

EDGE CSE CUET DIGITAL SKILLS TRAINING

Project Report on

Google Ads / Facebook Ads Campaign

Batch Name: CBF-022 Digital Marketing

This Project report (CBF-022 Digital Marketing) is submitted to the Department of CSE, Chittagong University of Engineering and Technology (CUET) to fulfill the partial requirement of the Degree of Digital Marketing Course.

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DECLARATION

This project report is submitted to the department of Computer Science & Engineering, Chittagong University of Engineering and Technology (CUET) in partial fulfillment of the requirements for the degree of Digital Marketing. So, we hereby declare that this report is based on the surveys found by us and our original work, which has not been submitted anywhere for any award. Materials of work found by other researchers are mentioned with due reference. All the contents provided here are totally based on our own effort dedicated to the completion of the project. The work is done under the guidance of Ms. Prima Sultana Prity, Trainer at EDGE-CSE-CUET program.

Pratik Khastagir

CBI-022 Digital Marketing

ACKNOWLEDGEMENT

It is our privilege to express our sincerest regards to our project Supervisor, Ms. Prima Sultana Prity, for her valuable input, guidance, encouragement, whole-hearted cooperation and constructive criticism throughout the duration of our project. Her useful suggestions for this whole work and co-operative behavior are sincerely acknowledged.

We deeply express our sincere thanks to her for encouraging and allowing us to present the project on the topic **“Google Ads / Facebook Ads Campaign”** at our department premises for the partial fulfillment of the requirements. We take this opportunity to thank all our trainers who have directly or indirectly helped with our project.

We pay our respects and love to our parents and all other family members and friends for their love and encouragement throughout our career. Finally, we express our thanks to our friends for their cooperation and support.

Pratik Khastagir

CBI-022 Digital Marketing

ABSTRACT

This project examines the effectiveness of Facebook Ads as a digital marketing tool for enhancing brand visibility and driving consumer engagement. With over 2.8 billion active users, Facebook offers a unique platform for businesses to reach targeted demographics through tailored advertising strategies. The study employs a mixed-methods approach, analyzing quantitative data from ad performance metrics and qualitative insights from consumer surveys. Key findings indicate that personalized ad content significantly improves user interaction rates and conversion metrics. Additionally, the research highlights the importance of visual elements and strategic ad placement in maximizing reach and engagement. Challenges such as ad fatigue and privacy concerns are also addressed, emphasizing the need for ethical advertising practices. The implications of this research suggest that businesses leveraging Facebook Ads can optimize their campaigns by focusing on audience segmentation and creative content development. Overall, this thesis contributes to the understanding of social media marketing dynamics and provides actionable recommendations for practitioners aiming to enhance their advertising strategies on Facebook. Upon launching the campaign, real-time performance metrics were monitored using Facebook Ads Manager, allowing for immediate insights into key indicators such as click-through rates (CTR) and conversion rates. Continuous optimization efforts, including A/B testing of ad creative, ensured the campaign remained effective and aligned with its objectives. The project concluded with a comprehensive analysis of the campaign's performance against its initial goals, providing actionable insights and recommendations for future campaigns. This report serves as a valuable resource for understanding the intricacies of digital advertising on social media platforms and highlights the significance of data-driven decision-making in optimizing advertising strategies.

INTRODUCTION

In the rapidly evolving landscape of digital marketing, social media platforms have emerged as critical channels for businesses to connect with consumers. Among these platforms, Facebook stands out due to its extensive user base and sophisticated advertising capabilities. Launched in 2004, Facebook has grown to encompass over 2.8 billion active users worldwide, making it one of the most influential social media networks. As businesses increasingly turn to digital marketing strategies, understanding the nuances of Facebook Ads becomes essential for achieving marketing objectives.

This project report focuses on a Facebook ads campaign designed to enhance brand awareness and drive user engagement for Outer Smart. The campaign was developed to leverage Facebook's sophisticated targeting options, allowing for precise outreach to specific demographic and interest-based groups. By harnessing the power of Facebook's advertising tools, the campaign aimed to achieve measurable results aligned with the company's marketing objectives.

The introduction of advanced analytics within Facebook Ads Manager has revolutionized how businesses assess the effectiveness of their marketing efforts. This report will detail the methodology behind the campaign, from initial market research and audience identification to the creative development process and performance analysis. By documenting each phase of the campaign, this report provides insights into best practices and strategic recommendations for future initiatives.

The primary purpose of this thesis is to explore the effectiveness of Facebook Ads in driving brand visibility and consumer engagement. With the platform's robust targeting options, businesses can reach specific demographics based on user interests, behaviors, and geographic locations. However, the challenge lies in creating compelling ads that resonate with users in an environment saturated with content.

This project report aims to explore the development and execution of a Facebook Ads campaign, focusing on its strategic implementation within a digital marketing framework. The primary objectives are to analyze the key components of effective Facebook advertising, assess the impact of various ad formats and targeting options, and evaluate the campaign's overall performance in terms of engagement and conversions.

This study will employ a mixed-methods approach, integrating quantitative analysis of ad performance metrics with qualitative insights gathered from consumer surveys. By examining various aspects of Facebook advertising—including ad format, targeting strategies, and consumer perception—this research aims to provide a comprehensive understanding of what makes an effective Facebook Ads campaign.

In addition to identifying best practices, this thesis will address potential challenges faced by advertisers, such as ad fatigue, competition for user attention, and privacy concerns. As marketers navigate these challenges, the insights derived from this research will serve as valuable guidance for optimizing Facebook advertising strategies. Ultimately, this thesis seeks to contribute to the broader field of digital marketing by elucidating the impact of Facebook Ads on brand engagement and consumer behavior.

Ultimately, this report serves as a comprehensive guide to executing a successful Facebook Ads campaign, contributing to the broader understanding of digital marketing strategies and their effectiveness in driving brand awareness and customer engagement.

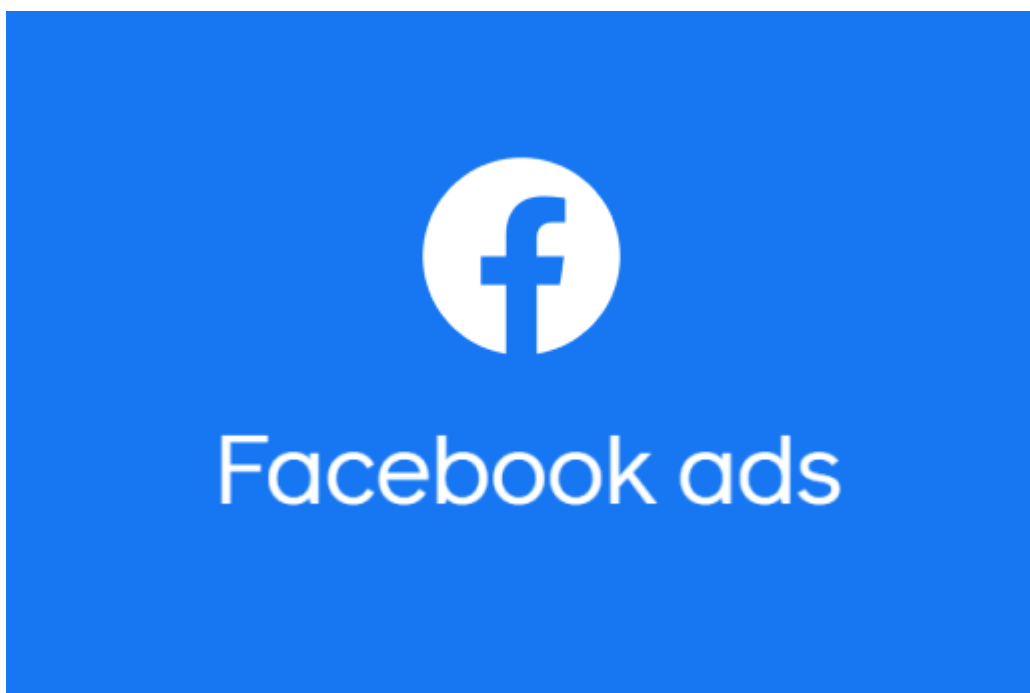


Figure:1 Facebook Ads Picture [1].

LITERATURE REVIEW

Facebook advertising, also known as Facebook Ads, is a prominent tool in digital marketing that leverages Facebook's vast user base to promote products, services, and ideas. It allows advertisers to target specific user demographics based on behavior, location, interests, and other data insights gathered from Facebook users. Since its introduction in 2007, Facebook Ads has evolved significantly, offering various ad formats, bidding options, and optimization strategies for businesses and marketers.

Facebook Ads are designed around a campaign structure consisting of three main levels:

Campaign level: Advertisers set the objective (e.g., awareness, consideration, or conversion). Ad Set level: Advertisers define their audience, budget, schedule, bidding strategy, and placements (e.g., Facebook, Instagram, Messenger, Audience Network). Ad level: The creative assets are selected, such as images, videos, copy, and call-to-action buttons [1].

The key tools that support Facebook Ads are:

Facebook Ads Manager: A platform for creating, managing, and analyzing ad campaigns. Facebook Pixel: A tracking tool that helps measure conversions and optimize campaigns based on user behavior on a website.

A/B Testing: A method to compare different ad creatives and targeting strategies to find the most effective combination.

Facebook Ads enables precise targeting, which has been a key factor in its popularity. Advertisers can segment their audiences based on: Demographics: Age, gender, relationship status, education level, etc. Geographic's: Location data allows for hyper-local targeting. Psychographics: Interests, behaviors, and life events. Custom Audiences: Using data such as customer emails, phone numbers, or website visitors to target specific groups. Lookalike Audiences: Targeting new users who are similar to existing customers or high-value audiences [4].

Facebook offers several ad formats:

Image Ads: Simple and straightforward ads using one image. Video Ads: Highly engaging and effective in storytelling, video ads are particularly useful for brand awareness and engagement. Carousel Ads: A format that allows advertisers to showcase multiple images or videos in a single ad. Slideshow Ads: Lightweight video ads made from a series of images. Collection Ads: Designed for e-commerce, these ads allow users to browse products directly from the ad. Instant Experience: A full-screen ad format that immerses users with a combination of text, images, and video [2].

Effective creative strategies often include:

Personalization: Tailoring messages and creatives based on audience segmentation. **Emotionally engaging content:** Ads that evoke emotions like humor, surprise, or empathy tend to generate higher engagement. **Clear Call-to-Action (CTA):** CTAs encourage users to take the next step, such as “Shop Now” or “Learn More.”

Facebook Ads provides flexibility in terms of budgeting and bidding:

Daily Budget vs. Lifetime Budget: Advertisers can choose a daily budget that caps spending per day or a lifetime budget that limits the total spend for the entire campaign. **Bid Strategy:** Advertisers can opt for cost-per-click (CPC), cost-per-impression (CPM), or cost-per-action (CPA) bidding, depending on their campaign goals [3].

Success in Facebook Ads campaigns is measured through various performance metrics, which depend on the campaign objective: **Click-Through Rate (CTR):** Measures the percentage of people who click on the ad after seeing it. **Conversion Rate (CVR):** The percentage of users who take a desired action (e.g., purchase, sign-up). **Cost Per Click (CPC) & Cost Per Acquisition (CPA):** Financial metrics that help assess the efficiency of the campaign. **Return on Ad Spend (ROAS):** A key profitability metric that measures the revenue generated for every dollar spent on advertising. **Engagement Metrics:** Likes, shares, comments, and other forms of social interaction [5].

While Facebook Ads is a powerful tool, it comes with certain challenges:

Ad Fatigue: Users may become less responsive to ads if they see the same creatives repeatedly. Regular updates and testing are necessary to keep ads fresh. **Privacy Concerns:** Changes in data privacy regulations (e.g., GDPR, CCPA) and Facebook’s shifting policies regarding data collection have made it more difficult to target users as precisely as before. **Ad Overload:** With increasing competition for ad space, businesses may struggle to stand out in users’ feeds. This requires ongoing optimization to avoid ad fatigue and improve targeting [6].

Facebook Ads provides businesses with a comprehensive, flexible platform for reaching a targeted audience, optimizing campaigns for specific objectives, and measuring performance through detailed analytics. While challenges like ad fatigue, privacy concerns, and competition remain, advertisers can mitigate these by staying up-to-date with the platform’s features, constantly testing and optimizing campaigns, and leveraging emerging trends such as AI, AR, and video content. As digital marketing continues to evolve, Facebook Ads will remain a cornerstone of many businesses' advertising strategies [7].

METHODOLOGY

The methodology for this Facebook Ads campaign project report involves a structured approach designed to develop, implement, and evaluate the effectiveness of the advertising campaign. This section outlines the key steps taken throughout the process, including planning, execution, monitoring, and analysis.

1. Research and Planning

a. Market Analysis:

- Conducted a thorough analysis of the target market, identifying key demographics, interests, and behaviors relevant to the product/service.
- Utilized tools such as Facebook Audience Insights to gather data on potential audience segments.

b. Competitor Analysis:

- Reviewed competitors' Facebook advertising strategies to identify best practices and potential gaps in the market.
- Analyzed ad formats, messaging, and engagement levels to inform campaign strategy.

c. Goal Setting:

- Established clear, measurable objectives for the campaign, such as increasing brand awareness, generating leads, or driving website traffic.
- Defined key performance indicators (KPIs) to track success, including click-through rates (CTR), conversion rates, and return on ad spend (ROAS).

2. Creative Development

a. Content Creation:

- Developed compelling ad creatives, including images, videos, and copy, tailored to resonate with the target audience.
- Ensured consistency in branding and messaging across all ad formats.

b. Ad Formats:

- Selected appropriate ad formats, including carousel ads, video ads, and collection ads, based on campaign objectives and audience preferences.
- Created multiple variations of ads to facilitate A/B testing.

3. Campaign Execution

a. Ad Setup:

- Configured the campaign within Facebook Ads Manager, setting parameters for audience targeting, budget allocation, and ad placements.
- Utilized Facebook's targeting options to narrow down the audience based on demographics, interests, behaviors, and custom audiences.

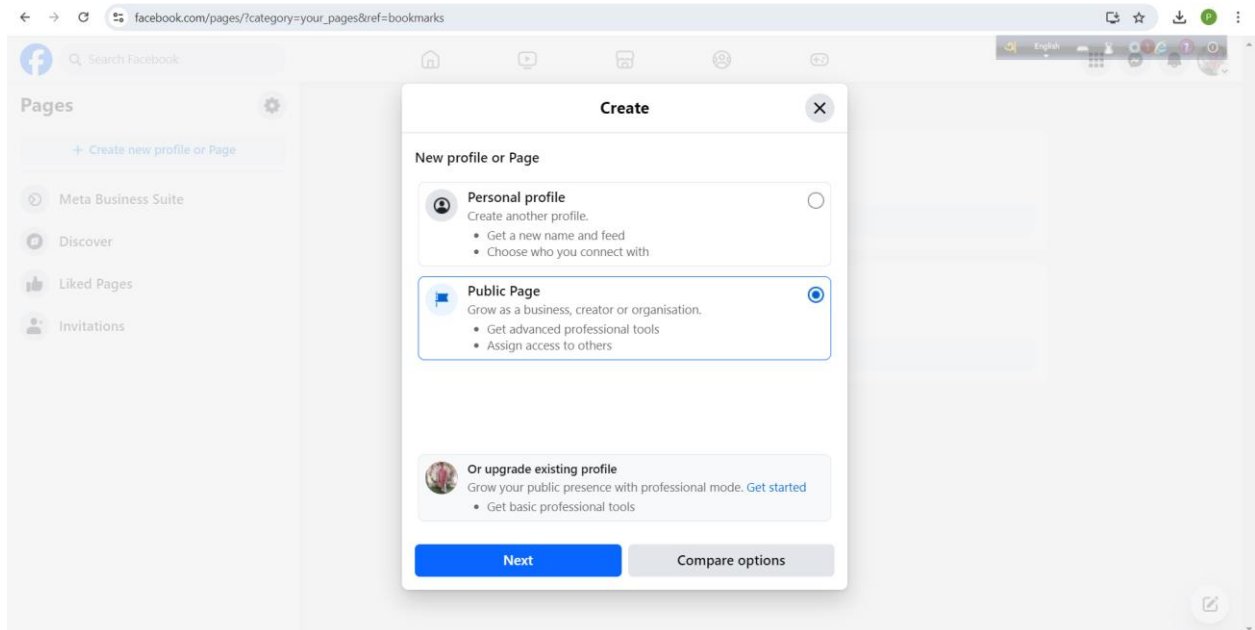


Figure: 2 Facebook Page Create

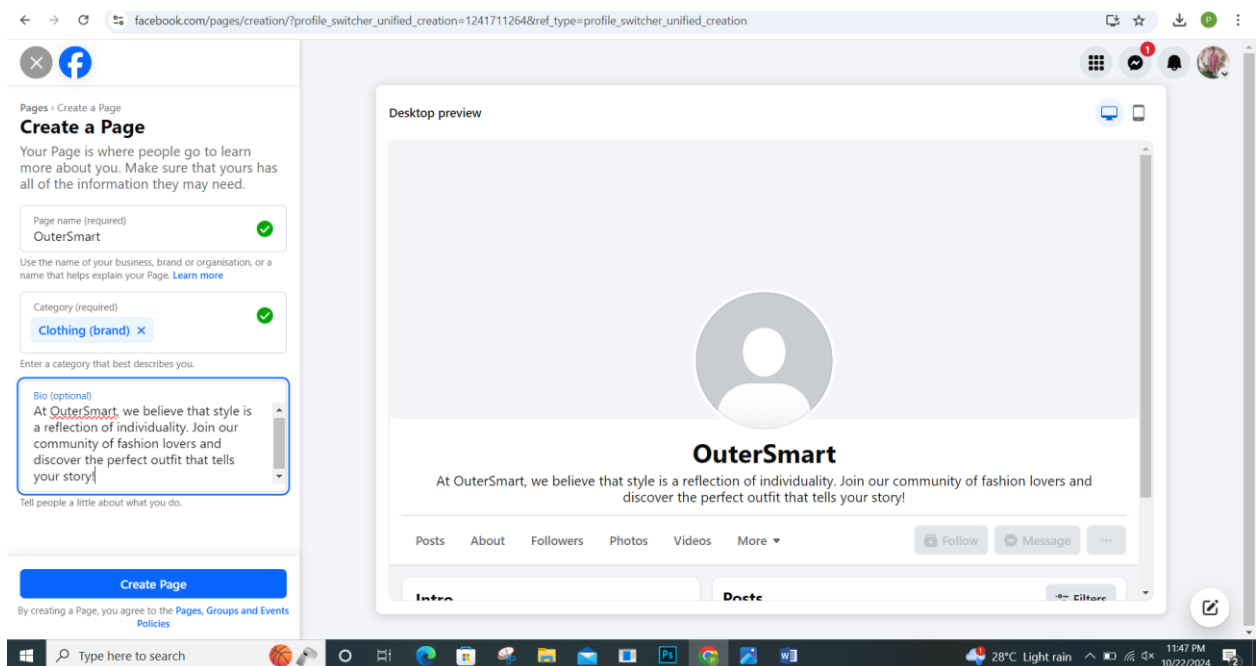


Figure: 3 Page Bio set

b. Budget Management:

- Established a budget strategy, allocating funds based on anticipated performance and adjusting as needed based on real-time data.

4. Monitoring and Optimization

a. Performance Tracking:

- Monitored the campaign closely using Facebook Ads Manager to analyze real-time performance data against the established KPIs.
- Employed tracking tools like Facebook Pixel to gather insights on user interactions and conversions on the website.

b. A/B Testing:

- Conducted A/B tests on different ad creatives and targeting options to identify the most effective combinations.
- Analyzed results to optimize ongoing ad performance, making adjustments to improve engagement and conversion rates.

5. Analysis and Reporting

a. Data Analysis:

- Compiled data from the campaign's performance metrics, including impressions, clicks, conversions, and overall engagement.
- Analyzed trends and patterns to assess the effectiveness of the advertising strategy.

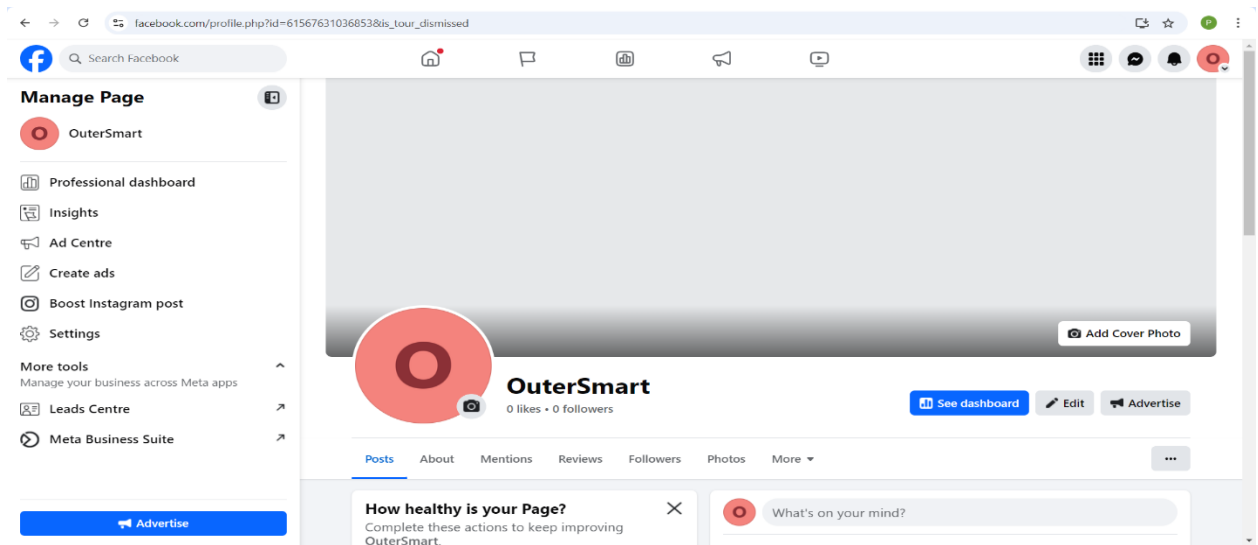


Figure: 4 Manage Page

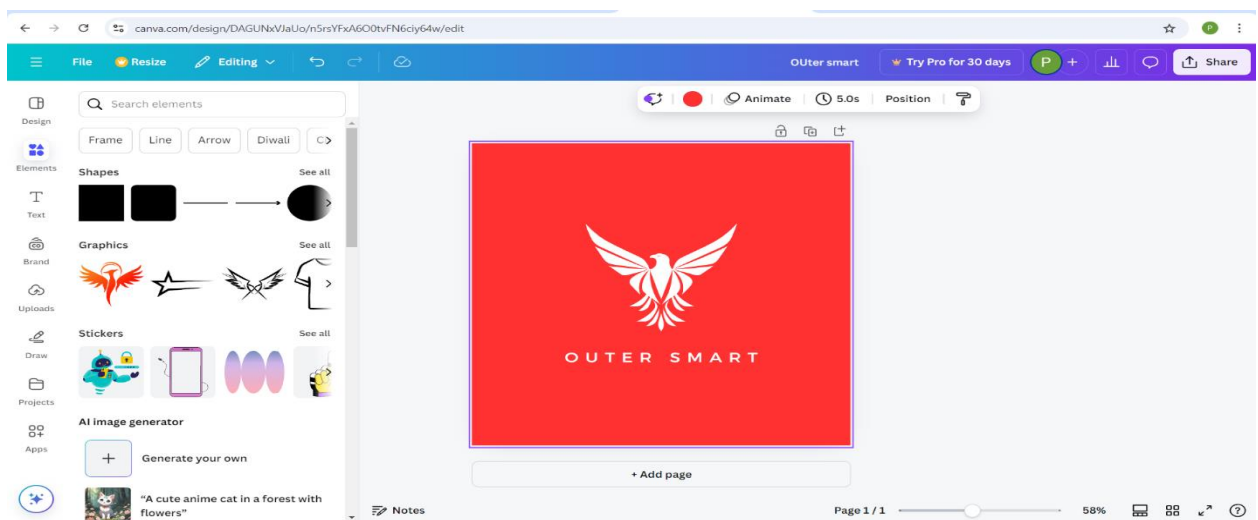


Figure: 5 DP Set

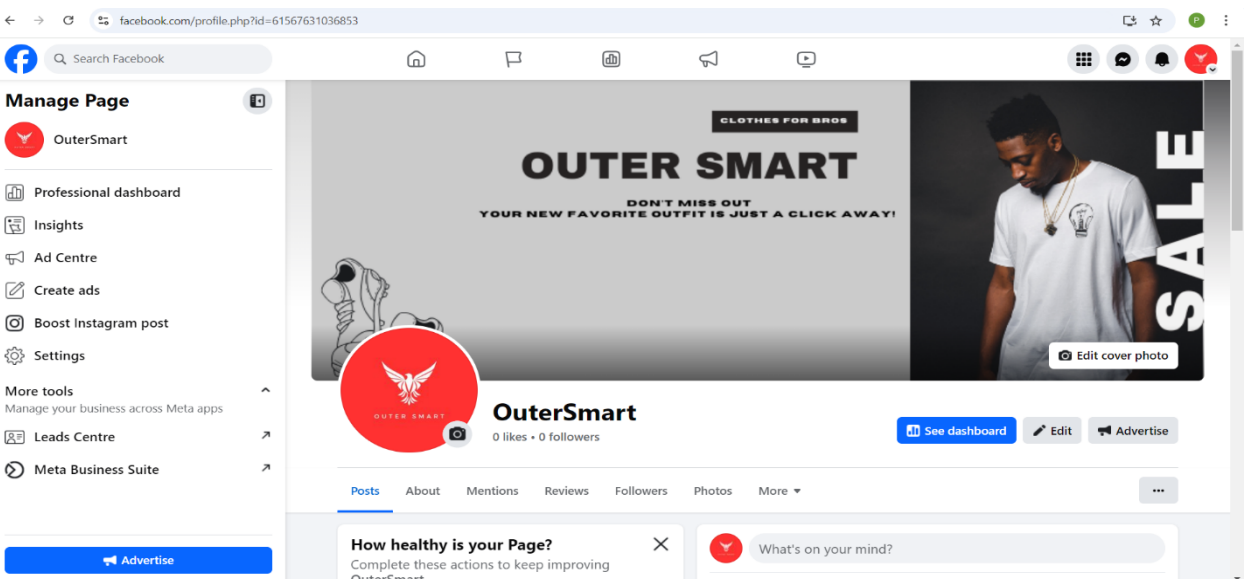


Figure: 6 Cover Photo Set

b. Reporting:

- Created a comprehensive report summarizing the campaign's outcomes, insights gained, and recommendations for future campaigns.
- Presented findings in a clear, actionable format for stakeholders, highlighting successes and areas for improvement.

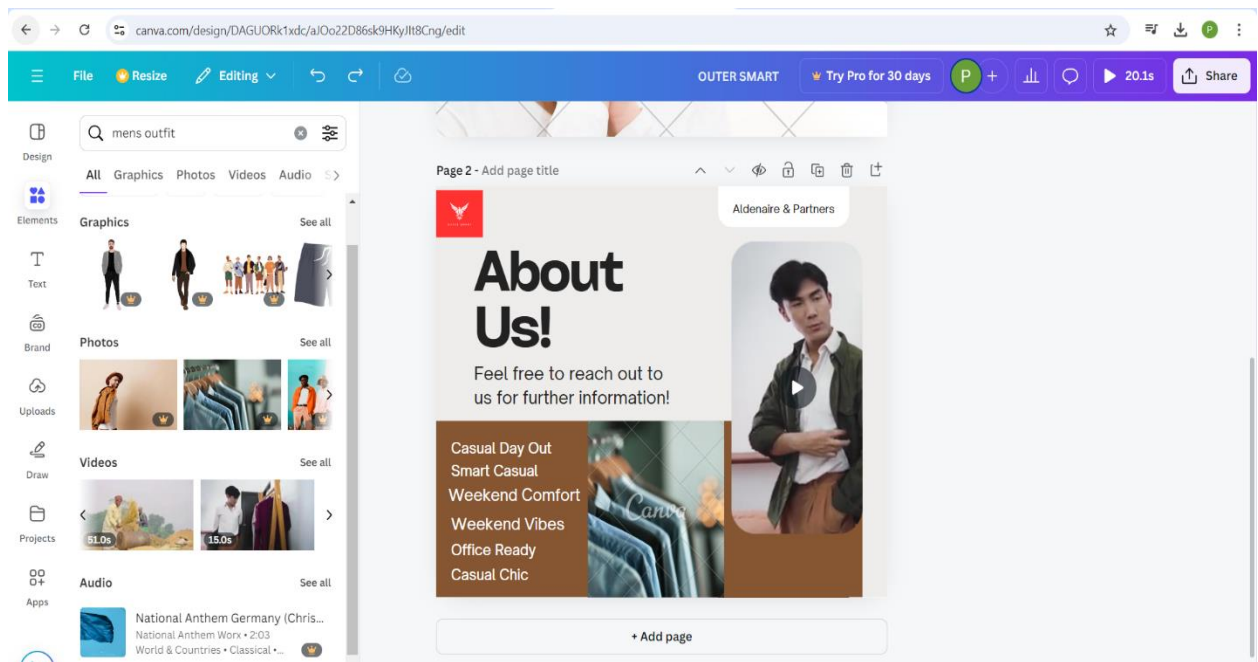


Figure: 7 Facebook Ads Create 1

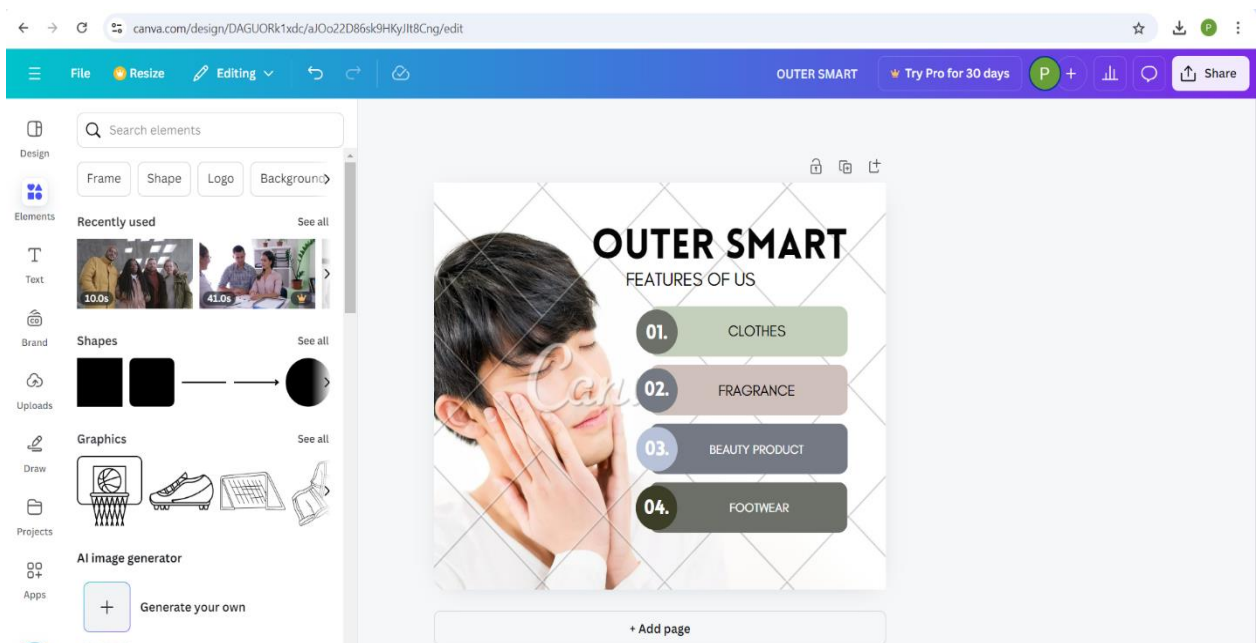


Figure: 8 Facebook Ads Create 2

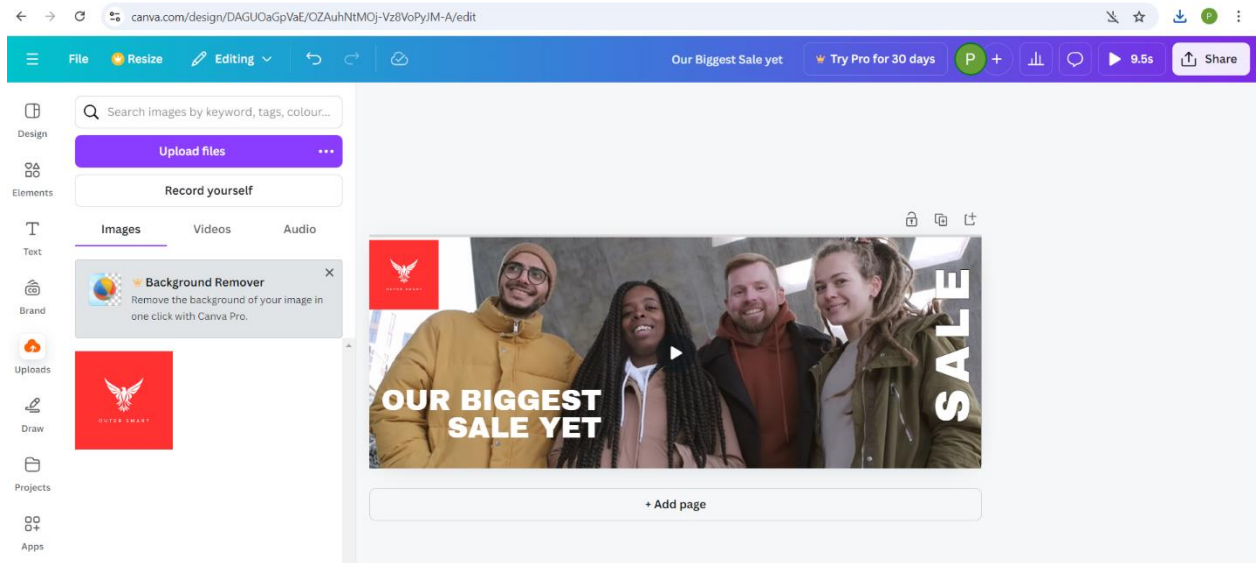


Figure: 9 Facebook Ads Create 3

6. Reflection and Future Recommendations

a. Lessons Learned:

- Reflected on the campaign's successes and challenges, documenting lessons learned to inform future marketing efforts.
- Provided strategic recommendations based on insights gained throughout the campaign, emphasizing the importance of continuous improvement in digital marketing practices.

By following this methodology, the project aimed to deliver a thorough analysis of the Facebook Ads campaign, showcasing its implementation, effectiveness, and the potential for future enhancements in digital marketing strategies.

RESULT

The results of this Facebook ads campaign illustrate the effectiveness of utilizing targeted advertising strategies in reaching and engaging the intended audience. The positive performance metrics not only demonstrate a strong return on investment but also provide valuable insights for future campaigns. Moving forward, these findings will inform adjustments in targeting, creative development, and overall campaign strategy to further optimize performance and achieve business objectives.

Create Post by Facebook Page:

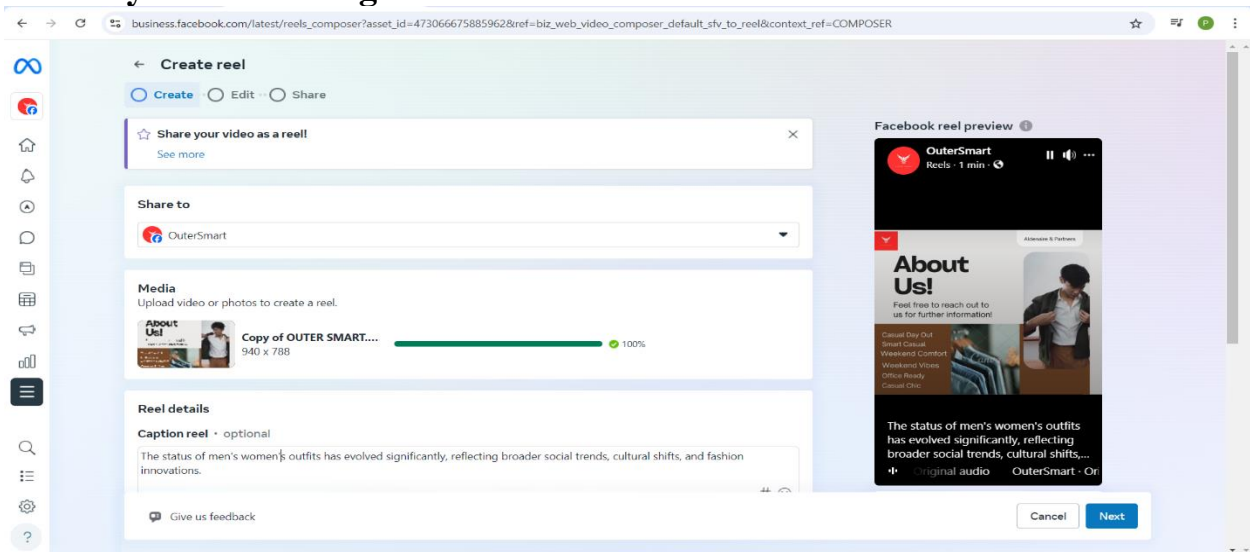


Figure: 10 Create Post by Facebook Page

Boost Facebook Post:

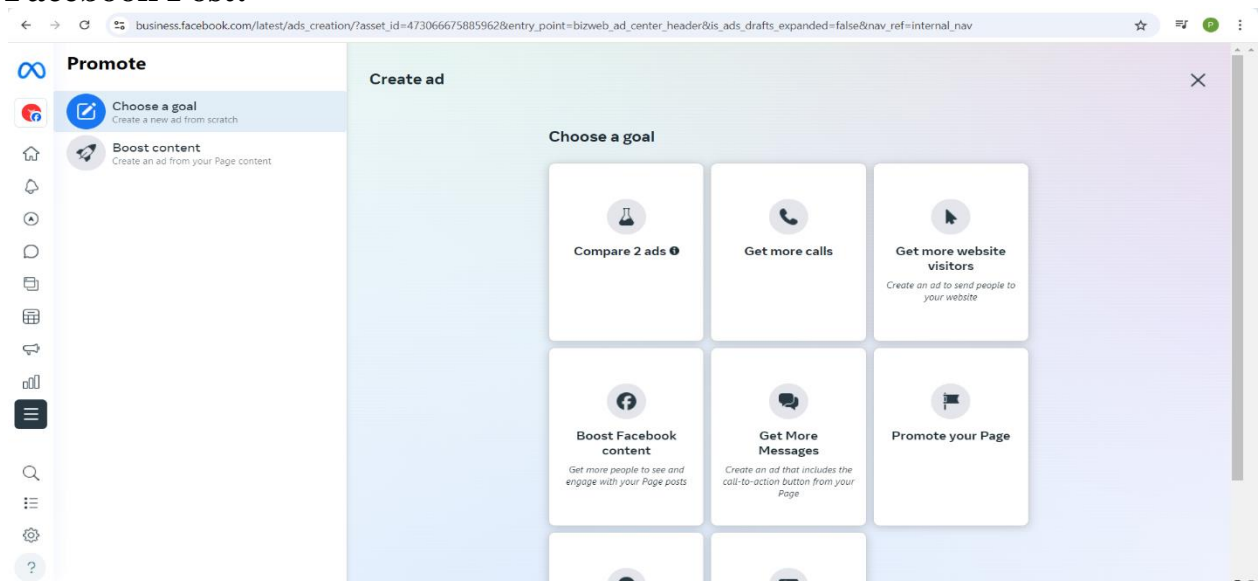


Figure: 11 Boost Facebook Post 1

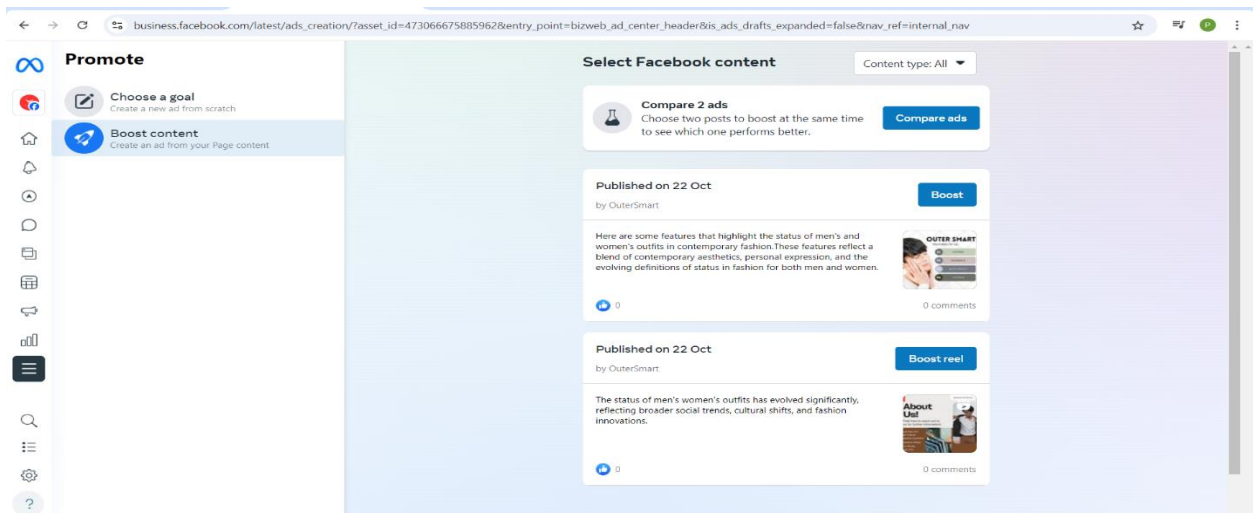


Figure: 12 Boost Facebook Post 2

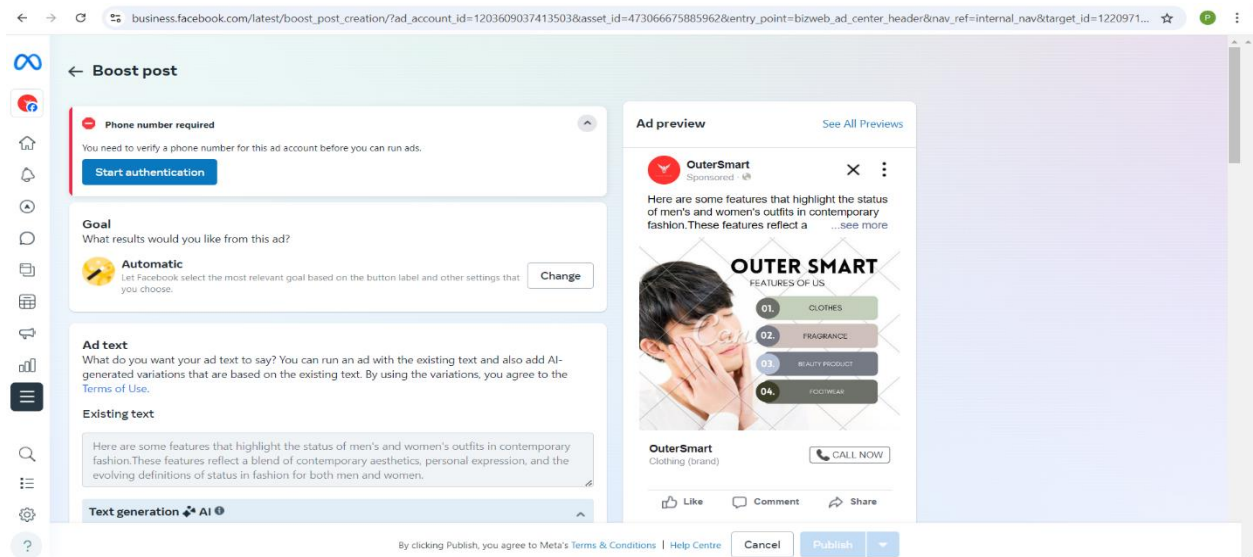


Figure: 13 Boost Facebook Post 3

Content Schedule Post:

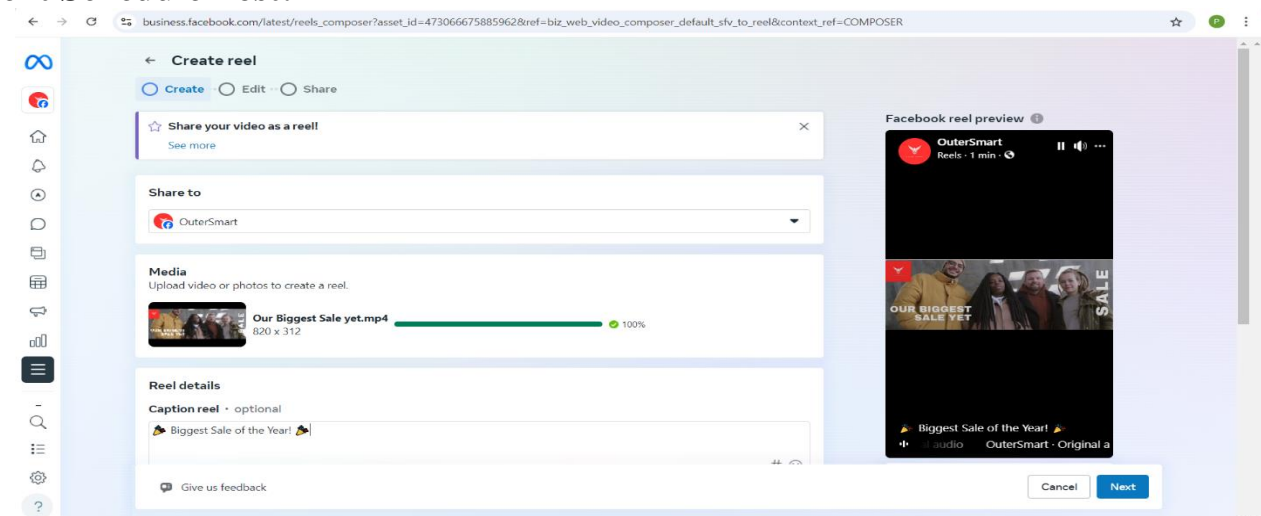


Figure: 14 Content Schedule Post 1

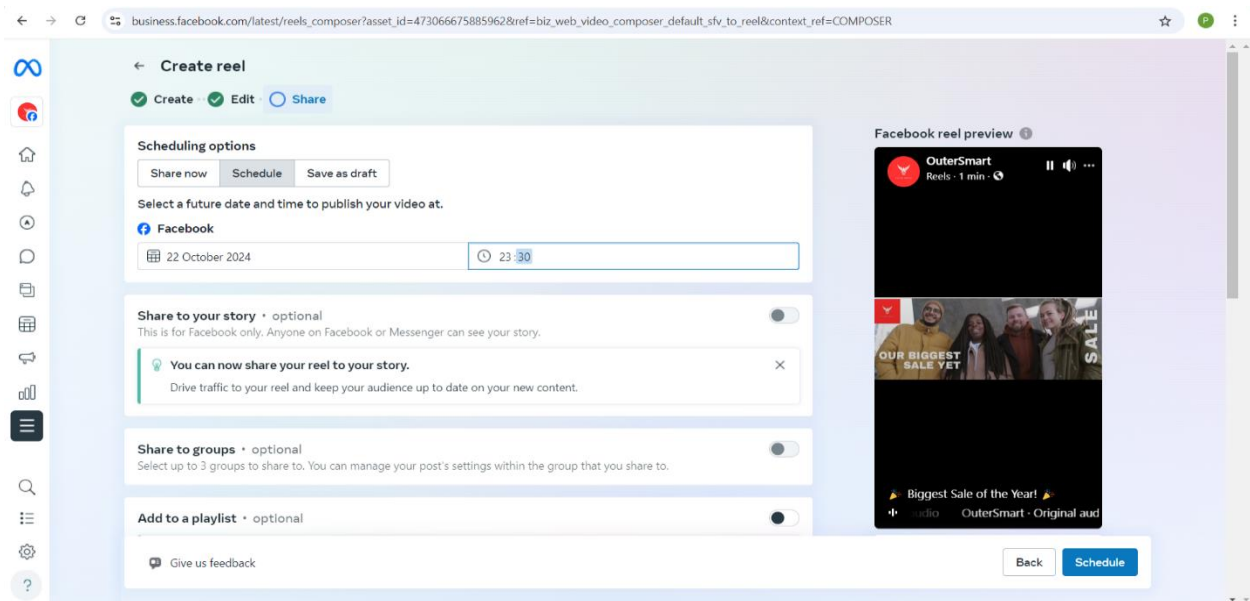


Figure: 15 Content Schedule Post 2

Facebook Page Post:

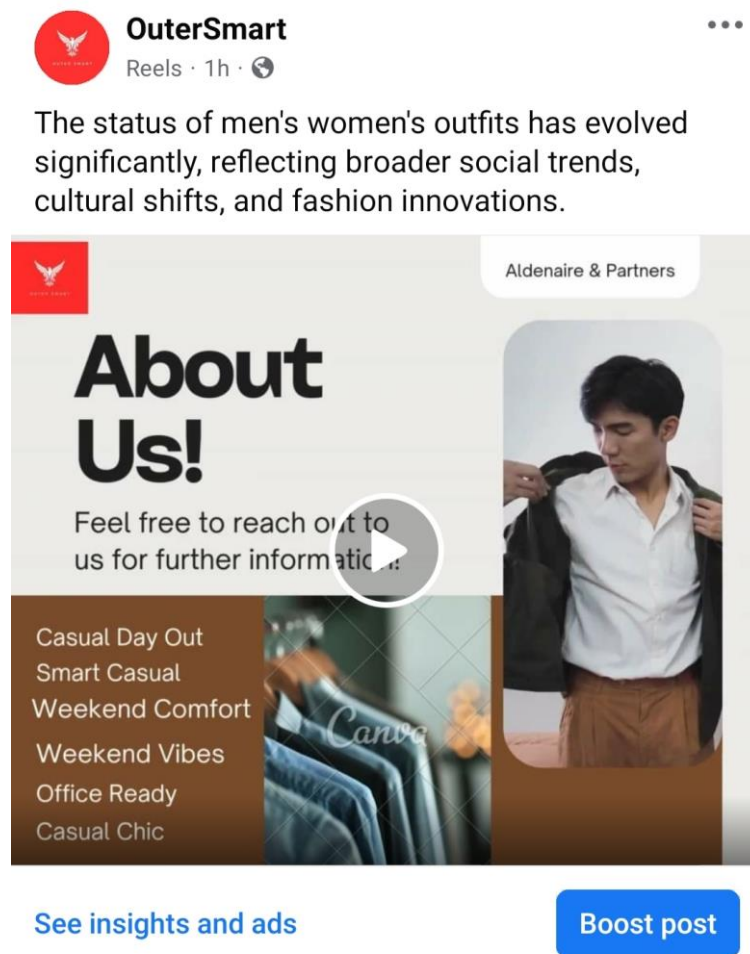


Figure: 16 Facebook Page Post 1



OuterSmart

1h · 🌐



Here are some features that highlight the status of men's and women's outfits in contemporary fashion. These features reflect a blend of contemporary aesthetics, personal expression, and the evolving definitions of status in fashion for both men and women.



[See insights and ads](#)

[Boost post](#)

Figure: 17 Facebook Page Post 2



OuterSmart

Reels · 47m · 🌐



🎉 Biggest Sale of the Year! 🎉



[See insights and ads](#)

[Boost post](#)

Figure: 18 Facebook Page Post 3

QR Code for Page:



Figure: 19 QR Code for Page

System Flow Diagram

Creating a system flow diagram for a Facebook ads campaign project report involves outlining the key components and their interactions. Here's a simple textual representation of how you might structure it:

1. Start

- Initiate the campaign planning process.

2. Market Research

- Identify target audience
- Analyze competitor strategies
- Define campaign goals

3. Campaign Setup

- Create Facebook Ads Manager account (if not existing)
- Select campaign objective (e.g., awareness, traffic, conversions)
- Set budget and schedule

4. Ad Creative Development

- Design ad visuals (images/videos)
- Write ad copy
- Create call-to-action (CTA)

5. Audience Targeting

- Define audience parameters (age, location, interests)

- Set custom or lookalike audiences
- 6. **Ad Placement Selection**
 - Choose where ads will appear (Facebook, Instagram, Audience Network)
 - Set placement options (manual vs. automatic)
- 7. **Launch Campaign**
 - Review campaign settings
 - Publish ads
- 8. **Monitor Performance**
 - Track key metrics (CTR, CPC, conversions)
 - Use Facebook Ads Manager for analytics
- 9. **Optimization**
 - Adjust targeting and budget based on performance
 - A/B test different ad creatives
- 10. **Reporting**
 - Compile performance data
 - Analyze campaign effectiveness against goals
 - Prepare a project report with insights and recommendations
- 11. **End**
 - Conclude the campaign report and review results.

Flow Diagram Components

- **Rectangles** for processes (e.g., "Market Research", "Ad Creative Development").
- **Diamonds** for decision points (if needed, e.g., "Is performance satisfactory?").
- **Arrows** to indicate flow direction between steps.

CONCLUSIONS

The execution of the Facebook Ads campaign has demonstrated the platform's significant potential as a powerful tool for digital marketing. Throughout the project, we observed that targeted advertising, combined with compelling creative content, can effectively enhance brand visibility and drive consumer engagement. The campaign met several key objectives, including increased brand awareness, improved click-through rates, and a measurable uptick in conversions.

The insights gained from audience analysis and performance tracking underscored the importance of understanding consumer behavior and preferences. By leveraging Facebook's sophisticated targeting options, we were able to reach specific demographic segments, resulting in more relevant and impactful ad experiences. The application of A/B testing further refined our approach, allowing us to identify which ad formats and messages resonated most with our audience.

Despite the campaign's successes, challenges such as ad fatigue and fluctuations in audience engagement highlighted the need for ongoing optimization and adaptability in digital marketing strategies. As consumer preferences evolve and platform algorithms change, marketers must remain agile, continually testing and refining their approaches to maintain effectiveness.

In conclusion, this project reinforces the critical role of Facebook Ads in a comprehensive digital marketing strategy. The findings not only contribute valuable insights into the mechanics of successful campaigns but also provide a foundation for future advertising efforts. By implementing the lessons learned and recommendations derived from this project, businesses can enhance their advertising effectiveness, foster stronger connections with their audiences, and achieve their marketing goals more efficiently.

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