

CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

A PROJECT REPORT

Submitted by

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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 is 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 is a description of how to use Facebook for advertising:

Step 1: Set Up a Facebook Business Account

If you do not 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

This project involves developing an ad campaign for Varsha clicks to capture not only memories but people's heart. This campaign is achieved through Facebook that identifies target audience and allocates an appropriate budget. The goal is to increase brand awareness, drive website traffic, generate leads or sales etc...

2.1 ABOUT VARSHA CLICKS:



Introduction

Welcome to Varsha Clicks, a creative haven for photography enthusiasts. Established in 2014, our studio is dedicated to capturing life's most precious moments and turning them into timeless memories.

Studio Overview

Located in the heart of Chennai, our studio spans 700 square feet, boasting state-of-the-art facilities and a welcoming ambiance. The studio features multiple shooting areas, a dedicated editing suite, and comfortable client consultation spaces.

Services Offered

Our photography studio offers a diverse range of services, including

- **Portrait Photography:** We specialize in capturing the essence of individuals and families.
- **Wedding Photography:** Documenting the most magical moments on your special day.
- **Commercial Photography:** Creating stunning imagery for businesses and brands.
- **Event Photography:** Capturing memorable events and gatherings.

Studio Team

Our team is the heart of Varsha Clicks. Lead by Varsha, our talented photographers and support staff bring creativity and professionalism to each project. Meet the team:

- Aniz P
- Monicaa K
- Aparna Sakthi V
- Kanishkaa Rithami A R

Clientele

We cater to a diverse clientele, including engaged couples, families, businesses, and event organizers. Our commitment to quality and personalization has garnered us rave reviews and loyal clients.

Portfolio

Our work speaks volumes about our passion and expertise. Explore our portfolio at www.varshaclicks.com, showcasing our signature style and the variety of projects we have undertaken.

Technology and Equipment

We employ cutting-edge photography equipment and the latest software tools to deliver exceptional results. Our equipment includes high-resolution cameras, professional lighting

setups, and top-of-the-line editing software.

Workflow and Processes

From the initial consultation to the final delivery, our well-defined workflow ensures a seamless client experience. We collaborate closely with clients to understand their vision and execute it flawlessly.

Marketing and Promotion

We reach our audience through various channels, including our website, social media (Facebook, Instagram, and Pinterest), and partnerships with local event planners. Our online presence allows us to showcase our work and engage with our community.

Studio Achievements

Varsha Clicks has been recognized with several awards for excellence in photography. Our work has been featured in “Times of India” and we have had the honour of collaborating with renowned brands like Susannah’s Luxury Bags, Apzn Vinz.

Challenges and Opportunities

While we have achieved great success, we recognize the need for expanding our reach and diversifying our services. Opportunities include entering new markets, increasing our corporate clientele, and improving our online presence.

Financial Performance

Varsha Clicks has consistently shown growth over the years. Our annual revenue has increased by 25% from 2016 to 2022. We maintain a strong financial position with a focus on reinvesting in equipment and marketing.

Future Plans

Our future plans include opening a second studio location, expanding our service offerings, and launching photography workshops to share our knowledge with aspiring photographers.

Conclusion

Varsha Clicks continues to strive for excellence in photography. We owe our success to our dedicated team, loyal clientele, and commitment to delivering outstanding imagery. Our journey has just begun, and we are excited about the opportunities that lie ahead.



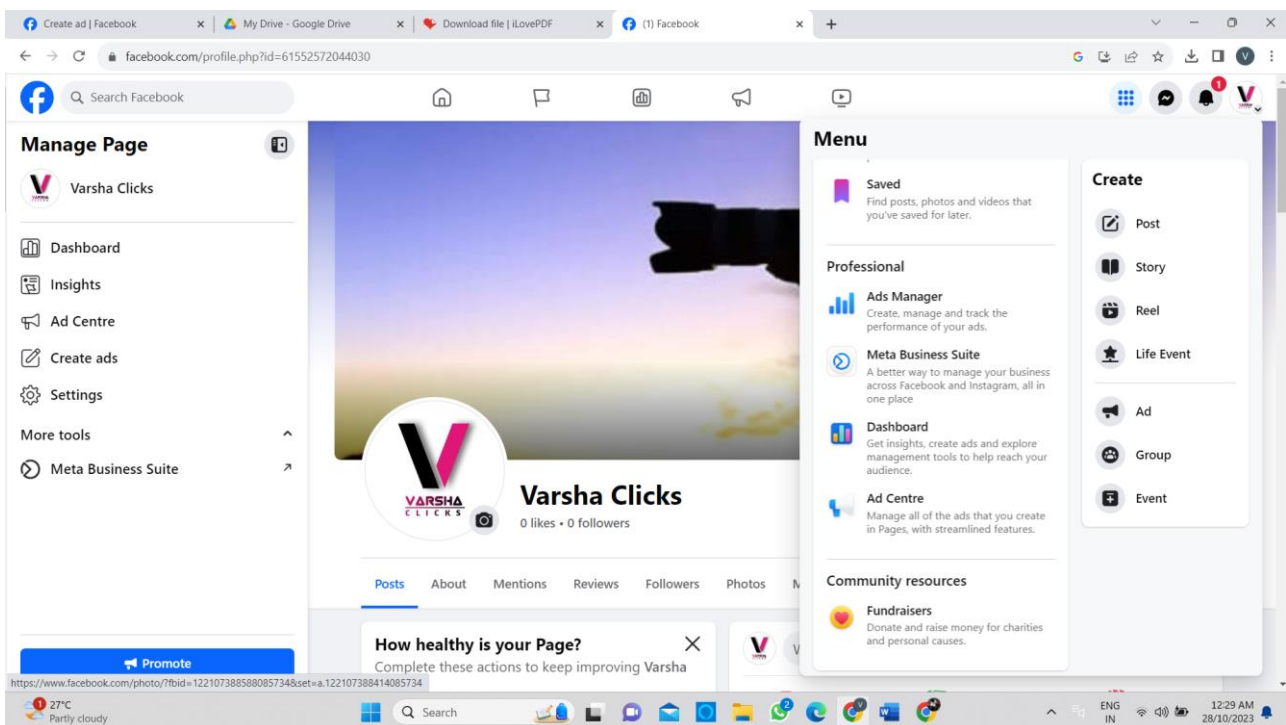
CHAPTER 3

METHODOLOGY

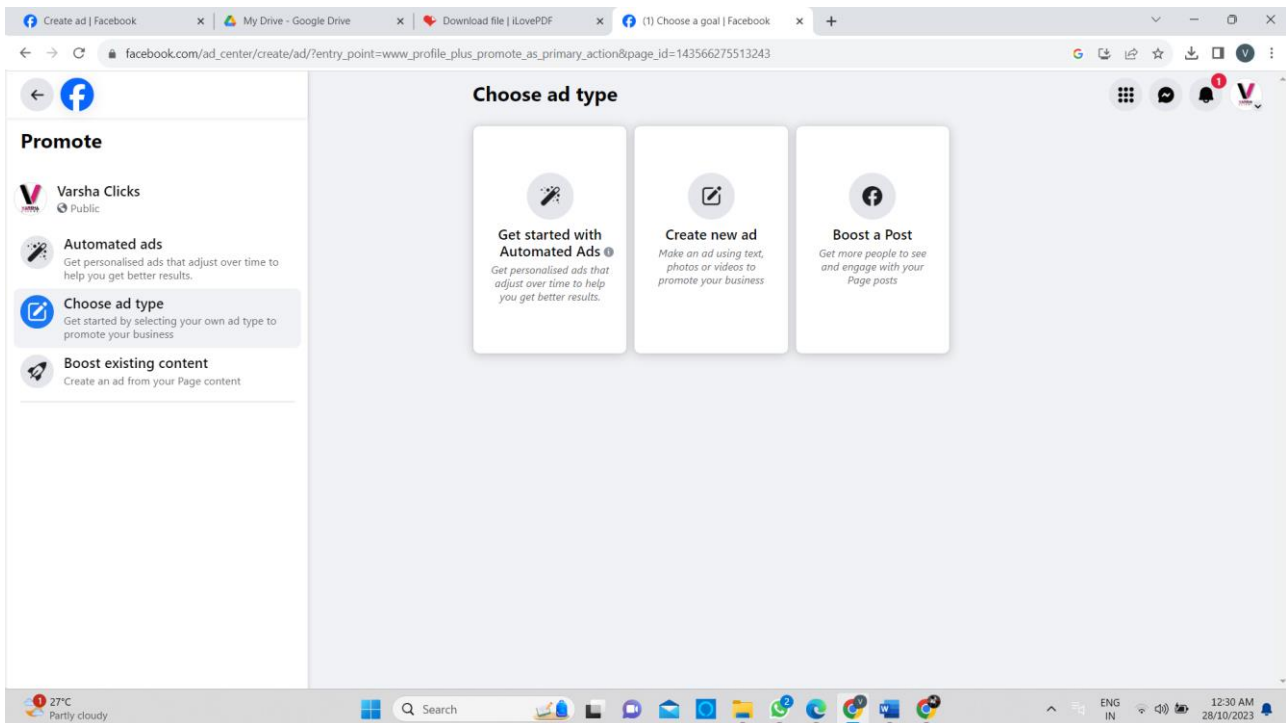
In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's 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:

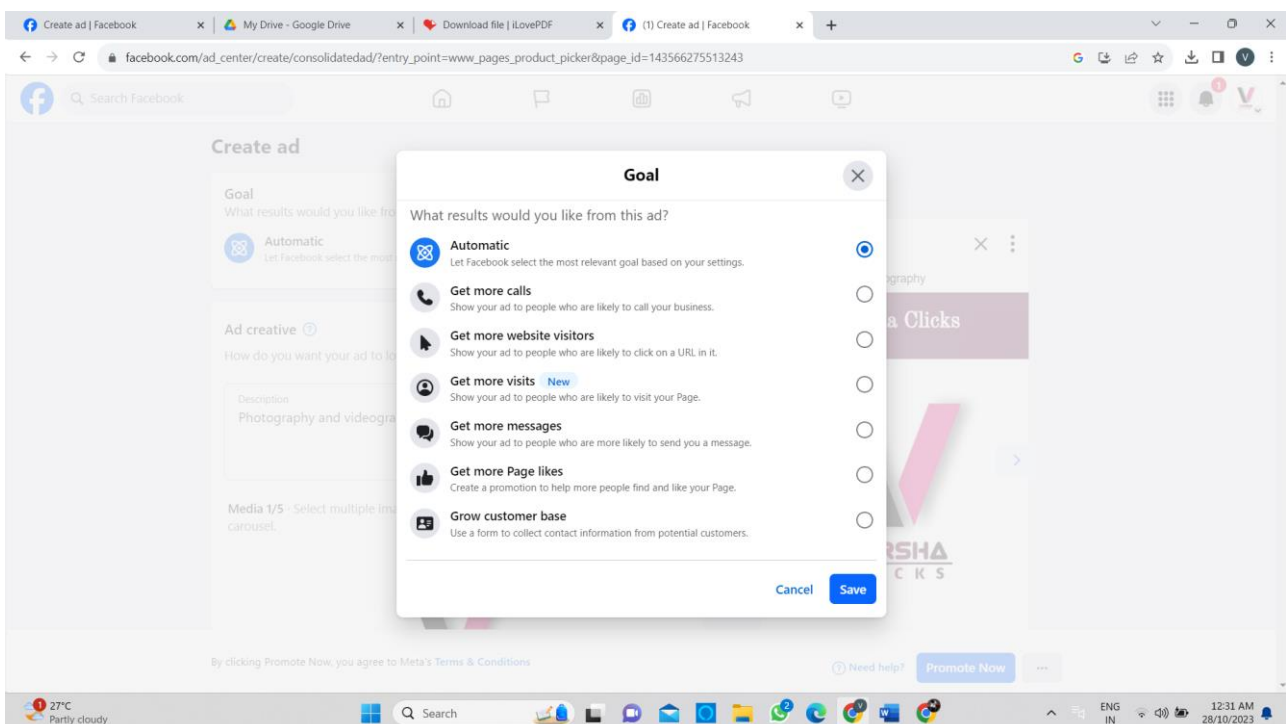
1. Open Facebook and click on ads



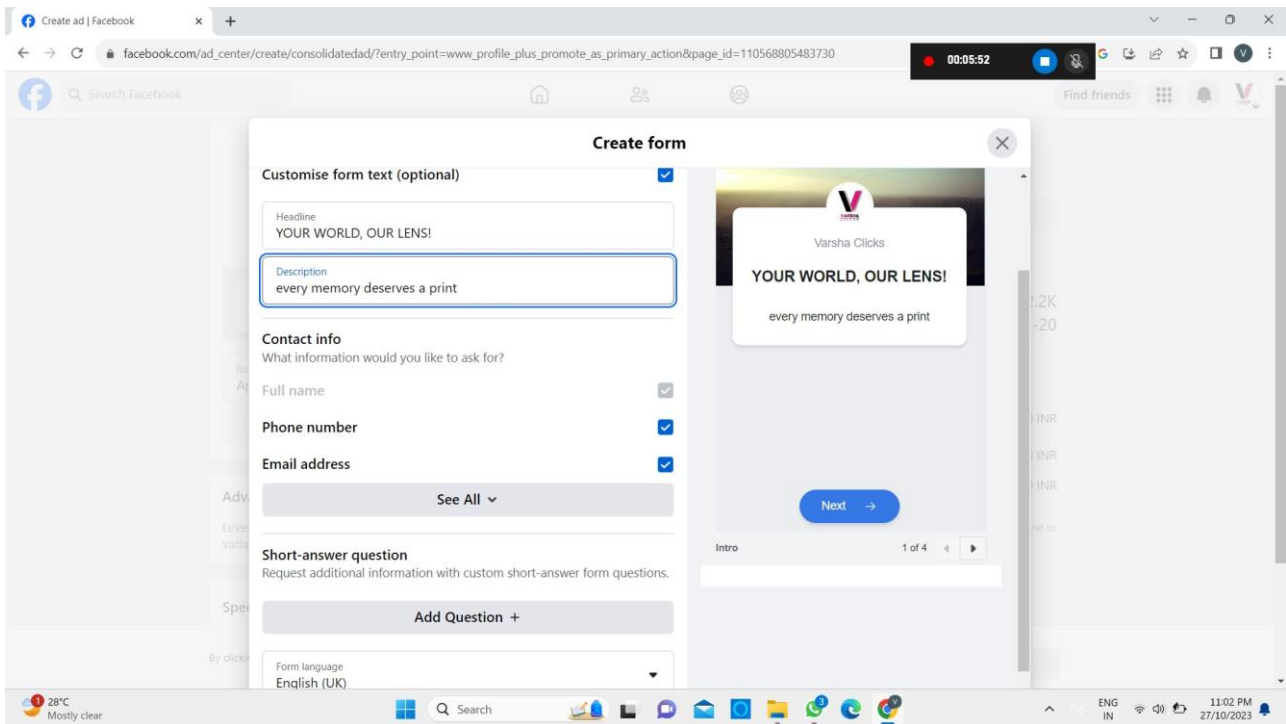
2. Click “create new ad”



3. Set the goal.



4. Add media, headline, description and then create form



Create form

Customise form text (optional)

Headline
YOUR WORLD, OUR LENS!

Description
every memory deserves a print

Contact info
What information would you like to ask for?

Full name ☒

Phone number ☒

Email address ☒

See All ▾

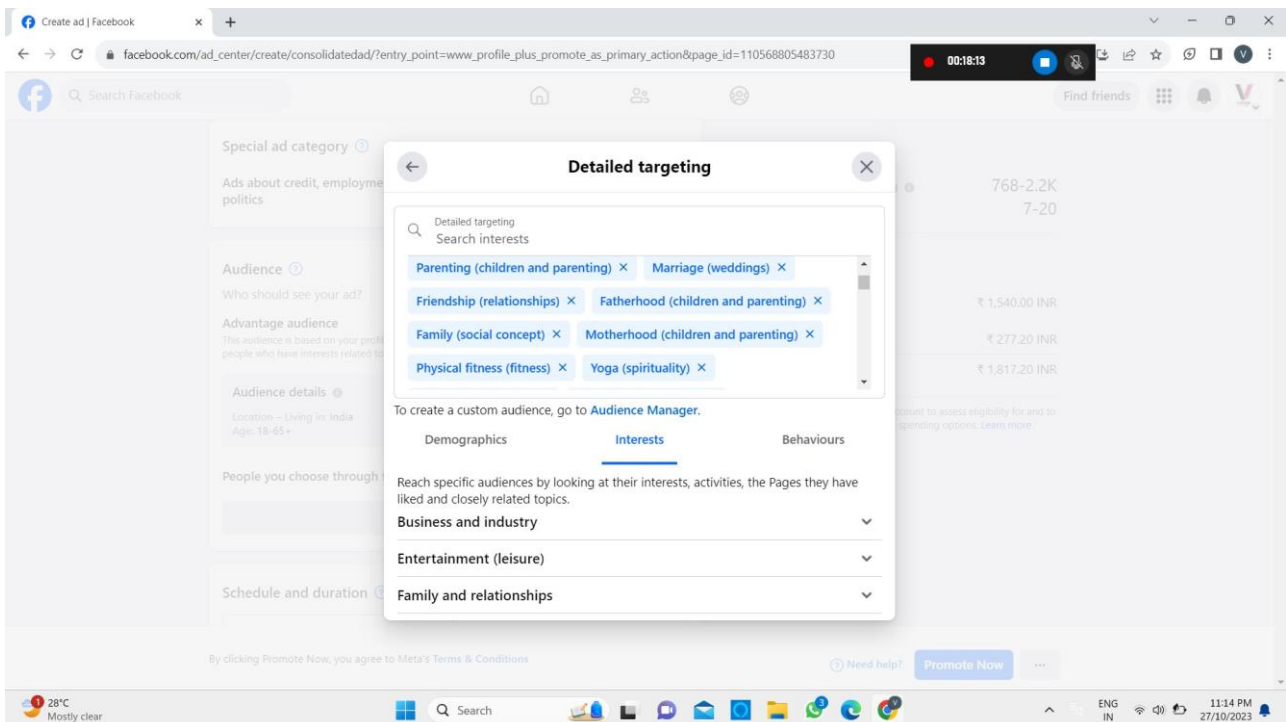
Short-answer question
Request additional information with custom short-answer form questions.

Add Question +

Form language
English (UK)

Next →

5. Create audience and choose the target audience.



Detailed targeting

Detailed targeting
Search interests

Parenting (children and parenting) × Marriage (weddings) ×

Friendship (relationships) × Fatherhood (children and parenting) ×

Family (social concept) × Motherhood (children and parenting) ×

Physical fitness (fitness) × Yoga (spirituality) ×

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

Demographics Interests Behaviours

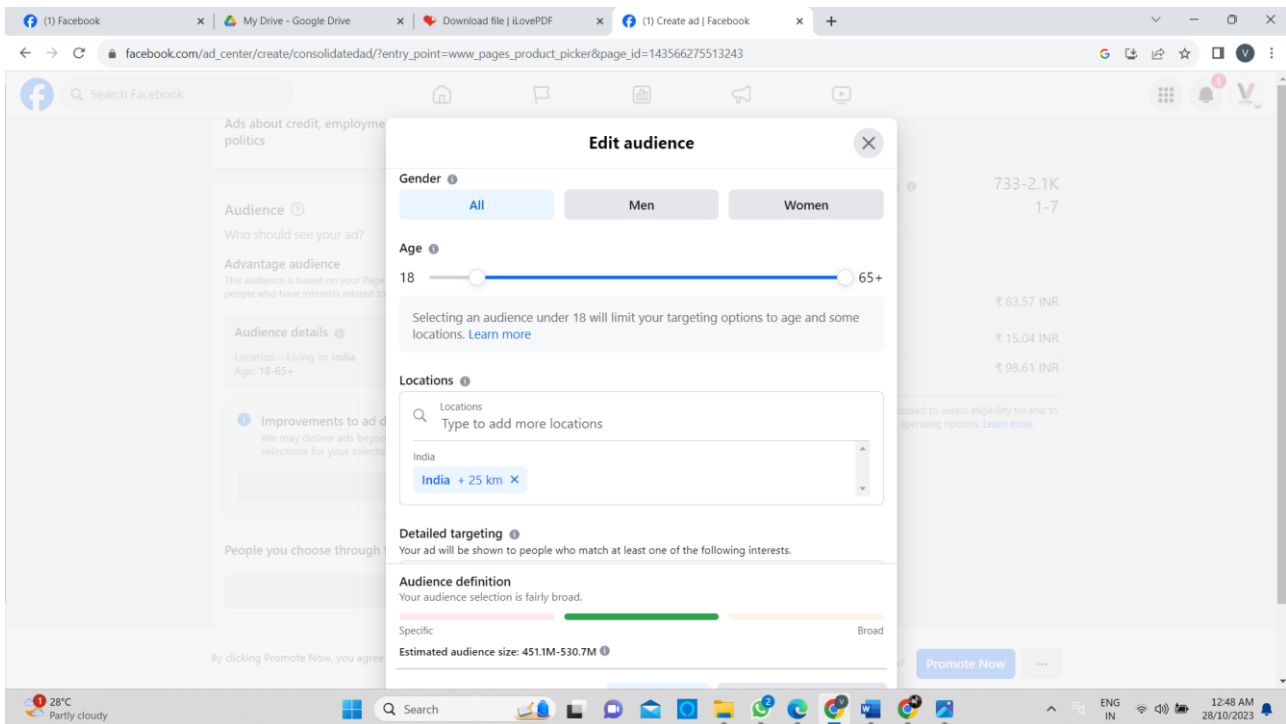
Reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics.

Business and industry ▾

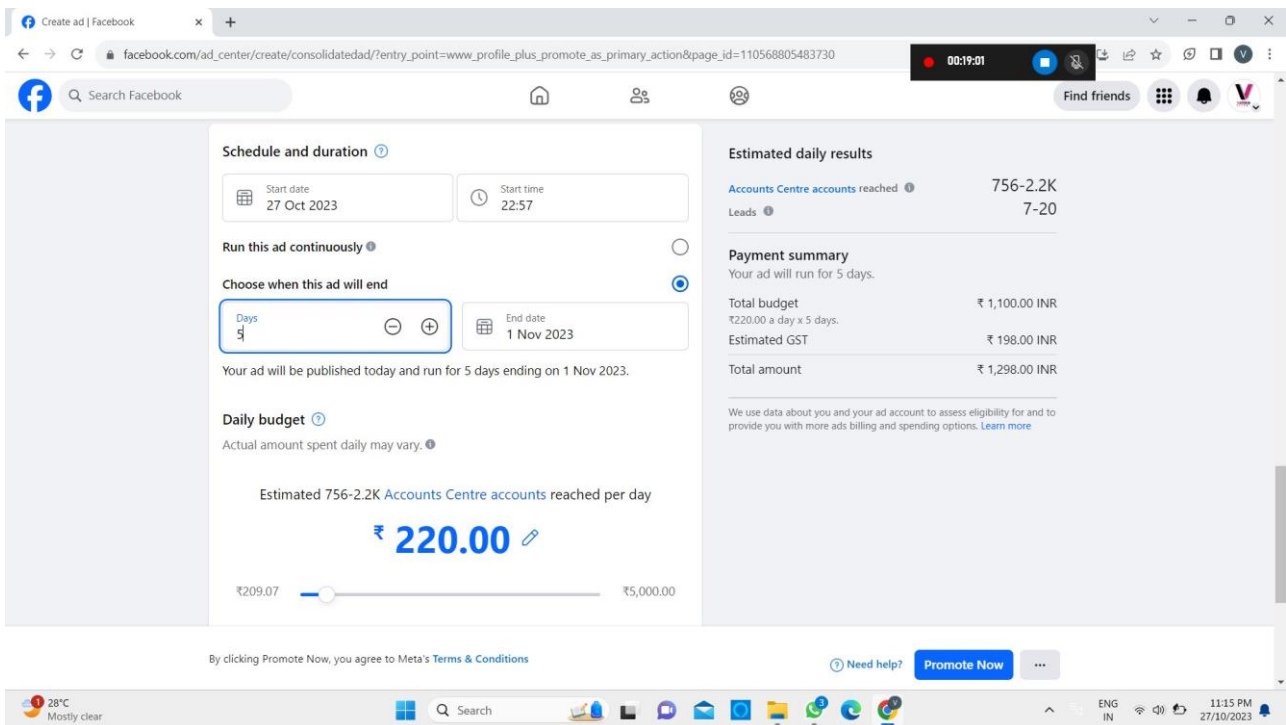
Entertainment (leisure) ▾

Family and relationships ▾

6. Choose location.



7. Select the duration.



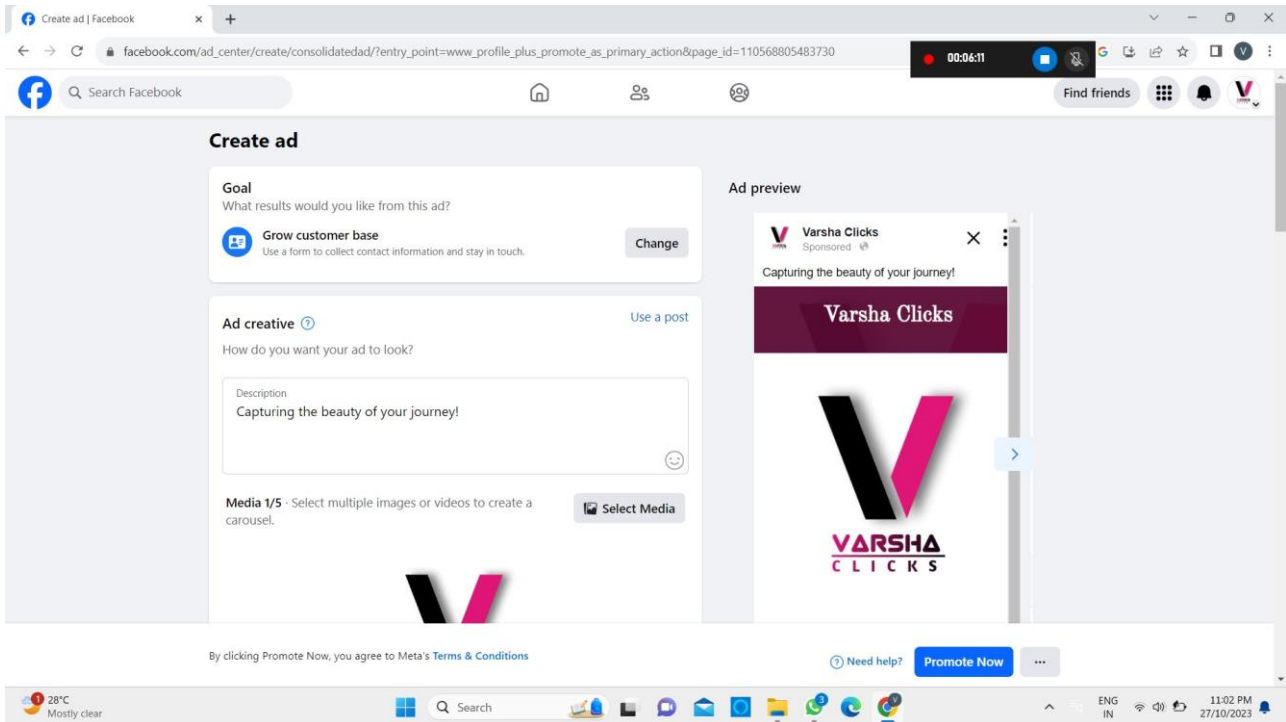
8. Click on the placements and on the add funds in the payment column

The screenshot shows the Facebook 'Create ad' interface. The main section displays the estimated daily results: 'Estimated 756-2.2K Accounts Centre accounts reached per day' with a budget of ₹220.00. A slider below this shows a range from ₹209.07 to ₹5,000.00. The 'Placements' section is active, showing 'Recommended Advantage+ placements' with a toggle switch. The 'Payment summary' section on the right shows a total budget of ₹1,100.00 INR, estimated GST of ₹198.00 INR, and a total amount of ₹1,298.00 INR. At the bottom, there is a 'Promote Now' button and a link to 'Need help?'. The Windows taskbar at the bottom shows the date as 27/10/2023 and the time as 11:15 PM.

9. Check all the previews.

The screenshot shows the Facebook 'Create ad' interface with the 'All previews' modal open. The modal displays three preview options: Facebook, Instagram, and Audience Network. The Facebook preview is selected, showing a mobile feed view of the ad. The ad creative includes the text 'Capturing the beauty of your journey!' and the 'VARSHA CLICKS' logo. The 'Close' button is visible at the bottom of the modal. The background shows the same 'Create ad' interface as in the previous screenshot, with the 'Promote Now' button and the Windows taskbar at the bottom.

10. Click the “promote now”



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 an ad campaign for VARSHA CLICKS 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 drive the business.
- This endeavor promises to fortify VARSHA CLICKS standing in the photography 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 leadership, all contributing to the store's growth and success in the highly competitive world of fashion retail.