

## **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](mailto:Oceanbreezee@gmail.com)



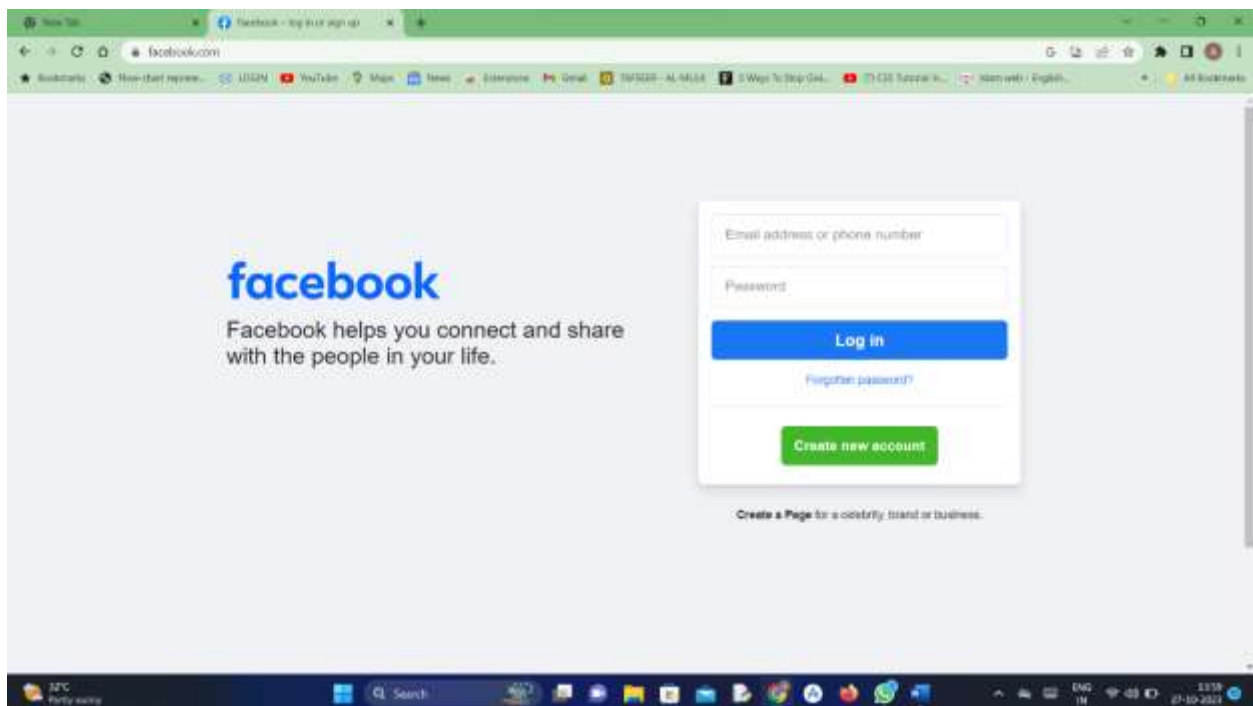
## **Documentation- With Attached Screenshots for Ad Campaign**

### **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.

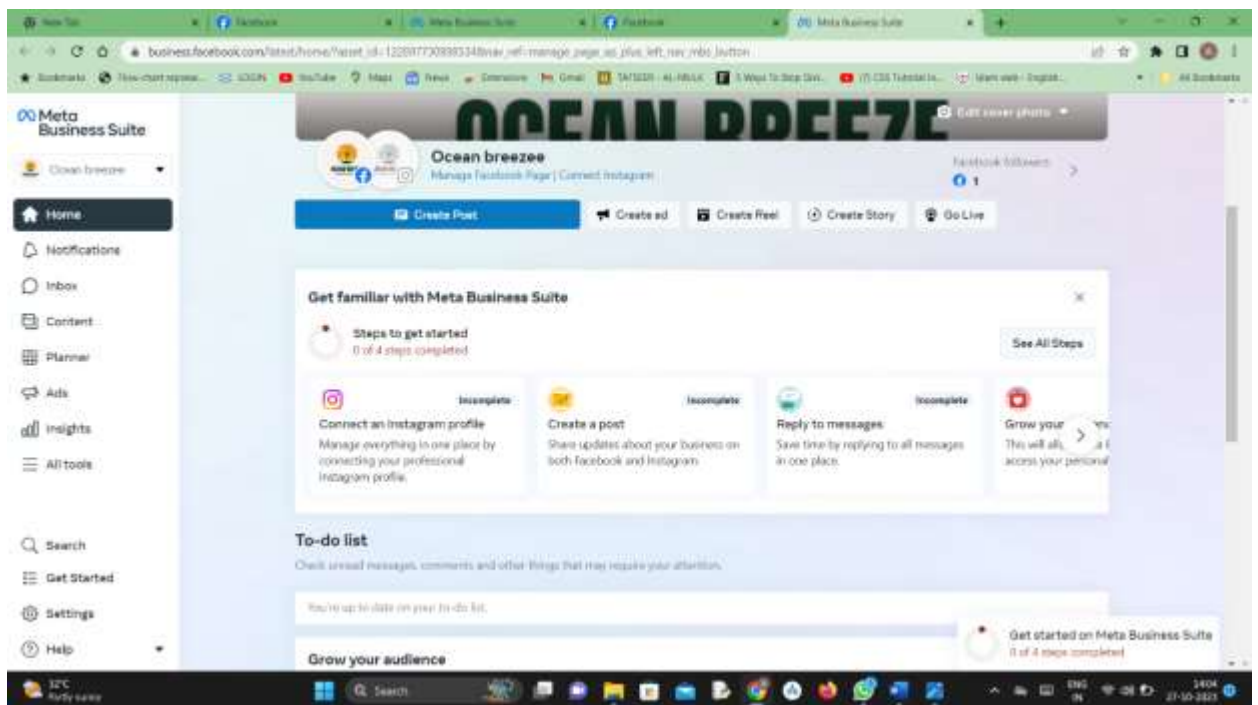
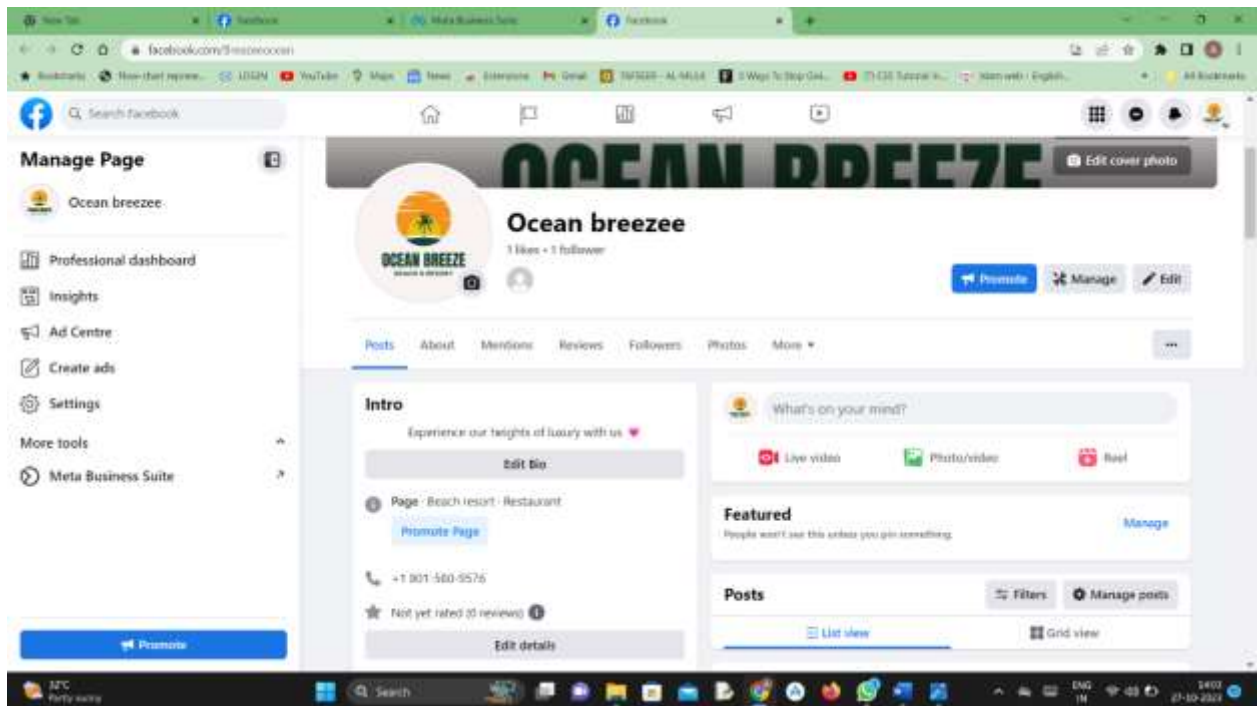
### **Step 1: Login into the Facebook account.**

✚ Click “Facebook – log in or signup”



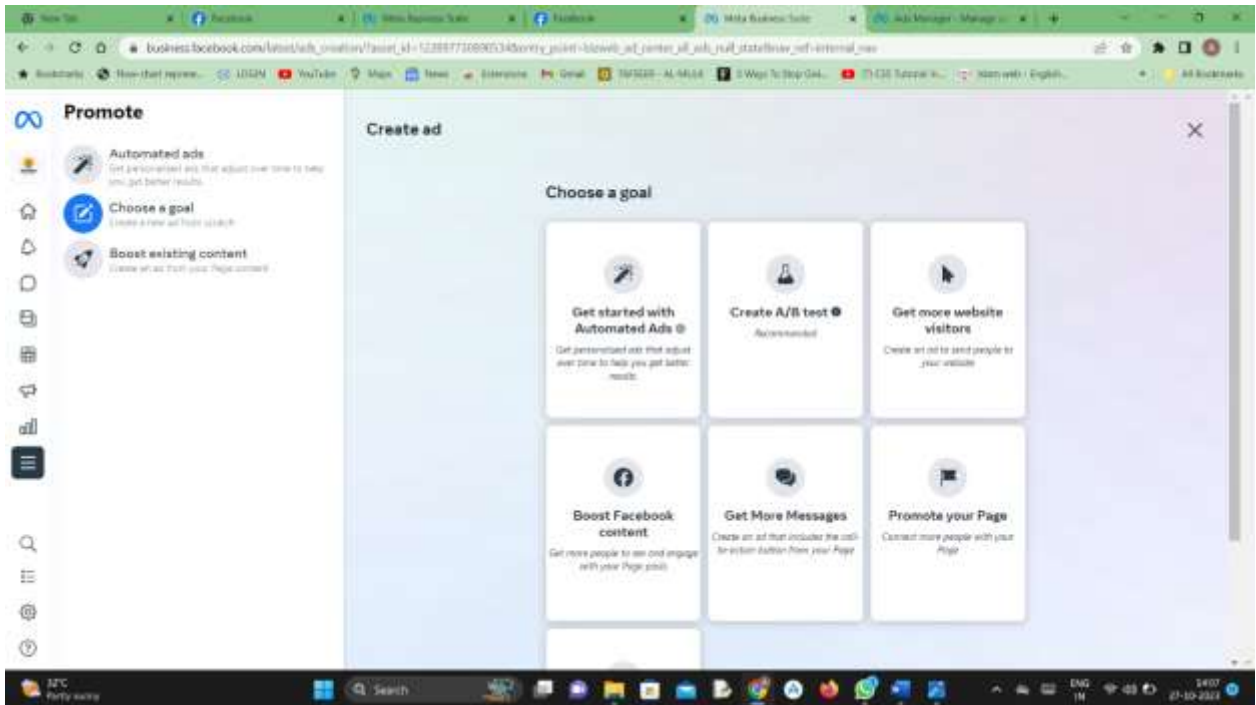
## Step 2: Meta Business Suite

✚ Click “Meta Business Suite”



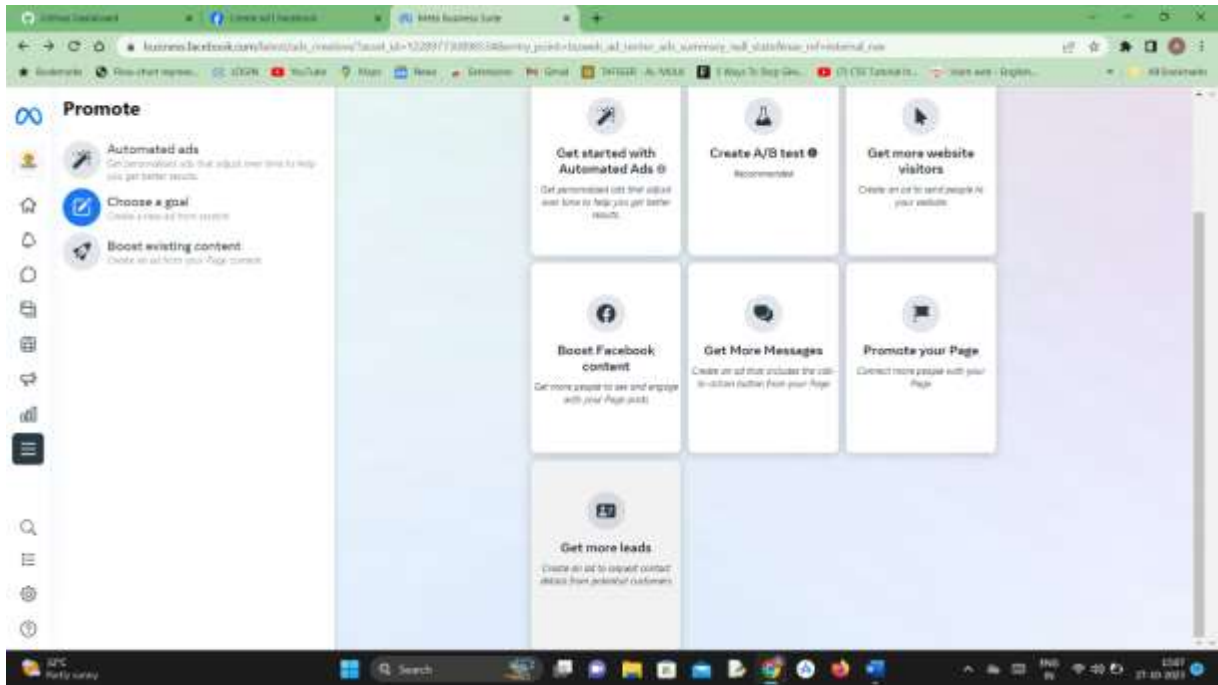
### Step 3: Click Ads and create an Ad account

#### ✚ Create a new Ad



### Step 4: Setting a goals

✚ Click more leads to know the customer details



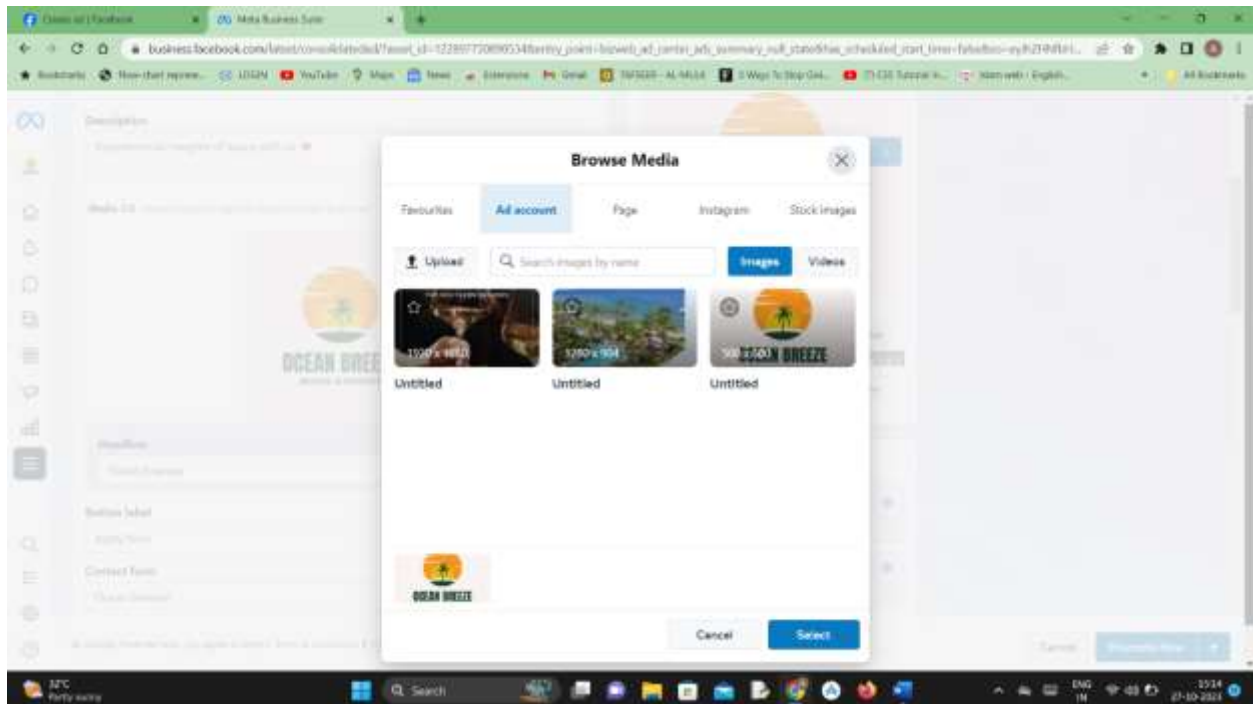
## Step 5: Create a New Form

The screenshot shows the Facebook 'Create form' interface. On the left is a sidebar with navigation options like 'Profile', 'About', 'Business label', 'Privacy', 'Contact form', 'Custom contact & form content', 'Form preview', 'Form questions', 'Form language', and 'Add a privacy policy (optional)'. The main area is titled 'Create form' and contains several sections: 'Contact form' (a brief description), 'Form name (required)' (a text box with 'Ocean breeze's form created on Friday 27 October 2023 15:07'), 'Customise form text (optional)' (a text box), 'Contact info' (a section asking 'What information would you like to ask for?' with checkboxes for 'Full name', 'Phone number', and 'Email address', and a 'See All' link), 'Short-answer question' (a section asking 'Request additional information with custom short-answer form questions.' with an 'Add Question' button), and 'Form language' (a dropdown menu set to 'English (UK)'). On the right is a 'Form preview' window showing a mobile view of the form with a sunset background, a 'Contact information' header, a sign-up prompt, input fields for 'Full name', 'Enter your answer', 'Email', and 'Enter your answer', and a blue 'Next' button. The bottom of the screen shows a Windows taskbar with various icons and the system clock.

## Step 6: Upload Media

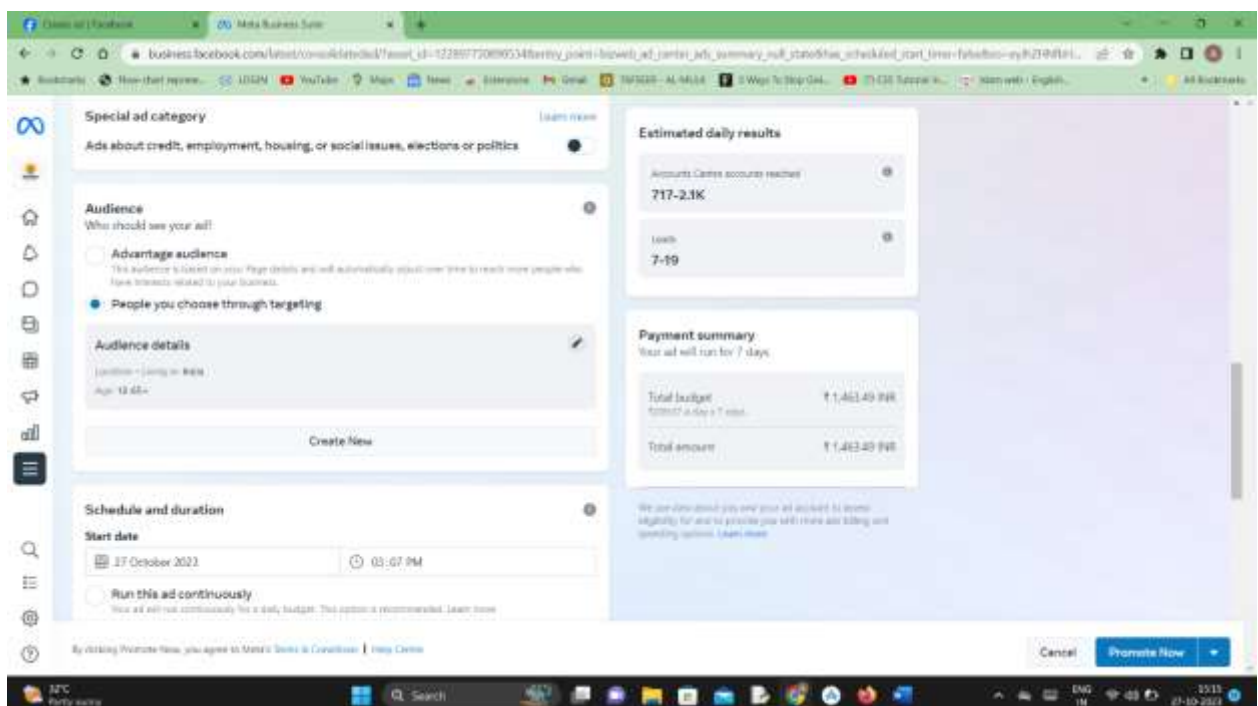
✚ Click Upload and Upload Images for Ad

The screenshot shows the Facebook 'Browse posts' interface. On the left is a sidebar with navigation options like 'Create ad', 'About', 'Privacy', 'Contact form', 'Custom contact & form content', 'Form preview', 'Form questions', 'Form language', and 'Add a privacy policy (optional)'. The main area is titled 'Browse posts' and contains a search bar, a list of posts, and a 'Use Post' button. The first post is titled 'Published on 23 Aug' and 'By Ocean breeze', with a description 'Free dining, Delicious dishes from our special chef. #food'. The second post is titled 'Published on 23 Aug' and 'By Ocean breeze', with a description 'Experience our beautiful night #nightlife'. The bottom of the screen shows a Windows taskbar with various icons and the system clock.



## Step 7: Estimated Results

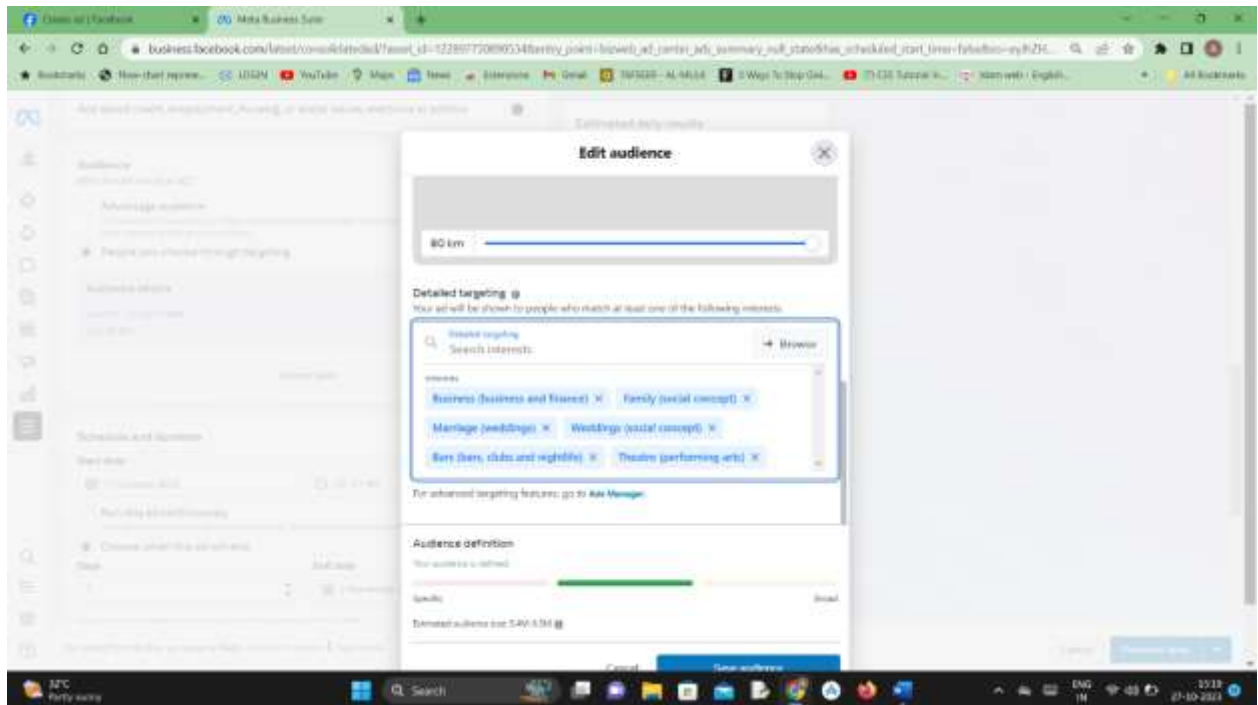
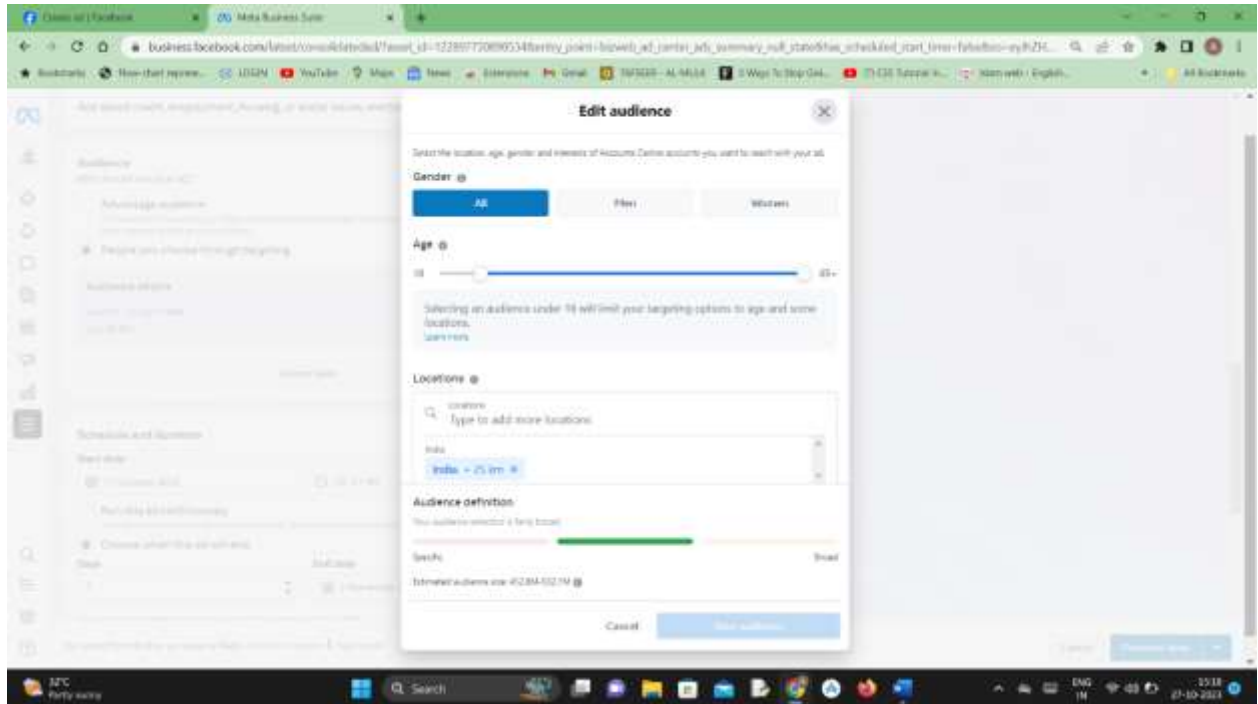
✚ Check the estimated results on the right side according to the payment.





## 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

The screenshot shows the Facebook Ads Manager interface for a campaign. The 'Schedule and duration' section is active, showing the start date as 27 October 2023 at 03:07 PM. The campaign is set to run for 5 days, ending on 1 November 2023. The daily budget is set at ₹ 209.07, with an estimated reach of 538-1.6K accounts. The payment summary shows a total budget of ₹ 1,045.34 INR. The interface includes a sidebar with navigation icons, a top navigation bar with the user's name and business name, and a bottom taskbar with system icons and the date 27-10-2023.

**Schedule and duration**

**Start date**  
27 October 2023 03:07 PM

☐ Run this ad continuously  
Your ad will run continuously for a daily budget. This option is recommended when you want to reach as many people as possible.

☒ Choose when this ad will end

**Days**  
5

**End date**  
1 November 2023

Your ad will be published today and run for 5 days ending on 1 Nov 2023.

**Daily budget**  
Actual amount spent daily (step only)

Estimated 538-1.6K Accounts Centre accounts reached per day.

**₹ 209.07**

**Estimated daily results**

Accounts Centre accounts reached  
538-1.6K

Leads  
6-18

**Payment summary**  
Your ad will run for 5 days.

Total budget  
₹ 1,045.34 INR

Total amount  
₹ 1,045.34 INR

We use data to deliver your ads to the right people at the right time. To ensure this, we may use your ad account information to deliver ads to people who are likely to be interested in your business. Learn more.

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

Cancel Promote Now



## 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.

The screenshot shows the Facebook Ads 'Daily budget' and 'Placements' settings. The 'Daily budget' section displays an estimated budget of ₹ 209.07 per day, with a slider ranging from ₹ 10.00 to ₹ 10,000.00. The 'Placements' section is set to 'Advantage+ placements' and includes a list of manual placements: Facebook, Instagram, and Messenger, all of which are checked. The 'Estimated daily results' section shows 'Accounts Centre accounts reached' as 509-1.5K and 'Length' as 6-18. The 'Payment summary' section indicates a total budget of ₹ 1,045.34 for 5 days, with a total amount of ₹ 1,045.34. The interface includes a 'Cancel' button and a 'Promote Now' button.

**Daily budget**  
Actual amount spent daily may vary.

Estimated 509-1.5K Accounts Centre accounts reached per day

₹ 209.07

10.00 ₹ 10,000.00

**Placements**

**Recommended**  
**Advantage+ placements** Ⓢ  
Let us maximise your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

**Manual placements**  
Choose where you want to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience.

- ☒ Facebook
- ☒ Instagram
- ☒ Messenger

**Estimated daily results**

Accounts Centre accounts reached Ⓢ  
509-1.5K

Length Ⓢ  
6-18

**Payment summary**  
Your ad will run for 5 days.

Total budget ₹ 1,045.34 INR  
₹ 209.07 a day x 5 days

Total amount ₹ 1,045.34 INR

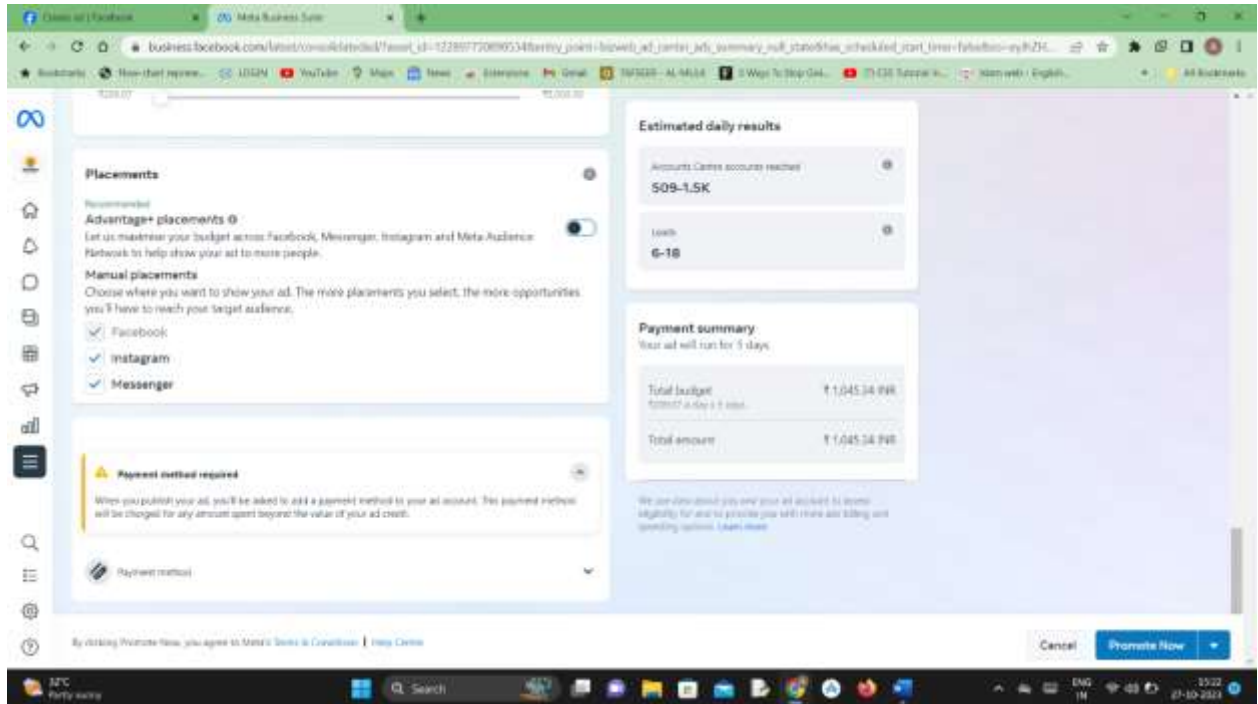
We use AI to decide who will see your ad, based on your ad account's settings, eligibility for ad and to provide you with more ad delivery and spending options. Learn more

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

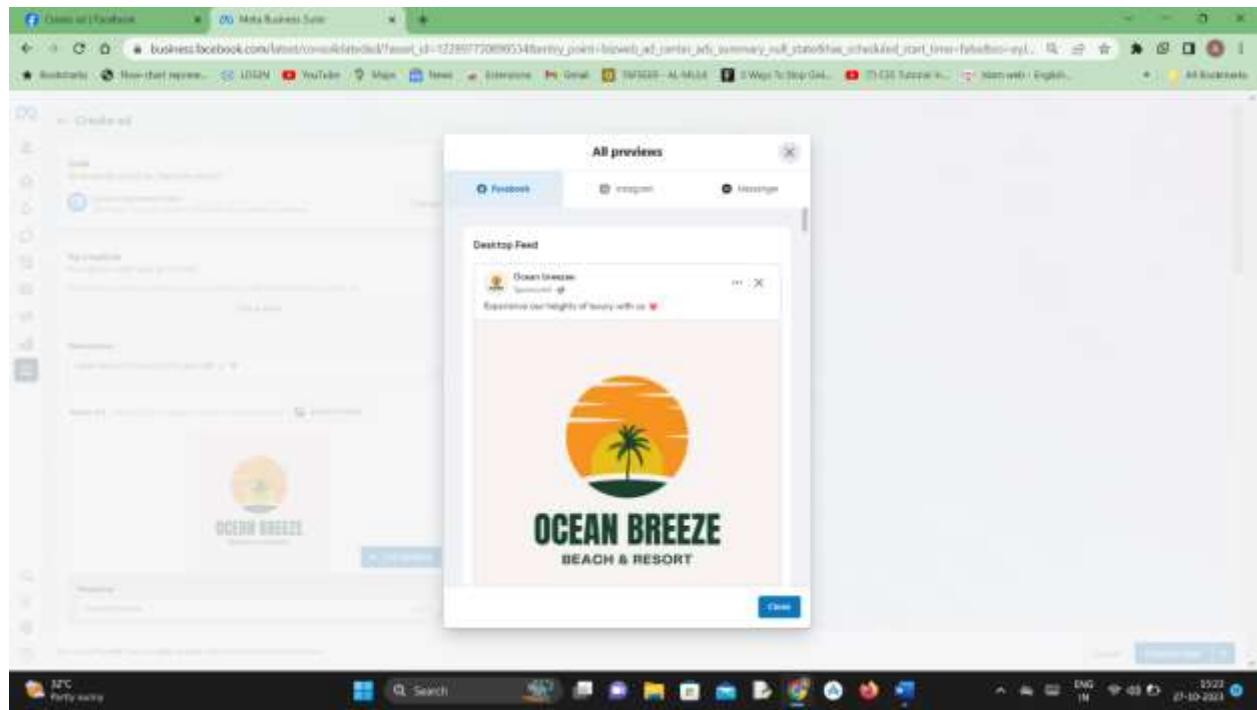
Cancel Promote Now

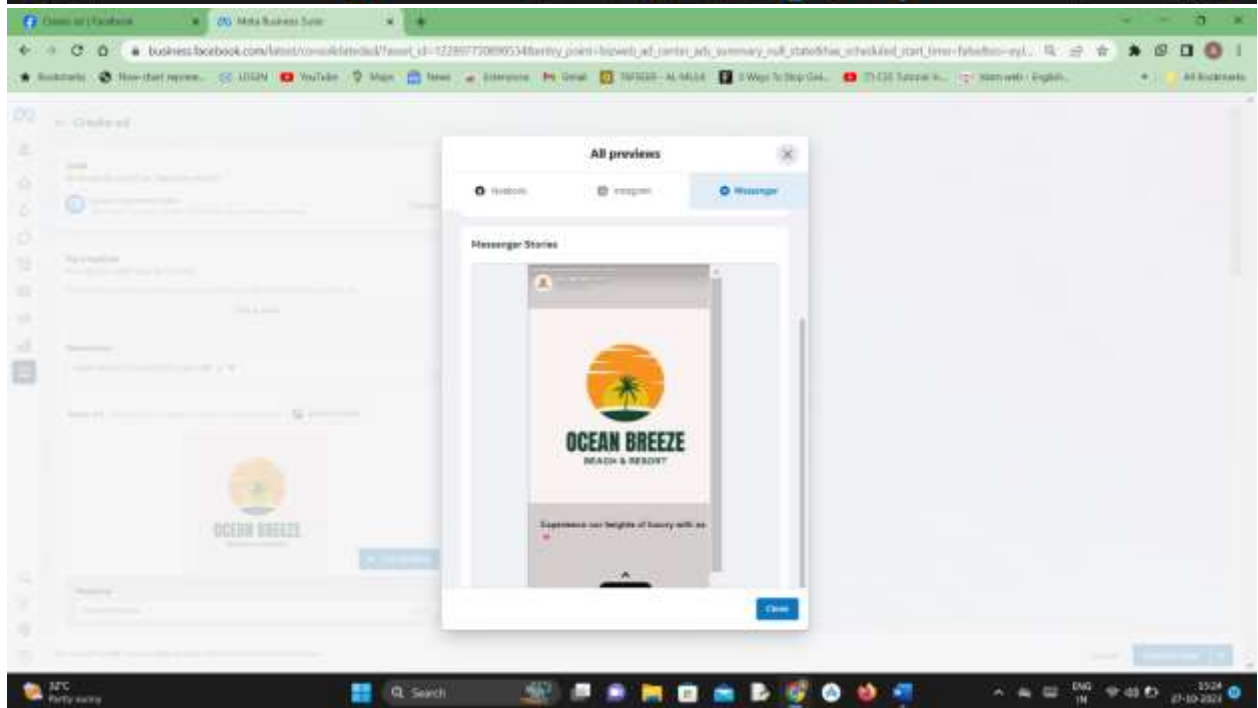
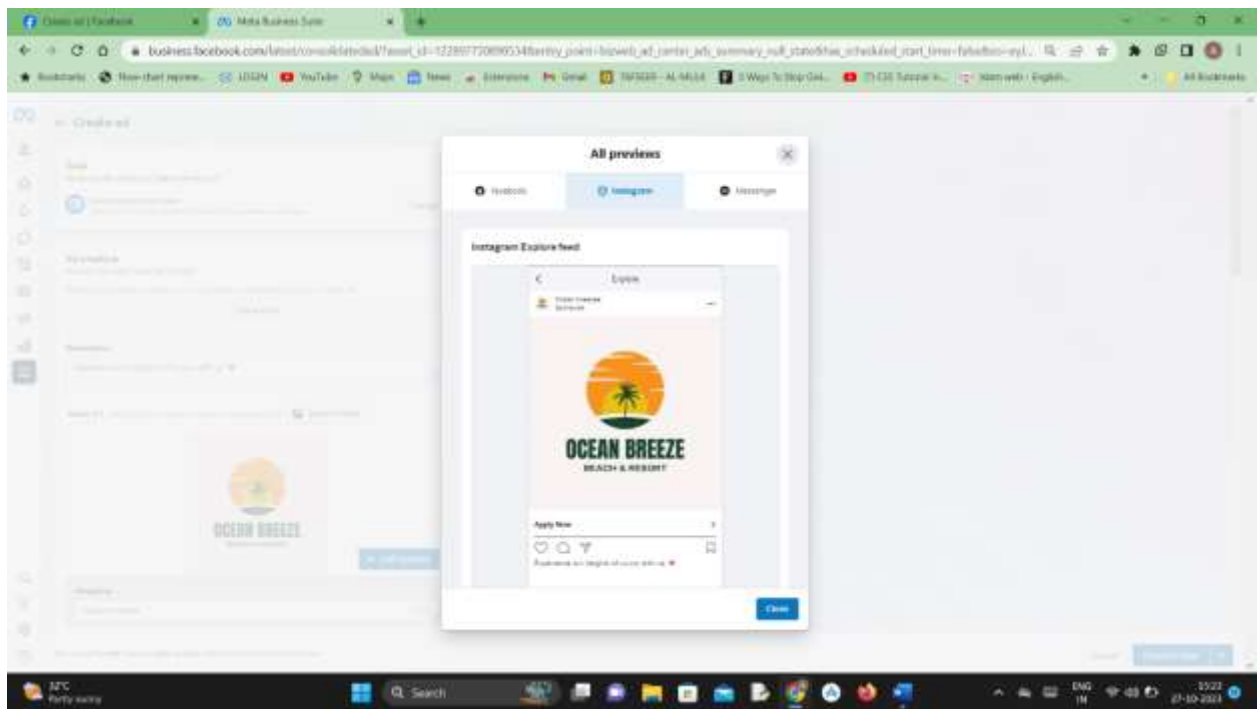
## Step 11: Placements

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



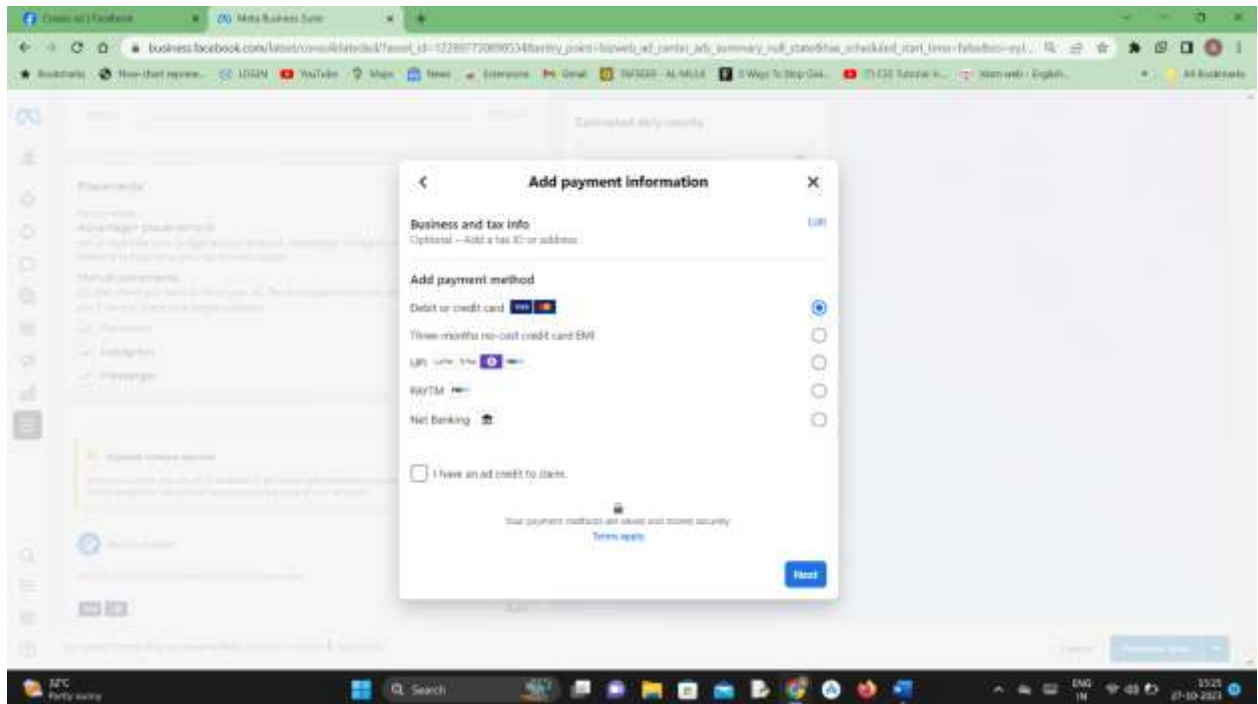
**✚ Click see All previews and check how the ad is displayed in each platform**





## Step 13: Ad Payment

✦ Click Ad funds for payment



## Step 14: Review and Publish

✦ Publish the Ad

