**WSQ Facebook & Instagram Marketing Summative Assessment**

**Individual Project**

| **Prepared By** | |
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| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**The Individual Project consists of FOUR Parts. You must complete all tasks indicated in each part.**

| **Enterprise Profile** | | | | |
| --- | --- | --- | --- | --- |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** |  | | | |
| **Products/Services** |  | | | |

| **Part 1: Campaign Planning (I)** | |
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| **Define Campaign Objectives** |  |
| **Target Audience** |  |
| **Part 1: Campaign Planning (II)** | |
| **Campaign Strategy**  **Ad Creative** |  |

| **Part 2: Campaign Creation** | |
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| **Provide evidence showing the setup of Ads Manager.** |  |
| **Provide evidence showing the audience targeting criteria within Ads Manager.** |  |
| **Provide evidence showing the uploaded ad creatives developed in Part 1: Campaign Planning (II), including the configuration.** |  |

| **Part 3: Campaign Launch** | |
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| **Provide evidence showing the launch of the ad campaign.** |  |

| **Part 4: Campaign Evaluation** | |
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| **Provide at least two KPIs that will measure the success of the campaign.** |  |
| **Provide evidence showing tracking of the selected KPIs.** |  |
| **Provide evidence showing optimising the ads campaign.** |  |