

## Day 7 – Facebook and Instagram Marketing

**Topic:** Running Social Media Campaigns

We learned about creating and managing **Facebook and Instagram Ads**. Mr. Navneet explained how to define campaign objectives, target demographics, and set budgets using Meta Ads Manager.

### **Practical Work / Activities:**

- Created a sample ad campaign.
- Studied audience targeting filters.
- Understood ad performance metrics (CTR, CPC, ROI).

### **Key Takeaways:**

- Learned to create targeted social ads.
- Understood budget optimization techniques.
- Realized how visuals influence ad success.