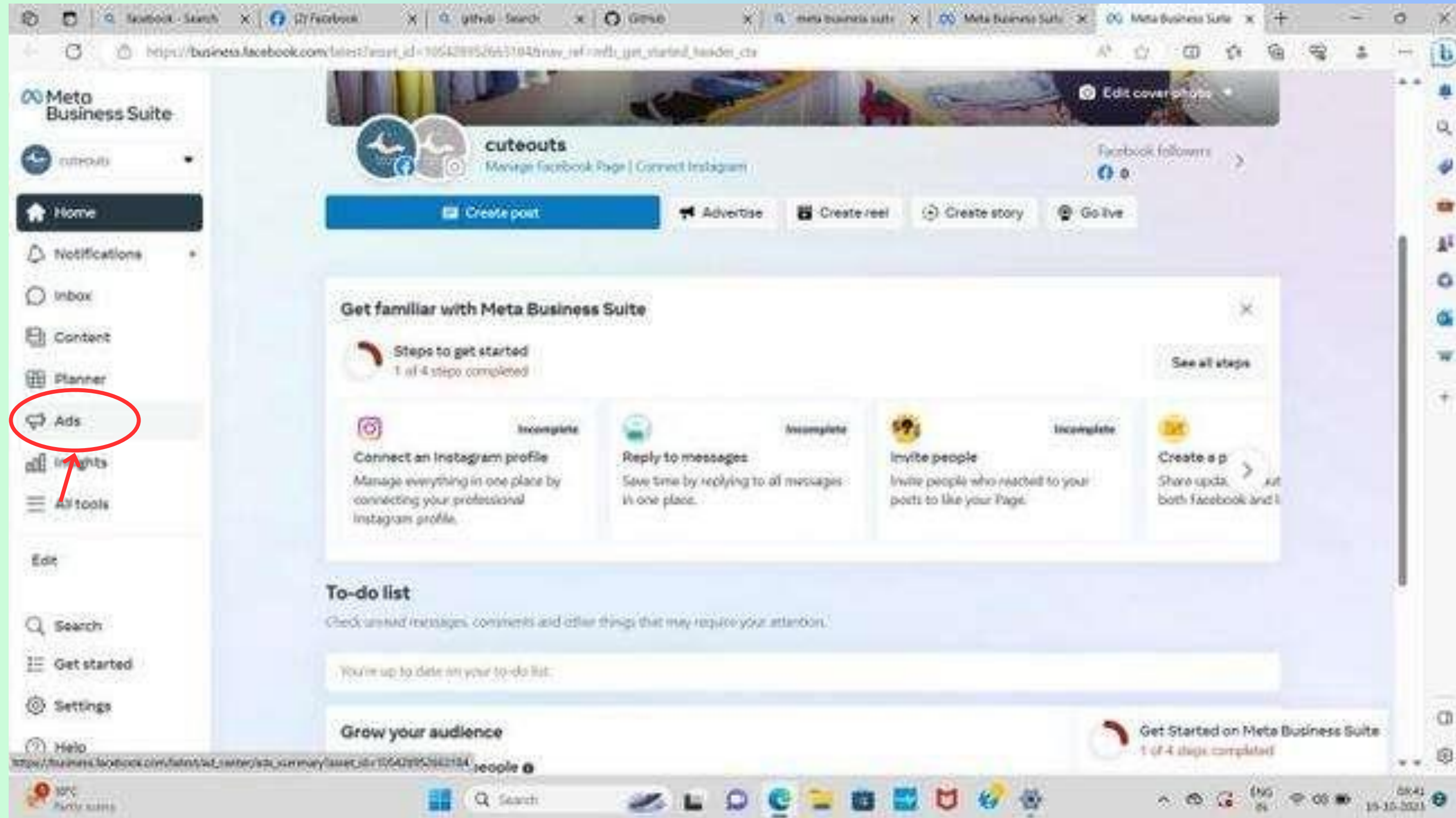


SOCIAL MEDIA **ON FACEBOOK** CAMPAIGN

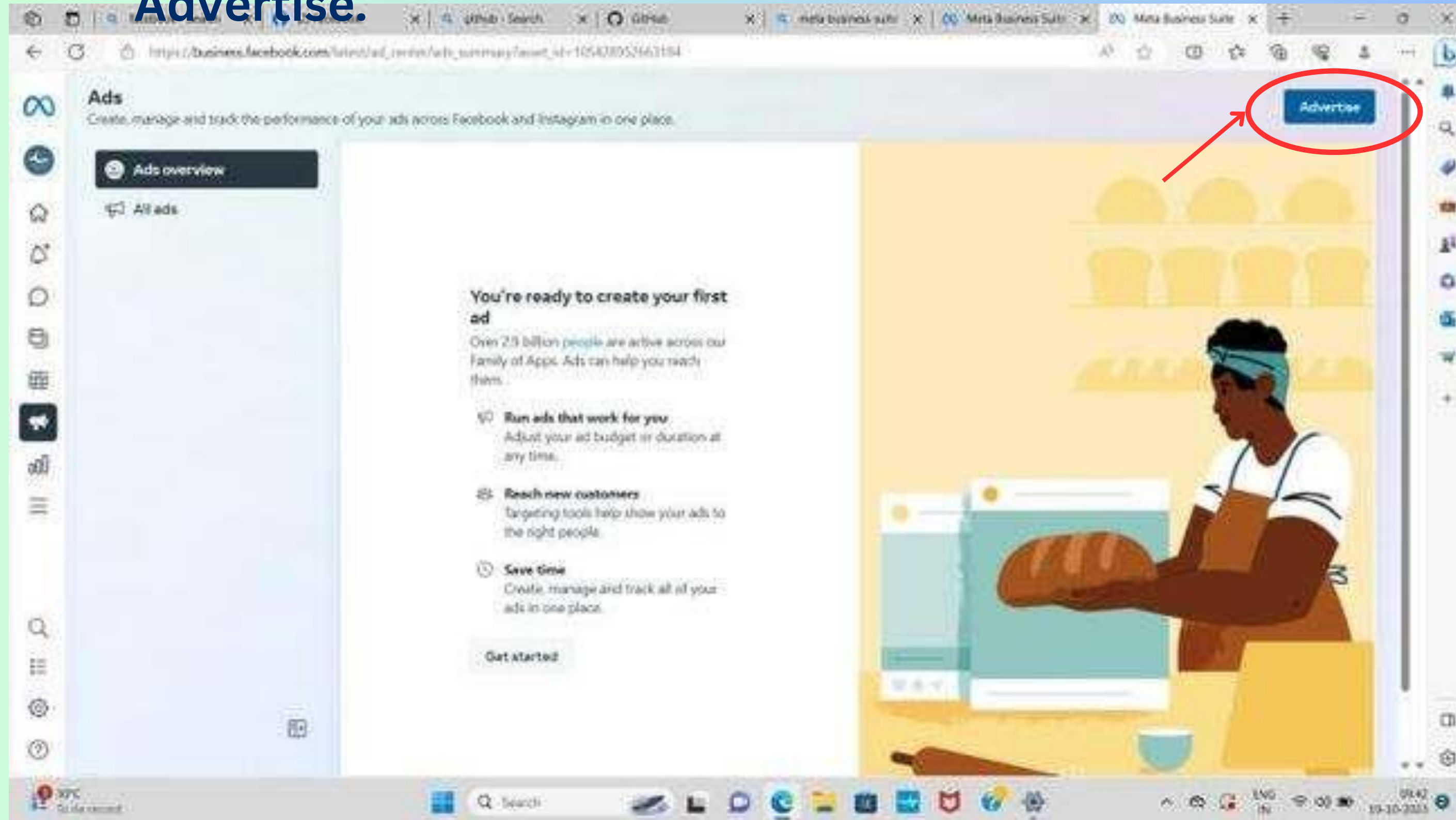
1) Open Facebook Business page, click on Get started.



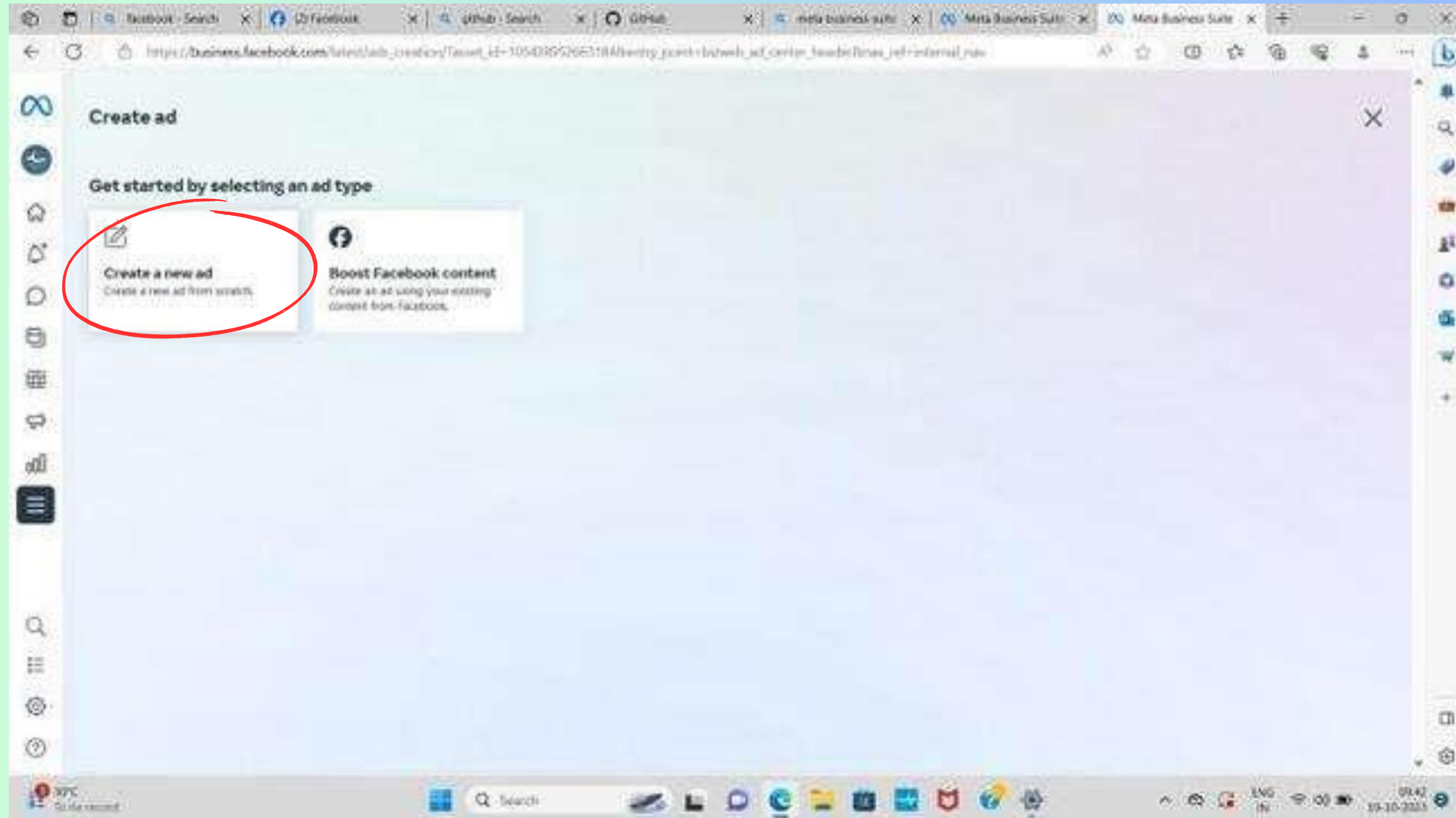
2) Open the Ads option.



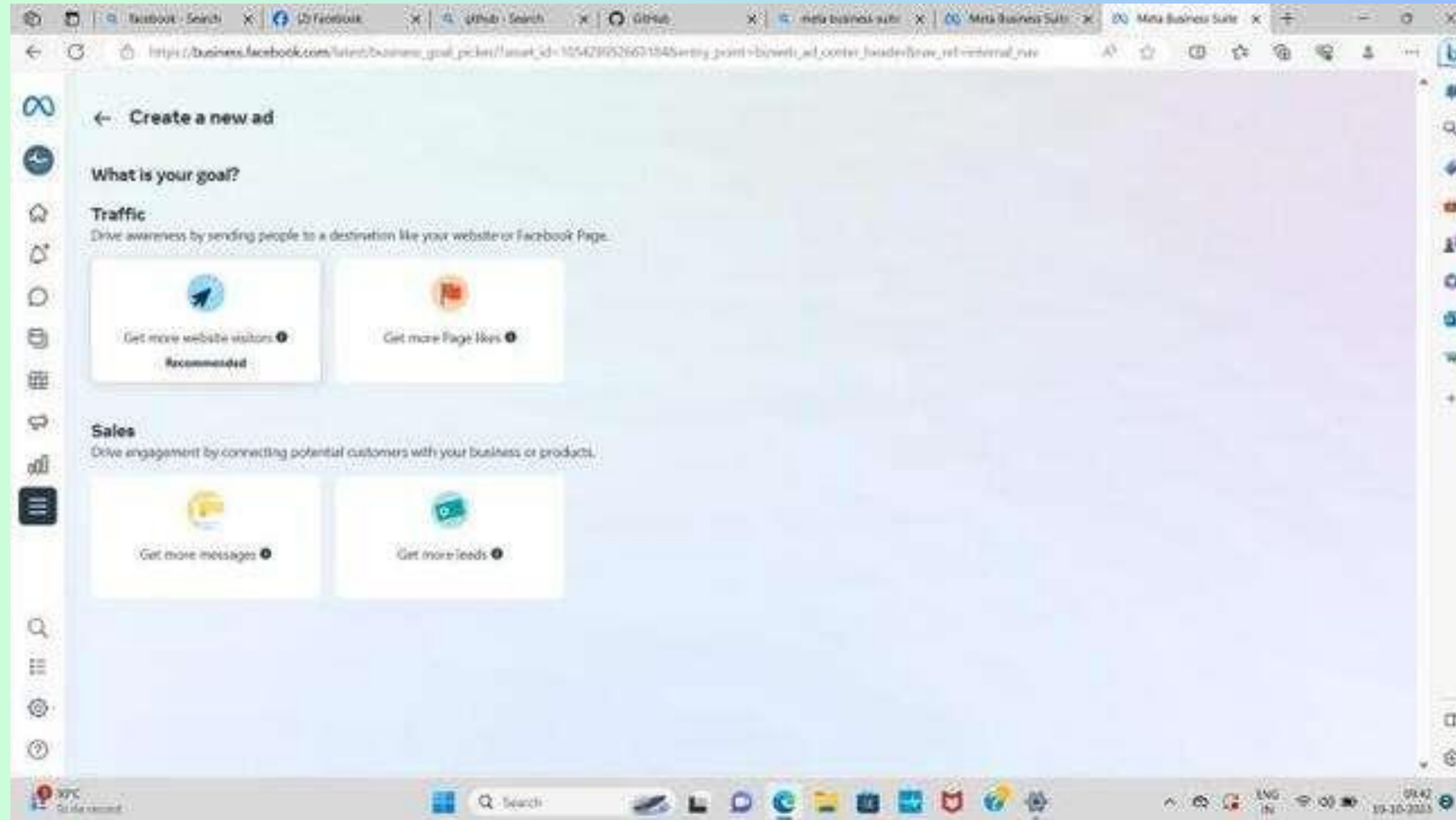
3) In ads option, click on Advertise.



4) Click on create a new ad.



5) After clicking on create a new ad, choose the goal.



6) Give description for your ad.

The screenshot displays the Facebook Business Suite interface for creating a website promotion ad. The main section is titled "Promote your website". Under "Ad creative", there's a question "How do you want your ad to look?" and a button "Use a post". Below this is the "Description" field, which is highlighted by a red arrow and contains the text "Baby & children's clothing store". The "Media" section shows a selected image of a clothing store. On the right, the "Ad preview" section shows how the ad will look, including the business name "cuteouts", the description "Baby & children's clothing store", and a "Apply now" button. The bottom of the screen shows the Windows taskbar with various application icons and the system clock.

7) Upload medias for the post and give the website URL.

The screenshot displays the Facebook Business Suite interface for promoting a website. The main section is titled "Promote your website" and features a preview of a clothing store. Below the preview, there are fields for "Headline" (Cuteouts), "Button label" (Apply now), and "Website URL" (https://cuteouts12.website.com/cuteouts). A red circle highlights the "Upload new" option under the "Choose image" section, and a red arrow points to the "Website URL" field.

Choose image
Select a different image for your ad

- Choose image
- Upload new** (highlighted with a red circle)
- Crop image

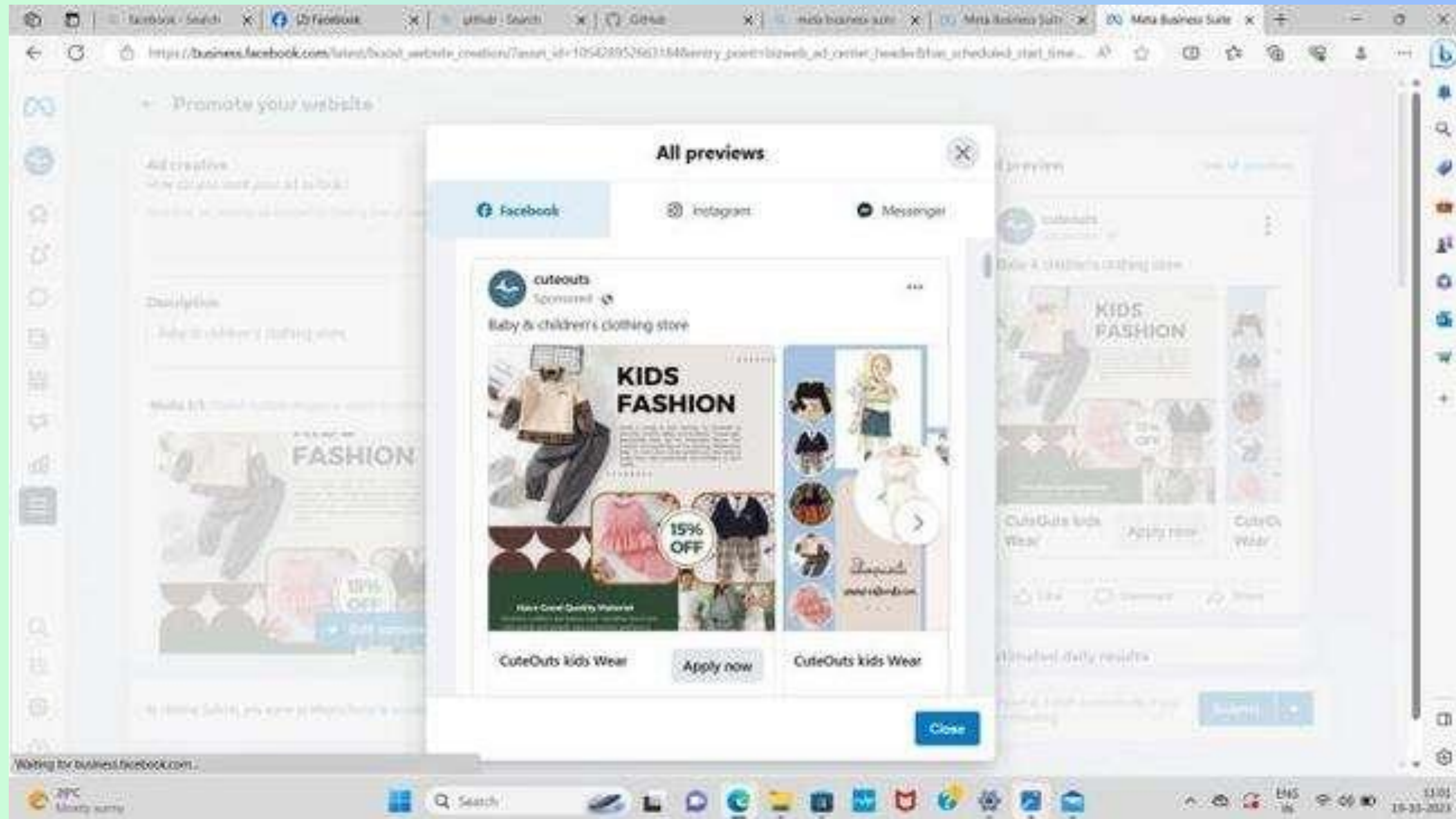
Estimated daily results

Metric	Value
Cost per account reached	2K
Cost per click	15
Cost per conversion	17

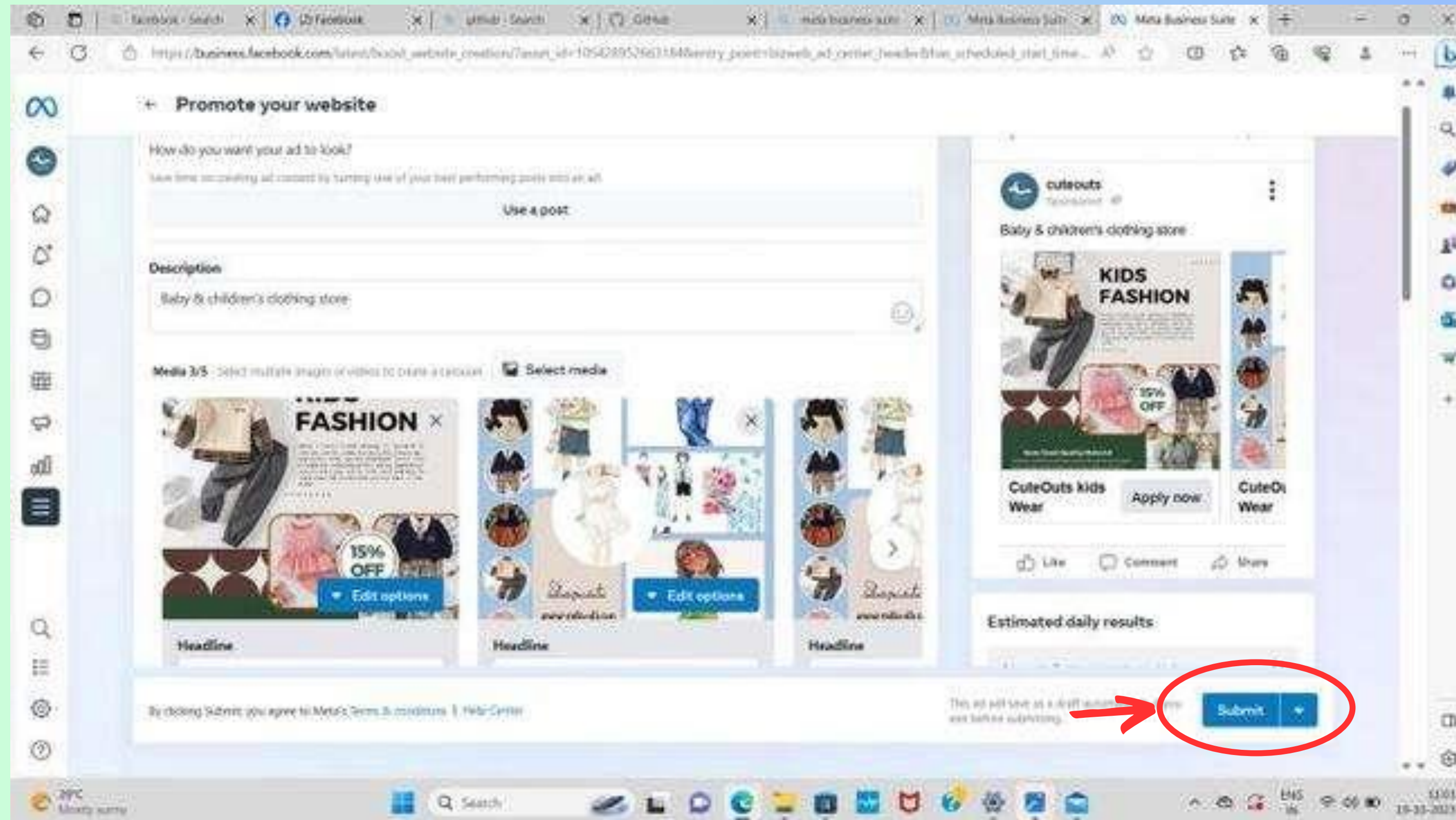
Payment summary
Your ad will run for 7 days.

Submit

8) Preview the Ad post.



9) After previewing, submit the ad.



10) Now the ad is being created.

The screenshot shows the Facebook Business Suite interface. A modal window titled "Your ad is being created" is centered on the screen. The modal contains the following information:

- Status:** In review
- Goal:** Get more website visitors
- Total budget:** ₹500/day x 7 days = ₹3,500 INR
- Estimated CPM:** ₹105.14 INR
- Total amount:** ₹3,500 INR
- Payment method:** ₹0.00

A red circle highlights the "Go to Ads" button at the bottom right of the modal. The background shows the Facebook Business Suite dashboard with various metrics and a sidebar on the left.

11) Lastly, the ad for the brand is now posted on the social media page.

The screenshot displays the Meta Business Suite interface. On the left is a sidebar with navigation options: Home, Notifications, Inbox, Content, Planner, Ads, Insights, and All tools. The main content area shows a 'Recent ads' section with a card for an ad titled 'Website visitors' with the goal 'Get more website visitors'. Below this, a performance summary table is shown:

Created by Cuteouts		View ad
Link clicks	0	
Amount spent	₹0.00	
Reach	0	
Cost per Link Click	—	

At the bottom, there is a section 'Explore more ways to grow' and a 'Get Started on Meta Business Suite' progress indicator showing 1 of 4 steps completed. The Windows taskbar at the bottom shows the date as 10-10-2023.

Video link:

<https://fb.watch/nNPlooounH/?mibextid=Nif5oz>

*Thank
you!*