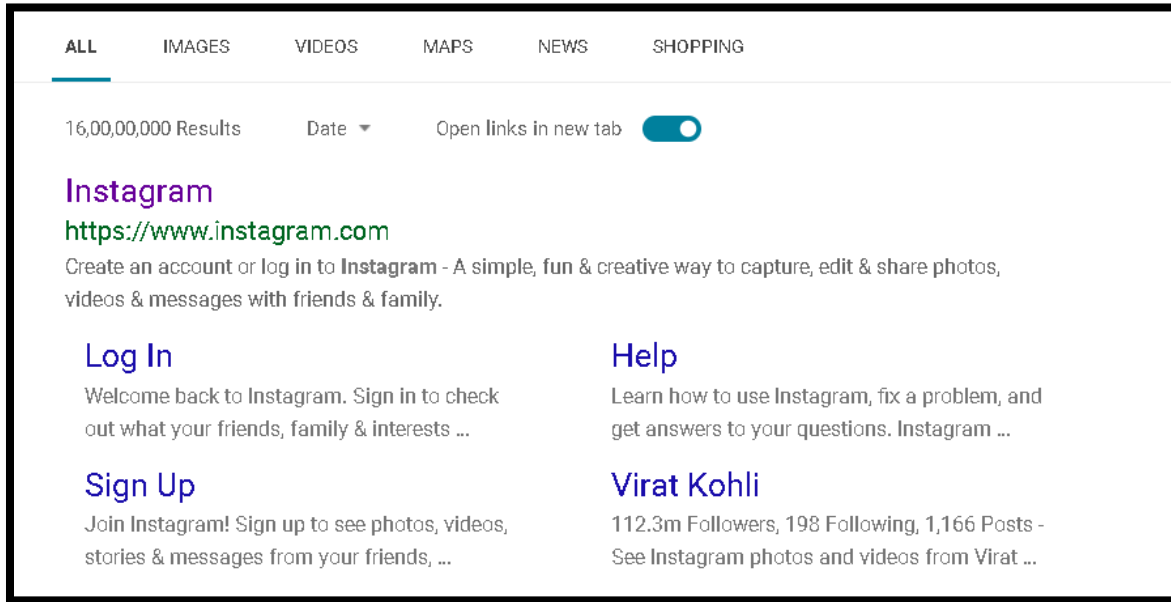


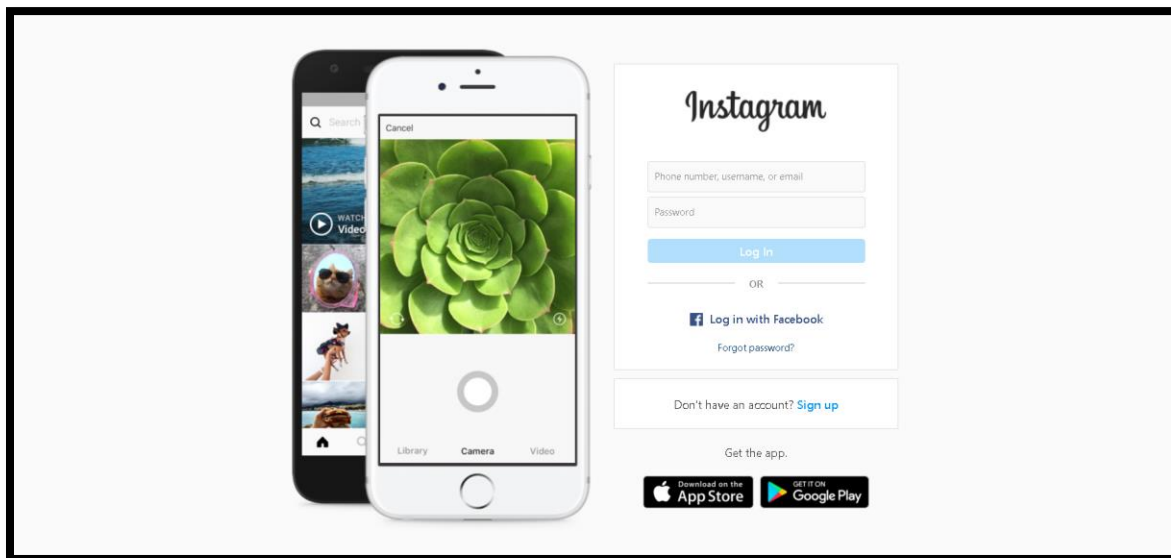
WORKSHEET – 9

AIM: Create an Ad Campaign with Instagram Page of your brand/ Business/Website. You need to note down all the steps and add some snap shot also in your work.

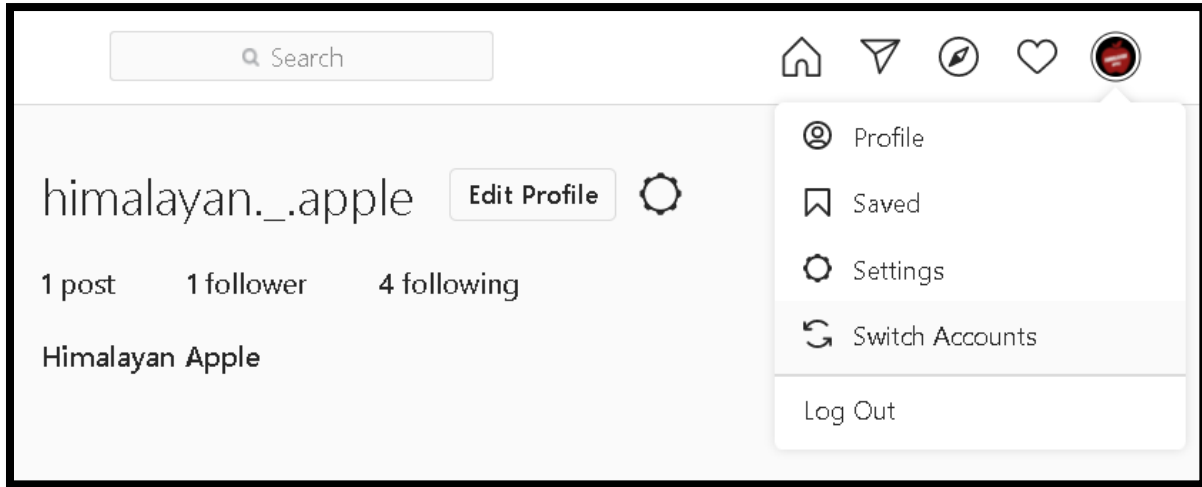
STEP 1: Go to Google and search www.instagram.com.



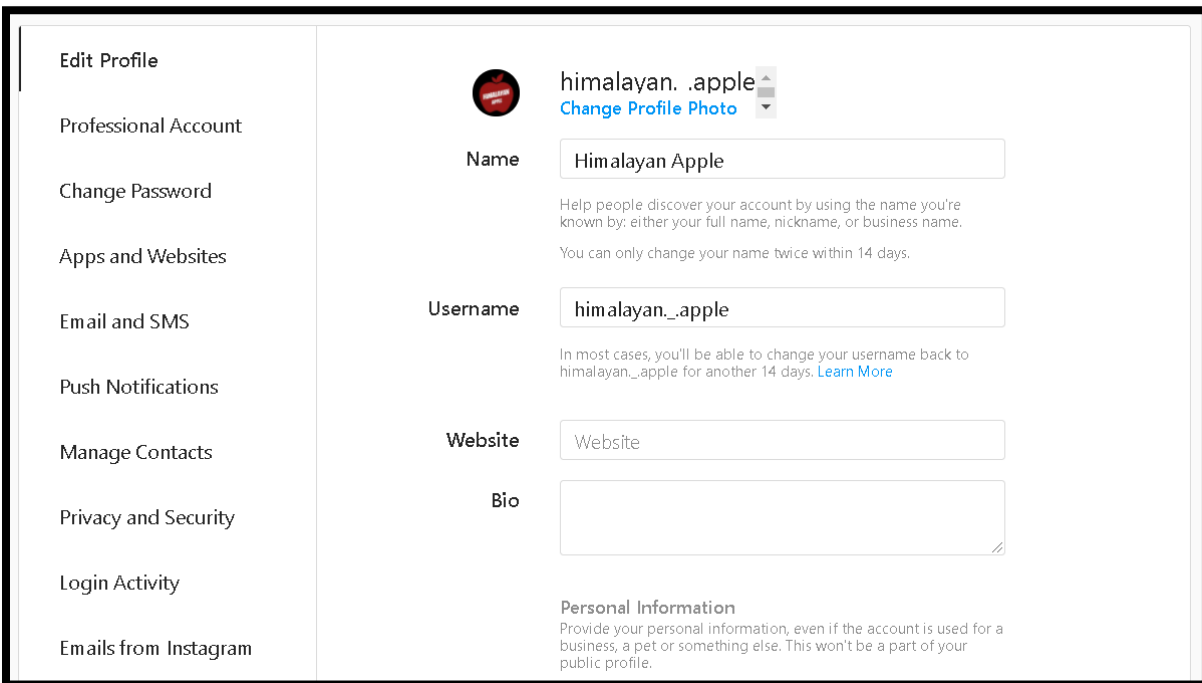
STEP 2: Login with your Instagram id if already have or create a new one.



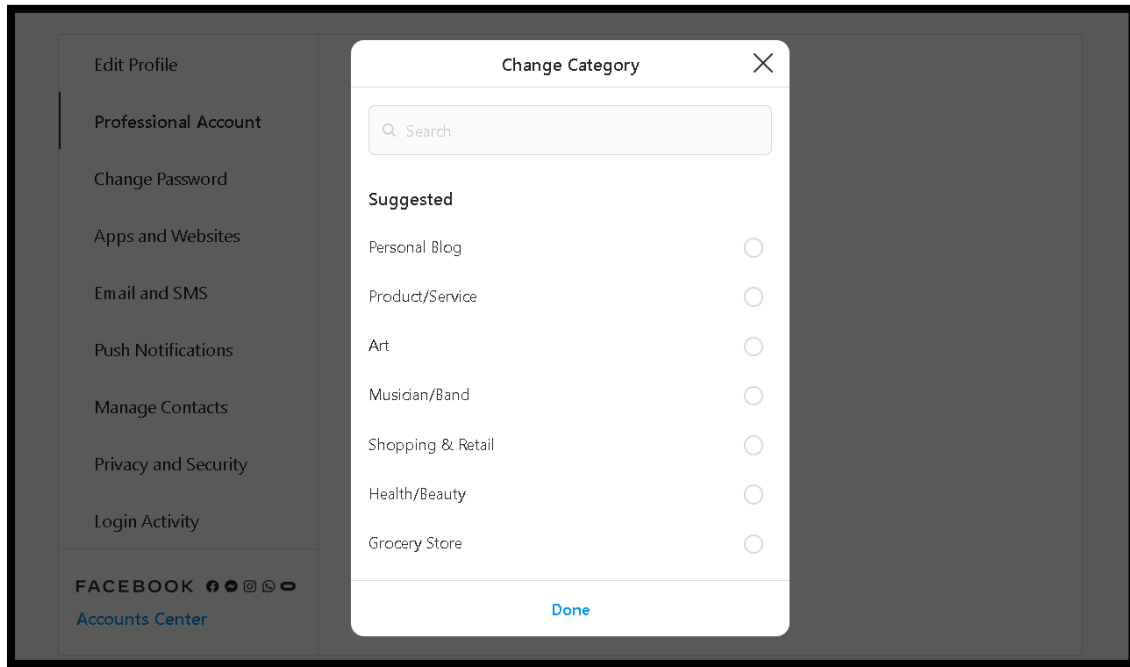
STEP 3: After the login go to the settings at the right corner.



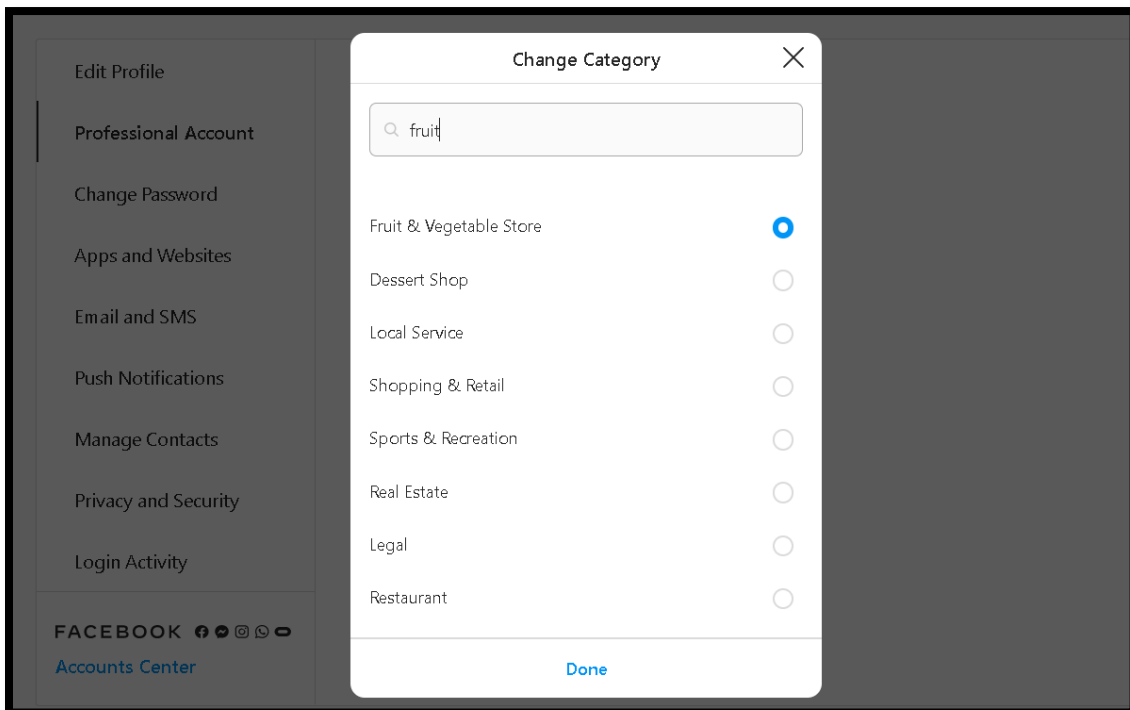
STEP 4: After going to setting there will be option of switch of professional account click on it.



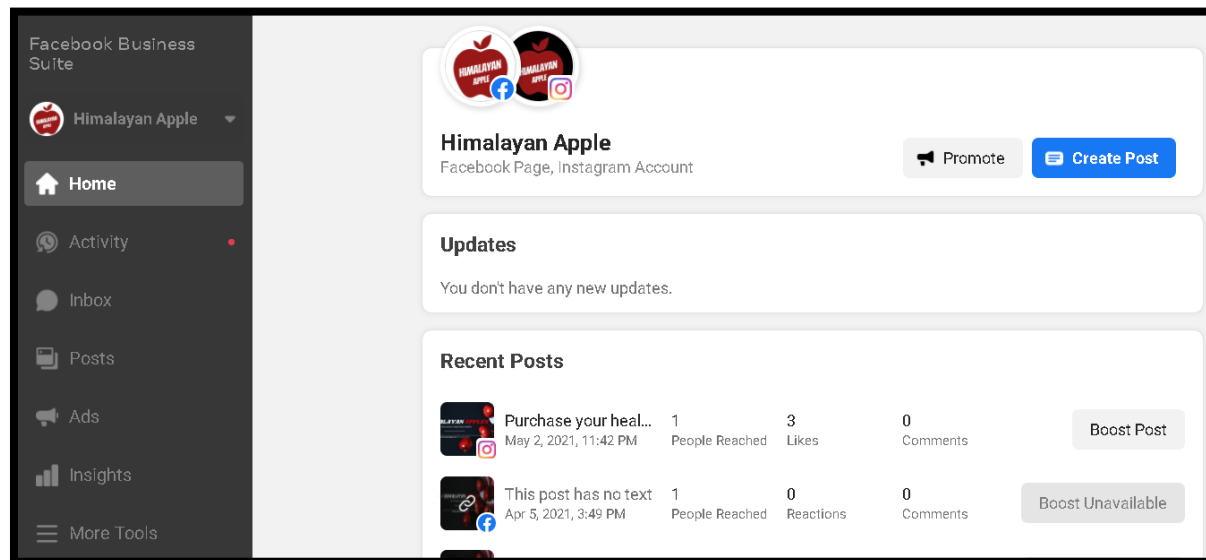
STEP 5: After clicking on next there appears a window with which category your business is select the type of category.



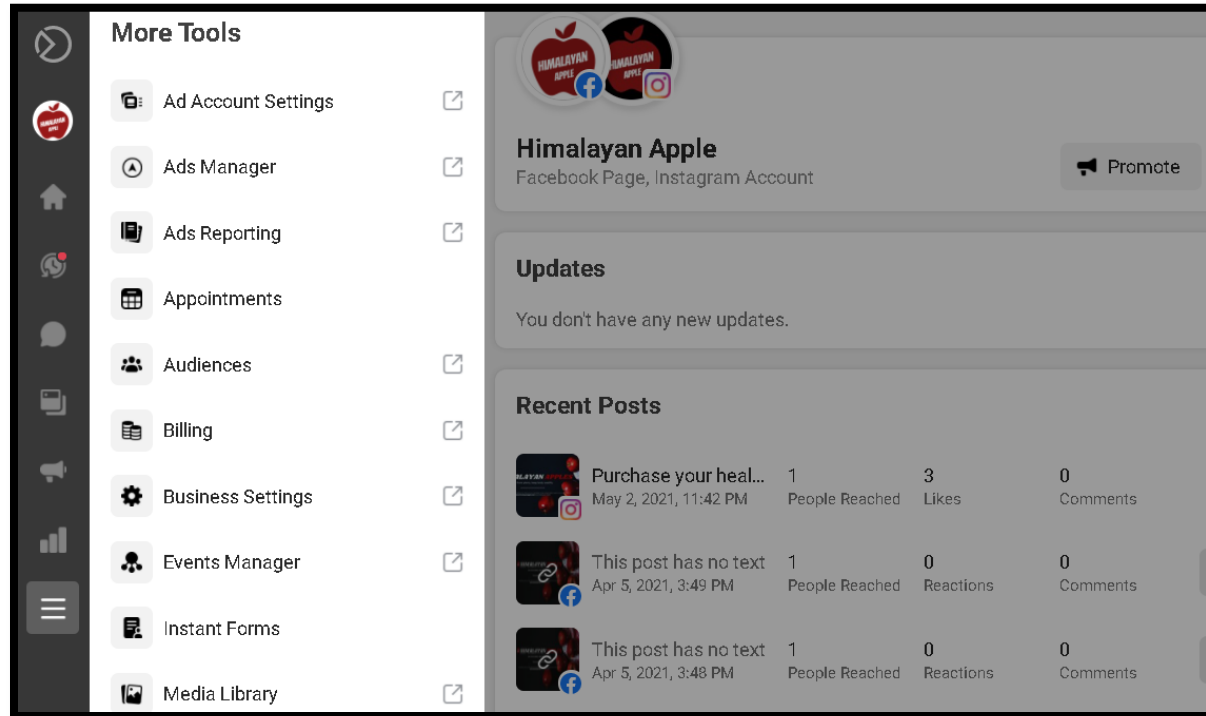
STEP 6: After clicking on done your business page will be ready for use.



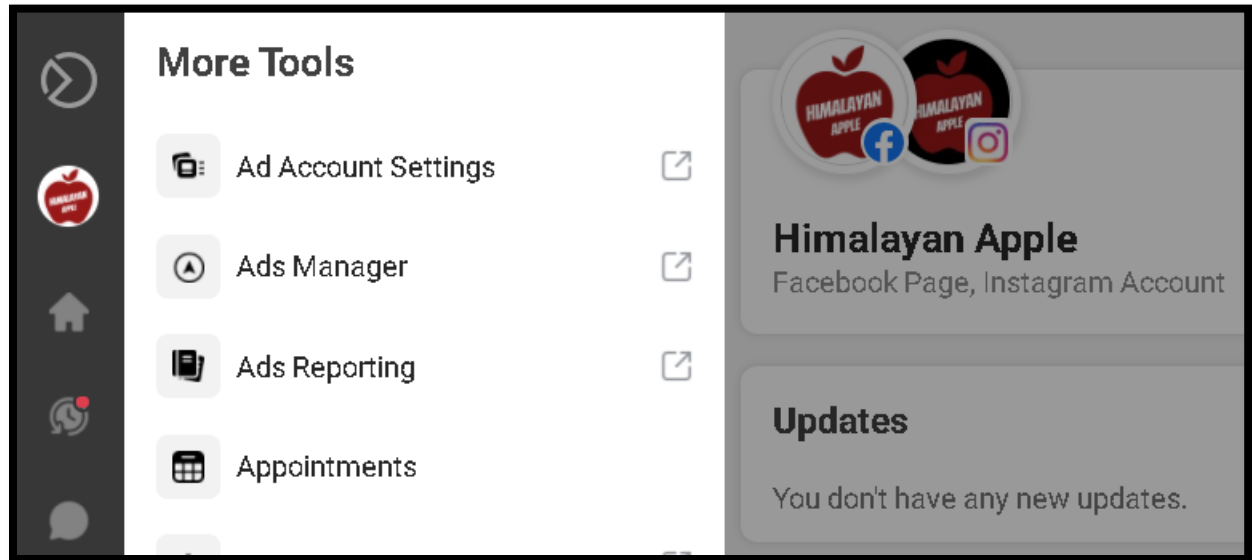
STEP 7: Go to business.facebook.com



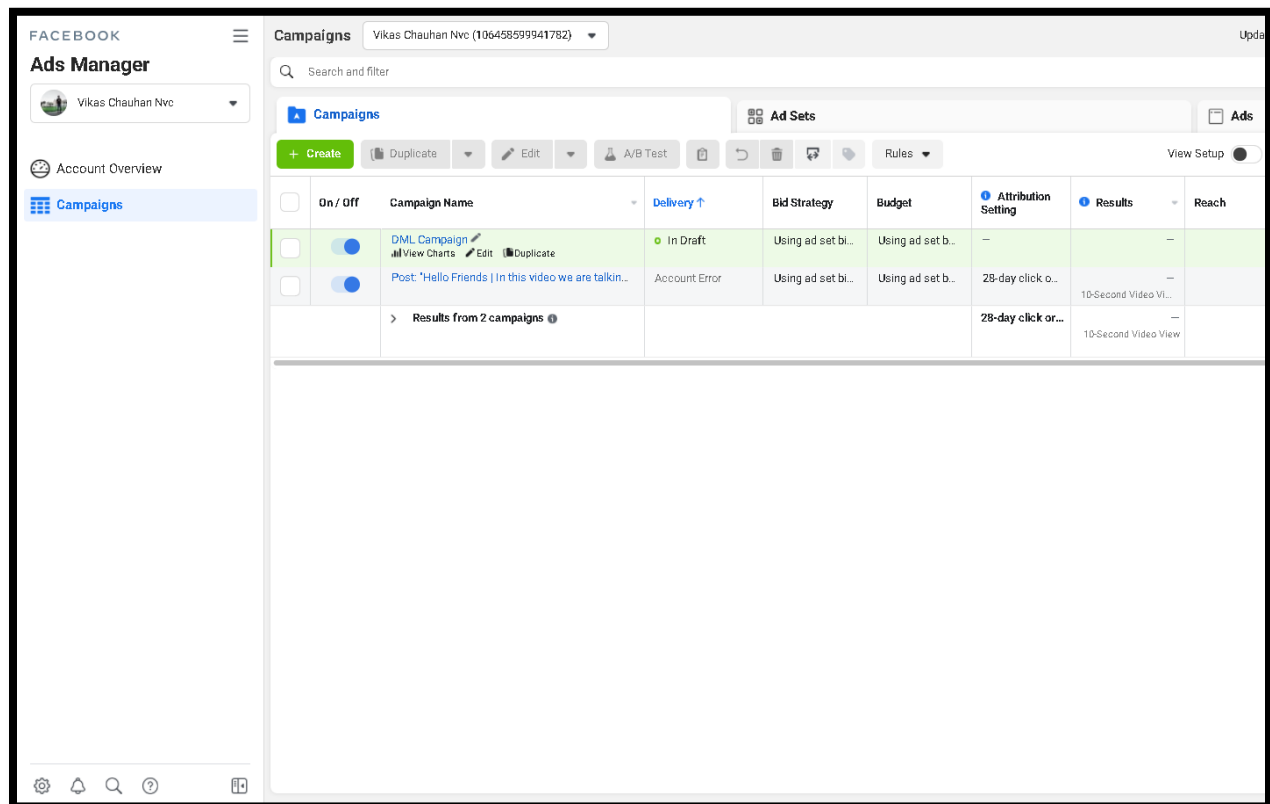
STEP 8: Go to more tool.



STEP 9: click on ad manager.



STEP 10: Click on create campaign.



STEP 11: Set your campaign name

Campaign Name [Create Name Template](#)

DML Campaign

Special Ad Categories
You're required to declare if your ads are related to social issues, elections or politics. [Learn More](#)

No categories declared

STEP 12: Set your campaign objective.

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness
☐ Brand awareness
☐ Reach

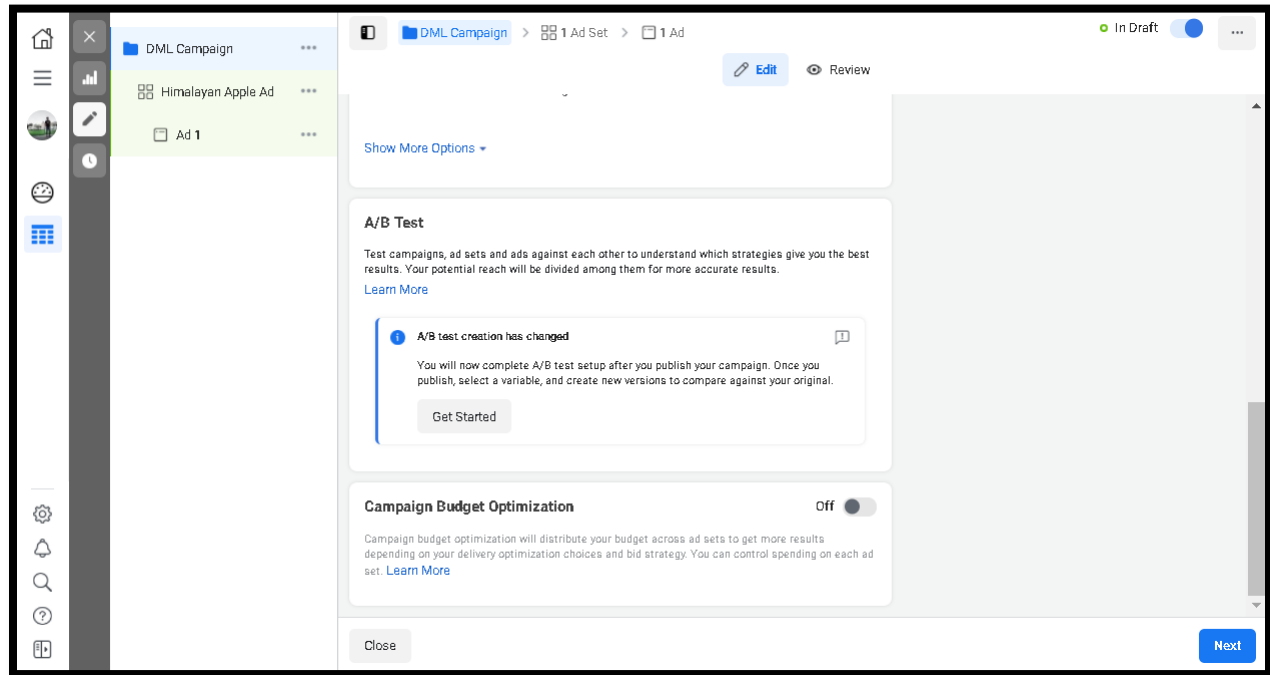
Consideration
☒ Traffic
☐ Engagement
☐ App installs
☐ Video views
☐ Lead generation
☐ Messages

Conversion
☐ Conversions
☐ Catalog sales
☐ Store traffic

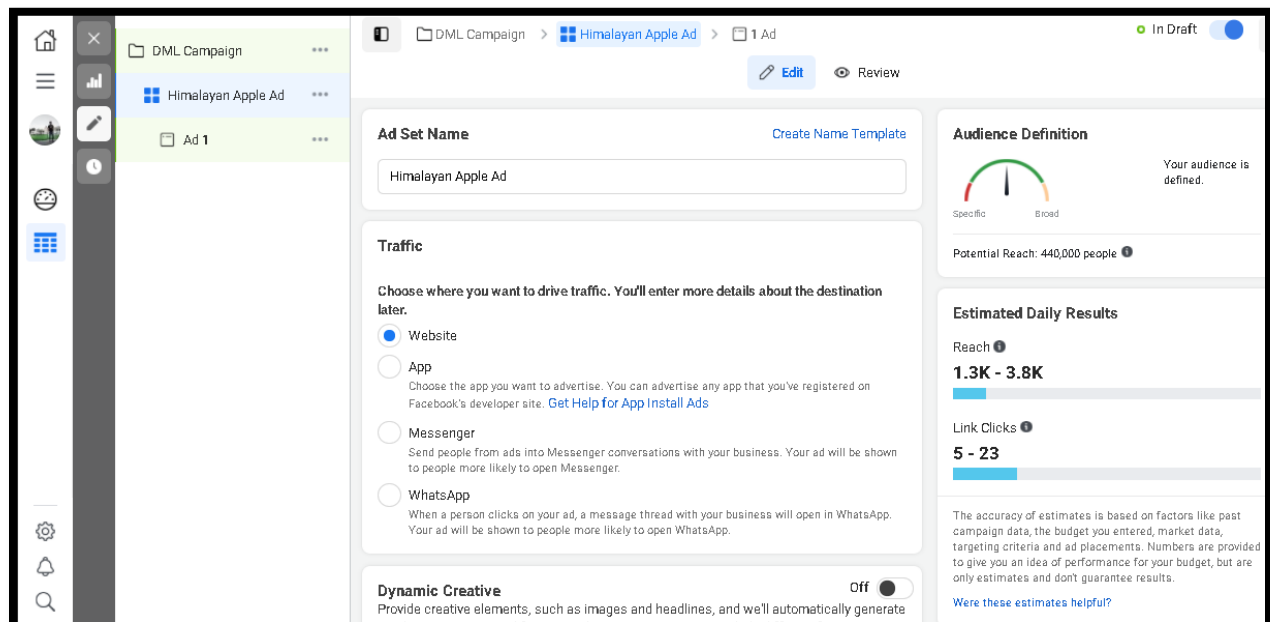
Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

STEP 13: Check campaign and click on next



STEP 14: Set ad name and checkout traffic.



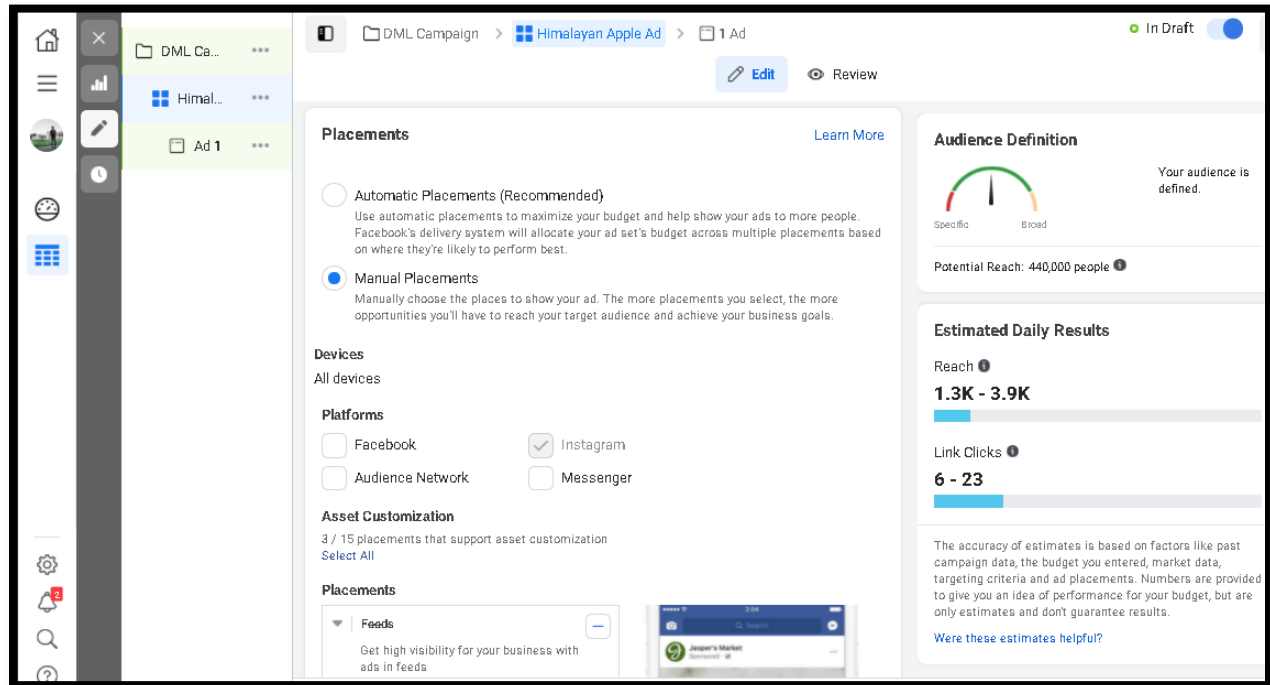
STEP 15: Set budget and schedule of your ad.

The screenshot shows the Facebook Ads Manager interface. The left sidebar contains navigation icons. The main content area is titled 'DML Campaign > Himalayan Apple Ad > 1 Ad'. The 'Budget & Schedule' tab is selected. The 'Budget' section shows a 'Daily Budget' of ₹100.00 INR. The 'Schedule' section shows a 'Start Date' of May 5, 2021, at 12:12 AM (Kolkata Time), and an 'End' date of Jun 2, 2021, at 9:00 AM (Kolkata Time). The 'Audience' section is partially visible. On the right, the 'Audience Definition' section shows a 'Potential Reach' of 440,000 people. The 'Estimated Daily Results' section shows a 'Reach' of 1.3K - 3.8K and 'Link Clicks' of 5 - 23. A 'Back' button is at the bottom right.

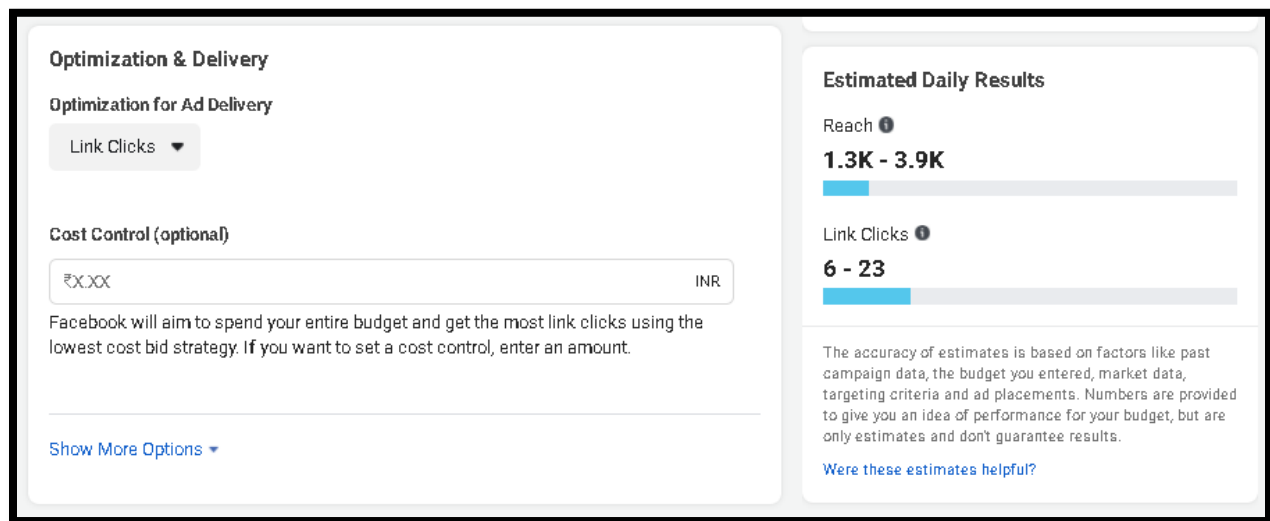
STEP 16: Set your ad audience

The screenshot shows the Facebook Ads Manager interface. The left sidebar contains navigation icons. The main content area is titled 'DML Campaign > Himalayan Apple Ad > 1 Ad'. The 'Audience' tab is selected. The 'Audience' section shows 'Define who you want to see your ads. Learn More'. The 'Create New Audience' section is active, showing 'Custom Audiences' and a search bar. The 'Locations' section shows 'India: Chandigarh'. The 'Age' section shows '18 - 40'. The 'Gender' section shows 'All genders'. The 'Detailed Targeting' section shows 'People Who Match' with interests like 'Student, Employment, Beer, Distilled beverage, Wine, Coffee, Energy drinks, Juice, Soft drinks, Tea, Baking, Recipes, Chinese cuisine'. On the right, the 'Audience Definition' section shows a 'Potential Reach' of 440,000 people. The 'Estimated Daily Results' section shows a 'Reach' of 1.3K - 3.9K and 'Link Clicks' of 6 - 23. A 'Back' button is at the bottom right.

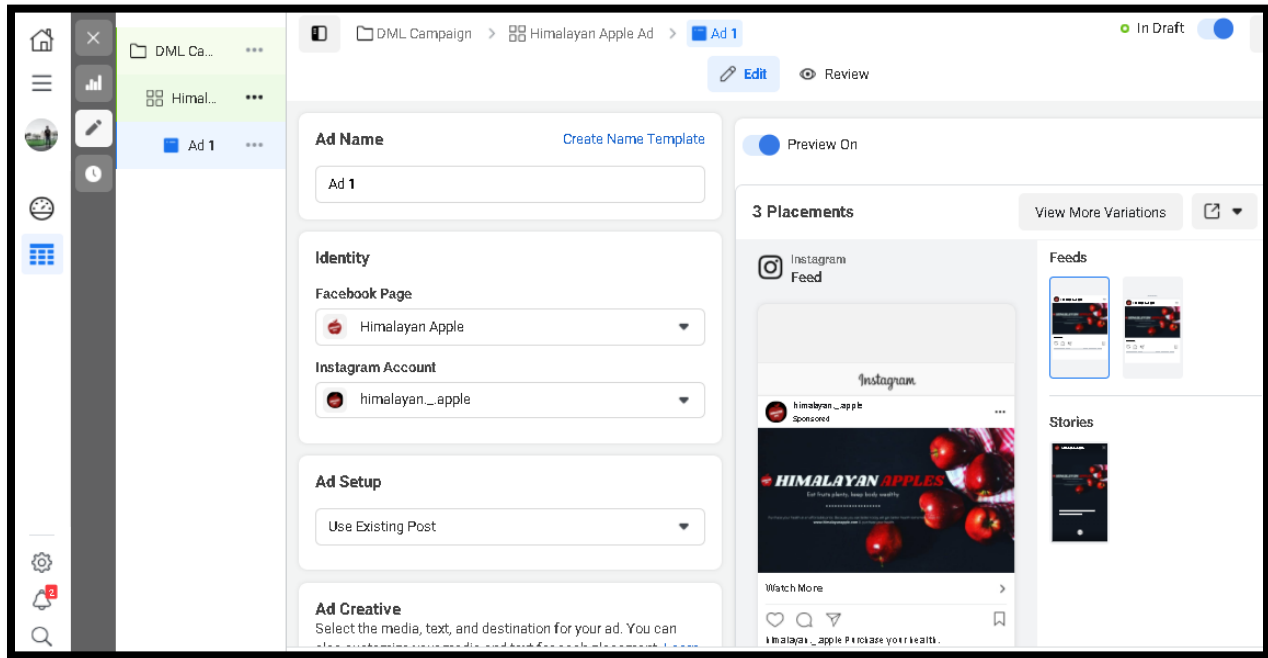
STEP 17: Set your ad placement to Instagram.



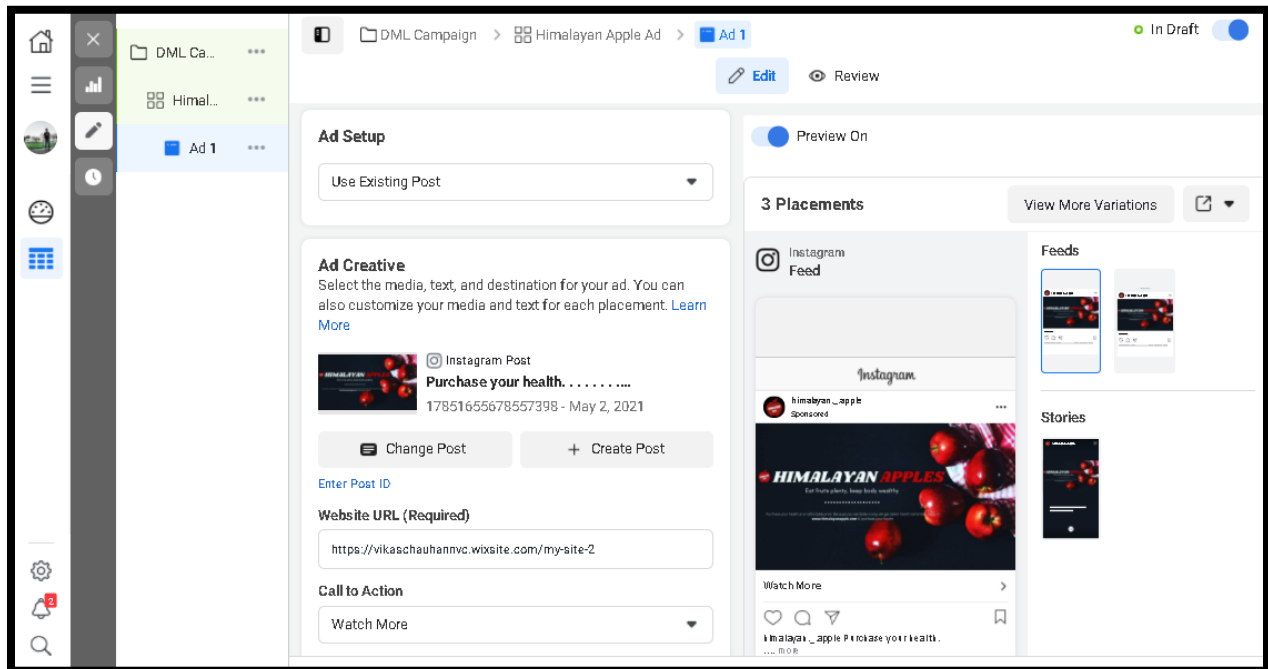
STEP 18: Check and click on next.



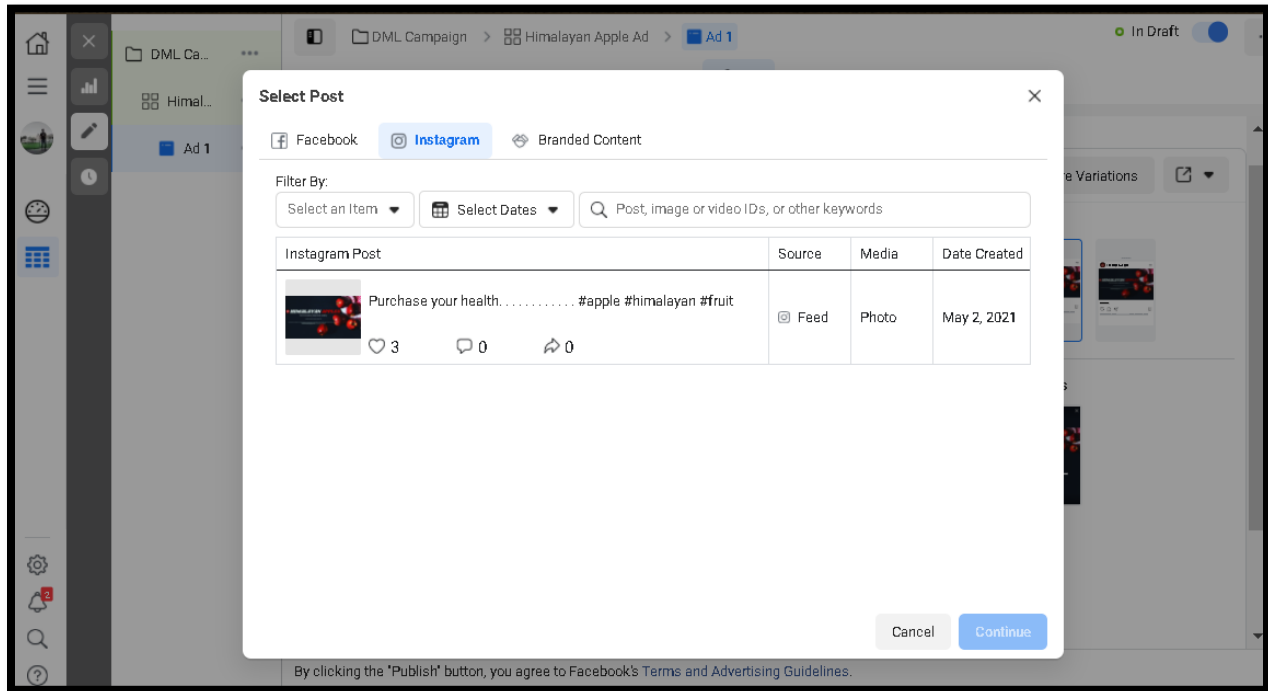
STEP 19: Set ad name and connect your page to Instagram.



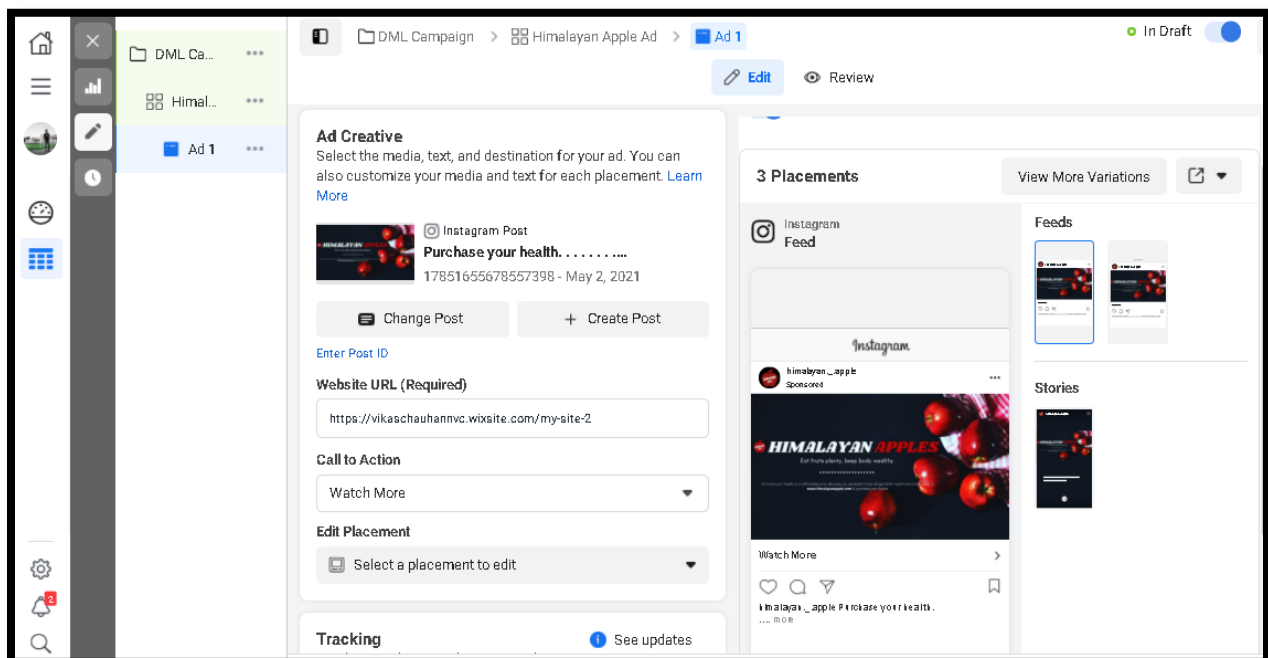
STEP 20: Choose a post in ad set up.



STEP 21: Select existing posts and use them for promotion and click on publish



STEP 22: Insert the website link on which you want traffic and then click on publish



STEP 23: Payment for run your advertisement on Instagram

Add payment information

Location and currency [Edit](#)
India, Indian Rupee (INR)

Business and tax info [Edit](#)
Optional – Add a tax ID or address

Add payment method

Debit or credit card ☒

UPI ☐

PAYTM ☐

Net Banking ☐

☐ I have an ad credit to claim.

Your payment methods are saved and stored securely.
[Terms apply](#)