

# **CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK**

**A PROJECT REPORT**

*Submitted by*

**VASANTH KANNA (2020311051)**

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**ANNA UNIVERSITY : CHENNAI 600025**

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# **CHAPTER 1**

## **INTRODUCTION**

### **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

### **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.

## **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 Zina cafe 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..

#### ABOUT ZINA’S CAFE:



Nestled at the heart of the bustling city, ZINA Café is a hidden gem waiting to be discovered. Located on the corner of Adyar in Chennai, its unassuming exterior gives way to a warm and inviting interior that beckons coffee lovers and seekers of solace. you're immediately embraced by the rich, comforting scent of freshly brewed coffee. The interior exudes a harmonious blend of modern aesthetics and rustic charm. Exposed brick walls, adorned with local artwork, provide an earthy backdrop, while soft jazz melodies waft through the air, creating a soothing ambiance. The seating options are varied, from plush leather armchairs for the leisurely reader to sturdy wooden tables where busy professionals find their focus.

## **Coffee**

At Zina Cafe, coffee is not just a beverage; it is an art form. They source their beans meticulously from across the globe, ensuring ethical and sustainable practices. The baristas are true coffee connoisseurs, well-versed in various brewing methods. The menu caters to all coffee preferences, from the simplicity of a perfectly balanced pour-over to the bold, velvety allure of an expertly crafted espresso. Seasonal and specialty drinks tantalize your taste buds, and their milk offerings, including oat, almond, and soy, accommodate diverse dietary needs.

## **Food**

While coffee reigns supreme, Brew Haven offers a culinary journey that complements the coffee experience. Freshly baked pastries grace the counter, enticing with flaky croissants, fruit-filled turnovers, and artisanal muffins. The sandwich selection is a harmonious blend of Savory and wholesome, featuring ingredients sourced from local farmers. Vegetarians and carnivores alike find satisfaction in the café's offerings.

## **Community**

Brew Haven is not merely a café; it's the heartbeat of the local community. Regular events and gatherings, from vibrant open mic nights to introspective book readings, nurture a space where artists, intellectuals, and locals congregate to share their passions. Friends gather for conversations, students find a haven for study, and business meetings acquire a touch of creative inspiration within these walls.

## **Service**

The staff at Brew Haven are the embodiment of hospitality and expertise. With genuine smiles, they welcome you into the world of exceptional coffee. Whether you're a seasoned coffee aficionado or just starting your journey, they're always ready to offer recommendations, share their passion, and provide a glimpse into the artistry of coffee brewing.

Brew Haven Café is an indispensable institution in the city, where the finest coffee, delectable food, and a vibrant community come together. Here, you're not just a customer; you're a



cherished part of a warm and passionate coffee-loving family. If you're in search of an extraordinary coffee experience, Brew Haven is where your dreams come to life, one cup at a time.



## CHAPTER 3

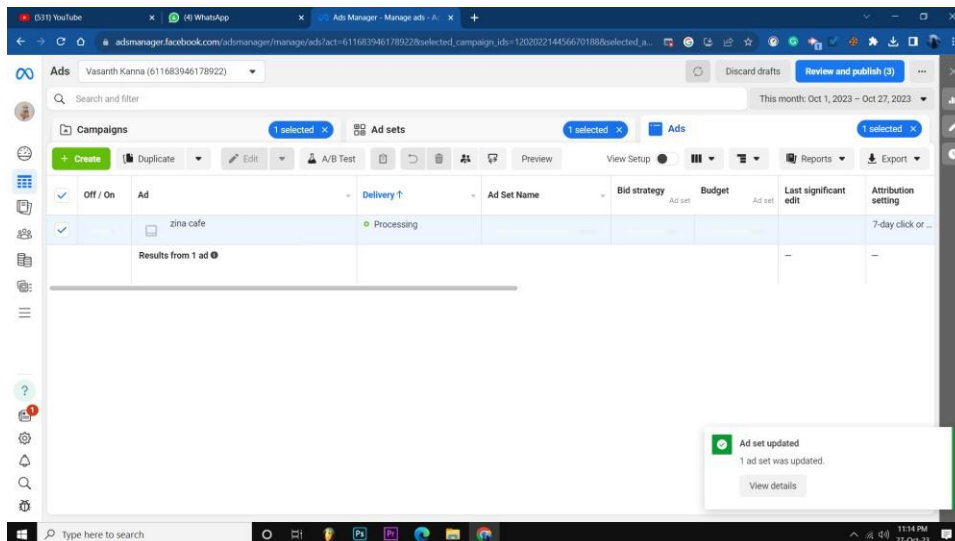
### METHODOLOGY

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.

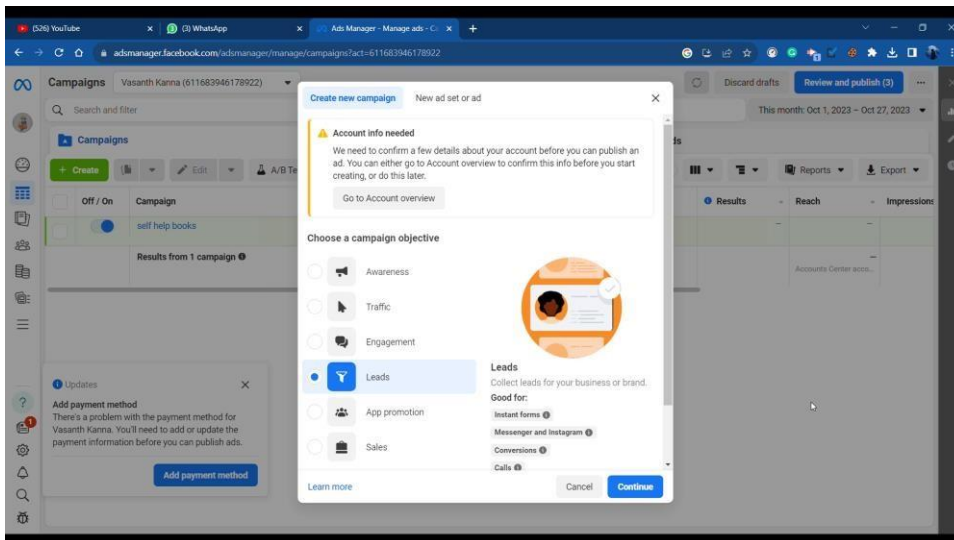
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The following methods are followed in the project:

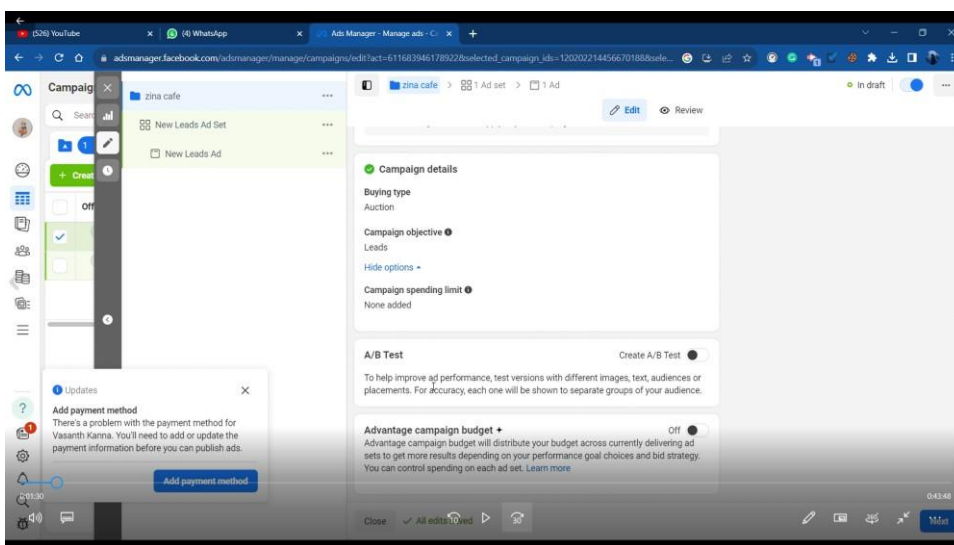
1. Open facebook and click on ads
2. Click “create new ad”



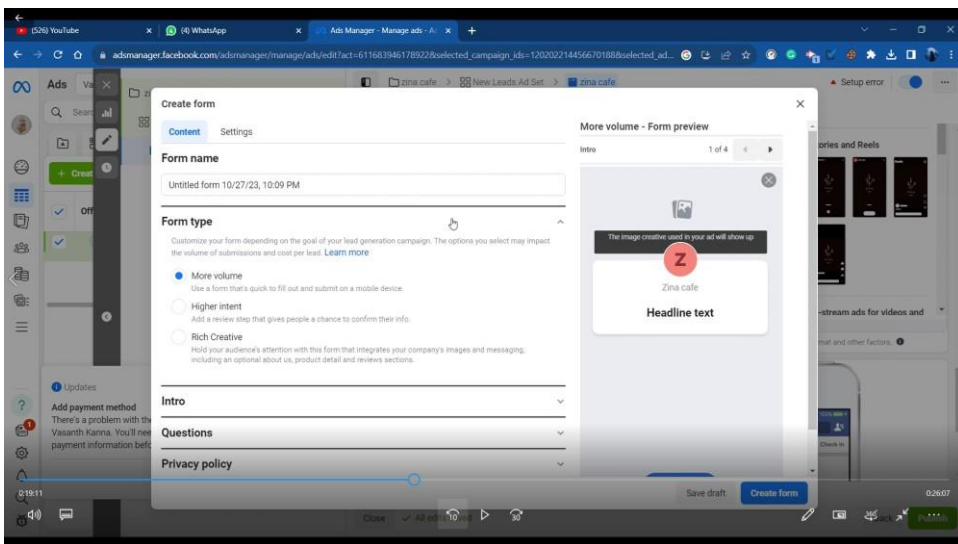
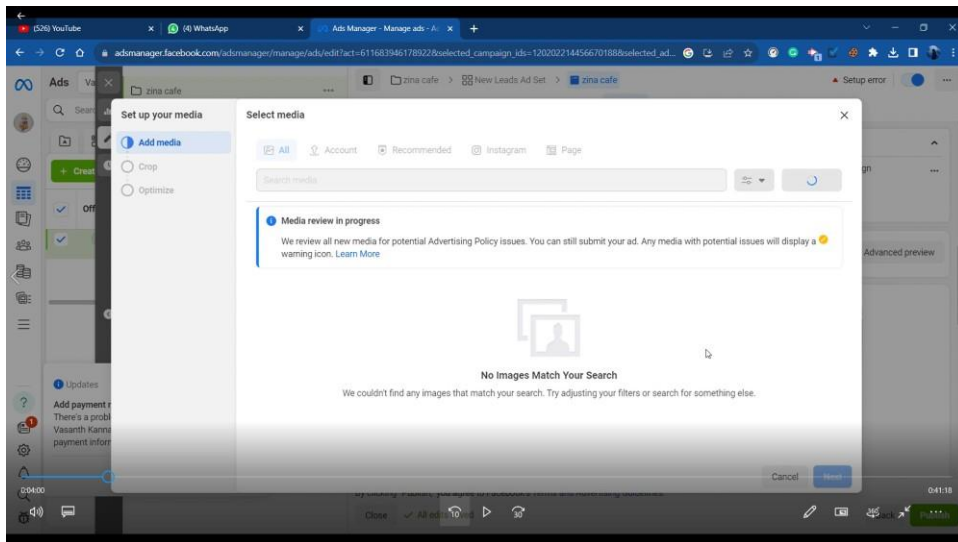
2. Set the Objective.



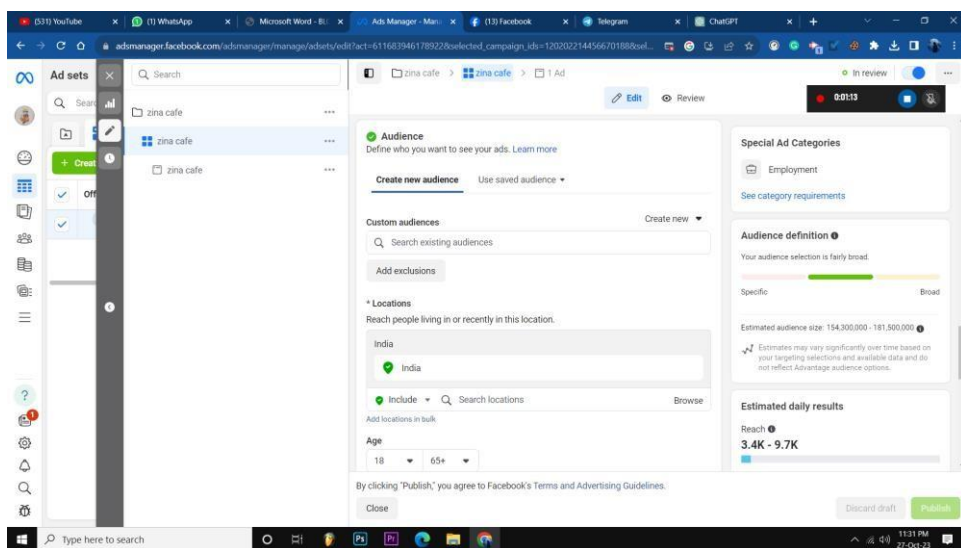
3. Give necessary details.



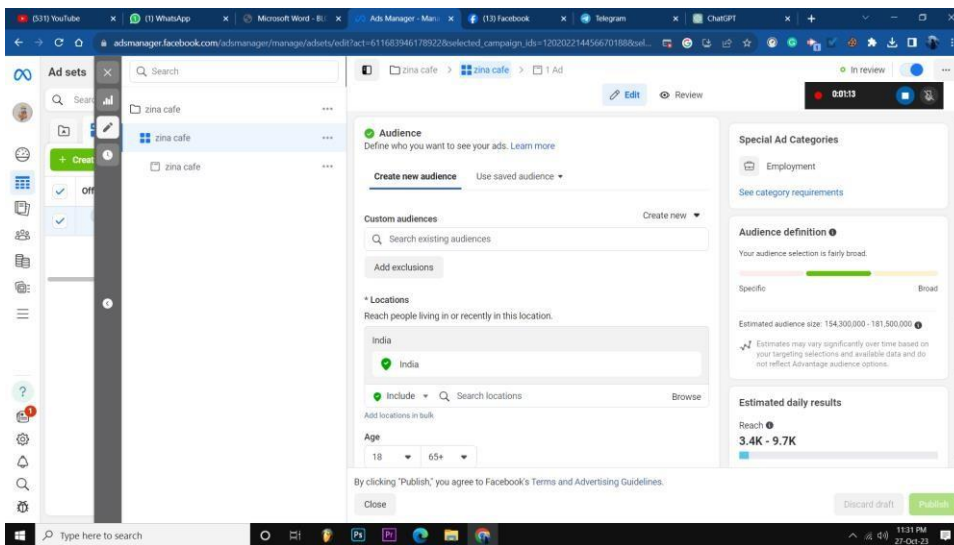
4. Select media and create forms



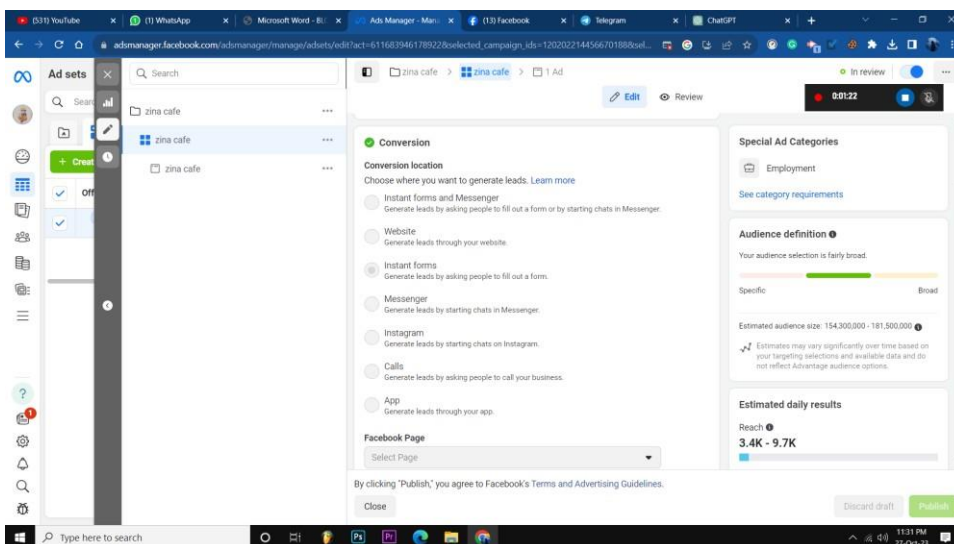
## 5. Create audience and choose the target audience.



## 6. Choose location.



## 8. Select the Conversion



## 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.



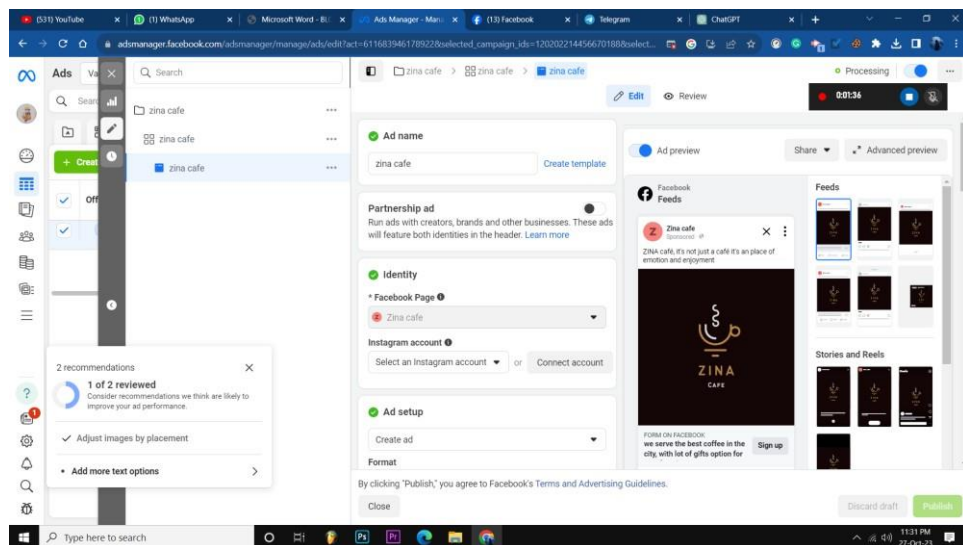
10. Click on the add funds in the payment column.

 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.

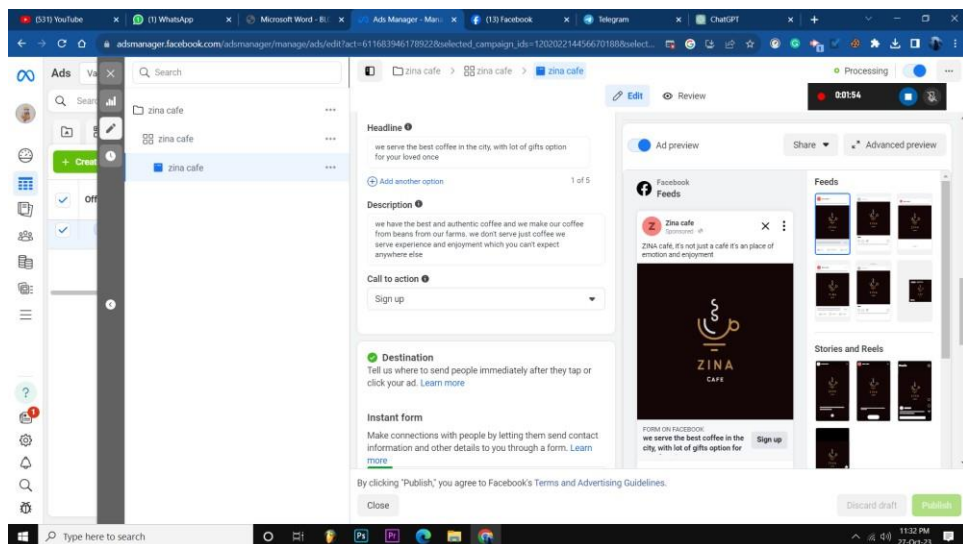
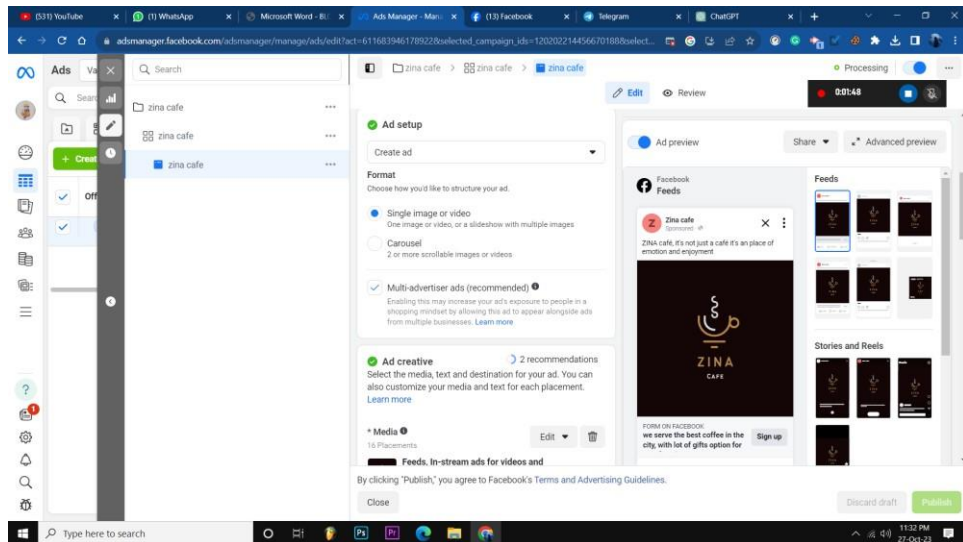
Add Funds

11. Add content and check the previews

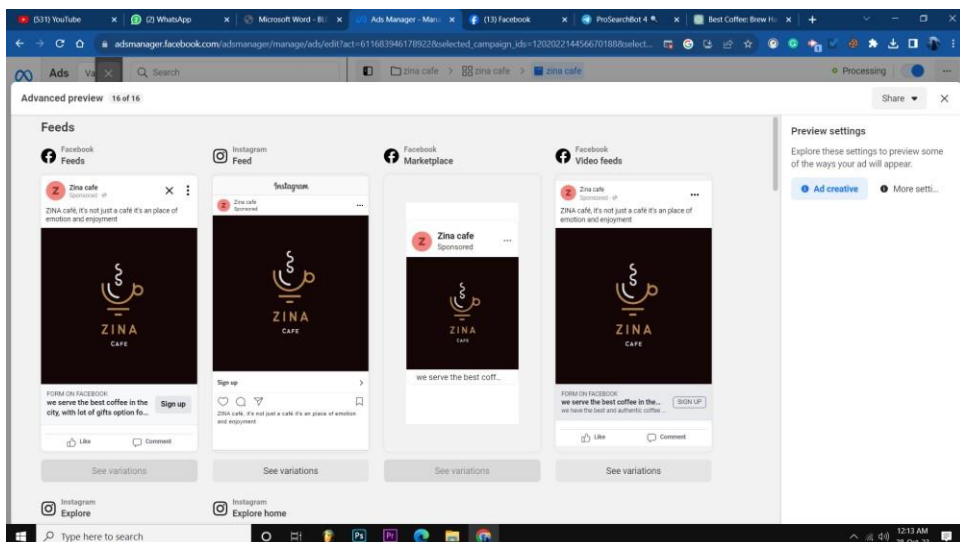


The screenshot shows the Facebook Ads Manager interface. The left sidebar contains the 'Ads' section with a search bar and a list of ads. The main content area is titled 'Add content and check the previews'. It includes sections for 'Ad name' (Zina cafe), 'Partnership ad' (Run ads with creators, brands and other businesses. These ads will feature both identities in the header. Learn more), 'Identity' (Facebook Page: Zina cafe, Instagram account: Select an Instagram account or Connect account), and 'Ad setup' (Create ad, Format). The right sidebar shows 'Ad preview' with a 'Share' button and 'Advanced preview' showing various ad formats like Feeds, Stories and Reels. A 'Publish' button is at the bottom right.

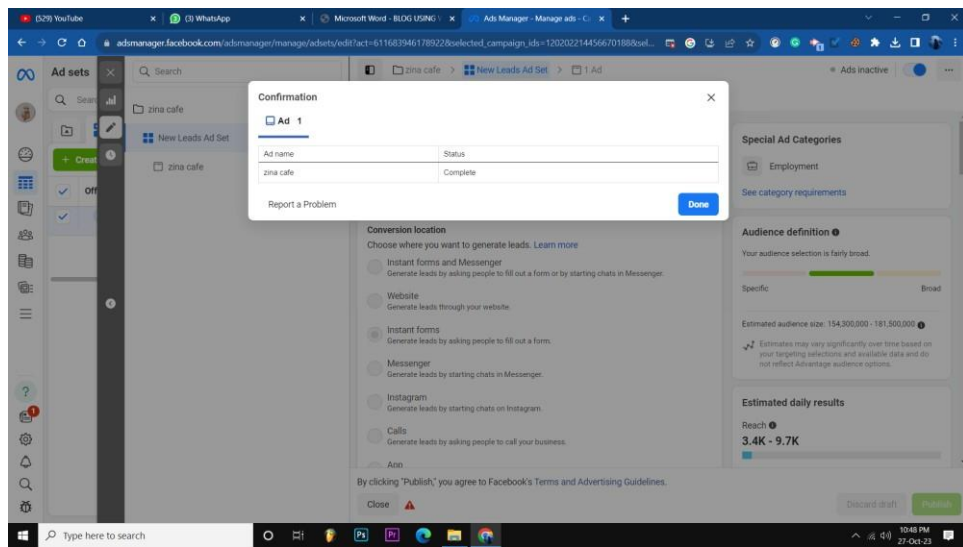




12. Check from review and click “publish”



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





## CHAPTER 4

### RESULT

#### 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.

## **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.

## 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 ZINA CAFE 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 ZINA CAFE standing in the beverage 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.

