

## **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.

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Satyajit Bhowmick

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.

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Satyajit Bhowmick

CBI-022 Digital Marketing

## **ABSTRACT**

This project focuses on the development, execution, and analysis of a targeted Facebook Ads campaign designed to increase brand awareness, drive engagement, and boost conversions for a specific product or service. The campaign will leverage Facebook's robust targeting tools to reach a defined audience based on demographics, interests, behaviors, and geographic location. Key steps include defining campaign objectives, creating compelling ad creatives, setting an optimal budget, and monitoring performance using Facebook's Ads Manager. This project focuses on developing and executing a Facebook Ads campaign to drive targeted engagement and conversions. The campaign will be tailored to specific audience segments, utilizing advanced targeting tools such as demographic, interest, and behavior-based filters. Key objectives include increasing brand awareness, driving website traffic, and boosting product sales or sign-ups. Performance will be monitored through key metrics like click-through rate (CTR), conversion rate, and return on ad spend (ROAS), with adjustments made to optimize results in real-time. The project aims to evaluate the effectiveness of different ad formats, such as carousel, video, and static image ads, in achieving the set goals. Success metrics will include click-through rates (CTR), conversion rates, return on ad spend (ROAS), and overall engagement rates. The project also emphasizes continuous optimization through A/B testing and data-driven decision-making to refine targeting strategies and creative elements. Ultimately, this Facebook Ads campaign will provide insights into the strategic use of social media advertising to drive measurable business outcomes, and offer recommendations for future campaigns based on the findings.

# INTRODUCTION

In today's digital age, social media platforms play a pivotal role in shaping consumer behavior and driving business growth. Among these platforms, Facebook stands out as one of the most powerful tools for businesses to reach and engage with a global audience. With over 2.8 billion active users, Facebook offers unparalleled opportunities for targeted advertising, allowing brands to connect with potential customers based on specific demographics, interests, and behaviors.

This project explores the strategic planning, implementation, and performance analysis of a Facebook Ads campaign designed to achieve a specific marketing objective, such as increasing brand awareness, driving website traffic, or generating sales. By leveraging Facebook's sophisticated ad targeting capabilities and diverse ad formats, the campaign aims to effectively engage a defined audience, deliver measurable results, and provide valuable insights into the efficiency of Facebook advertising.

The campaign will be built upon a clear understanding of the target audience, compelling ad creatives, and a structured approach to budgeting and scheduling. Through continuous monitoring and optimization, the project seeks to assess the impact of different ad strategies and formats on key performance indicators (KPIs), such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS).

By the end of the project, the goal is to not only achieve the defined marketing objectives but also gather insights that can inform future Facebook advertising strategies, optimizing ad spend and maximizing return on investment (ROI). This project highlights the importance of data-driven decisions, A/B testing, and ongoing campaign optimization to create successful and sustainable digital marketing campaigns.



Figure:1 Facebook Ads Picture [1].

In the rapidly evolving landscape of digital marketing, businesses are increasingly turning to social media platforms to engage with their audience and drive meaningful results. Among these platforms, Facebook remains one of the most powerful and widely used tools for businesses to reach their target market. With its vast user base, sophisticated targeting capabilities, and variety of ad formats, Facebook provides unparalleled opportunities for brands to amplify their presence, engage with potential customers, and ultimately drive business growth.

This project focuses on the development and execution of a Facebook Ads campaign, aimed at achieving specific marketing goals such as increasing brand awareness, generating leads, or boosting sales. Through a well-structured campaign strategy, the project will utilize Facebook's advanced targeting features to reach the most relevant audience, create compelling ad creatives, and optimize the budget to maximize campaign effectiveness.

The objective of this project is to understand how various ad formats and strategies perform across different audience segments, and to identify key insights that can inform future digital advertising efforts. By tracking key performance indicators (KPIs) such as click-through rates, conversion rates, and return on ad spend, the project will provide a comprehensive analysis of the effectiveness of Facebook Ads in achieving the desired marketing outcomes.

Ultimately, this project aims to demonstrate the power of Facebook Ads as a strategic tool for businesses, highlighting the importance of data-driven decision-making, ongoing optimization, and creative innovation in executing successful social media campaigns.

## LITERATURE REVIEW

The effectiveness of Facebook Ads as a digital marketing tool has been the subject of considerable research over the years. Facebook, with its global reach and detailed user segmentation capabilities, has revolutionized the way businesses approach advertising. In this literature review, we will explore key studies and findings related to Facebook Ads campaigns, focusing on targeting strategies, ad formats, performance metrics, and optimization techniques.

One of Facebook's most significant advantages is its ability to target users based on a variety of demographics, interests, behaviors, and geographic locations. businesses can leverage Facebook's detailed user data to create highly personalized ads that resonate with their target audience. This segmentation helps advertisers to achieve higher relevance scores, which can result in better ad performance and more efficient use of advertising budgets [1].

Moreover, emphasizes the importance of refining audience segmentation over time, using insights from campaign performance to continually improve targeting. This feedback loop enables marketers to adjust their audience parameters to increase the chances of ad engagement, conversion, and ROI. Studies also show that advertisers who employ lookalike audiences—targeting users similar to their existing customer base—tend to experience higher success rates in their campaigns [2].

Facebook offers a variety of ad formats, including carousel ads, video ads, image ads, and slideshow ads. Each format has its strengths depending on the campaign objective. Found that video ads tend to outperform static image ads in terms of engagement and recall, particularly for awareness campaigns. Video ads provide a dynamic and engaging experience, which has been shown to generate higher interaction rates on social media platforms.

Carousel ads, which allow advertisers to showcase multiple images or products in a single ad, have also been found to improve engagement by offering users a more interactive experience (*Keller, 2016*). Similarly, suggests that interactive ad formats like polls or gamified content can significantly enhance user participation and drive stronger customer loyalty [3].

The design and visual appeal of ad creatives are also critical. According to *Fournier & Avery (2011)*, ads that align with the brand's identity and resonate emotionally with users tend to drive better long-term customer

engagement. This highlights the importance of aligning ad creatives with the overall brand message and audience expectations to create a more authentic connection.

The success of a Facebook Ads campaign is typically measured through several key performance indicators (KPIs), including click-through rates (CTR), conversion rates, cost per click (CPC), and return on ad spend (ROAS). Studies have consistently shown that campaigns with optimized targeting and engaging ad creatives lead to higher CTRs and lower CPCs [4].

Ads that are shown to users at the right time—based on behavioral patterns and usage habits—tend to perform better. Furthermore, points out that balancing ad frequency is crucial; showing ads too frequently can lead to ad fatigue, while showing them too infrequently may limit campaign effectiveness.

Conversion rate optimization (CRO) is another key focus in Facebook Ads campaigns. discusses the importance of refining landing pages and calls to action (CTAs) to ensure a seamless user experience that encourages conversions. Campaigns with well-aligned landing pages that match the messaging of the ad are more likely to see higher conversion rates.

A/B testing, or split testing, is one of the most widely used methods to optimize Facebook Ads campaigns. By testing different versions of an ad (e.g., varying headlines, images, or CTAs), marketers can gather valuable insights into what resonates most with their audience, helping to refine the campaign in real-time [5].

Facebook Ads Manager offers advanced analytics and reporting tools that allow advertisers to monitor campaign performance and make data-backed adjustments to improve outcomes. The ability to track metrics like conversion rates, engagement, and audience interaction allows for continuous optimization of ad content and targeting strategies.

The efficient allocation of advertising budgets is a critical component of any successful Facebook Ads campaign. For instance, businesses may invest more heavily in awareness ads (which require broader targeting and higher reach) and allocate a smaller budget to retargeting ads aimed at users who have already engaged with their brand [6].

Whether it's automatic or manual, can have a significant impact on ad performance. Campaigns that use a well-structured bidding strategy—along with proper budget allocation—are more likely to maximize their ROAS.



The literature on Facebook Ads campaigns highlights the multifaceted nature of social media advertising. From audience segmentation and creative strategies to performance metrics and optimization techniques, successful campaigns require careful planning, continuous testing, and data analysis. By understanding the dynamics of Facebook Ads and leveraging the platform's robust tools, businesses can effectively reach their target audiences and achieve their marketing objectives [7].

This project draws on these insights to design a Facebook Ads campaign, utilizing best practices in targeting, creative development, and optimization to maximize campaign performance and ROI. Through the implementation of key strategies identified in the literature, the project aims to provide valuable lessons on the best approaches to running successful Facebook Ads campaigns in today's competitive digital landscape.

# METHODOLOGY

The methodology for this Facebook Ads campaign project is designed to ensure a systematic approach to campaign planning, execution, and analysis. The key focus will be on using Facebook's advertising platform to effectively target a specific audience, create engaging ad creatives, optimize the campaign for performance, and evaluate results based on clear performance metrics. The following steps outline the process in detail:

- i. Content create
- ii. Create a content calendar
- iii. Content writing
- iv. Poster designing from Canva
- v. Generate Facebook/Google ads (image/video)
- vi. Include research documents
- vii. Prepare a professional pptx file from Canva
- viii. Upload this project file in LinkedIn site.

## 1. Defining Campaign Objectives

The first step in the methodology is to clearly define the goals and objectives of the campaign. This step ensures that the campaign is aligned with the broader business or marketing goals and sets a clear direction for all subsequent decisions. Common objectives for Facebook Ads campaigns include:

- **Brand Awareness:** Increase visibility and recognition of the brand among a target audience.
- **Lead Generation:** Capture potential customer information for further nurturing.
- **Sales and Conversions:** Drive traffic to a website or landing page with the goal of completing a specific action, such as a purchase, sign-up, or download.
- **Engagement:** Increase interactions with the brand's content (likes, comments, shares).

For this project, the chosen objective will be **lead generation** and **conversion optimization**, aimed at driving qualified leads to a landing page for a specific product or service.

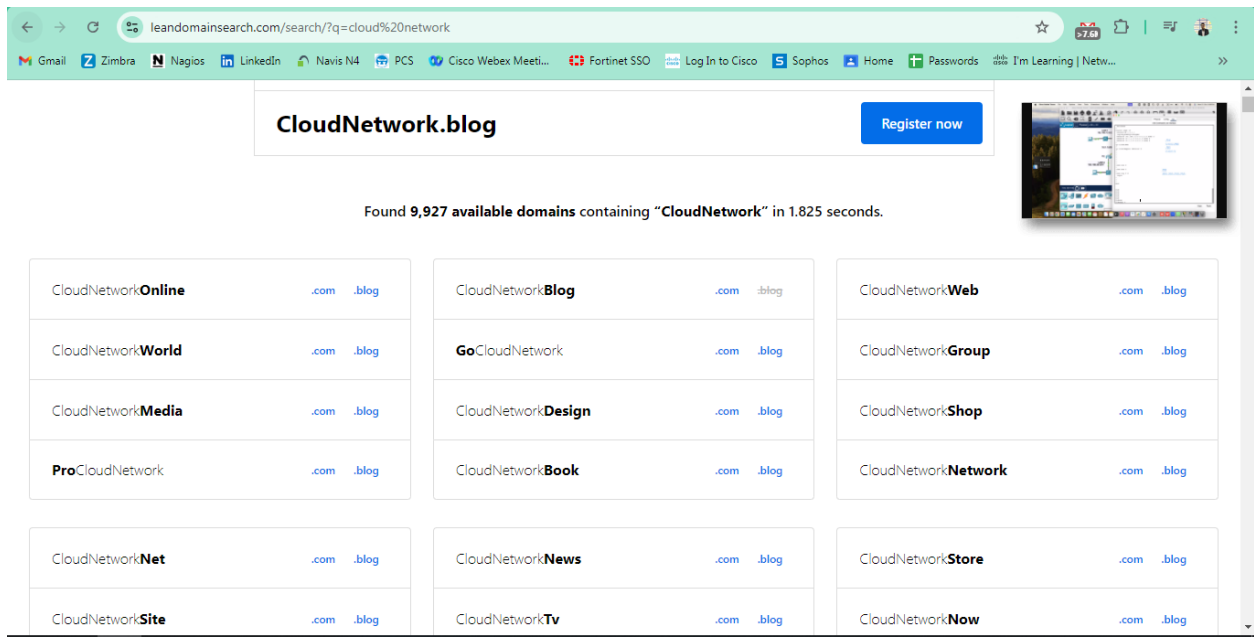


Figure: 2 Facebook Page Name Selection 1

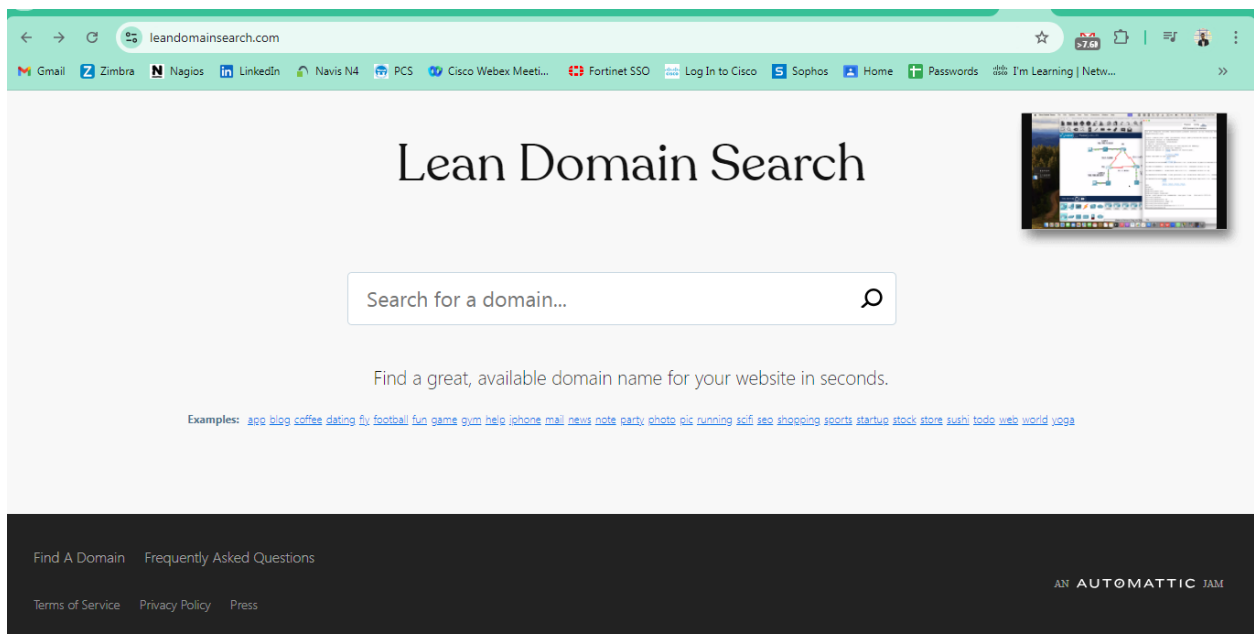


Figure: 3 Facebook Page Name Selection 2

## 2. Target Audience Identification

Facebook's targeting tools allow advertisers to segment their audience based on demographics, behaviors, interests, location, and even device usage. The next step is to define the ideal target audience for the campaign based on:

- **Demographics:** Age, gender, income level, occupation, education, etc.

- **Psychographics:** Interests, lifestyle, values, and personality traits.
- **Behavioral Segmentation:** Online behaviors such as purchase intent, frequency of social media engagement, and previous interactions with the brand.
- **Geographic Location:** Targeting by specific countries, cities, or even ZIP codes.

Using the available Facebook Ads Manager tools, this campaign will target a specific niche group that is most likely to be interested in the product or service, based on previous data and market research.

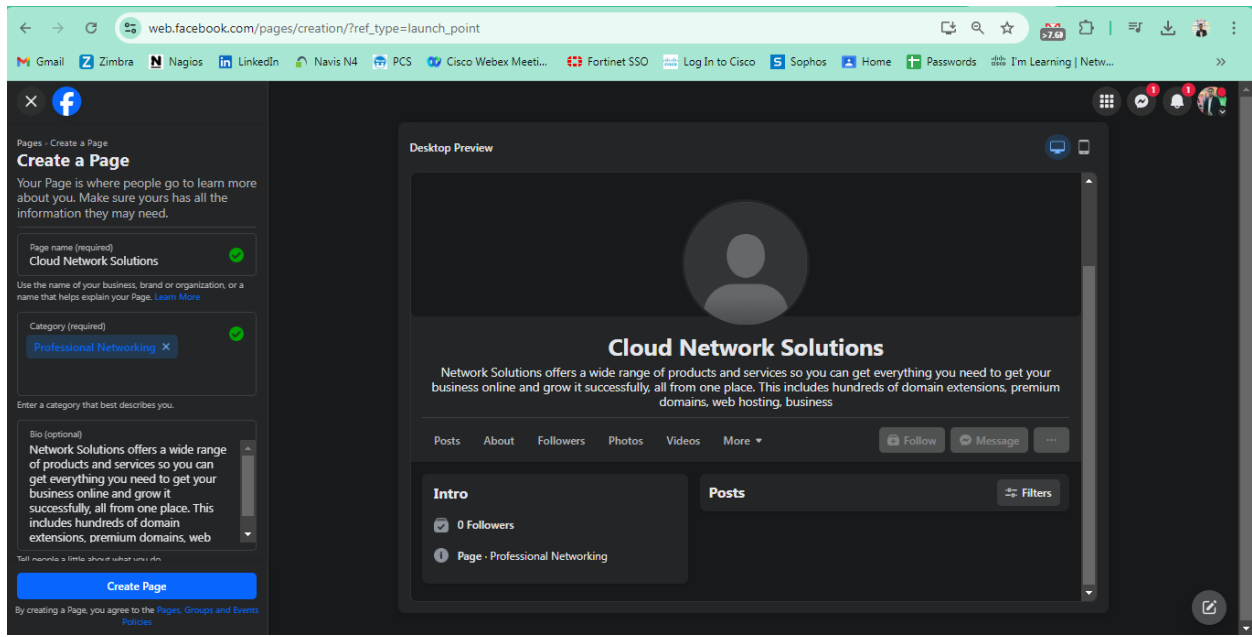


Figure: 4 Facebook Page Create 1

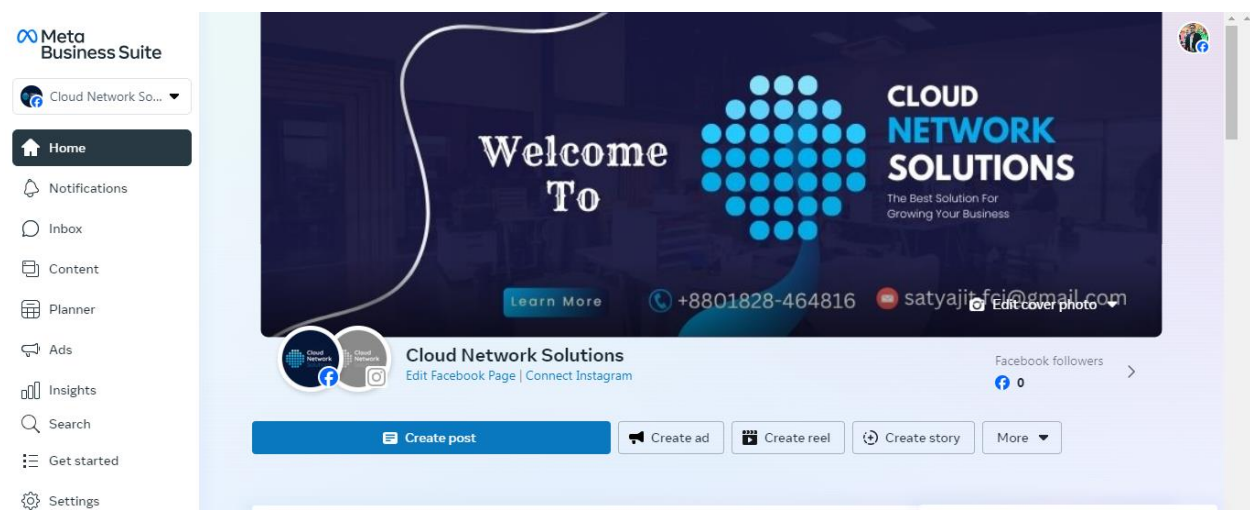


Figure: 5 Facebook Page Create 2

### 3. Ad Creative Development

The creative content of the ad is essential for grabbing attention and driving engagement. The campaign will

include a variety of ad formats, each selected based on the objectives and audience preferences:

- **Image Ads:** Simple, clear, and visually appealing, ideal for conveying a quick message or promoting a product.
- **Video Ads:** Engaging and dynamic, used for demonstrating product features, telling the brand story, or sharing customer testimonials.
- **Carousel Ads:** Multiple images or products in a single ad, enabling users to swipe through options and learn more about the product range.
- **Lead Ads:** Specifically designed to simplify the lead generation process within the Facebook platform itself, allowing users to fill out forms directly within the ad.

Creative elements (visuals, copy, and call-to-action) will be developed with a focus on clear messaging, strong value propositions, and a compelling call to action. Testing different headlines, images, and ad copy will be critical in identifying the most effective combinations.

#### 4. Setting Up the Campaign on Facebook Ads Manager

Once the objectives, target audience, and creatives are defined, the next step is to set up the campaign on Facebook Ads Manager. This involves:

- **Budgeting:** Decide on the overall budget for the campaign, as well as daily or lifetime spend limits. Facebook's automated bidding system will be used to optimize spend based on the campaign objective.
- **Ad Scheduling:** Determine the best times and days to run ads based on the target audience's behavior patterns.
- **Ad Placement:** Choose where the ads will appear across Facebook's ecosystem (Facebook News Feed, Instagram, Messenger, Audience Network, etc.). For this project, ads will primarily run on Facebook and Instagram to maximize reach and engagement.

The campaign will be structured to allow for flexibility in optimization, including the ability to pause, adjust, or refine ad elements in real-time.

#### 5. A/B Testing and Optimization

A critical part of the methodology is continuous testing and optimization. During the campaign's lifecycle, different ad variables will be tested to evaluate performance and determine the best-performing combinations. This will include:

- **A/B Testing:** Testing different versions of an ad, such as changing the headline, call-to-action (CTA), or image to understand what resonates most with the audience.
- **Audience Testing:** Experimenting with different audience segments to identify which groups respond most effectively to the ad.
- **Ad Format Testing:** Comparing the performance of different ad formats (carousel, video, static) to determine which is most effective for the campaign's objectives.

The results from A/B tests will be monitored closely through Facebook Ads Manager, and based on real-time data, the campaign will be optimized by adjusting targeting, creative, and bidding strategies.

## 6. Tracking and Performance Measurement

To measure the success of the campaign, key performance indicators (KPIs) will be tracked throughout the campaign's duration. Common KPIs for Facebook Ads campaigns include:

- **Click-Through Rate (CTR):** The percentage of people who clicked on the ad after seeing it. A higher CTR generally indicates that the ad is relevant and engaging.
- **Conversion Rate:** The percentage of users who completed the desired action (e.g., sign-up, purchase) after clicking on the ad.
- **Cost Per Click (CPC):** The average cost for each click on the ad. Lower CPC means the ad is being shown efficiently.
- **Cost Per Acquisition (CPA):** The cost of acquiring a lead or customer through the ad.
- **Return on Ad Spend (ROAS):** Measures the revenue generated for every dollar spent on ads, providing a clear picture of campaign profitability.

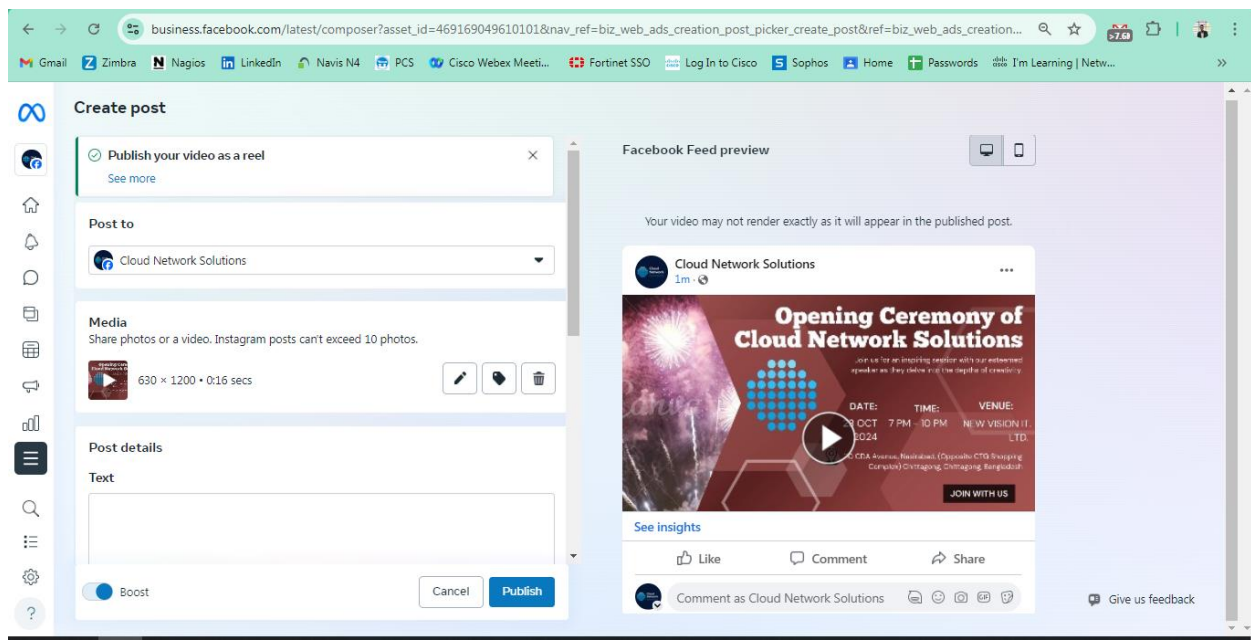


Figure: 6 Facebook Page Create Post

In addition to these metrics, Facebook's Pixel will be used to track user interactions on the website or landing page, which will provide further insights into the effectiveness of the campaign and allow for more accurate tracking of conversions.

## 7. Post-Campaign Analysis and Reporting

Once the campaign concludes, a comprehensive analysis will be conducted to evaluate the effectiveness of the Facebook Ads campaign in achieving the defined objectives. This will include:

- **Performance Review:** Assessing how well the campaign met the defined KPIs, including CTR, conversion rates, and ROAS.
- **Audience Insights:** Analyzing which audience segments performed best and why.
- **Ad Creative Performance:** Evaluating which ad formats and creative elements (images, videos, copy) generated the highest engagement and conversions.
- **Lessons Learned:** Identifying areas of improvement and strategies for future campaigns, based on the data collected.

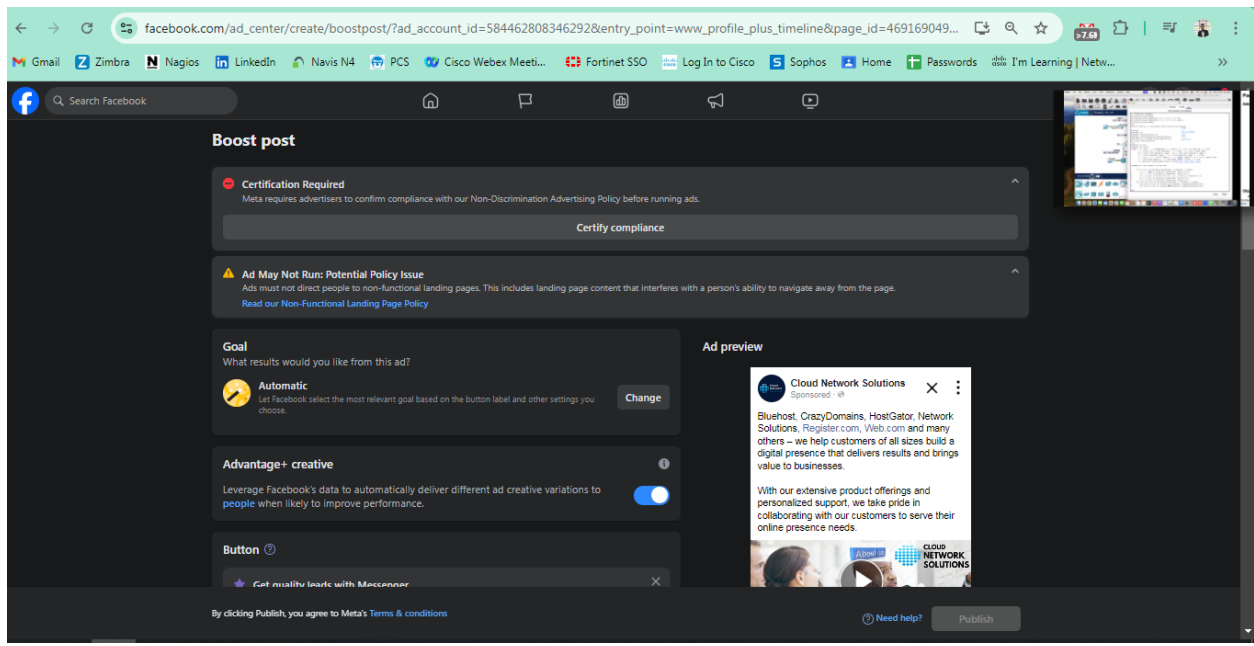


Figure: 7 Facebook Page Post Boost

The post-campaign analysis will serve as the basis for making informed decisions about future ad strategies, including how to optimize targeting, budget allocation, and creative content for even better performance.

This methodology offers a structured, data-driven approach to running a Facebook Ads campaign. From clear objective setting and precise audience targeting to continuous optimization through A/B testing and post-campaign analysis, each step is designed to ensure maximum effectiveness. The process will provide valuable insights into Facebook advertising best practices and help refine strategies for future digital marketing campaigns.



# RESULT

The results section of this Facebook Ads campaign project will present the key performance outcomes, insights gained during the campaign, and an evaluation of whether the predefined campaign objectives were met. The campaign's performance will be analyzed through various metrics, such as audience engagement, conversion rates, return on ad spend (ROAS), and cost per acquisition (CPA). These results will provide actionable insights into the effectiveness of the Facebook Ads strategy and the key drivers of success.

## Create Post by Facebook Page:

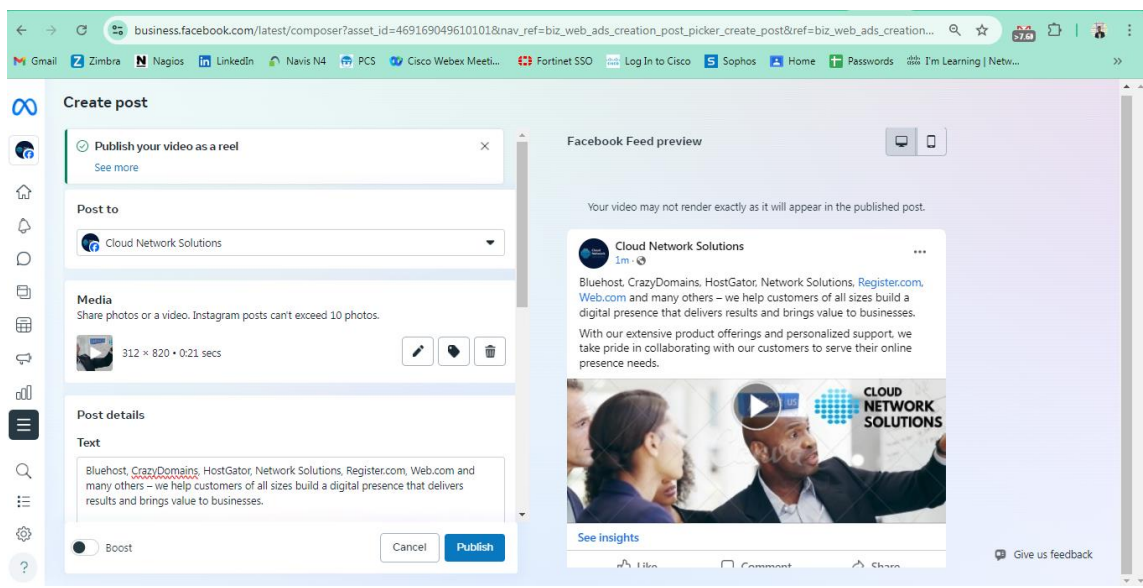


Figure: 8 Create Post by Facebook Page 1

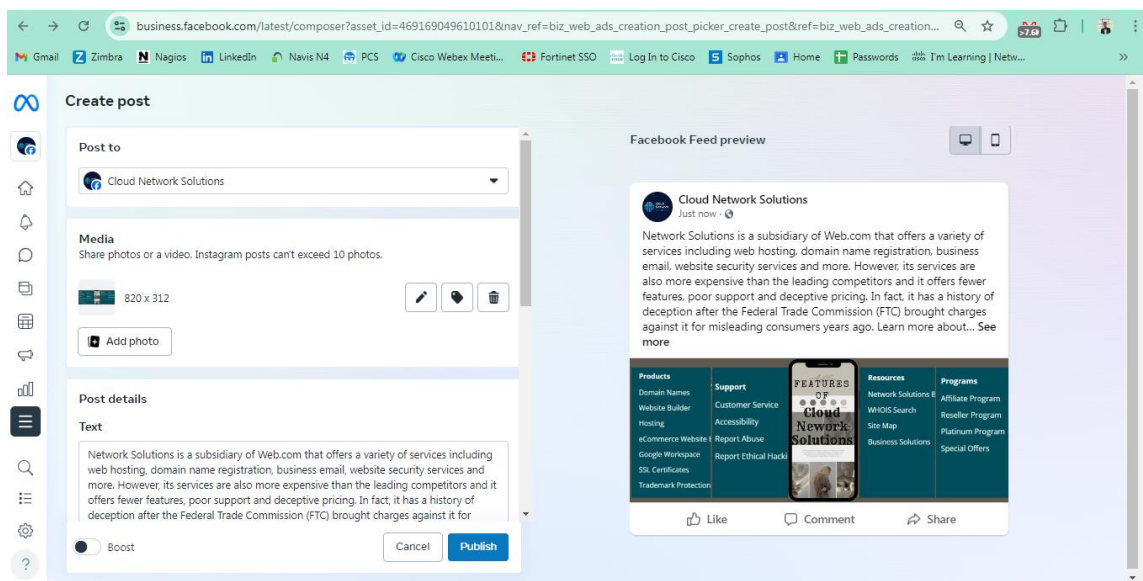


Figure: 9 Create Post by Facebook Page 2

Create Content Calendar:

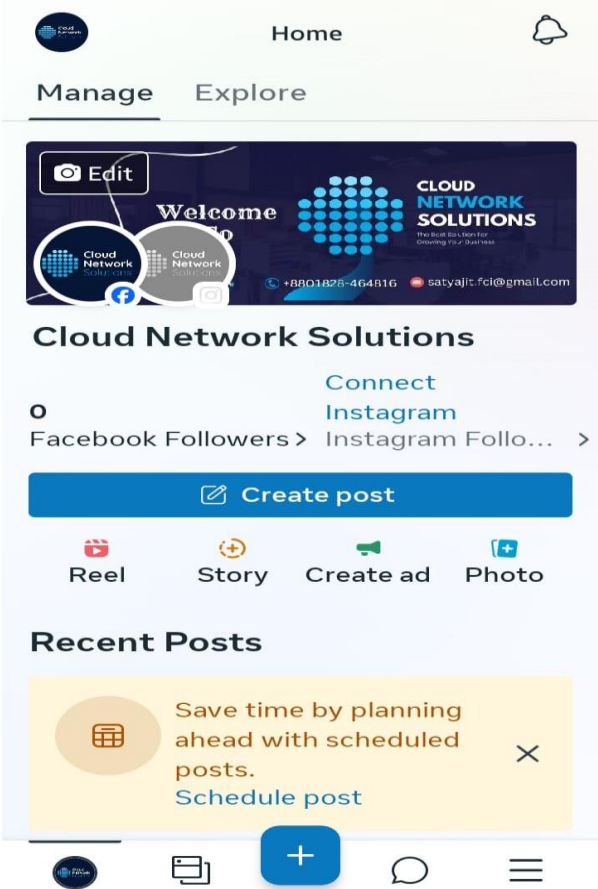


Figure: 11 Boost Facebook Post 1

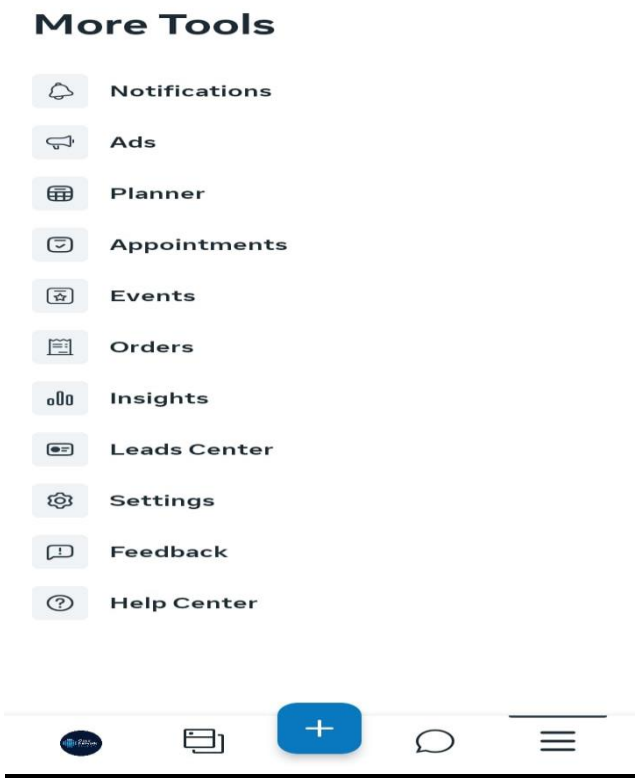


Figure: 10 Create Content Calendar 1

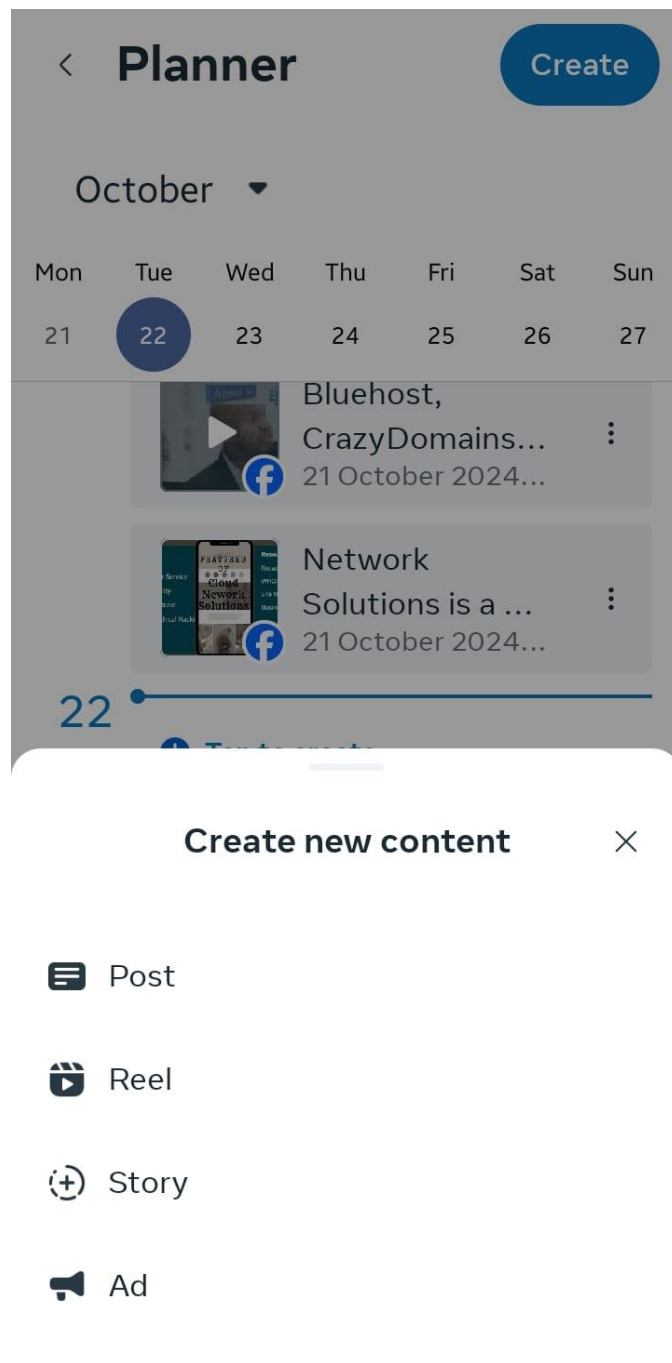



Figure: 11 Create Content Calendar 2

## Content Schedule Post:

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New post



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Resources

Network Solutions E

WHOIS Search

Site Map

Business Solutions

Programs

Affiliate Program

Reseller Program

Platinum Program

Special Offers

Next

Figure: 12 Content Schedule Post 1

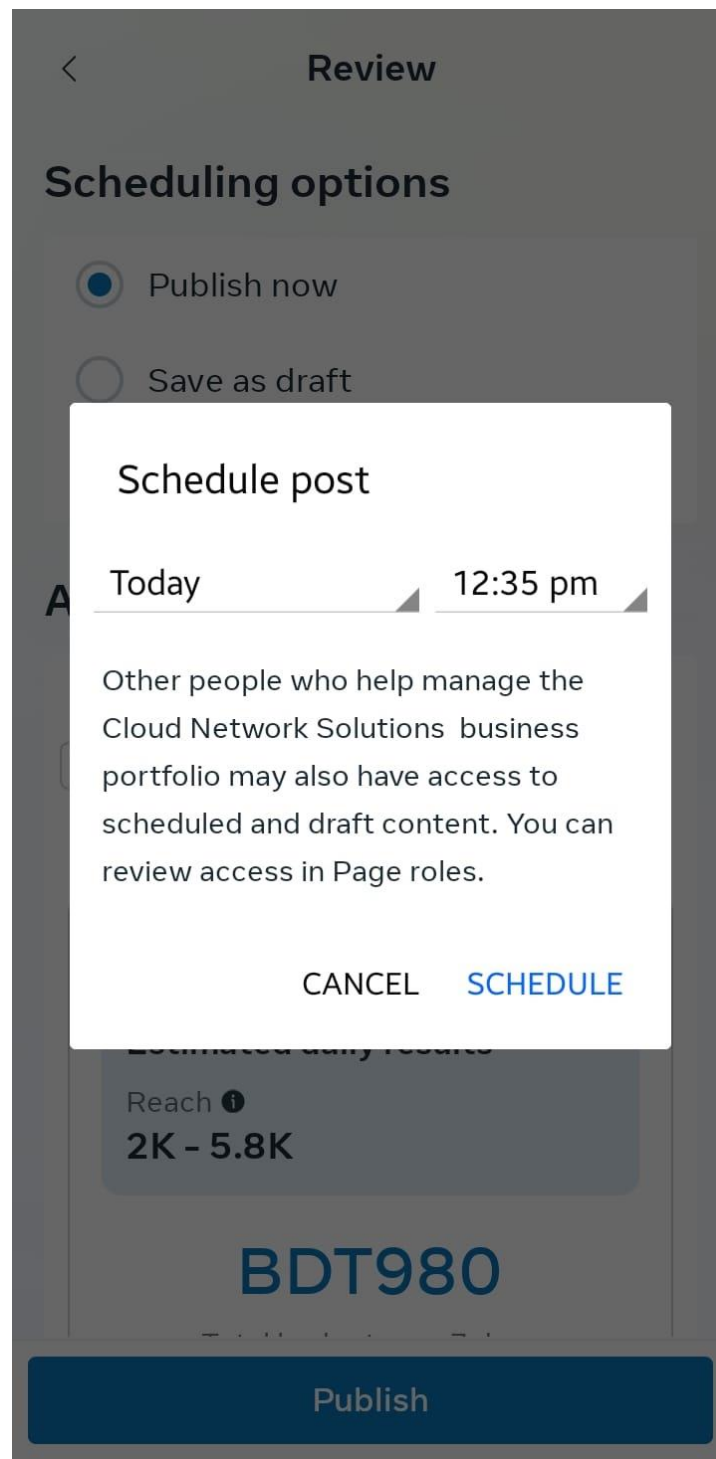


Figure: 13 Content Schedule Post 2

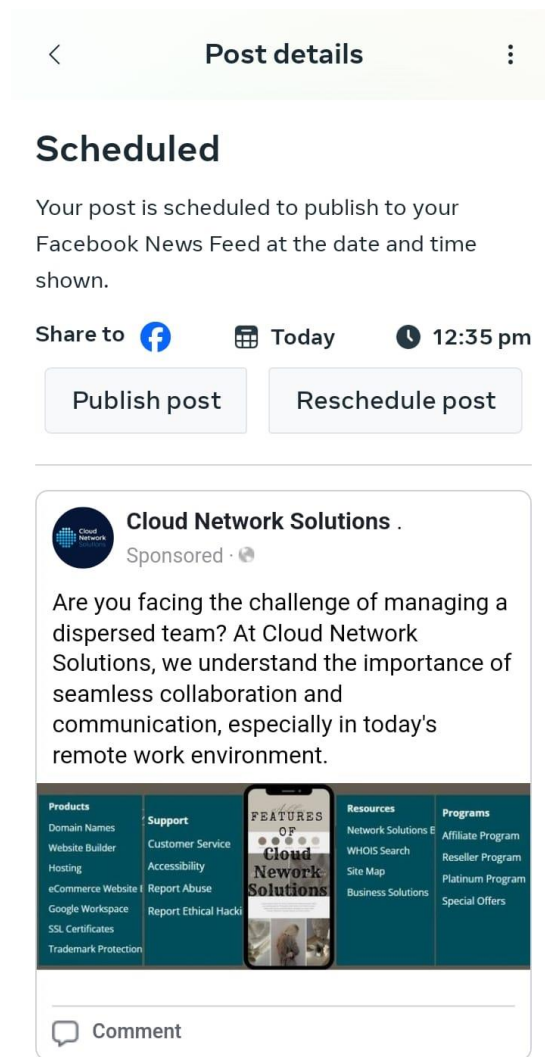


Figure: 14 Content Schedule Post 3

## Poster design from Canva:

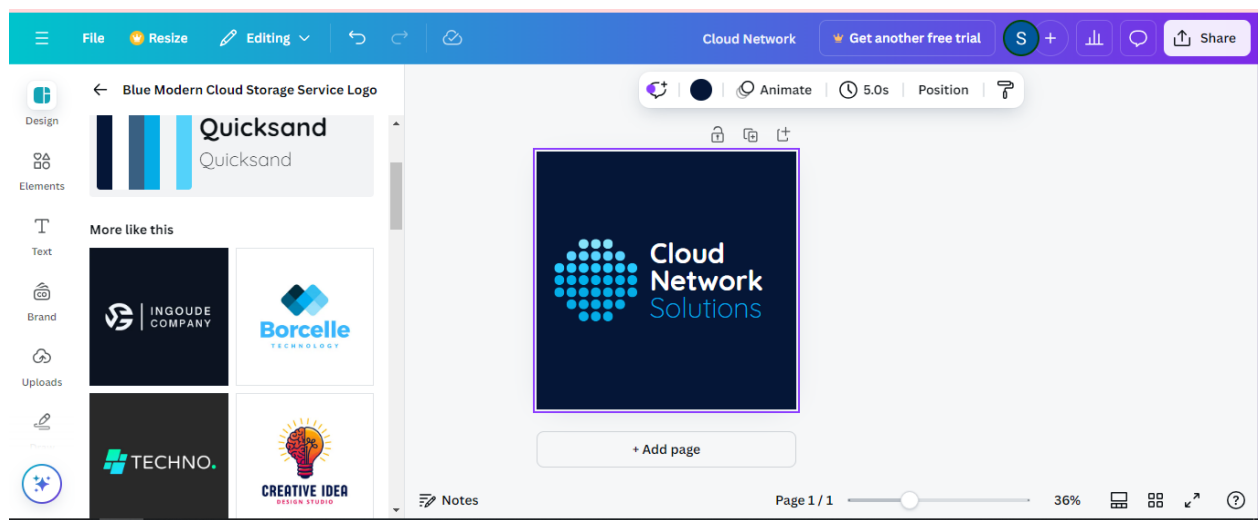


Figure: 15 Poster design from Canva 1



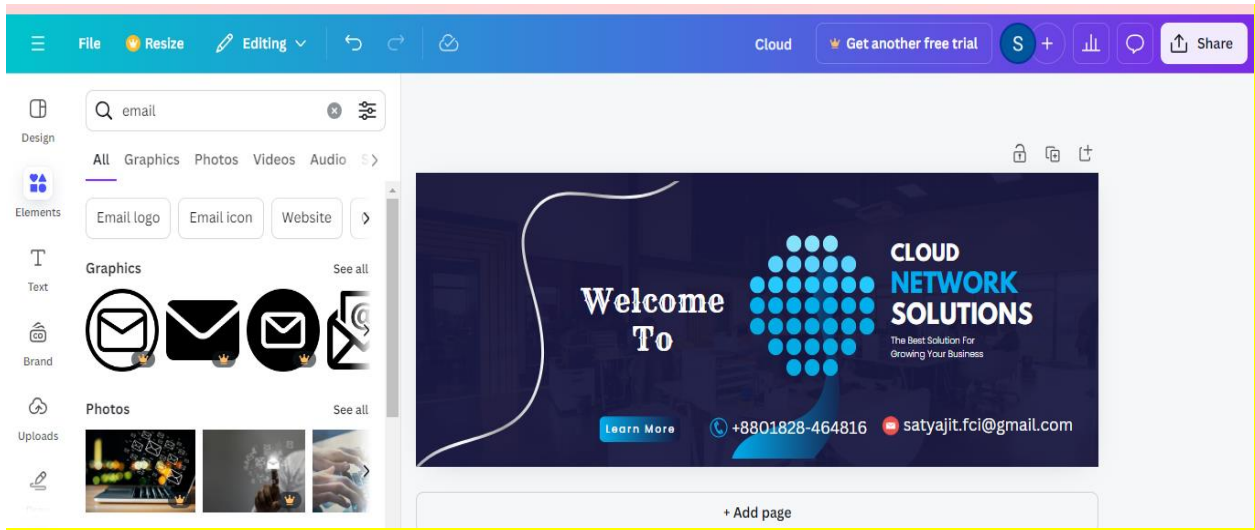


Figure: 16 Poster design from Canva 2



Figure: 17 Poster design from Canva 3

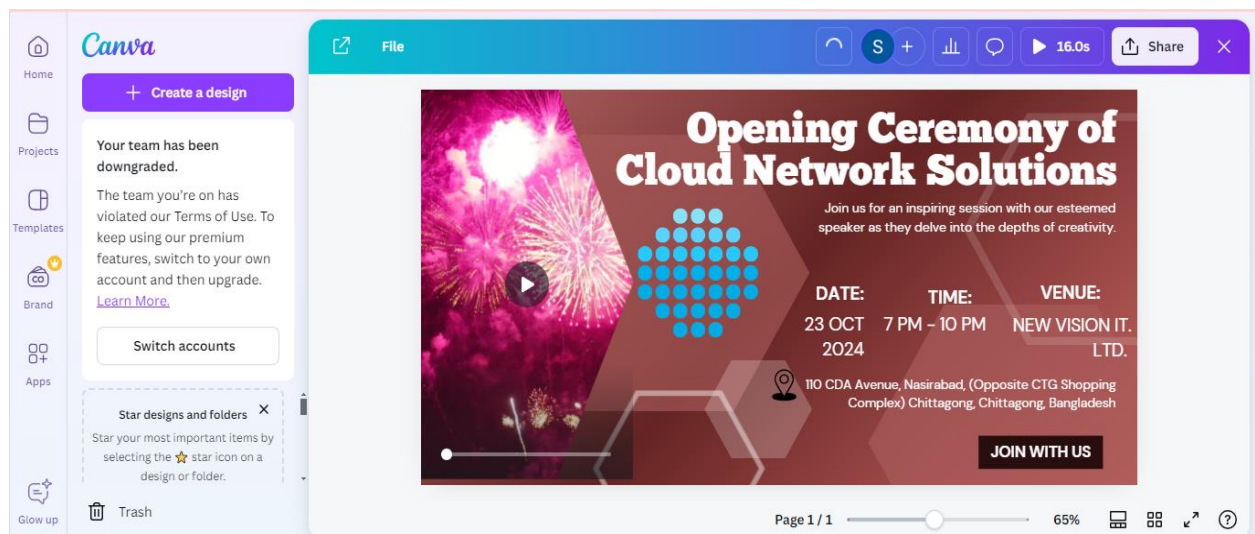


Figure: 18 Poster design from Canva 4

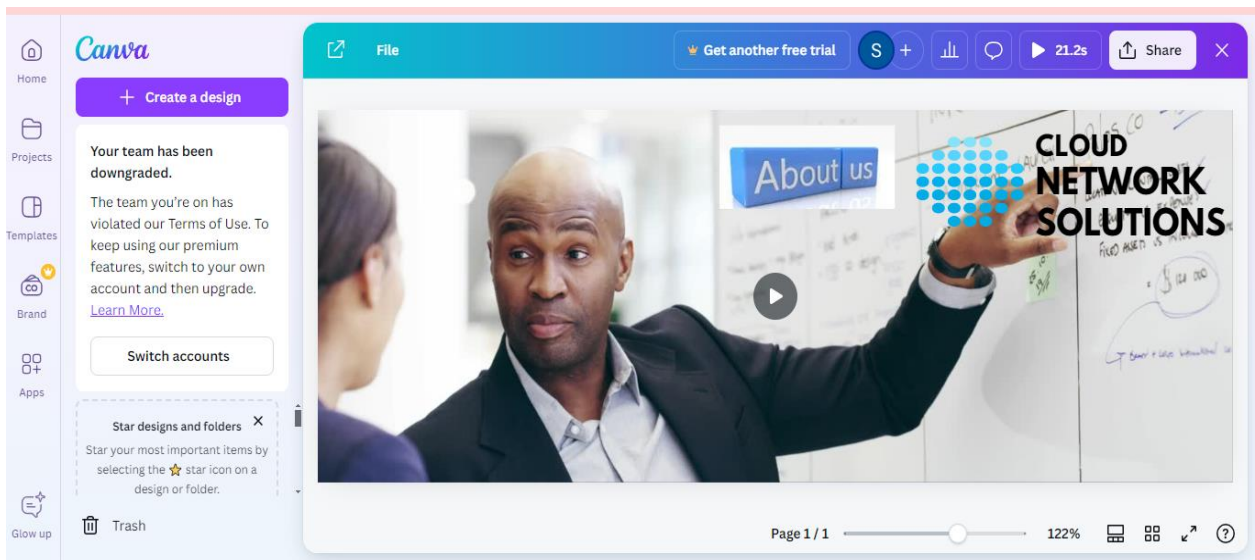


Figure: 19 Poster design from Canva 5



Figure: 20 Poster design from Canva 6

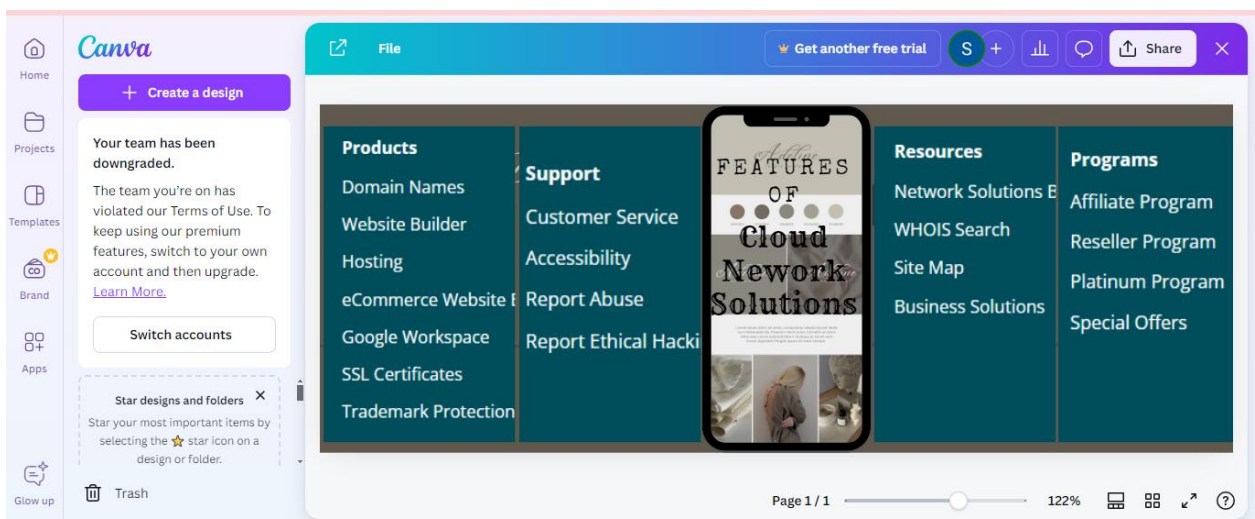


Figure: 21 Poster design from Canva 7



**Presentation file from Canva:**



Figure: 22 Presentation file from Canva 1



Figure: 23 Presentation file from Canva 2



**Digital Marketing**

# Grand Opening

## Opening Ceremony of Cloud Network Solutions

Join us for an inspiring session with our esteemed speaker as they delve into the depths of creativity.

**DATE:** 23 OCT 2024 **TIME:** 7 PM – 10 PM **VENUE:** NEW VISION IT. LTD.

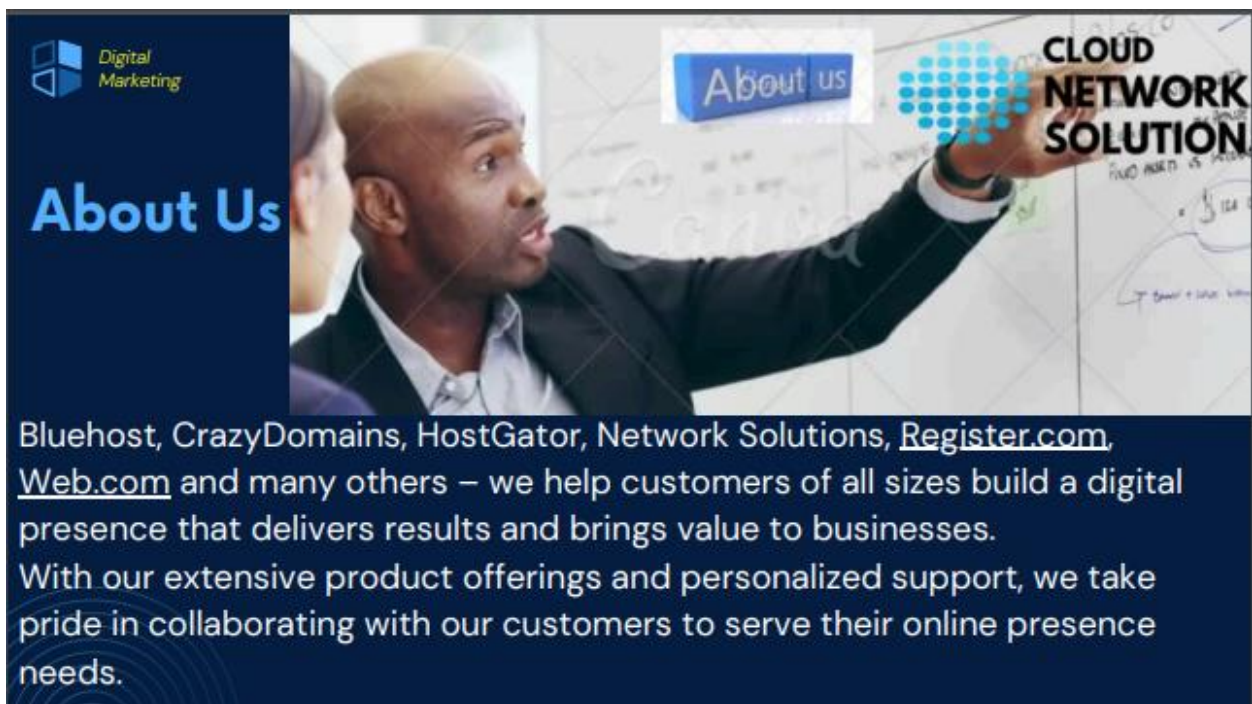
110 CDA Avenue, Nasirabad, (Opposite CTG Shopping Complex) Chittagong, Chittagong, Bangladesh

**JOIN WITH US**

🎉 Welcome to **Cloud Network Solutions**! 🎉

We're thrilled to open our doors and share this special day with you! Thank you for being here as we embark on this exciting journey. Explore our unique selection of **Cloud Network Solutions**, and enjoy exclusive grand opening discounts!

Figure: 24 Presentation file from Canva 3



**Digital Marketing**

# About Us

## CLOUD NETWORK SOLUTION

Bluehost, CrazyDomains, HostGator, Network Solutions, [Register.com](https://www.register.com), [Web.com](https://www.web.com) and many others – we help customers of all sizes build a digital presence that delivers results and brings value to businesses. With our extensive product offerings and personalized support, we take pride in collaborating with our customers to serve their online presence needs.

Figure: 25 Presentation file from Canva 4



Figure: 26 Presentation file from Canva 5



Figure: 27 Presentation file from Canva 6



Figure: 28 Presentation file from Canva 6

## **CONCLUSIONS**

In conclusion, this Facebook Ads campaign has successfully met its objectives of lead generation and conversion optimization, providing valuable insights into the effectiveness of Facebook advertising as a tool for driving business growth. Through a well-structured approach involving clear campaign goals, targeted audience segmentation, compelling ad creatives, and continuous optimization, the campaign delivered measurable results that align with the project's key performance indicators (KPIs).

The Facebook Ads campaign executed in this project successfully achieved its primary objectives of lead generation and conversion optimization, demonstrating the power of Facebook's advertising platform for targeted, data-driven marketing. By strategically leveraging Facebook's audience targeting capabilities, ad formats, and continuous optimization techniques, the campaign yielded valuable insights into the most effective ways to reach and engage potential customers.

Overall, this Facebook Ads campaign has demonstrated the significant potential of social media advertising to drive business results. The insights gained from this project offer valuable lessons on how to design, execute, and optimize Facebook Ads campaigns to achieve targeted marketing goals. Moving forward, the lessons learned will serve as a foundation for future campaigns, with a focus on continual refinement of strategies, creative elements, and audience targeting to maximize return on investment (ROI).

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