

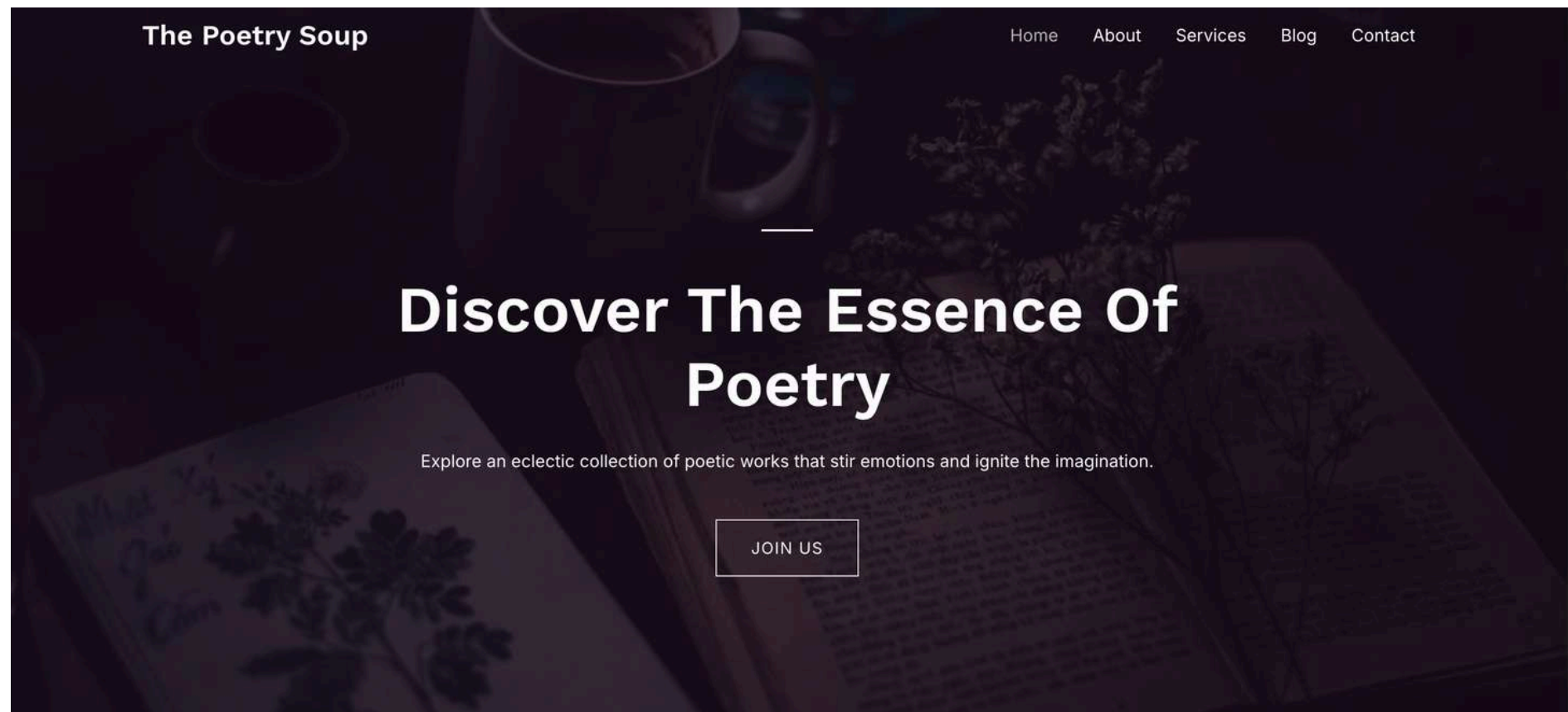
# ***Digital Marketing Presentation***







# Website Screenshots

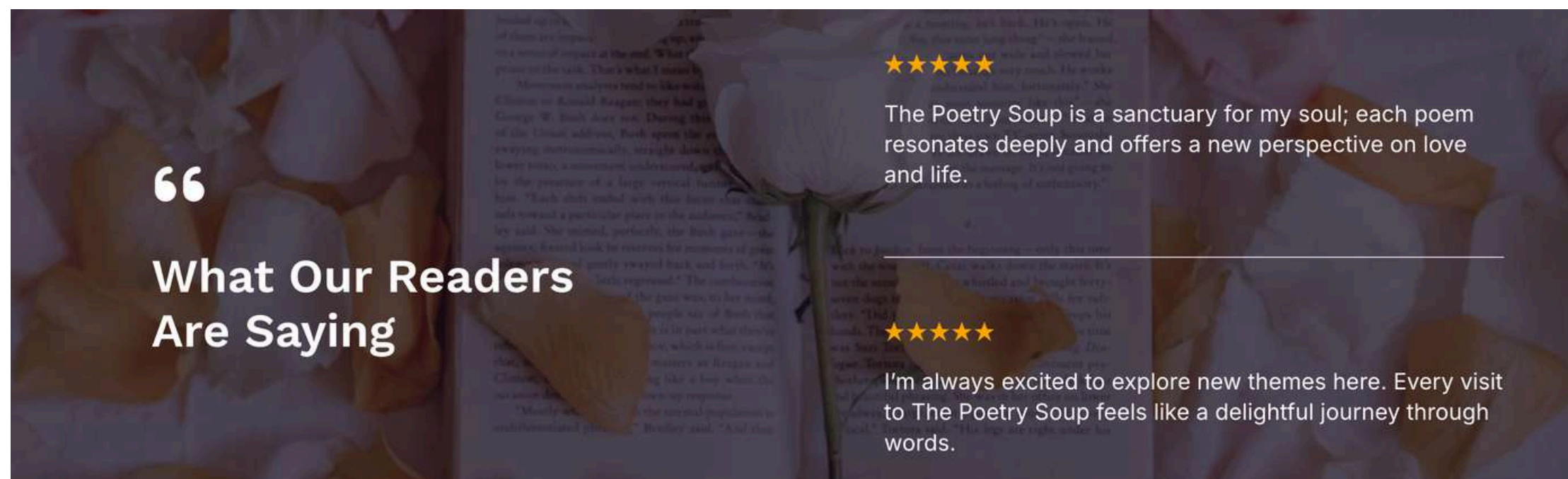


## Our Mission

### Crafting Stories Through Verse

Our mission at The Poetry Soup is to provide a nurturing platform for poets and readers alike, fostering creativity and connection through the universal language of poetry, while celebrating the richness of human experience.

We aim to inspire and connect through the powerful medium of poetry.







# Blogs Published



## The Era Of Romanticism In English Literature

January 14, 2025

Introduction English literature saw one of its most significant shifts in the late 18th century, when the Romanticism literary movement [...]

[Read Post »](#)



## The Renaissance Era Of Poetry: A Revival Of Art And Expression

January 14, 2025

The Renaissance, spanning roughly from the 14th to the 17th century, marked a profound transformation in art, culture, and intellectual

[Read Post »](#)



## How To Analyse Poems?

January 14, 2025

Poetry, with its layers of meaning and rich language, invites readers to look beyond the surface and uncover deeper insights.

[Read Post »](#)

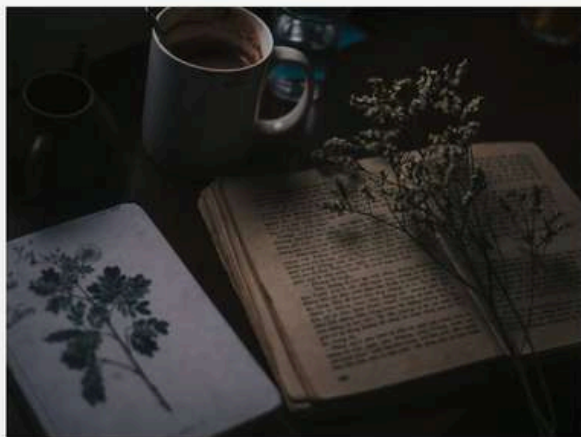


## Sonnets Of William Shakespeare: A Timeless Exploration Of Love, Time, And Beauty

January 14, 2025

William Shakespeare's Sonnets, published in 1609, stand as one of the most significant contributions to English literature. Comprising 154 poems, these

[Read Post »](#)



## The Pre-Raphaelites: A Return To Artistic Purity And Poetic Beauty

January 14, 2025

The Pre-Raphaelite Brotherhood, founded in 1848 by a group of English artists, poets, and critics, marked a significant artistic and

[Read Post »](#)



## About The Author

January 14, 2025

The Romantic Era poets and writers were the main inspirations for my poetry. The most renowned Romanticist poets to have

[Read Post »](#)

Diagnose performance issues



Performance



Accessibility



Best Practices



SEO





# Competitor Analysis Matrix



Type	Example
Strong Strong	William Wordsworth poems on Romance
Strong Weak	Robert Frost poems on nature
Weak Strong	Chetan Bhagat romance novels
Weak Weak	Non fictional novels



# Competitor Website Analysis

Website Analysis Checklist	Poetry Soup	Poetry Foundation	Rekhta	Poetry Book Society (UK)	The Society of Classical Poets
Visually appealing	Yes	Yes	Yes	Yes	Yes
Navigation menu	Yes	Yes	Yes	Yes	Yes
Content Clarity	Yes	Yes	Yes	Yes	No
User Interaction	N/A	Yes	No	Yes	No
Error handling	Yes	Yes	Yes	Yes	Yes
Performance	No	Yes	Yes	No	Yes
Accessibility	N/A	Yes	Yes	Yes	Yes
Industry Standards	Yes	Yes	Yes	Yes	Yes
Chatbots	N/A	Yes	No	Yes	No





rekhta

The world of Urdu Poetry & Literature is now...

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Get it on  
App Store





# Competitor Ads

Poetry  
Book  
Society

INR ₹ ▾ LOG IN CART (0) 🔍

ABOUT ▾ MEMBERSHIP ▾ GIFT MEMBERSHIP BOOKSHOP ▾ NEWS ▾ CONTACT ▾ PODCAST DONATE

## MEMBERS ENJOY...

A year of poetry parcels containing 4 to 24 books a year, plus all these member benefits and so much more from belonging to our supportive poetry community.



### 25% OFF ALL BOOKS

Few Members also get a £10 book voucher, free extra choice book and magazine.



### MEMBERS' MAGAZINE

Our inspiring quarterly poetry magazine, including FREE access to our digital archive.



### ONLINE & LIVE EVENTS

Lively poetry community events

## CHOOSE YOUR BOOK BOX

Poetry  
Book  
Society

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## DIGITAL MEMBERSHIP

If you've run out of shelf space, check out our new Digital Membership for digital access to the *Bulletin* magazine via your desktop computer, tablet or smartphone. Plus access to our contemporary poetry archive dating back to 2017, all for only **£24.99 a year, or £7.99 a quarter.**

BUY HERE >



## RENEWAL INFORMATION

Please note all memberships will automatically renew after a year. You can opt out at any stage by logging into your account on our website. If you'd prefer to pay for a 1 year membership, drop us an email or ring us and we'll set this up for you.

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## POETRY BOOK SOCIETY GIFT MEMBERSHIP

RS. 13,500.00

SHIPPING

UK Europe Rest of World

Quantity

- 1 +

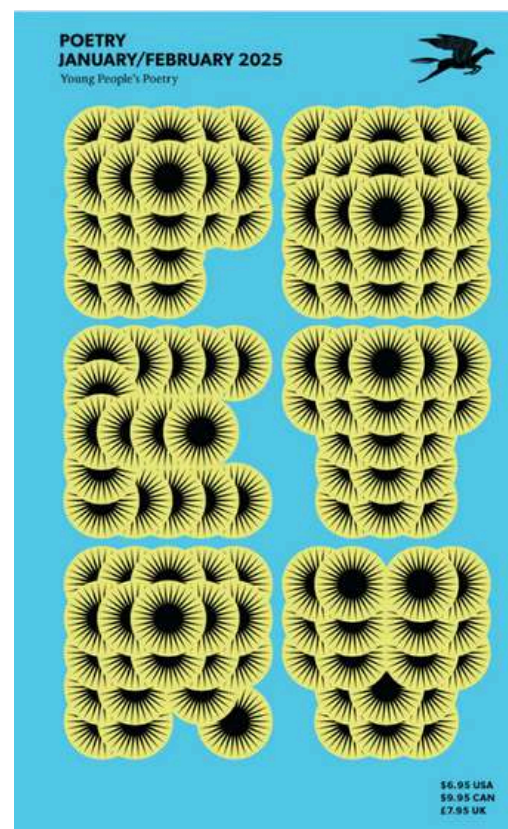
GIVE A GIFT MEMBERSHIP







# Competitor Ads



## January/February 2025

Young People's Poetry, Guest Editor: Elizabeth Acevedo; Cover Artist: Andrea Trabucco-Campos

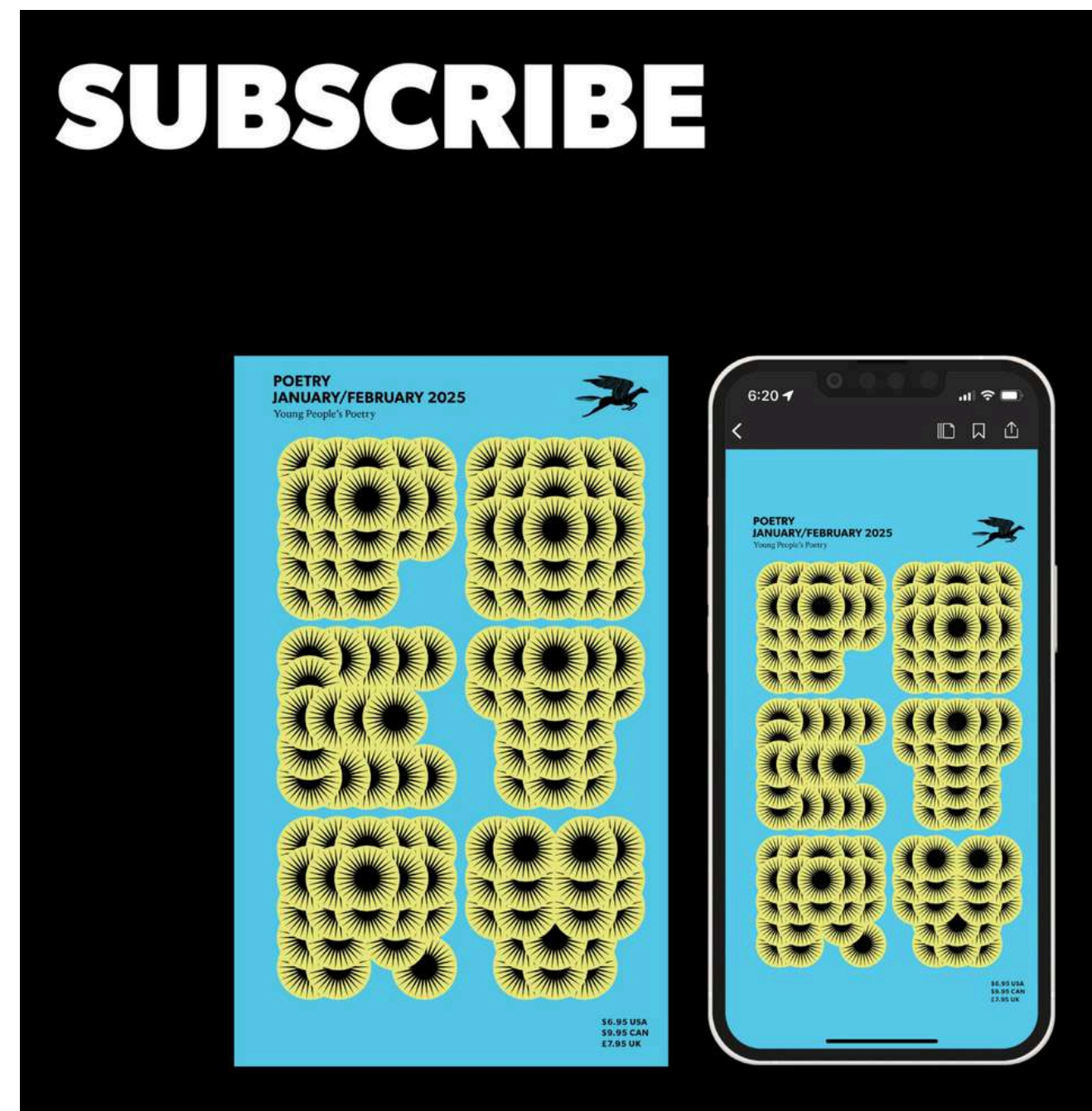
*The clearest memory I have of my friend: his body perched like a sparrow atop the tallest tree.*

— “Universal Truths” by Shira Haus

[Buy this issue](#)

Evan Wang  
Fatimah Asghar  
Carole Boston Weatherford  
Janiru Liyanage  
Rasaq Malik Gbolahan

[Table of Contents](#)







# Competitor Ads



THE SOCIETY OF  
CLASSICAL POETS

“Rhyming, rhythmic,  
and rapturous”



Society of Classical Poets

[Read on blog](#) or [Reader](#)

## ‘Der Knecht’: A Poem in German by Peter Lillios, with Translation



By The Society on February 20, 2025

. . Der Knecht An einem Teich in einem Tal, am Felsenfuß entlang, Da steht ein Mädchen  
ohne Schal, als Decke nur der Hang. Vorbei bin ich schon hundertmal, mit Gaben und  
Gesang. Mein Singen ist ihr ganz egal, als wär’ es Vogelklang. Erhellet sie nur der  
Sonnenschein, zum Weinen bringt sie Regen. Eine Windböe [...]

[Continue reading](#)

[Comment](#)



Society of Classical Poets

[Read on blog](#) or [Reader](#)

## ‘Chasing COLAs in a Hard World’ and Other Poetry by C.B. Anderson



By The Society on February 19, 2025

Chasing COLAs in a Hard World COLA: cost-of-living adjustment We learned, each  
time we tried to file a claim, \_That dealing with the Demiurge Adjustor \_Takes all the  
fortitude that we can muster, And that the ploy of reassigning blame Is not a winning  
move within this game. \_The rulings handed down, despite our [...]

[Continue reading](#)

[Comment](#)





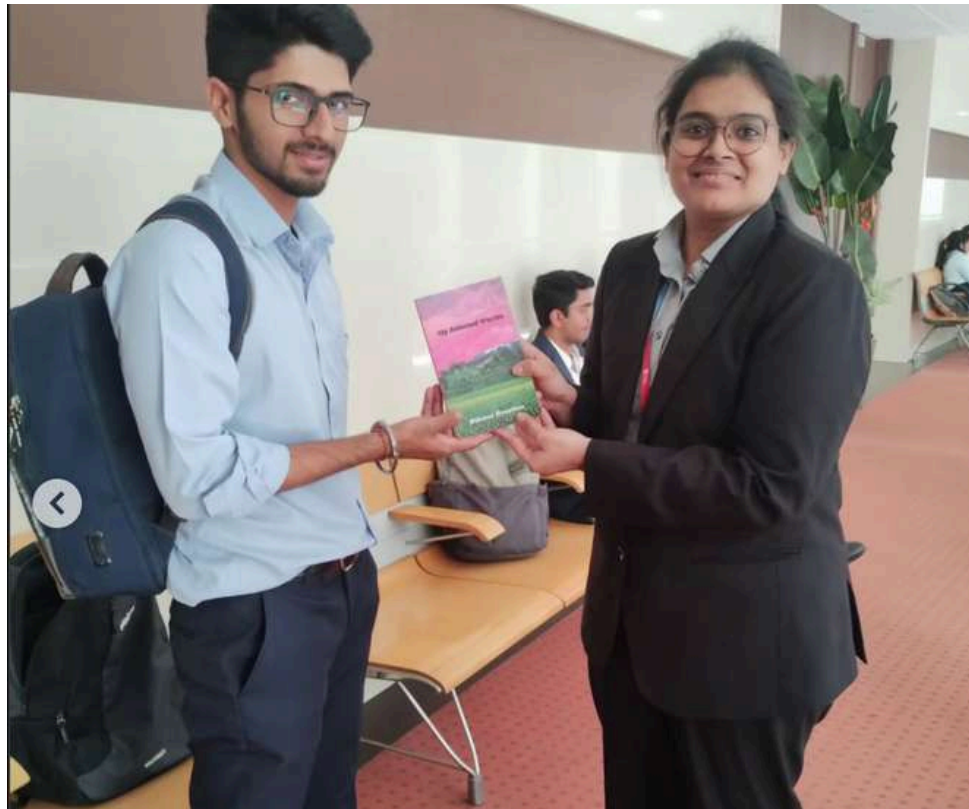
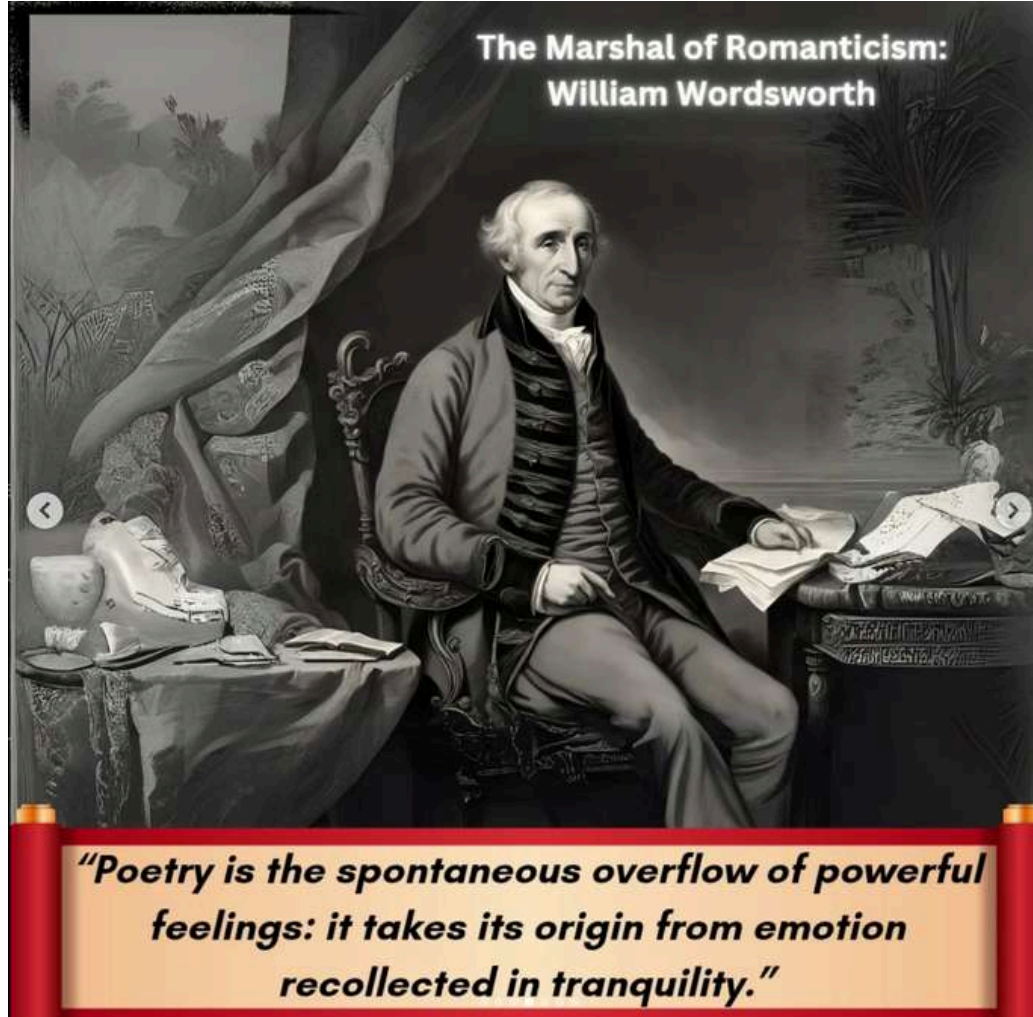
# Content Calendar

Content_tracker1									
Tr	Content	Type	Tr	Details	Owner	Status	Post date	Tr	Notes
	Who is our author?	Social media		Infographic	Atharva	Published	1/17/2025		Meet our man behind it!!
	Genre Reveal	Social media		Reel	Vaishnavi	Published	1/19/2025		The Genre is Romance
	Why you should read it?	Social media		Meme	Aravind...	Published	1/21/2025		Comedy meme
	First Poem	Social media		Infographic	Dhruv	Published	1/23/2025		With the explanation
	Famous Poets	Social media		Infographic	Atharva	Published	m/d/yyyy		Poets and their words
	Poem Stanzas	Social media		Reel	Atharva	Published	m/d/yyyy		Stanzas from famous poets
	Readers reactions	Social media		User generated content	Kajal	Published	1/26/2025		Reviews, testimonials
	Comic strip	Social media		Story	Vaishnavi	Published	1/28/2025		A real life story
	Poetry Blogs	Blog post		Blog	Atharva	Published	1/29/2025		Renaissance of the poets
	Book reveal	Social media		Reel	Atharva	Published	1/30/2025		A compilation of poems book launch
	Addressing FAQs	Social media		Video	Dhruv	Published	2/1/2025		Addressing common queries of the public
	Promotional offer	Social media		Reel	Kajal	Published	2/4/2025		If u present this as a gift, get 20% offer
	Special giveaway	Social media		Interactive content	Dhruv	Published	2/9/2025		Quiz can be conducted and prizes can be distributed
	Closing note by author	Social media		Personalized message	Atharva	Published	2/12/2025		Thank you for being in this journey





# Most Viewed Content







# Google Adgroups

Campaign	Adgroups	Keywords	Headline 1	Headline 2	Headline 3
Books	General Poetry books	Classic poetry books	Classic Poetry Books for Sale!!	Timeless Poems, Endless Beauty	Own a Piece of Literary Art!
		Best Poetry Books	Best Poetry Books	Must-Read Poetry for You	Find Your Next Favorite Poem!
		poems by rabindranath tagore	Rabindranth Tagore Books	Tagore's Poetry, Pure Magic	Experience Tagore's Magic!
		good poetry books	Best Poetry Book ever	Discover Inspiring Verses	Let Poetry Touch Your Soul!
		khalil gibran book	Khalil Gibran Books	Wisdom & Poetry in One Book	Unlock Gibran's Timeless Wisdom!
		Best-selling poetry books	Percy Bysshe Shelly Books	Top Poetry Picks for You	Join the Poetry Lovers Club!
		Best Poetry Collections	Evergreen Poetry Collections	Curated Poetry, Deep Emotions	Poetry Collections for Sale
	Romantic Poetry books	Heartwarming Romantic Poetry Collections	Romantic poems that melt your heart	Feel the Magic of True Love	Get Lost in Love Today!
		Best Love and Romance Poetry	Top Selling Romance Poetry	Timeless Verses of Passion	Own Your Love Poem Today!
		Romantic Poetry Books for Couples	Romantic Couple Goals	Poems to Share & Cherish	Read Together, Love Forever!
		Poetry Books About Love Stories	Feel the Power of Love	Beautiful Love in Every Page	Read & Relive Love Today!
		Emotional Romantic Poems for Lovers	Emotional Romantic Poems	Deep Emotions in Every Verse	Express Love Through Poetry!
	Nature poetry books	Enchanting Nature Poetry Books	Nature Poem Collections!!	Experience Nature in Verse	Get Your Copy Today!
		Best Poems About Nature and Seasons	Best selling nature poetry	Feel the Rhythm of Nature	Explore Poetry's Beauty!
		Beautiful Poetry Books About the Outdoors	Poetry Books About the Outdoors	Poetry Inspired by Nature	Buy Now & Feel the Outdoors!
		Poems Celebrating Earth and Wildlife	Poetry books about Earth	Verses Honoring Our Planet	Read & Connect with Nature!
		Poetry About the Beauty of Nature	Poems about the nature beauty	Discover Nature's Soul in Words	Let Poetry Inspire You!
Poems	Break up poems	Poetry Books About Heartbreak	Heart break Relief Poems	Find Solace in Every Verse	Heal Through Poetry Today!
		Best Breakup Poems for Healing	Healing Poems for You	Words to Mend a Broken Heart	Read & Start Healing Now!
		Emotional Poems About Breakups	Relaxing Poems to calm	Raw Emotions in Every Line	Feel, Heal & Move Forward
		Poetry for Moving On After a Breakup	Soothing Poems to move on	Find Strength in Every Word	Turn Pain into Power—Read!
		Heartbreak Poetry Collections	Heartbreak Poetry Collections	Poems That Understand You	Embrace Healing—Get Yours!
	Romantic Poems	love verses for her	Love verses for your partner	Express Love with Beautiful Words	Make Her Heart Melt Today!
		love poetry in english	English Love Poems	Romantic Words That Speak Love	Read & Feel the Passion!
		Cute love poems	Cute Love Poems for you	Sweet & Heartfelt Love Lines	Share a Smile—Read Now!
		Anniversary Love Poems	Anniversary Love Poems	Celebrate Love with Poetry	Find the Perfect Poem!
		Romantic sonnets	Romantic sonnets for you	Timeless Passion in Verse	Indulge in Classic Romance!
		Timeless love poems	Timeless love poems	Love That Lasts Forever in Words	Own a Piece of Romance!
	Nature Poems	best poems about nature	Top Selling Nature Poems	Nature's Beauty Captured in Verse	Explore Nature's Poetry Now!
		William wordsworth poems	William wordsworth poems	Timeless Poetry on Nature's Charm	Read Wordsworth's Best Now!
		Poems about mountains and landscapes	Poems about mountains	Feel the Majesty of Nature	Let Poetry Take You Higher!





# Google Ads

Romantic poetry books

Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL

http://poetrysoup.unaux.com/?i=1

Enter products or services to advertise

Update keyword suggestions

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

"love verses for her"

"love poetry in english"

"Cute love poems"

"Anniversary Love Poems"

"Romantic sonnets"

"Timeless love poems"

Heartwarming Poetry Collections

"Best Love and Romance Poetry"

"Poetry Books for Couples"

Poetry Books About True Love

90%

Romantic poetry books

Weekly copy: 112

Cost/Copy: ₹185.20

Weekly cost: ₹20,68...

Romatic poems that will me

Required28 / 30

Top Selling Romance Poetry

Required26 / 30

Poetry Books About True Lc

Required28 / 30

Emotional Romantic Poems

24 / 30

Poetry Books for Couples

24 / 30

Read Together, Love Foreve

28 / 30



# Google Ads

Nature Poems

Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL

<http://poetrysoup.unaux.com/?i=1>

Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

"best poems about nature"

"William wordsworth poems"

"Poems about mountains and landscapes"

"Robert Frost nature poetry"

"english poem about environment"

"Poetry on the beauty of seasons"

"Best Poems About Nature and Seasons"

"Poetry Books About the Outdoors"

"Poems Celebrating Earth"

"Poetry About the Beauty of Nature"

89.8%

Nature Poems

Weekly cost ₹263.47

Weekly cost ₹16,38...

Poetry About Beauty of Nati	Required	29 / 30
Verses Honoring Our Planet	Required	26 / 30
Poetry Books About Outdoo	Required	27 / 30
Wordsworth poems on natu		26 / 30
Experience the Season in Ve		30 / 30
Poems about mountains		21 / 30
Discover Nature's Soul in Wi		

Descriptions 3/4 [View ideas](#)

Lose yourself in nature's verses—poetry that flows like rivers and blooms like flowers.

Required 87 / 90


Whispers of the wind, songs of the earth—experience the beauty of nature in poetry

Required 82 / 90

Nature's beauty captured in verse—feel the rhythm of the earth in every poem.

77 / 90

Sponsored

 poetrysoup.unaux.com/

Discover Nature's Soul in Word - Read & Connect with Nature!

Whispers of the wind, songs of the earth—experience the beauty of nature in poetry. Nature's beauty captured in verse—feel the rhythm of the earth in every poem.





# Google Ads

## Tt Descriptions <sup>?</sup> [View ideas](#) ^

Fall in love with words! Dive into heartfelt verses in this romantic poetry book.

Required 81 / 90

Whispers of love in every verse! Experience poetry that feels like a heartbeat.

Required 79 / 90

Ink meets emotion in this romantic collection—where every page is a love story.

79 / 90

## Sitelinks <sup>?</sup>

Add links to your ads to take people to specific pages on your website. ^

### [Blog](#)

Heartfelt poetry that speaks to you · Where words meet emotions—dive in



### [Contact](#)

A team that breathes poetry · United by verse inspired by passion



### [Mission](#)

Bringing hearts closer · Spreading emotions, one at a time



### [Offerings](#)

Verses that whisper to your soul · Poetry woven with love and longing



## Callouts <sup>?</sup>

Add more business information ^

Fresh Poems Added Weekly, Crafted by Artistic Poet, Free to Read and Enjoy and 1 more

[Edit](#)

## ^ [More asset types \(0/7\)](#)

Improve your ad performance and make your ad more interactive by adding more details about your business and website

## Promotions <sup>?</sup>

Add promotions ^

Valentine's Day - Up to 40% off Book

[Edit](#)

## Prices <sup>?</sup>

Add prices ^

Poetry Workshops – From ₹99.00/day, Poetry Submissions – From ₹0.00 and Community Events – From ₹199.00/wk

[Edit](#)

## Calls <sup>?</sup>

Adding a phone number ^

90049 27409

[Edit](#)



# Facebook Targeting

## Objective: Reaching the Right Audience with Precision & Emotion

- To maximize engagement and conversions, we are implementing a dual targeting strategy that speaks directly to people who will resonate with this romantic poetry collection.

## Our approach consists of:

- **Direct Targeting Ads** – Reaching poetry lovers and literature enthusiasts.
- **Indirect Targeting Ads** – Capturing people experiencing love, romance, and key life moments.

### 1. Direct Targeting Strategy (For Poetry Lovers & Book Enthusiasts)

- **Who Are We Targeting?**
- People who **love poetry and appreciate the power of words**.
- Individuals who follow renowned poets and poetry pages.
- **Detailed Targeting on Facebook Ads Manager:**
- Interests: Romantic poetry, literature, book clubs, poetry readings.
- Behavioral Targeting: Users engaging with poetry pages, spoken word events, and literary content.
- **Demographics: Age 18-65 (ensuring wide reach while refining interest layers).**

poetry soup > romantic poetry > 1 Ad

Edit Review

Advantage+ audience

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people that you think are likely to respond. [About Advantage+ audience](#)

Custom Audiences Create new

Search existing audiences

Age

18 65+

Gender All genders Edit

Detailed targeting Include people who match

Behaviours > Purchase behaviour

Engaged shoppers

Interests > Additional interests

Book Lovers

Poetry

Romantic poetry

poetry soup > romantic poetry > 1 Ad

Edit Review

Romantic poetry

Interests > Entertainment (leisure) > Reading (communication)

Literature (publications)

Romance novels (publications)

Add demographics, interests or behaviours Browse

and must also match

Interests > Additional interests

Love (emotion)

Romantic poetry

Add demographics, interests or behaviours Browse

Define Further

Save audience Switch to original audience options

Placements





# Facebook Ads

## Primary text

"Some love stories are lived, some are remembered, and some are written in poetry..." ✨

"My Selected Works" is a heartfelt poetry collection that beautifully captures love, longing, and emotions in every verse.

Perfect for poetry lovers, hopeless romantics, and anyone who believes in the magic of words.

Get your copy now & let your heart feel every verse!

🔗 **Order here:** <http://poetrysoup.unaux.com/>

## Expected Outcome:

High engagement and direct purchases from readers who already love poetry.

## Headlines

- "Feel Every Word - 'My Selected Works' is Here! ❤️📖"
- "A Poetry Book That Speaks to Your Heart - Order Now!"
- "Love, Passion, and Poetry - Discover 'My Selected Works' Today!"
- "For Those Who Feel Deeply - This Book is for You! ❤️✨"
- "Your Next Favorite Poetry Book is Just a Click Away! 📖"



Poetry Soup

Sponsored · 🌐



💖 Some feelings are too deep for words—let poetry say it for you.

"My Selected Works" is a heartfelt collection of poems about love, longing, and connection. Whether you're a poetry lover or simply someone who feels deeply, this book will speak to your heart.

✨ Perfect for:

📖 Those who cherish beautiful words & deep emotions

❤️ A timeless gift for yourself or a loved one

💡 "Each poem feels like it was written just for me." – Reader Review

🔗 Order now & let poetry do the talking:  
<http://poetrysoup.unaux.com/>





# Facebook Targeting

## 2. Indirect Targeting Strategy (For People in Romantic Life Stages)

- **Who Are We Targeting?**
- People who are currently falling in love, celebrating love, or expressing love.
- Those looking for anniversary gifts, proposal ideas, or heartfelt romantic gestures.
- Individuals planning special moments like engagements or date nights.
- **Detailed Targeting on Facebook Ads Manager:**
- **Life Events:** "In a relationship," "Newly engaged," "Anniversary within 30 days," "Recently started dating."
- **Interests:** Romance, love quotes, romantic movies, proposal planning, anniversary gifts, wedding planning.
- **Behavioral Targeting:** Users engaging with romantic content, proposal pages, and relationship-related discussions.

The screenshot displays the Facebook Ads Manager interface for creating a new audience. The 'Advantage+ audience' section is active, showing a search bar for existing audiences and a 'Create new' button. The 'Age' range is set from 18 to 45, and 'Gender' is set to 'All genders'. Under 'Detailed targeting', the 'Life events' category is selected, showing options like 'Long-distance relationship', 'New relationship', 'Newly engaged (3 months)', and 'Newlywed (1 year)'. The 'Audience definition' panel on the right indicates the audience is broad, with an estimated size of 3,000,000. The 'Estimated daily results' panel shows a reach of 8.9K-26K and link clicks of 230-665. The 'Placements' section at the bottom allows choosing where the ad appears across Meta technologies.

**Advantage+ audience** +  
Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people that you think are likely to respond. [About Advantage+ audience](#)

**Custom Audiences** ⓘ Create new ▾

🔍 Search existing audiences

**Age** ⓘ  
18 ▾ - 45 ▾

**Gender** ⓘ  
All genders

**Detailed targeting**  
Include people who match ⓘ

[Demographics > Life events](#)

Long-distance relationship

New relationship

Newly engaged (3 months)

Newlywed (1 year)

[Demographics > Life events > Anniversary](#)

Anniversary within 30 days

🔍 Add demographics, interests or behaviours Browse

and must also match ⓘ ×

🔍 Add demographics, interests or behaviours Browse

Save audience [Switch to original audience options](#)

**Audience definition** ⓘ  
Your audience is broad.  
Broad audiences can improve performance and reach more people likely to respond.

Estimated audience size: 3,000,000 - 3,500,000 ⓘ

Estimates do not include Advantage audience options and may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

Reach ⓘ  
**8.9K-26K**

Link clicks ⓘ  
**230-665**

**Placements**  
Choose where your ad appears across Meta technologies. [Learn more](#)

By clicking "Publish", you agree to Facebook's [Terms and Advertising Guidelines](#).





# Facebook Ads

## Ad Creative (Primary Text):

Some Feelings Are Too Deep for Words... But Poetry Captures Them Perfectly!

In love? Planning a proposal? Celebrating an anniversary?

"My Selected Works" is a romantic poetry collection that speaks the language of the heart. Whether you're expressing love, reminiscing on special moments, or looking for the perfect words for your partner—this book has it all.

Inspired by love, emotions, and timeless romance—just like your story.

Gift it to your special someone or keep it as a treasure of emotions!

[Order now & make every moment unforgettable: http://poetrysoup.unaux.com/](http://poetrysoup.unaux.com/)

## Headlines

- "Love in Words – A Poetry Collection for Every Heartfelt Moment! 💕"
- "The Perfect Gift for Someone You Love – Beautiful Poetry Inside! 📖"
- "Struggling to Express Love? Let Poetry Speak for You! 📖💕"
- "A Book That Captures Love & Passion – Read & Feel Every Word! ✨"
- "Deep, Romantic, Timeless – A Poetry Book to Keep Forever! 📖🌹"



Poetry Soup

Sponsored · 🌐



🌹 Some Feelings Are Too Deep for Words... But Poetry Captures Them Perfectly! 💕

💕 In love? Planning a proposal? Celebrating an anniversary?

"My Selected Works" is a romantic poetry collection that speaks the language of the heart. Whether you're expressing love, reminiscing on special moments, or looking for the perfect words for your partner—this book has it all.

🎵 Inspired by love, emotions, and timeless romance—just like your story.

📖 Gift it to your special someone or keep it as a treasure of emotions!

🔗 Order now & make every moment unforgettable: <http://poetrysoup.unaux.com/>



poetrysoup.unaux.com

"Love in Words – A Poetry Collection for Every..."

Learn more





# LinkedIn Audience

## Audience Targeting Approach

### Who Are We Targeting?

Individuals **passionate** about **poetry, literature, and creative writing**.

Members of LinkedIn poetry groups & writing communities.

Professionals with literary, writing, or publishing interests.

LinkedIn Ads Manager – Detailed Targeting:

**Age Group: 20-55+** (covering young poets, professional writers, and lifelong poetry enthusiasts)

### Job Titles & Industries:

- Writers, Authors, Content Creators
- Editors, Journalists, Literary Professionals
- Professors, Academics in Literature & Creative Writing
- Interests & Groups Targeted:
- Poetry Enthusiast Groups on LinkedIn
- Creative Writing, Poetry, Literature
- Book Clubs, Literary Discussions, and Art Communities

The screenshot displays the LinkedIn Ads Manager targeting interface. At the top, it asks "Who is your target audience?" and includes a warning icon with text: "For consistent optimal campaign delivery and engagement, we suggest a minimum target audience size of 50,000. [Learn more](#)". Below this, a section titled "Include people who have ANY of the following attributes:" contains a "Member Groups" list with items like "Poetry Book Publisher's Promotion Group" and "Creative Writing". A second section, "AND also have ANY of the following attributes:", features a search bar and a "Learn more about matched audiences" link. A sidebar on the left lists targeting options: "Audiences" (selected), "List upload", "Lookalike", "Predictive", "Retargeting", and "Third party". The "Audience attributes" section is partially visible at the bottom. On the right, a "Forecasted results" panel shows a "Target audience size" of "8,900+" with a "Show segments" button and a note about forecasting for maximum delivery.



# LinkedIn Ads

in Ads | Campaign Manager

← Create a new Message ad for this campaign

Name this ad ⓘ

My Selected Works By Atharva Rewatkar

218

1. Sender

Select the sender of your message.

Add sender



Kajal . YOU  
NMIMS Mumbai MBA 2024-26 | NITK Surathkal '18

2. Message

Cancel

in Ads | Campaign Manager



Create a new Message ad for this campaign

Message text ⓘ

B

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x'

x<sub>1</sub>

🔗

🕒

Insert custom fields ▾

Hi %FIRSTNAME%

If you love poetry—the kind that lingers in your thoughts and speaks to your soul—then **"My Selected Works"** is a collection you won't want to miss.

This book is for **true poetry lovers**—those who appreciate the beauty of words, the depth of emotions, and the magic of storytelling through verse. Whether you write, read, or simply admire poetry, this collection will resonate with you.

📖 **Why You'll Love It:**

✓ **Thoughtfully curated** poems on love, longing, and deep emotions.

✓ **Perfect for poetry enthusiasts** who cherish creative expression.

✓ **A timeless collection** to keep, revisit, and be inspired by.

Readers have called it **"deeply moving"** and **"a must-read for every poetry lover."**

🌟 **Would love to share this collection with you! Check it out here:**

<http://poetrysoup.unaux.com/>

Hope you find inspiration in these words. Would love to hear your thoughts!

Best,

Poetry Soup

Custom footer & Terms and Conditions ⓘ

☐

Add custom footer for terms and conditions, or disclaimers.

Call-to-action ⓘ





# YouTube Ads

Google Ads New campaign Search for a page or campaign

Video Campaign settings Ad group

Ad group name Audience Audience expansion Content Ads Bid

Narrow audience to people who match the following

Interests & detailed demographics

Add any interests, detailed demographics or life events related to your customers

Poetry	In-market: other	> 10B	⊗
Love Poems	In-market: other	> 10B	⊗
Poetry and Related Writing Resources	In-market: other	> 10B	⊗
Books	In-market	690M	⊗
Book Lovers	Affinity	> 10B	⊗

poems

New campaign Search for a page or campaign

Placements

Select your placement targeting

Based on your network settings, your ads may not show on all of your selected placements. To include all your placements, select 'Video partners on the Display Network'.

Browse Enter 1 selected Clear all

https://www.youtube.com/shorts/t75oq29Mbgc ⊗

YouTube videos

✓ Rumi 🌹❤️ #poetry #poetrylover #q... by soulsofgh • 1.67M views

Your ad can appear on any eligible Google Display Network placement and only on the following YouTube placements:

YouTube videos and channels: 1 of 1

YouTube video Rumi 🌹❤️ #poetry #poetrylover #quotesaesthetic #deeplines #cinematic #Love #poems #deepthoughts ⊗

Topics

Select topics to show ads on content about specific subjects

3 selected Clear all

Books & Literature  
Literary Classics ⊗

People & Society > Family & Relationships  
Romance ⊗

Books & Literature  
Poetry ⊗



# YouTube Ads

Google Ads New campaign Search for a page or campaign Appearance Help

Video Campaign settings Ad group Ad group name Audience Audience expansion Content Ads Bid

Narrow audience to people who match the following

Interests & detailed demographics

Add any interests, detailed demographics or life events related to your customers

Poetry	In-market: other	> 10B	ⓧ
Love Poems	In-market: other	> 10B	ⓧ
Poetry and Related Writing Resources	In-market: other	> 10B	ⓧ
Books	In-market	690M	ⓧ
Book Lovers	Affinity	> 10B	ⓧ

poems

Relevant audience segments based on what we know about you and advertisers like you

✓ Book Lovers

Google Ads New X New custom search terms

Name Poetry Soup

Include people who match any of the following search terms

Search terms People with any of these search terms

short love poems for her X romantic love poems X poem poetry X

nature poem X famous short love poems X short poem X

nature poems

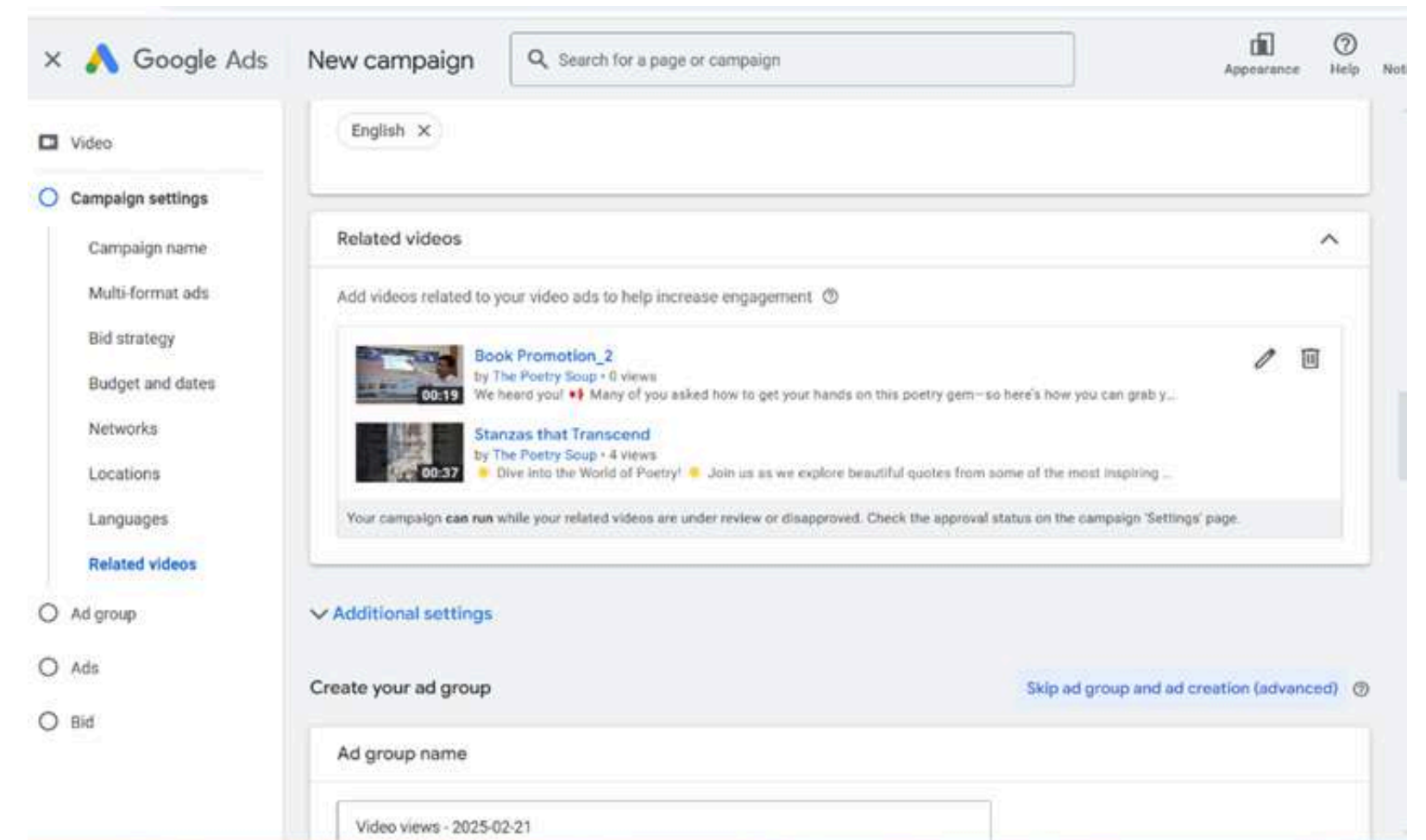
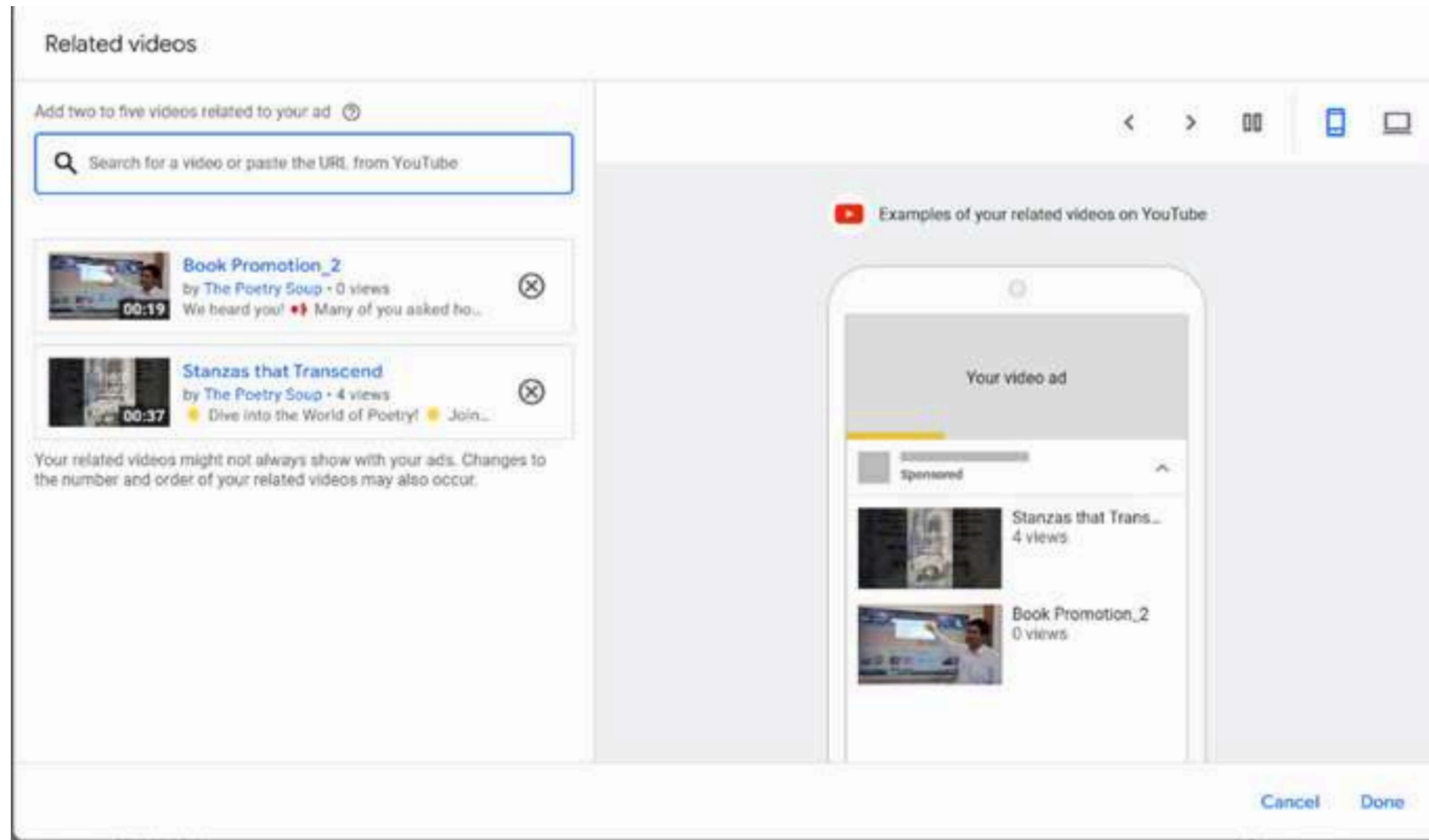
Ads using audience targeting must comply with the [Personalised advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and must not contain any inappropriate content. [Learn more](#)

Save Cancel





# YouTube Ads





# YouTube Ads

New campaign

☐ Enable audience expansion

**Content: where you want your ads to show**  
Your ads can show on content that matches any of the following ⓘ

**Keywords**

Choose terms related to your products or services to target relevant content ⓘ

Classic poetry books

Best Poetry Books

poems by rabindranath tagore

good poetry books

khali gliben book

Best-selling poetry books

Best Poetry Collections

Heartwarming Romantic Poetry Collections

Best Love and Romance Poetry

Romantic Poetry Books for Couples

Poetry Books About Love Stories

Emotional Romantic Poems for Lovers

Enchanting Nature Poetry Books

Best Poems About Nature and Seasons

Beautiful Poetry Books About the Outdoors

Poems Celebrating Earth and Wildlife

Poetry About the Beauty of Nature

Poetry Books About Heartbreak

Best Breakup Poems for Healing

Emotional Poems About Breakups

Poetry for Moving On After a Breakup

Heartbreak Poetry Collections

love verses for her

**Get keyword ideas**

We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website or words or phrases that describe your product or service in the field above.

Google Ads New campaign

☒ Video

☐ Campaign settings

☐ Ad group

☒ Ads

☐ Bid

**Create your video ads** [Skip ad creation \(advanced\)](#) ⓘ

Create one or more ads now, or skip this step and create them later. Your campaign won't run without at least one ad.

**Your YouTube video**

Add up to five videos. Improve your campaign performance by using videos with different orientations.

**Book Promotion #poetry**  
by The Poetry Soup • 3 views  
Valentine's day is over, but still search...

**Book Promotion\_2**  
by The Poetry Soup • 1 views  
We heard you ❤️ Many of you asked n...

**You're using multi-format video ads**

Multi-format video ads help you get more views at a lower cost per view by showing your videos across the ad formats that perform best. You can turn off multi-format video ads in campaign settings.

**YouTube**

All formats

Mobile phone example of your skippable in-stream ad on YouTube

Sponsored • The Poetry Soup  
1 views





# YouTube Ads

Google Ads

New campaign

Search for a page or campaign

Appearance

Help

Video

Campaign settings

Ad group

Ads

Bid

Create one or more ads now, or skip this step and create them later. Your campaign won't run without at least one ad.

Your YouTube video

Add up to five videos. Improve your campaign performance by using videos with different orientations.

Book Promotion #poetry

by The Poetry Soup • 3 views

Valentine's day is over... but still searchi...

00:39

Book Promotion\_2

by The Poetry Soup • 1 views

We heard you! 📢 Many of you asked h...

00:19

Stanzas that Transcend

by The Poetry Soup • 4 views

🌟 Dive into the World of Poetry! 🌟 Joki...

00:37

Search for a video or paste the URL from YouTube

You're using multi-format video ads

Multi-format video ads help you get more views at a lower cost per view by showing your videos across the ad formats that perform best. You can turn off multi-format video ads in campaign settings.

Final URL

https:// www.amazon.in/s?k=my+selected+works+ath

YouTube

All formats

Mobile phone example of your ad on Shorts

"The world is too much with us, late and soon,  
Sitting and spending, we lay waste our powers;  
Little we see in Nature that is ours;  
We have given our hearts away, a sordid boon!"

The World Is Too Much With Us

William Wordsworth

New campaign

Search for a page or campaign

Appearance

Help

Final URL

https:// www.amazon.in/s?k=my+selected+works+ath

Display URL

amazon.in / Path 1 / Path 2

0 / 15 0 / 15

Call-to-action

Buy now

7 / 10

Headline

Classic Poetry Books for Sale!

30 / 30

Long headline

Classic Poetry Books for Sale – Romantic, Nature & Healing Po

Preview ad on YouTube

Copy link

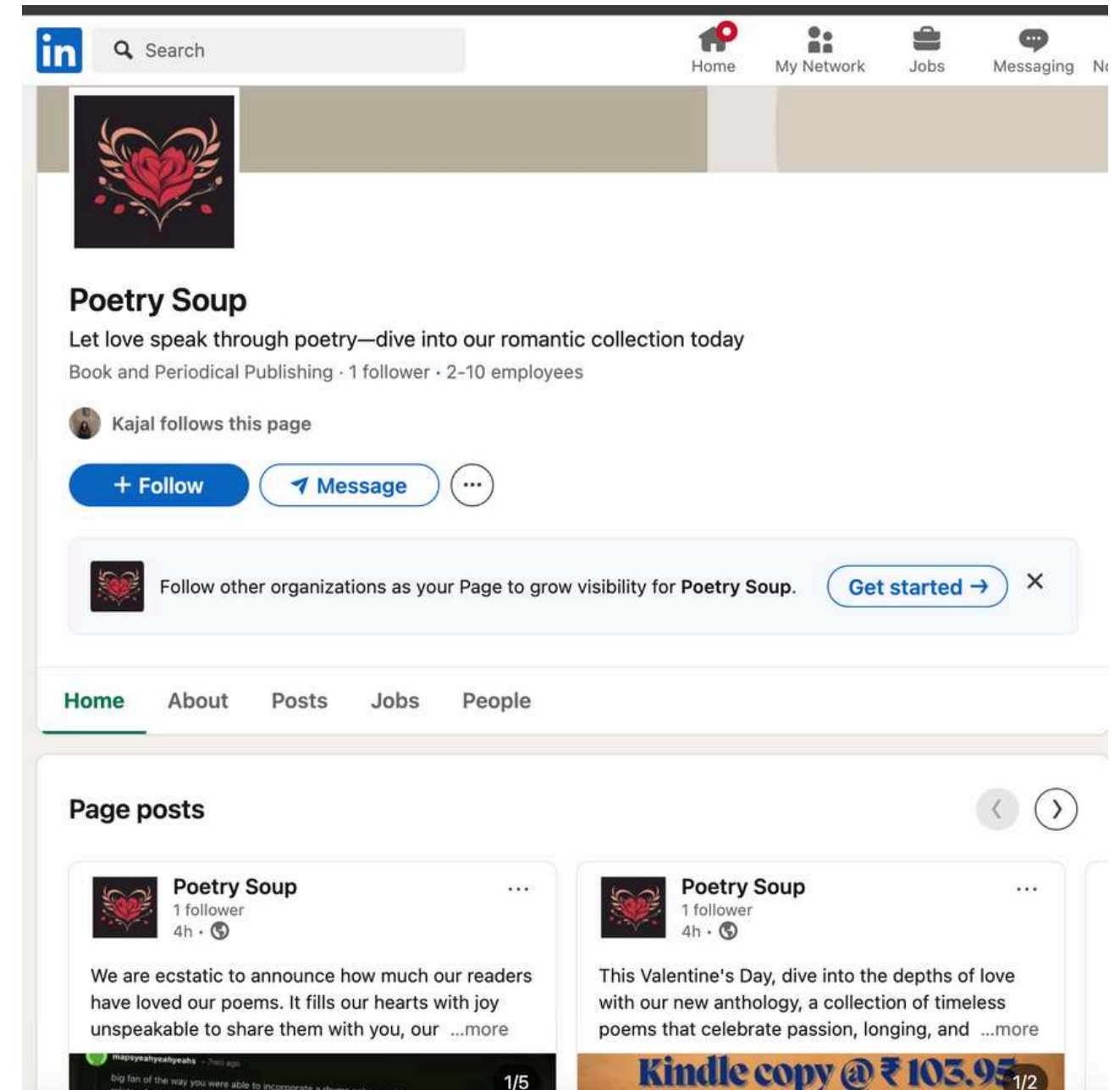
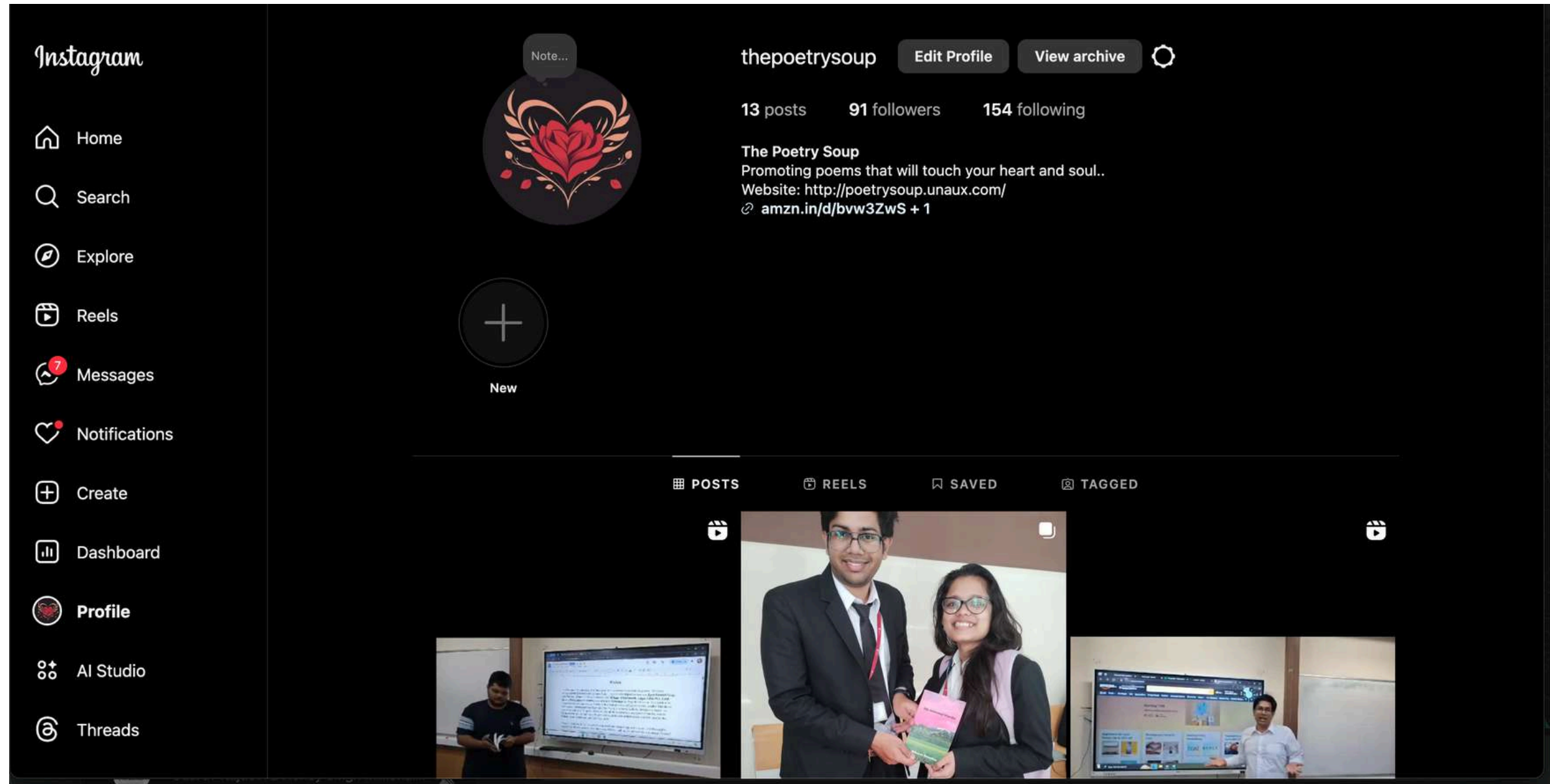
The Poetry Soup

Best poetry books! Romance, nature & healing poems by Tagore, Gibran, Shelley & more!

Buy now



# Social Media Handles








# Social Media Handles

Manage Page

 Poetry Soup

Professional dashboard

Insights

Ad Centre

Create ads

Boost Instagram content

Settings

More tools


Manage your business across Meta apps.

Meta Verified

Leads Centre

Meta Business Suite

Advertise



Poetry Soup

1 likes · 1 follower

Message

Like

Search

Posts

About

Mentions

Reviews

Followers

Photos

More

Switch into Poetry Soup's Page to start managing it.

Switch Now

Intro

Explore an eclectic collection of poetic works that stir emotions and ignite the imagination.

Page · Poet

NMIMS, Mumbai, India, Maharashtra

063821 10141

thepoetrysquad@gmail.com

poetrysoup.unaux.com

Posts

Filters


Poetry Soup

4h · 🌐

We are ecstatic to announce how much our readers have loved our poems. It fills our hearts with joy unspeakable to share them with you, our followers, fellow readers and enthusiasts.

And since we're talking of winning hearts, we, the poetry soup wish you a Very Happy Valentine's Day 🍷❤️

#poets #poems #comments #romance #love #valentinesday



Your channel

The Poetry Soup

Dashboard

Content

Analytics

Community

Subtitles

Copyright


Earn

Settings

Send feedback

Channel dashboard

Latest video performance



Book Promotion\_2

First 1 day 10 hours:

Views	0
Impressions click-through rate	0%
Average view duration	0:00

Go to video analytics

See comments (0)

Terms of use

Privacy policy

Policies and Safety



# Important Links

Instagram account:

<https://www.instagram.com/thepoetrysoup/>

Facebook account:

<https://www.facebook.com/profile.php?id=61571882555496>

LinkedIn account:

<https://www.linkedin.com/company/105906250/admin/dashboard/>

Youtube Handle:

<https://www.youtube.com/@thepoetrysoup/shorts>

Website:

<http://poetrysoup.unaux.com/>

Gmail id:

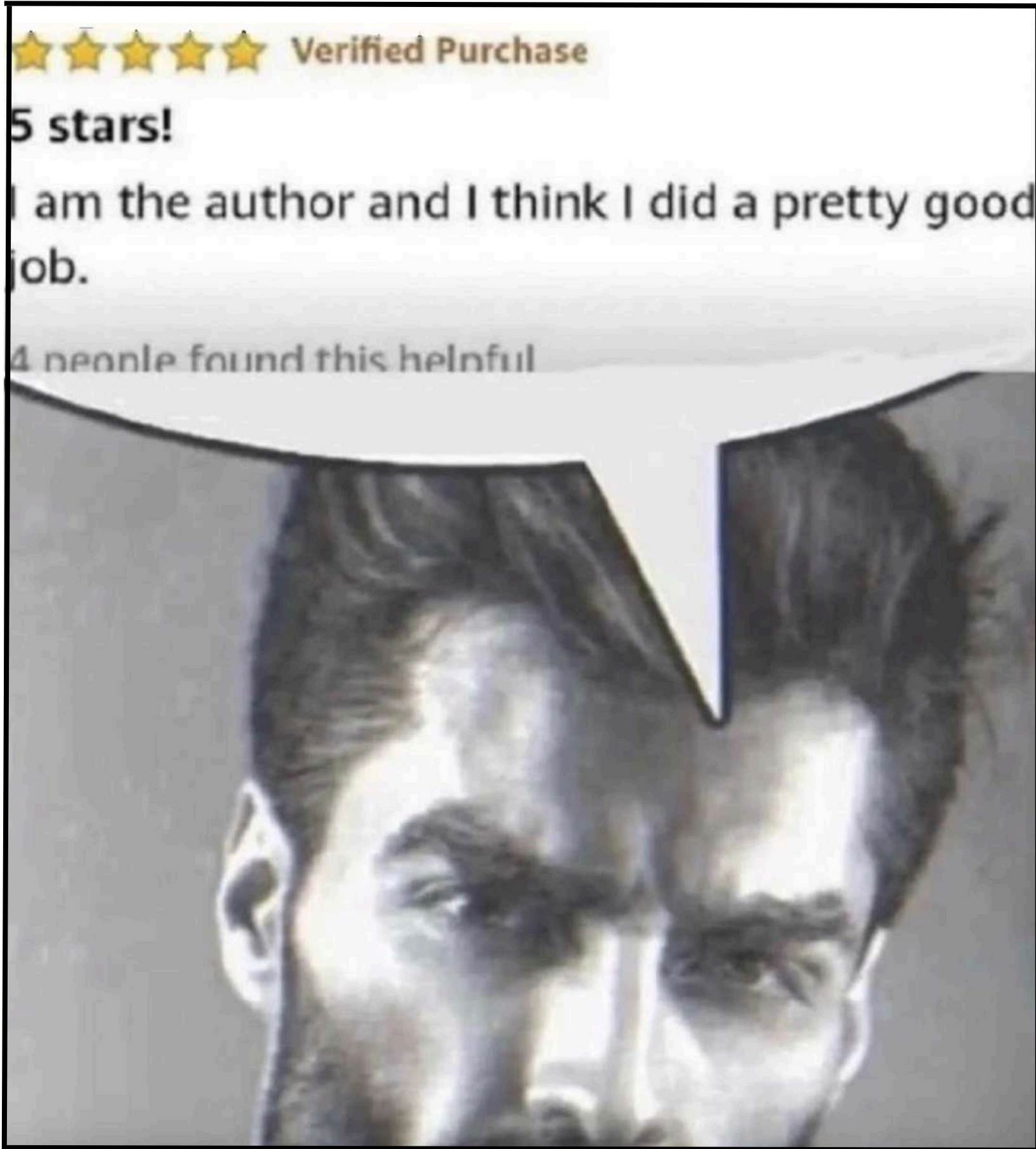
[thepoetrysqaud@gmail.com](mailto:thepoetrysqaud@gmail.com)







# Conclusion



**ThePoetrySoup  
thinks the same  
Hope you do too! 😊**

***Thank You!***

