# Meta Ads for EdTech Company
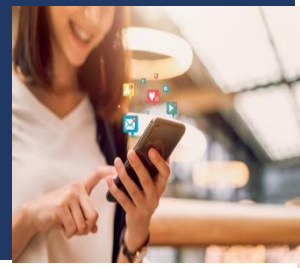
In Meta Business Suite desktop, click on Ads from the left sidebar. Then select Create ad in the top right.

Ad creative: Select a format, upload your photo or videos, and fill in your ad text and headline. You can also select your call to action and whether you want to use Meta Advantage+ placements.

Special ad category: Select whether you're running an ad for credit, employment or housing offers. Learn more about choosing a special ad category.

Audience: Select who you want to see the ad based on specific traits, such as their interests, location, gender, age group and more. You can select an audience that we've created for you, such as people who like your Page, or you can select an audience you've used before. Click Create New Audience to use a new group.

Schedule and duration: Select a start date and start time for your ad. You can choose how long you'd like the ad to run by editing Days or select an End date to determine your ad's duration.

Daily budget: Select a daily budget. This is the amount that you will spend on your ad each day for the duration of your ad.

Privacy Policy: Fill in the information for the title of your policy and a link to the policy to include it with your ad.

On the right-hand side, you can preview how your ad will look. Click the Preview drop-down menu to see how it will look across different formats.

When you've finished, click Promote now.

## Overview

Meta Ads, formerly Facebook Ads, is an effective way to build brand awareness and connect with customers. It's where you can get customers to sit up and take notice of your creative ads on Facebook, Instagram, Messenger, and Meta Audience Network.

## Why Meta Ads?

The Meta platform aims for highly detailed audience segmentation. It has a subtle approach, sliding into a user's social feeds naturally and effortlessly. Its visually engaging content shows images and tells a story. There's a mass appeal in getting people to interact at a social level.

The potential to scale your business with Meta Ads is strengthened by these three cornerstones:

The opportunity to share creative helps clients find sources of hidden revenue which will boost click-through rates (CTRs) and increase return on ad spend (ROAS) and media efficiency ratio (MER)

Timing: If your message reaches the right people at the right time, you are guaranteed to optimize and increase conversions to capture more sales

Brand awareness allows clients to grow their list of custoTers, which will drive website traffic; leads and sales are inevitable

1. Targeting the Right Audience

Niche Audience: Edtech companies cater to specific segments such as students, teachers, parents, and professionals. Proper segmentation and targeting of the correct demographic or interest group can be tricky.

Changing Demographics: Educational needs vary with age, location, and current trends. Reaching an audience that's receptive to online education while avoiding irrelevant users can be challenging.

2. Ad Fatigue

Limited Creative Variety: Users in the edtech space often see similar ads repeatedly, leading to ad fatigue. Keeping the creative fresh and engaging can be demanding, requiring constant experimentation with ad formats, copy, and visuals.

3. Ad Content Restrictions

Compliance Issues: Edtech ads often need to follow stringent guidelines, especially around the language used to avoid misleading claims. There's a thin line between compelling marketing and making false promises.

Approval Delays: Ads can sometimes get stuck in approval for a long time or get rejected due to platform rules, especially when mentioning certifications, job guarantees, or other outcome-based promises.

4. Tracking & Measurement

Attribution Complexity: It can be difficult to properly attribute conversions, especially when students or parents may see an ad multiple times before making a decision. This makes optimizing campaigns challenging.

5. Ad Performance Testing

A/B Testing Limitations: While A/B testing is crucial for improving ad performance, it requires significant time and resources, especially in the fast-moving digital world. Many companies struggle to run these tests efficiently.

# NICHE MARKET SELECTION FOR META Ads TARGETING

**1. Age**
**Primary Target: 22 - 35 years**
**Secondary Target: 18 - 45 years**
**2. Gender**
**All genders, but with a focus on millennials and Gen Z**
**3. Education Level**
**Bachelor's degree holders or higher Field of Study: Business, Marketing, Communications, Technology, or related fields**
**Additional: People interested in upskilling in digital fields (mid-career professionals)**
**4. Occupation**
**Primary: Marketing professionals, content creators, data analysts, entrepreneurs, tech enthusiasts**
**Secondary: Students or recent graduates in business or digital fields, freelancers, small business owners**
**5. Location**
**Urban areas with high digital adoption rates**
**Countries: Focus on high-growth digital markets like the USA, India, UK, Canada, Australia, and major European cities.**

# LEARNINGS FROM THE PROJECT

**1.Target Audience Identification**
**Learning: You'll develop skills in identifying the right audience segments based on demographics and educational needs.**

**2. Ad Creative Development**
**Learning: Creating effective ad copies, visuals, and calls-to-action that resonate with the target audience.**

**3.Performance Metrics and Analytics**
**Learning: Understanding and interpreting ad performance metrics such as click-through rate (CTR), conversion rates, cost-per-click (CPC), and return on ad spend (ROAS).**

**4.Understanding the Sales Funnel Learning: Mapping the customer journey from awareness to conversion and creating ads for each stage of the funnel.**

**5.Cross-Platform Integration**
**Learning: Integrating Meta Ads with other marketing tools and platforms like Google Analytics, CRM systems, or landing pages.**

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*Submission date:*
## 31th August 2024

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