

SOCIAL MEDIA MARKETING

MAJOR PROJECT

1. Facebook Account ID/Ad Account ID-**934763970049107**

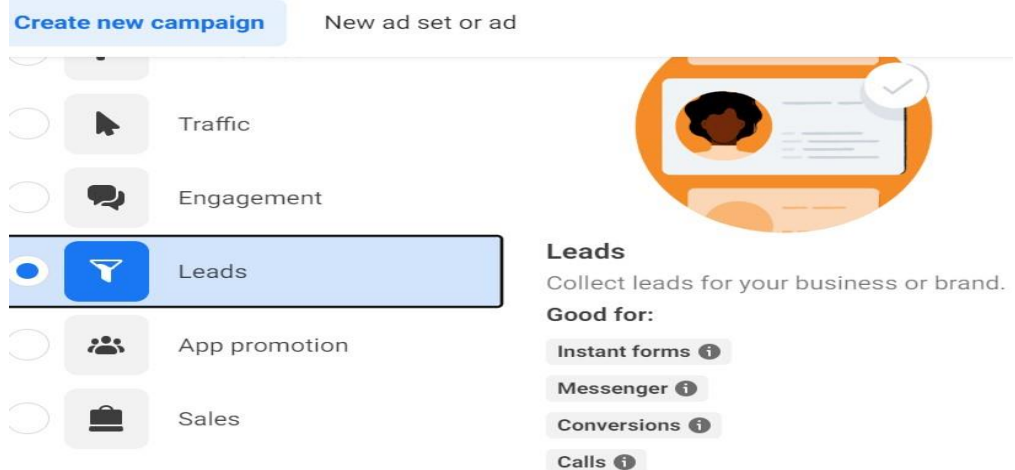


2. For creating an ad on Facebook and Instagram it is mandatory to have these three things with you-

- A Facebook account and an Instagram account
- A Facebook Page
- Ad manager

So, here I am going to create an ad for 2BHK flat for sale.

- a. Going to the Ad manager and click on the **Create** button for our ad campaign.
- b. After clicking on the create campaign. Next step to look upon your **Goals/Objectives**. As we want to sale 2BHK flat our main motive is to create leads. Our intent of our customers is to buy the flat.



- c. Giving Campaign name and categories of our ad. Categories is given according to how your ad is related to which domain.

Campaign name

Sale 2BHK flat [Create template](#)

Special Ad Categories
 Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.
[Learn more](#)

Categories

Housing ▼

Countries
 Select where you want to run this campaign. If there are additional requirements to run your ads in those locations, your advertising options will be adjusted.

India ▼

[Close](#) ✓ All edits saved

- d. Campaign Budget- Setting the campaign budget. We have two options here as- Daily budget and Lifetime Budget. We are going with the **daily budget** of the campaign.

Then setting the campaign bid strategy as **highest volume**.

We can also set the bid strategy as cost cap and bid cap. As in cost cap Facebook have control on cost and not on bidding. And in bid cap Facebook can control on bidding but not on cost per lead.

Campaign budget

Daily Budget ▼ ₹1,000.00 INR

You'll spend up to ₹1,250.00 on some days, and less on others. You'll spend an average of ₹1,000.00 per day and no more than ₹7,000.00 per calendar week. [Learn more](#)

i Bid strategy options have changed ✕

We renamed our bid strategy options to make them easier to understand and compare.

[Learn more](#)

Campaign bid strategy

Highest volume ▼

- ✓ Ad Scheduling option is available on lifetime budget and not on daily budget.
- e. On clicking the **next** button, we jump into the **ad set** level.

Ad set name

Sale of 2BHK flat [Create template](#)

Conversion See recommendati...

Conversion location

Choose where you want to generate leads. [Learn more](#)

☐ Website
Generate leads through your website.

☒ **Instant forms**
Generate leads by asking people to fill out a form.

☐ Messenger
Generate leads through Messenger.

☐ Instant forms and Messenger

Giving the name of the ad set name. So, next we want to have setting for conversion location (by choosing the instant forms option).

- f. For creating lead ad, your Facebook page need to accept **the lead generation form**. Go to <https://www.facebook.com/ads/leadgen/tos>.

- g. Set the budget and schedule

Budget & schedule

Schedule ⓘ

Start date

Mar 3, 2023

3:46 PM

Kolkata Time

End - Optional

☐ Set an end date

- h. Setting the options for **audiences, locations (pan India), age (33-60), Gender(all), language, detailed targeting**.

- i. Setting the Placements option (Manual Placements). So, as per our requirements we have to show our ads in **Facebook** as well as in **Instagram**.

Placements

[Learn more](#)

- ☐ Advantage+ placements (recommended) ⚡
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☒ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

[Edit](#)

All devices

Platforms

- ☒ Facebook ☒ Instagram
☐ Audience network ☐ Messenger

- j. Then we are jump to the ad level. Set the ad setup

Ad setup

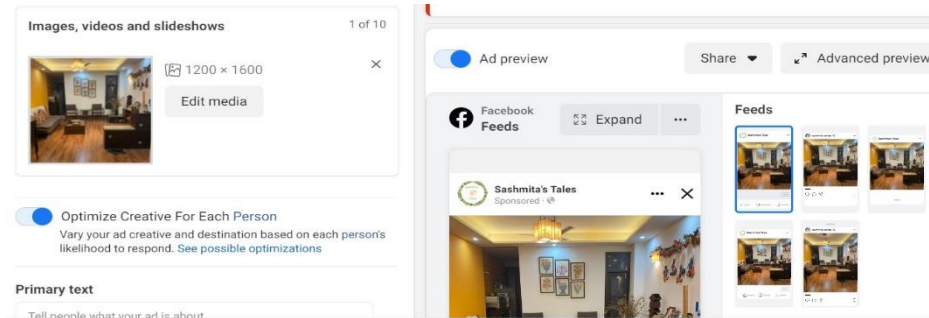
Format

Dynamic creative is enabled. Multiple ads will be automatically generated using your individual creative assets.

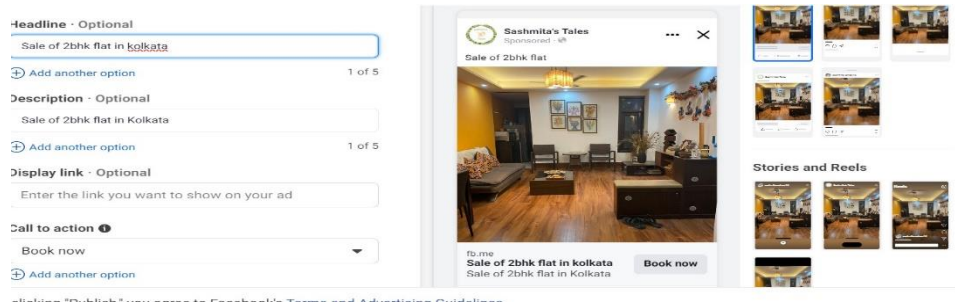
- ☒ Single image or video
One image or video, or a slideshow with multiple images

- ☒ Multi-advertiser ads
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)


k. Setting the image for the ad.



l. Set the headline, description and call to action button.

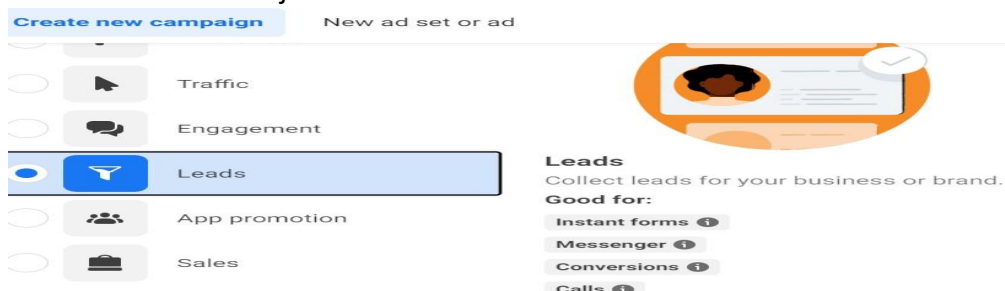


m. Now the ad is ready to publish. This is the screenshot of how the ad will look after publishing.

<input type="checkbox"/>	Off / On	Ad	Delivery ↑	Ad Set Name	Bid strategy	Budget	Last sig edit
<input checked="" type="checkbox"/>		 Sale flat	Processing	Sale of 2BHK flat 0 active ads	Highest volume Leads	Using campaig...	
Results from 1 ad ⓘ							

3. Lead generation ad for Digital marketing course-

a. Choose the objective as leads.



- b. Giving the campaign name and the categories of our ad as **employment**.

Campaign name

Digital marketing course [Create template](#)

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

📁 Employment ▼

Countries
Select where you want to run this campaign. If there are additional requirements to run your ads in those locations, your advertising options will be adjusted.

India ▼

- c. Setting the campaign budget. We are going with the **lifetime budget** of the campaign. Then setting the campaign bid strategy as **highest volume**.

Campaign budget

Lifetime Budget ▼ ₹28,000.00 INR

You won't spend more than ₹28,000.00 during the lifetime of your Campaign. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

📘 **Bid strategy options have changed** ✕

We renamed our bid strategy options to make them easier to understand and compare.

[Learn more](#)

Campaign bid strategy

Highest volume

- d. Set the **ad set name** and **conversion location** (instant forms).

Ad set name

digital marketing course [Create template](#)

Conversion

Conversion location

Choose where you want to generate leads. [Learn more](#)

☐ Website
Generate leads through your website.

☒ **Instant forms**
Generate leads by asking people to fill out a form.

☐ Messenger
Generate leads through Messenger.

- e. Set the **budget and schedule**. Set the **audience, locations, age (18-35), gender**.
- f. Set the manual placements on **devices (all devices), platforms (Facebook, Instagram, Audience network)**.

g. Set the **ad name**.

The screenshot shows the Facebook Ad creation interface. In the 'Ad name' section, there is a text input field containing 'Lead digital course' and a 'Create template' link. Below this is the 'Identity' section, which includes a 'Facebook Page' dropdown menu set to 'Sashmita's Tales'. A note below the dropdown states: 'Select a Page at the ad set level. For campaigns that use the Leads objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.' There is a 'Select Page' link below the note. To the right, there is a preview area with 'Ad preview' and 'Advanced preview' tabs, and a 'Share' button. The preview shows a Facebook feed with the ad from 'Sashmita's Tales' and a grid of 'Feeds' and 'Stories and Reels'.

h. Set the **ad creative** for each placement.

The screenshot shows the 'Ad creative' section with a heading 'Select the media, text and destination for your ad. You can also customize your media and text for each placement.' and a 'Learn more' link. Below this is the 'Media' section, which shows '15 Placements'. A blue bar highlights 'Feeds, In-stream ads for videos and reels' with '8 Placements'. Below this bar, there are three placement options: 'Facebook Feed', 'Facebook In-stream for Videos', and 'Ads on Facebook Reels'. There are 'Edit' and 'trash' icons at the top right of the placements list.

i. Giving the **headline, description and call to action**.

The screenshot shows the 'Headline', 'Description', and 'Call to action' sections. The 'Headline' section has a text input field with 'Testbook' and an 'Add another option' link. The 'Description' section has a text input field with 'Free digital marketing course' and an 'Add another option' link. The 'Call to action' section has a dropdown menu with 'Sign up' selected. To the right, there is a preview of the ad showing the 'Sashmita's Tales' profile, the headline 'Free digital marketing Course', the description 'Free digital marketing course', and the 'Sign up' button. The preview also shows the 'Testbook' logo and the text 'FORM ON FACEBOOK'.

j. For lead generation goal we have to create a form.

Create form

Content

Settings

Form name

Untitled form 3/1/23, 5:12 PM

Form type

Intro

Questions

Custom questions

Get the info your business needs.

More volume - Form preview

Message for leads

4 of 4

k. Then, all are set to go. We can publish our ad.

<input checked="" type="checkbox"/>	Off / On	Ad	Delivery ↑	Ad Set Name	Bid strategy	Budget	Last sig edit
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Lead digital course	Processing	digital marketing course 0 active ads	Highest volume Leads	Using campaig...	
Results from 1 ad ⓘ							

4. Zoho Social

✓ Connect of two social media channels:

a. My **Facebook** is connected with my **Zoho Social** account.

Awesome! You have created the Brand **Sashmita's Tales** on Zoho Social.
While we pull up information from your Facebook Page, you can connect additional social networks for this Brand by clicking the network icons above.



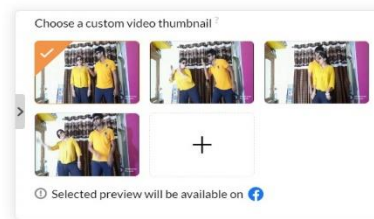
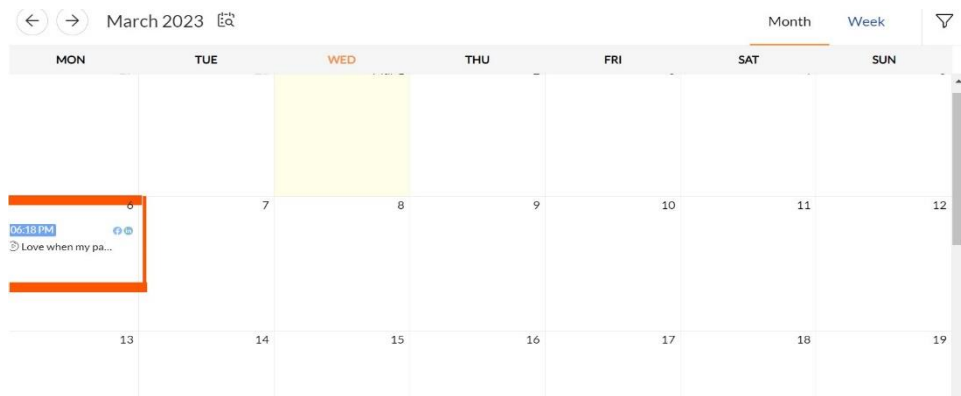
b. My **LinkedIn** is connected with **Zoho Social** account.



Awesome!

While we pull up information from your LinkedIn Profile, you can connect additional social channels for **Sashmita's Tales** by clicking the network icons above.

✓ Content calendar:



Schedule for a Specific Date

06/03/2023 06 : 18 PM

Time Zone: IST

☐ Repeat this Post

☐ Add to Queue

☐ Choose a SmartQ Slot

[Save Draft](#) [Schedule](#)

✓ Schedule and publish a post

What is more exciting than clicking pictures in a beautiful garden? 🌺



☐ Publish Now

Schedule for a Specific Date

03/01/2023 08 : 10 PM

Time Zone: IST

☐ Repeat this Post

☐ Add to Queue

☐ Choose a SmartQ Slot



Sashmita's Tales via Zoho Social by tikisashmita

1 Mar 2023 05:58 PM

What is more exciting than clicking pictures in a beautiful garden? 🥰



👍 Like 💬 Comment