CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

Brand Name : **Ocean breezee**

Category **:** **Resort**

Target Audience : **All (Men, Women and Kids)**

Email **:** **Oceanbreezee@gmail.com**

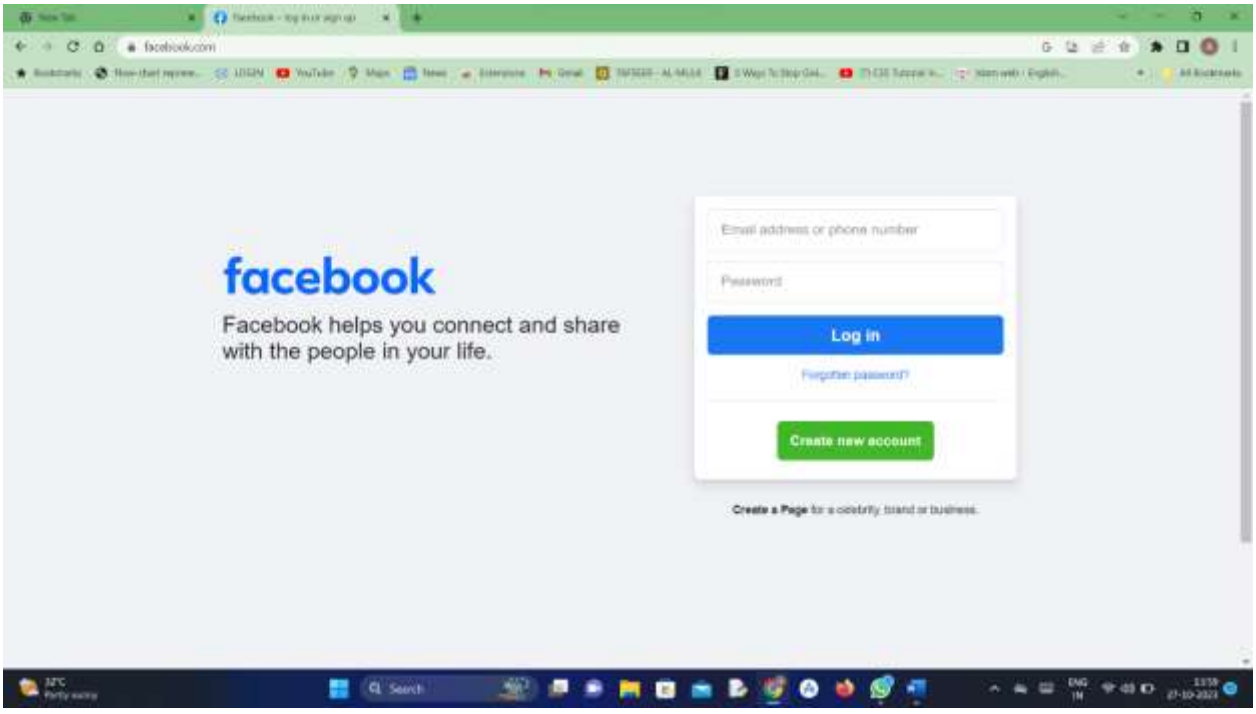
Documentation- With Attached Screenshots for Ad Campaign

INTRODUCTION:

Creating a social media ad campaign on Facebook involves a strategic process. Begin by defining clear campaign objectives, pinpoint your target audience using Facebook's robust targeting options, set a budget, and design compelling ad creatives with strong calls to action. Choose the appropriate ad format and placement, select a bidding strategy, and implement tracking tools for measurement. Launch your campaign, monitor performance, and regularly optimize based on data insights. Adherence to Facebook's advertising policies is essential, and reporting through Facebook Ads Manager will help gauge campaign success, ensuring that your campaign achieves its intended goals and maximizes return on investment.

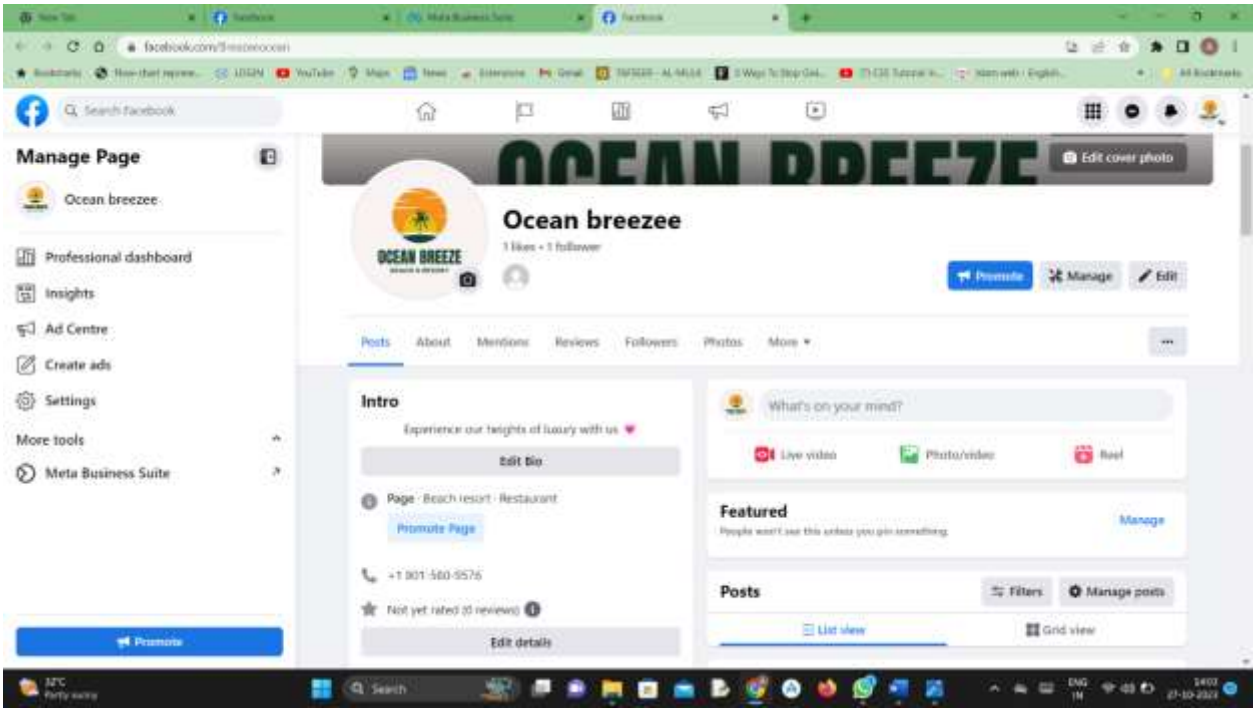
Step 1: Login into the Facebook account.

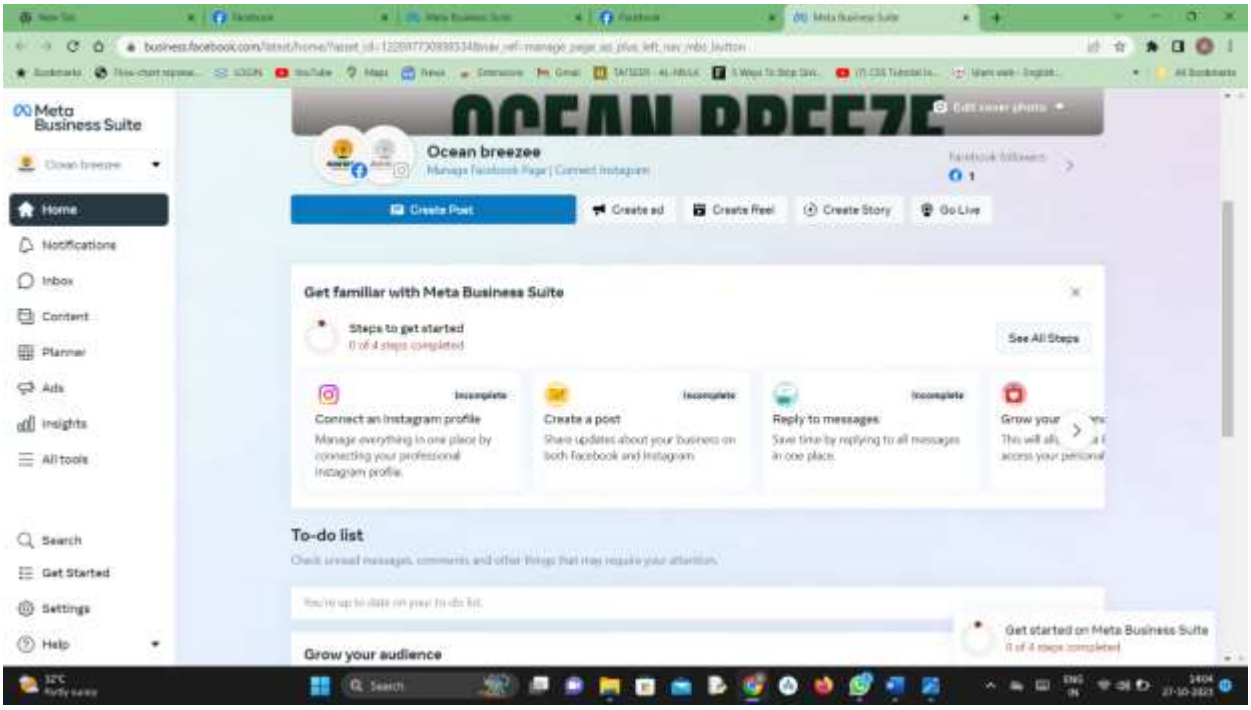
✞ Click “Facebook – log in or signup”



Step 2: Meta Business Suite

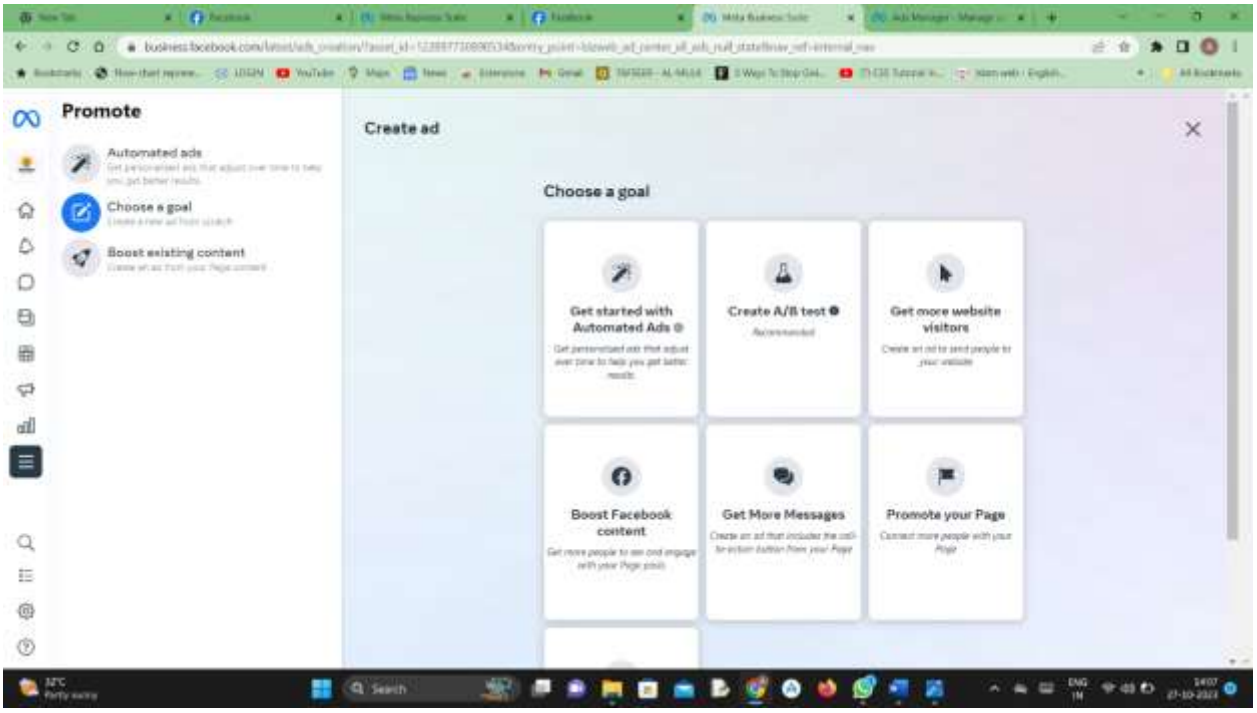
✞ Click “Meta Business Suite”





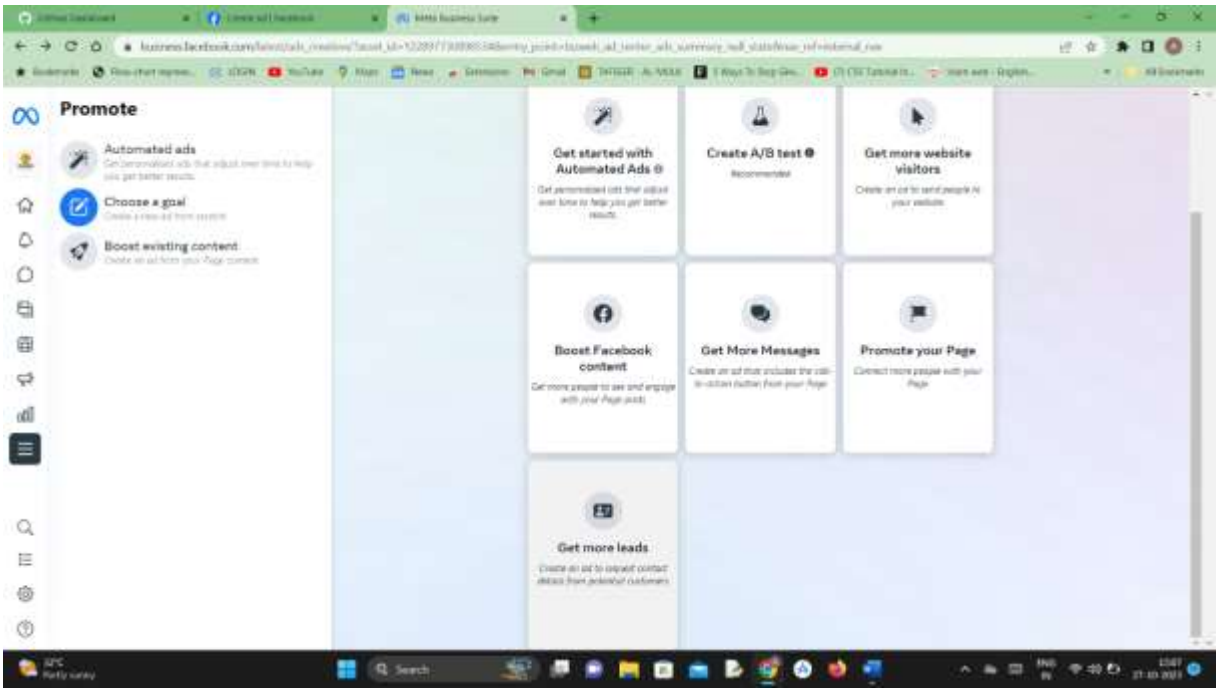
Step 3: Click Ads and create an Ad account

✞ Create a new Ad

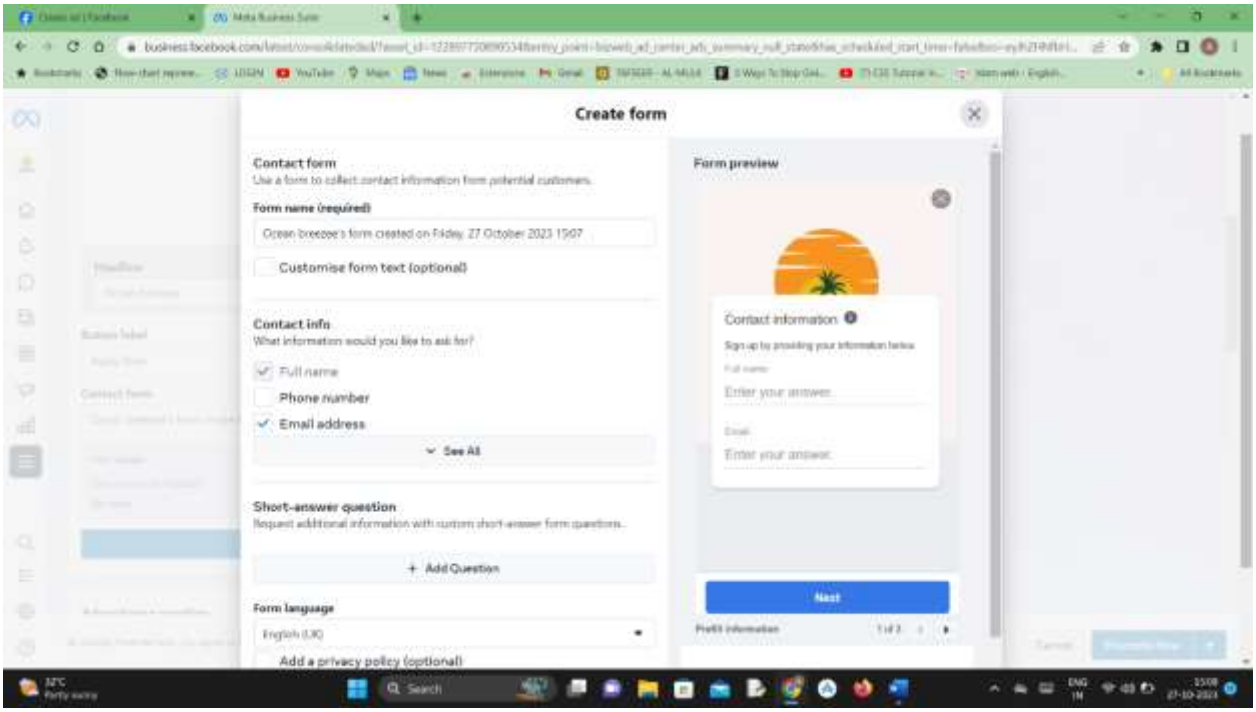


Step 4: Setting a goals

✞ Click more leads to know the customer details

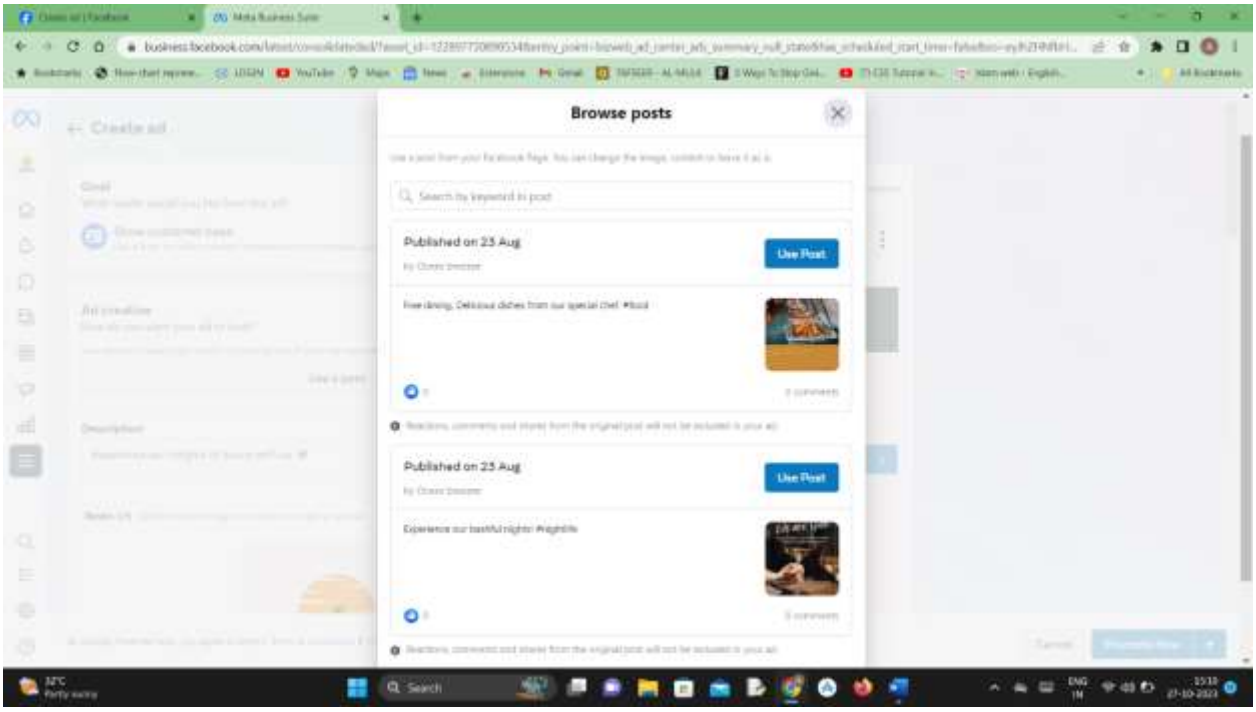


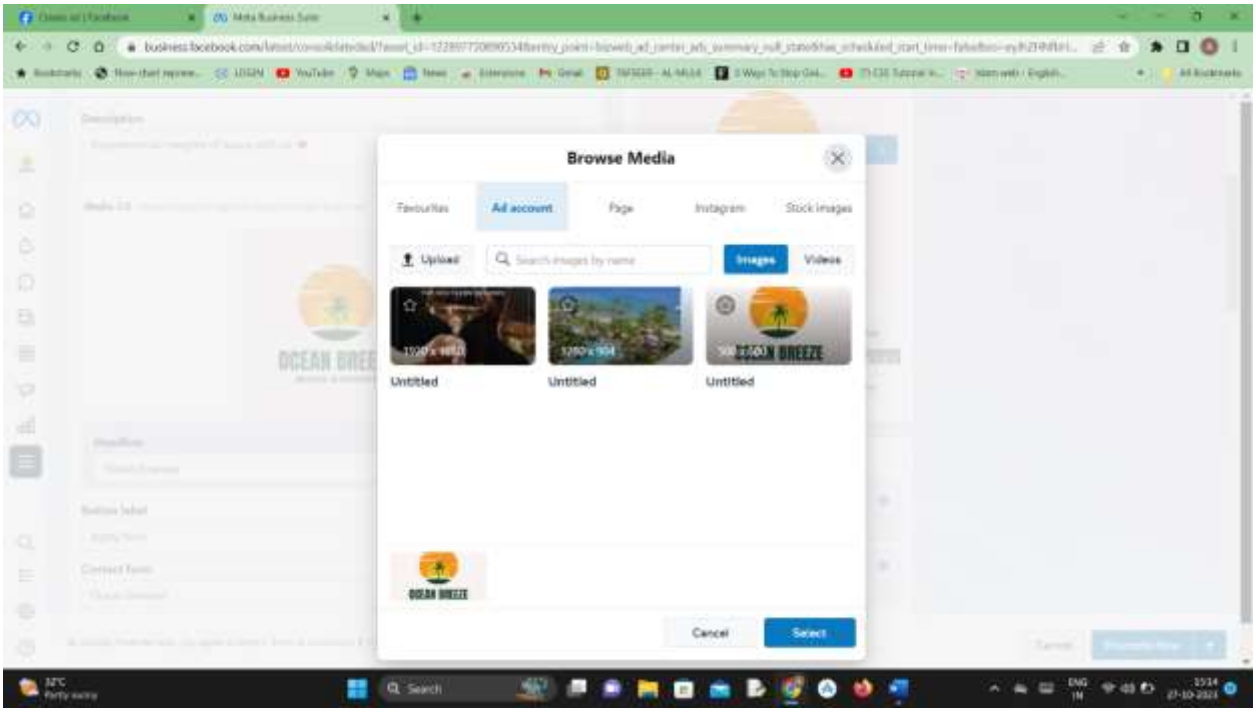
Step 5: Create a New Form



Step 6: Upload Media

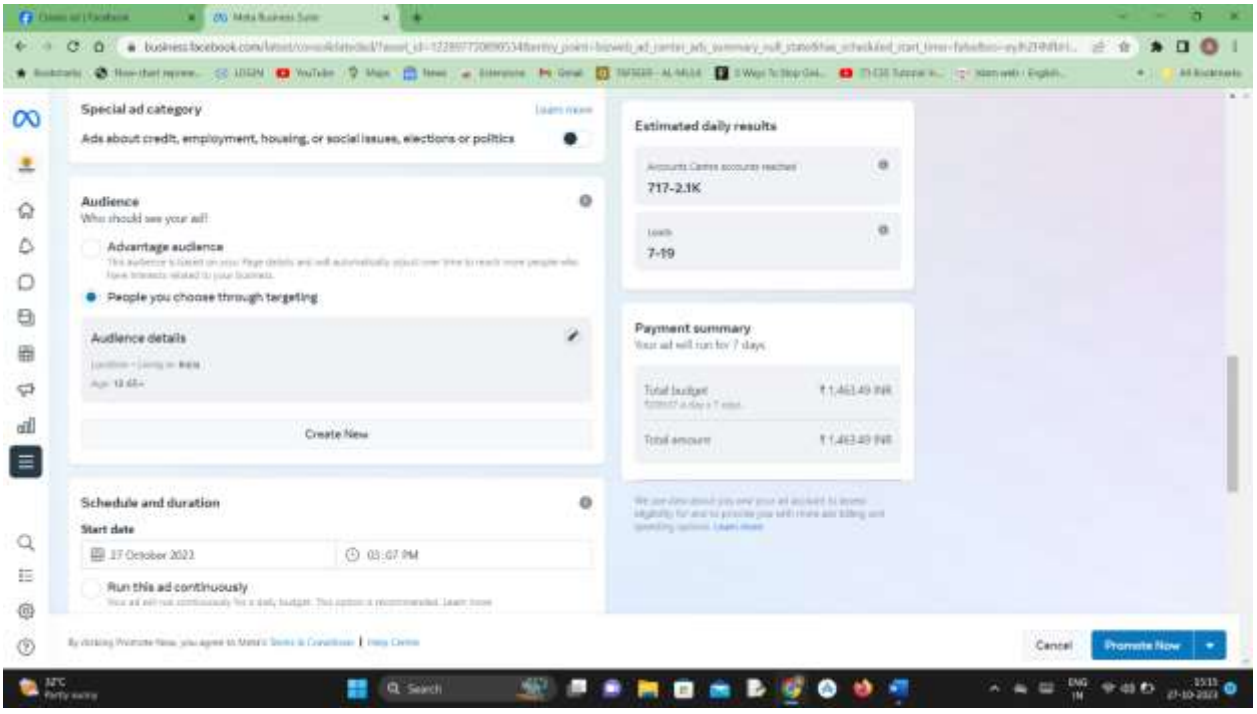
✞ Click Upload and Upload Images for Ad





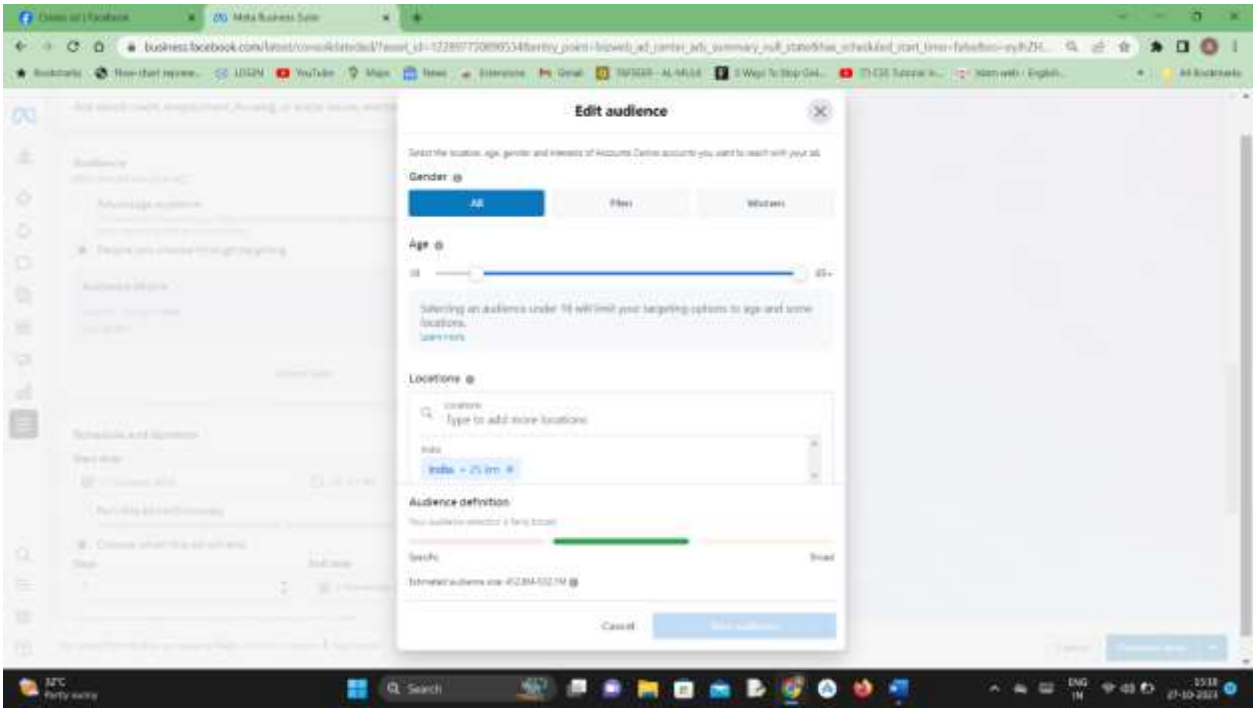
Step 7: Estimated Results

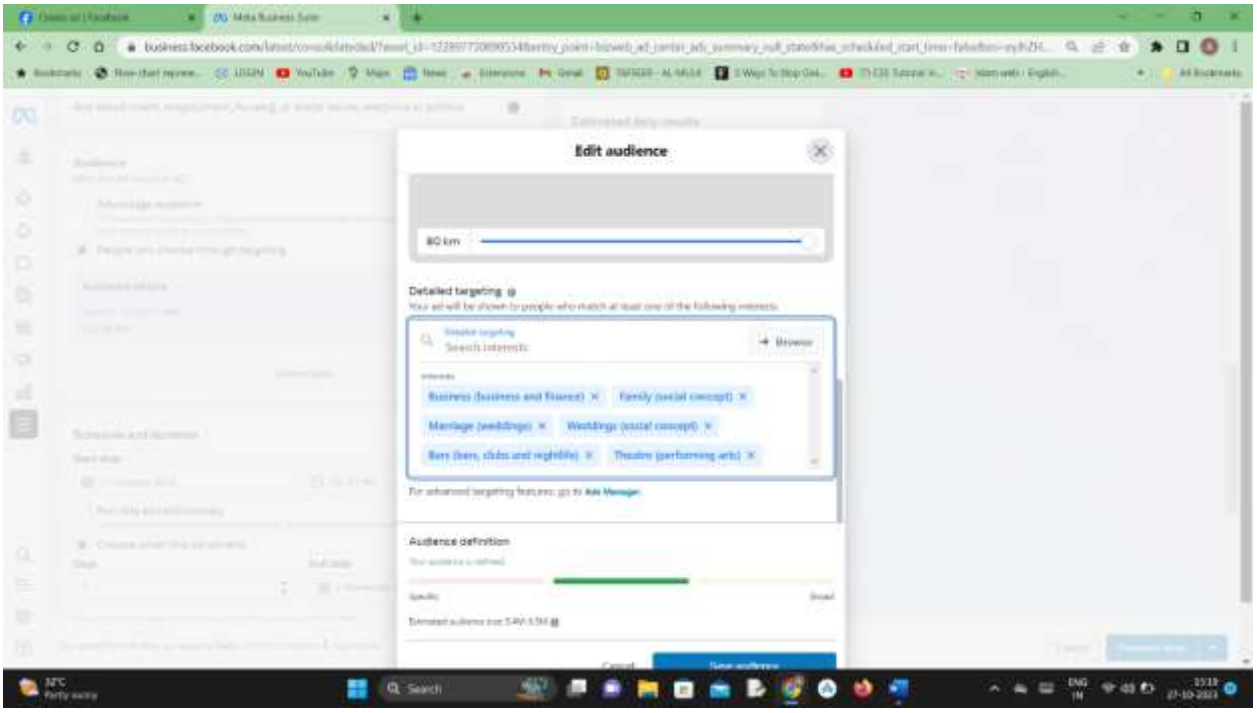
✞ Check the estimated results on the right side according to the payment.



Step 8: Create Audience

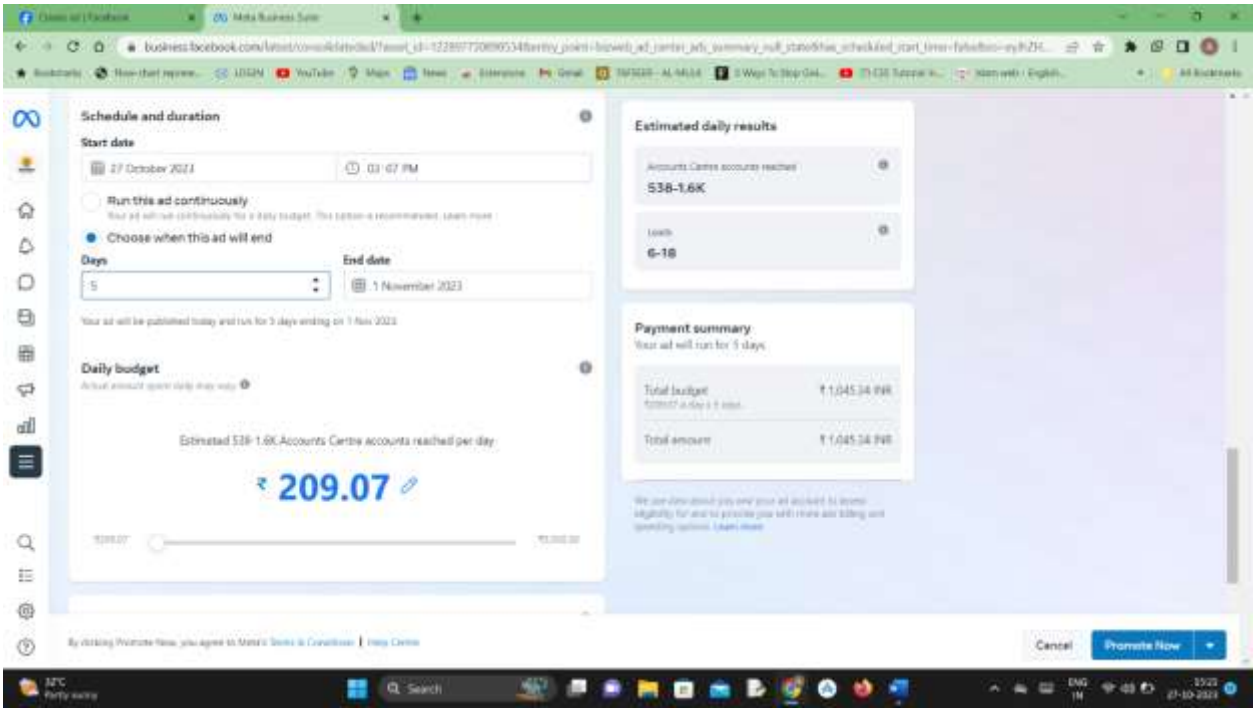
✞ Create Audience Name,select Gender and age group.





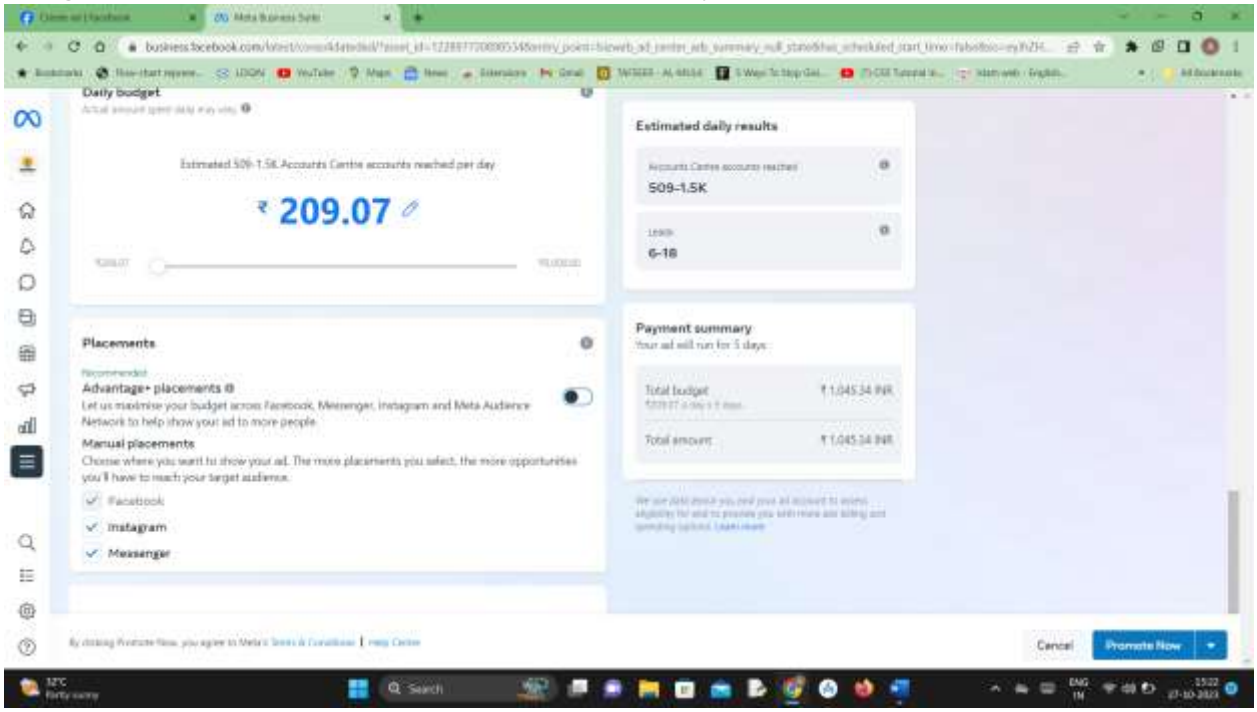
Step 9: Schedule and Duration

✞ Select start date and end date of the Ad campaign



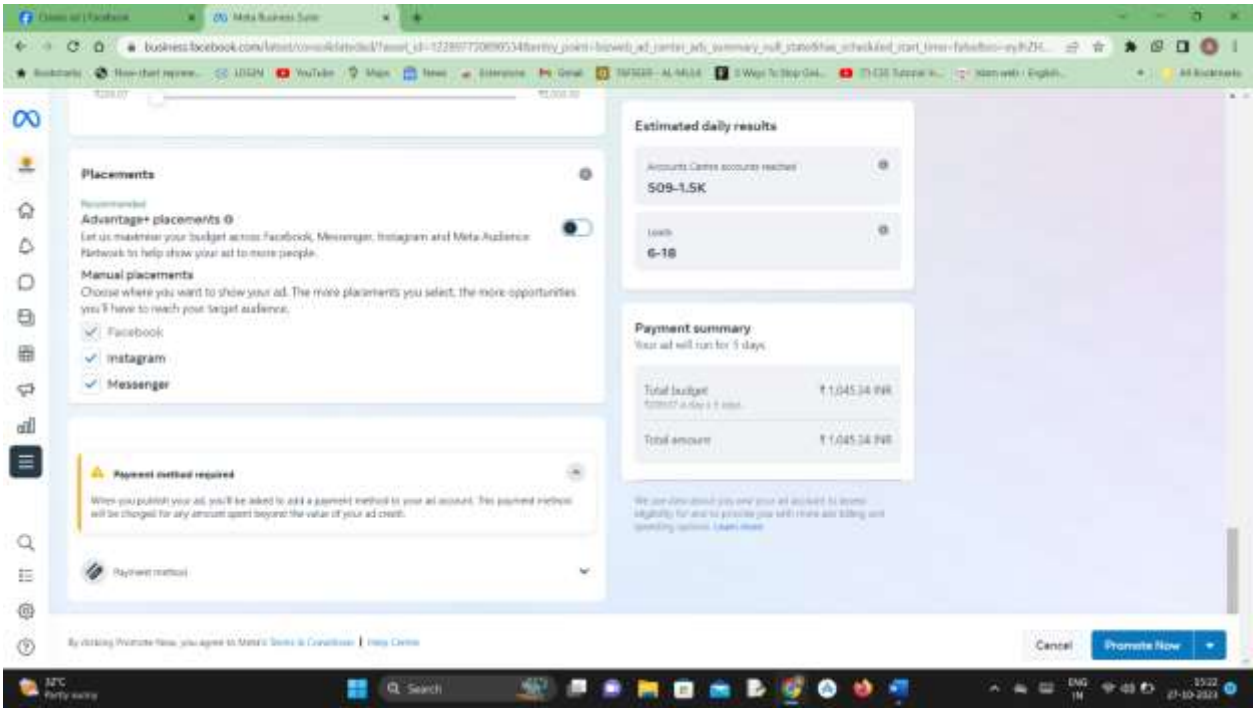
Step 10: Budget frame

- Ad and note that Choose budget for the ad results will differ according to the budget and number of days the ad runs.



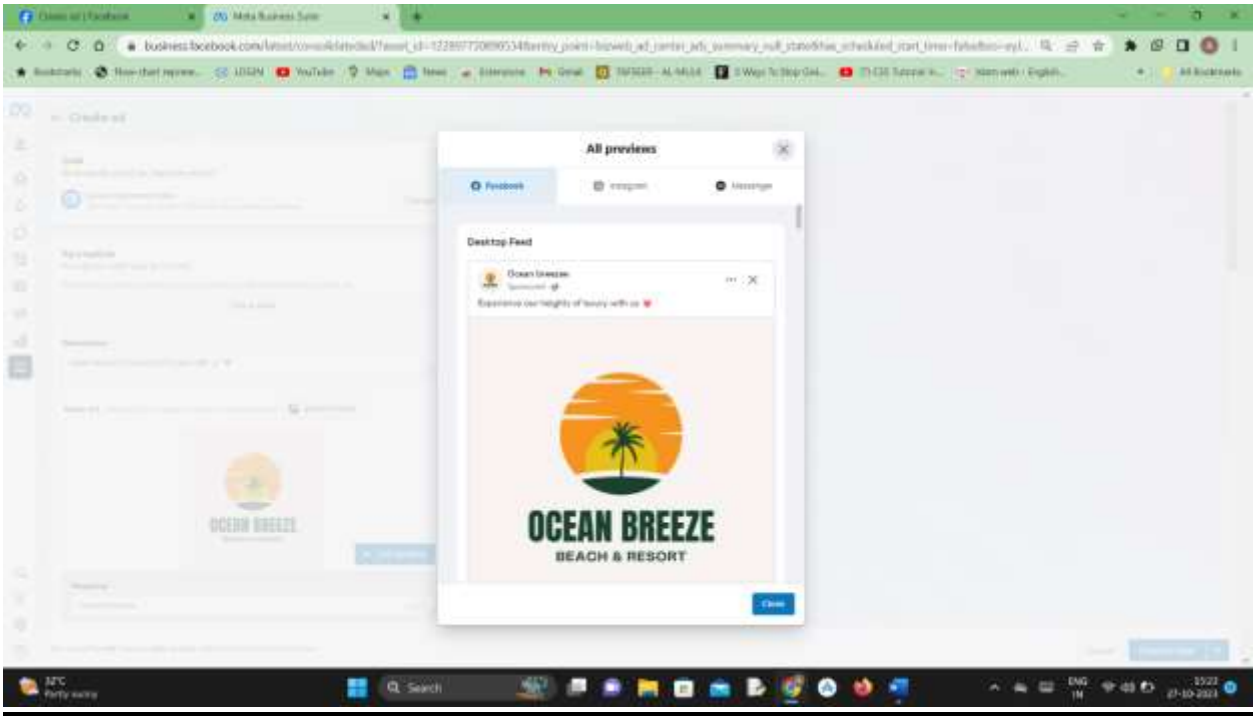
Step 11: Placements

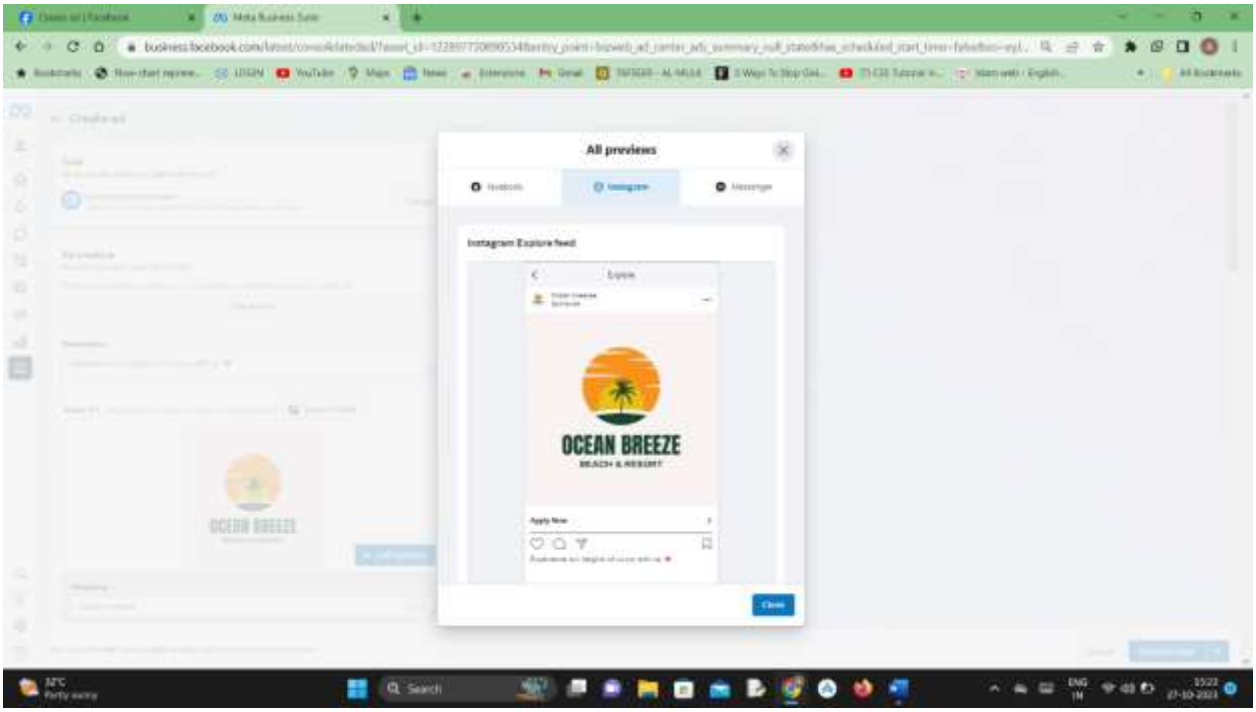
✞ Select placements and choose the platform of the ad to be published

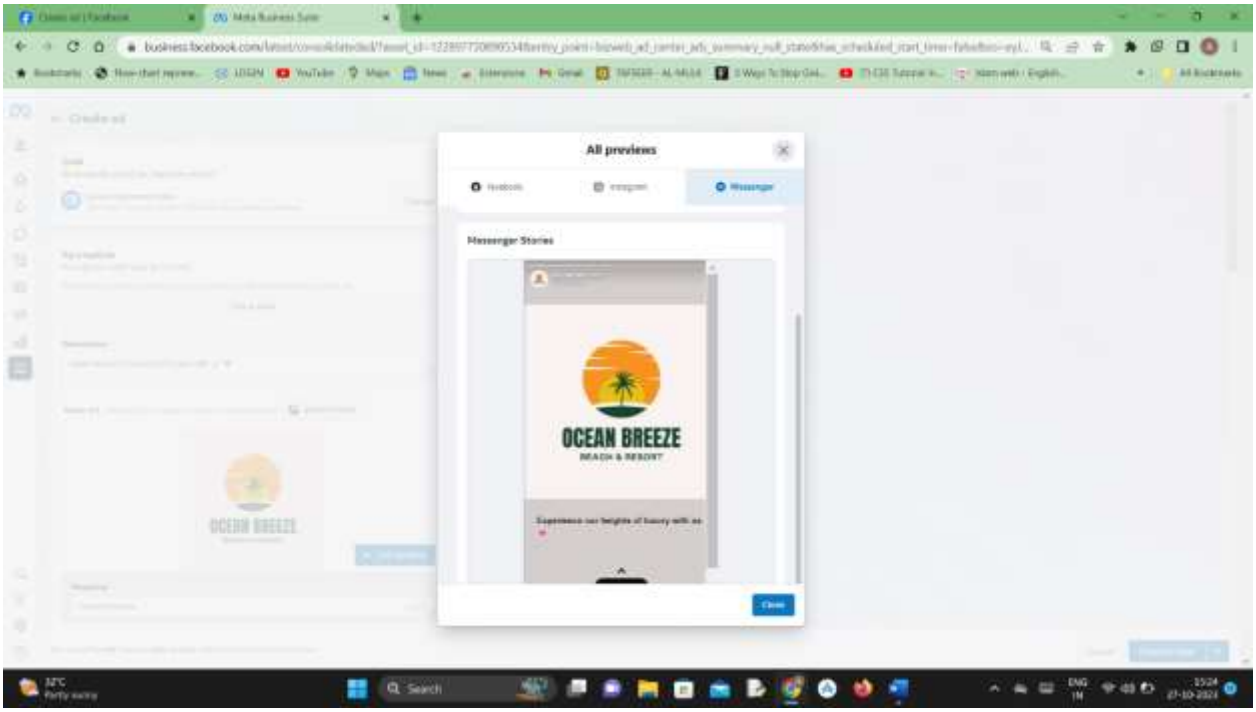


Step 12: Preview

✞ Click see All previews and check how the ad is displayed in each platform

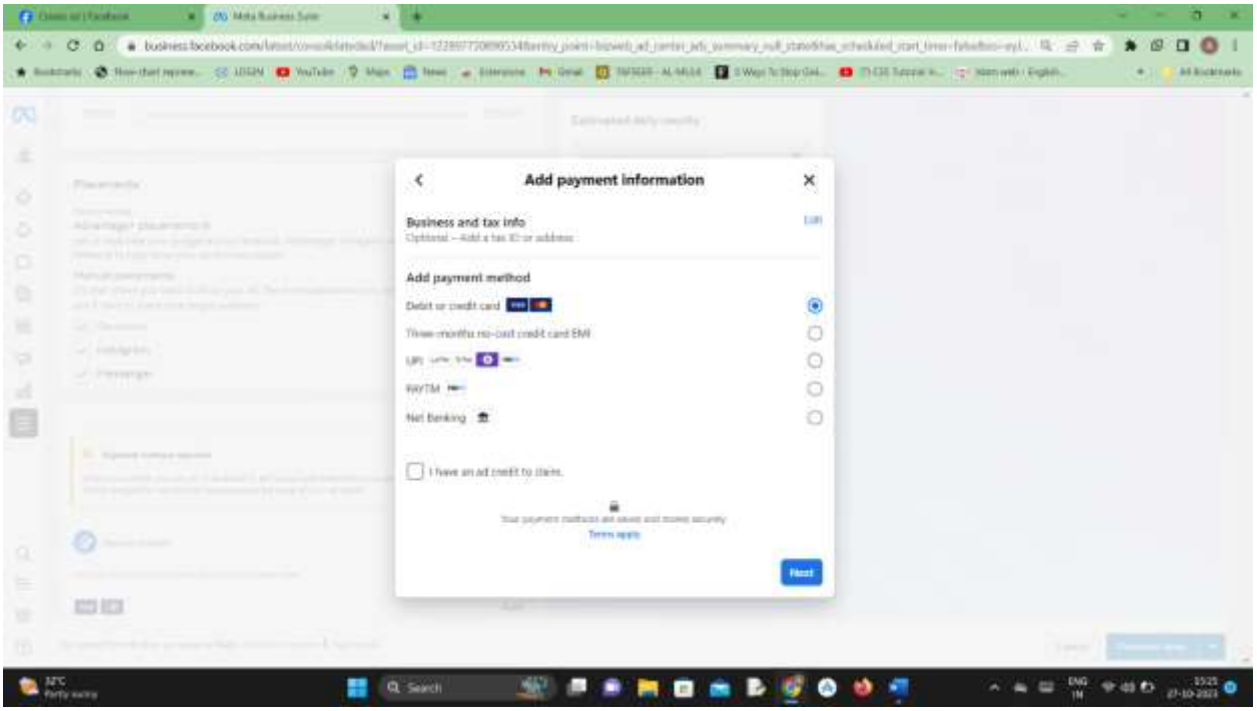


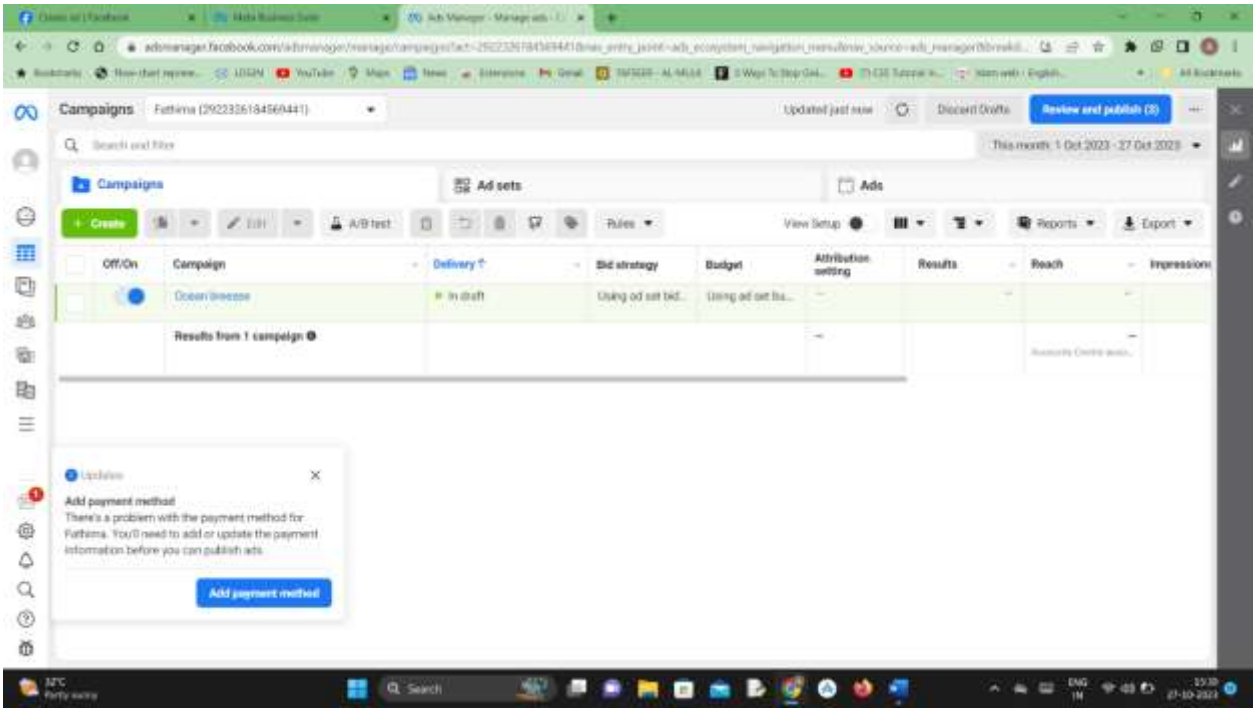

All previews
Instagram Explore feed
OCEAN BREEZE
BEACH & RESORT
Close


All previews
Messenger Stories
OCEAN BREEZE
BEACH & RESORT
Close

Step 13: Ad Payment

✞ Click Ad funds for payment



Step 14: Review and Publish

✞ Publish the Ad