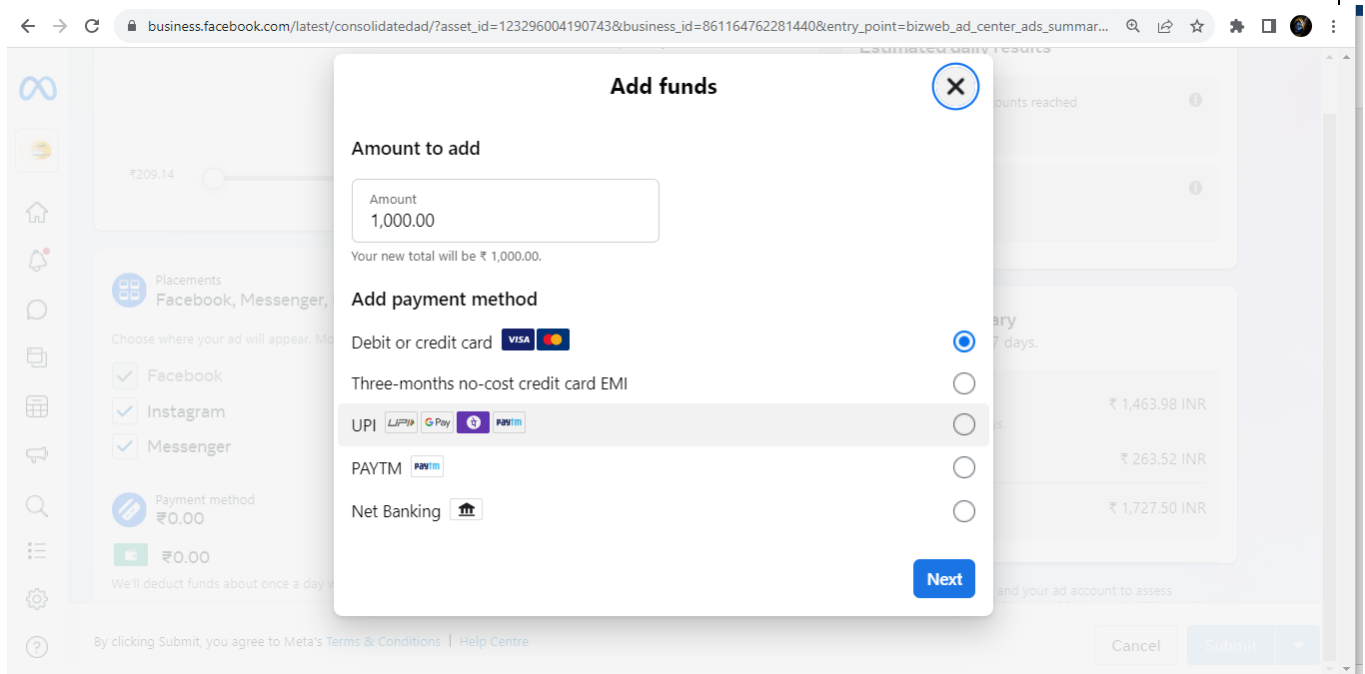


Click see All previews and check how the ad is displayed in each platform



Step 13:

Click Ad funds for payment



Step 14: Review and Publish

Publish the Ad

adsmanager.facebook.com/adsmanager/manage/campaigns?act=965583541337441&filter_set&nav_entry_point=cm_redirect&nav_source=exte... This month: 1 Oct 2023 - 28 Oct 2023

Campaigns Haritha L (965583541337441) Updated just now Discard Drafts **Review and publish (5)**

Search and filter

Campaigns **Ad sets** **Ads**

+ Create Edit More View Setup Columns: Performance Breakdown Reports Export

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach
<input checked="" type="checkbox"/>	GHAT Travels	In draft	Highest volume	₹800.00 Daily	-	-	-
<input checked="" type="checkbox"/>	GHAT Travels	No ads	Using ad set bid...	Using ad set bu...	-	-	-
Results from 2 campaigns						-	Account