

CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

A PROJECT REPORT

Submitted by

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1	INTRODUCTION	
	1.1 ADVERTISEMENT	1
	1.2 FACEBOOK	1
	1.3 AD USING FACEBOOK	2
2	PROJECT DEFINITION	
	2.1 ABOUT SUSSANAH'S LUXURY BAGS	4
3	METHODOLOGY	7
4	RESULT	
	4.1 ADVANTAGES	15
	4.2 DISADVANTAGES	16
	4.3 APPLICATIONS	17
5	CONCLUSION	19

CHAPTER 1

INTRODUCTION

1.1 ADVERTISEMENT :

An advertisement, often referred to as an ad, is a form of communication designed to promote and market products, services, ideas, or brands to a target audience. The primary goal of advertising is to capture the attention of potential customers or viewers and persuade them to take a specific action, such as making a purchase, signing up for a service, or supporting a cause. Advertisements can be found in various forms, including print, broadcast, digital, and outdoor media.

Key characteristics and components :

- Message
- Medium
- Visual and audio elements
- Call to action
- Target audience
- Branding
- Frequency and placement
- Cost and budget
- Measurable goals

1.2 FACEBOOK:

Facebook is a widely popular social media platform that connects people across the globe. Users create personal profiles, share updates, photos, and videos, and interact with friends and family. With over 2.8 billion monthly users, it's a hub for personal connections, news, and entertainment.

Additionally, Facebook offers robust advertising and business tools, making it a powerful platform for brands to connect with their target audiences. Its family of apps

includes Instagram, WhatsApp, and Oculus, expanding its influence in various aspects of digital life.

1.3 AD USING FACEBOOK:

Using Facebook to advertise involves a series of steps to create and run effective ad campaigns. Here's a description of how to use Facebook for advertising:

Step 1: Set Up a Facebook Business Account

If you don't already have one, create a Facebook Business account. This will give you access to Facebook Ads Manager and other advertising tools.

Step 2: Define Your Advertising Goals

Determine your specific advertising objectives. Are you looking to increase brand awareness, drive website traffic, generate leads, or boost sales? Your goals will inform your ad strategy.

Step 3: Understand Your Target Audience

Identify your target audience's demographics, interests, and behaviors. Facebook offers powerful targeting options, allowing you to reach the right people.

Step 4: Create Compelling Ad Creative

Develop eye-catching ad creatives, which may include images, videos, ad copy, and calls to action. Ensure your creatives are relevant and engaging.

Step 5: Choose the Right Ad Format

Select the most appropriate ad format for your campaign objectives. Facebook offers various formats, such as image ads, video ads, carousel ads, and more.

Step 6: Set Your Budget

Decide on your budget for the ad campaign. You can choose between daily or lifetime budgets and set spending limits.

Step 7: Create Your Ad Campaign

Access Facebook Ads Manager and create a new ad campaign. Choose your campaign objective, set your budget, and select your campaign schedule.

Step 8: Define Ad Sets

Within your campaign, create ad sets. These sets determine your target audience, ad placements, and budget allocation. Be specific about your targeting criteria.

Step 9: Develop Individual Ads

Create ads within your ad sets. Upload your creative content, write ad copy, and add relevant links or calls to action.

Step 10: A/B Testing

Implement A/B testing to optimize your ads. Test different ad creatives, headlines, descriptions, and targeting options to identify what works best.

Step 11: Schedule Your Ads

Set specific schedules for your ad sets based on your audience's active hours. This ensures your ads are displayed at optimal times.

Step 12: Monitor Ad Performance

Continuously monitor the performance of your ads in Facebook Ads Manager. Pay attention to key metrics like click-through rates, conversions, and costs.

Step 13: Optimize and Scale

Based on the data, optimize your ad campaign. Make adjustments to underperforming ad sets or ads, and scale up successful ones.

Step 14: Ad Reporting

Generate regular reports on your campaign's performance, including KPIs and ROI. Use these insights to refine your strategy.

Step 15: Compliance and Legal Considerations

Ensure that your ad campaign complies with Facebook's advertising policies and any relevant legal regulations.

Step 16: Engage with the Audience

Pay attention to audience feedback and comments on your ads. Engage with users to build a positive brand image.

Step 17: Post-Campaign Assessment

After the campaign ends, conduct a thorough assessment of what worked and what didn't. Use this information to inform your future campaign.

CHAPTER 2

PROJECT DEFENITION

The project involves developing a ad campaign for Sussanah's Luxury Bags aimed to buckle up with the obsession on handbags. This camapign is achieved through facebook that identifies target audience and allocates a appropriate budget. The goal is to increase brand awareness, drive website traffic, generate leads or sales etc..

2.1 ABOUT SUSSANAH’S LUXURY BAGS:



Discover the epitome of sophistication with our luxury bags. Meticulously crafted from the finest materials, each bag is a timeless masterpiece, a blend of art and fashion. Elevate your style, make a statement, and embrace a world of elegance. Choose a bag that doesn't just carry your essentials but carries your dreams and aspirations. Experience luxury like never before with ‘ SUSSANAH’S LUXURY BAGS ’. Your journey to prestige begins here.

In the realm of fashion, few items hold as much allure and prestige as luxury bags. Owning a luxury bag is not just about owning a high-end accessory; it's a symbol of status and a statement of personal style. Luxury bags often come with limited production runs, exclusive collaborations, and customizable options, allowing individuals to express their unique tastes.

Carrying a luxury bag is a way to communicate an appreciation for art, beauty, and sophistication.

The Allure of Luxury Bags: More Than a Fashion Statement

Luxury bags are more than just fashion accessories; they are emblematic of a world where craftsmanship, elegance, and prestige converge. These exquisite creations have woven themselves into the very fabric of our culture, captivating the hearts of fashion enthusiasts and collectors worldwide. This essay delves into the allure of luxury bags, exploring the craftsmanship, historical significance, cultural symbolism, and the evolving role of these opulent accessories in modern society.

Craftsmanship and Materials

At the heart of every luxury bag lies an unparalleled level of craftsmanship. Skilled artisans invest their time, expertise, and passion to meticulously construct these bags, ensuring every stitch, seam, and detail is perfect. The use of superior materials further distinguishes luxury bags. Fine-grained leathers, exotic skins like alligator and python, and high-quality textiles are meticulously selected to guarantee longevity and aesthetic appeal. The process of creation is often a labor of love, involving manual techniques that have been honed over generations.

Cultural Symbolism

Luxury bags transcend their utilitarian function to become symbols of status and sophistication. Carrying a designer bag is not just about fashion; it is a statement about one's lifestyle and personal brand. The brand's logo, signature patterns, and distinctive hardware often become iconic symbols in their own right. These bags are often passed down through generations, symbolizing not only the passage of time but also the enduring appeal of timeless craftsmanship.

Evolving Role in Modern Society

In the modern era, luxury bags have found their place as investments and symbols of

individuality. Many individuals view these bags as assets that appreciate in value over time. Limited edition releases, collaboration collections, and vintage pieces have become coveted items for collectors. However, they are not just stored away; people use them to express their personality, mark special occasions, and as a way of communicating their unique style.



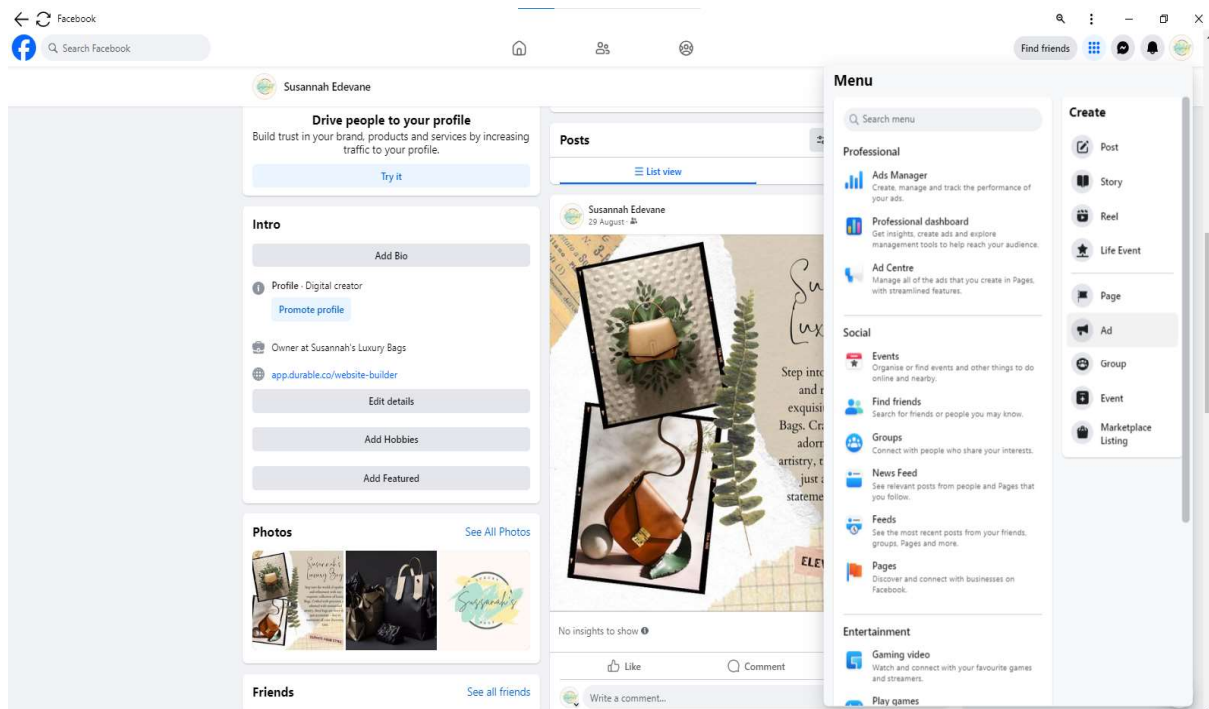
CHAPTER 3

METHODOLOGY

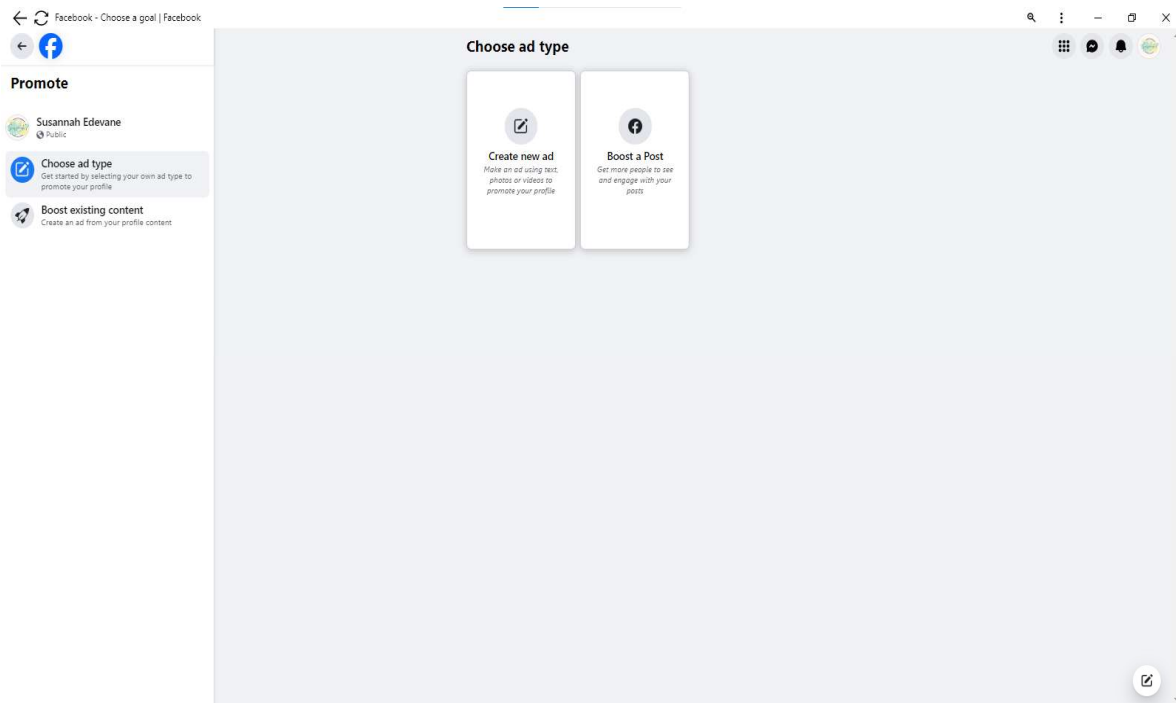
In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

The following methods are followed in the project:

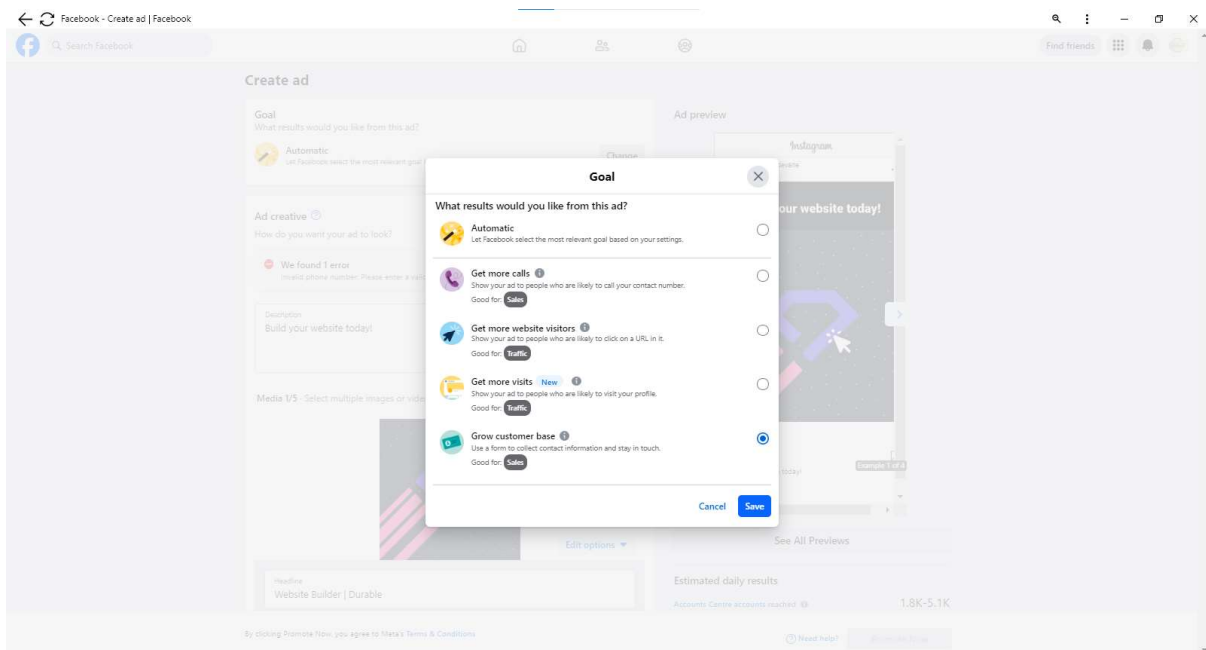
1. Open facebook and click on ads



2. Click “create new ad”



3. Set the goal.



4. Add media, headline and description.

Facebook - Create ad | Facebook

Search Facebook

Create ad

Goal
What results would you like from this ad?
Grow customer base
Use a form to collect contact information and stay in touch. [Change](#)

Ad creative
How do you want your ad to look?
[Use a post](#)

Description
Got ya stuffs? Cause its time to be the show stopper!

Media 1/5 · Select multiple images or videos to create a carousel. [Select Media](#)

Headline
Sussanah's Luxury Bags
22/25 characters

Button label
Apply Now

Ad preview

Susannah Edevane
Sponsored · 18

Got ya stuffs? Cause its time to be the show stopper!

Sussanah's Luxury Bags

FORM ON FACEBOOK
Sussanah's Luxury Bags [Apply Now](#)

Like Comment Example 1 of 4

[See All Previews](#)

Estimated daily results

Accounts Centre accounts reached 697-2K
Leads 6-17

[Need help?](#) [Promote Now](#)

5. Next create form

Create form

Contact form
Use a form to collect contact information and stay in touch.

Form name (required)
Susannah Edevane's form created on Sunday, 22 October 2023 1.

Customise form text (optional) [✓](#)

Headline
Slippin' into a new bag today

Description
CHIC BAG FOR EVERY MOMENT!

Contact info
What information would you like to ask for?

Full name [✓](#)

Phone number [✓](#)

Email address [✓](#)

[See All](#)

Short-answer question
Request additional information with custom short-answer form questions.

Form preview

Susannah Edevane

Slippin' into a new bag today

CHIC BAG FOR EVERY MOMENT!

[Next](#)

Intro 1 of 4

[Cancel](#) [Save](#)

Create form

Contact form
Use a form to collect contact information and stay in touch.

Form name (required)
Susannah Edevane's form created on Sunday, 22 October 2023 1.

Customise form text (optional)

Headline
Slippin' into a new bag today

Description
CHIC BAG FOR EVERY MOMENT!

Contact info
What information would you like to ask for?

Full name ☒

Phone number ☒

Email address ☒

See All

Short-answer question
Request additional information with custom short-answer form questions.

Form preview

Form preview showing contact information fields: Full name, Email, Phone number, and a Next button.

Cancel

Save

6. Create audience and choose the target audience.

Detailed targeting

Search interests

Interests

Dresses X Handbags X Jewellery X Online shopping X

Luxury goods X Women's clothing X

Behaviours

Anniversary (within 61-90 days) X

To create a custom audience, go to [Audience Manager](#).

Demographics Interests **Behaviours**

Reach people based on purchase behaviour or intent, device usage and more. Some behaviour data is available for US audiences only.

Anniversary

Anniversary (within 61-90 days) ☒

Behaviours

7. Choose location.

Edit audience

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

Audience Name

susa

Gender

AllMenWomen

Age

18 65+

When using audience targeting such as gender or interests, you can only target people over the age of 18. [Learn more](#)

Locations

Locations

Type to add more locations

India

India + 25 km

Detailed targeting

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

Detailed targeting

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 89.5M-105.3M

Cancel

Save audience

8. Select the duration.

Duration ?

Run this ad continuously ⓘ ☐

Choose when this ad will end ☒

Days
5

End date
27 Oct 2023

Daily budget ?

Actual amount spent daily may vary. ⓘ

Estimated 817-2.4K Accounts Centre accounts reached per day

₹ **208.92**

₹208.92 ₹5,000.00

9. Click on the placements.

Placements ⓘ

Recommended ☒

Advantage+ placements ⓘ

Let us maximise your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

10. Click on the add funds in the payment column.

☒ Payment method
₹0.00

☐ ₹0.00

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

Add Funds

11. Check all the previews.

All previews

Facebook Instagram Audience Network

Suggested Videos (Mobile)

Susannah Edevane
Sponsored ·

...

Got ya stuffs? Cause its time to be show stopper!

FORM ON FACEBOOK

Sussanah's Luxury Bags

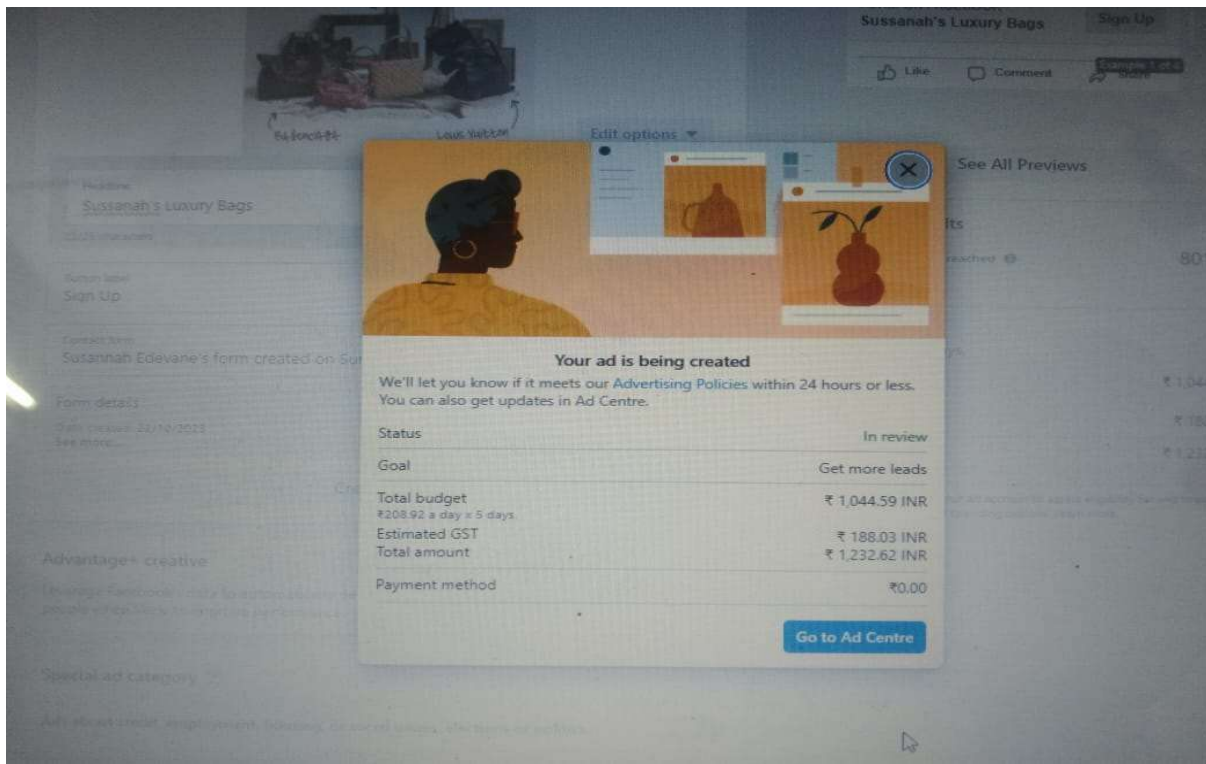
[SIGN UP](#)

Like Comment Share

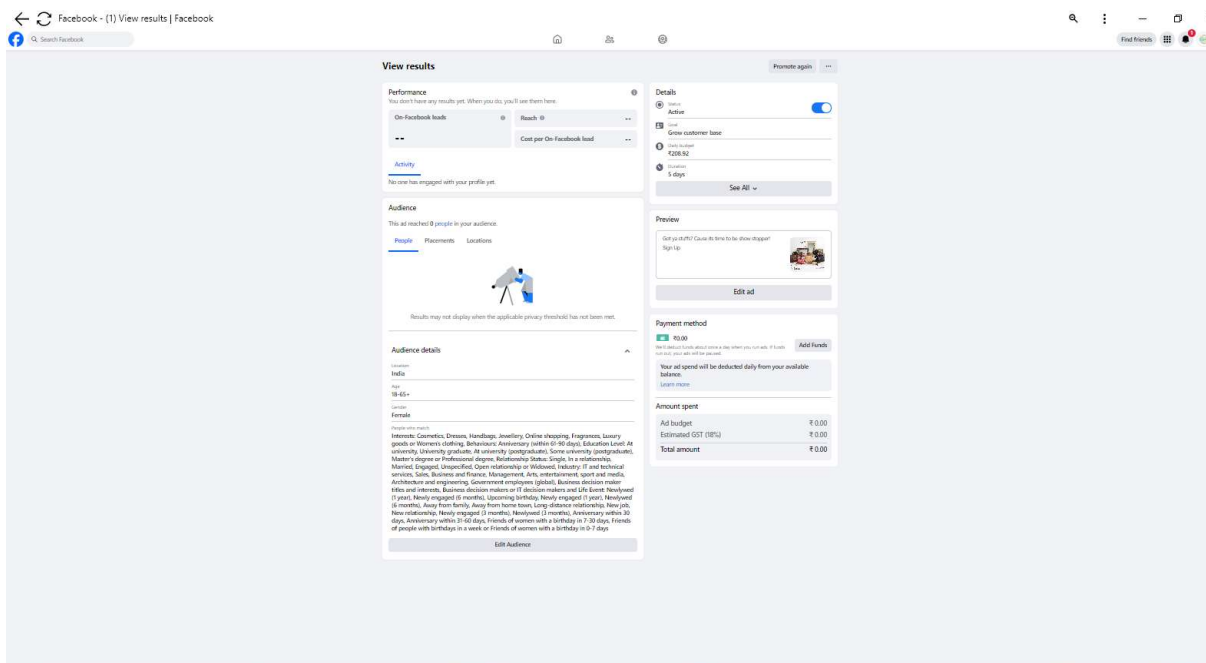
Desktop Marketplace

Close

12. Click the “promote now”



13. Go to ads centre from the menu bar and view the results.



CHAPTER 4

RESULT

4.1 ADVANTAGES:

- **Vast and Diverse Audience:** Facebook has over 2.8 billion monthly active users, offering access to a vast and diverse global audience. Advertisers can precisely target their desired demographic based on factors like age, gender, location, interests, and behavior.
- **Cost-Effective Advertising:** Facebook allows advertisers to set their own budget and bids, making it suitable for both small businesses and large corporations. You can start with a minimal budget and scale up as you see positive results.
- **Multiple Ad Formats:** Facebook supports a wide range of ad formats, including image ads, video ads, carousel ads, and more. This variety enables advertisers to choose the most engaging format for their message..
- **Precise Targeting:** Facebook provides extensive targeting options, enabling advertisers to reach highly specific audiences. You can target users based on their interests, online behavior, demographics, and more, ensuring that your ads are shown to the most relevant people.
- **Retargeting and Custom Audiences:** Advertisers can create custom audiences by uploading their customer lists, website visitors, or app users. This feature allows for retargeting and delivering tailored messages to users who have already interacted with your brand.
- **Measurable Results:** Facebook's advertising platform provides detailed analytics and reporting tools. Advertisers can track key performance indicators (KPIs), such as click-through rates, conversions, and return on ad spend, allowing for data-driven decision-making and campaign optimization.

4.2 DISADVANTAGES:

- **Ad Costs Can Escalate:** Facebook's advertising costs can increase rapidly, especially if you are in a competitive industry. Bidding against other advertisers for the same target audience can lead to rising costs per click or impression.
- **Audience Saturation:** Over time, users may become fatigued by ads, leading to ad blindness or ignoring sponsored content. This can make it challenging to maintain engagement with the same audience.
- **Privacy Concerns:** Facebook has faced scrutiny over data privacy issues and the use of user data for advertising. Advertisers may need to address potential privacy concerns when creating and running ads.
- **Algorithm Changes:** Facebook frequently updates its algorithms, which can impact the visibility and reach of ads. Sudden algorithm changes can disrupt ad campaign performance.
- **Ad Fatigue:** Running the same ad for an extended period can lead to ad fatigue, causing a decline in ad performance as users become disinterested or annoyed with the content.
- **Ad Blocking:** Some users employ ad-blocking software, which can prevent them from seeing Facebook ads altogether.
- **Ad Click Fraud:** Click fraud, where invalid or fraudulent clicks on ads occur, is a concern in online advertising, including Facebook. It can lead to wasted ad spend.
- **Audience Skepticism:** Facebook users are increasingly skeptical of ads and may view them as intrusive. This can affect the effectiveness of ad campaigns.
- **Ad Policy Compliance:** Facebook has strict ad policies that must be adhered to. Failure to comply with these policies can result in ad disapproval or account suspension.

4.3 APPLICATIONS:

- **Brand Awareness:** Advertisers can use Facebook campaigns to introduce their brand to a wider audience, increasing brand recognition and recall
- **Lead Generation:** Ad campaigns on Facebook can capture leads by encouraging users to sign up for newsletters, webinars, contests, or other valuable offers.
- **Website Traffic:** Facebook ads can drive traffic to a company's website, blog, or specific landing pages, helping to increase online visibility and engagement.
- **Product Promotion:** Businesses can use Facebook ads to promote specific products or services, showcasing their features and benefits to potential customers.
- **E-commerce Sales:** Retailers and e-commerce businesses can use Facebook ads to drive sales, highlighting products and offering special discounts or promotions.
- **App Installs:** App developers can create campaigns to encourage users to download and install their mobile apps from app stores.
- **Event Promotion:** Facebook is an excellent platform for promoting events, such as webinars, conferences, product launches, and local events, by reaching a targeted audience.
- **Local Business Marketing:** Small businesses can use location-based targeting to reach potential customers in their vicinity, driving foot traffic and sales.
- **Engagement and Interaction:** Some campaigns aim to increase user engagement, encouraging likes, shares, comments, and interaction with content.
- **Community Building:** Brands and organizations can create ads to build and grow their Facebook Page communities, fostering loyal followers.

- **Video Marketing:** Facebook offers effective video ad campaigns to promote brand messages, product demonstrations, or storytelling.
- **Remarketing:** Advertisers can create campaigns to re-engage users who have previously visited their website or interacted with their brand, encouraging them to complete a desired action.
- **Customer Retention:** Companies can use Facebook ads to stay in front of existing customers, promote loyalty programs, and encourage repeat purchases.
- **Political Campaigns:** Political candidates and organizations often use Facebook to reach voters, communicate their platforms, and encourage political engagement.
- **Nonprofit Fundraising:** Nonprofit organizations can create campaigns to raise funds, awareness, and support for their causes and initiatives.
- **Product Launches:** Facebook ads can be a powerful tool for announcing new products or services and creating buzz around their launch.
- **Market Research:** Ad campaigns can serve as a way to gather valuable market research data and feedback from target audiences.
- **Business-to-Business (B2B) Marketing:** B2B companies can use Facebook ads to reach other businesses, promote their services, and build industry partnerships.
- **Recruitment:** Companies can create job ad campaigns to attract talent and recruit new employees.

CHAPTER 5

CONCLUSION

- The creation of a ad campaign for SUSSANAH’S LUXURY BAGS is poised to be a transformative step in enhancing the store's digital presence and customer engagement through facebook.
- Creating ads on Facebook offers a powerful and cost-effective way to reach a massive audience, engage with potential customers, and achieve specific marketing objectives, all while benefiting from precise targeting and robust measurement and optimization tools.
- Overall, creating advertisements is a valuable and versatile tool for achieving a wide range of marketing and business objectives, from increasing brand awareness and generating leads to driving sales and fostering customer loyalty..
- This endeavor promises to fortify SUSSANAH’S LUXURY BAGS standing in the fashion industry, fostering deeper connections with its existing customers and attracting new ones.
- As this project unfolds, we anticipate substantial improvements in website traffic, heightened brand recognition, and a loyal readership, all contributing to the store's growth and success in the highly competitive world of fashion retail.