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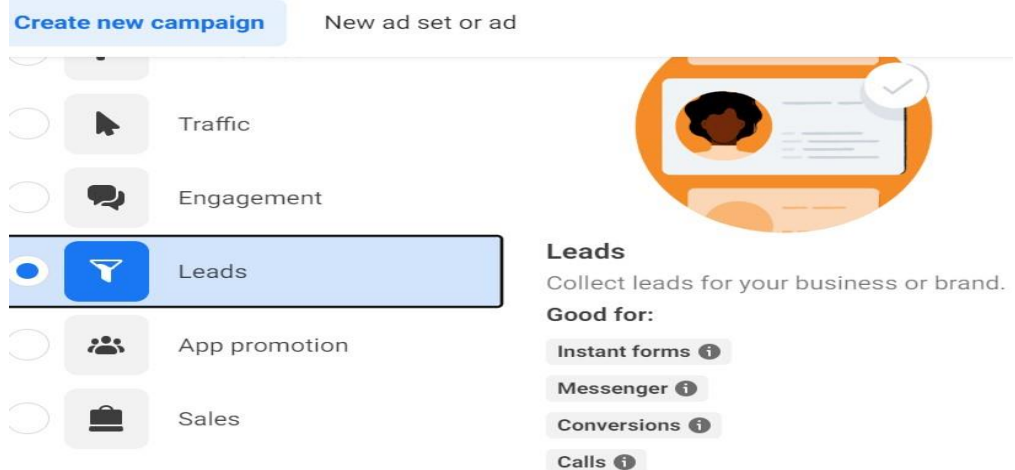
c. Giving Campaign name and categories of our ad. Categories is given according to how your ad is related to which domain.

**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.
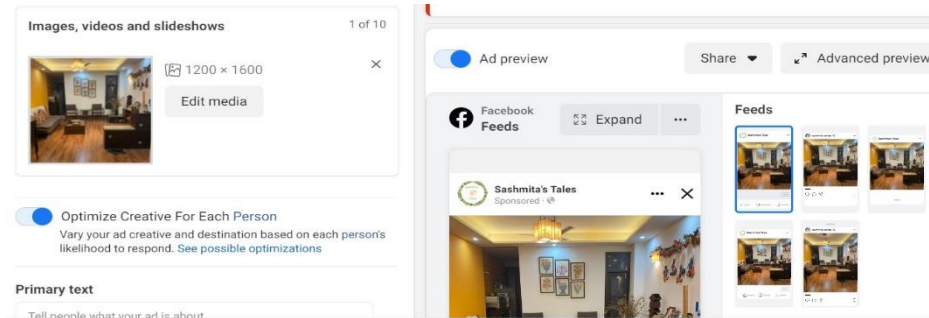


l. Set the **headline, description and call to action** button.
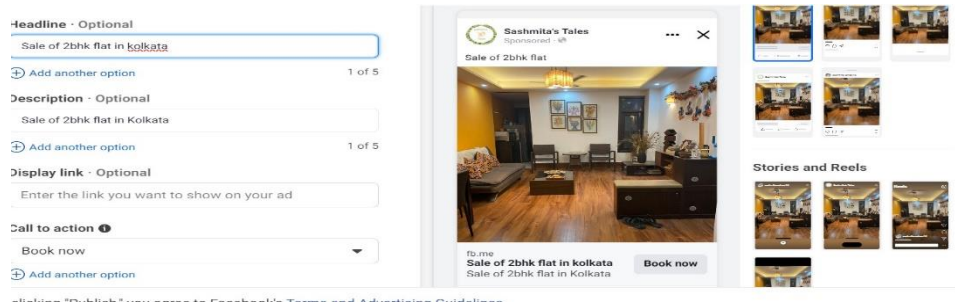


m. Now the ad is ready to publish. This is the screenshot of how the ad will look after publishing.

| | Off / On | Ad | | Delivery ↑ | Ad Set Name | | Bid strategy | Budget | Last si... |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Ad set | Ad set | edit |
| | (on) | Sale flat | | ○ Processing | Sale of 2BHK flat | | Highest volume | Using campaig... | |
| | | | | | 0 active ads | | Leads | | |
| | | Results from 1 ad ⓘ | | | | | | | — |

3. **Lead generation ad for Digital marketing course-**

a. Choose the objective as **leads.**
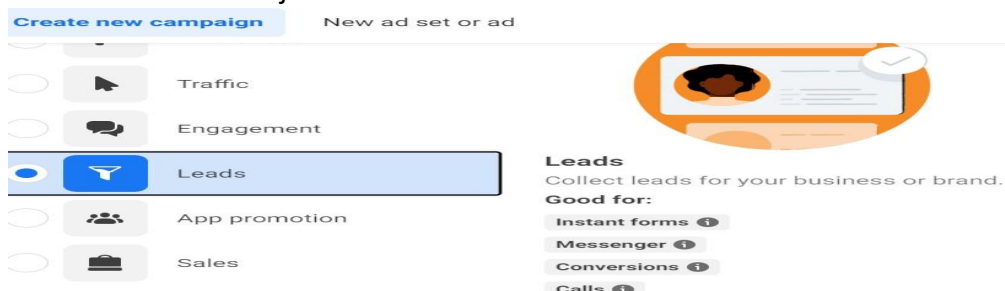
b.  Giving the campaign name and the categories of our ad as **employment.**

**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.**



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



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



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

k. Then, all are set to go. We can publish our 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.
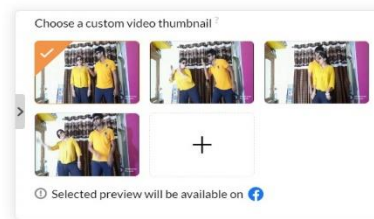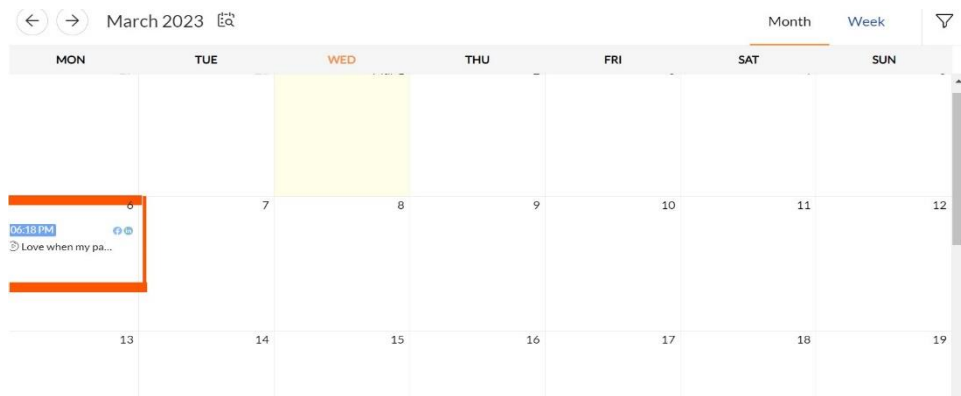
   **Sashmita's Tales**

   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 and publish a post

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

Post Details    Post Stats

**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

**Sashmita's Tales** via Zoho Social by tikisashmita
1 Mar 2023 05:58 PM