



DIGITAL MARKETING - CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK.

SUBMITTED BY

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In partial fulfillment for the award of the degree

Of

BACHELOR OF ENGINEERING

IN

BIO MEDICAL ENGINEERING

PARK COLLEGE OF ENGINEERING AND TECHNOLOGY

COIMBATORE-641 659.

DIGITAL MARKETING- CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

TEAM ID : NM2023TMID08327.

PROJECT NAME : Creating a social media ad campaign in facebook

PROJECT MEMBERS : M.Padmapriya,R.Ethish,K.Nagaraj,K.Sangeetha

INDUSTRY MENTOR : Abdul malic

Abstract : The beauty industry covers a wide range of products from cosmetics to skin care and everything in between. This guide covers this large and global business.

While most people think of the beauty business as cosmetics, it has grown in scope and now includes covers a wide range of products. Beyond just cosmetics there is perfume, skin cleaners, a host of other skin care products, cosmeceuticals, etc.

Beyond the products themselves, the beauty business also includes the way in which the products are sold. In particular, price points and the places cosmetics are packaged and sold. Price points have always varied, but packaging has become ever more important. Where products sell has gone from physical stores that were very location driven, to being sold over the Internet to people all over the world.

Makeup cosmetics are used to protect the skin and to provide safety and comfort, but their main purpose is as a beauty product to make the face and skin attractive. There are base makeup products and decorative makeup products; the former are used to hide imperfections such as stains and wrinkles, to adjust skin tone, and to add firmness or translucence to make the skin look beautiful. The latter are used to color and decorate the body or for contouring to create a more healthy-looking or attractive impression.

BRAND NAME : Vilvah Beauty World

CATEGEORY : Beauty & cosmetic shop

TARGET AUDIENCE : All (Both men & women)

EMAIL : vilvahproducts@gmail.com

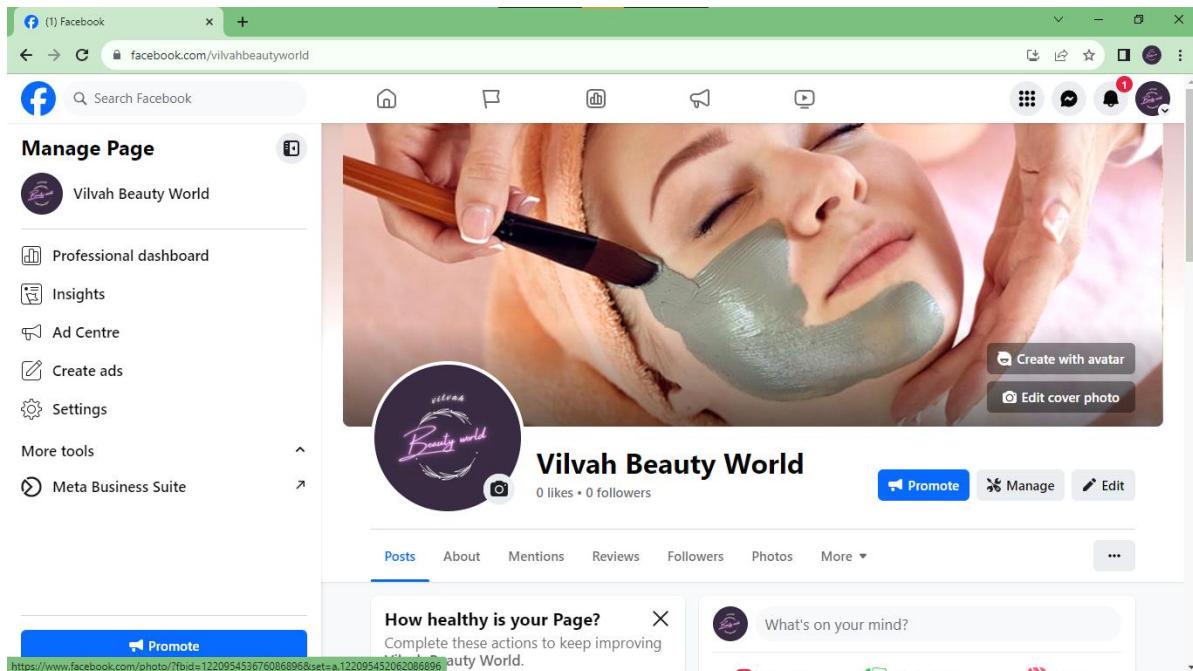
PASSWORD : Vilvah123@

The screenshot shows a web browser window with the Gmail inbox open. The URL in the address bar is mail.google.com/mail/u/0/#inbox. The inbox list shows two messages:

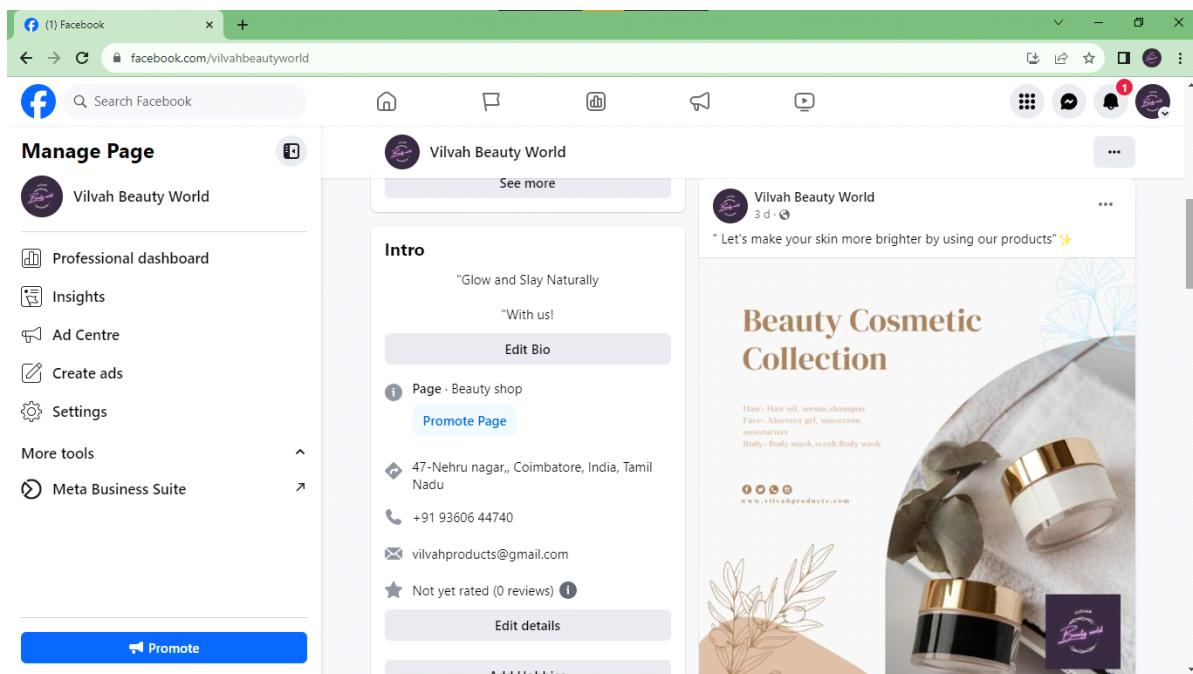
- Fwd: Invitation to Naan Mudhalvan - ----- Forwarded message ----- From: 20BM024 M.PAD... (17 Oct)
- Vilvahproducts, finish setting up your new Google Account - Access your account features and service... (14 Oct)

A 'Get started with Gmail' pop-up is displayed on the right side of the inbox, featuring links to customize the inbox, change profile image, import contacts, and get Gmail for mobile.

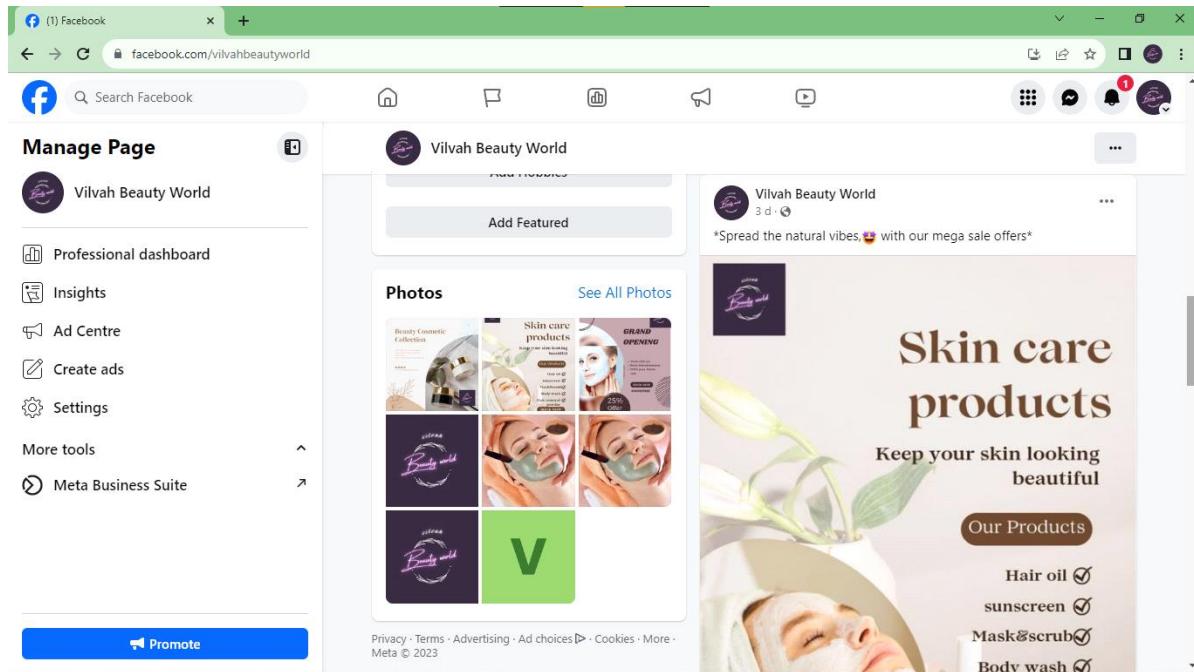
FACEBOOK PAGE LINK :<https://www.facebook.com/vilvahbeautyworld>



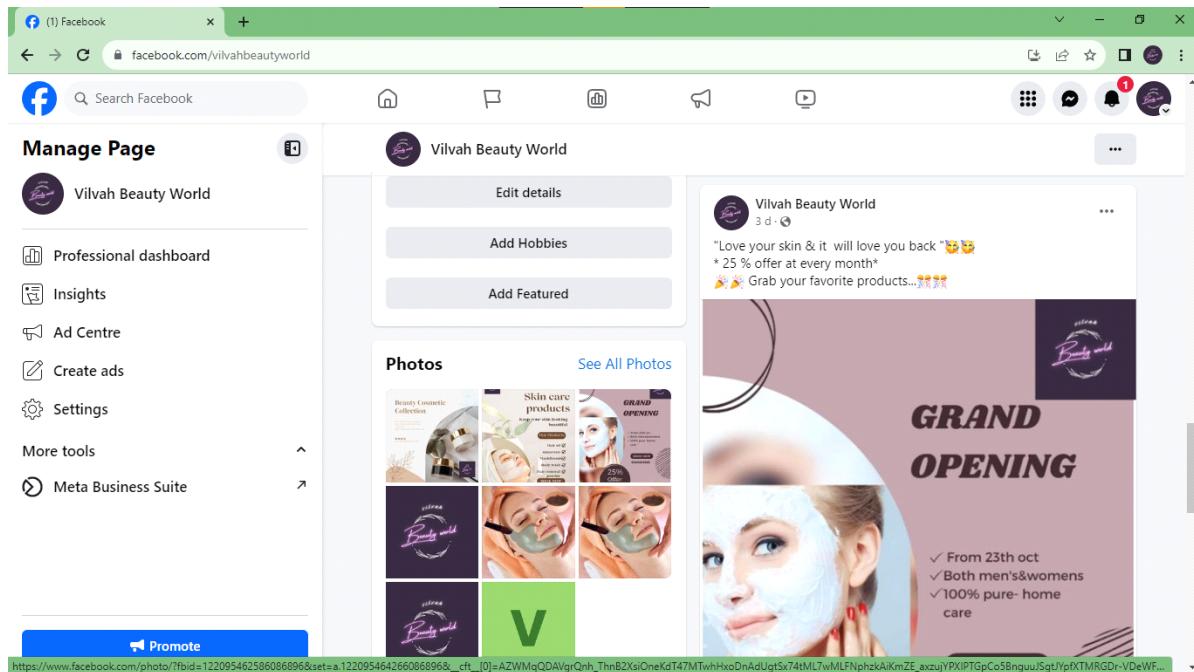
Poster :01



POSTER :02



POSTER :03



The screenshot shows the Facebook 'Manage Page' interface for 'Vilvah Beauty World'. The left sidebar includes options like 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Settings', 'More tools', and 'Meta Business Suite'. The main area displays the page's profile picture, address (47-Nehru nagar,, Coimbatore, India, Tamil Nadu), phone number (+91 93606 44740), email (vilvahproducts@gmail.com), and a rating section. Below this is a 'Photos' section showing three thumbnail images. On the right, there's a post from 'Vilvah Beauty World' updating their profile picture, accompanied by a circular image of hands applying nail polish.

FACEBOOK PAGE LOGO :



FACEBOOK PAGE COVER PHOTO :



FACEBOOK PAGE POSTERS :

The poster features a large circular image of a woman applying a white facial mask. To the right, the text "GRAND OPENING" is displayed in large, bold, black letters. A logo for "silvaa Beauty world" is in the top right corner. Below the main text, there is a list of three bullet points: "✓ From 23th oct", "✓ Both men's&womens", and "✓ 100% pure- home care". A circular badge in the bottom left corner offers a "25% Offer" "On your favourite product on every month". To the right of the badge, a contact number "9080607865" is listed. A "BOOK NOW" button is located above the contact number. In the bottom right corner, there is a decorative arrangement of a pink candle labeled "Ganva", some black stones, and a small white cloth.

**GRAND
OPENING**

✓ From 23th oct
✓ Both men's&womens
✓ 100% pure- home care

BOOK NOW

9080607865

**25%
Offer**

On your favourite product on every month

Ganva



Skin care products

Keep your skin looking
beautiful

Our Products

Hair oil ✓

sunscreen ✓

Mask&scrub✓

Body wash ✓

Hair removal ✓

powder

BOOK NOW

+91 9080607865



www.vilvahproducts.com



43, Nehru Nagar,west,
Coimbatore.



Beauty Cosmetic Collection

Hair- Hair oil, serum,shampoo
Face- Aloevera gel, sunscreen,
moisturizer
Body- Body mask,scrub,Body wash



www.vilvahproducts.com



FACEBOOK PAGE AD PHOTO :

The image is a Facebook page advertisement for 'Vilvah store'. It features a purple logo in the top left corner with the text 'vilvah' and 'Beauty world'. In the top center, the text 'Vilvah store' is displayed. To the right, there is a green leaf graphic. The main title 'October SPECIAL PROMO' is written in a large, elegant script font. Below it, 'Skincare Package' is written in a bold, serif font. A large red speech bubble contains the price '\$400'. Below the price, five skincare products are arranged on a pink tray: a small bottle labeled 'Serum', a larger bottle labeled 'Moisturizer', an open jar labeled 'Sunscreen', another large bottle labeled 'Toner', and a small pink flower. The background is light yellow with floral illustrations. A quote at the bottom reads: "Your beauty will shine through on your skin". The website address 'www.vilvahproducts.com' is at the bottom.

Vilvah store

October
SPECIAL PROMO

Skincare Package

\$400

Moisturizer

Serum

Sunscreen

Toner

"Your beauty will shine through on your skin"

www.vilvahproducts.com

FACEBOOK PAGE AD PREVIEW SCREENSHOTS :

Goal
What results would you like from this ad?

Grow customer base ⓘ
Use a form to collect contact information from potential customers. **Change**

Ad creative ⓘ **Use a post**
How do you want your ad to look?

Description
Vilvah mega festive sale is in full swing, and I've handpicked my personal favorites that you absolutely must try! With discounts of up to 35% off, it's the perfect time to stock up. But hurry, the sale runs from October 23rd.

Here are my top picks:

- ♥ Aloe Vera Gel - Versatile and soothing, it's perfect for all skin types. Say goodbye to dryness and hello to hydration!
- ♥ Milk Drops Serum - Achieve blemish-free, glowing skin with this serum that's taken the beauty world by storm. *

By clicking Promote Now, you agree to Meta's [Terms & Conditions](#)

Ad preview

Vilvah Beauty World Sponsored

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- ♥ Hair Growth Oil - Nourish and promote hair growth for luscious locks that turn heads.
- ♥ Foot Cream - Transform chapped heels into smooth and silky perfection. Get ready to flaunt those fabulous feet!

Trust me, these are absolute game-changers!

Promote Now

Media 1/5 - Select multiple images or videos to create a carousel. **Select Media**

Hair Growth Oil - Nourish and promote hair growth for luscious locks that turn heads.

Foot Cream - Transform chapped heels into smooth and silky perfection. Get ready to flaunt those fabulous feet!

Trust me, these are absolute game-changers! *

contact us :908060865

SPECIAL PROMO
Skincare Package
\$400

FORM ON FACEBOOK
Vilvah Beauty World **Apply Now**

Like Comment Share

See All Previews

By clicking Promote Now, you agree to Meta's [Terms & Conditions](#)

Promote Now

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

Search Facebook

Grow customer base *i*

Use a form to collect contact information from potential customers.

Change

Ad creative *?*

How do you want your ad to look?

Description

🌟 Vilvah mega festive sale is in full swing, and I've handpicked my personal favorites that you absolutely must try! With discounts of up to 35% off, it's the perfect time to stock up. But hurry, the sale runs from October 23rd.

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Vilvah Beauty World

Sponsored

Vilvah store

October SPECIAL PROMO

Skincare Package

\$400

Moderate

Moisturizer

Exfoliator

Your beauty will shine through on your skin!

www.vilvahproducts.com

Apply Now

By clicking Promote Now, you agree to Meta's [Terms & Conditions](#)

Need help? Promote Now

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

Search Facebook

Grow customer base *i*

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Vilvah Beauty World

Sponsored

Vilvah store

October SPECIAL PROMO

Skincare Package

\$400

Vilvah Beauty World

Apply Now

Your beauty will shine through on your skin!

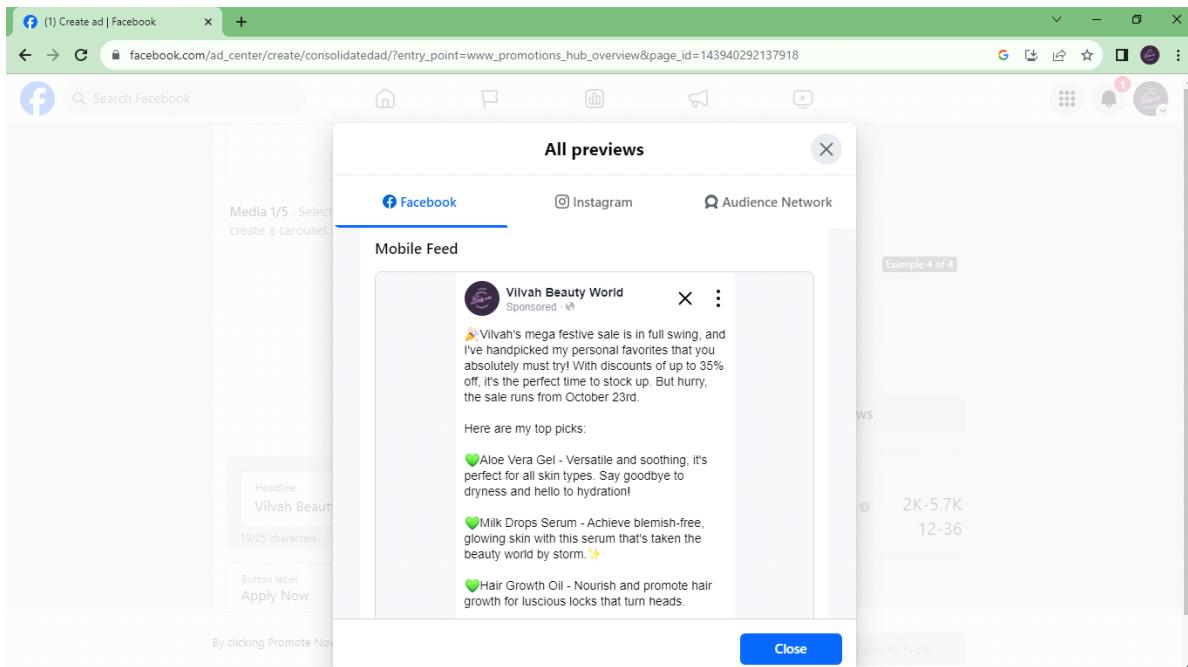
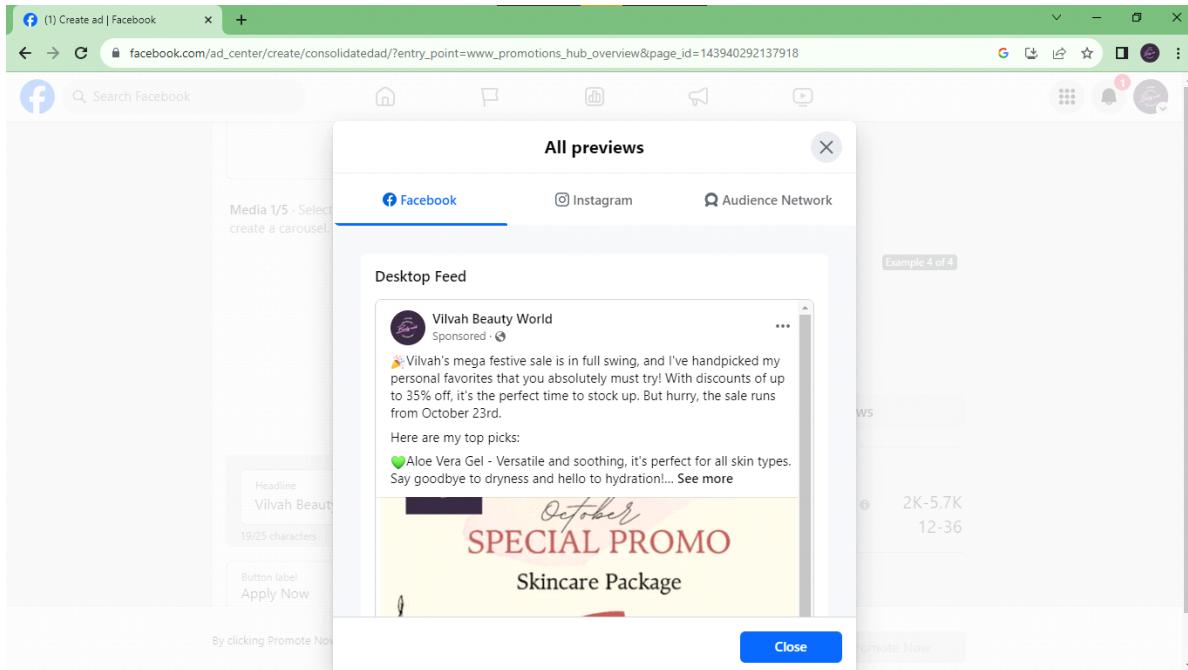
www.vilvahproducts.com

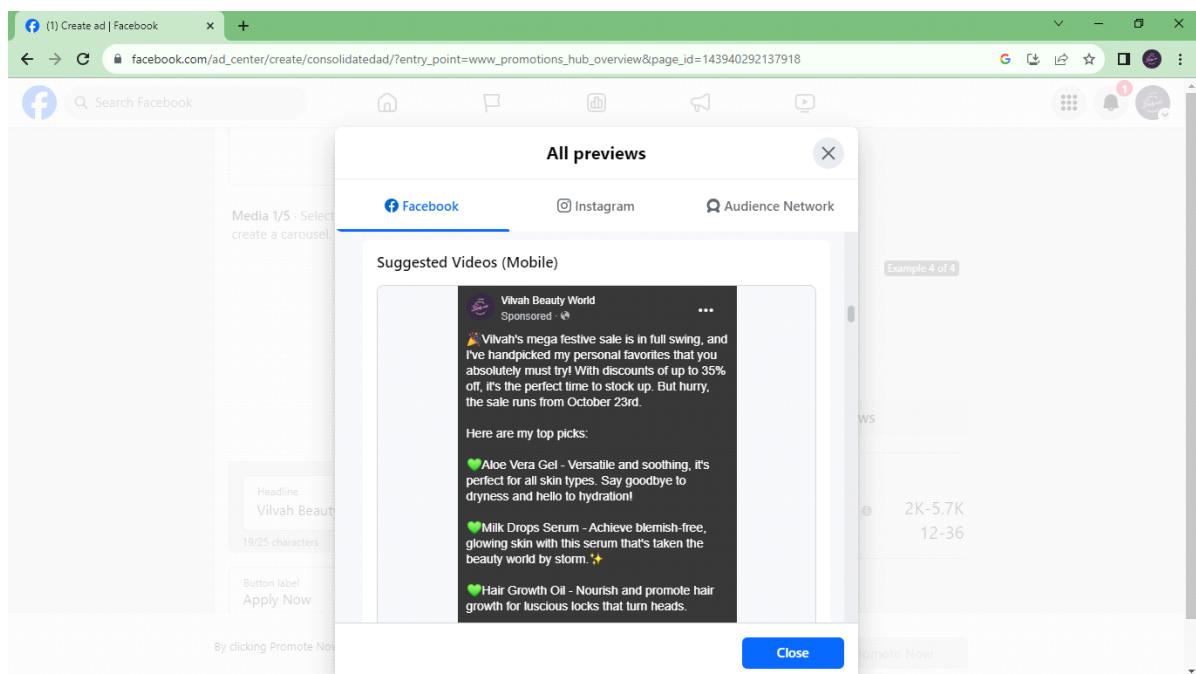
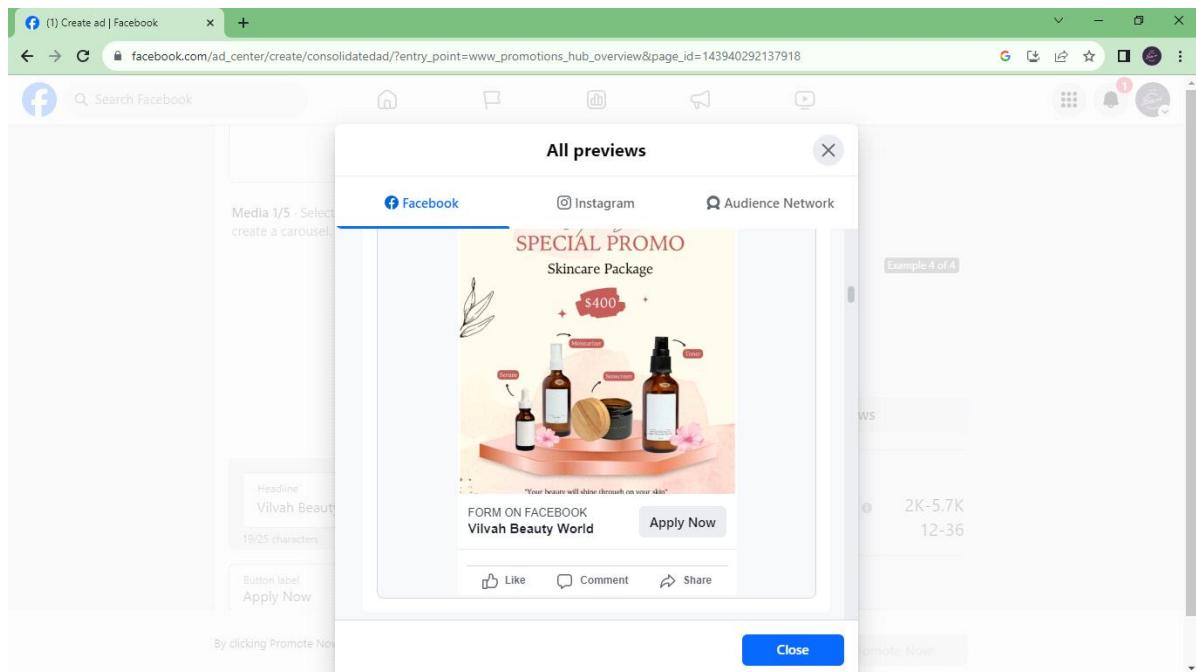
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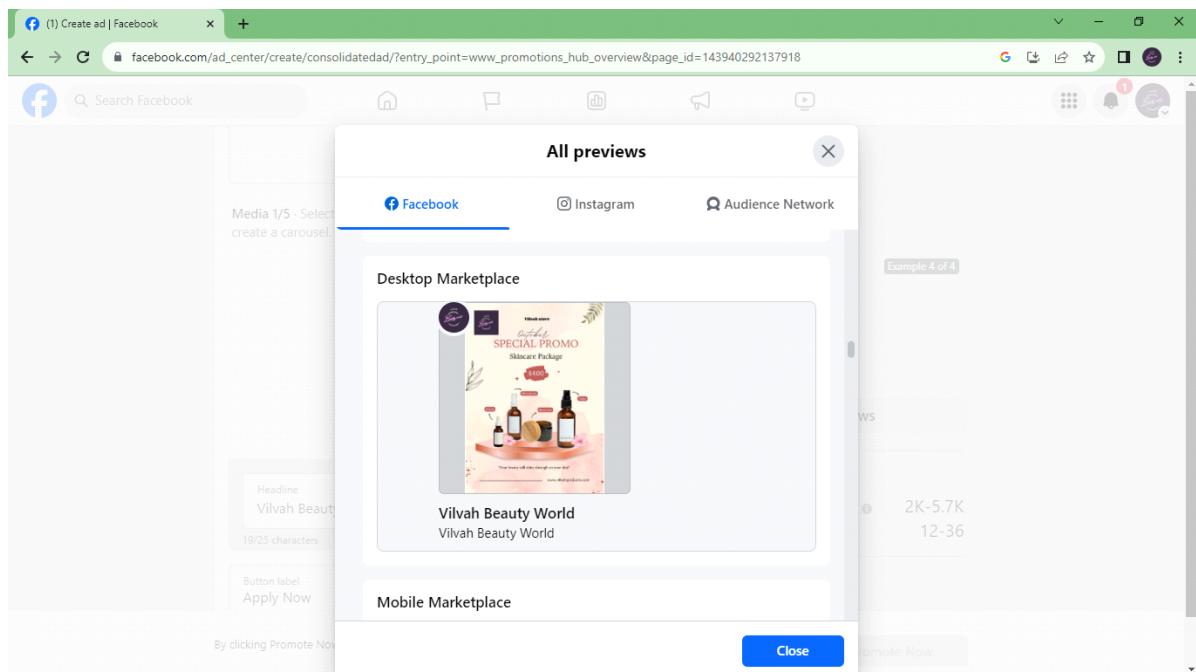
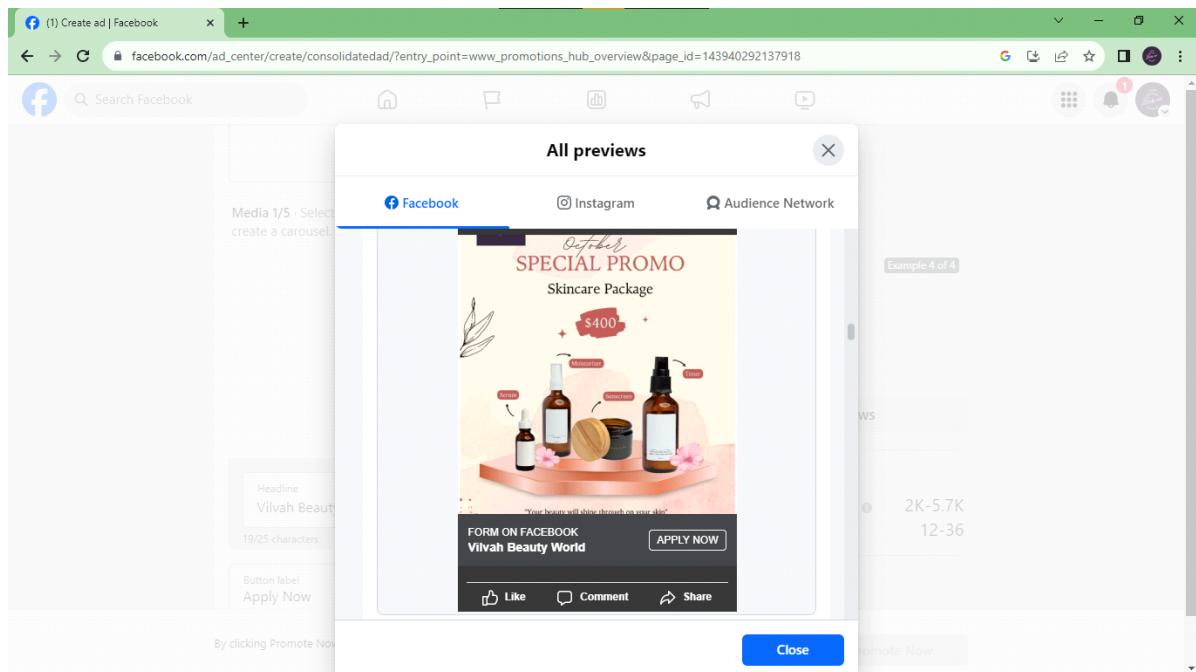
Need help? Promote Now

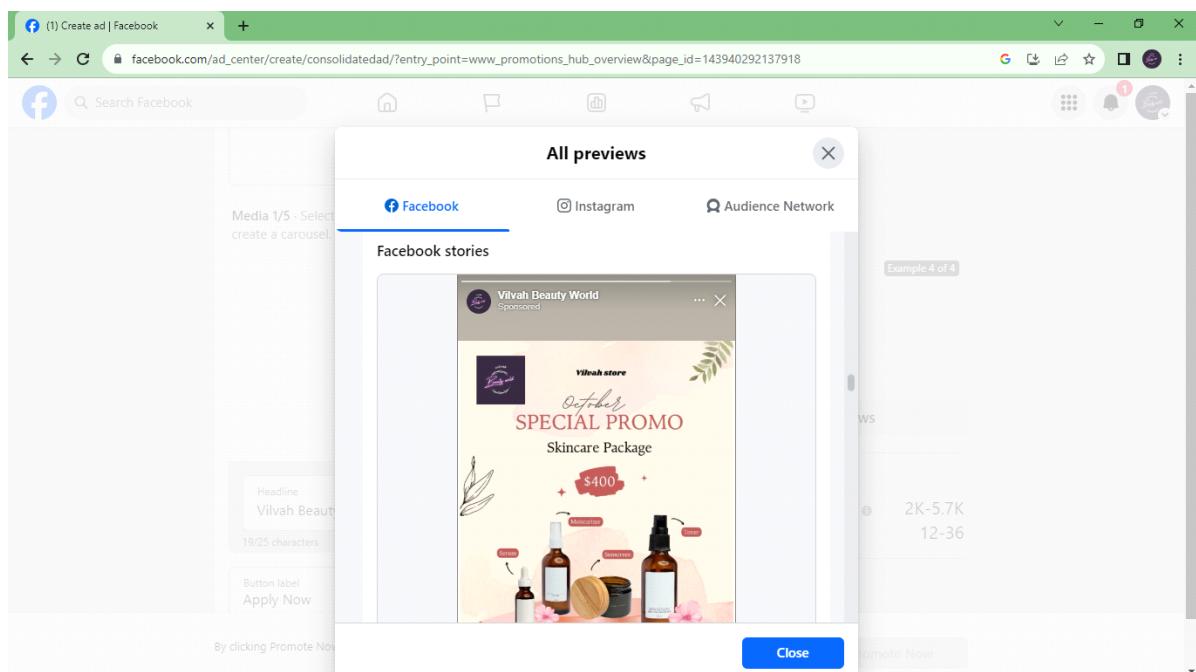
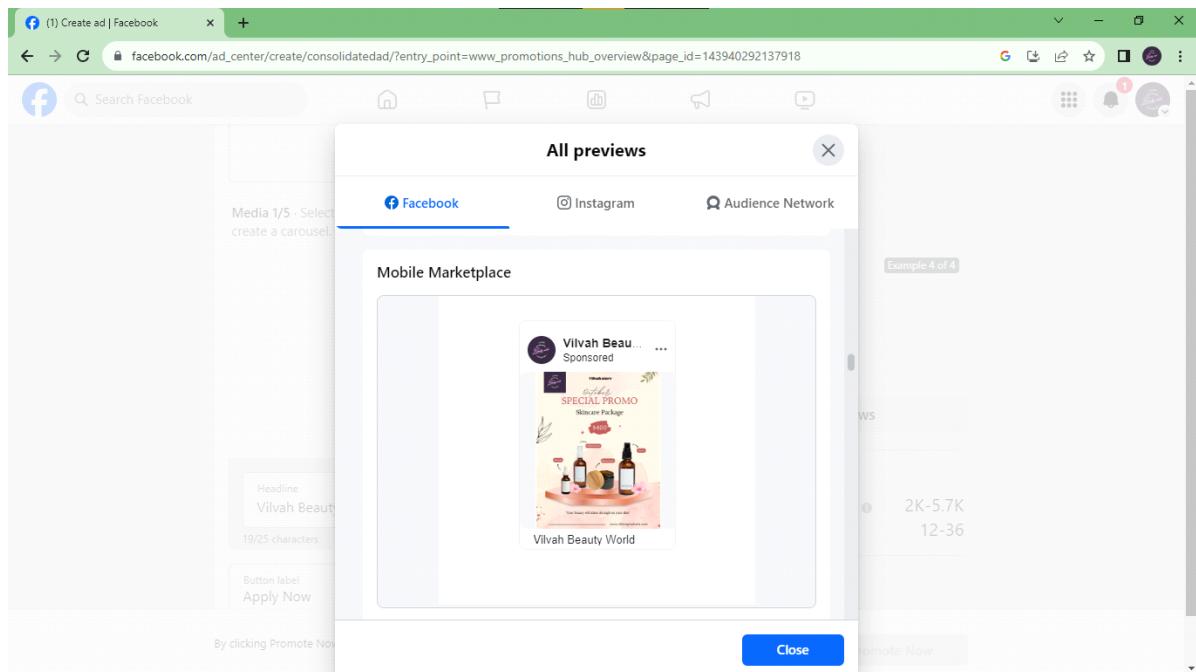
FACEBOOK PAGE AD PREVIEWS

1) FACEBOOK :









(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

Facebook-suggested video (Video feed – mobile)

Vilvah Beauty World Sponsored

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- Hair Growth Oil - Nourish and promote hair growth for luscious locks that turn heads.

By clicking Promote Now

Close Promote Now

Example 4 of 4

WS 2K-5.7K 12-36

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

SPECIAL PROMO

Skincare Package \$400

"Your beauty will shine through on your skin"

FORM ON FACEBOOK Vilvah Beauty World

APPLY NOW

Like Comment Share

By clicking Promote Now

Close Promote Now

Example 4 of 4

WS 2K-5.7K 12-36

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

Marketplace search results (desktop)

Vilvah Beauty World
Vilvah Beauty World
Sponsored

Headline
Vilvah Beauty
19/25 characters

Button label
Apply Now

By clicking Promote Now

Close Promote Now

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

General search results (desktop)

Vilvah Beauty World
Sponsored

💡 Vilvah's mega festive sale is in full swing, and I've handpicked my personal favorites that you absolutely must try! With discounts of up to 35% off, it's the perfect time to stock up. But hurry, the sale runs from October 23rd.

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👉 Aloe Vera Gel - Versatile and soothing, it's perfect for all skin types. Say goodbye to dryness and hello to hydration!... See more

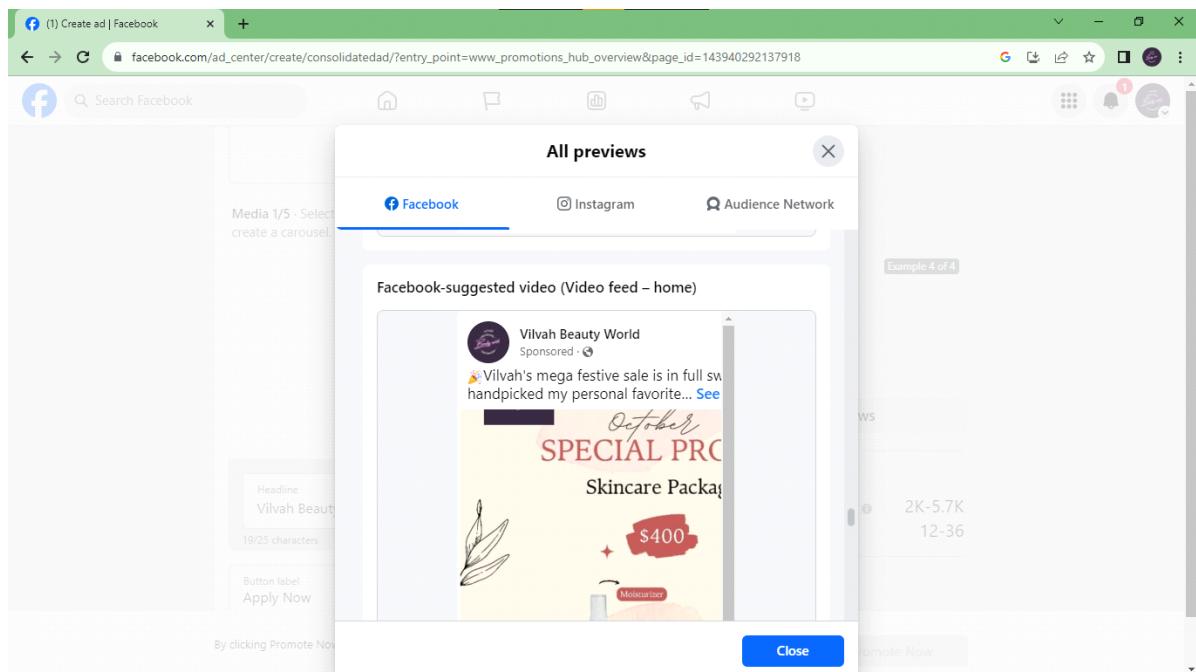
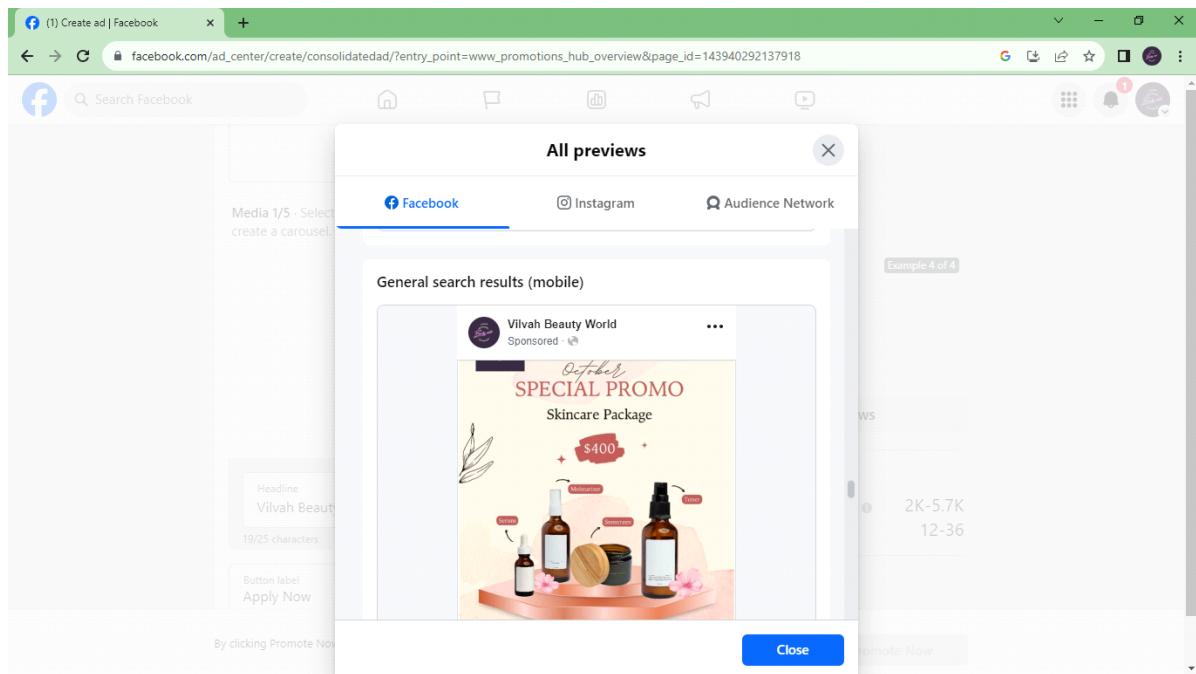
Vilvah Beauty World SPECIAL PROMO Skincare Package \$400

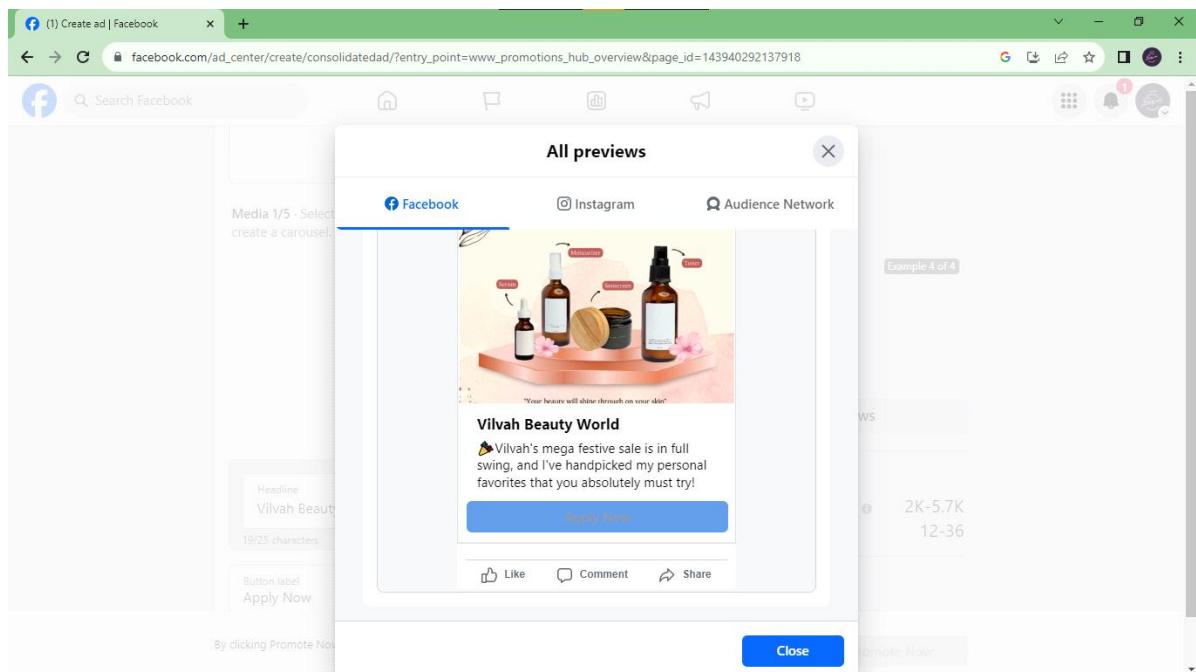
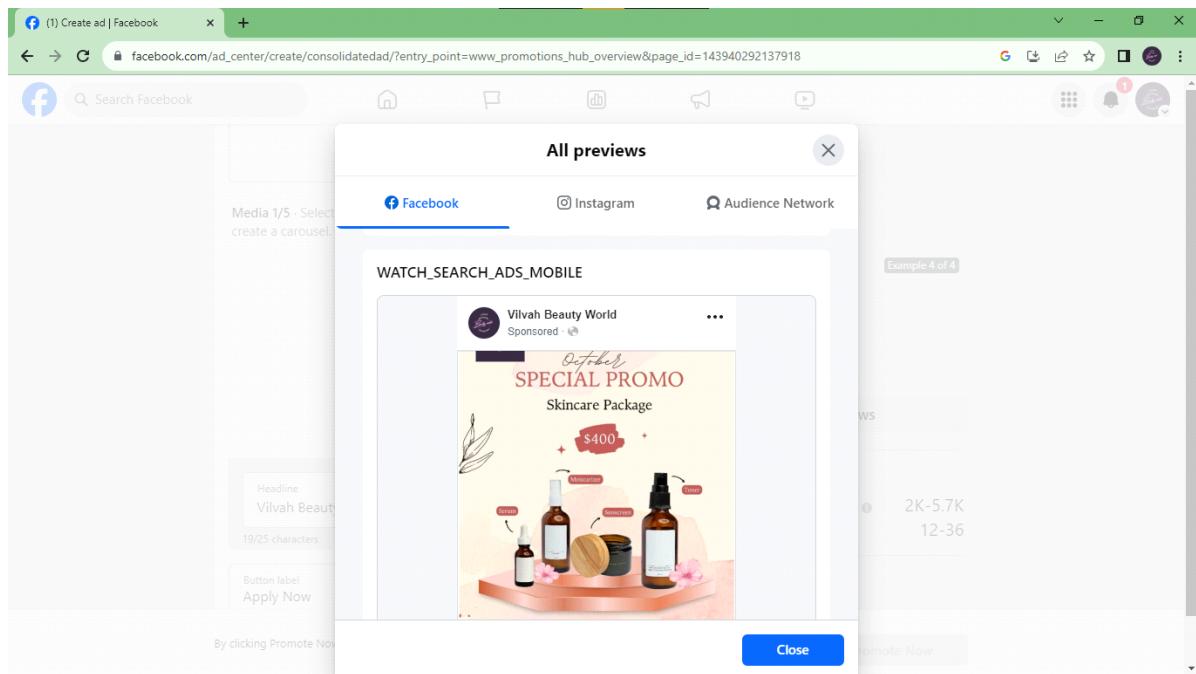
Headline
Vilvah Beauty
19/25 characters

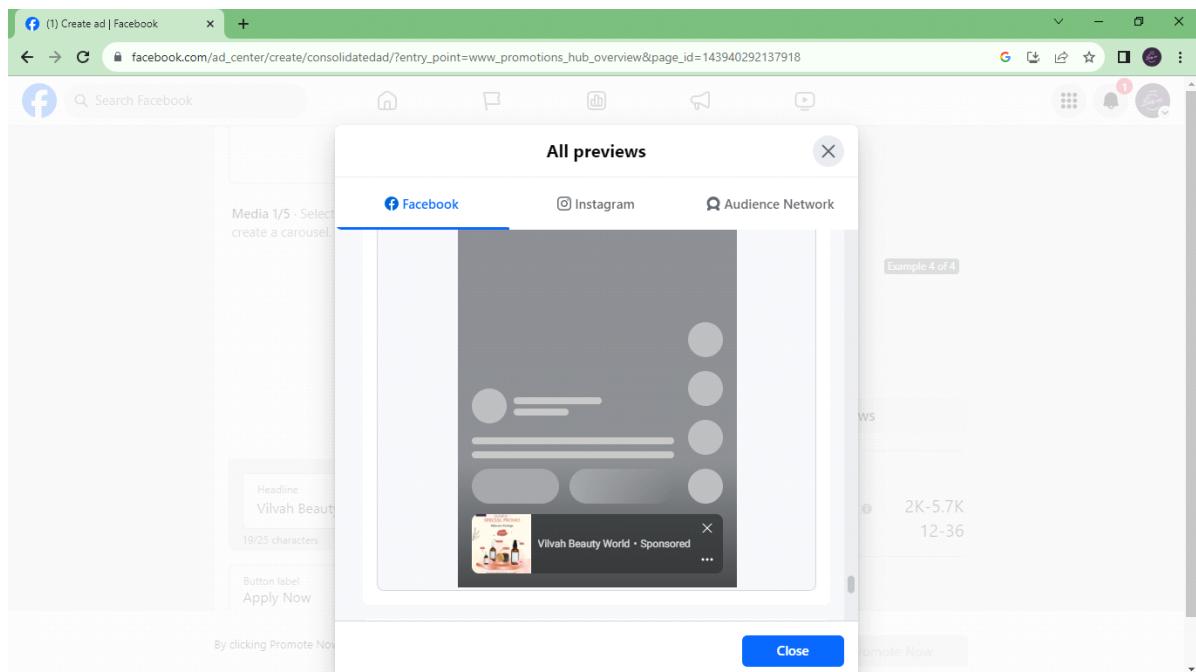
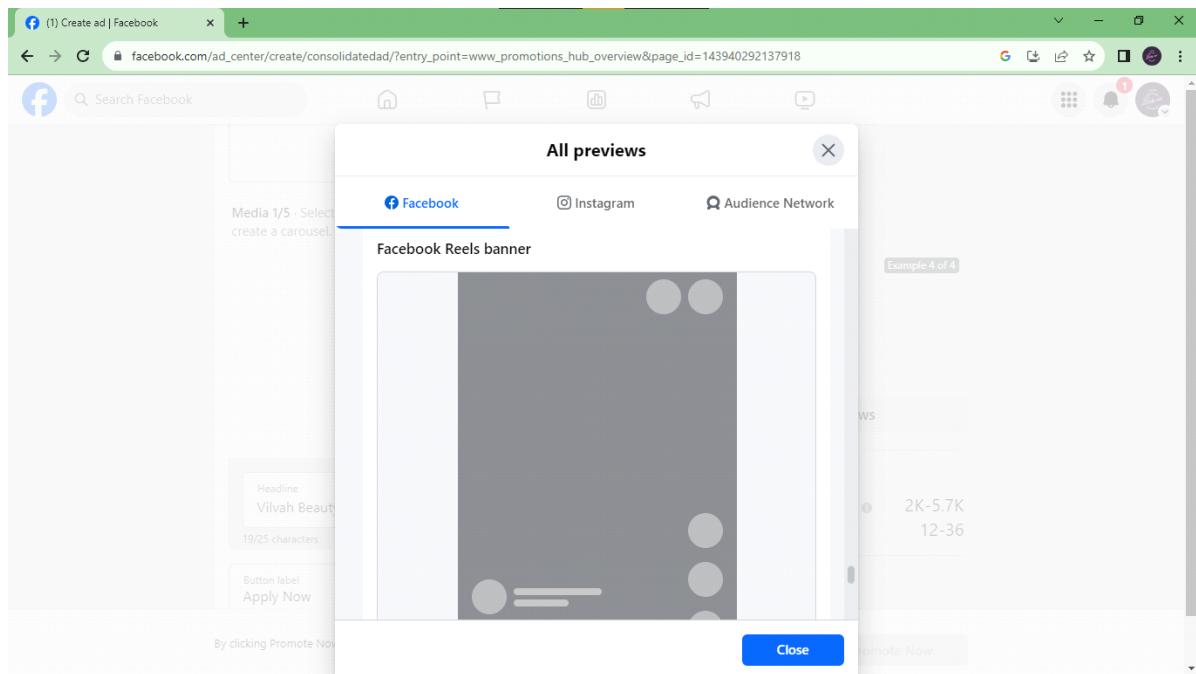
Button label
Apply Now

By clicking Promote Now

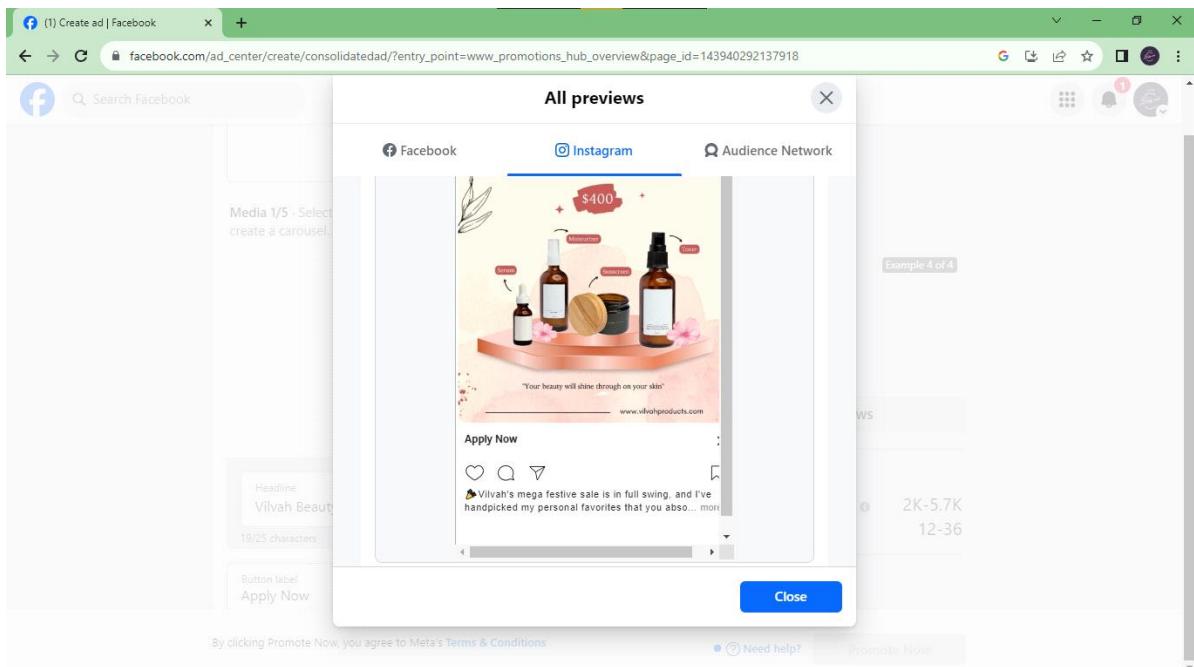
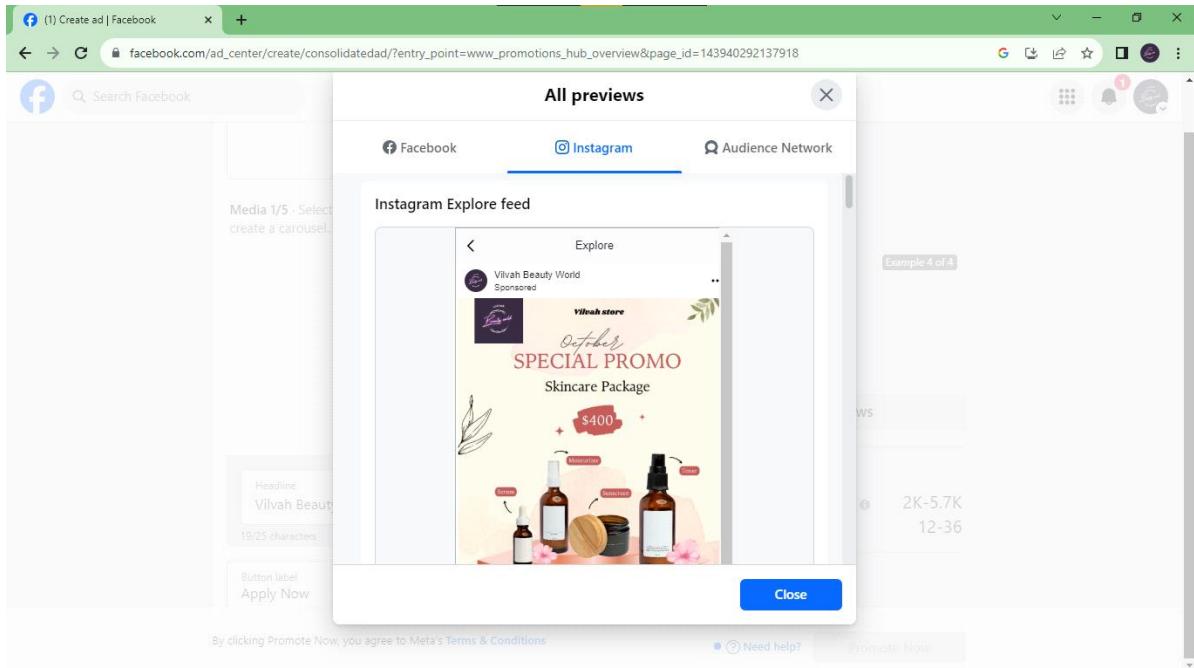
Close Promote Now

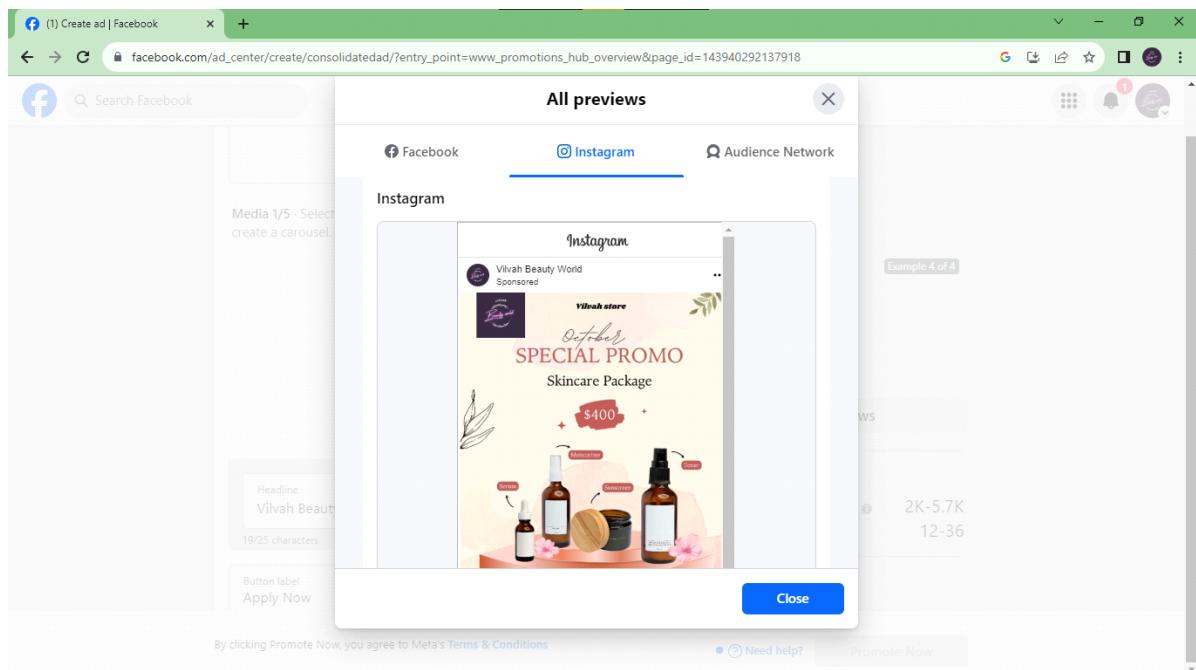
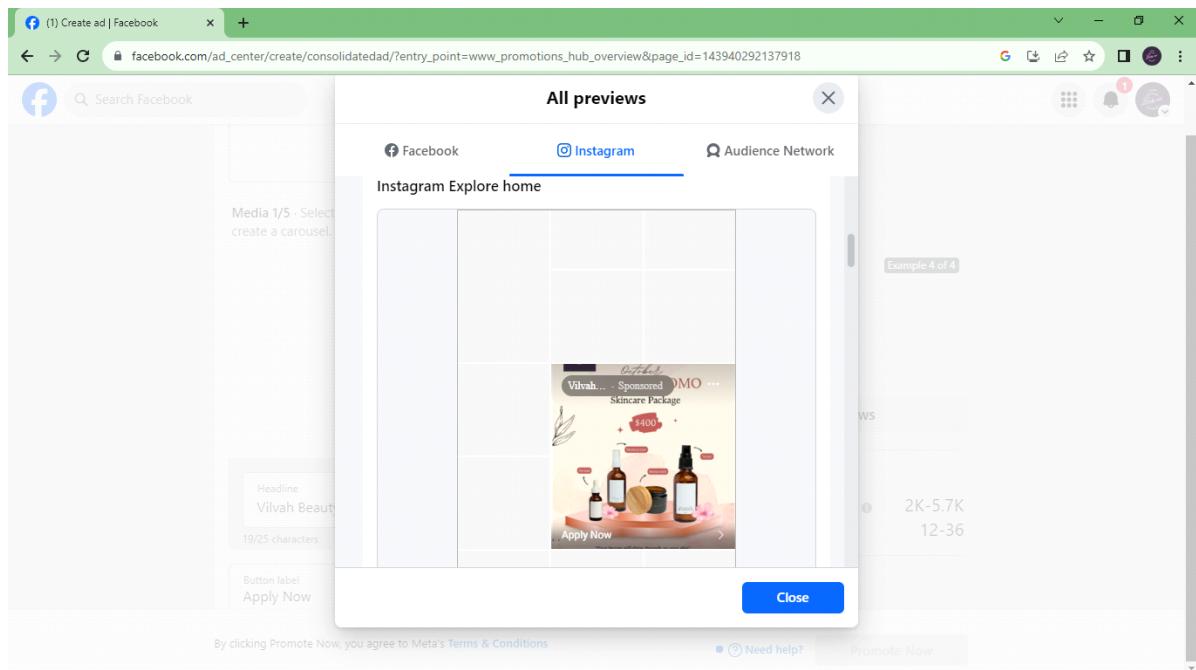


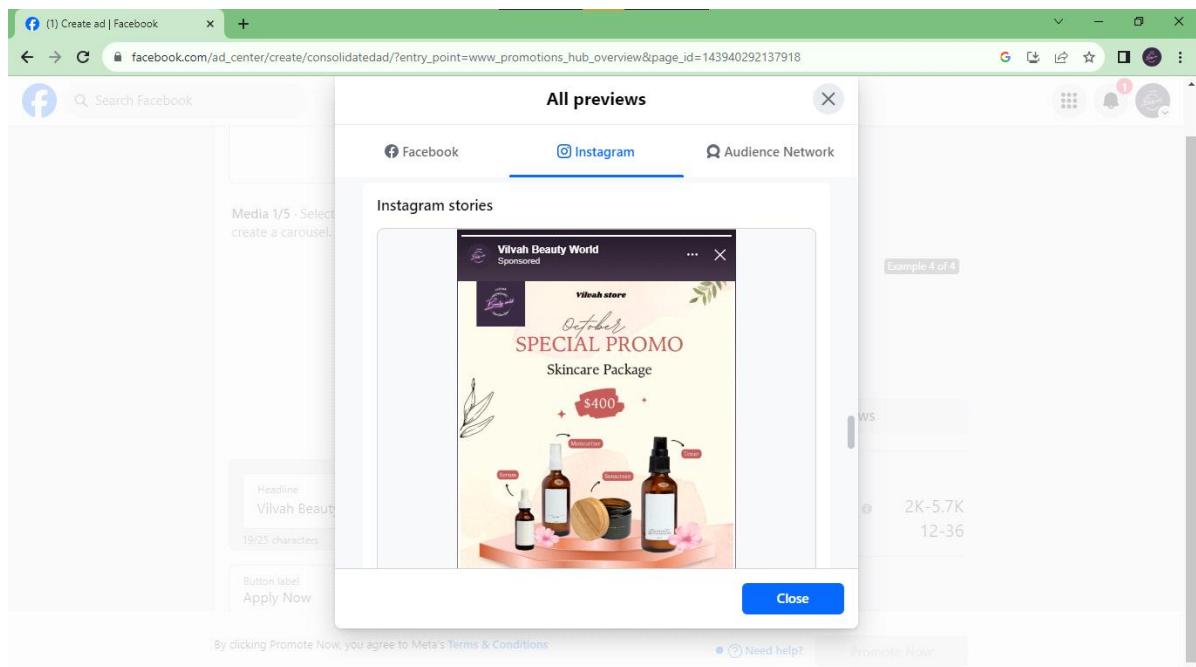
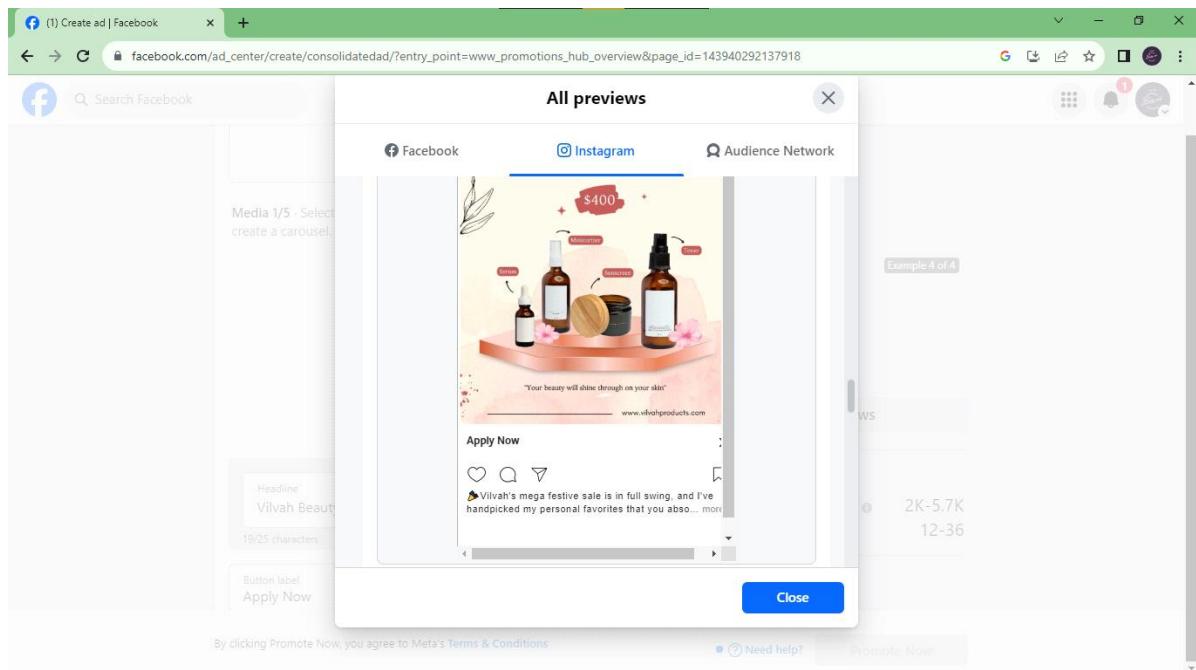




2) INSTAGRAM :







(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

Media 1/5 - Select create a carousel.

Headline Vilvah Beauty 19/25 characters

Button label Apply Now

Vilvah Beauty World Skincare Package \$400

Apply Now

Your beauty will shine through on your skin!

www.vilvahproducts.com

Vilvah's mega festive sale is in full swing, and I've handpicked m... more

Close

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Need help? Promote Now

Example 4 of 4

WS 2K-5.7K 12-36

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All previews

Facebook Instagram Audience Network

Media 1/5 - Select create a carousel.

Headline Vilvah Beauty 19/25 characters

Button label Apply Now

Instagram profile feed

kaiblue Posts

Vilvah Beauty World Sponsored

Vilvah store October SPECIAL PROMO Skincare Package \$400

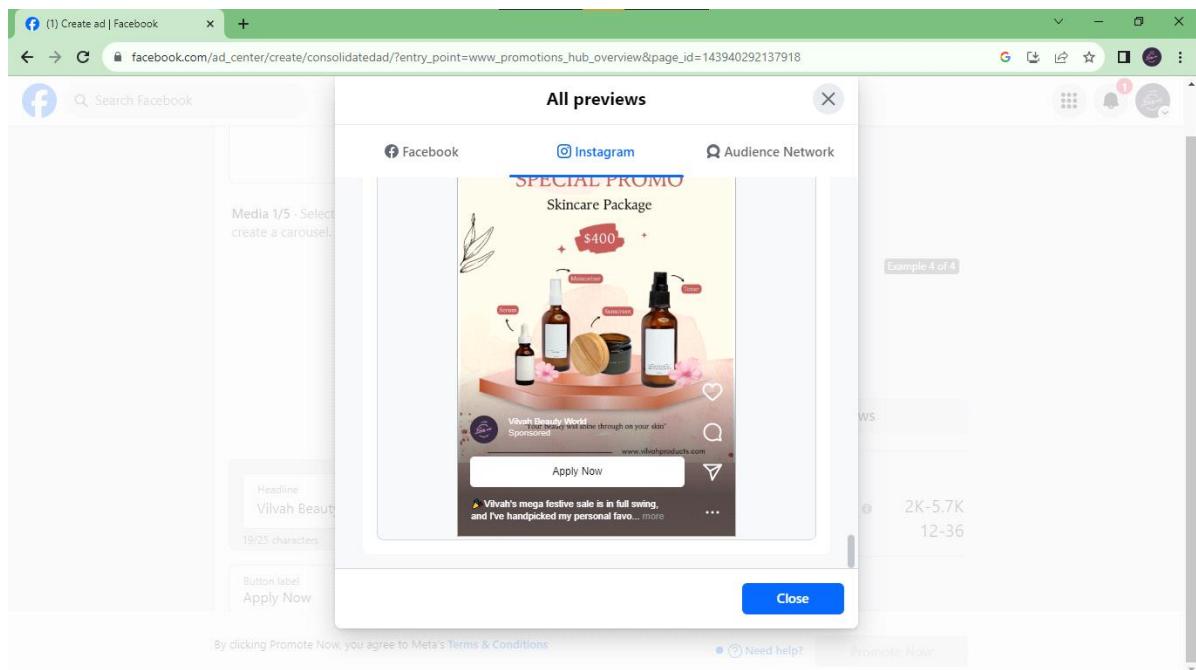
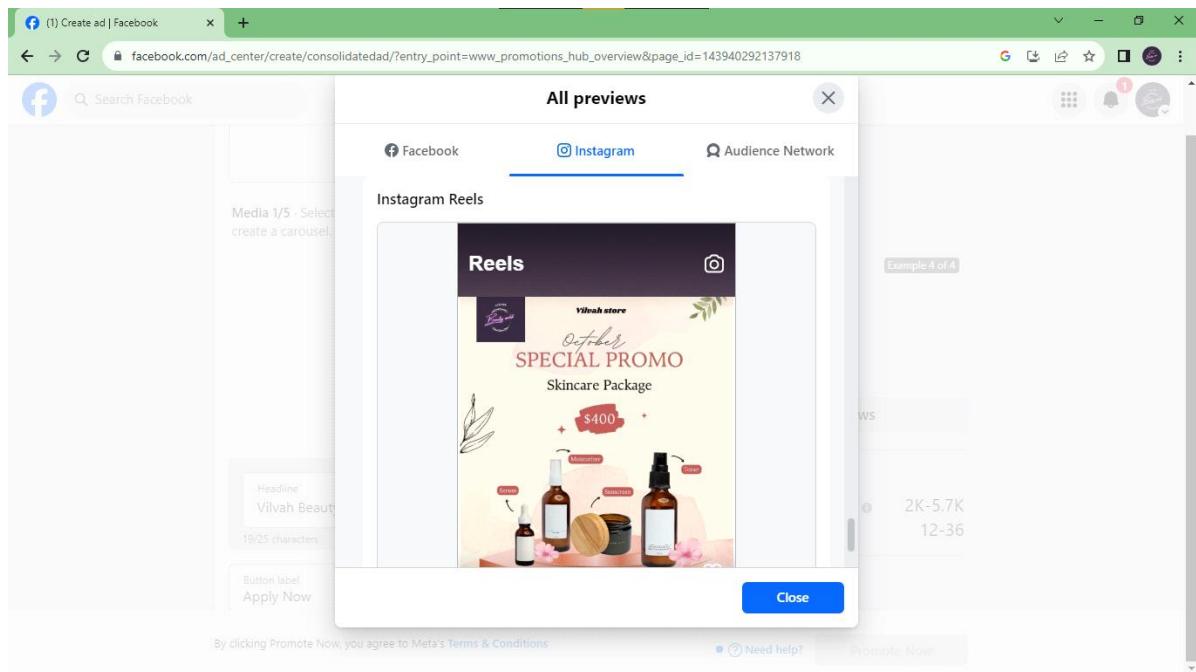
Close

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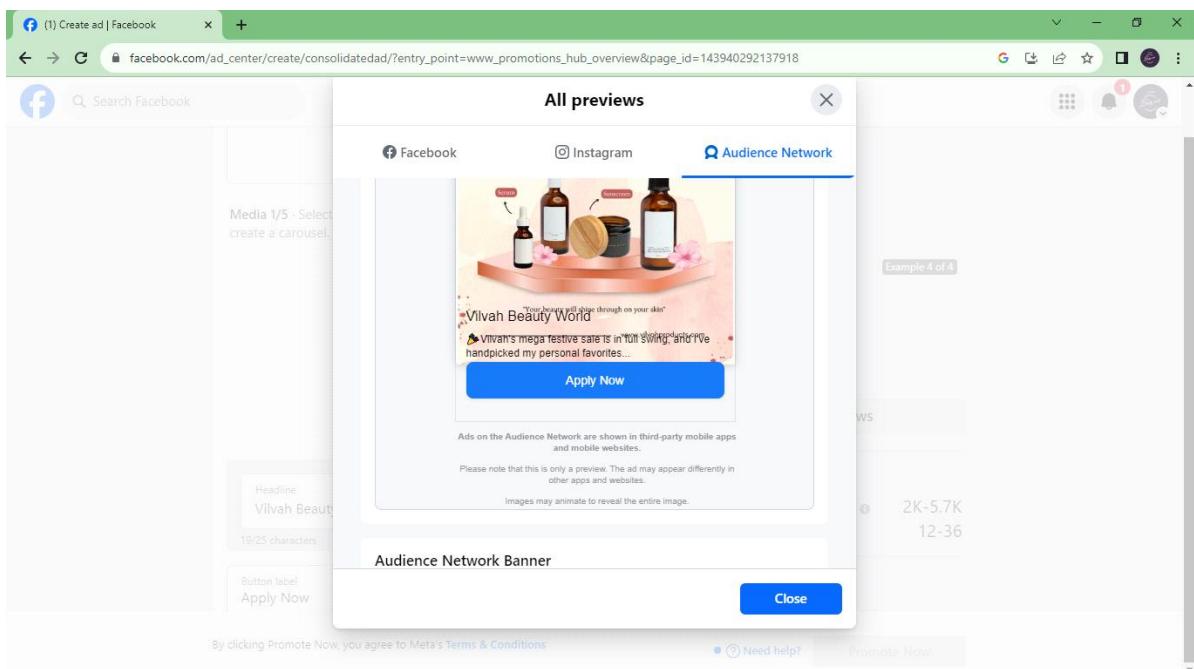
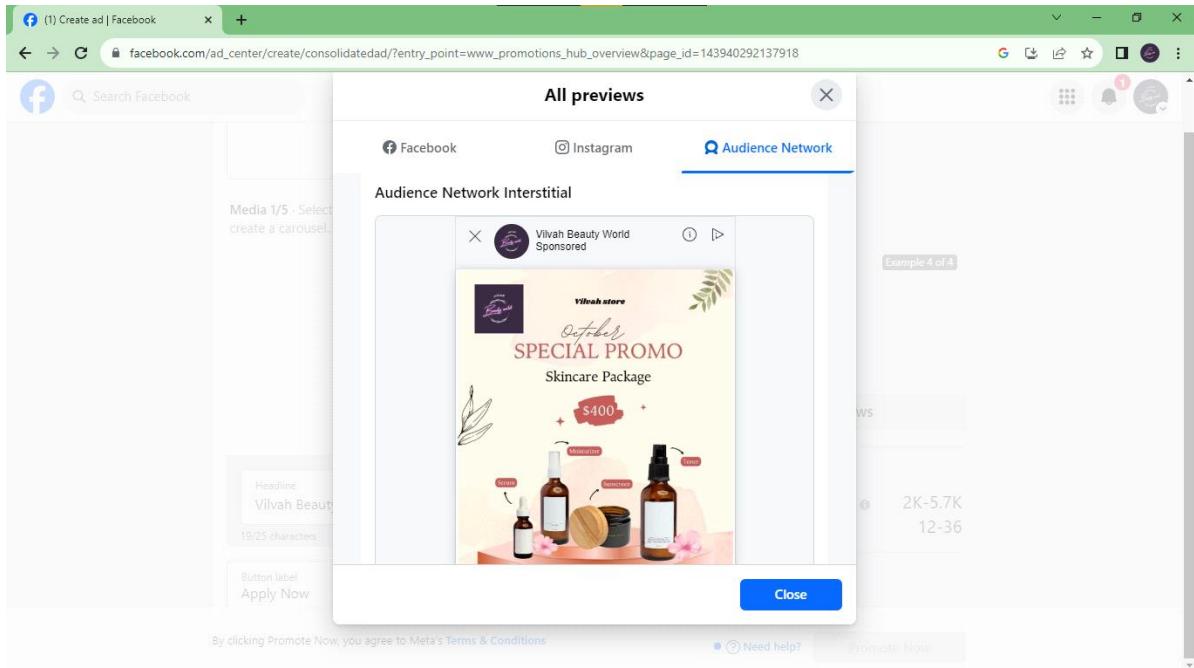
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Example 4 of 4

WS 2K-5.7K 12-36



3) AUDIENCE NETWORK :



(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

Audience Network Banner

Vilvah Beauty World Apply Now

Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note that this is only a preview. The ad may appear differently in other apps and websites.

Audience Network medium rectangle

Vilvah Beauty World

SPECIAL PROMO

Headline Vilvah Beauty

19/25 characters

Button label Apply Now

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Need help? Promote Now

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

All previews

Facebook Instagram Audience Network

Vilvah Beauty World

SPECIAL PROMO

Vilvah Beauty World

Vilvah's mega festive sale is in full swing, and I've handpicked my personal favorites...

APPLY NOW >

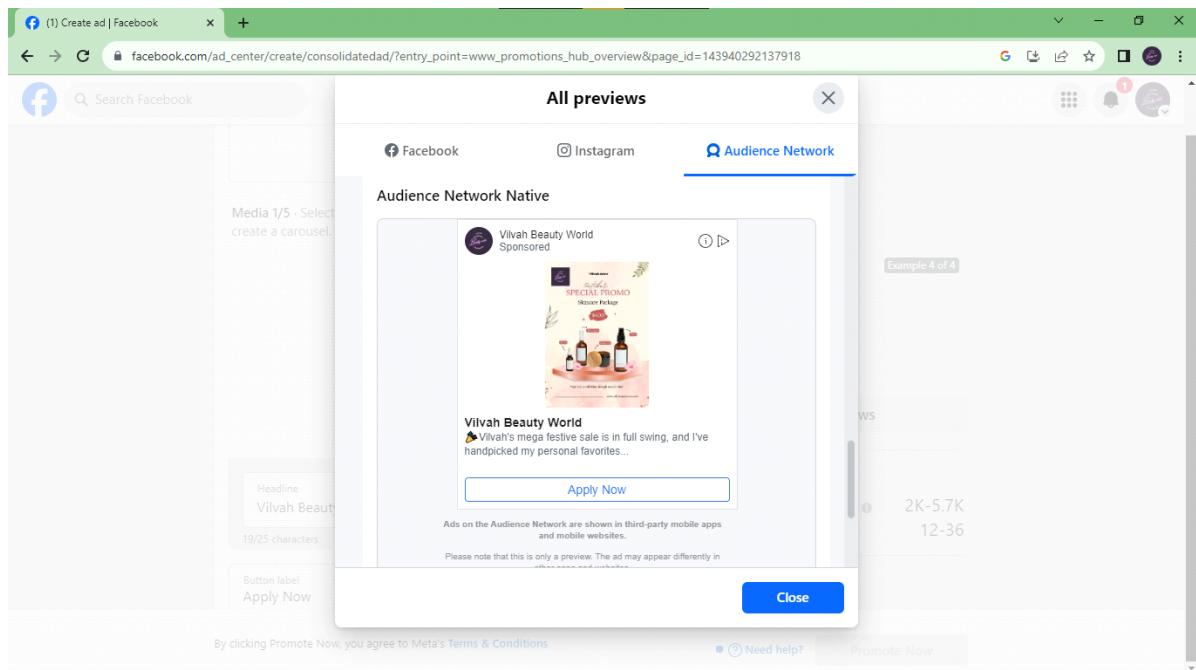
Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note that this is only a preview. The ad may appear differently in other apps and websites.

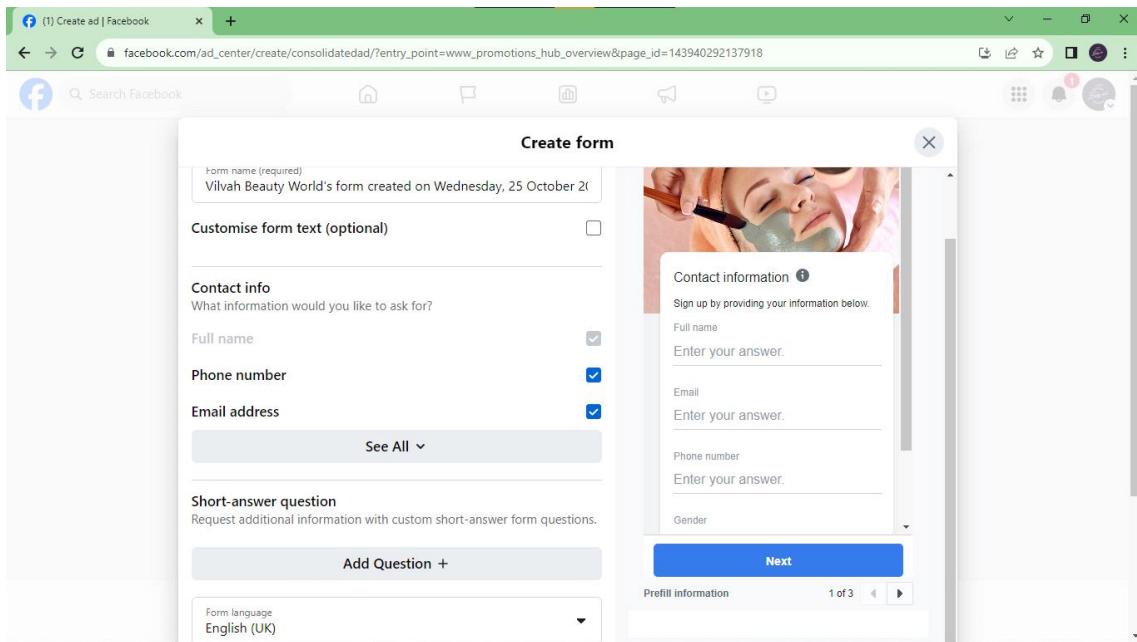
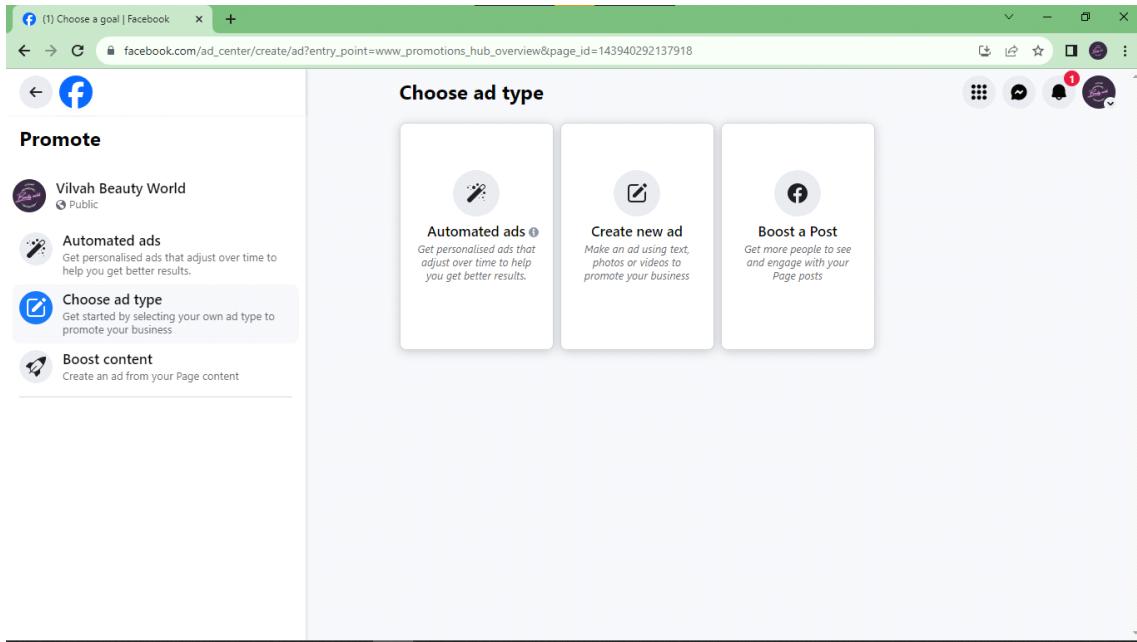
Close

By clicking Promote Now, you agree to Meta's Terms & Conditions

Need help? Promote Now



Ad post steps :



(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

Search Facebook

Audience (1)

Who should see your ad?

Advantage audience This audience is based on interests to reach more people.

Audience details Location - Living in Age: 18-65+

People you choose all

Duration (1)

Run this ad continuously

By clicking Submit, you agree to Meta's Terms & Conditions

Create audience

Audience name All

Gender (1)

All Men Women

Age (1)

18 65+

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

Locations (1)

India

Colombatore + 10 mi x

Tirupur Main Road, Avanashi, TN, India + 16 km x

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 511.8K-602.1K (1)

Submit

(1) Create ad | Facebook

facebook.com/ad_center/create/consolidatedad/?entry_point=www_promotions_hub_overview&page_id=143940292137918

Search Facebook

See All Previews

Estimated daily results

Accounts Centre accounts reached (1) 1.1K-3.3K

Leads (1) 6-17

Payment summary

Your ad will run for 7 days.

| Total budget | ₹ 1,461.88 INR |
|-------------------------|----------------|
| ₹208.84 a day x 7 days. | |
| Estimated GST | ₹ 263.14 INR |
| Total amount | ₹ 1,725.02 INR |

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. Learn more

Headline Vilvah Beauty World
19/25 characters

Button label Apply Now

Contact form Vilvah Beauty World's form created on Wednesday, 25 ...

Form details Date created: 25/10/2023
See more...

Create form

By clicking Submit, you agree to Meta's Terms & Conditions

Need help? Submit

RECODER VEDIO LINK :

<https://youtube.com/@Vilvahproducts?si=tnEUI176BN5PBSis>

Personal Assignment

Brand Name : AMMA'S KITCHAN -AK FOODS.

Tag Line : Eat good foods only!

Linked In : <https://www.linkedin.com/in/padmapriya-m-46187a288>

Facebook : <https://www.facebook.com/akrestarunt?mibextid=ZbWKwL>

Blog spot : <https://akfoods2301.blogspot.com/>

Email Newsletter : https://akfoods2301.blogspot.com/2023/09/aks-foods-newsletter_19.html#more

Infography : <https://akfoods2301.blogspot.com/2023/09/aks-foods-infographics.html>

Google Analytics Measurement ID : G-SJ1ZB4XVBQ