

PROJECT REPORT

NAAN MUDHALVAN

DIGITAL MARKETING PROJECT

REPORT ON

Create A Social Media Ad Campaign In Facebook

COLLEGE CODE : 6122

COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING

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ABSTRACT

Eagle Tourism and Travels is your passport to unforgettable journeys and captivating destinations. Our team of dedicated professionals curates travel experiences that cater to your wanderlust, from exhilarating treks in the wild to serene beach getaways. With Eagle Tourism and Travels, your dream destinations are just a flight away. Discover the world with us, and let your adventurous spirit soar.

Brand Name: EAGLE TOURISM & TRAVELS

Category: TRAVEL AGENCY

Email : eagletourism@gmail.com

Target Audience: Family/Business

Target Location: Namakkal, Tamil Nadu, India

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1.INTRODUCTION

In this introduction, we will explore the essential steps and strategies to Create A Social Media Ad Campaign In Facebook for our EAGLE TOURISM AND TRAVELS COMPANY .

1.1 OVERVIEW:

Eagle Tourism and Travels is a premier travel company dedicated to making your travel dreams a reality. With a focus on adventure and exploration, we offer a wide range of meticulously crafted travel experiences that cater to various tastes and preferences. From thrilling escapades to tranquil retreats, we take you on journeys that allow you to immerse yourself in the beauty and diversity of the world. Our mission is to provide you with the means to spread your wings and discover new horizons, all while ensuring your travel experience is seamless, safe, and unforgettable. With Eagle Tourism and Travels, your passport to extraordinary adventures and captivating destinations awaits.

1.2PURPOSE

The purpose of Eagle Tourism and Travels is to inspire and enable individuals to explore, experience, and connect with the world in meaningful and transformative ways. We aim to:

1. Cultivate Wanderlust: We believe in nurturing the inherent human desire to explore and discover. Our purpose is to ignite and sustain the flame of wanderlust in our customers, encouraging them to embrace new horizons and create lasting memories.
2. Create Memorable Experiences: We are dedicated to curating travel experiences that go beyond the ordinary. Whether it's embarking on thrilling adventures, unwinding in serene destinations, or immersing in diverse cultures, our purpose is to provide experiences that leave a lasting impact.
3. Promote Sustainable Travel: Eagle Tourism and Travels is

committed to responsible and sustainable tourism. We work to minimize our environmental footprint, support local communities, and preserve the natural beauty of the destinations we visit, ensuring the world remains a place worth exploring for future generations.

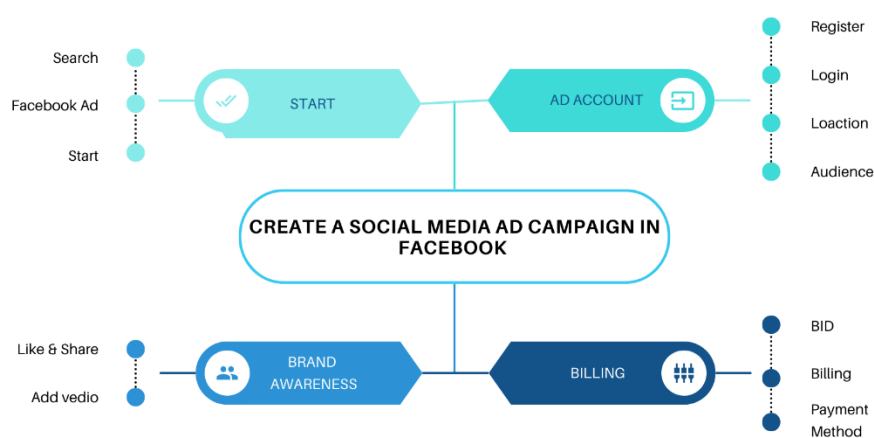
4. Ensure Seamless Journeys: Our purpose is to make travel accessible and hassle-free. We strive to offer our customers the peace of mind that comes with expertly planned itineraries, excellent customer service, and the assurance of a safe and well-organized adventure.

5. Encourage Personal Growth: We believe that travel is a powerful catalyst for personal growth and self-discovery. Eagle Tourism and Travels aspires to help individuals broaden their horizons, challenge their comfort zones, and return from their journeys with new perspectives and a deeper understanding of the world.

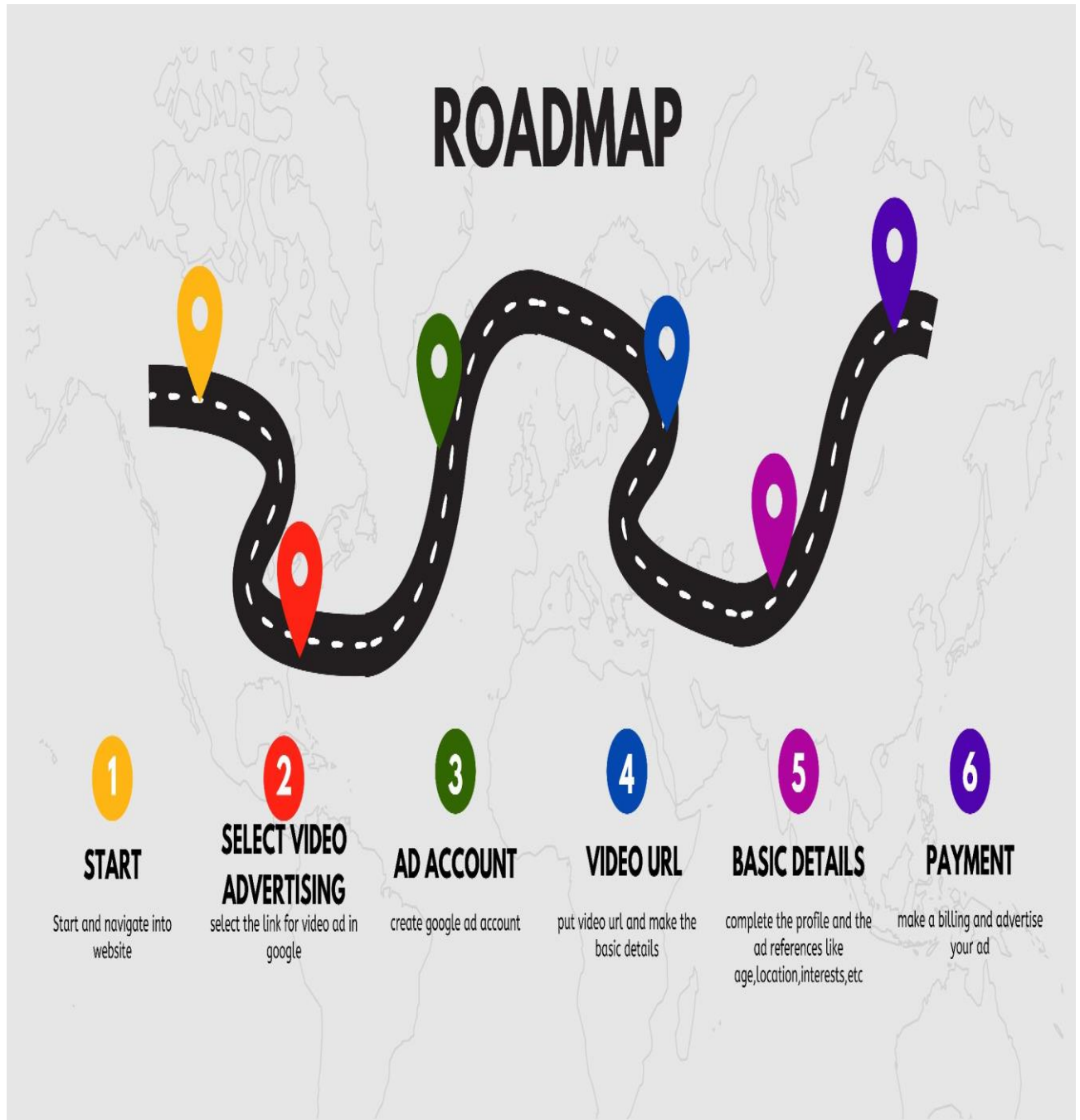
In essence, our purpose is to be the bridge between wanderers and their dream destinations, fostering a love for exploration, fostering connections, and creating travel experiences that enrich life.

2 PROBLEM DEFINITION & DESIGNTHINKIN

2.1 EMPATHY MAP



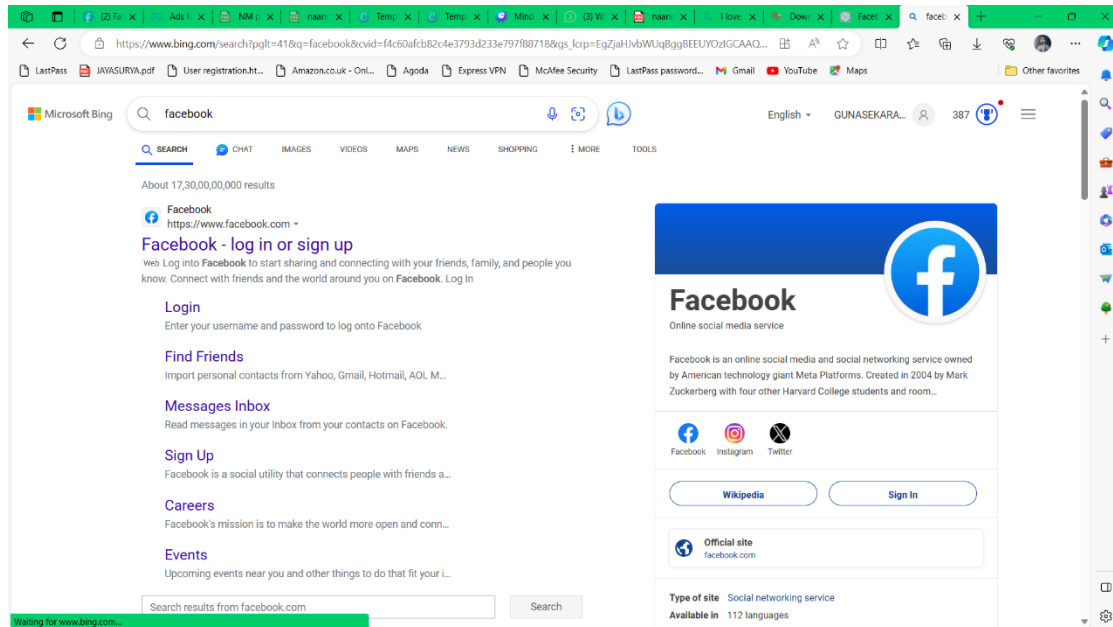
2.1 IDEA & BRAINSTORMING MAP



RESULT

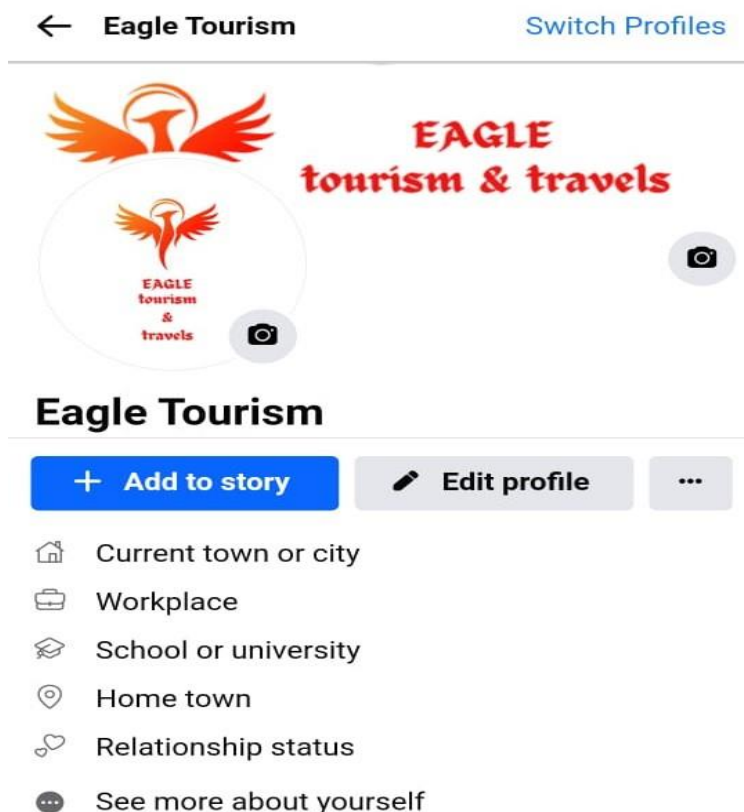
STEP 1:

NAVIGATE:



STEP 2:

GOOGLE AD ACCOUNTS:



STEP 3:

CAMPAIGN NAME:

The screenshot shows the Facebook Ads Manager interface. The left sidebar contains navigation icons. The main content area is titled "Traffic > DigitalMarketing" and shows a list of ad sets: "IN-Digital Marketing" and "Image#1". The "IN-Digital Marketing" ad set is selected, and the "Campaign name" field is filled with "Traffic > DigitalMarketing". The "Special ad categories" section is expanded, showing a dropdown menu for "Categories" with the option "Declare category if applicable". The "Campaign details" section is also expanded, showing a notification for "Introducing reservation buying type". The "Next" button is visible at the bottom right.

Campaign name

Traffic > DigitalMarketing

Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categories

Declare category if applicable

Campaign details

Introducing reservation buying type

Reservation, formerly called reach and frequency, allows you to plan and buy your campaigns with a set cost and forecast your campaign's lifetime results for reach and ad frequency. [Learn more](#)

Next

STEP 4:

AD SET NAME:

The screenshot shows the Facebook Ads Manager interface. The left sidebar contains navigation icons. The main content area is titled "Traffic > DigitalMarketing" and shows a list of ad sets: "IN-Digital Marketing" and "Image#1". The "IN-Digital Marketing" ad set is selected, and the "Ad set name" field is filled with "IN-Digital Marketing". The "Conversion" section is expanded, showing the "Conversion location" dropdown menu with the option "Website". The "Audience definition" section is also expanded, showing a progress bar for "Audience definition" and the "Estimated audience size". The "Estimated daily results" section is also expanded, showing the "Reach" and "Link clicks" metrics. The "Next" button is visible at the bottom right.

Ad set name

IN-Digital Marketing

Conversion

Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

Website

Send traffic to your website.

Audience definition

Your audience selection is fairly broad.

Estimated audience size

60,300,000 - 70,900,000

Estimated daily results

Reach

883-2.6K

Link clicks

27-78

Next

STEP 5:

BUDGET SCHEDULE:

The screenshot shows the Facebook Ads Manager interface for editing an ad set. The left sidebar contains navigation options like Traffic, IN-Digital Marketing, and Image#1. The main content area is titled 'Budget & schedule' and includes the following sections:

- Budget:** A dropdown menu set to 'Daily budget' with a value of ₹100.00 and the currency set to INR. Below this, a note states: 'You'll spend an average of ₹100 per day. Your maximum daily spend is ₹125 and your maximum weekly spend is ₹700. [Learn more](#)'
- Schedule:** A section for setting the start date and time. The start date is 30/10/2023 and the time is 10:31. The location is set to Kolkata Time.
- Dynamic creative:** A toggle switch is set to 'Off'. The text explains: 'Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)'
- Audience definition:** A section on the right indicating 'Your audience selection is fairly broad.' with a progress bar between 'Specific' and 'Broad'. It also shows the 'Estimated audience size: 60,300,000 - 70,900,000' and a note: 'Estimates may vary significantly over time based on your targeting selections and available data.'
- Estimated daily results:** A section on the right showing 'Reach: 883-2.6K' and 'Link clicks: 27-78' with progress bars.

At the bottom, there are buttons for 'Close', 'All edits saved', 'Back', and 'Next'.

STEP 6:

AUDIENCE:

The screenshot shows the Facebook Ads Manager interface for editing an ad set, specifically the 'Audience' section. The left sidebar is the same as in Step 5. The main content area is titled 'Advantage+ audience' and includes the following sections:

- Advantage+ audience:** A section at the top explaining: 'Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)'
- Custom Audiences:** A section with a 'Create new' dropdown and a search bar for 'Search existing audiences'.
- Age:** A dropdown menu set to '18 - 65+'.
- Gender:** A dropdown menu set to 'All genders' with an 'Edit' link.
- Detailed targeting:** A section for including people who match specific criteria. It shows 'Interests > Business and industry > Online (computing)' and 'Digital marketing (marketing)'. There is a search bar for 'Add demographics, interests or behaviours' and a 'Suggestions Browse' button.
- Audience definition:** A section on the right indicating 'Your audience selection is fairly broad.' with a progress bar between 'Specific' and 'Broad'. It also shows the 'Estimated audience size: 60,300,000 - 70,900,000' and a note: 'Estimates may vary significantly over time based on your targeting selections and available data.'
- Estimated daily results:** A section on the right showing 'Reach: 883-2.6K' and 'Link clicks: 27-78' with progress bars.

At the bottom, there are buttons for 'Close', 'All edits saved', 'Back', and 'Next'.

STEP 7:

AD NAME:

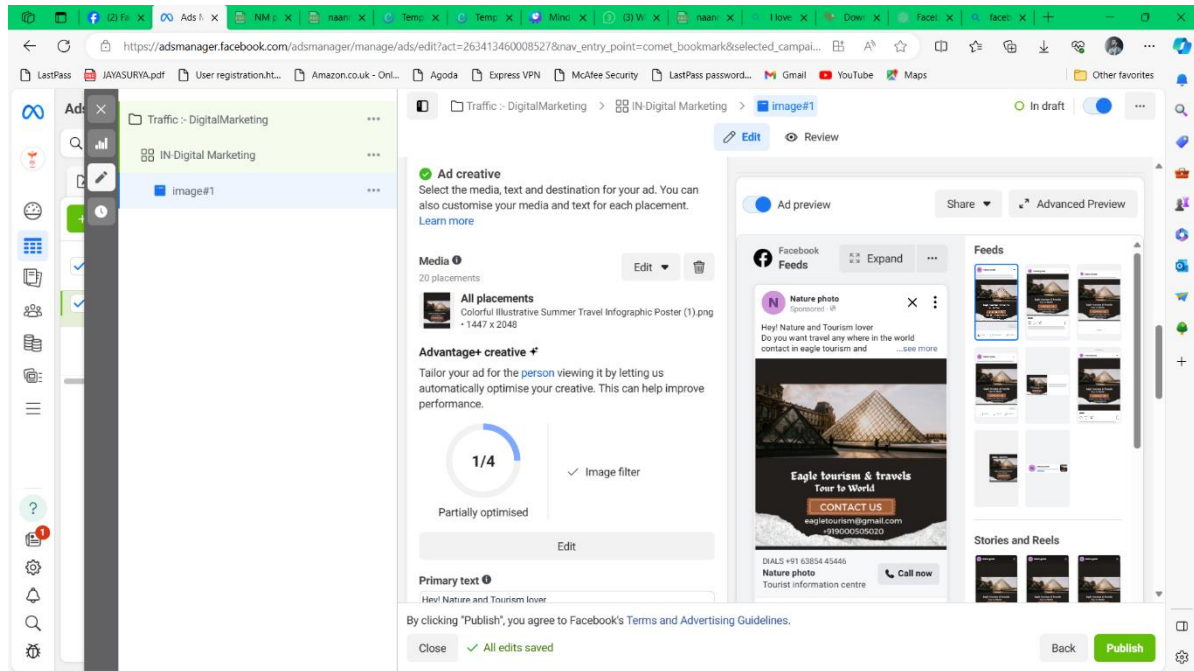
The screenshot shows the Facebook Ads Manager interface for editing an ad. The left sidebar contains navigation icons and a list of ad sets: 'Traffic > DigitalMarketing', 'IN-Digital Marketing', and 'image#1'. The main content area is titled 'Ad name' and includes a text input field with 'image#1' and a 'Create Template' link. Below this is a 'Partnership ad' section with a toggle switch and a description. The 'Identity' section shows the 'Facebook Page' as 'Nature photo' and an option to 'Use selected Page' or 'Connect account'. An 'Ad preview' section on the right shows a mobile view of the ad, featuring a pyramid image and text for 'Eagle tourism & travels Tour to World'. At the bottom, there are 'Close', 'All edits saved', 'Back', and 'Publish' buttons.

STEP 8:

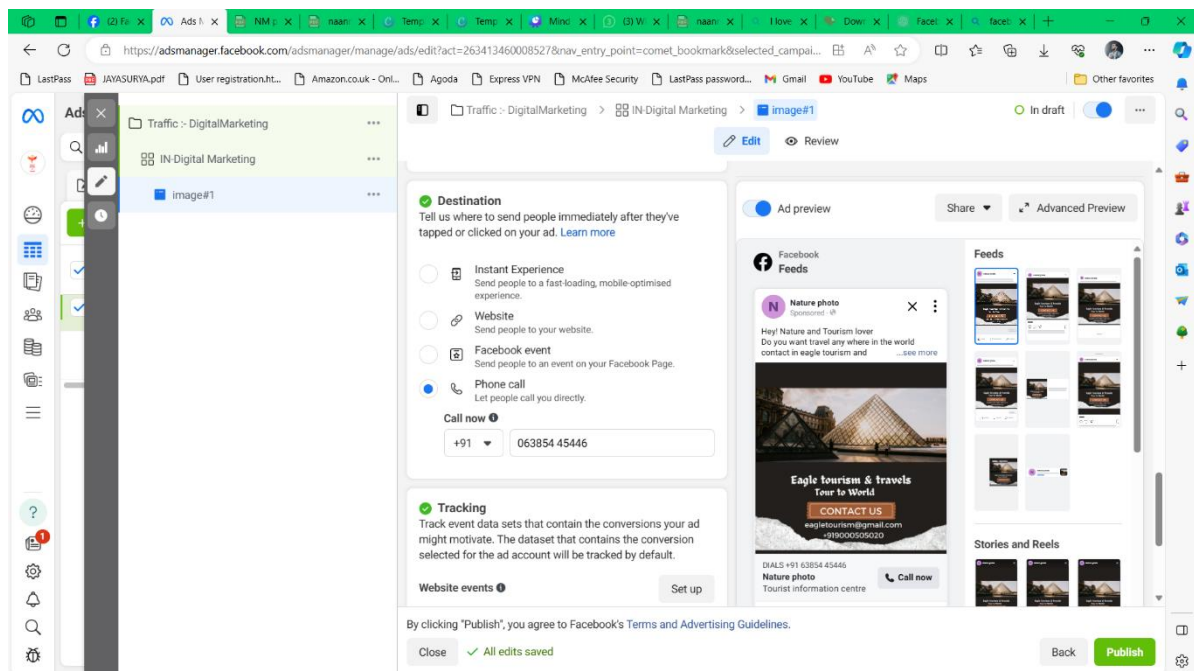
AD SETUP:

The screenshot shows the Facebook Ads Manager interface for editing an ad, specifically the 'Ad setup' section. The left sidebar is the same as in the previous screenshot. The main content area is titled 'Ad setup' and includes a 'Create Ad' dropdown menu. The 'Creative source' section has two options: 'Manual upload' (selected) and 'Catalogue'. The 'Format' section has three options: 'Single image or video' (selected), 'Carousel', and 'Collection'. There is also a 'Multi-advertiser ads (recommended)' option. An 'Ad preview' section on the right shows a mobile view of the ad, featuring a pyramid image and text for 'Eagle tourism & travels Tour to World'. At the bottom, there are 'Close', 'All edits saved', 'Back', and 'Publish' buttons.

STEP 9: AD CREATIVE

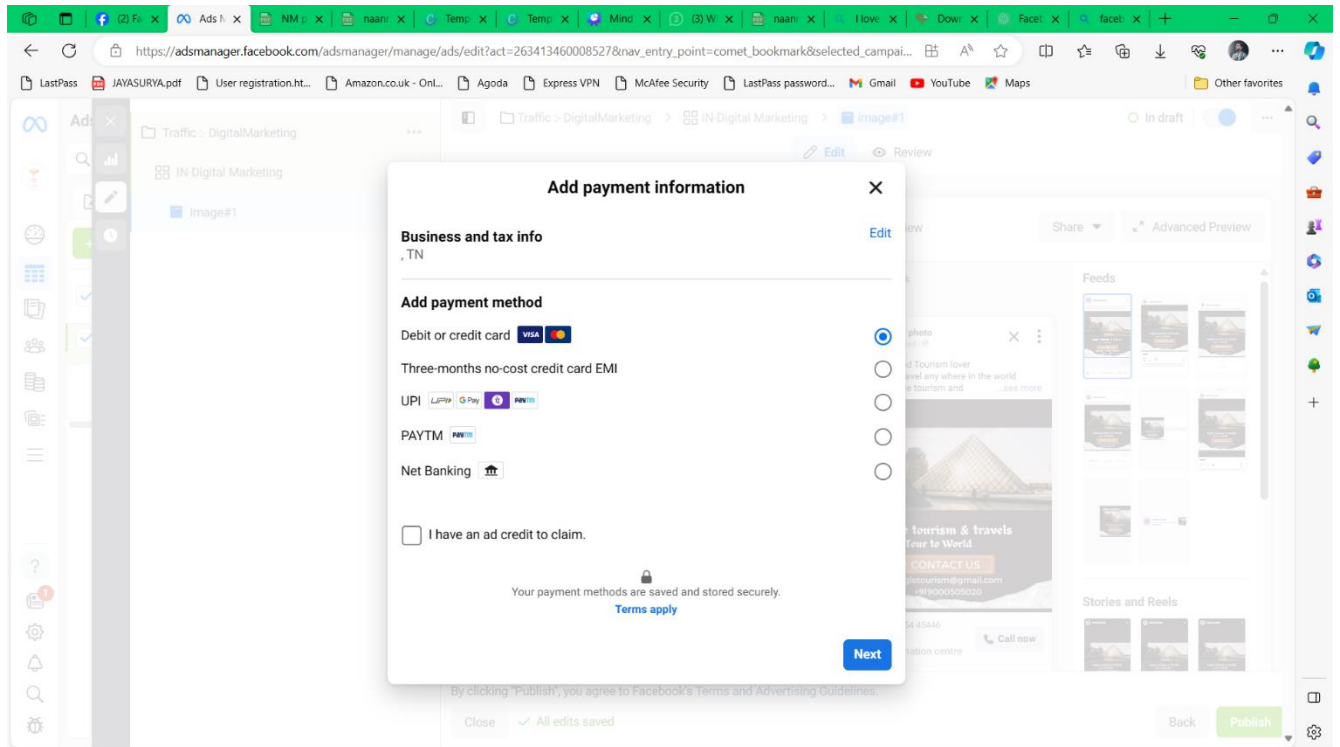


STEP 10: DESTINATION & TRACKING:



STEP 11:

AD PAYMENT INFORMATION:



ADVANTAGE :

1. **Expertise and Guidance:** Eagle Tourism and Travels provides travelers with access to expert guidance and local knowledge, ensuring that they can make the most of their journeys without worrying about the details.
2. **Customized Experiences:** The company offers tailored travel experiences, allowing customers to choose trips that align with their interests and preferences, ensuring a personalized and enjoyable adventure.
3. **Safety and Security:** Eagle Tourism and Travels prioritizes traveler safety by providing well-planned itineraries, experienced guides, and adherence to safety standards, reducing the risks associated with travel.
4. **Convenience:** The company handles logistics, reservations, and travel arrangements, making the travel process more convenient and less stressful for customers.

5. Environmental Responsibility: Eagle Tourism and Travels focuses on sustainable tourism practices, promoting responsible travel that minimizes the negative impact on the environment and supports local communities.

Disadvantages :

1. Cost Customized and guided travel experiences can be more expensive than planning and executing trips independently, making them less accessible to budget travelers.

2. Less Spontaneity Some travelers prefer the freedom to make spontaneous decisions during their journeys, which can be limited by following pre-planned itineraries.

3. Group Travel Dynamics Group tours may involve traveling with strangers, and the dynamics within the group can impact the overall experience. Compatibility with fellow travelers is not always guaranteed.

4. Limited Flexibility: Pre-arranged itineraries may not always accommodate individual preferences or sudden changes in plans, which can be a drawback for travelers seeking flexibility.

5. Over-tourism Concerns: In popular tourist destinations, group tours can contribute to over-tourism, putting additional stress on local environments and communities.

APPLICATIONS:

I understand that you're looking for assistance with a job application related to Facebook. To help you craft an effective job application, I'll need more specific information about the position you're applying for, your qualifications, and any specific requirements or prompts from the job posting. Please provide this information, and I'll be happy to assist you in writing your job application.

CONCLUSION:

In conclusion, our Facebook ad campaign is poised to take your journey to new heights. With captivating visuals, compelling content, and strategic targeting, we aim to drive awareness, engagement, and ultimately, conversions for your brand. As we embark on this campaign, we're committed to closely monitoring and optimizing it to ensure it meets and exceeds your marketing objectives. Join us on this exciting adventure, and together, we'll create a compelling digital presence that resonates with your audience and elevates your brand's success.

Project Demo Link: <https://youtu.be/Utn5IMWoreI?si=34TFtBqh1OmXxb2v>