

Presentation

May 5, 2025

Meta ads Campaign

“#ScaleWithMeta: Building India’s Digital Future with IIDE”

Table of Content

01	Overview
02	Brand Audit
03	Competitor Analysis
04	Individual Campaign Insights
05	Opportunity Statement
06	Campaign Overview & Strategy
07	Budget Allocation
08	Key Performance Metrics
09	Benchmarks & Guesstimates
10	Conclusion

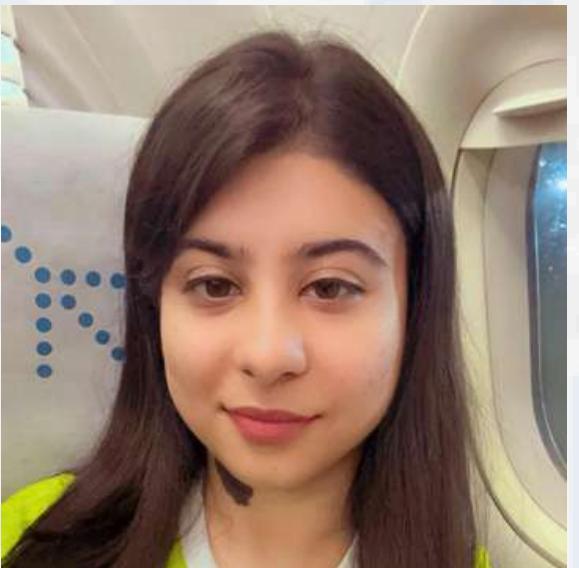
Our Team



Shambhavi Mishra



Ishika Satija



Bhakti Chawla



Chirag Tanwar



Harsh Jaiswal

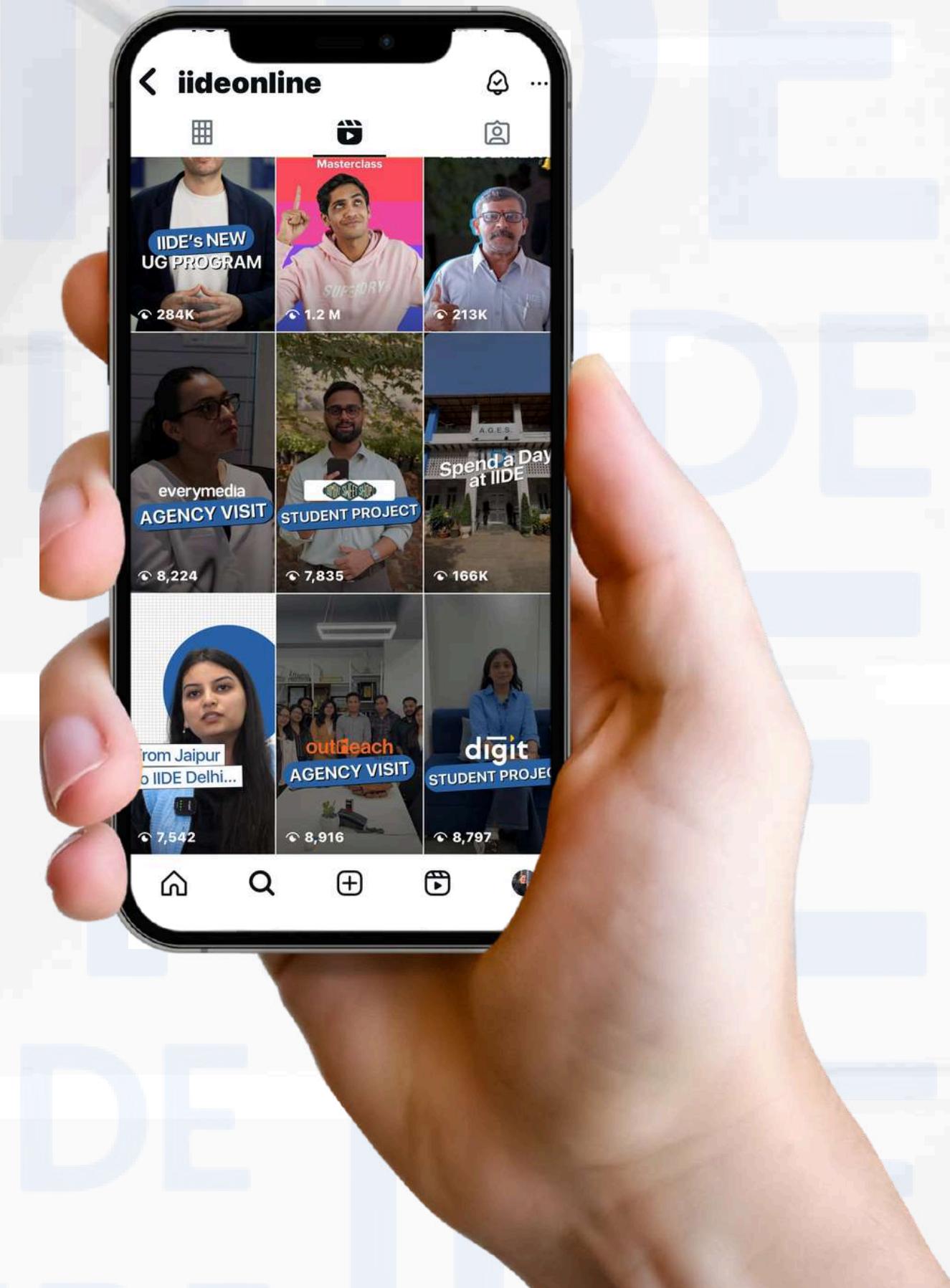
About IIDE

- IIDE is Asia's leading digital marketing institute, founded in 2016 by **Karan Shah**.
- Karan Shah is a digital marketing powerhouse & the visionary founder of IIDE – The Digital School.
- Provides a variety of courses for students, graduates and professionals.
- Offers government-recognised programs in partnership with MESC.



Brand Audit

Understanding the Baseline: What's Working,
What's Not"



Brand Audit

Platform

Instagram, Facebook

Format

Reels, videos

Content type

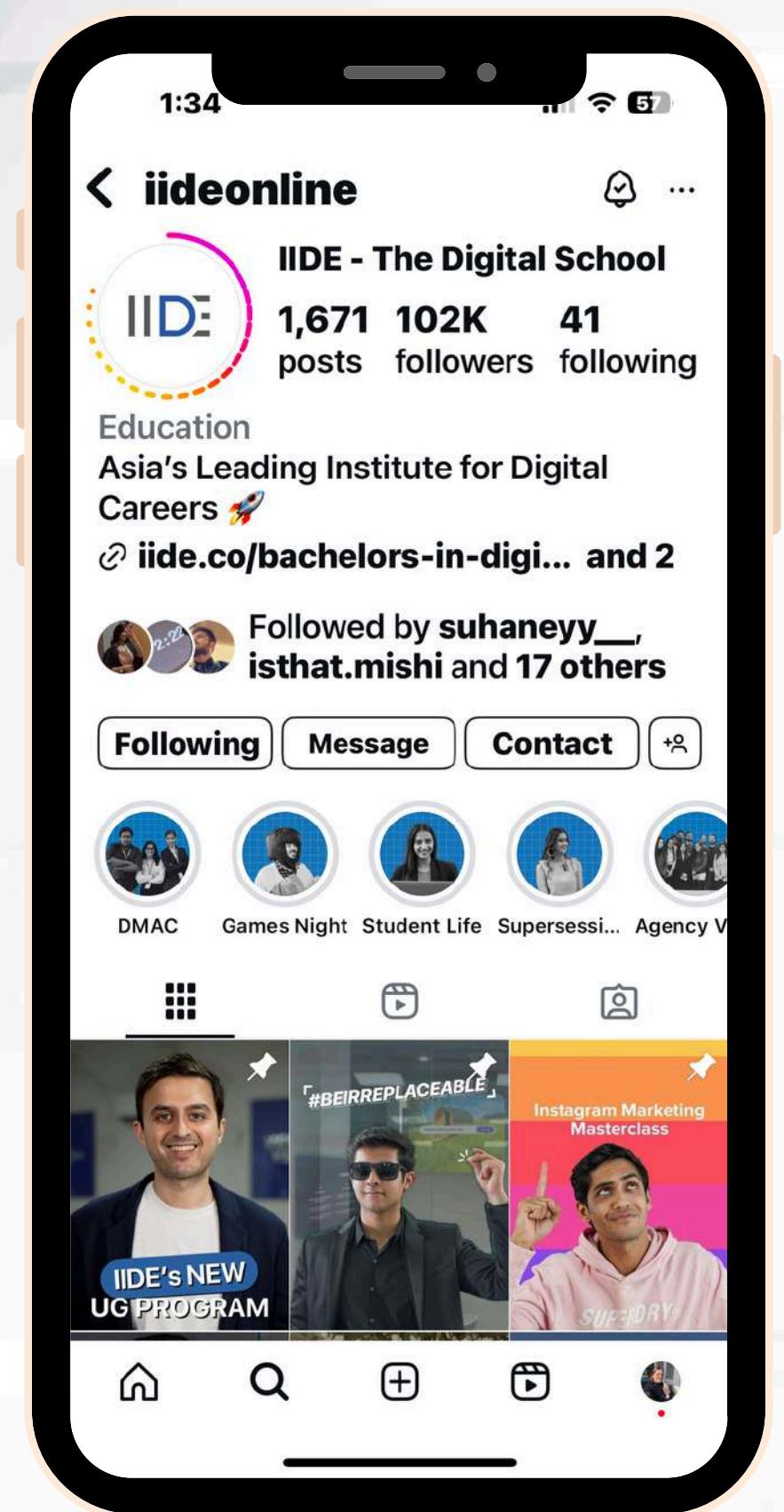
Student projects, Agency visit, Hackathon,
Student Life at IIDE

Tone/Messaging

Approachable, engaging

CTA

Captivating- Apply now, Sign up

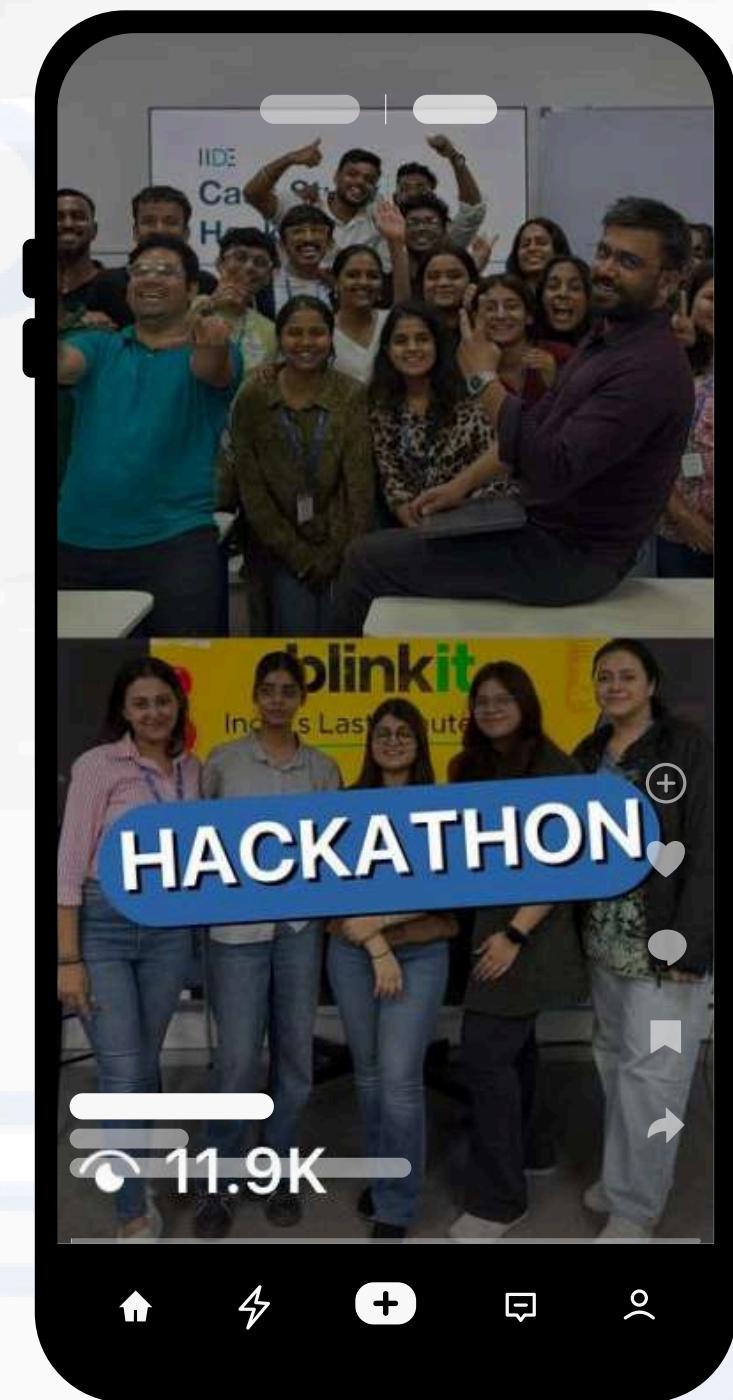
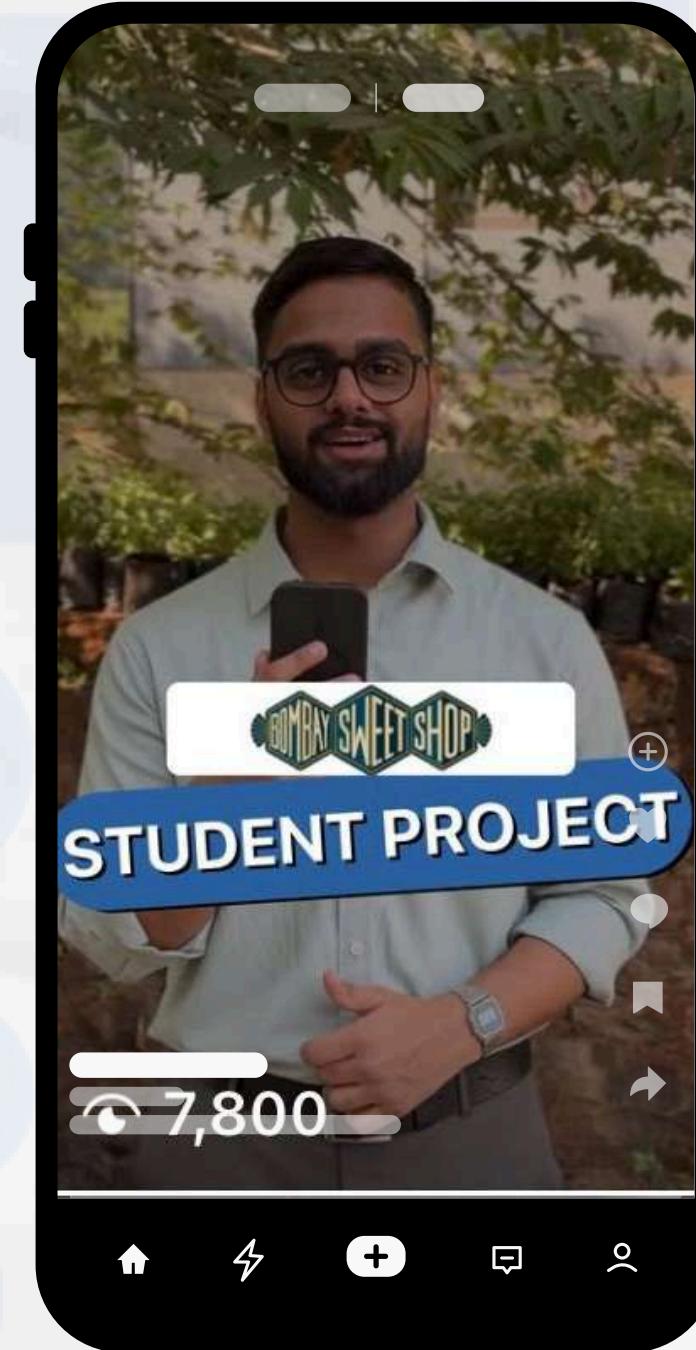
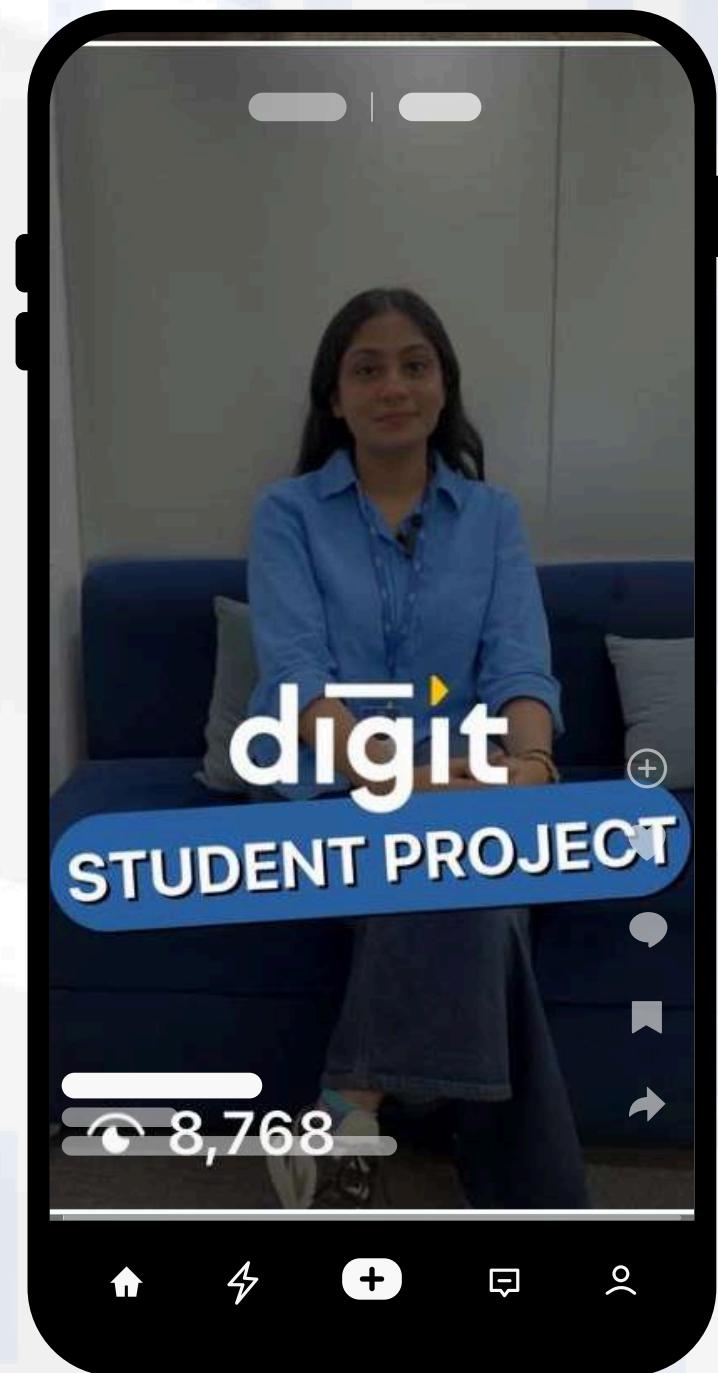


Audience & Targeting

Observations

Audience Segment	Age Group	Description	Key Platforms	Interests
Students	18–24	College students, recent graduates seeking to upskill in digital marketing.	Instagram Reels, Stories, YouTube Shorts	Career growth, online learning, marketing trends, freelancing
Young Professionals	25–34	Working professionals looking to switch careers or upgrade their skill set.	Instagram, Facebook, LinkedIn	Career advancement, certifications, remote work, entrepreneurship
Aspiring Entrepreneurs / Freelancers	20–35	Individuals looking to launch digital businesses or offer freelance services.	Instagram Reels, YouTube, LinkedIn	Performance marketing, content creation, personal branding

Performance Snapshot



Performance Snapshot

Average Reel Views

8k–15k

Top Performing Reels

15,000+ views

Average Comments

5–15 per reel

Average Likes

170–300 per reel

Est Reach Rate

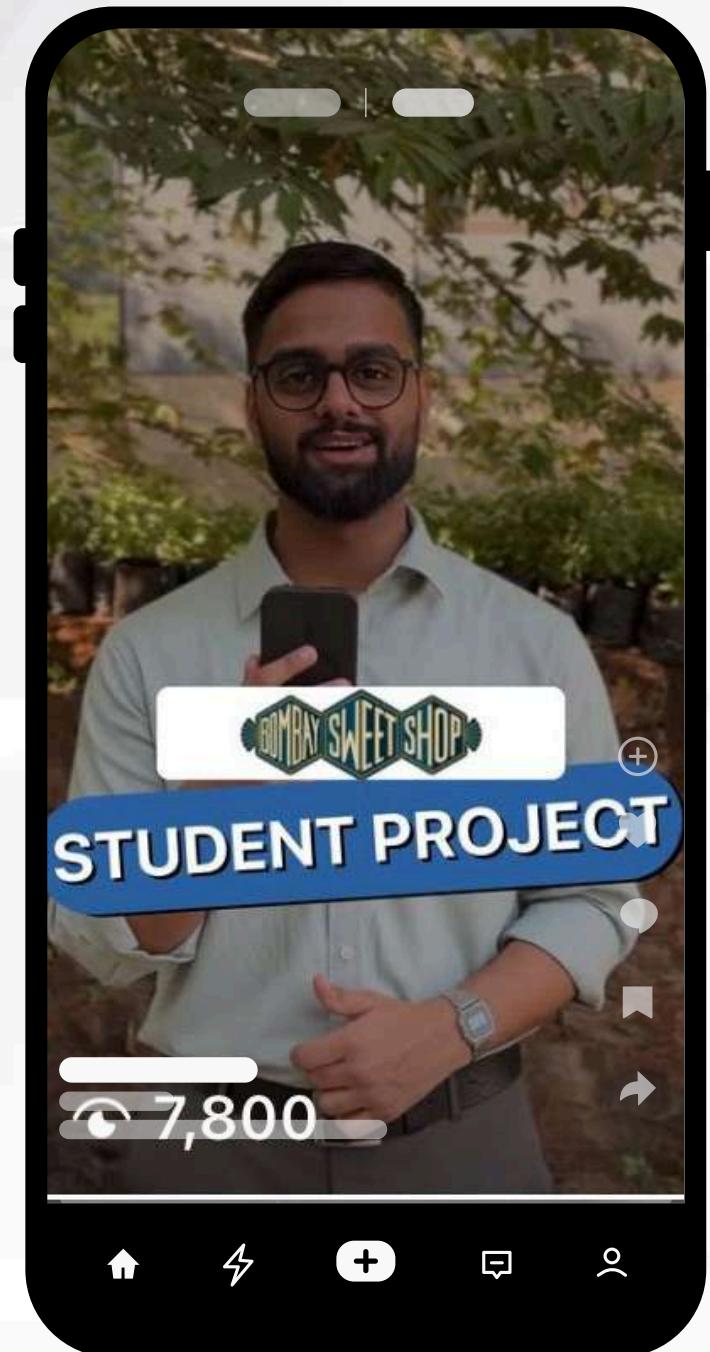
25–35%

Engagement Rate

1.5%–2.5%

Posting Frequency

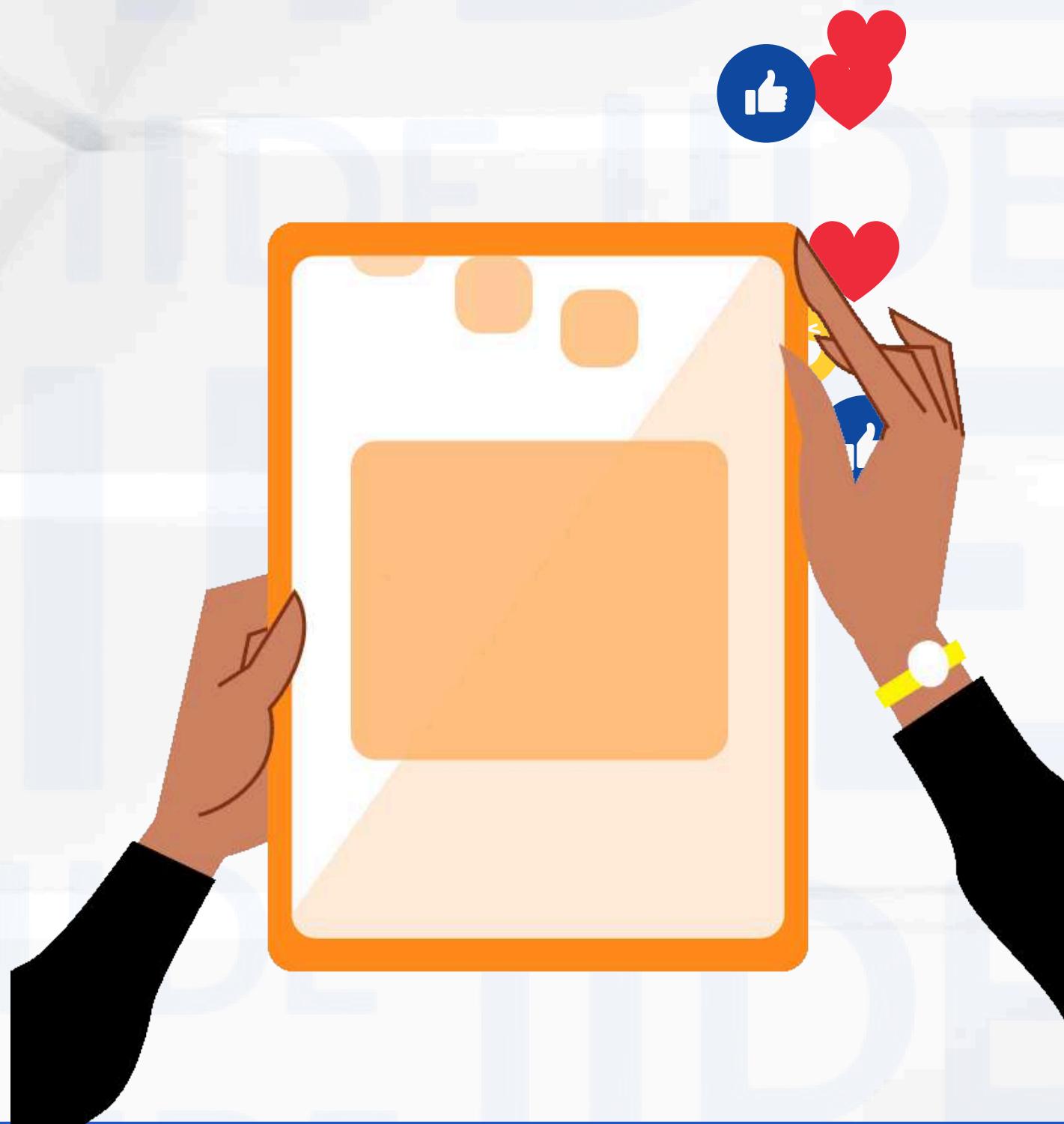
3–5 times per week



Where We Stand: IIDE's Meta Ads Audit

WHAT IS MISSING?

1. User-Generated Content (UGC)
2. Lack of static/ Carousal posts
2. Interactive Stories
3. Memes and Trendjacking
4. Live Sessions or AMA (Ask Me Anything)



Where We Stand: IIDE's Meta Ads Audit

Content Type	Why It Works	Action Suggestion
UGC & Testimonials	Builds trust through peer influence	Feature student spotlights
Interactive Stories	Boosts engagement metrics	Use polls, sliders, quizzes weekly
Quick Educational Reels	Encourages shares & saves	Post 3–4 value-driven Reels per week
Memes & Trends	Appeals to Gen Z/Millennials	Add 1–2 fun, timely posts/week
Behind-the-Scenes	Adds relatability and human touch	Weekly informal video/photo updates
Live Sessions	Real-time engagement and credibility	Monthly AMA or industry chat live

Competitive Analysis

Competitor 1

UpGrad

Competitor 2

Internshala

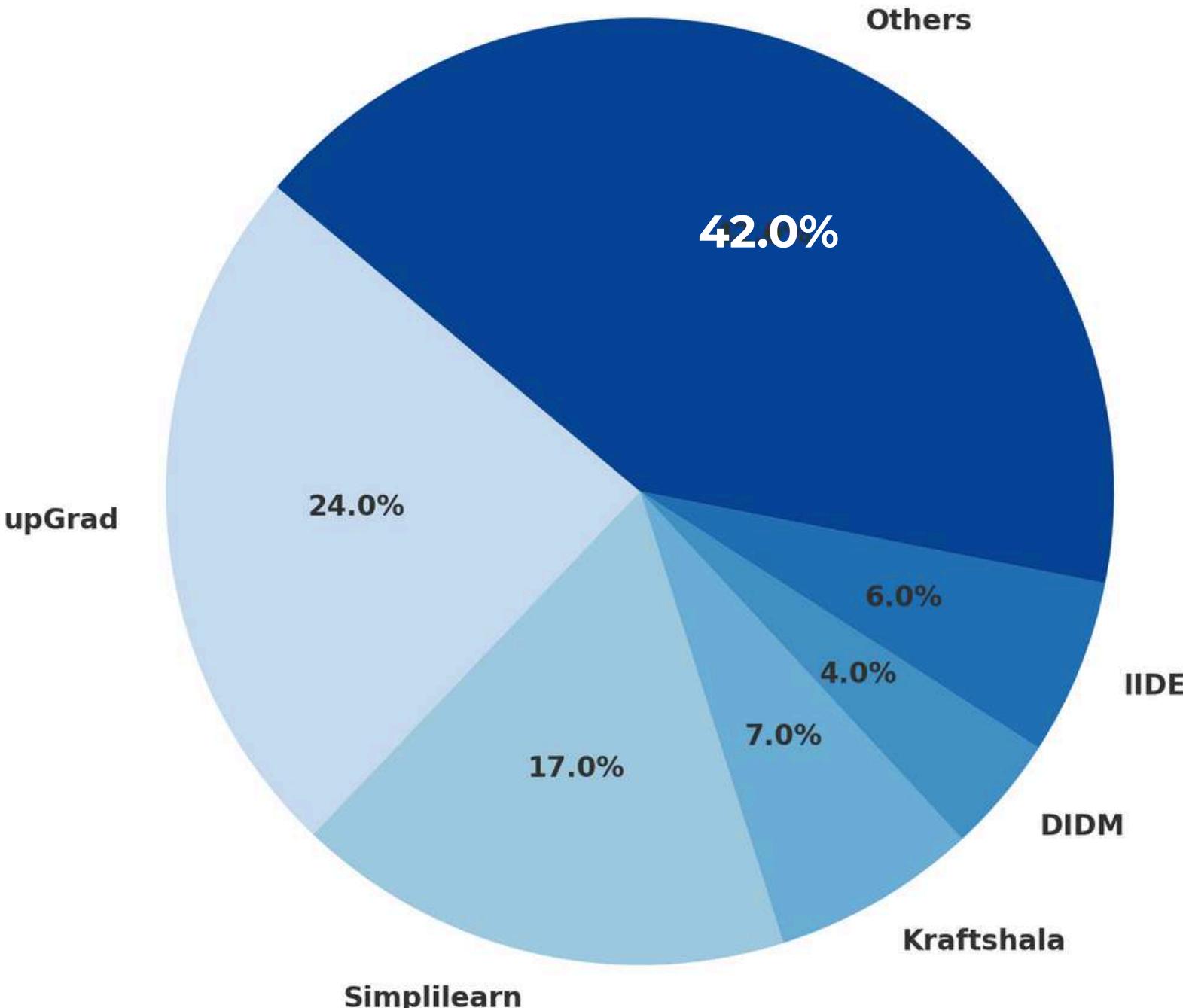
Competitor 3

Coursera

Competitor 4

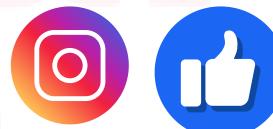
Delhi Institute of Digital Marketing

Estimated Market Share of Digital Upskilling Platforms in India (2024-25)



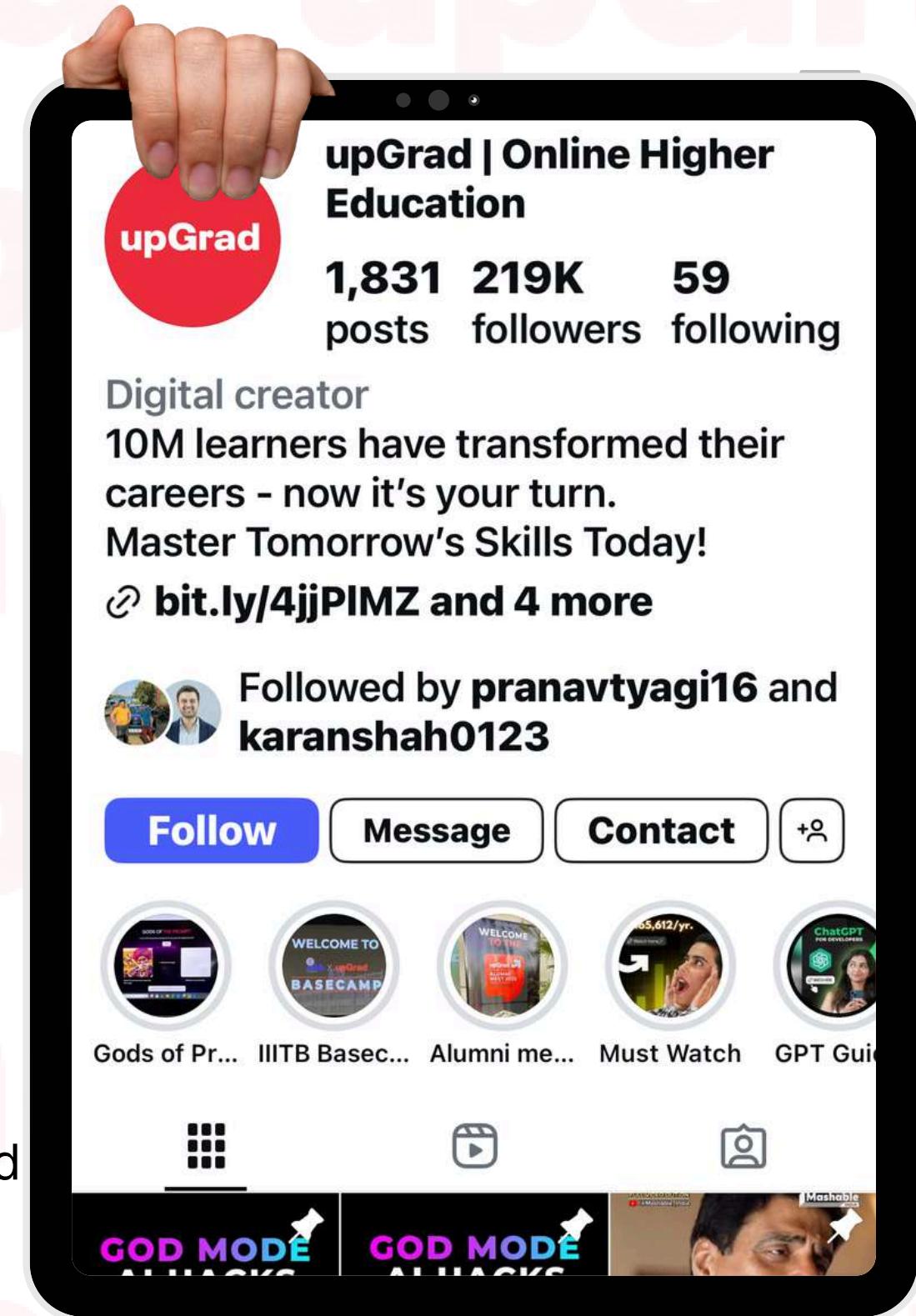
upGrad

- **Founded:** 2015
- **Learning Mode:** Online (Live + Recorded sessions)
- **Certifications Offered:** University-recognised (IIM, IIT, Deakin, etc.)
- **Pricing Range:** ₹30,000 – ₹3.5 Lakhs
- **Strength:** Strong university tie-ups, excellent mentorship, career support
- **Weakness:** High pricing; limited access for beginners



Instagram: Heavy use of influencer reels and carousel creatives. Highly engaging visual storytelling.

Facebook: Static and carousel ads targeting working professionals; focused on brand trust and course info.





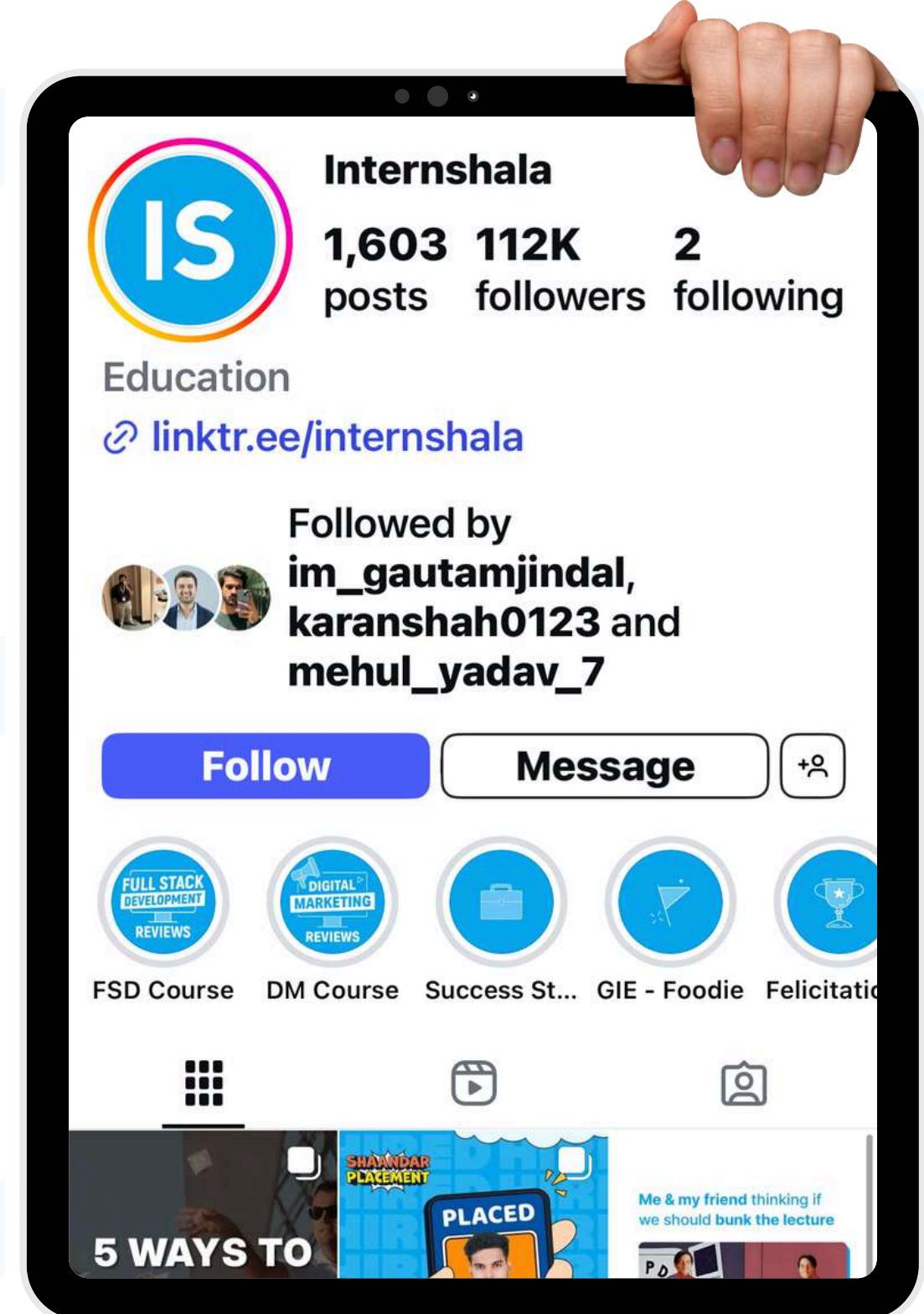
- **Founded:** 2010
- **Learning Mode:** Fully Online (Self-paced)
- **Certifications Offered:** Internshala Certification of Completion
- **Pricing Range:** ₹1,500 – ₹5,000

- **Strength:** Affordable, good for college students
- **Weakness:** Limited advanced content and placement credibility



Instagram: Career memes, student reels, and relatable internship humor drive engagement with Gen Z.

Facebook: Internship success stories and course updates using simple visuals and short-form videos.



coursera

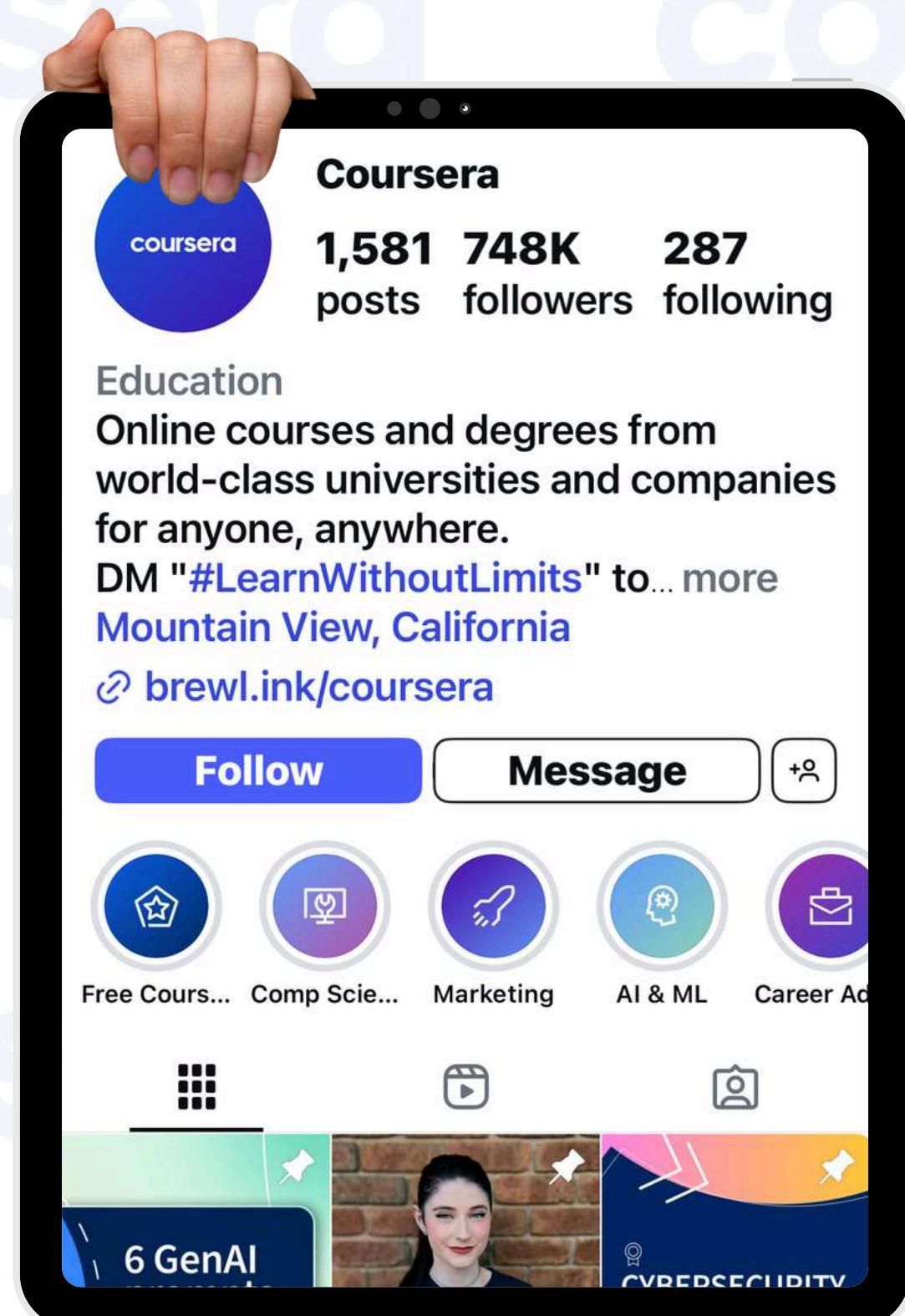
- **Founded:** 2012
- **Learning Mode:** Fully Online (Self-paced + Guided projects)
- **Certifications Offered:** GLOBAL CERTIFICATIONS with Universities like Stanford, Yale & Google
- **Pricing Range:** ₹1,000 – ₹5,00,000 (varies widely), affordable pricing and a wide range of free courses.

- **Strength:** Top-tier university content, flexible learning, strong brand reputation internationally
- **Weakness:** Limited personalised support, no career services



Instagram: Global academic tone with university-backed credentials, focusing on accessibility and upskilling.

Facebook: Ads highlight globally recognized certifications and affordability; primarily static creatives.





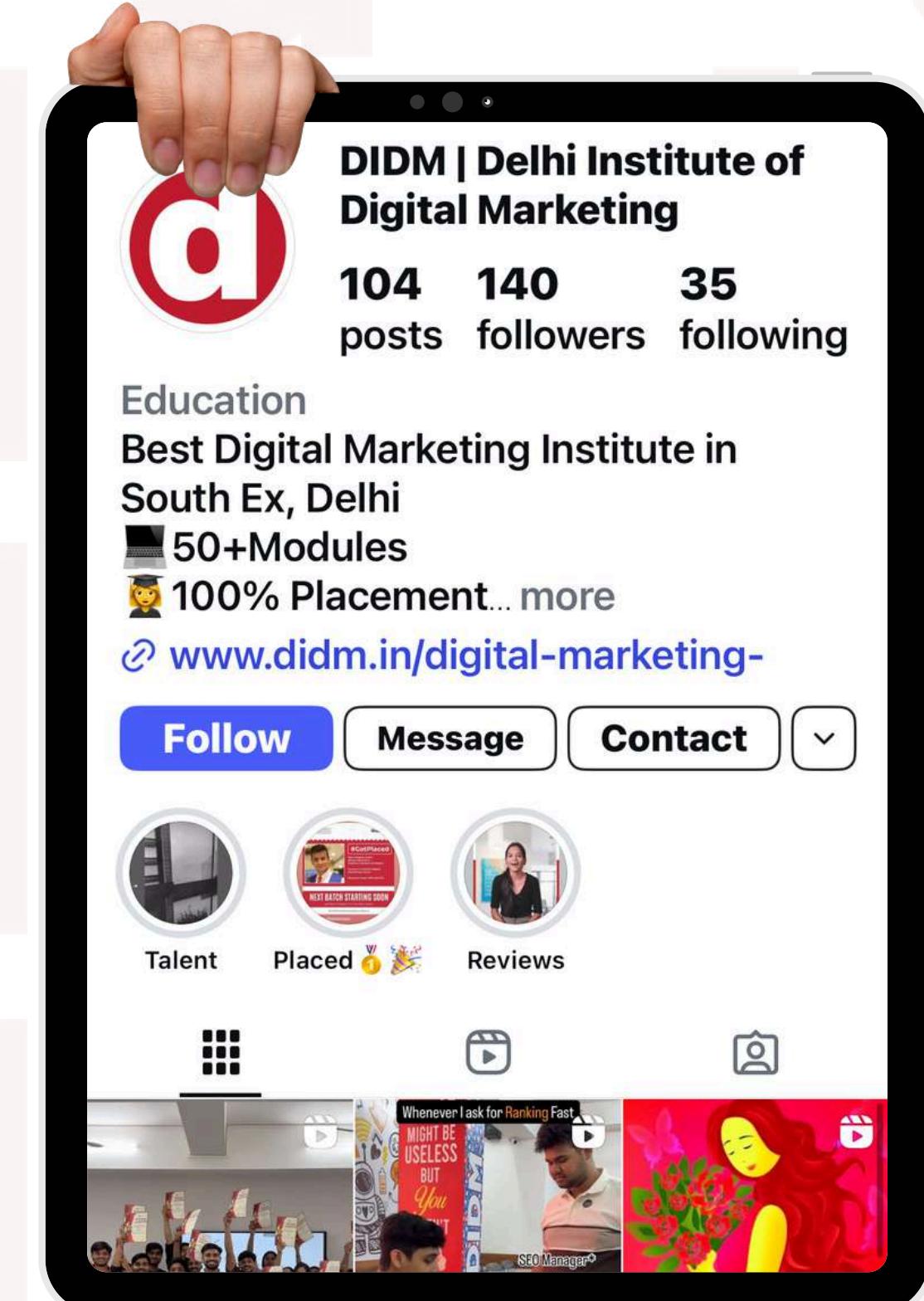
Delhi Institute Of[®] Digital Marketing

- **Founded:** 2015
- **Learning Mode:** Online & Offline (Classroom + Live sessions)
- **Certifications Offered:** Google, Facebook, DIDM, HubSpot
- **Pricing Range:** ₹35,000 – ₹60,000
- **Strength:** Comprehensive tool-based training, classroom learning available
- **Weakness:** Regional presence, limited brand recognition nationally



Instagram: Focuses on student testimonials, classroom shots, and course highlights. Uses moderate design consistency.

Facebook: Promotes webinars and new batch announcements with localized targeting.





Individual Campaign Learnings: From Tests to Tactics

Cairo, Egypt

Total impressions	19425
Total reach	17365
Total clicks	1218
Avg CTR	7.84%
Avg CPC	Rs0.62



CREATIVES

**Cairo,
Egypt**

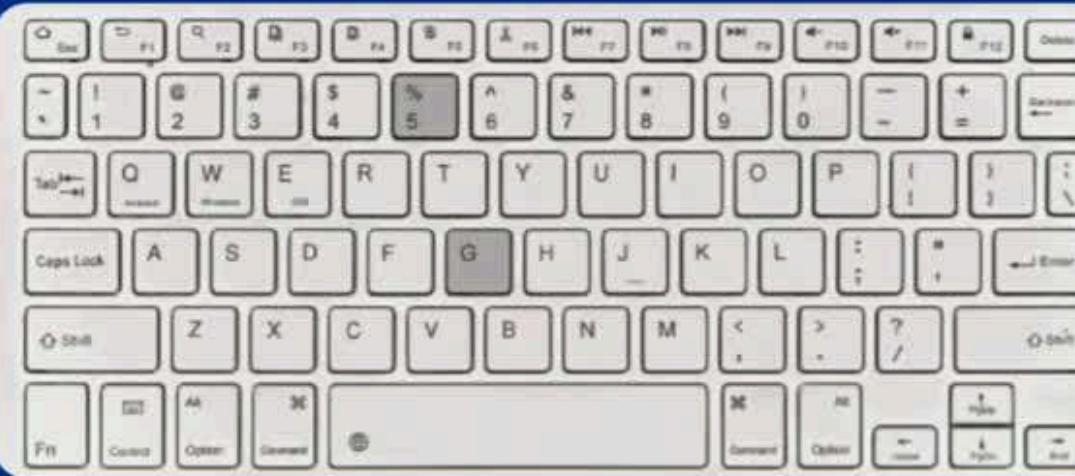
IIDE

Are you searching for digital marketing ?

What is digital marketing? X

I'm confused

IIDE- Free Digital Marketing Masterclass



REGISTER NOW! SEARCH

**FREE
DIGITAL MARKETING
MASTERCLASS**

ENROLL NOW!

Karan Shah
Founder & CEO of IIDE



INSIGHTS

1. DEMOGRAPHICS- Highest engagement observed in the **25–35** age group. Men had the highest engagement, especially on mobile placements.
2. REGION- Cairo was a key location with promising engagement metrics. Campaign achieved a total of 19,425 impressions, indicating solid visibility.

INSIGHTS

3. PLATFORMS- Mobile placements delivered highest engagement & CTR
Manual career-based targeting outperformed broad interest groups

4. PERFORMANCE METRICS-Achieved a CTR of 7.84% with 1,218 total clicks.
Strong CTAs and compelling ad creatives drove significant user interaction within budget.

PROBLEM

- High CPM, low engagement
- Weak CTAs & long videos underperformed
- Interest-based targeting under-delivered
- Non-Facebook platforms ineffective

HYPOTHESIS

- Targeting was too broad; creatives lacked clarity
- Shorter, CTA-driven videos & career-focused targeting might boost results
- Platform-specific (mobile-first, male audience) optimization is key

SOLUTION

- Ran 2-day A/B test → Manual placement performed best
- Switched to 8-sec videos with strong CTAs
- Targeted men (25–35) on mobile, Facebook only
- Result:
 - CPM dropped
 - CTR ↑ to 7.84%
 - 1,218 clicks from 19,425 impressions

Kathmandu, Nepal

Total impressions	39,590
Total reach	34,344
Total clicks	1,438
Avg CTR	3.67%
Avg CPC	Rs 0.57



CREATIVES

**Kathmandu,
Nepal**

IIDE
INDIAN INSTITUTE OF DIGITAL EDUCATION

Digital Marketing
MASTERCLASS

Learn SMO with our free masterclass course at IIDE

KARAN SHAH
Founder & CEO at IIDE
10 + Years of Experience

IT'S TIME TO GO **DIGITAL**

HOME SERVICE ABOUT US



REGISTER NOW

IIDE
THE DIGITAL SCHOOL

EXPERIENCE THE POWER OF LEARNING WITH OUR FREE MASTERCLASSES

DIGITAL MARKETING



REGISTER NOW

INSIGHTS

1. DEMOGRAPHICS-The highest engagement was observed among the 18-25 age group in Nepal. Male users led the interactions, particularly on mobile placements via Facebook.
2. REGION-Key engagement was recorded across Nepal, with the campaign achieving a total of 39,590 impressions, highlighting strong regional visibility

INSIGHTS

3. PLATFORMS-Facebook emerged as the top-performing platform, especially effective on mobile, driving the bulk of user engagement.
4. PERFORMANCE METRICS-The campaign achieved 39,590 impressions, a 3.76% CTR, and 1,438 clicks, indicating strong performance and an effective call-to-action (CTA) strategy.

PROBLEM

- High impressions, low link clicks
- CTR was poor, especially on Instagram
- CPM acceptable, but conversion weak

HYPOTHESIS

- Creatives & copy not localized
- Missing cultural relevance and language connection
- Generic messaging reduced trust & engagement

SOLUTION

- Launched Nepali-language creatives
- Tailored offers for regional appeal
- Focused on Facebook-first strategy
- +40% link clicks
- CTR improved significantly

Nairobi, Kenya

Total impressions	14,907
Total reach	11,635
Total clicks	612
Avg CTR	4.11%
Avg CPC	Rs1.38





SOLUTION

- Launched a region-targeted campaign tailored to Nairobi
- Used student-centric copy and strong CTA to highlight free value
- 💰 ₹1.38 CPC — extremely cost-effective
- 📈 CTR of 4.08% — close to industry benchmarks

HYPOTHESIS

- Improve A/B testing with varied, high-contrast creatives
- Localize messaging for Nairobi to boost cultural relevance

PROBLEM

- Imbalanced Ad Performance: One creative dominated.
- Generic tone-missed opportunity for Nairobi-specific cultural impact.

INSIGHTS

1. DEMOGRAPHICS- Highest engagement came from 25-38. Women outperformed men with a higher CTR.
2. REGION- Nairobi was the primary focus, achieving 14,907 reach and 612 link clicks at a CTR of 4.11%, showcasing effective visibility and engagement in the selected region.

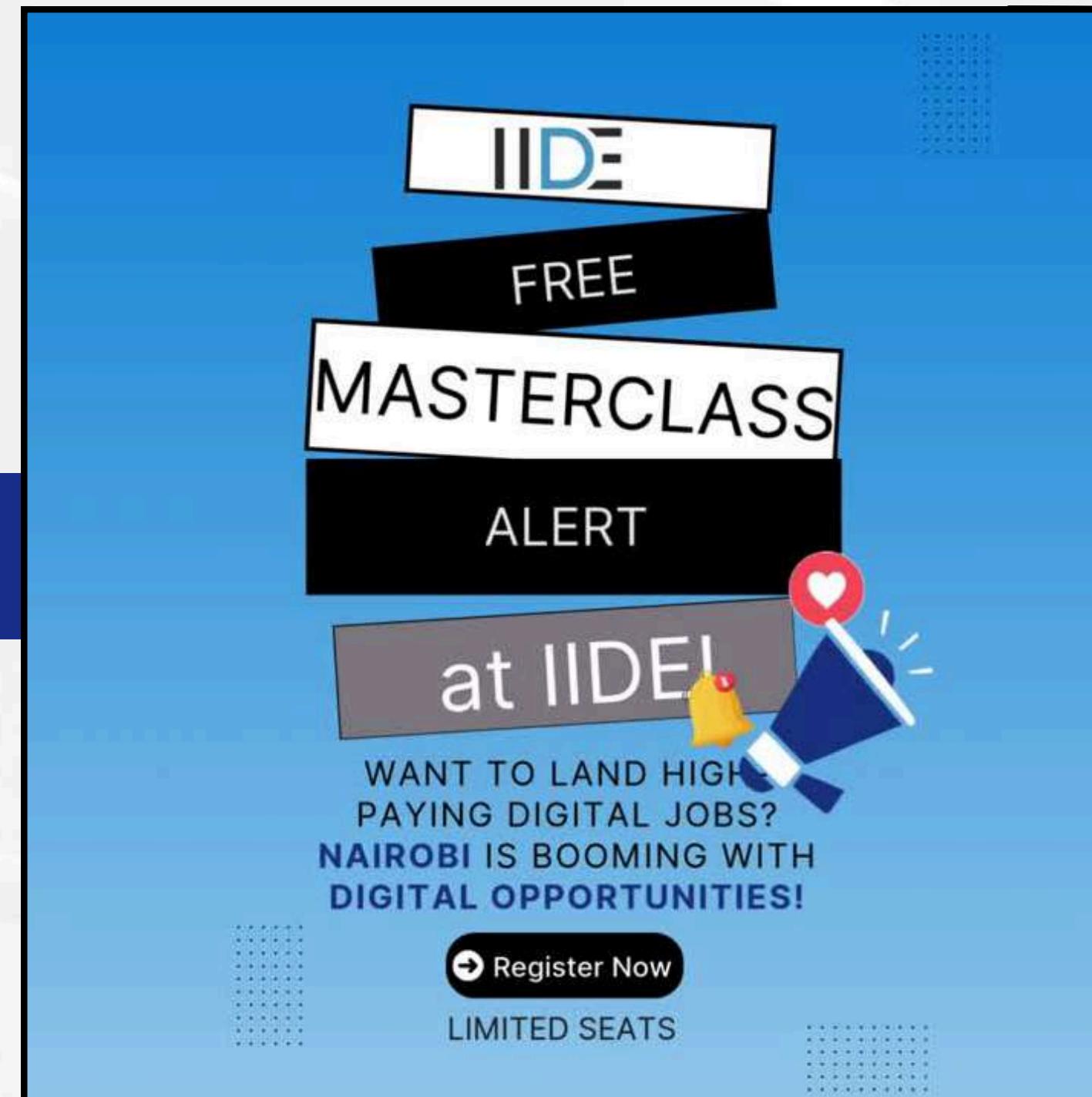
INSIGHTS

3. PLATFORMS-Mobile-first ads performed well. Video performed better than static.

4. PERFORMANCE METRICS- CTR: 4.1%, Total Clicks: 612 and CPC: ₹1.38average

CREATIVES

**Nairobi,
Kenya**



IIDE
FREE
MASTERCLASS
ALERT
at IIDE!
WANT TO LAND HIGH-PAYING DIGITAL JOBS?
NAIROBI IS BOOMING WITH DIGITAL OPPORTUNITIES!

Register Now
LIMITED SEATS

A banner for a free masterclass at IIDE. It features large, bold text for the title and location, followed by a call to action button and a note about limited seats.

Free IIDE Digital Masterclass

80% of companies need digital marketers, but skills matter!

Get expert training from
Karan Shah
2 X TedX speaker
Harvard Graduate
Founder IIDE

Seats filling fast!

Register Now!

A portrait of a smiling man with dark hair, wearing a dark suit jacket over a light blue shirt. He is standing against a white background with a blue arrow pointing towards him.

Cape Town, South Africa

Total impressions	6780
Total reach	5599
Total clicks	143
Avg CTR	2.1%
Avg CPC	Rs 5.93



INSIGHTS

1. DEMOGRAPHICS- Highest engagement came from 35- 44 and 18-24 age groups. Women outperformed men with a higher CTR.
2. REGION- Cape Town was the primary focus, achieving 5,599 reach and 143 link clicks at a CTR of 2.11%, showcasing effective visibility and engagement in the selected region.

INSIGHTS

3. PLATFORMS-Mobile-first ads performed well. Ad 1 outperformed Ad 2, while women showed stronger response rates — hinting that creative tone and visuals connected more with them.
4. PERFORMANCE METRICS- CTR: 2.11%, Total Clicks: 143 and CPC: ₹5.93 average

PROBLEM

- High CPC for 25–34 men, despite strong reach
- Low conversion from impressions to clicks
- Limited creative variation → ad fatigue

HYPOTHESIS

- Expected 25–34 job seekers to engage via mobile-first CTAs
- But 35–44 women showed higher response rates
- Needed more diverse creatives & sharper targeting

SOLUTION

- Ran A/B test with 2 creatives:
- Ad 1: 114 clicks @ ₹5.69 CPC
- Ad 2: 29 clicks @ ₹6.87 CPC
- Key takeaway:
- Prioritize short CTAs, mobile-optimized creatives
- Target 35–44 women, segment by profession & gender
- Test carousel & short-form video formats

CREATIVES

Cape Town, South Africa

IIDE

Learn Full Funnel of Digital Marketing

45 mins. Watch anytime, anywhere.

Includes Certificate.

₹1999 FREE

Register Now

Karan Shah, Founder & CEO IIDE

REGISTER NOW

IIDE

A STEP-BY-STEP GUIDE TO DIGITAL MARKETING

Self Paced Video Masterclass

thumb up icon ₹999 FREE heart icon

REGISTER NOW

Tunisia, North Africa

Total impressions	122,960
Total reach	51499
Total clicks	1052
Avg CTR	0.85%
Avg CPC	Rs 0.73



INSIGHTS

1. DEMOGRAPHICS- Highest engagement came from 18–24 age groups. Women outperformed men with a higher CTR.

2. REGION- Tunisia had a high traffic potential by achieving 122,960 total impressions and 1052 link clicks at a CTR of 0.85%, showcasing effective visibility and engagement in the selected region.

INSIGHTS

3. PLATFORMS-Audience network and facebook gave the highest result

4. PERFORMANCE METRICS- CTR: 0.85%, Total Clicks: 1052 and CPC: ₹0.73 average

PROBLEM

- Low link clicks, Low CTR
- Limited reach as compared to impressions
- Ad creative performed low.

HYPOTHESIS

- Less engaging ad creative
- misleading targeting also leads to low CTR
- Improper budget allocation
- More precise location in Tunisia

SOLUTION

- Ran A/B test with 2 creatives
- Manual targeting worked better
- Key takeaway:
- Short CTAs, mobile-optimized creatives
- Reels/short videos are more engaging

CREATIVES

Tunisia, North Africa

IIDE
INDIAN INSTITUTE OF DIGITAL EDUCATION

FREE Digital Masterclass
Limited Seats!

Tunisia
is booming
with digital
opportunities!

Learn from industry expert Karan Shah

- ✓ Master performance marketing
- ✓ Crack the secret to high-converting ads
- ✓ Get hands-on insights & strategies

Seats filling fast

Register Now!

IIDE
THE DIGITAL SCHOOL

DIGITAL MARKETING

MASTERCLASS

A step-by-step Guide
to Marketing



Karan Shah 

Founder & CEO at IIDE
10 + Years of Experience



IT'S TIME TO GO
DIGITAL

REGISTER NOW

Key TakeAways

- Human Faces Drive Engagement
- Ads featuring **real people**, performed better in both CTR and recall—indicating the importance of relatability.

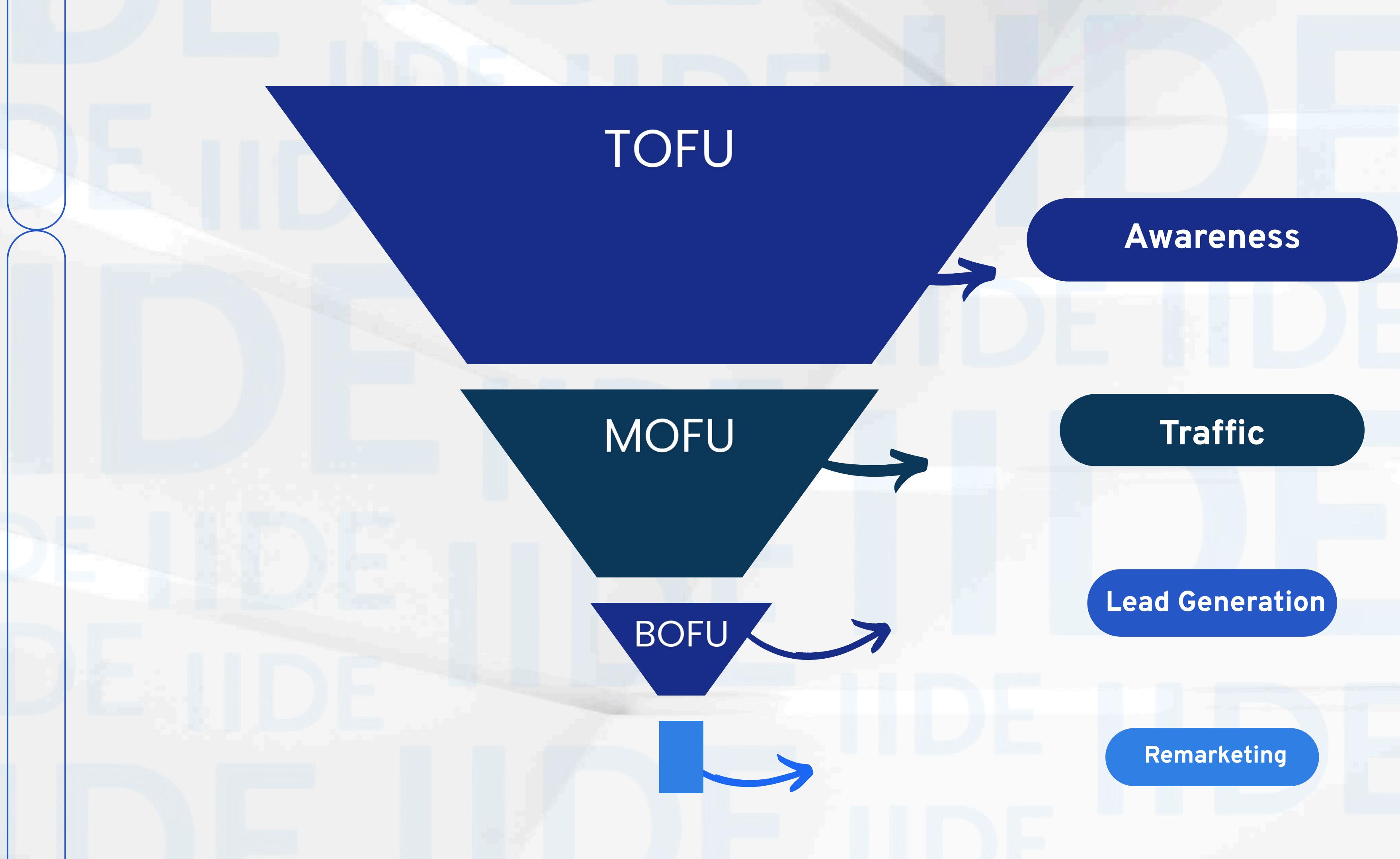
- **Precise CTAs** (“Start Free Class” vs. “Learn More”) improved conversion
- **Localised ad copy** led to better engagement

- **Vertically formatted** ads fit better in mobile feeds and Stories, matching current user behavior patterns.



Campaign Overview





Awareness

Objective: Maximize reach & recall

Traffic

Objective: Bring traffic to the free masterclass landing page

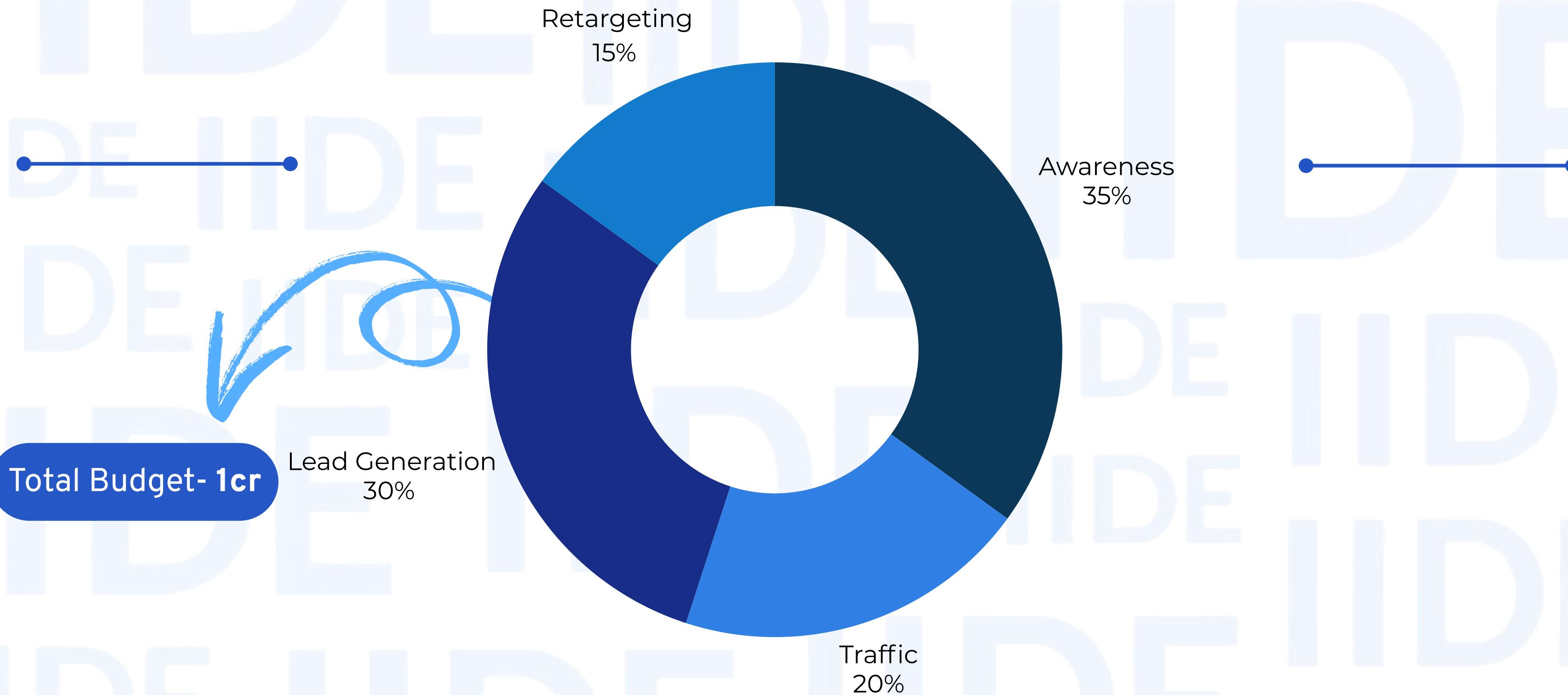
Lead Generation

Objective: Convert warm traffic into leads

Remarketing

Objective: Convert high-intent users into qualified leads.

Budget Allocation

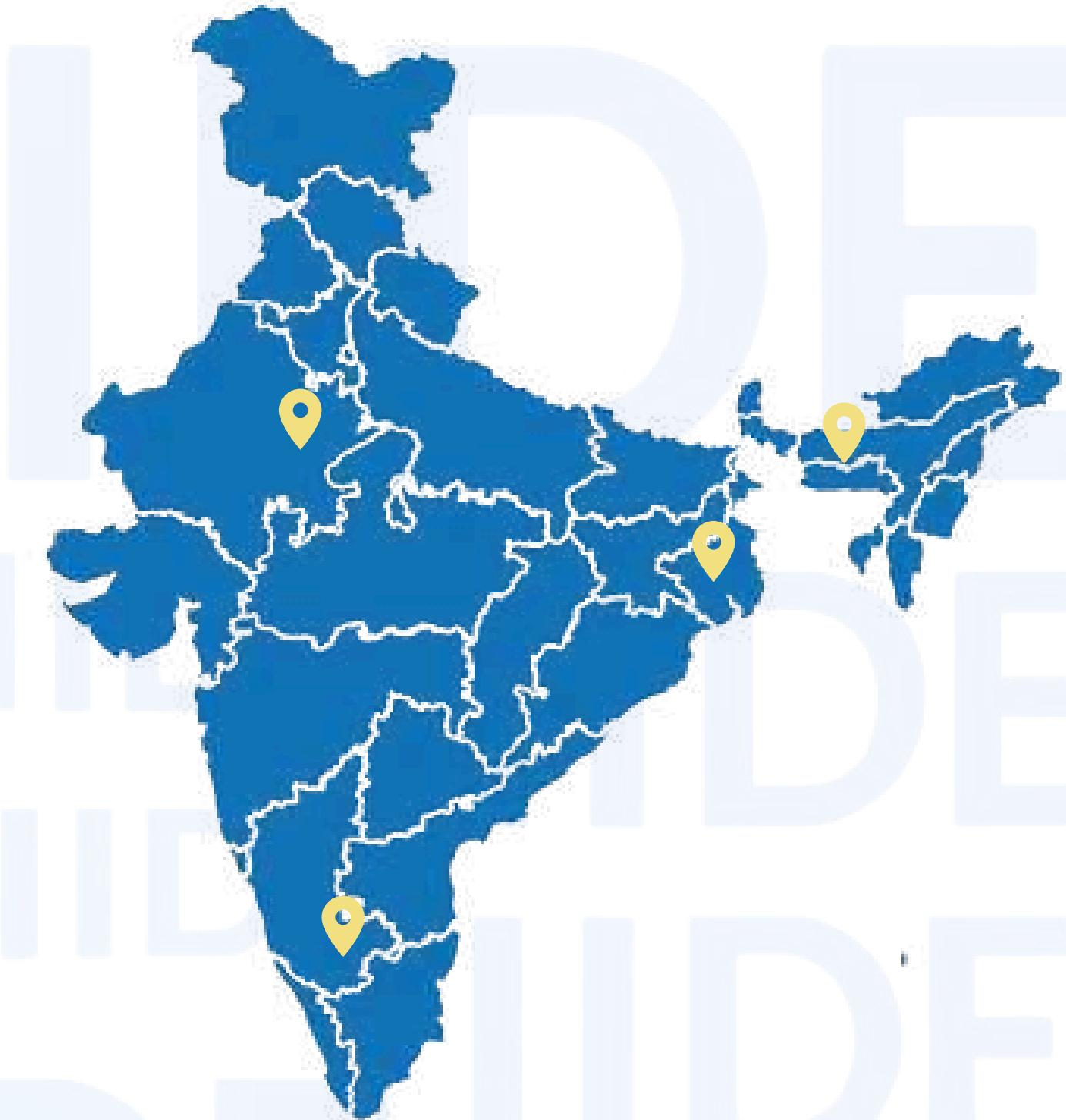


Budget split as per Objectives

Objective	% of Total Budget	Budget(₹)	Focus Area
Awareness	35%	₹35,00,000	Video Views, Reach Campaigns
Traffic	20%	₹20,00,000	Link Click to Website/ Landing page
Lead Generation	30%	₹30,00,000	Instant Forms, WhatsApp Leads
Retargeting	15%	₹15,00,000	Custom Audiences, Engagement Ads

Locations

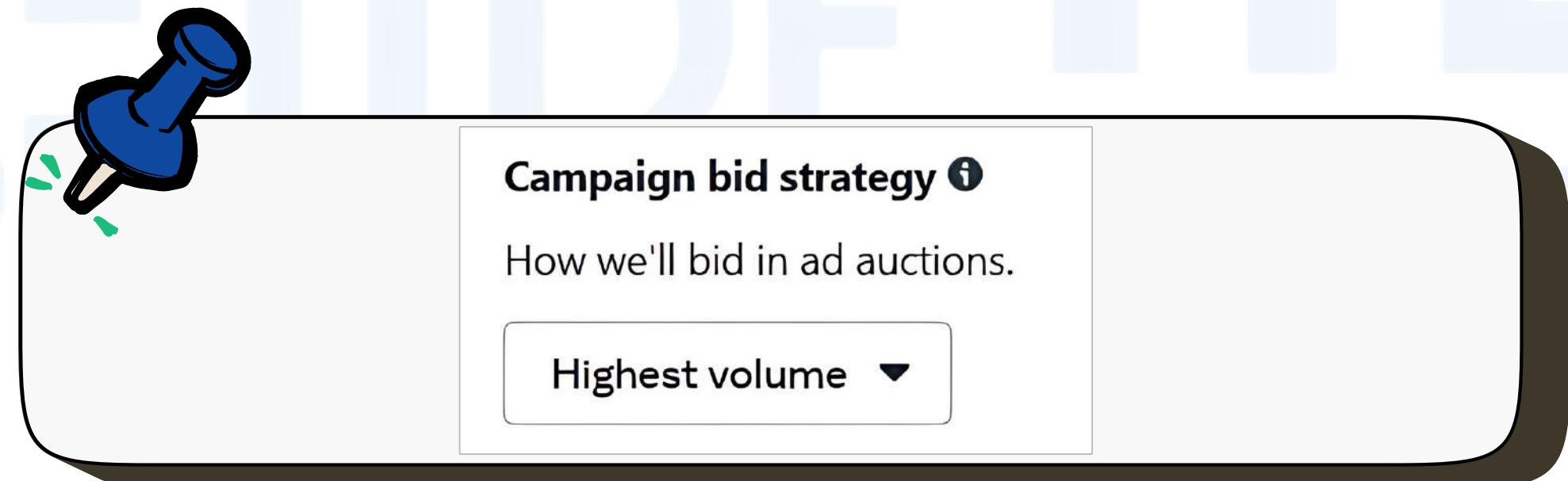
BANGALORE	India's tech capital with over 74% internet penetration and a massive student and young professional population.
KOLKATA	A major education hub with over 60 universities and colleges, and 73% youth internet usage.
ASSAM	Northeast India's education gateway — Guwahati has seen a 32% YoY rise in digital course enrollment, signalling for national-level opportunities.
JAIPUR	One of India's fastest-growing tier-2 cities with over 40% rise in Meta ad engagement rates from students and early-career professionals in the past year



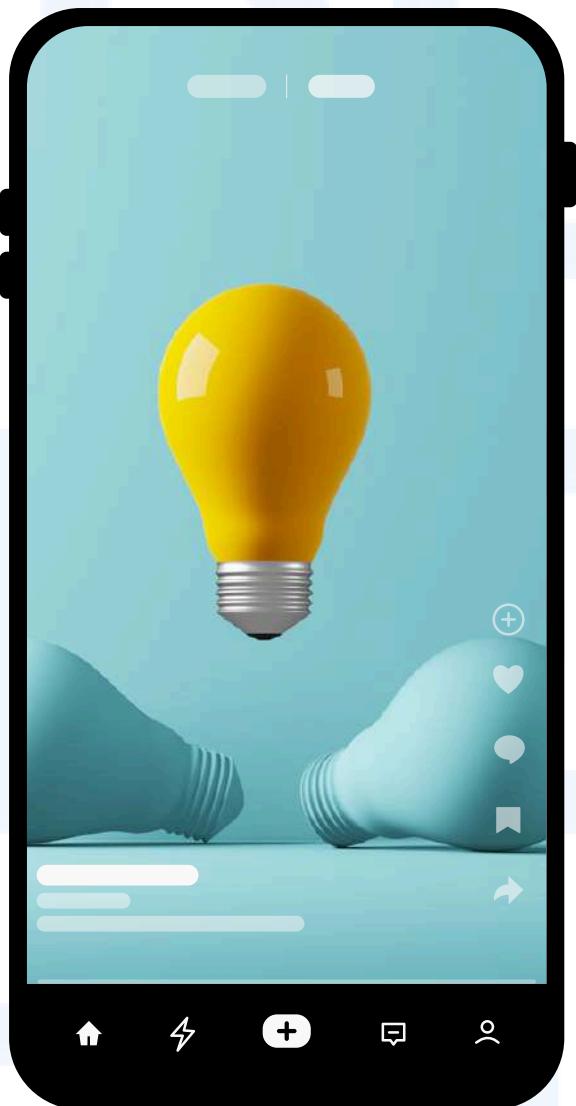
Budget Allocation by Region

Location	Allocation	Budget(₹)
Bangalore	35%	₹35,00,000
Kolkata	25%	₹25,00,000
Assam	25%	₹25,00,000
Jaipur	15%	₹15,00,000

Bidding Strategy



Awareness Campaign



Awareness Campaign

Ad Set 1

STUDENT
BASED
TARGETING

Ad Set 2

ENTREPRENEUR
BASED
TARGETING

Budget & Scheduling

 **Budget & schedule**

Budget 

Lifetime budget ▾ ₹3,500,000.00 INR 

Your lifetime budget is set 274,410% higher than this account's average budget of ₹1275.00.

You'll spend no more than ₹3,500,000.00 during the lifetime of your ad set.
[About lifetime budget](#)

Schedule

Start date

 4 May 2025  22:57 IST

End date

Custom ▾  5 July 2025  22:57 IST

LOCATION

* Locations ⓘ

Reach people living in or recently in this location.

India

- Assam
- Bangalore, Karnataka + 66 km ▾

Include ▾ Search locations

Browse

Add locations in bulk



LOCATION

*** Locations** ⓘ

Reach people living in or recently in this location.

India

- Jaipur, Rajasthan + 51 km ▾
- Kolkata, West Bengal + 50 km ▾

Include ▾ Search locations Browse



Targeting



Age

18-24

Detailed targeting

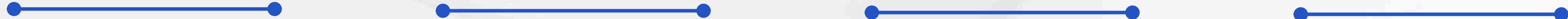
People who match: Interests: Digital marketing (marketing), E-commerce (retail), Student (education) or Online advertising (marketing), Education Level: Master's degree or Professional degree

And must also match: Interests: Career development (careers) or Brand (marketing)

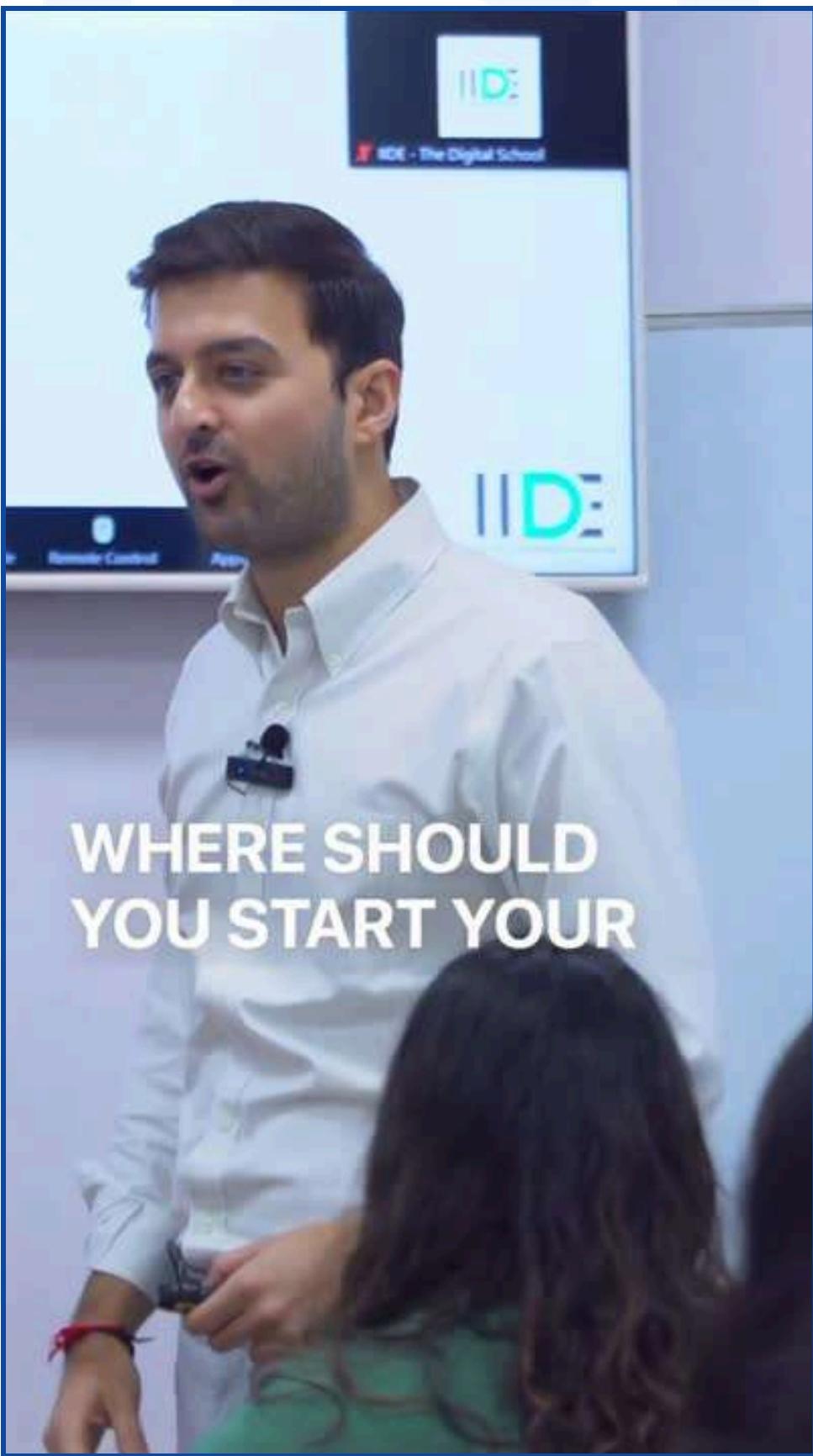
People who match

Interests: Content marketing (marketing), Digital marketing (marketing), Direct marketing, influencer marketing (marketing), Online advertising (marketing) or Affiliate marketing (marketing)

Placement



Advantage+ placements ✨



Awareness Creatives



IIDE

Ad Copy 1

Primary Text

This isn't your average online class. Here's a sneak peek into IIDE's expert-led sessions — high-energy, practical, and made to get you hired. No fluff. Just real skills that make you stand out in digital marketing.

headline- This Is What Real Learning Looks Like

description- Catch a glimpse of IIDE's live classes — taught by industry pros, packed with value.

CTA Button:
Learn More



Ad Copy 2

Primary Text

Your career's not waiting — why are you?
Stop the scroll, start the shift.
IIDE's online programs are built to get you skilled, confident, and actually hired.
Learn digital marketing, branding, ads, AI tools & more — from experts who've been there, done that.

headline- Your Career Called. Time to Pick Up.

description- Join India's top-rated digital marketing course — 100% live, job-focused & flexible.

CTA Button:
Start Learning



Ad Set 2



LOCATION

* Locations ⓘ

Reach people living in or recently in this location.

India

Bangalore, Karnataka + 40 km ▾

Include ▾ Search locations

Browse

Bengaluru

Madanapalle

Tumakuru

Doddaballapura

Chintamani

Punganuru

Kolar

Palamaneru

Ambur

Vellore

Drop Pin



Targeting



Age

18-24

Detailed targeting

People who match: Interests: Digital marketing (marketing), E-commerce (retail), Student (education) or Online advertising (marketing), Education Level: Master's degree or Professional degree
And must also match: Interests: Career development (careers) or Brand (marketing)



People who match

Interests: Content marketing (marketing), Digital marketing (marketing), Direct marketing, influencer marketing (marketing), Online advertising (marketing) or Affiliate marketing (marketing)

Placement



Advantage+ placements ✨

Creatives



Ad Copy 1

Primary Text

Think you can spot the winning ad?
Most marketers guess. Great marketers
know why.
Test your instincts with our campaign
challenge — then learn the strategy
behind what actually works.
Enroll in IIDE's Digital Marketing Course
and turn your guesses into results.

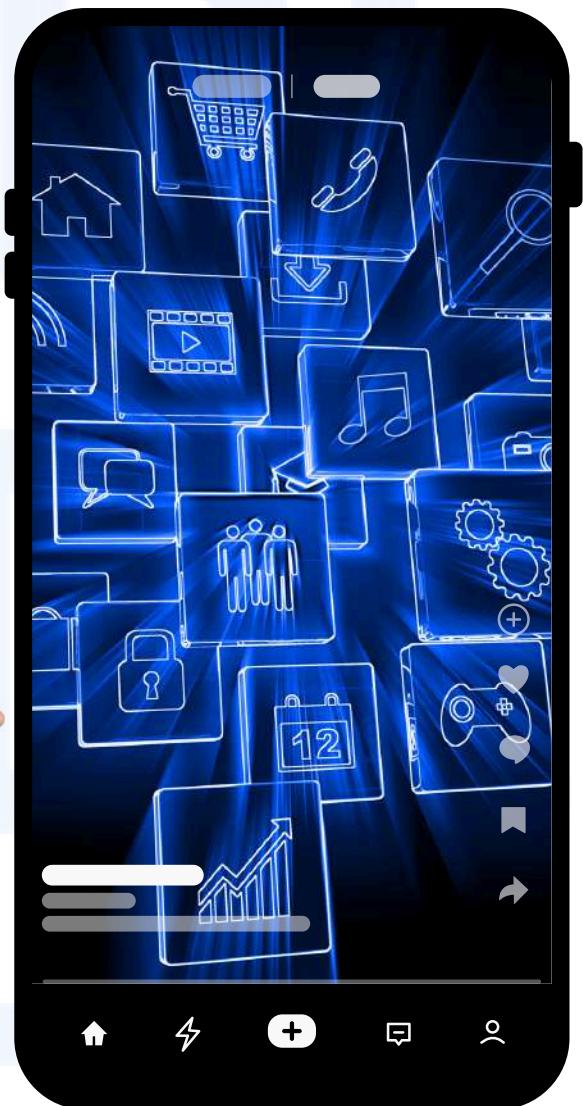
headline-Think Like a Digital Marketer

description-Join IIDE's expert-led
course & decode real
marketing campaigns.

CTA Button:
Learn the Real Answers



Traffic Campaign



Budget & Scheduling



Budget & schedule

Budget ⓘ

Lifetime budget ▾ ₹2,000,000.00 INR ⚠️

Your lifetime budget is set 156,763% higher than this account's average budget of ₹1275.00.

You'll spend no more than ₹2,000,000.00 during the lifetime of your ad set.
[About lifetime budget](#)

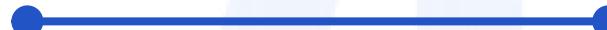
Schedule

Start date

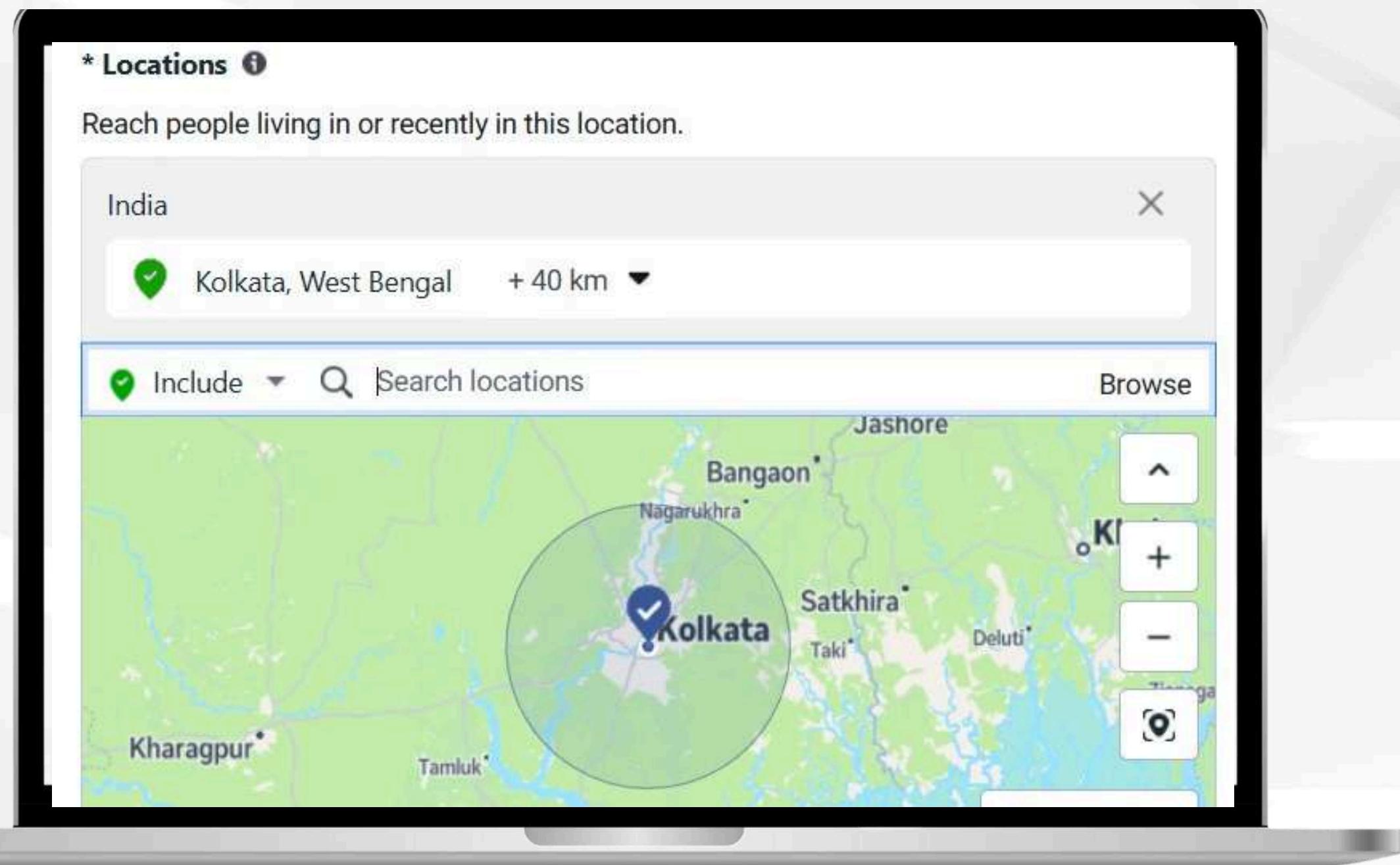
5 May 2025 22:06 IST

End date

Custom 5/7/2025 22:06 IST



LOCATION



Targeting



People who match:

Interests: Digital marketing (marketing), HubSpot, Online advertising (marketing), Social media marketing (marketing), Advertising (marketing) or Content marketing (marketing)



People who match

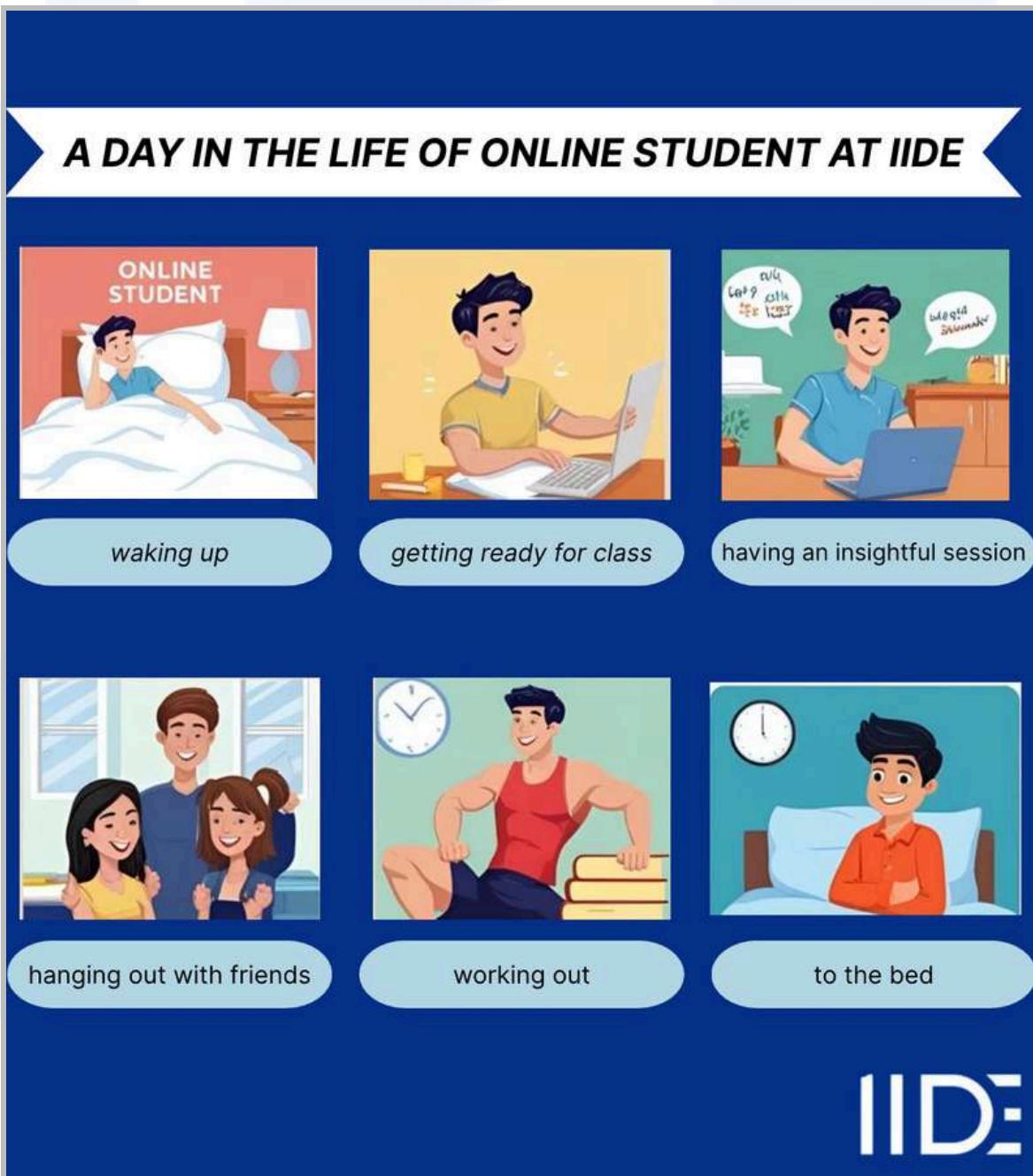
Interests: Content marketing (marketing), Digital marketing (marketing), Direct marketing, influencer marketing (marketing), Online advertising (marketing) or Affiliate marketing (marketing)

Placement

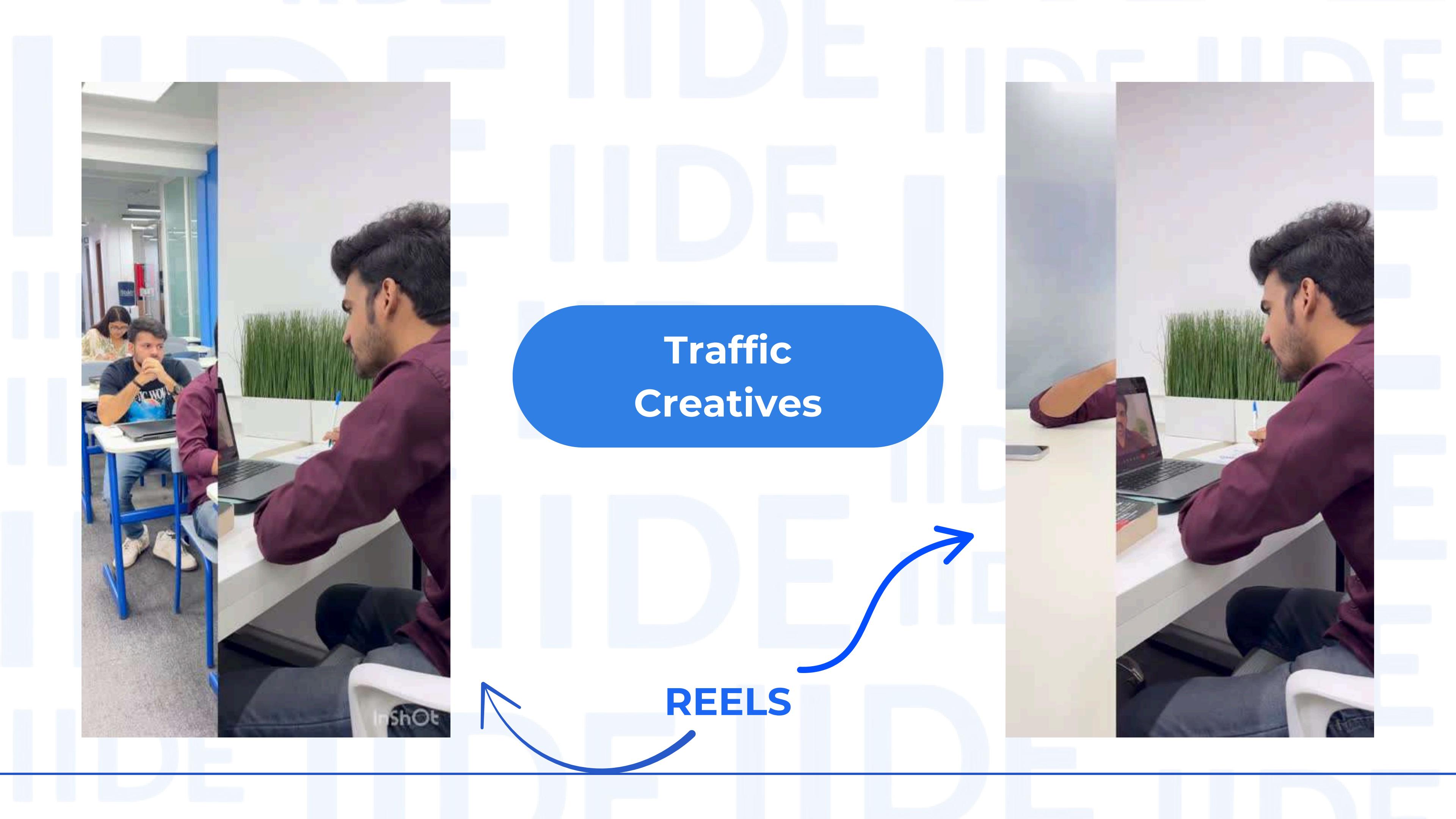


Advantage+ placements ✨

Traffic Creatives



STORY BOARD FOR A REEL



Traffic
Creatives

REELS

Ad Copy 1

Primary Text

Experience the perfect balance of learning and living with IIDE's online courses! From insightful live sessions to flexible schedules, discover how our students make the most of their day — all from the comfort of home.

headline- A Day in the Life of an IIDE Online Student

description+ Learn, grow, and enjoy flexibility with IIDE's expert-led online programs.

CTA Button:
Explore Now



Ad Copy 2

Primary Text

Unlock the exact strategy Dinesh Sajnani used to crack emerging job opportunities — and how you can apply it starting today. This free, live masterclass is packed with actionable insights and limited to just 25 seats. Reserve your spot now before it's gone!

headline- Free Masterclass: Achieve your Outcome in 5 Steps

description- Limited Seats. Real Strategies. Join the masterclass now.

CTA Button:
Sign Up Now



Ad Copy 3

Primary Text

Wake up, log in, level up!
At IIDE, you don't just attend classes — you experience them. Live sessions, real-world skills, and placements that actually happen. Learn SEO, Social Media, AI & more — all from home!

headline- A Day in the Life of an IIDE Online Student

description- 100% Live Classes. Zero Boring. Unlimited Growth.

CTA Button:
[Learn More](#)



Lead Generation



Budget & Scheduling

Budget & schedule

Budget strategy ⓘ

Lifetime budget ▾ ₹3,000,000.00 INR ⚠️

Your lifetime budget is set 235,194% higher than this account's average budget of ₹1275.00.

You'll spend no more than ₹3,000,000.00 during the lifetime of your ad set.
[About lifetime budget](#)

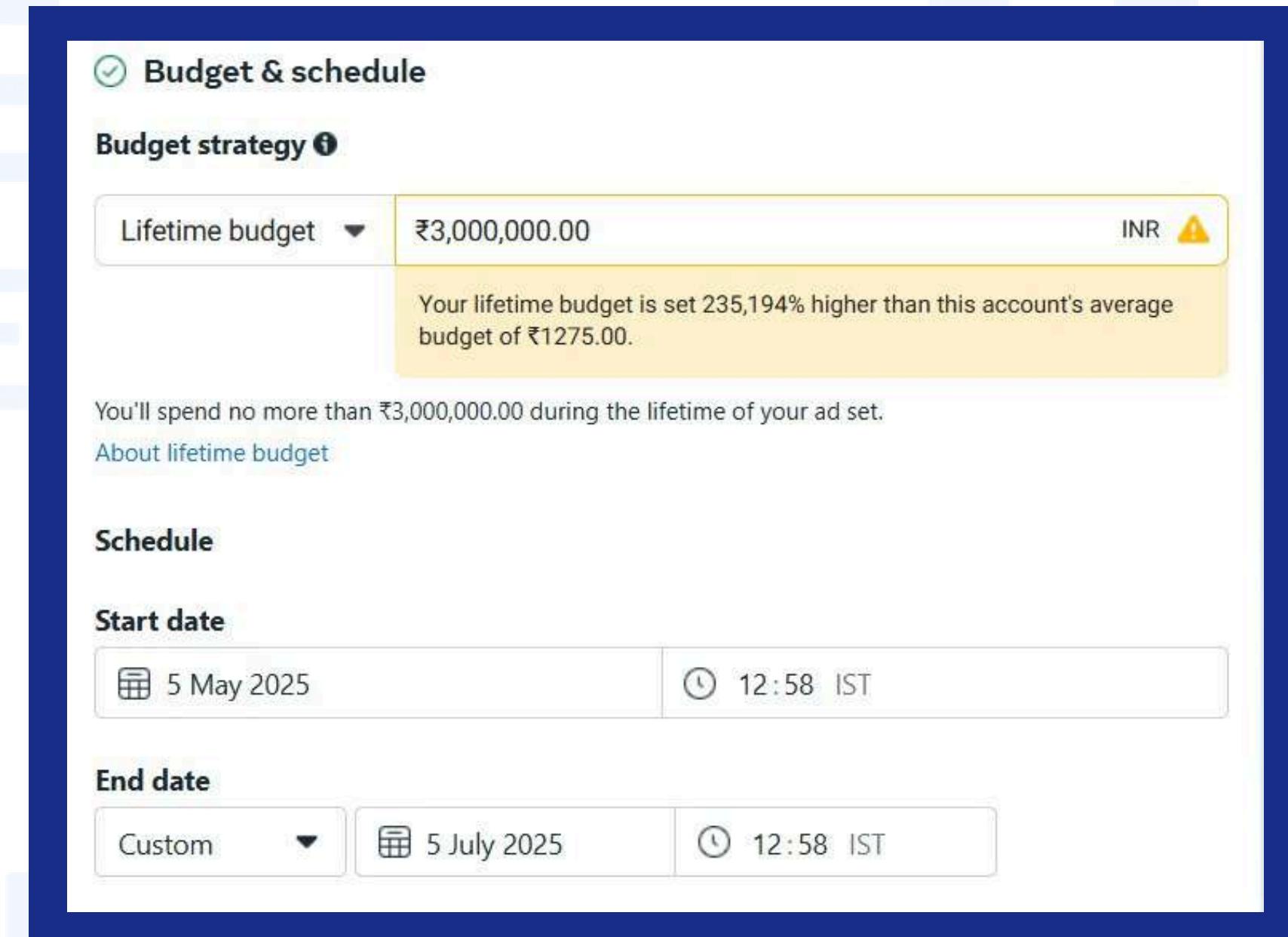
Schedule

Start date

5 May 2025 12:58 IST

End date

Custom 5 July 2025 12:58 IST



LOCATION

* Locations ⓘ

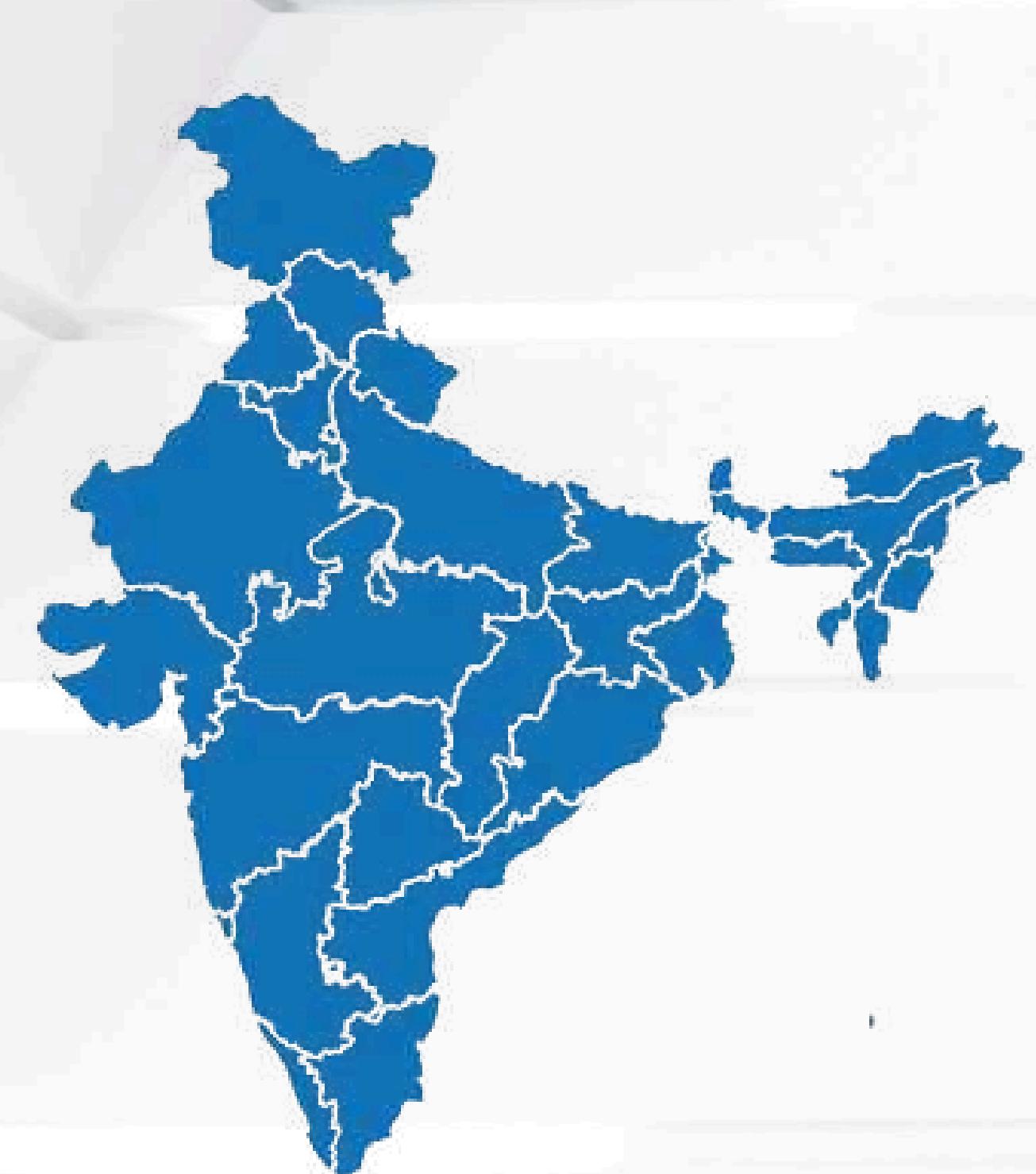
Reach people living in or recently in this location.

India

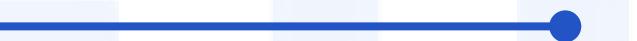
Jaipur, Rajasthan + 40 km ▾

Include ▾ Search locations Browse

Didwana
Ramgarh
Chomu
Rajgarh
Makrana
Phulera
Bagru
Dausa
Mahwa
Hindaun



Targeting



People who match:

Interests: Digital marketing (marketing), Search engine optimisation (software), Advertising (marketing), advertising campaign (marketing), Marketing strategy (marketing) or Email marketing (marketing), Field of study: Entrepreneurship

Detailed targeting

People who match: Interests: Digital marketing (marketing), E-commerce (retail), Student (education) or Online advertising (marketing), Education Level: Master's degree or Professional degree
And must also match: Interests: Career development (careers) or Brand (marketing)

Placement



Advantage+ placements ✨

Leads Creatives

The advertisement features a dark blue background with white text and icons. At the top, it says "Top 3 Digital Marketing Skills YOU NEED IN 2025". Below this, there are three numbered points with icons and descriptions:

- 1. Social Media Marketing
"Turn likes into leads. Master engagement!"
- 2. SEO (Search Engine Optimization)
"Be found first. Rank higher, grow faster!"
- 3. Data Analytics
"Track it. Crack it. Optimize everything."

At the bottom left is a light blue circular icon of a person. In the bottom right corner is a white button with the text "ENROLL NOW!". The word "IIDE" is printed vertically at the bottom center.

STATIC



Creatives

The background features a blue grid pattern with the word "IDE" repeated in large, semi-transparent letters. In the top right corner, there is a logo consisting of four vertical bars of increasing height followed by the letters "IDE".

eeee

**Free 7-Day
Digital
Marketing
Planner**

DOWNLOAD NOW!

A blue curved arrow starts from the bottom left of the "Creatives" text and points towards the "Free 7-Day Digital Marketing Planner" text.

Ad Copy 1

Primary Text

Let's be real — if you're not mastering these 3 skills, you'll be left behind in 2025.

Digital marketing's changing fast. AI, strategy, data — it's not just buzz, it's the bare minimum.

Want to stay relevant? We've broken it down in one quick, no-fluff guide.

Serious about your future? This is where it starts.

headline-

3 Skills Every Marketer
Needs in 2025

description-

Cut through the noise —
learn what actually
matters.

CTA Button:
Apply Now



Ad Copy 2

Primary Text

Want to stand out and get hired faster?
From cracking aptitude tests to
mastering communication — IIDE's
Online Program gives you all the
practical skills you need to launch your
career with confidence.
Flexible. Job-ready. Built for you.
Start learning today.

headline-

Crack Aptitude. Speak
Confidently. Get Hired.

description- Join IIDE's Online Program
— expert-led, flexible &
designed for real career
results.

CTA Button:
Register Now



Ad Copy 3

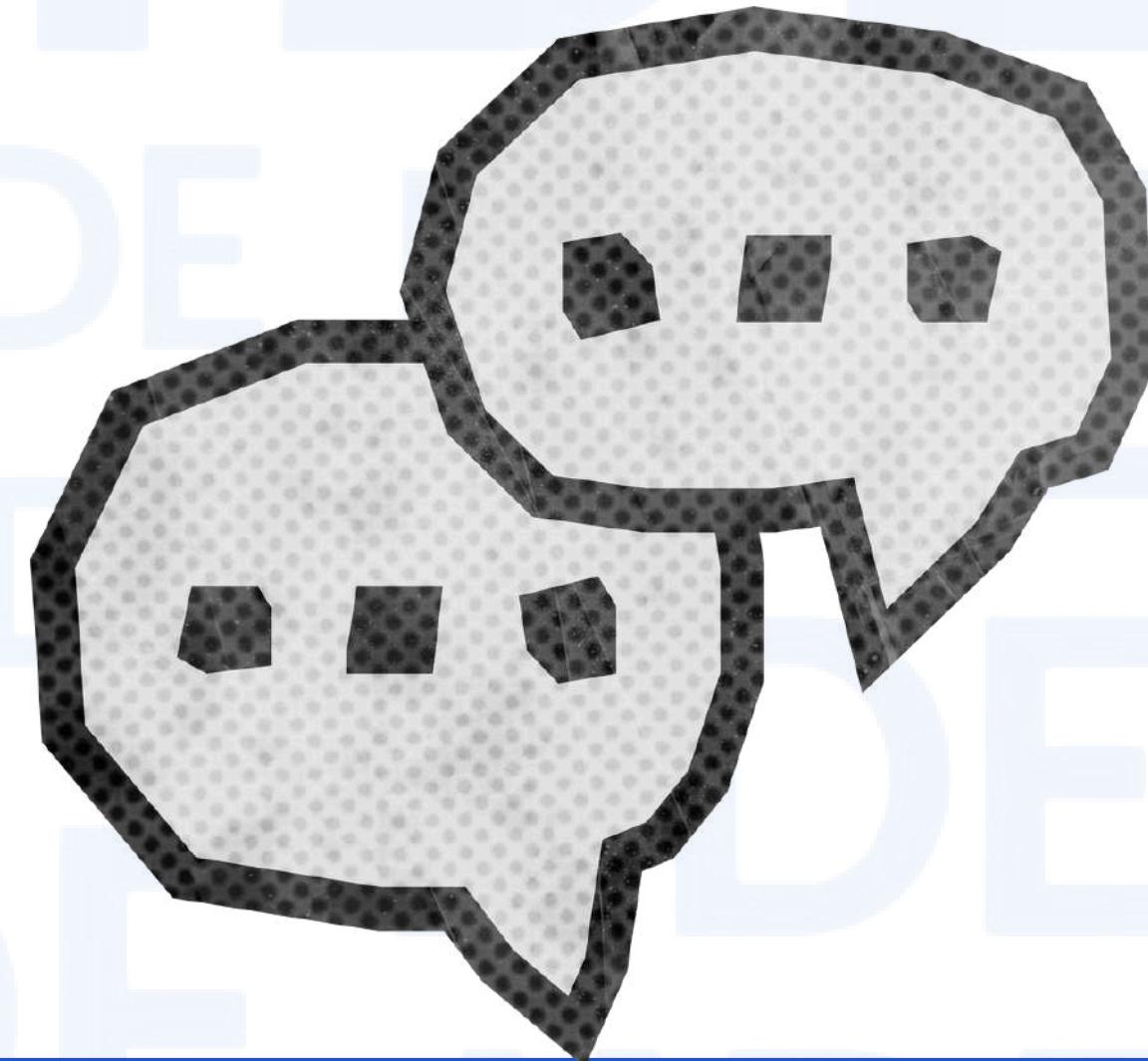
Primary Text

Struggling to stay consistent with your marketing? Get our Free 7-Day Digital Marketing Planner and start planning like a pro. Organize your content, strategy, and goals in minutes — perfect for busy entrepreneurs and marketers who want results fast.

headline- Plan Your Week Like a Pro

description- Download your free 7-day planner and simplify your marketing workflow.

CTA Button:
Download Now



Re-Targeting



Budget & Scheduling

Budget & schedule

Budget ⓘ

Lifetime budget ▾ ₹1,500,000.00 INR ⚠️

Your lifetime budget is set 117,547% higher than this account's average budget of ₹1275.00.

You'll spend no more than ₹1,500,000.00 during the lifetime of your ad set.
[About lifetime budget](#)

Schedule

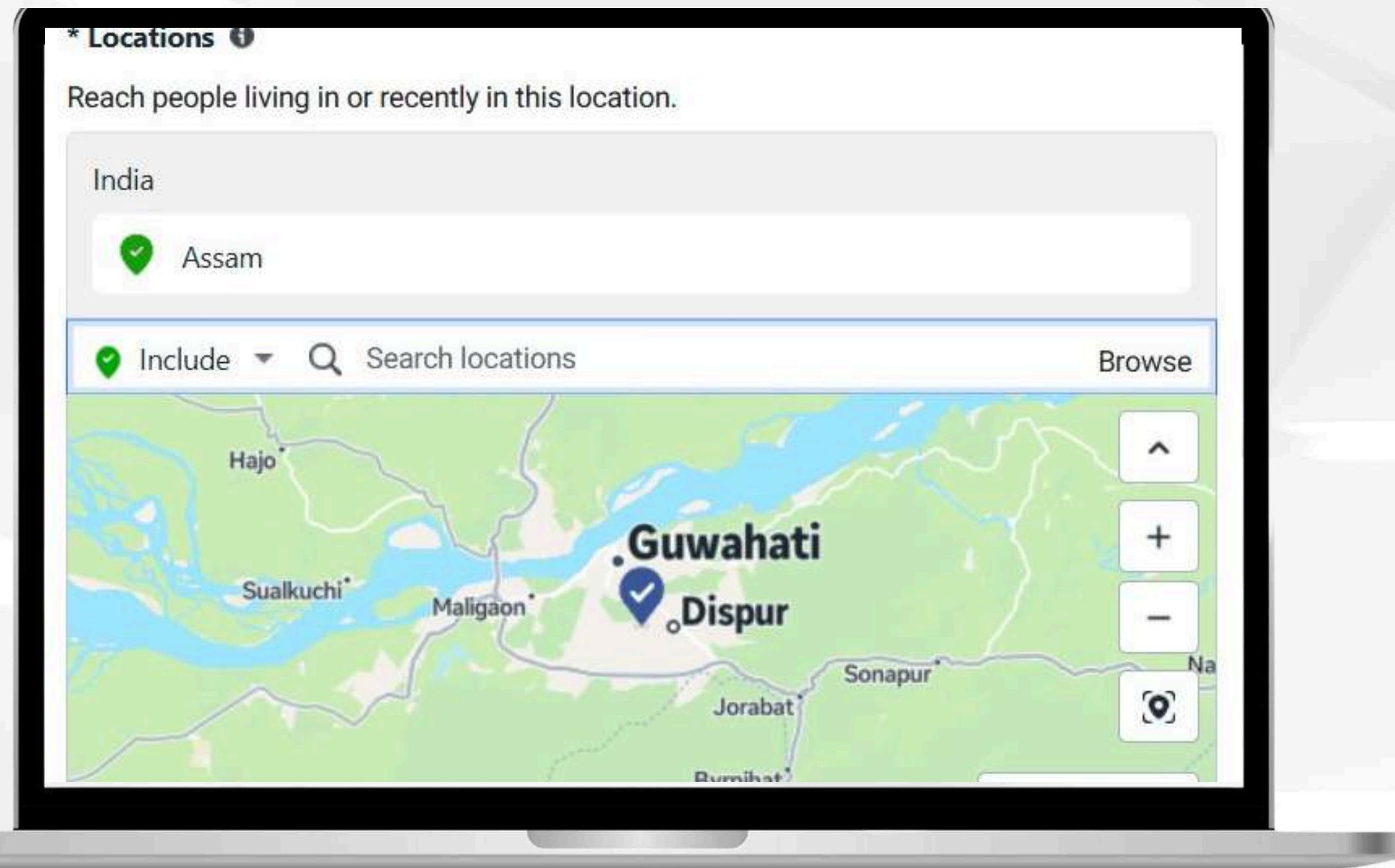
Start date

5 May 2025 22:13 IST

End date

5 July 2025 22:13 IST

LOCATION



Targeting



People who match

Interests: Content marketing (marketing), Digital marketing (marketing), Direct marketing, influencer marketing (marketing), Online advertising (marketing) or Affiliate marketing (marketing)

People who match:

Interests: Digital marketing (marketing), HubSpot, Online advertising (marketing), Social media marketing (marketing), Advertising (marketing) or Content marketing (marketing)

Placement

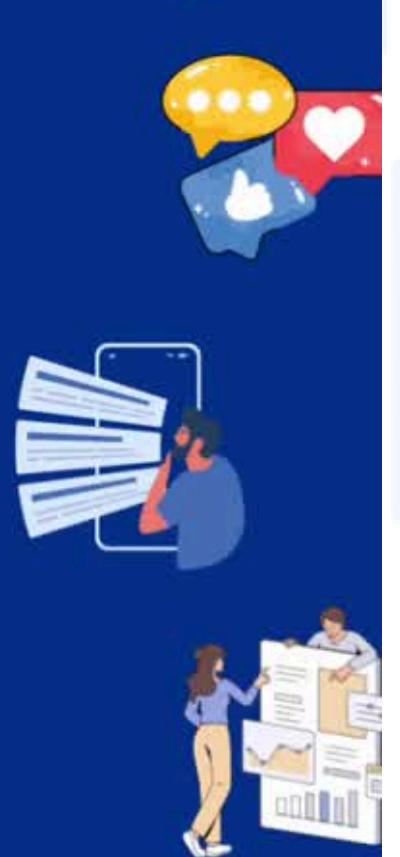


Advantage+ placements ✨

Top 3 Digital Marketing Skills YOU NEED IN 2025

1. Social Media Marketing
"Turn likes into leads. Master engagement!"
2. SEO (Search Engine Optimization)
"Be found first. Rank higher, grow faster!"
3. Data Analytics
"Track it. Crack it. Optimize everything."

ENROLL NOW!



IIDE

Re-Targeting Creatives



Ad Copy 1

Primary Text

Let's be real — if you're not mastering these 3 skills, you'll be left behind in 2025. Digital marketing's changing fast. AI, strategy, data — it's not just buzz, it's the bare minimum. Serious about your future? This is where it starts.

headline- 3 Skills Every Marketer Needs in 2025

CTA Button:
Apply Now



Ad Copy 2

Primary Text

Wake up, log in, level up! At IIDE, you don't just attend classes – you experience them. Live sessions, real-world skills, and placements that actually happen. Learn SEO, Social Media, AI & more – all from home!

headline- A Day in the Life of an
IIDE Online Student

description- 100% Live Classes.
Zero Boring.
Unlimited Growth.

CTA Button:
[Learn More](#)



Budget Allocation



Detailed City + Funnel Stage Split

City	TOFU(35%)	MOFU(20%)	BOFU(30%)	Retargeting (15%)	Total(₹)
Bangalore	₹12,25,000	₹7,00,000	₹10,50,000	₹5,25,000	₹35,00,000
Kolkata	₹8,75,000	₹5,00,000	₹7,50,000	₹3,75,000	₹25,00,000
Assam	₹8,75,000	₹5,00,000	₹7,50,000	₹3,75,000	₹25,00,000
Jaipur	₹5,25,000	₹3,00,000	₹4,50,000	₹2,25,000	₹15,00,000
TOTAL	₹35,00,000	₹20,00,000	₹30,00,000	₹15,00,000	₹1,00,00,000

Key Performance Indicators



Awareness

Impression
Reach
CPM

Traffic

Landing Page Views
Landing Page View Rate
Cost per Landing Page View

Lead Generation

Cost Per Lead

Remarketing

Conversion Rate
CTR

Benchmarks



Reach & Impressions

Reach: **5M+** users
(based on 1 Cr INR budget)
CPM: INR 20–100
depending on targeting
and format



Click-Through Rate

Industry average- **0.9%–1.5%** for the education sector
Goal: **1.2%** for healthy engagement



Traffic

CPC: **INR35-45**
(depends on targeting
and ad quality)
Goal: **100K–200K** LPVs

Guesstimates

CPM, CTR, and Leads (Estimated per Region)

Location	CPM(₹)	CTR(₹)	Est.Clicks	Est.CPL(₹)	Est.Leads
Bangalore	200	1.2%	21,000	₹90	38,888
Kolkata	120	₹1.5%	31,200	₹70	35,714
Assam	80	1.8%	56,250	₹60	41,666
Jaipur	100	1.4%	21,000	₹65	23,076
Total	—	—	1,29,450	—	1,39,344

Guesstimates

Platform Split Suggestion

Platform	%Budget	Notes
Facebook	50%	Stronger in Tier 2 & 3 (Assam, Jaipur)
Instagram	35%	Urban appeal (Bangalore, Kolkata)
Audience Network / Reels	15%	Video Views + Retargeting Support

Strategic Recommendations

1. Allocate Budget Smartly

- Awareness: 35%, Lead Gen: 30%, Traffic: 20%, Retargeting: 15%.
- Focus on reach, conversions, and retargeting.

2. Platform Strategy

- Facebook (50%): Best for Tier 2 & 3 (Assam, Jaipur).
- Instagram (35%): Urban reach (Bangalore, Kolkata).
- Audience Network (15%): For video views + retargeting.

3. Regional Focus

- Assam delivers highest leads at lowest CPL (₹60).
- Kolkata gives strong CTR and volume.
- Optimize Jaipur for efficiency.

4. Content & Funnel Approach

- Awareness: Video ads.
- Traffic: Strong CTA creatives.
- Leads: WhatsApp & instant forms.
- Retargeting: Testimonials & carousels.

Conclusion

- The 1CR campaign plan for IIDE is strategically sound with a data-backed funnel-based allocation.
- IIDE can maximize visibility, drive qualified traffic, and generate cost-effective leads by leveraging platform strengths, regional performance, and optimised content buckets.
- With Assam and Kolkata leading in efficiency and Instagram offering strong urban engagement, the campaign is well-positioned to drive high ROI across both awareness and conversion stages.

Thank You