

PERFORMANCE & FINAL SUBMISSION PHASE

Project Demonstration for creating a ad Campaign in Facebook

Date	1 November 2023
Team ID	NM2023TMID11242
Project Name	Create a Facebook Ad campaign

Creating a demonstration for a Facebook ad campaign involves a series of steps that showcase how to set up, manage, and optimize a campaign. Here's a basic project demonstration outline to create a Facebook ad campaign:

Project Title: Facebook Ad Campaign Demonstration

Objective: To create a sample Facebook ad campaign for a fictional business.

Tools and Materials Needed:

1. A Facebook Business Manager account
2. A Facebook Page for the business
3. Sample ad creative (image or video)
4. Text and ad copy
5. Target audience details
6. Budget for the ad campaign

Demonstration Steps:

1. **Set Up a Facebook Business Manager Account (20 mins):**
 - Explain the importance of a Business Manager account for managing ads on Facebook.
 - Show how to create a Business Manager account.

2. Create or choose a Facebook Page (10 mins):

- Explain that ads are associated with a Facebook Page.
- If creating a new Page, guide through the setup process.
- If using an existing Page, explain how to link it to the Business Manager.

3. Access Ads Manager (5 mins):

- Navigate to Ads Manager within Facebook Business Manager.

4. Create a New Ad Campaign (10 mins):

- Choose a campaign objective (e.g., traffic, conversions, brand awareness).
- Name the campaign and set its parameters (e.g., campaign budget and schedule).

5. Ad Set Configuration (5 mins):

- Create an ad set within the campaign.
- Define the target audience (location, demographics, interests).
- Set a daily or lifetime budget for the ad set.
- Configure ad placement (Facebook, Instagram, Audience Network, etc.).

6. Create Ad Creative (15 mins):

- Upload or select the ad creative (image or video).
- Write ad copy (headline, text, call to action).
- Preview how the ad will appear to users.

7. Review and Launch (5 mins):

- Review the ad campaign settings.
- Explain the importance of tracking and measurement (Facebook Pixel).
- Launch the campaign.

8. Optimization and Monitoring (20 mins):

- Explain that the success of an ad campaign depends on monitoring and optimization.
- Show how to monitor ad performance in Ads Manager.
- Discuss the importance of A/B testing ad creatives, audiences, and other variables.

9. Modify Ad Campaign (10 mins):

- Make a hypothetical adjustment to the ad campaign based on its performance (e.g., increase the budget, change audience targeting, pause an underperforming ad set).

10. Reporting (30 mins):

- Show how to access and interpret the ad campaign reports and metrics.
- Discuss key performance indicators (KPIs) such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS).

11. Demonstration (20 mins):

- Summarize the key takeaways.
- Experiment with the own Facebook ad campaigns.



