

WORKSHEET – 6

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

A **Facebook page** is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" a **page**.

I have created on Facebook page related to my website's brand name which is "Himalayan Apple". Also, I have added one post and essential details regarding that page. All the steps of making a Facebook page are explanation as following.

Step 1: Go to <http://www.facebook.com>

Step 2: Create and login your Facebook account

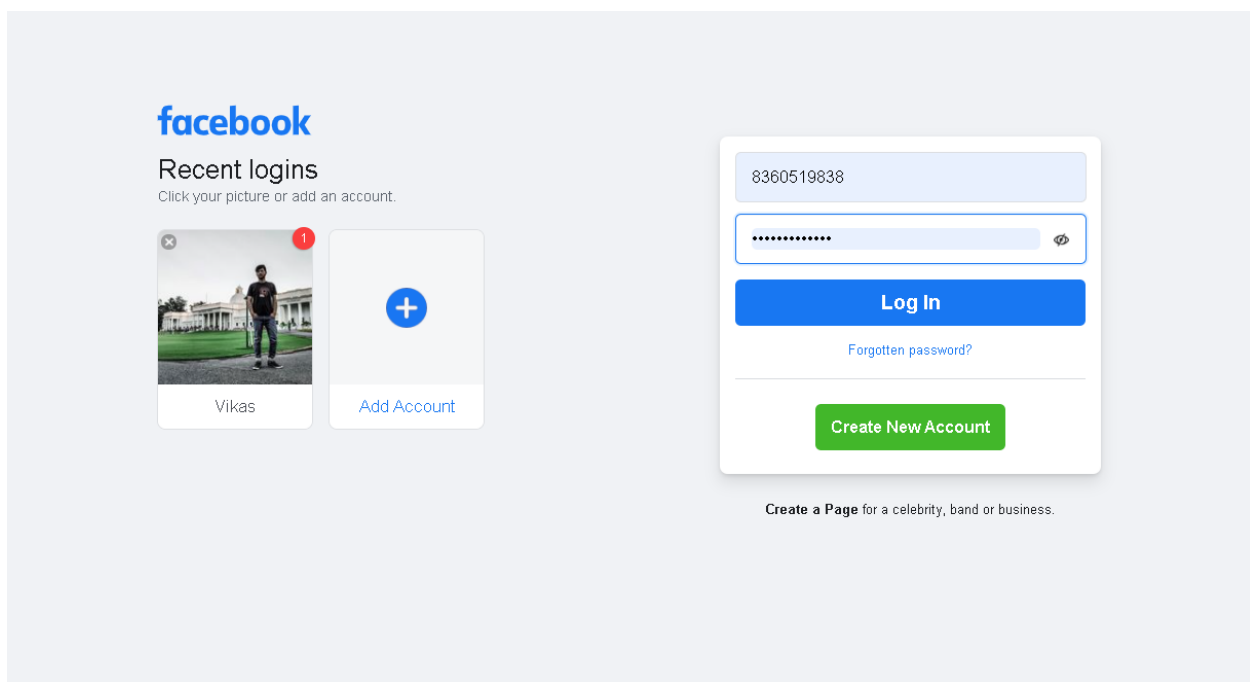
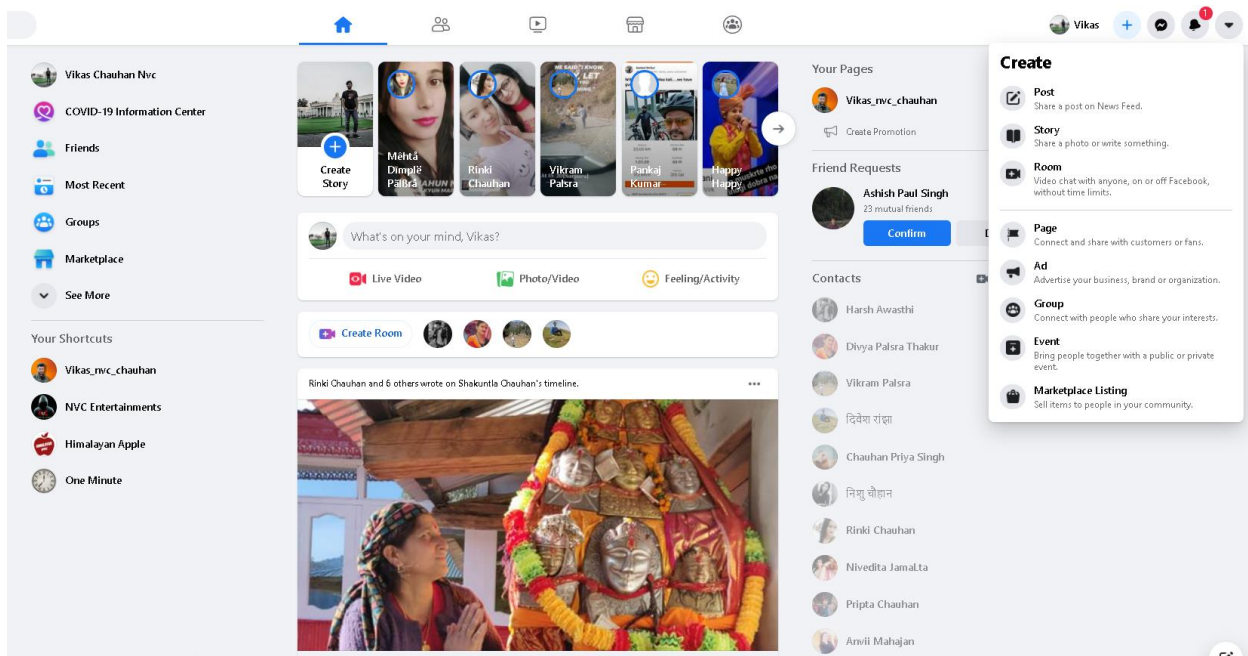
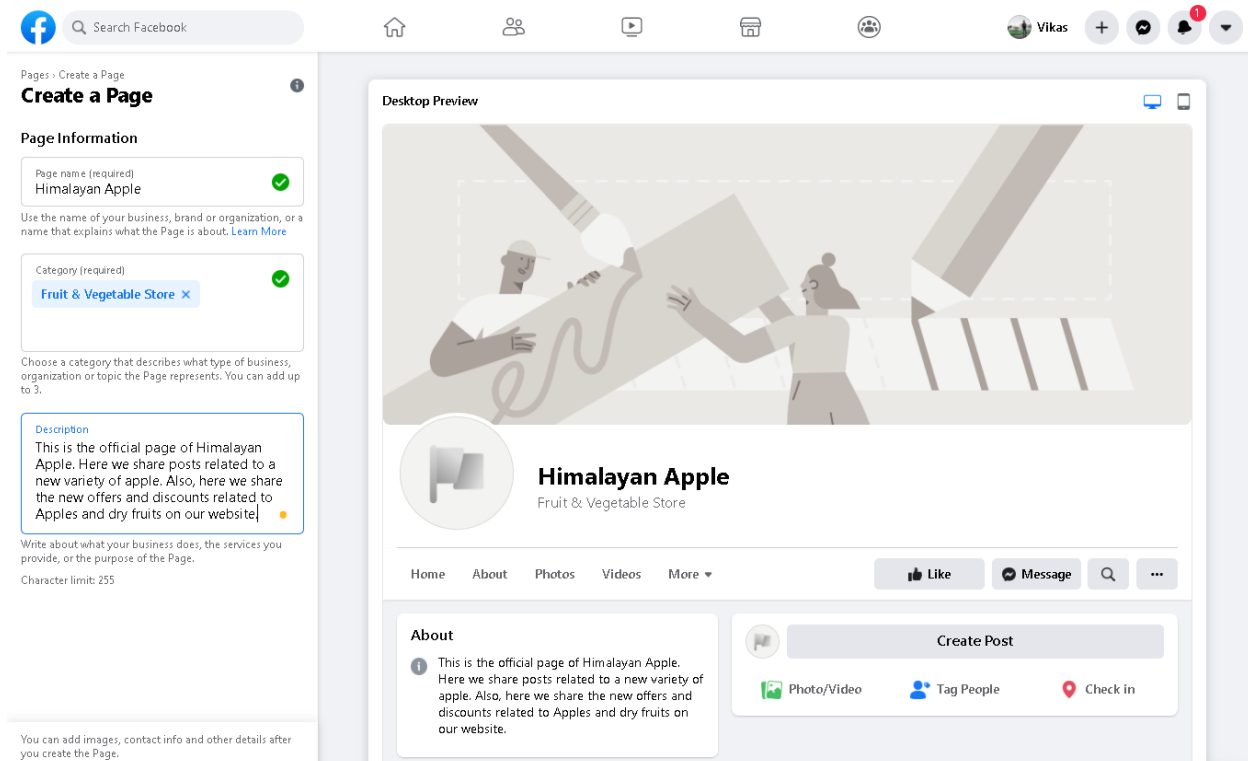


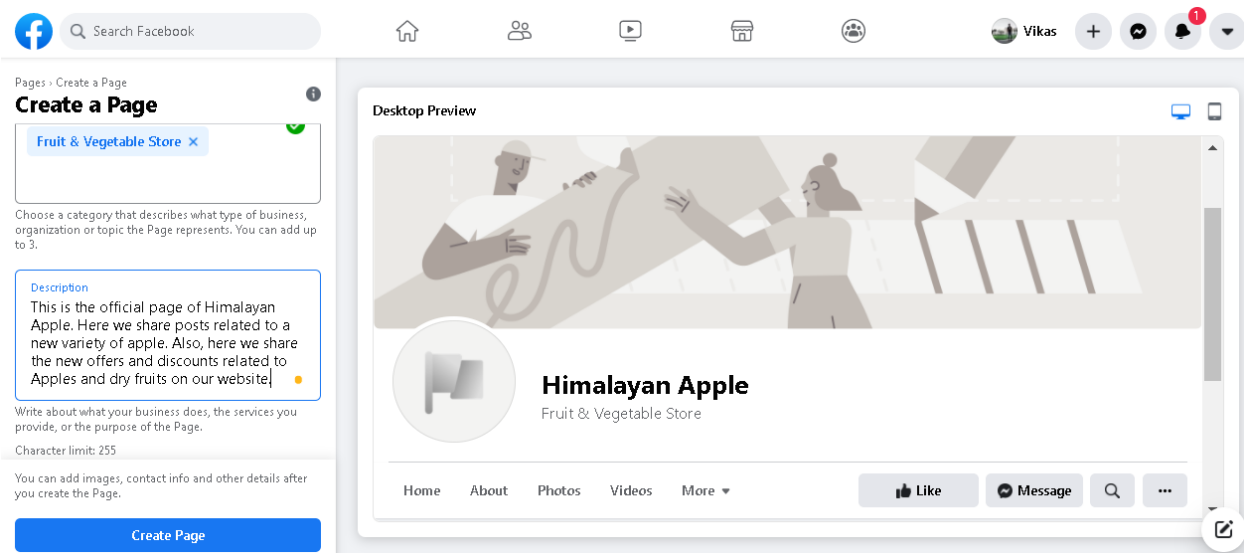
Fig 6.1: Log In page of Facebook

Step 3: Create a page



Step 4: Fill the description and details asked it requires page name, category and description

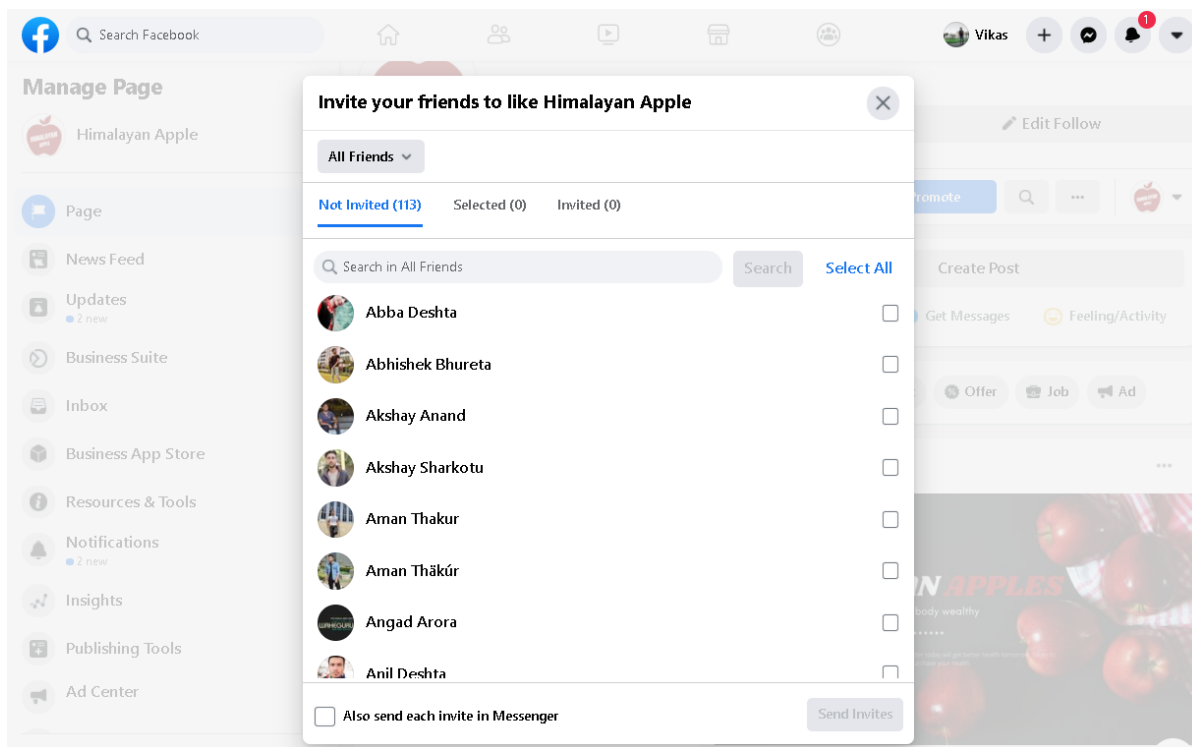




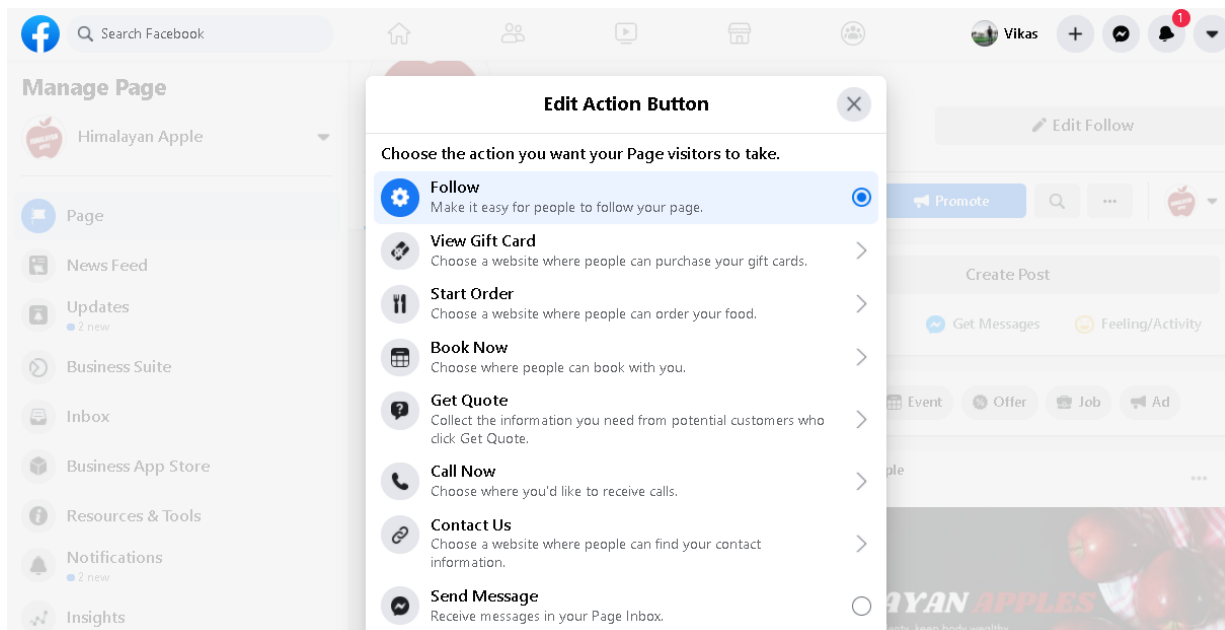
Step 5: Add your cover photo and profile picture



Step 6: Invite your friends to like the page



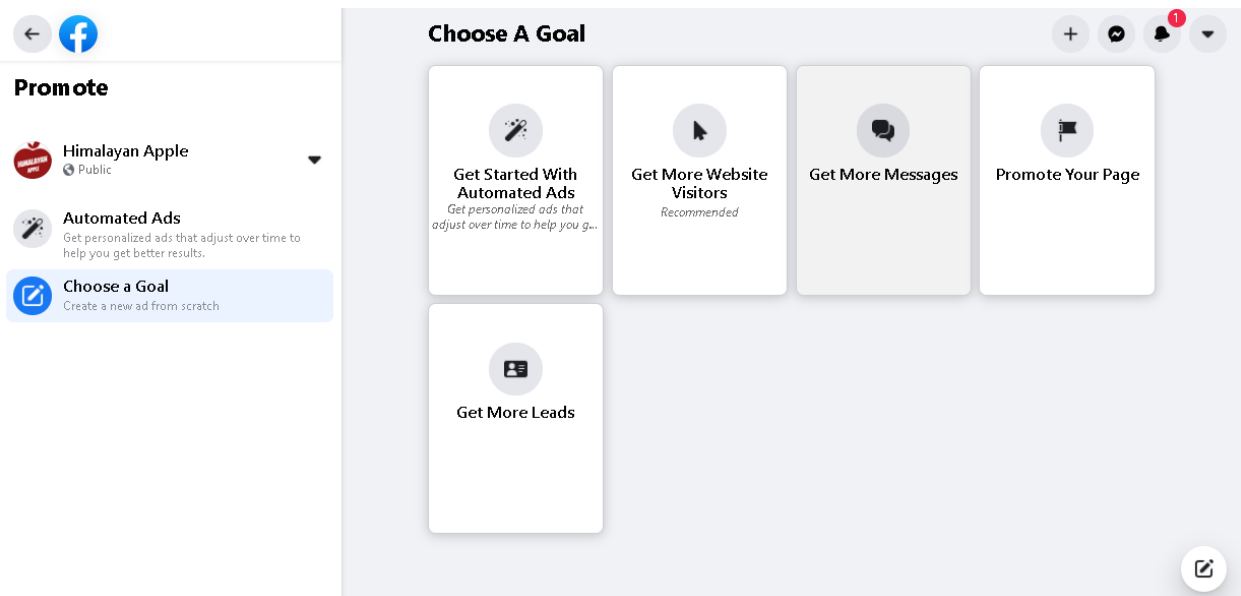
Step 7: Add button select as per your requirement



Step 8: Then click promote button



Step 9: Then you come to this click on promote your page

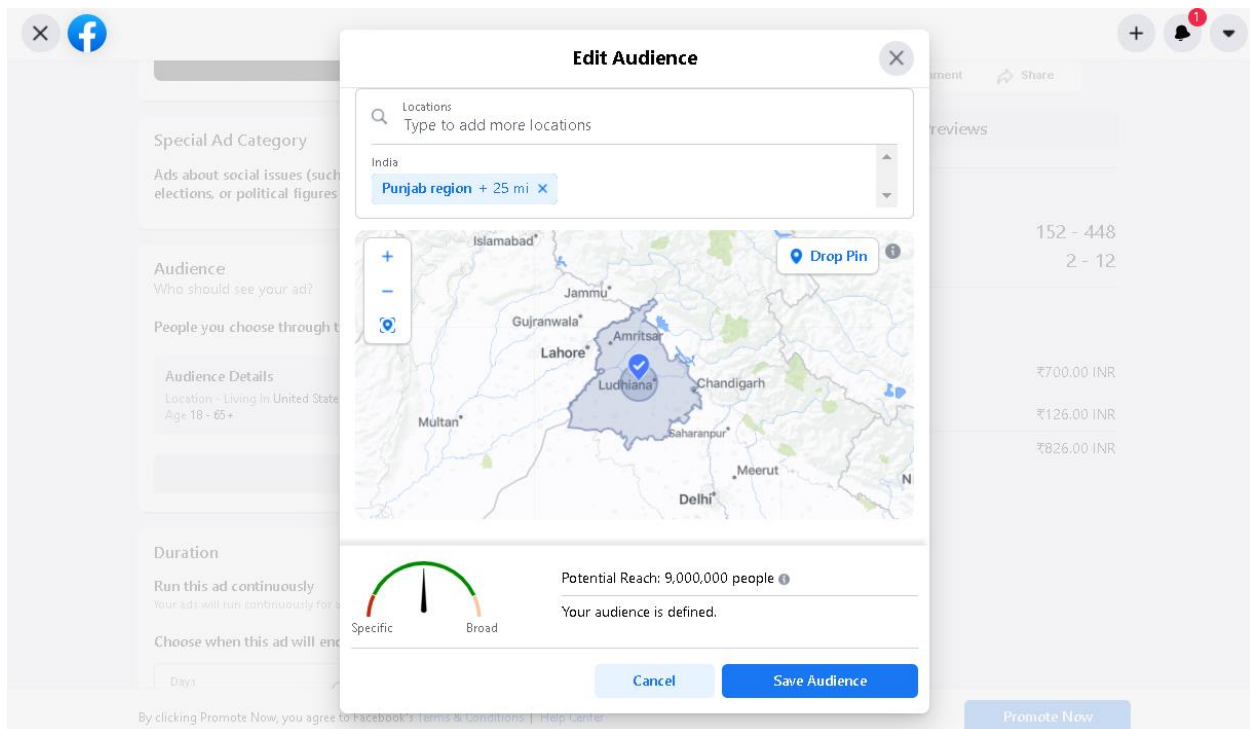


Step 10: Then your page look like this

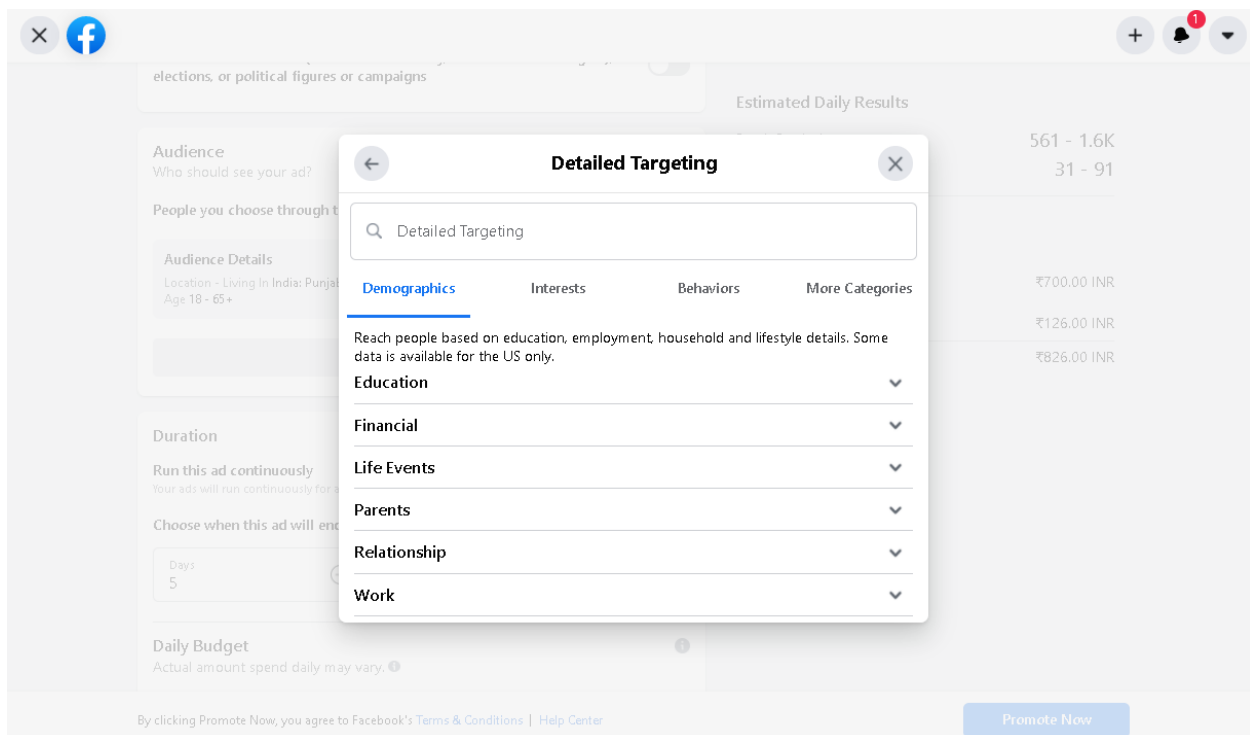
The screenshot shows the Facebook Ad Manager interface. On the left, the 'Ad Creative' section is active, displaying a description: 'This is the official page of Himalayan Apple. Here we share posts related to a new variety of apple. Also, here we share the new offers and discounts related to Apples and dry fruits on our website.' Below the description is a preview of the ad creative, which features a black background with red apples and the text 'HIMALAYAN APPLES' and 'Eat fruits plenty, keep body wealthy'. To the right, the 'Ad Preview' section shows how the ad will appear on a mobile device. It includes the same description and creative, along with a 'Like' button, a 'Comment' button, and a 'Share' button. Below the preview, there is a 'See All Previews' button and an 'Estimated Daily Results' section.

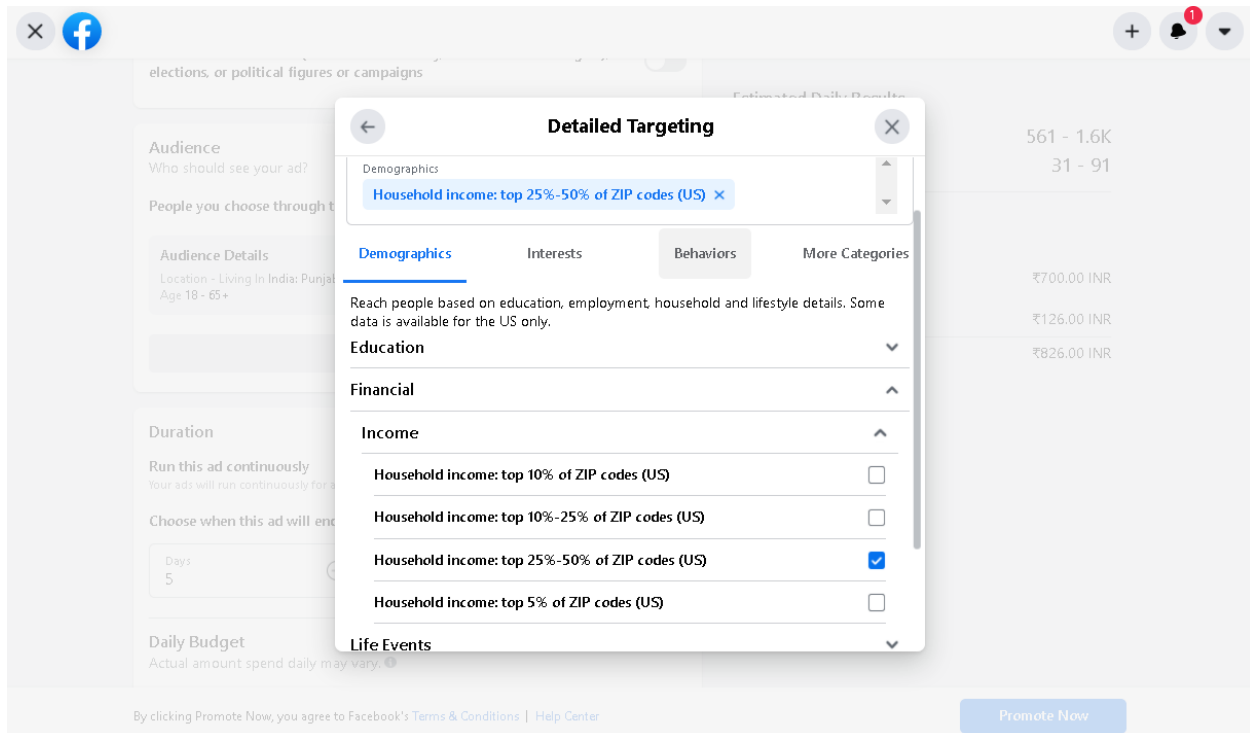
Step 11: Edit your audience as per requirement select age, location as per your convenience

The screenshot shows the Facebook Ad Manager interface with the 'Edit Audience' dialog box open. The dialog box allows users to select the location, age, gender, and interests of people they want to reach with their ad. The 'Gender' section has three buttons: 'All', 'Men', and 'Women'. The 'Age' section has a slider ranging from 18 to 65+. The 'Locations' section has a search bar and a list of locations, including 'India' and 'India + 25 mi'. Below the locations list is a map with a 'Drop Pin' button. The 'Duration' section has a gauge showing 'Specific' and 'Broad' options. The 'Potential Reach' section shows '310,000,000 people' and a message 'Your audience selection is fairly broad.' At the bottom of the dialog box are 'Cancel' and 'Save Audience' buttons.



Step 12: Click on detailed targeting and select your audience on the basis of demographic, interest, behavior and more categories





The image shows the Facebook Ad Targeting interface with the 'Detailed Targeting' modal open. The 'Demographics' tab is selected, showing a list of targeting options. The background shows the ad setup process with fields for Audience, Duration, and Daily Budget.

Detailed Targeting

Demographics

Household income: top 25%-50% of ZIP codes (US) ✕

Demographics Interests Behaviors More Categories

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

Education

Financial

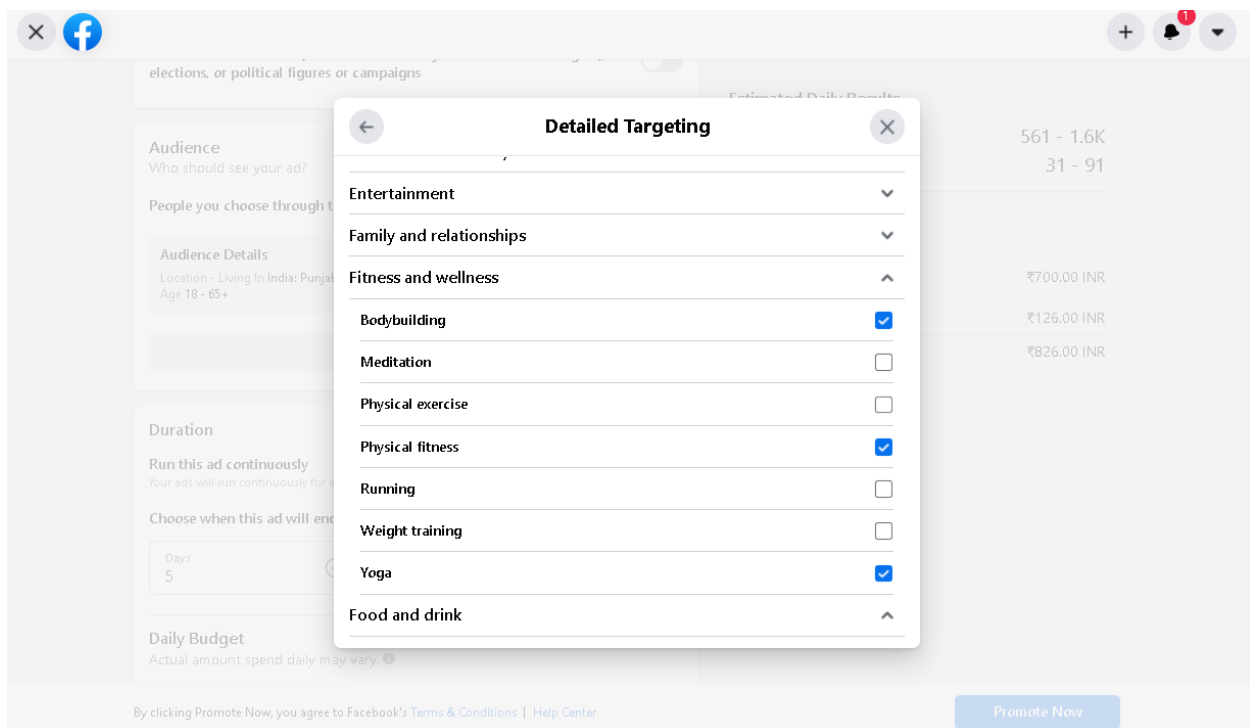
Income

- Household income: top 10% of ZIP codes (US) ☐
- Household income: top 10%-25% of ZIP codes (US) ☐
- Household income: top 25%-50% of ZIP codes (US) ☒
- Household income: top 5% of ZIP codes (US) ☐

Life Events

By clicking Promote Now, you agree to Facebook's Terms & Conditions | Help Center

Promote Now



The image shows the Facebook Ad Targeting interface with the 'Detailed Targeting' modal open. The 'Interests' tab is selected, showing a list of targeting options. The background shows the ad setup process with fields for Audience, Duration, and Daily Budget.

Detailed Targeting

Entertainment

Family and relationships

Fitness and wellness

- Bodybuilding ☒
- Meditation ☐
- Physical exercise ☐
- Physical fitness ☒
- Running ☐
- Weight training ☐
- Yoga ☒

Food and drink

By clicking Promote Now, you agree to Facebook's Terms & Conditions | Help Center

Promote Now

Step 13: Now here you can select the amount that you want spend each day for the promotion of your page

The interface shows the Facebook Ads setup process. On the left, the 'Daily Budget' section indicates a budget of ₹400.00 per day for 5 days, with a warning about approaching the spending limit. A slider is visible for adjusting the budget. On the right, the 'Estimated Daily Results' section shows a range of 1.6K - 4.6K people reached and 90 - 259 page likes. Below this, the 'Payment Summary' table is displayed:

Payment Summary	
Your ad will run for 5 days.	
Total budget	₹2000.00 INR
Estimated tax	₹360.00 INR
Total amount	₹2360.00 INR

At the bottom, the 'Payment Method' section shows an available balance of ₹0.00 and an 'Add Money' button.

Step 14: Make payment and Click on promote now

The interface is the same as in Step 13, but with the 'Add Funds' modal open in the center. The modal has a title bar with a close button. It contains the following sections:

- Amount to Add:** A text input field with 'Amount 2360.00' and a note: 'Your new prepaid balance will be ₹ 2,360.00'.
- Add Payment Method:** Four radio button options:
 - Debit or Credit Card (with Visa and Mastercard icons)
 - PAYTM (with PAYTM logo)
 - Net Banking (with a bank icon)
 - UPI (with a UPI icon)
- At the bottom right of the modal are 'Close' and 'Add Funds' buttons.

In the background, the 'Promote Now' button is visible at the bottom right of the page.