

NAAN MUDHAVAN

PROJECT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

PROJECT TITLE : [CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK](#)

PROJECT TEAM ID : [NM2023TMID05689](#)

TEAM LEADER

NM ID : 47D90DE0C9F24E59CB8496B93F8D07D0

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TEAM MEMBER 1

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NAME : SREYA R

TEAM MEMBER 2

NM ID : E6B936AC895E69C8D7746E804E95C81E

NAME : RANJITH M

TEAM MEMBER 3

NM ID : A8BA455EC6244E493F346AB604D4D6E1

NAME : RANKESH N

TEAM MEMBER 4

NM ID : 54A91801D802C6A9DF846CB634A302D2

NAME : SANJAY V

BRAND NAME : COMPUTERZ WORLD

BRAND MAIL-ID : computerzulagam@gmail.com

PASSWORD : ComputerzUlagam

FACEBOOK PAGE LINK : <https://www.facebook.com/computerzzworld>

DRIVE LINK : https://drive.google.com/drive/folders/1x4S9hSeNkz6uOBfUZkJerofWNVzQPx15?usp=share_link



BRAND LOGO

CATEGORY : Computer Sales & Services

TARGET AUDIENCE : Students, Employees, Developers

BRAND POSTER




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SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

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Search Facebook

Create new ad

Goal

What results would you like from this ad?

Automatic

Let Facebook select the most relevant goal based on your settings.

Change

Ad creative

How do you want your ad to look?

Description

Computerz World...!

Grand Sale...! Live Sale...!

30% Flat discount for New Products...!

20% discount for Services...!

order now...!

Media 3/5 · Select multiple images or videos to create a carousel.

Select Media

Get The Best Quality Here

Disc 30%

Quality laptops are available...!

Flat Disc 30%

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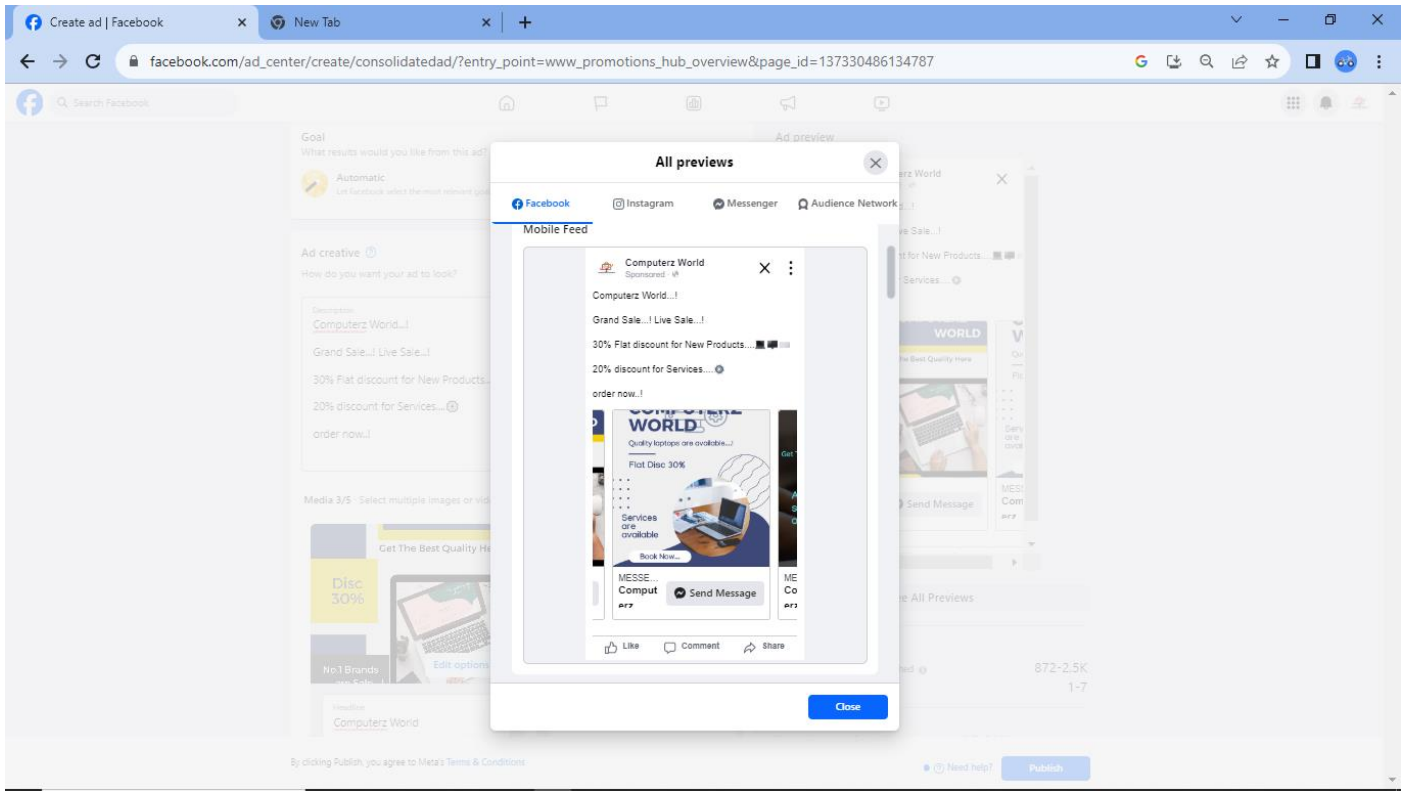
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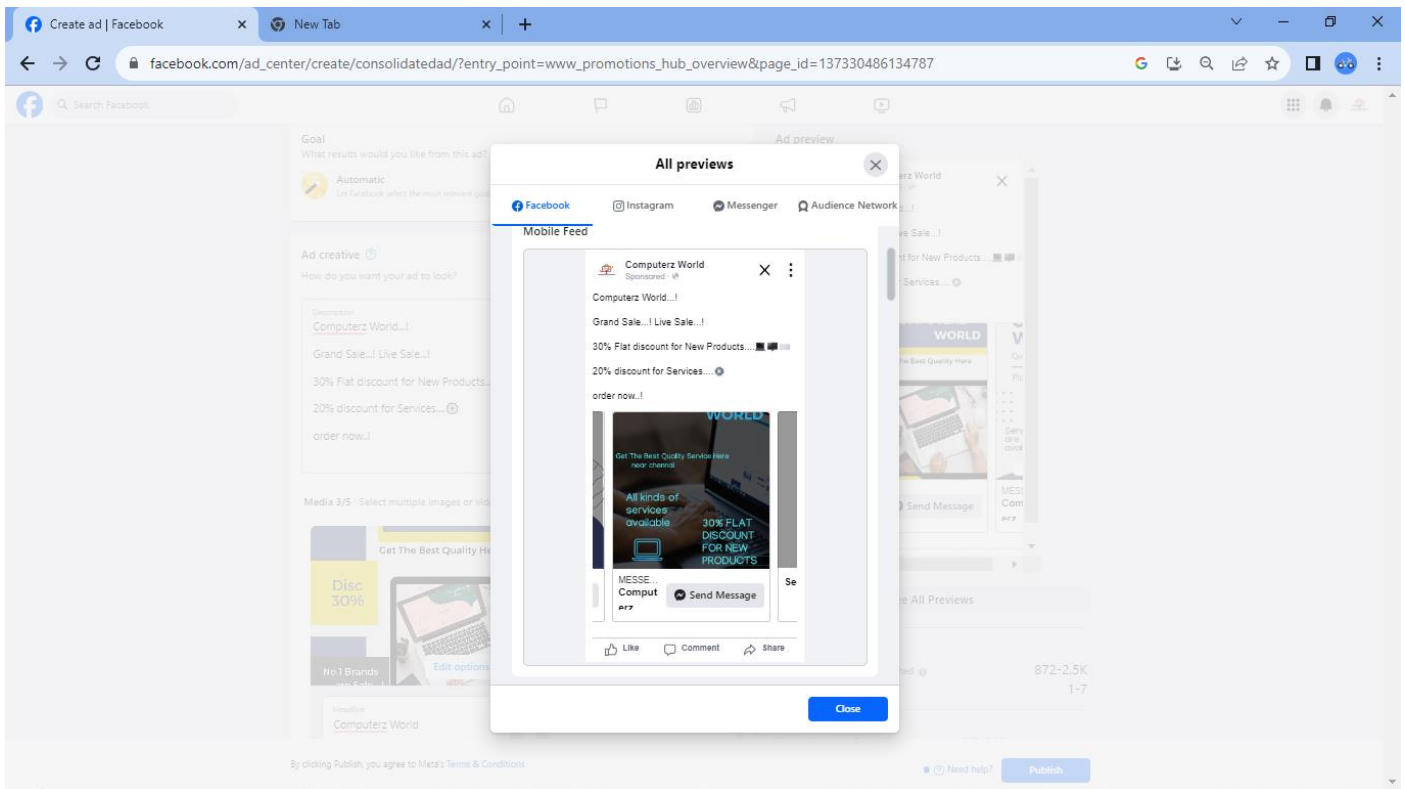
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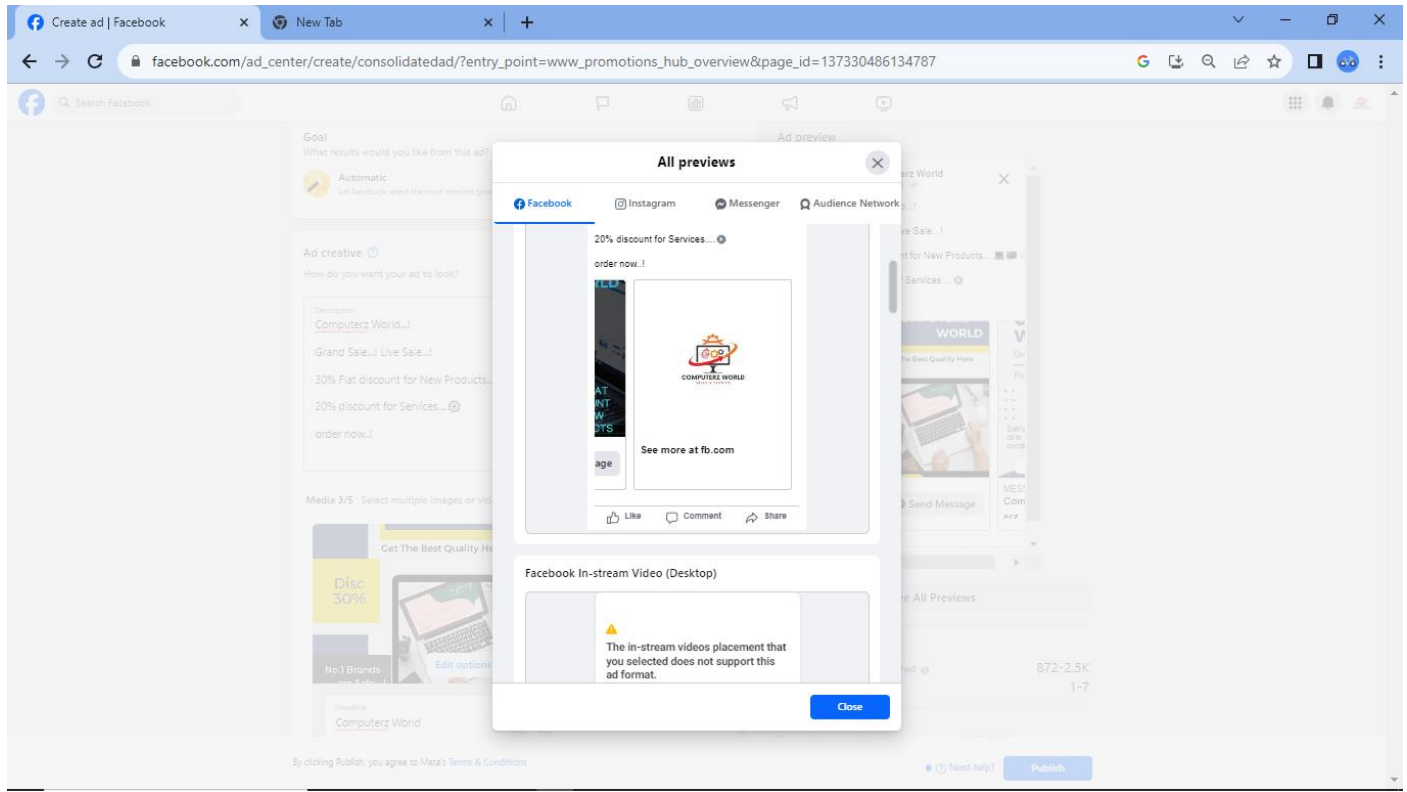
MOBILE FEED IN FACEBOOK



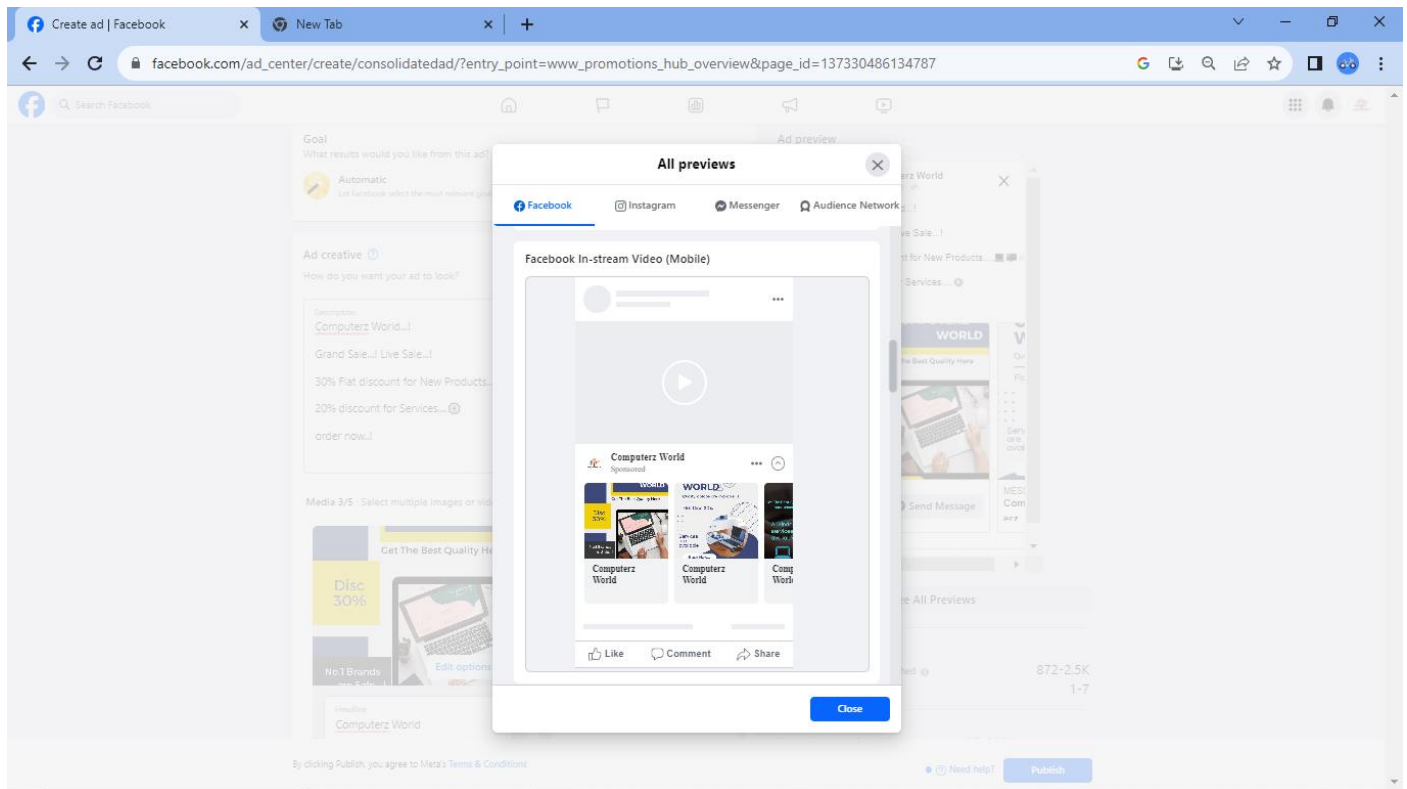
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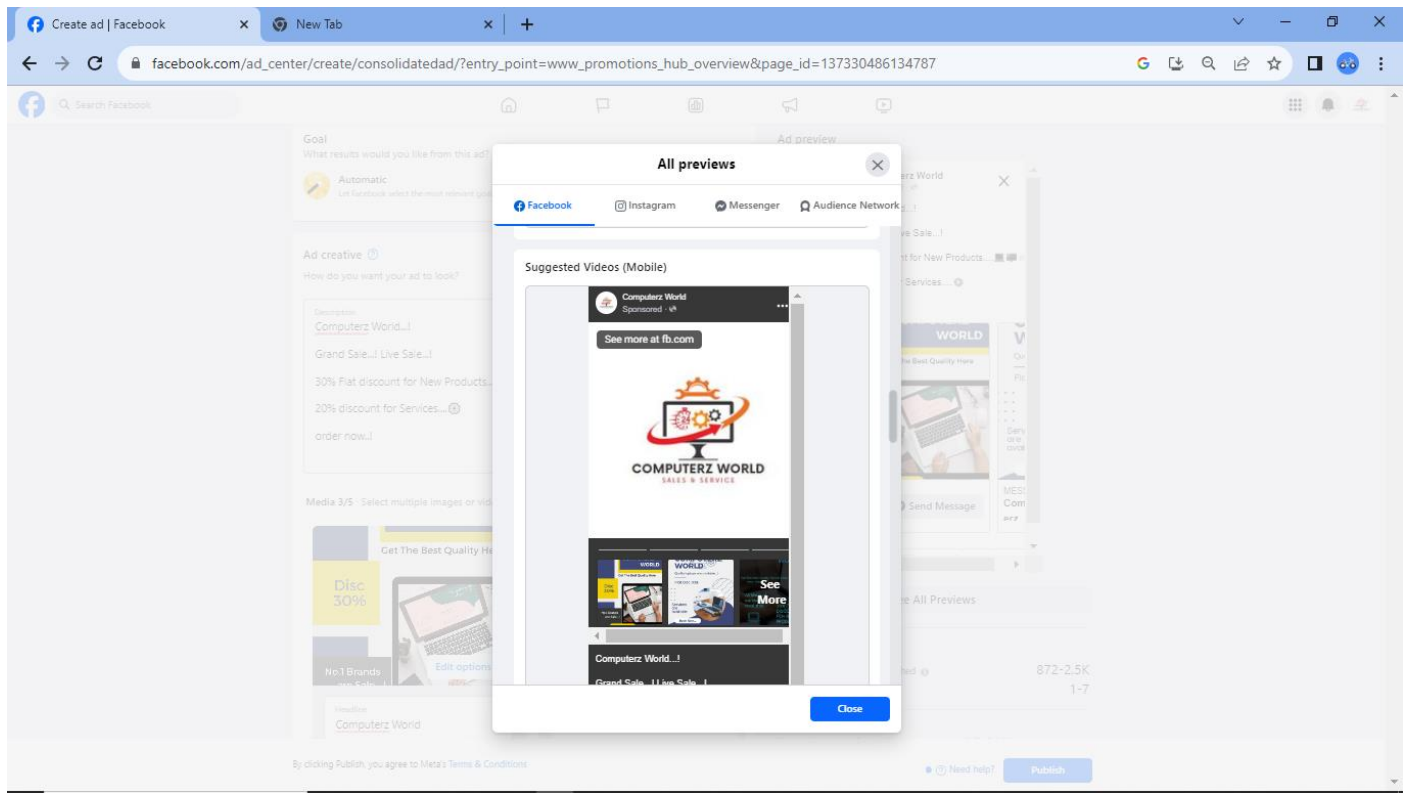
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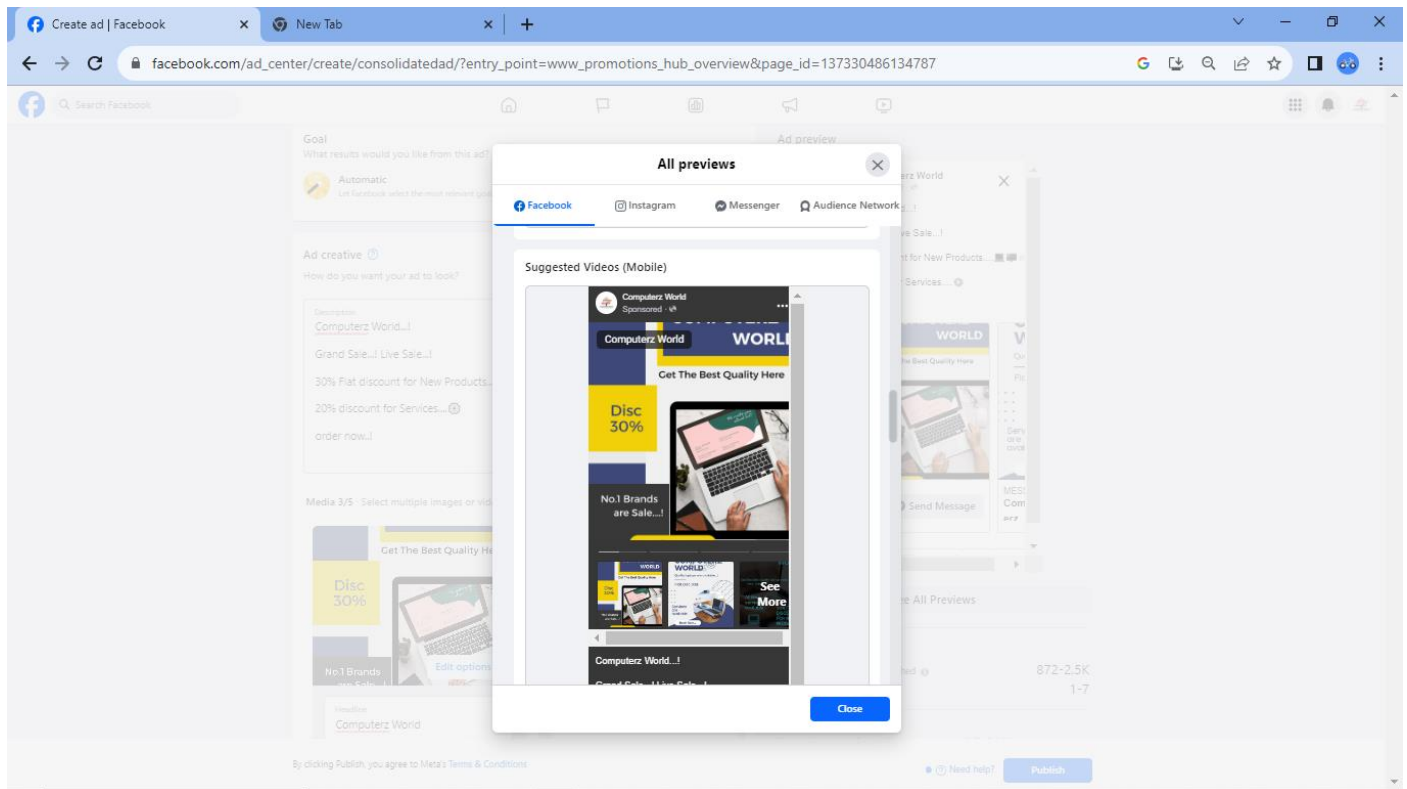
FACEBOOK IN-STREAM VIDEO (MOBILE)



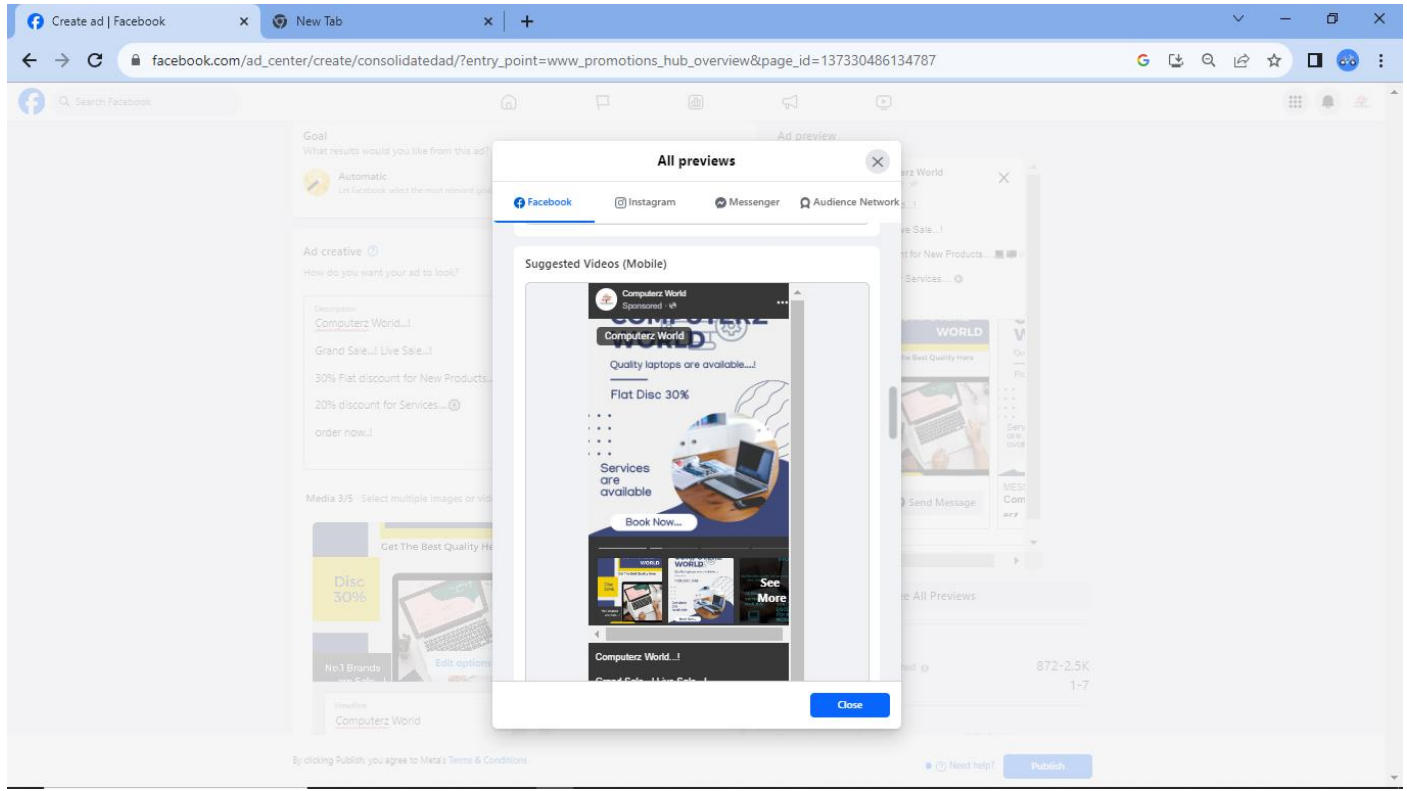
SUGGESTED VIDEOS IN FACEBOOK (MOBILE)



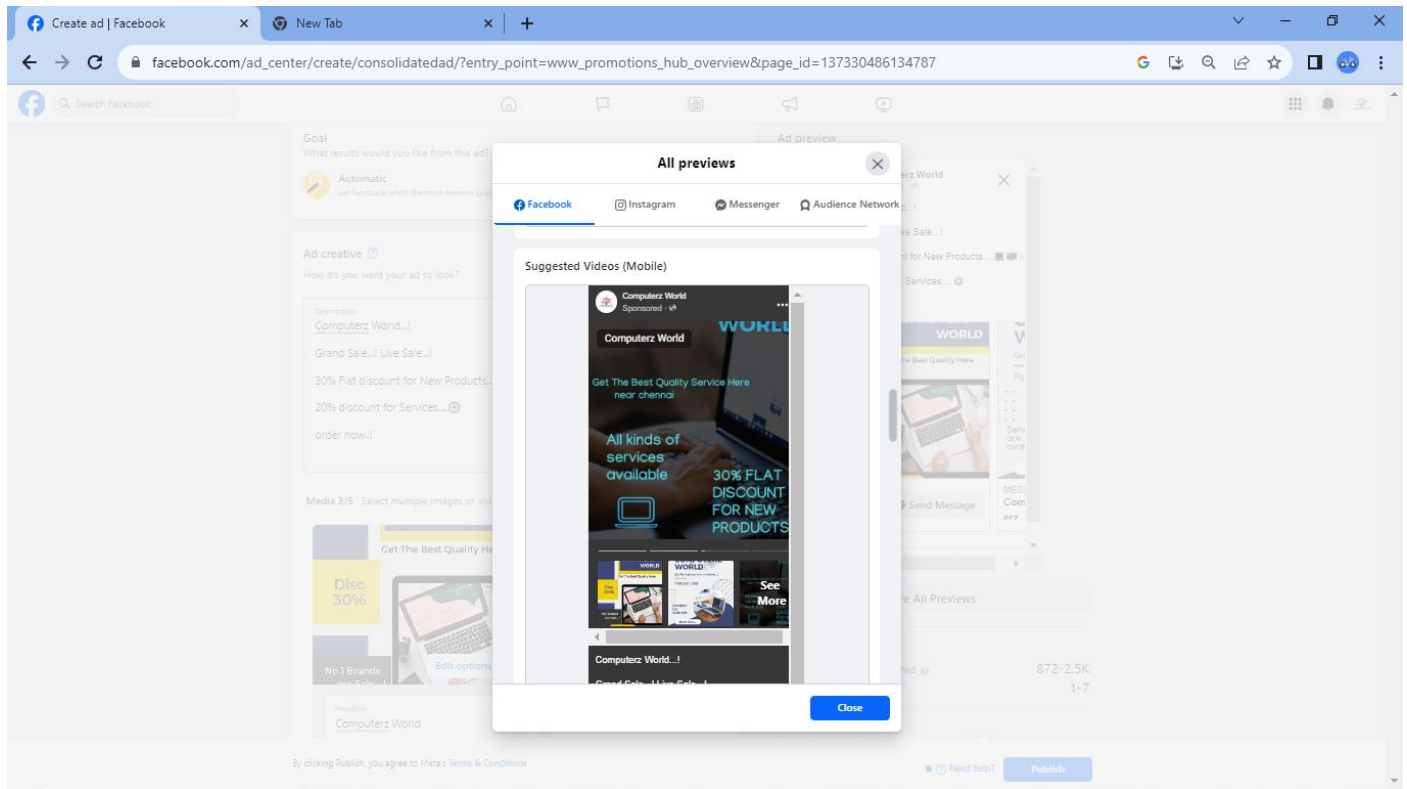
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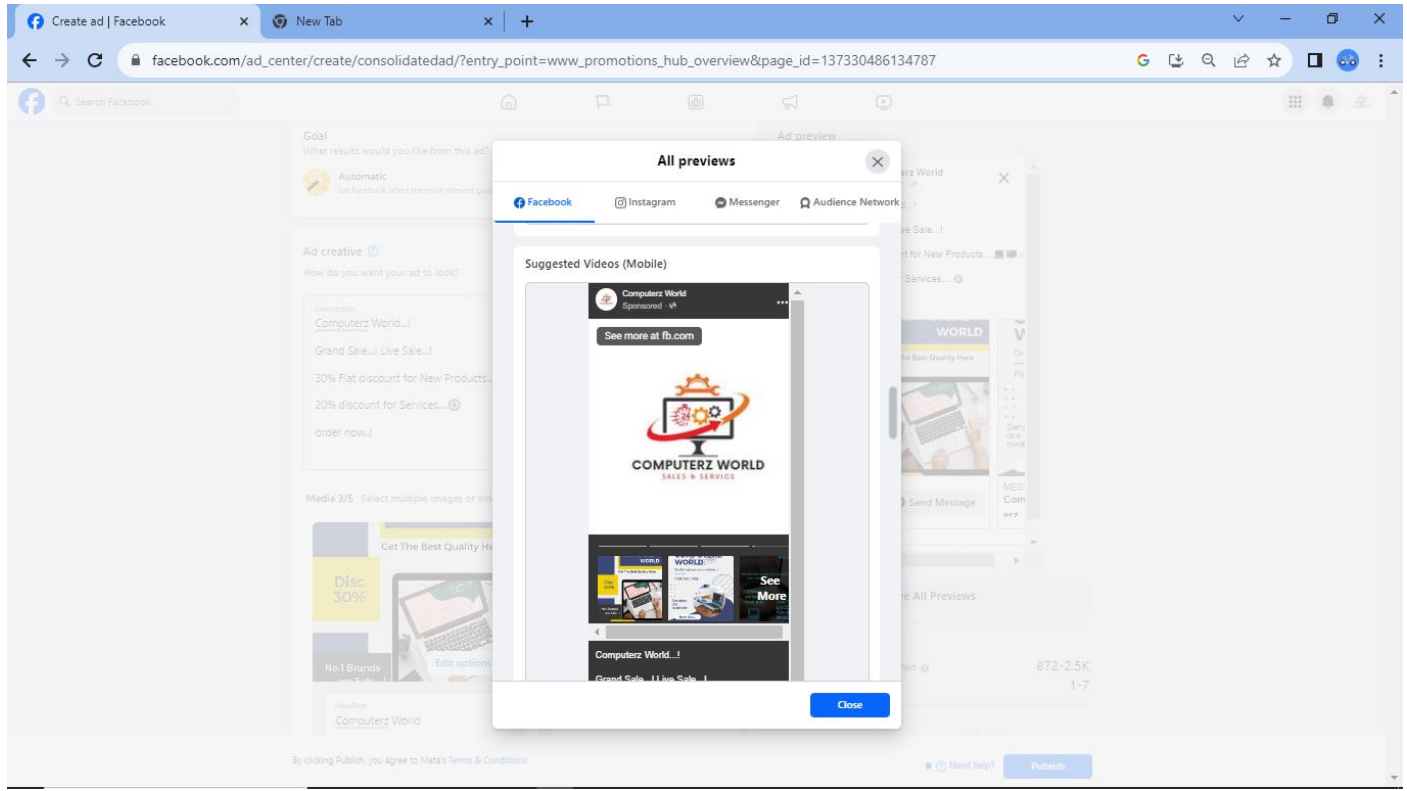
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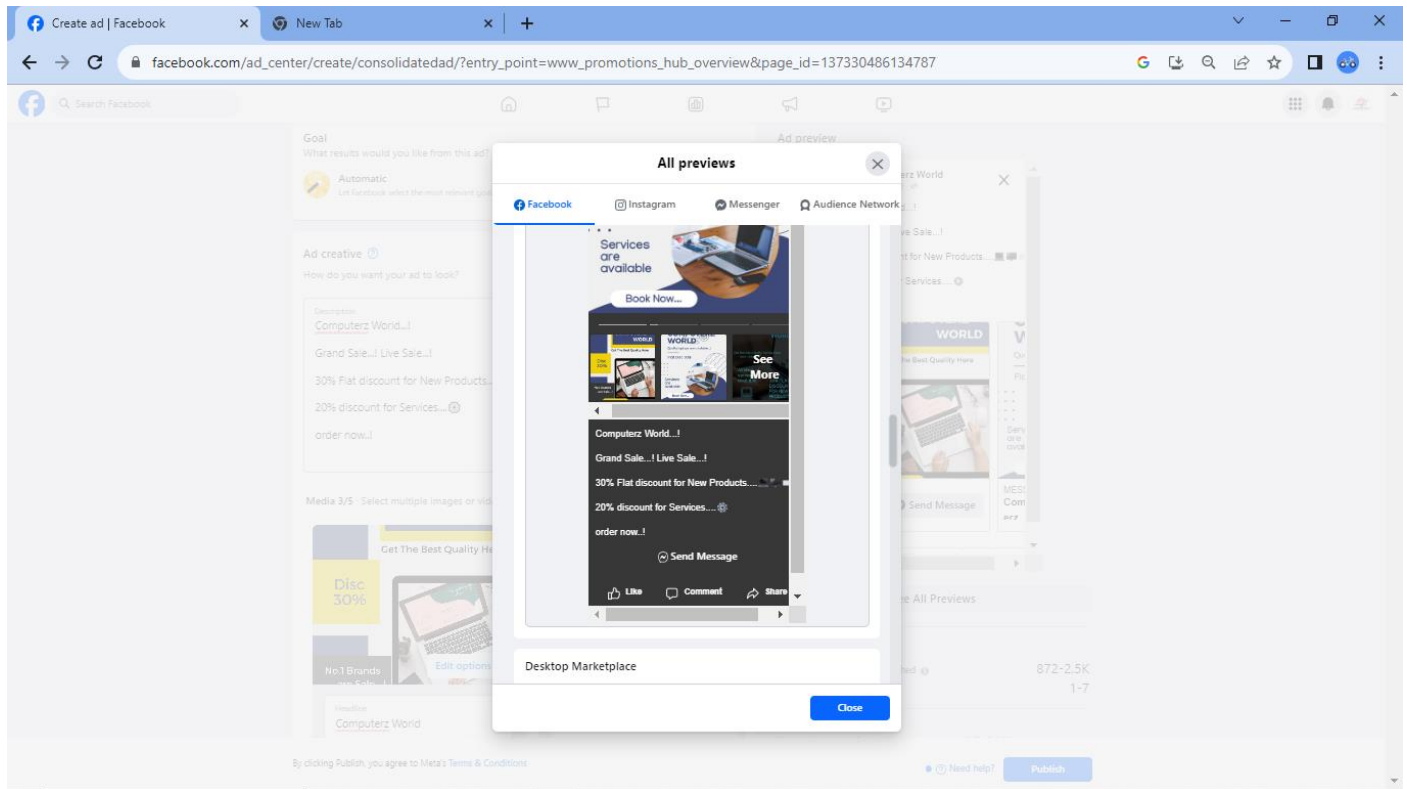
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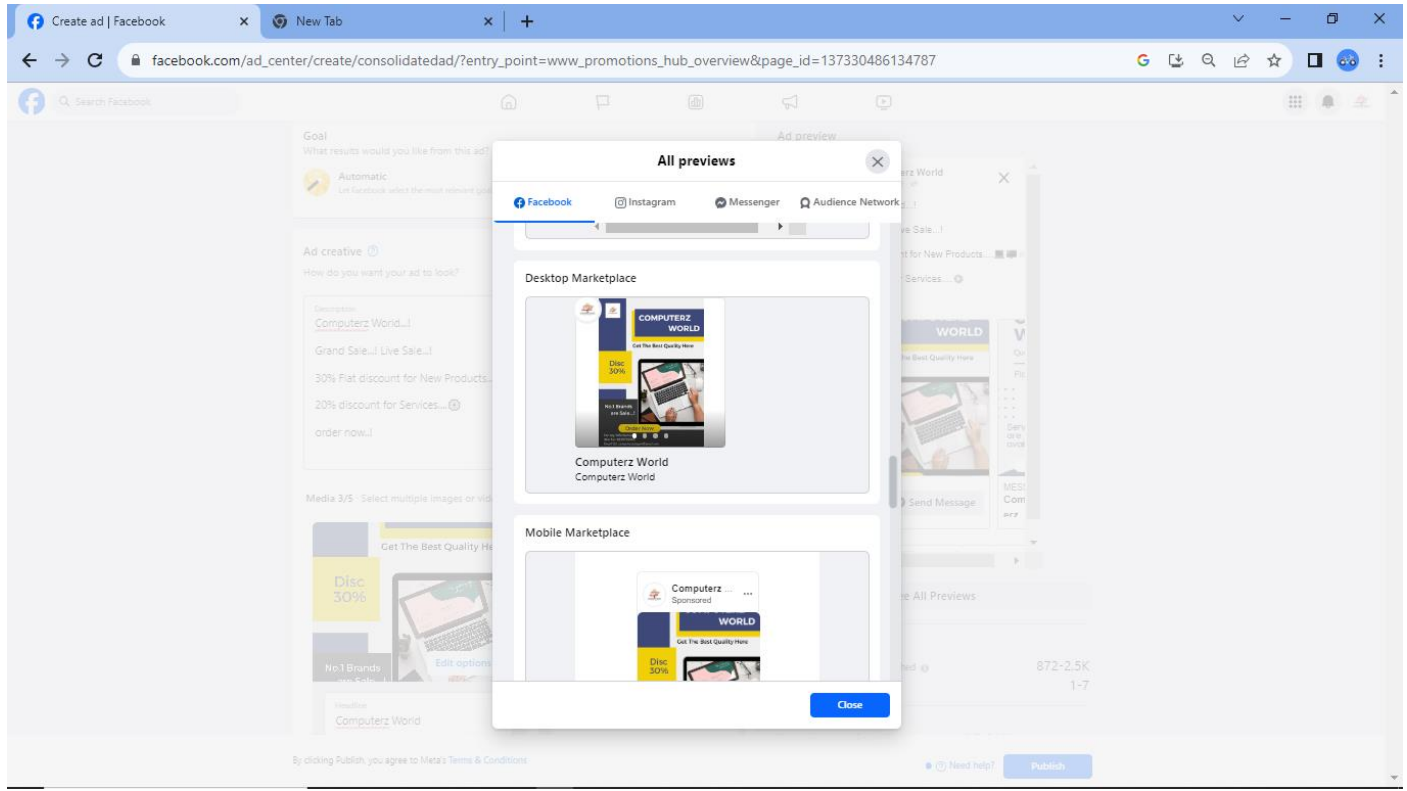
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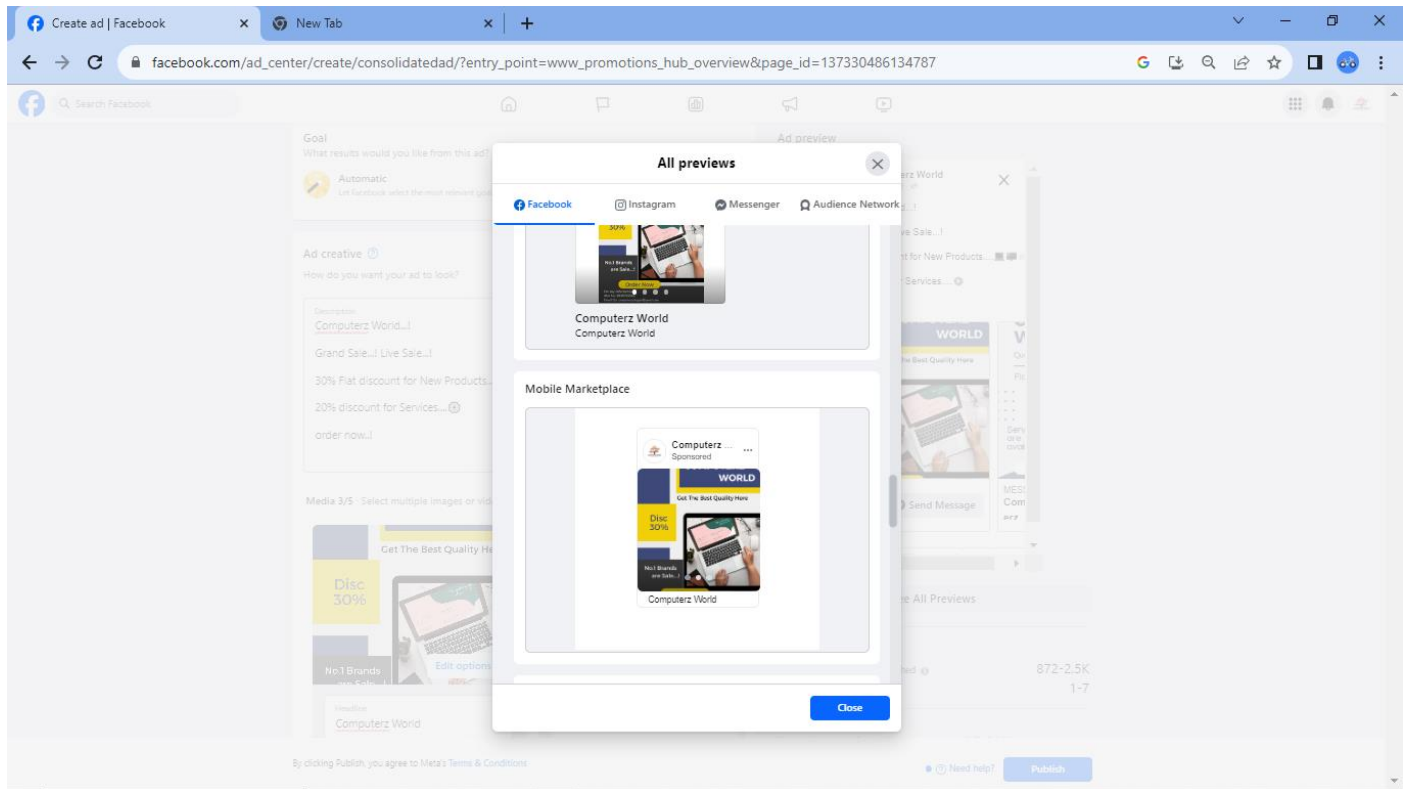
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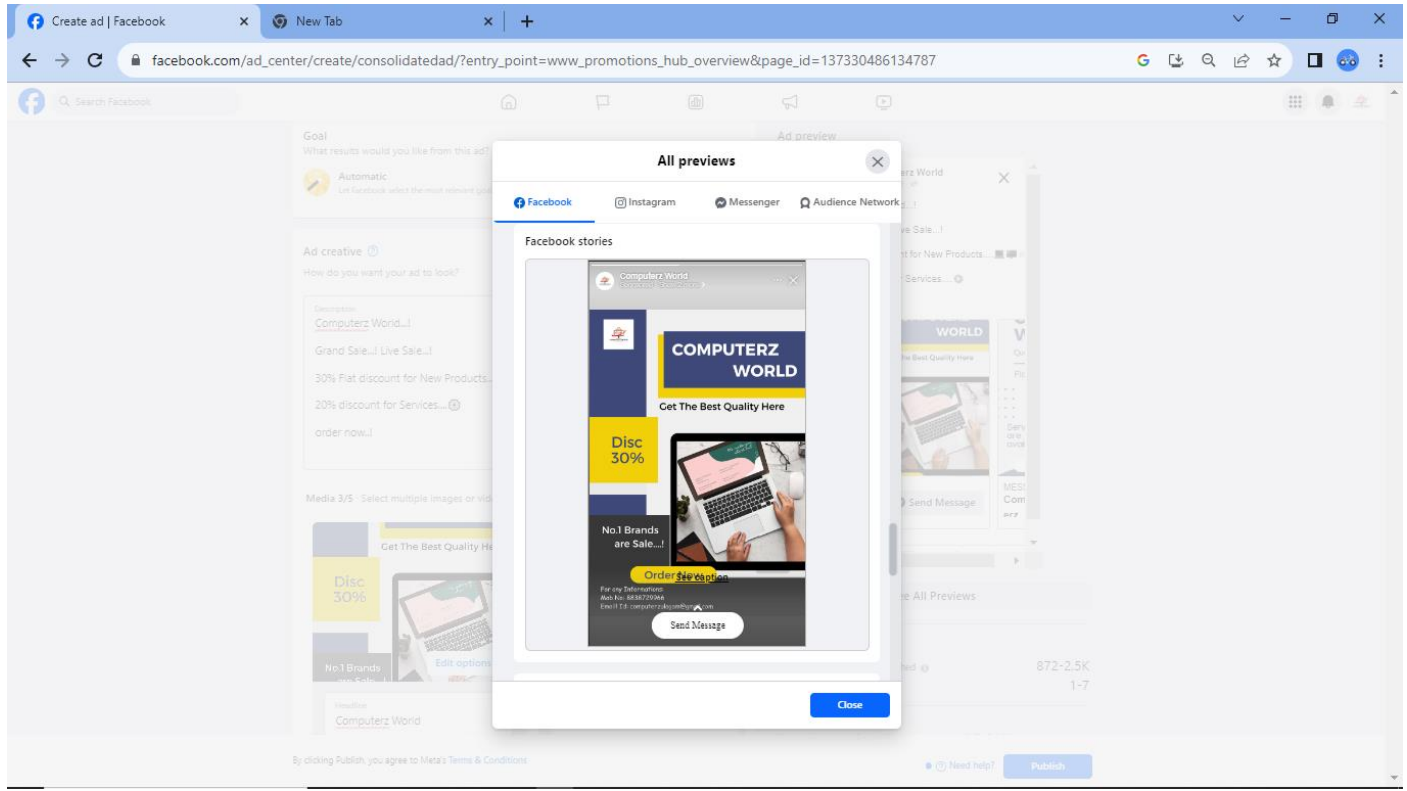
DESKTOP MARKETPLACE



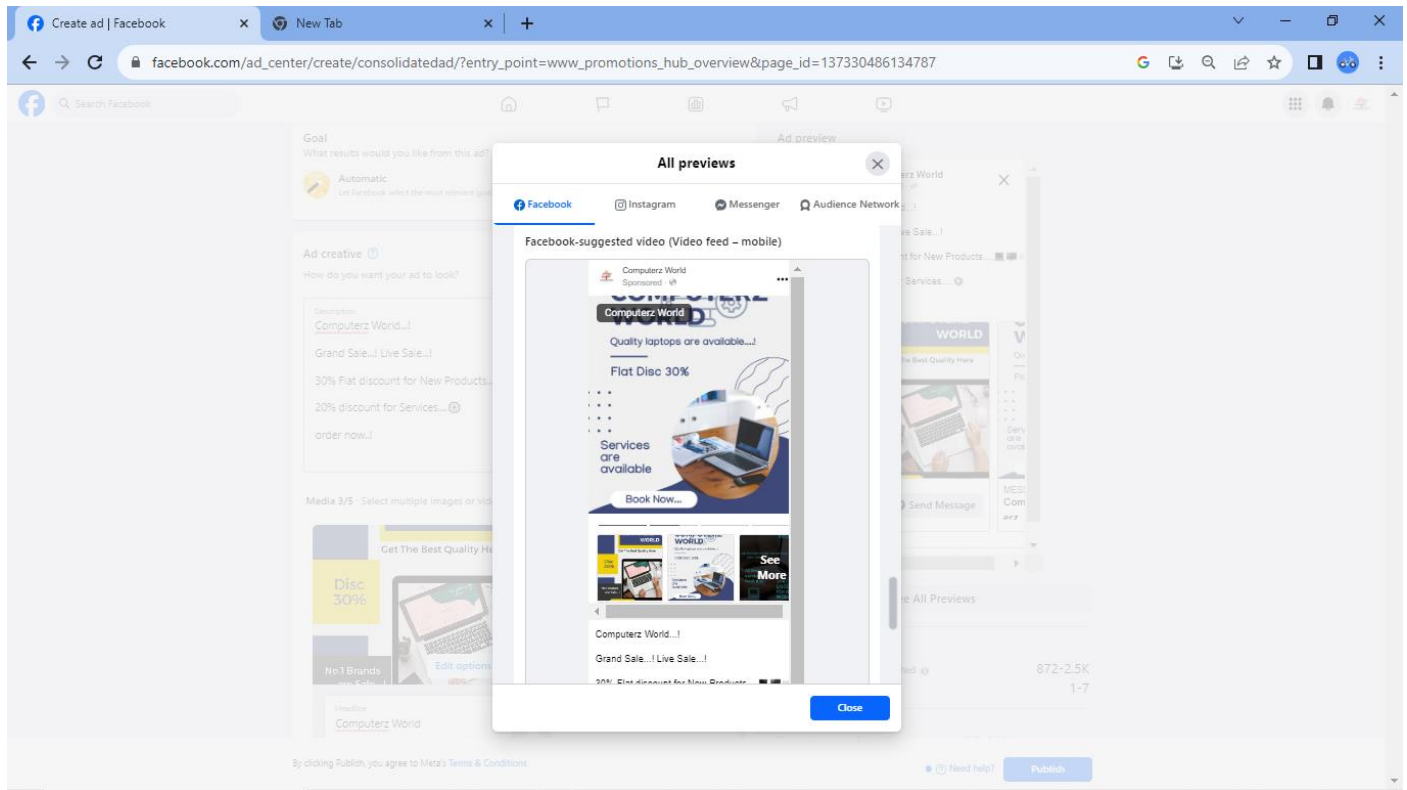
MOBILE MARKETPLACE



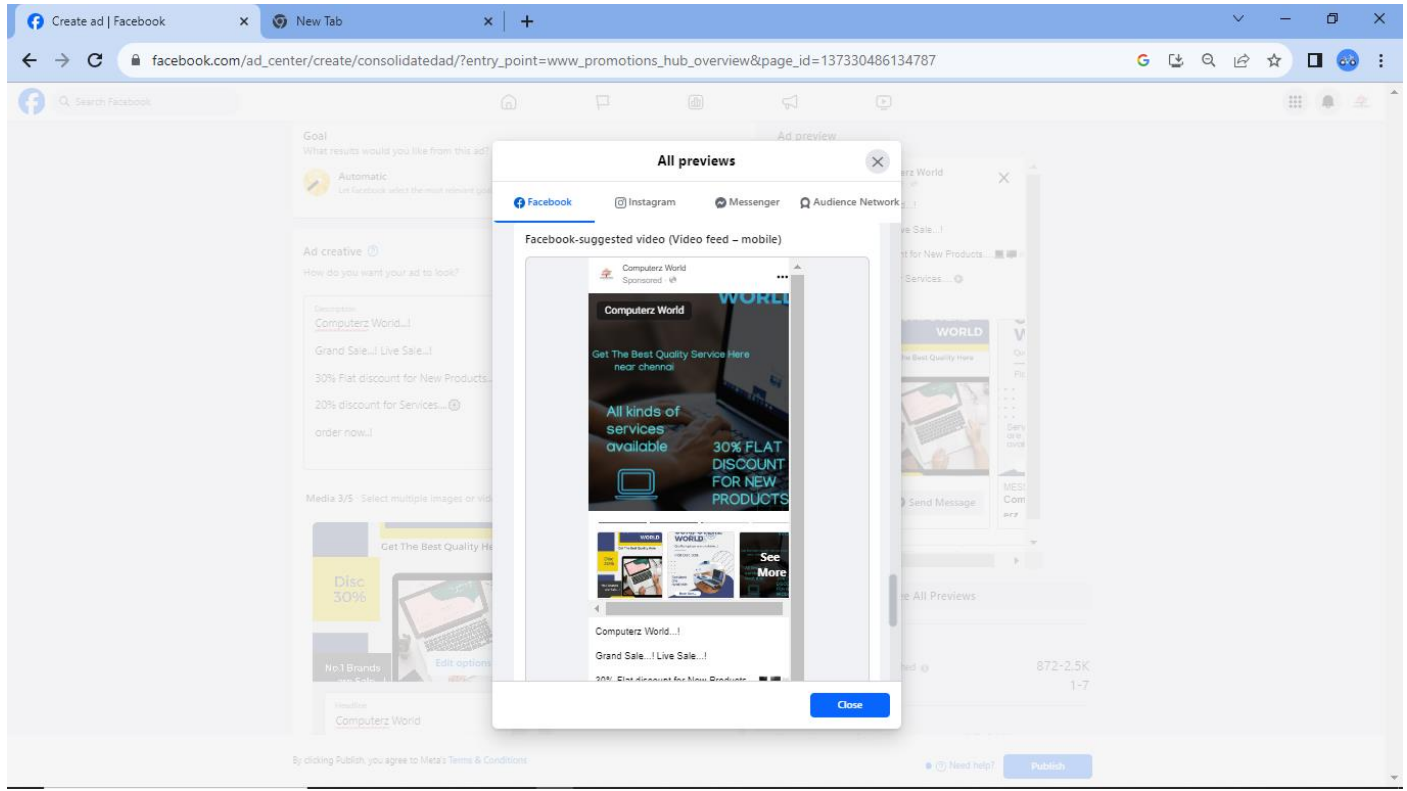
FACEBOOK STORIES



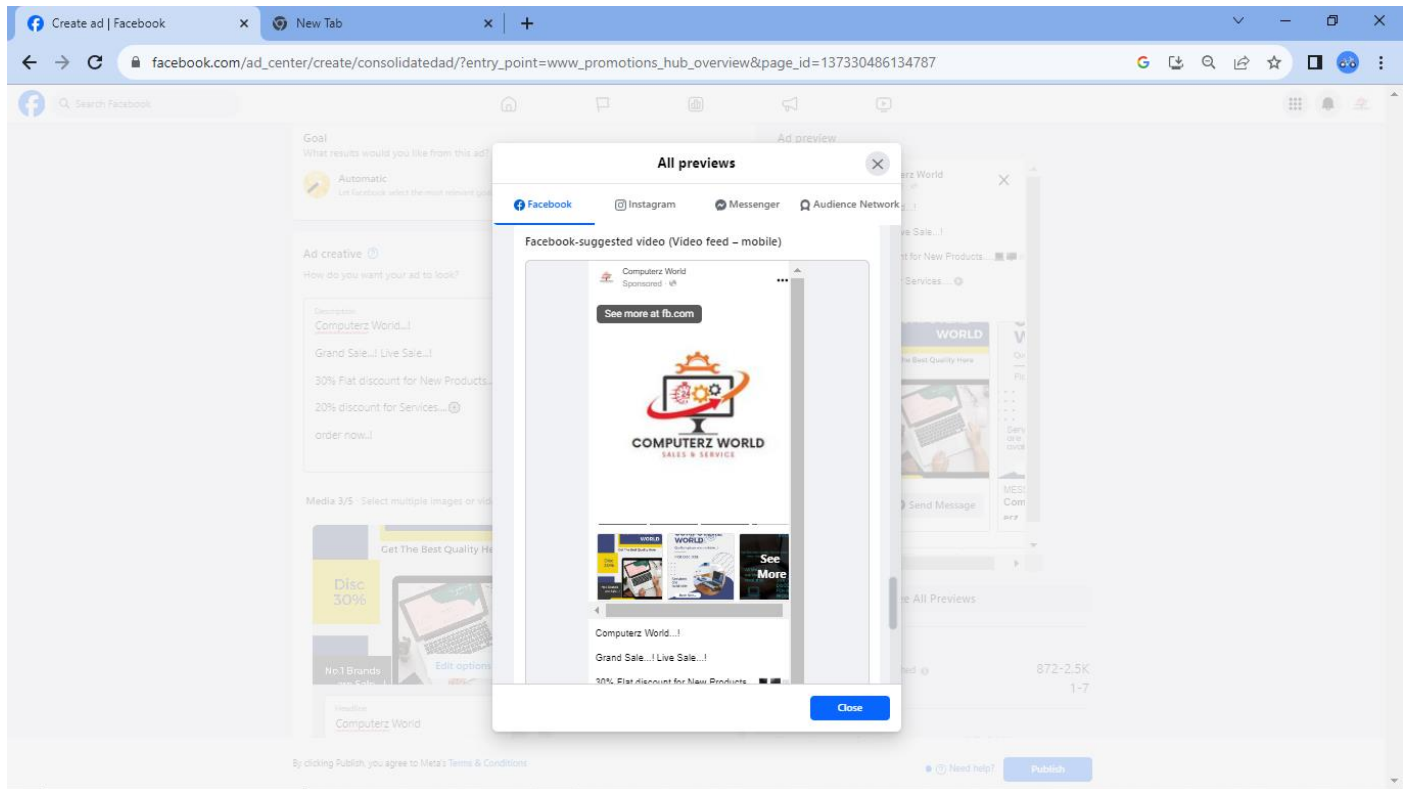
FACEBOOK SUGGESTED VIDEO (VIDEO FEED-MOBILE)



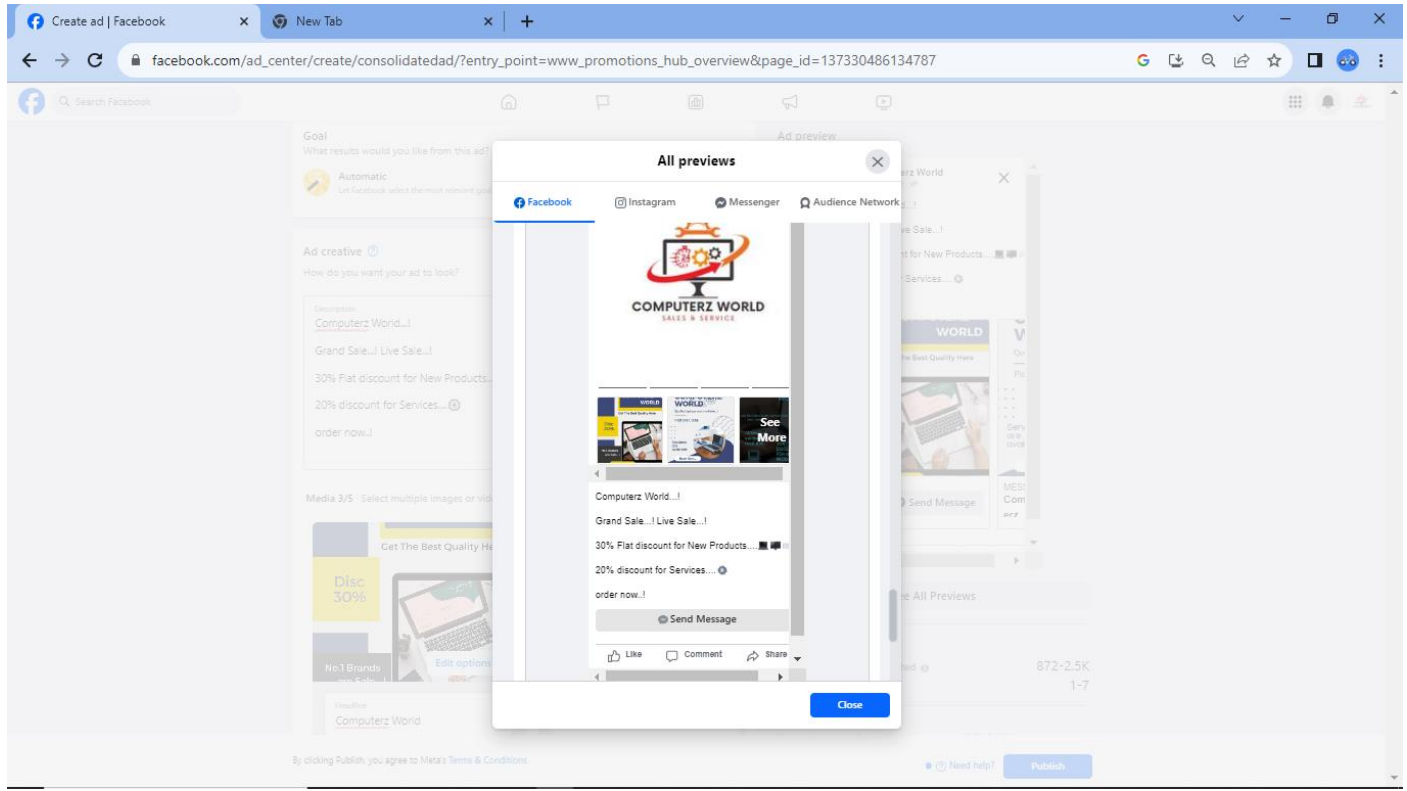
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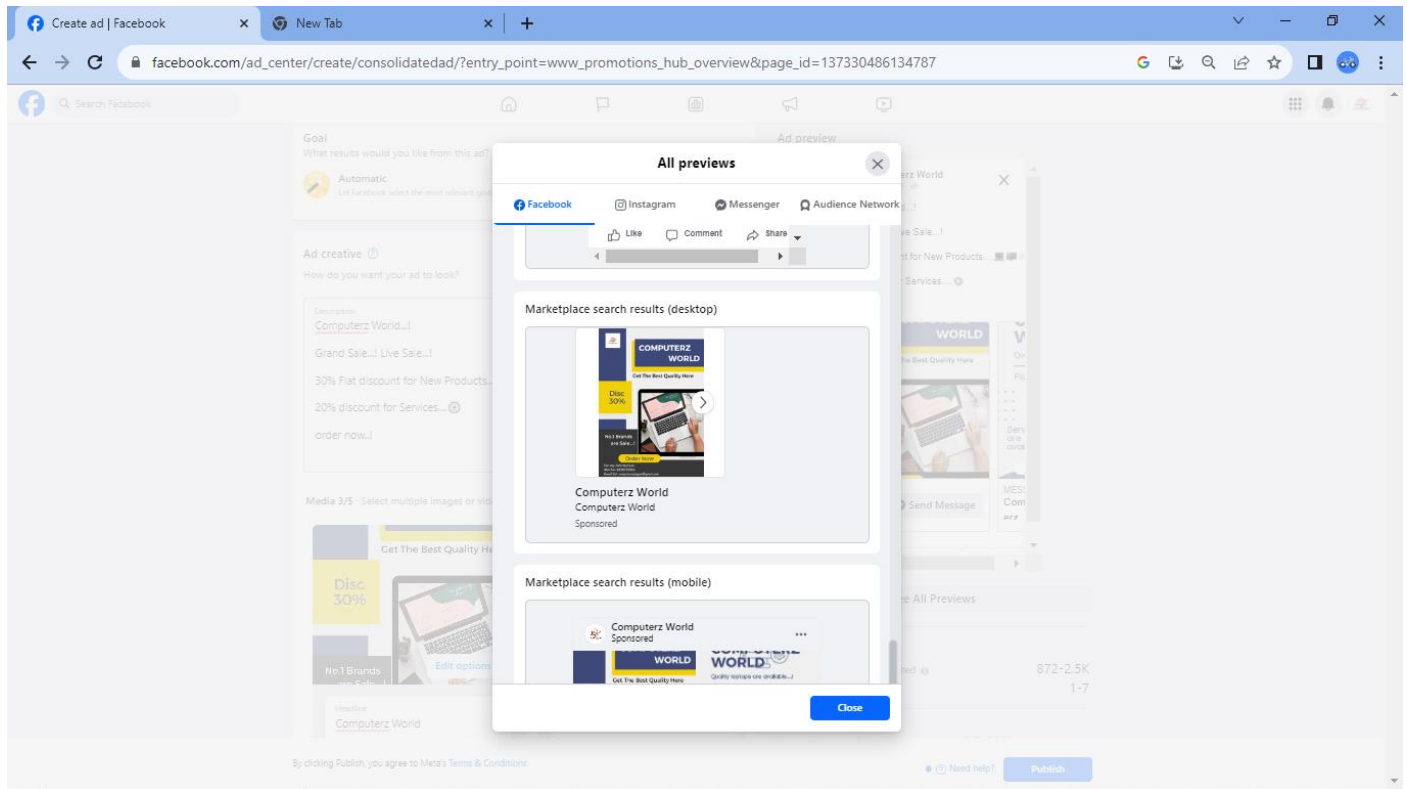
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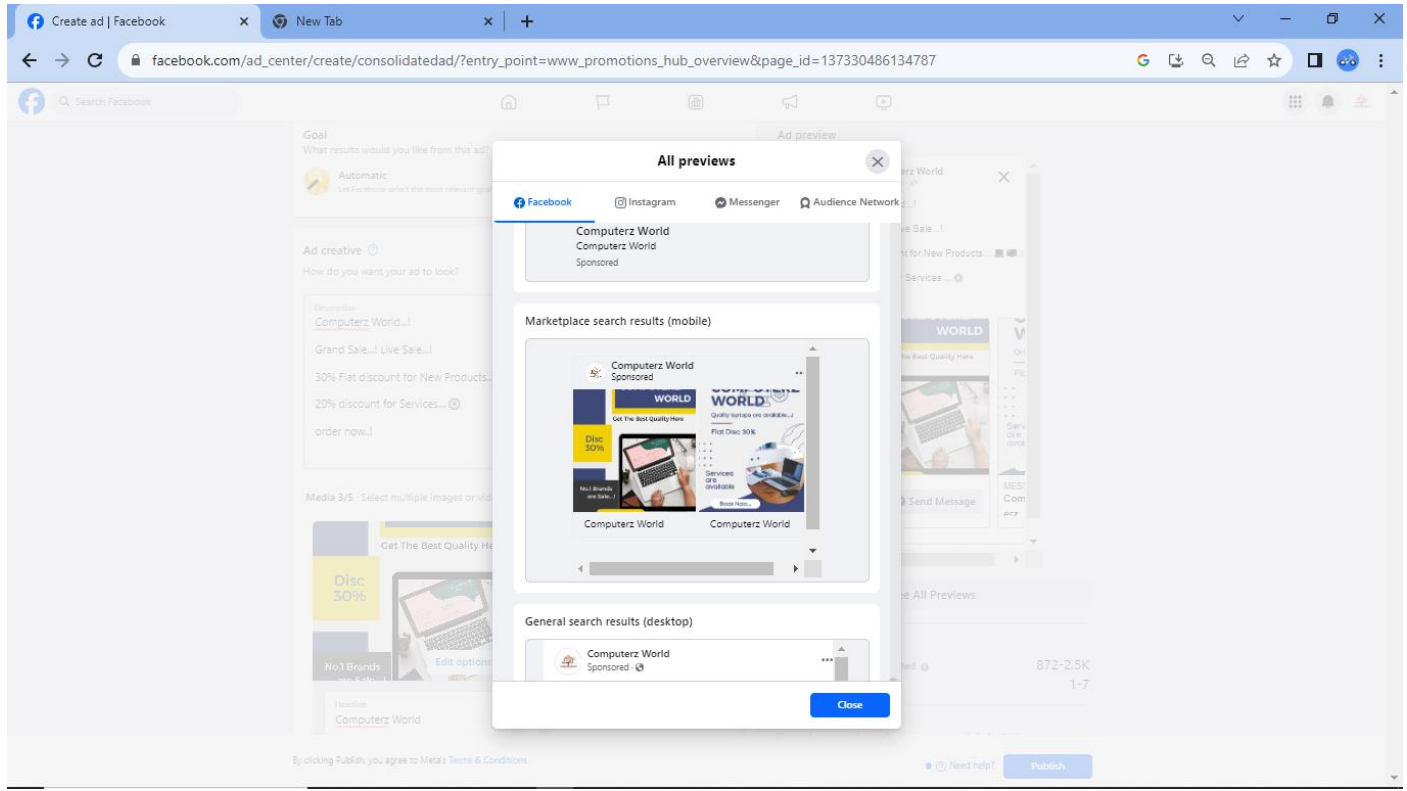
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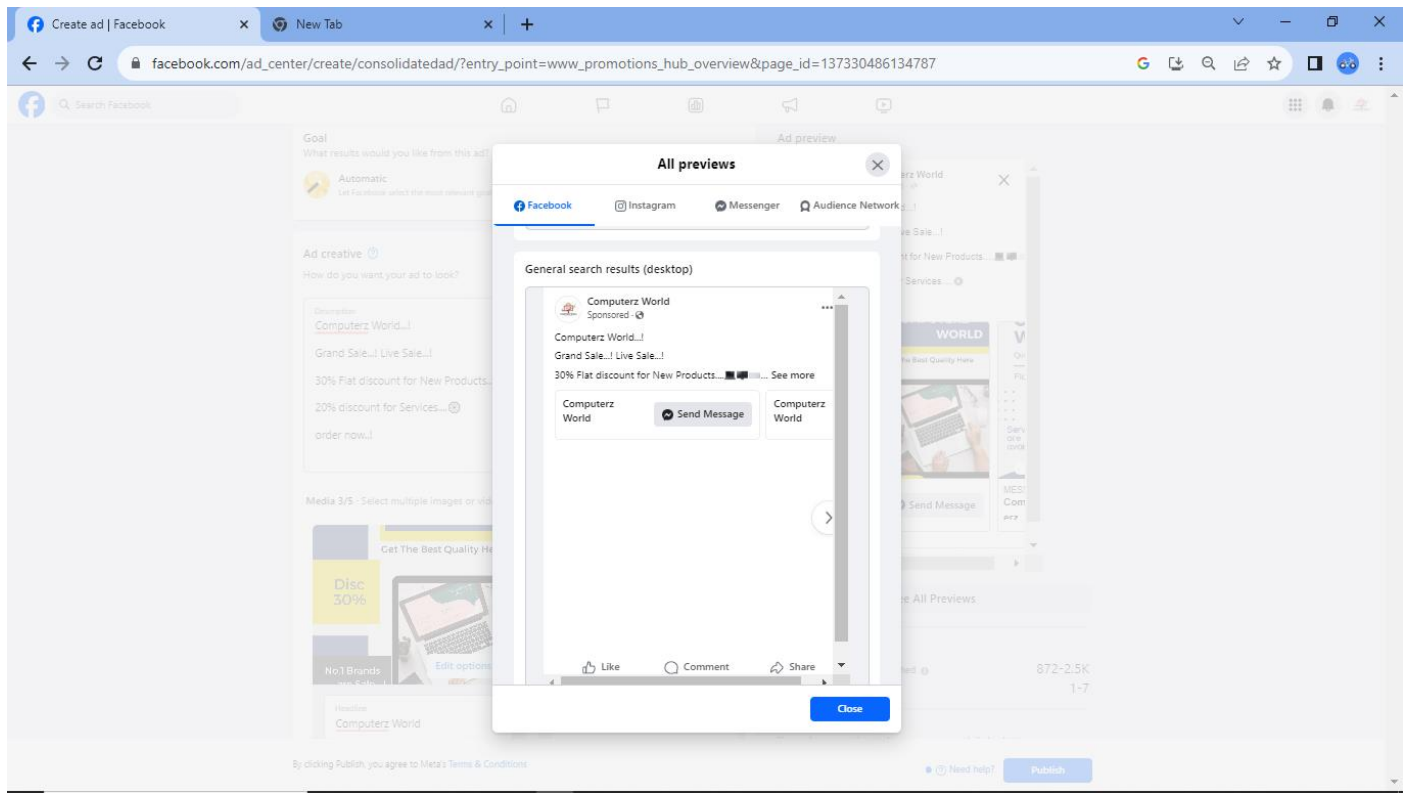
MARKETPLACE SEARCH RESULTS IN FACEBOOK (DESKTOP)



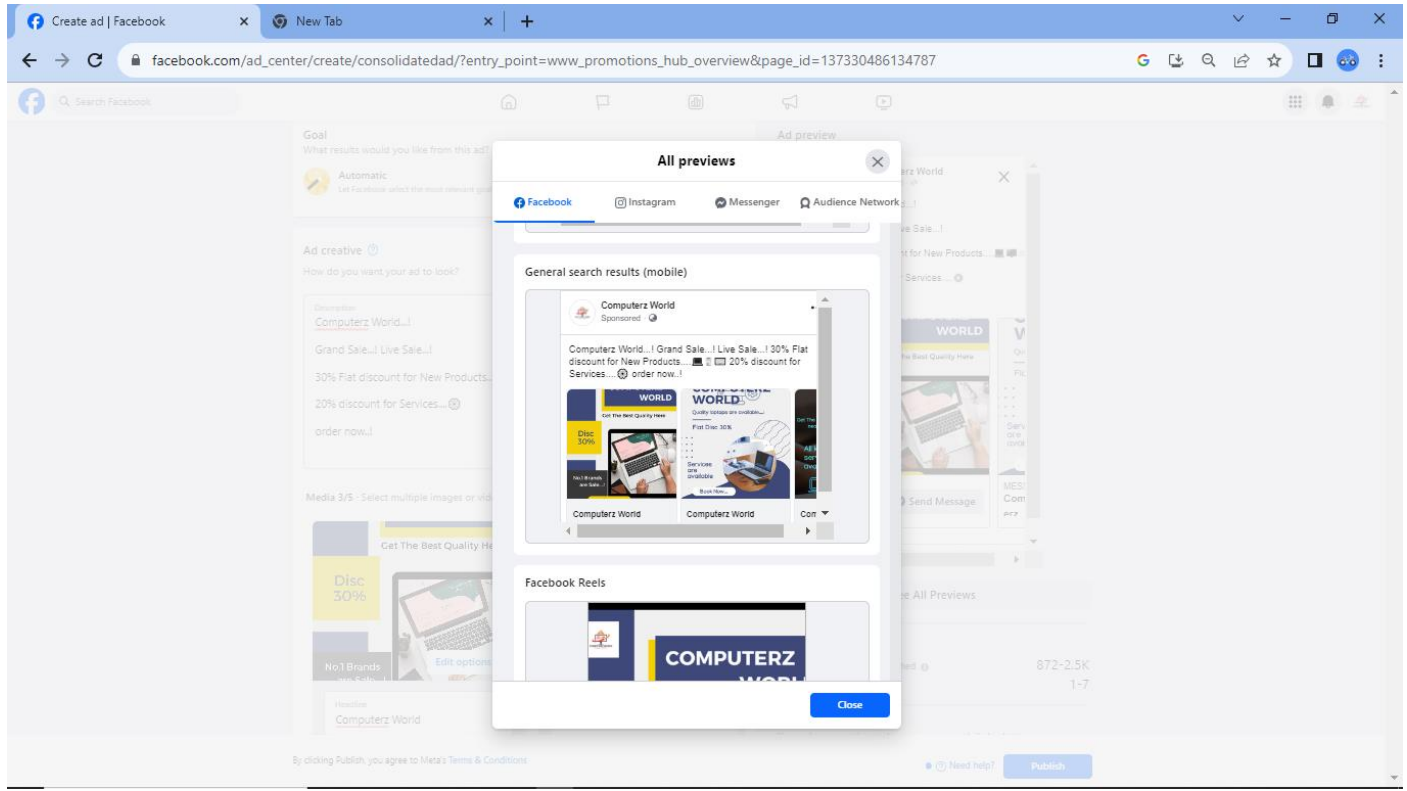
MARKETPLACE SEARCH RESULTS IN FACEBOOK (MOBILE)



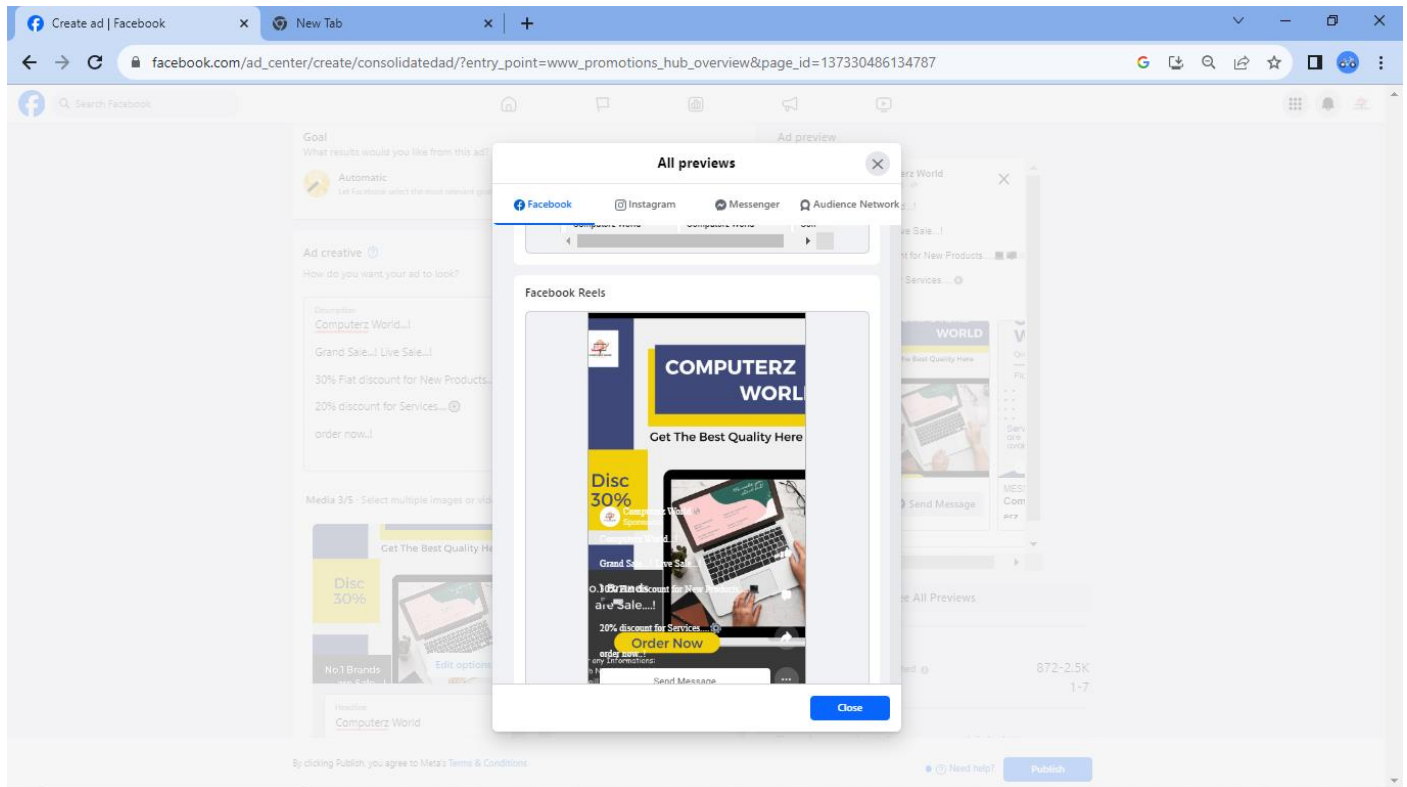
GENERAL SEARCH RESULTS IN FACEBOOK (DESKTOP)



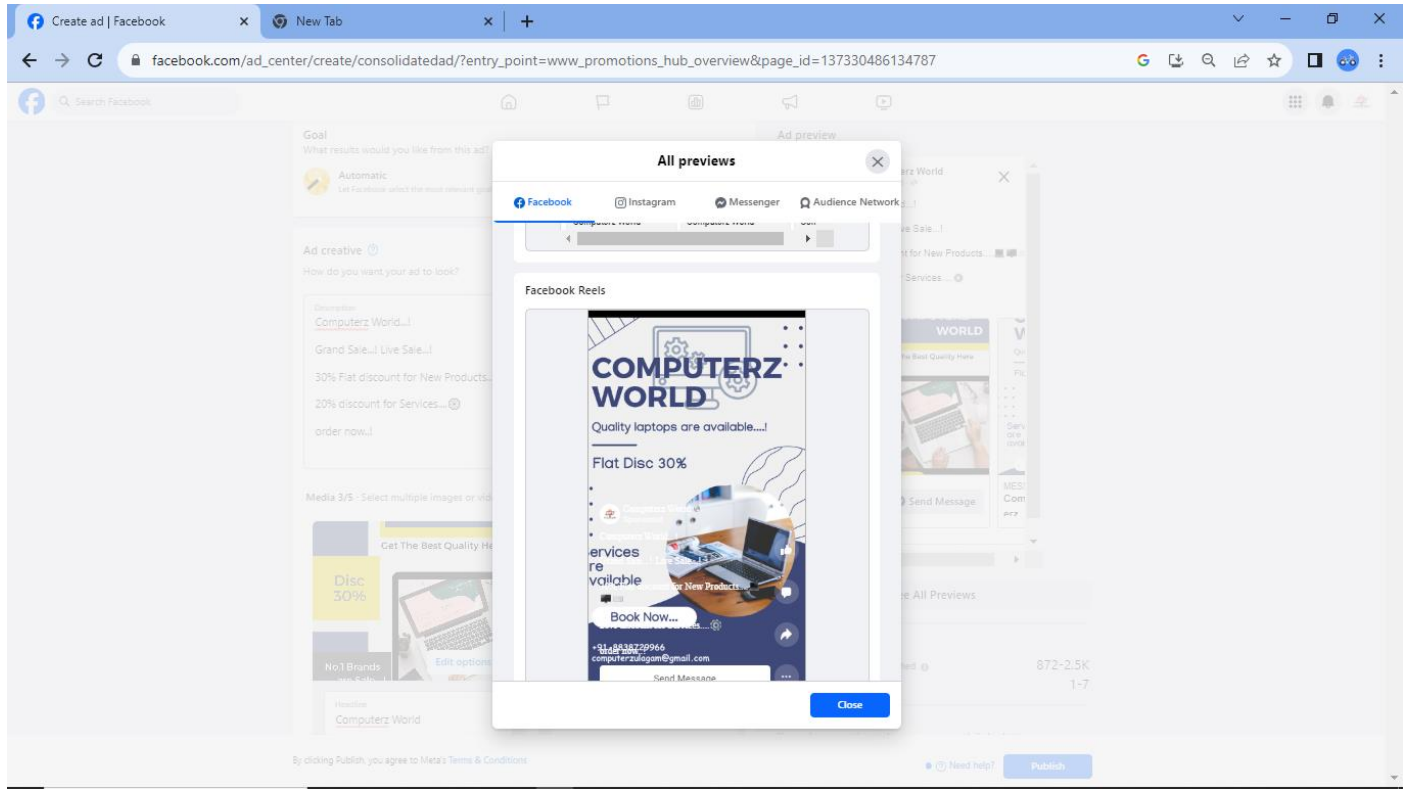
GENERAL SEARCH RESULTS IN FACEBOOK (MOBILE)



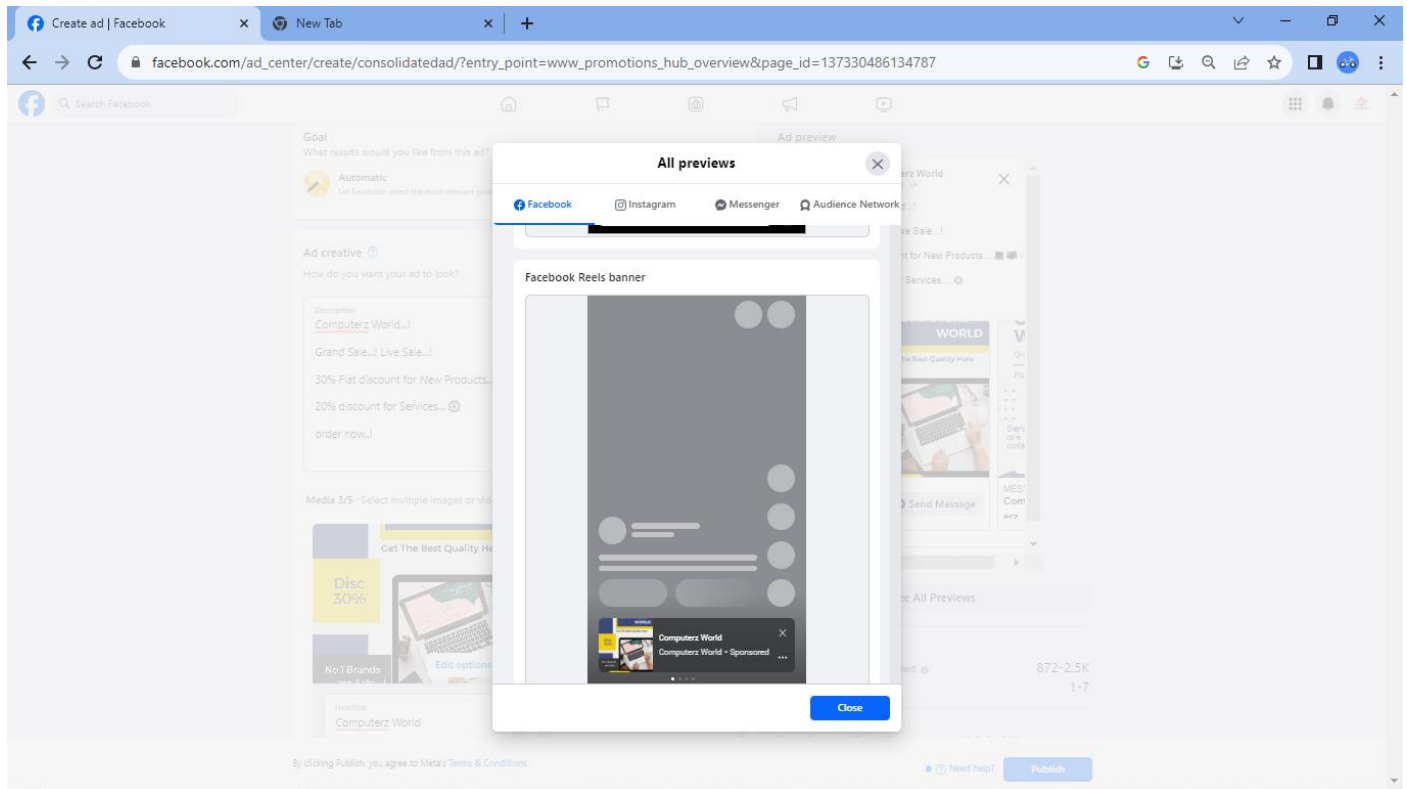
FACEBOOK REELS



FACEBOOK REELS



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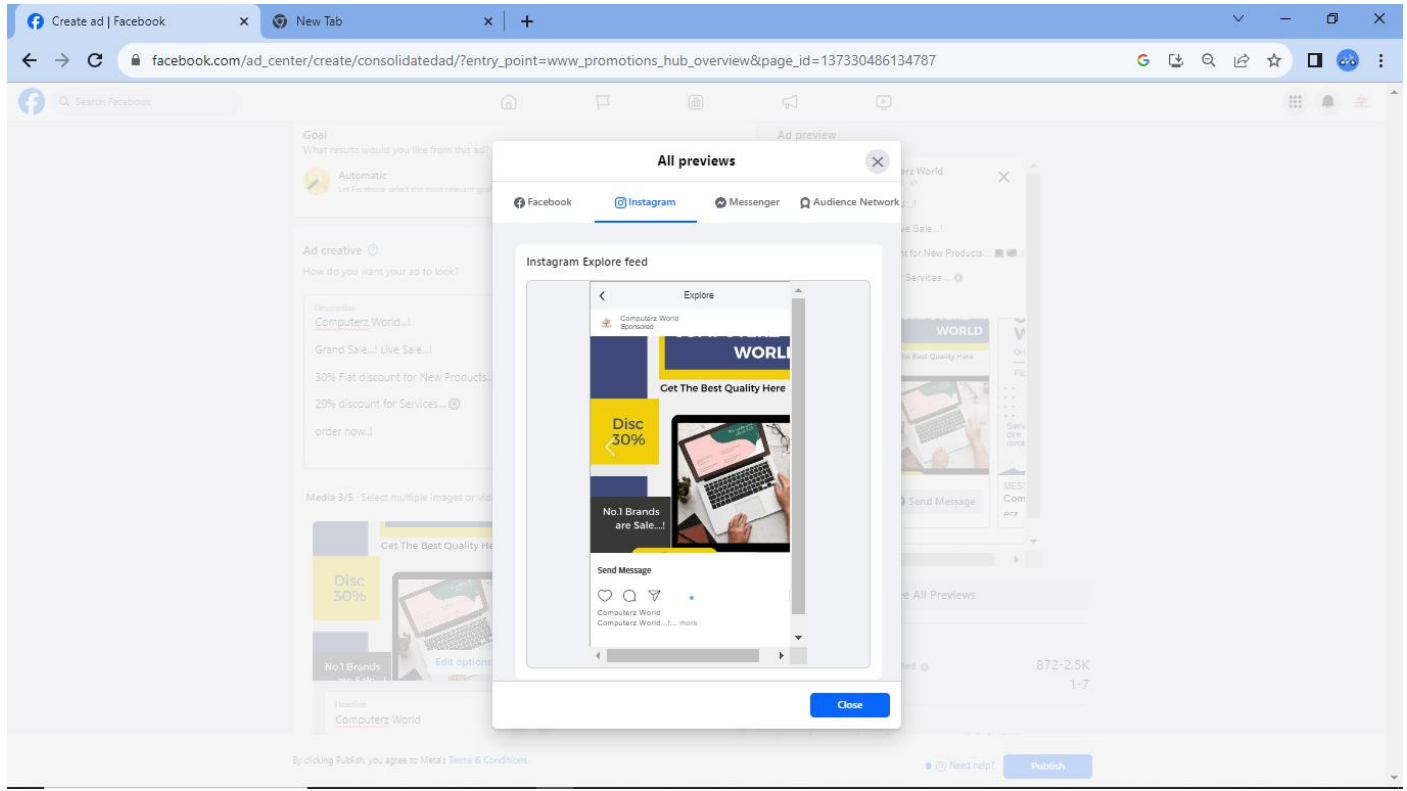
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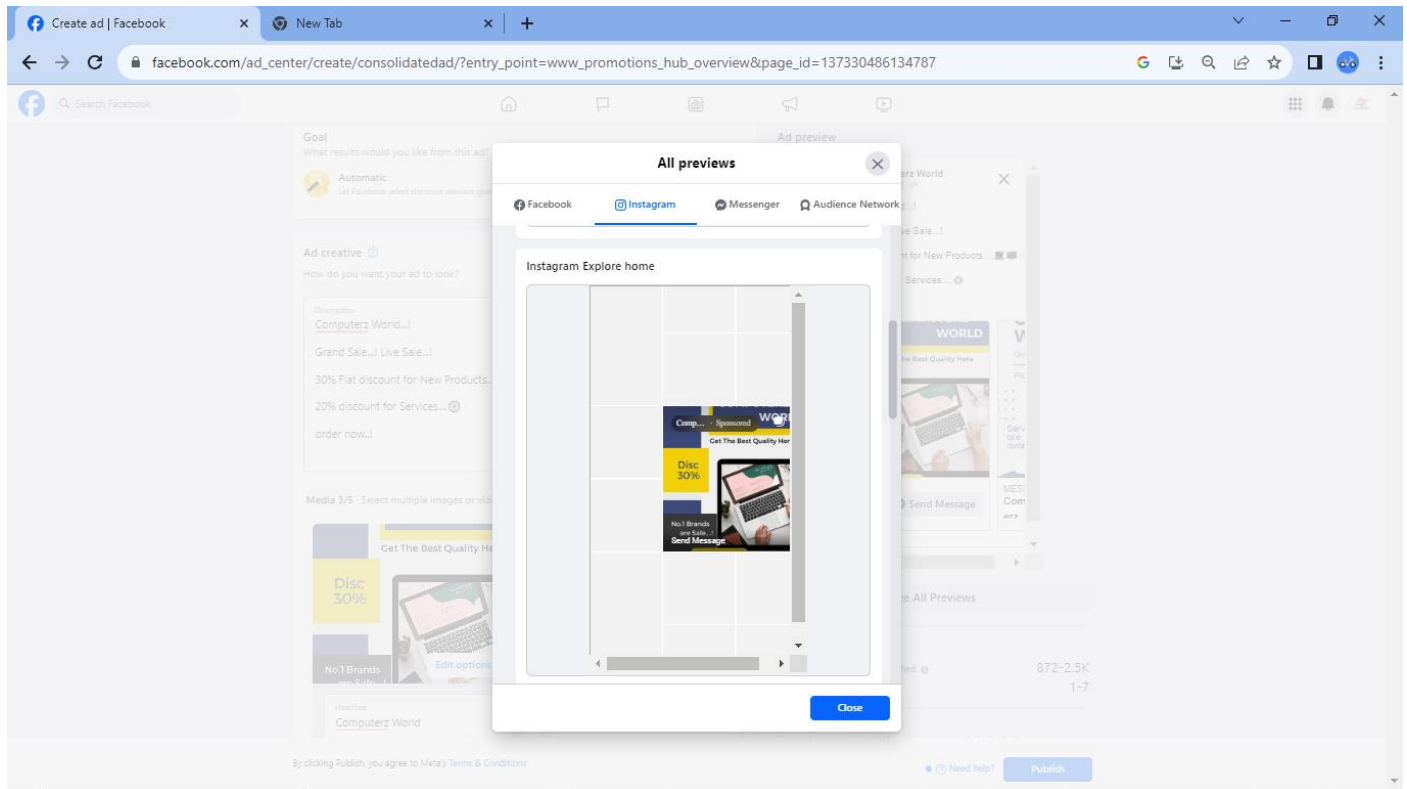
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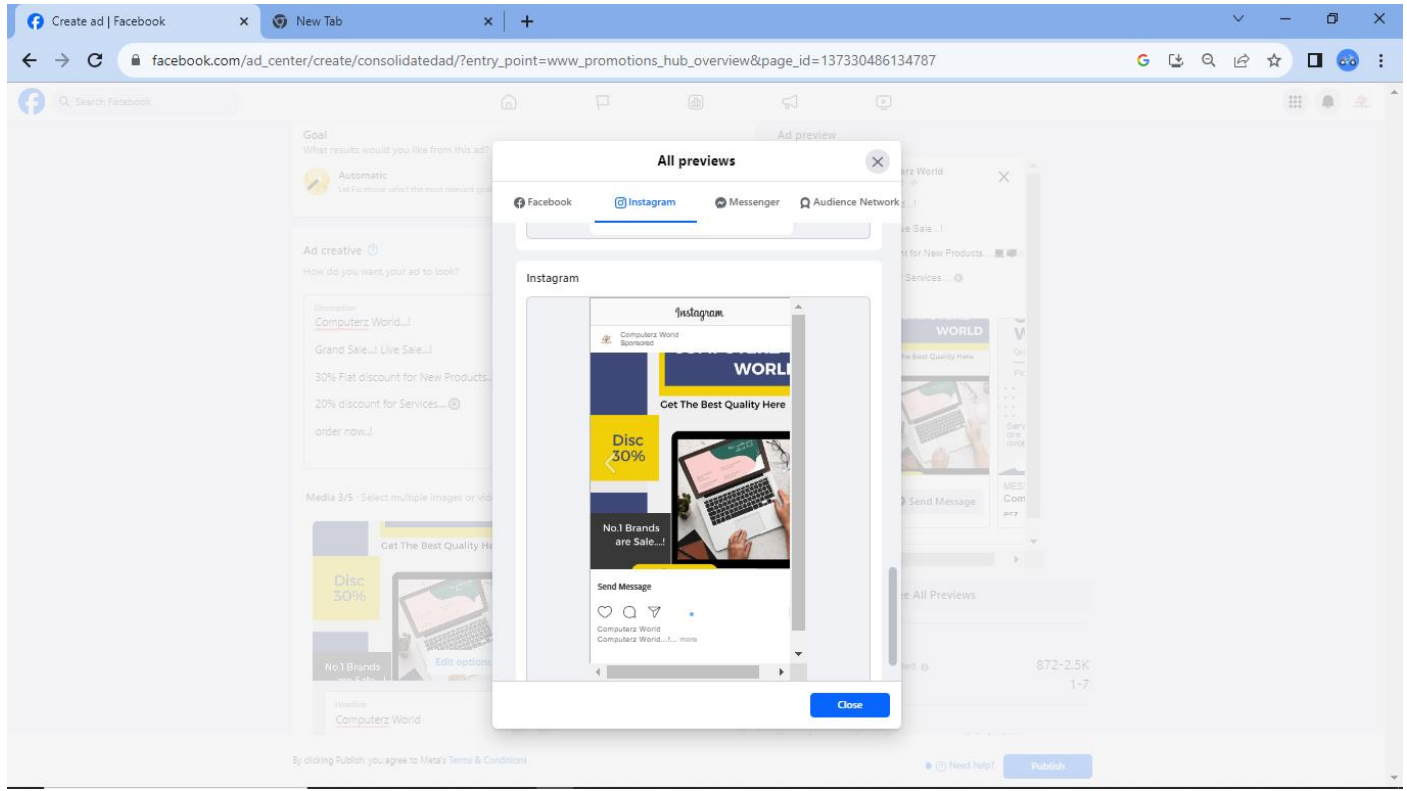
INSTAGRAM EXPLORE FEED



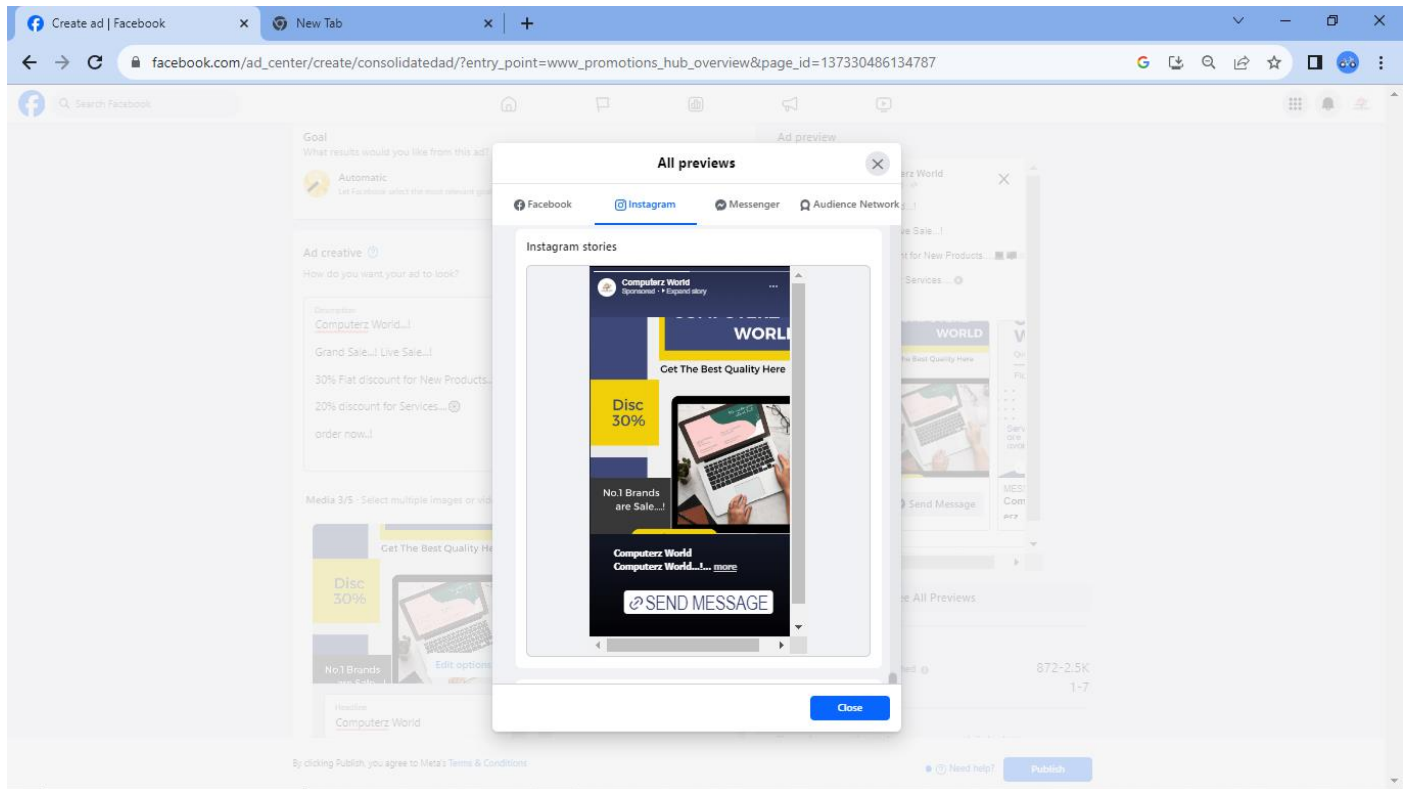
INSTAGRAM EXPLORE HOME



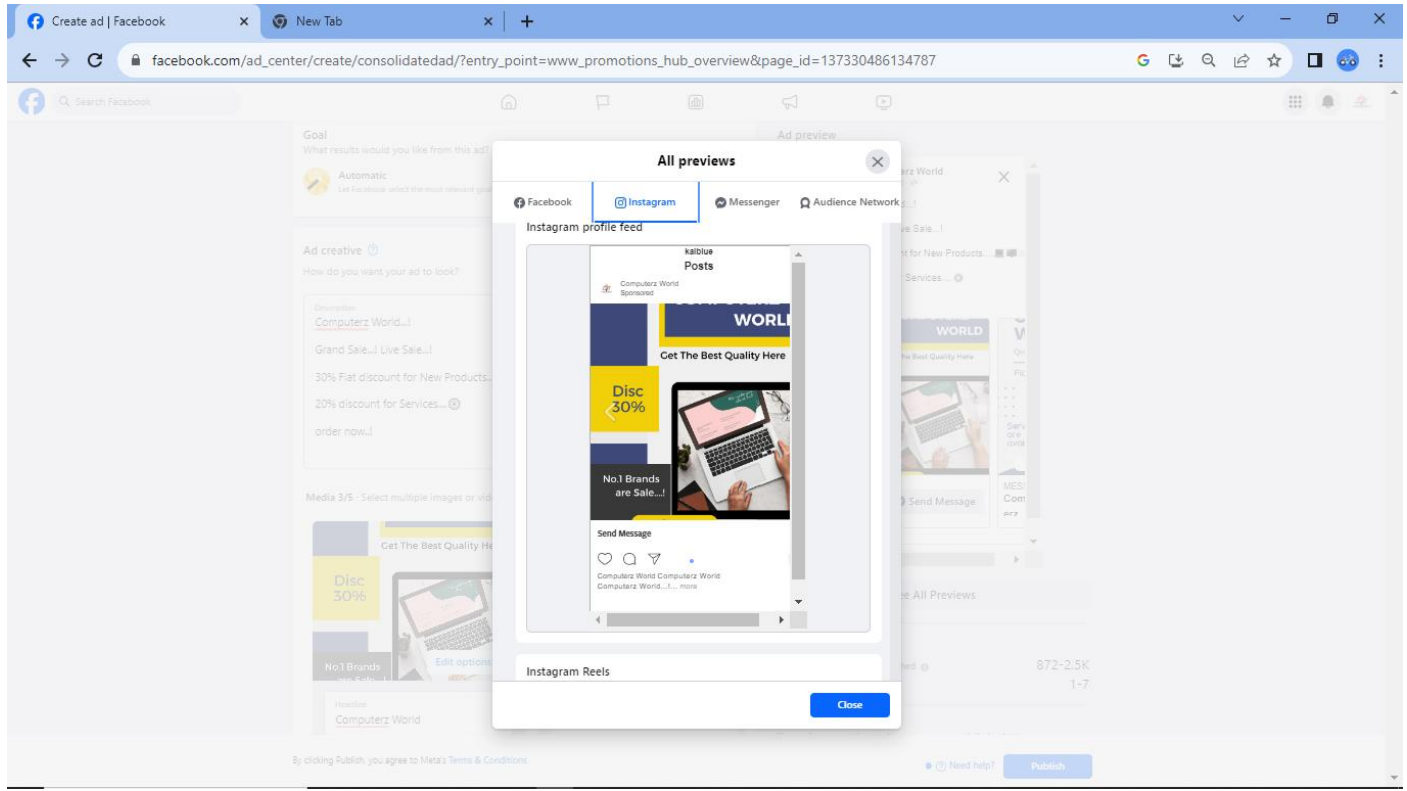
INSTAGRAM POST



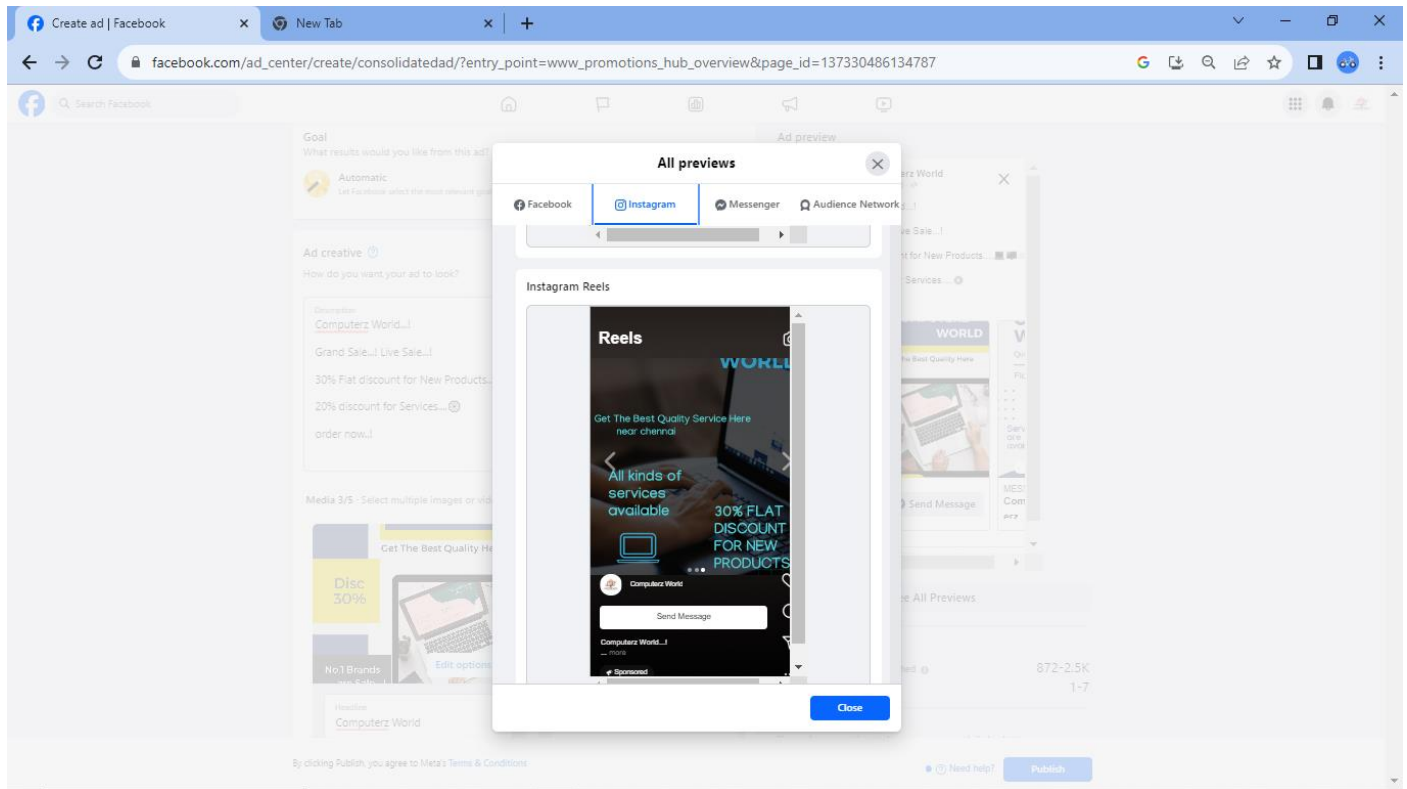
INSTAGRAM STORIES



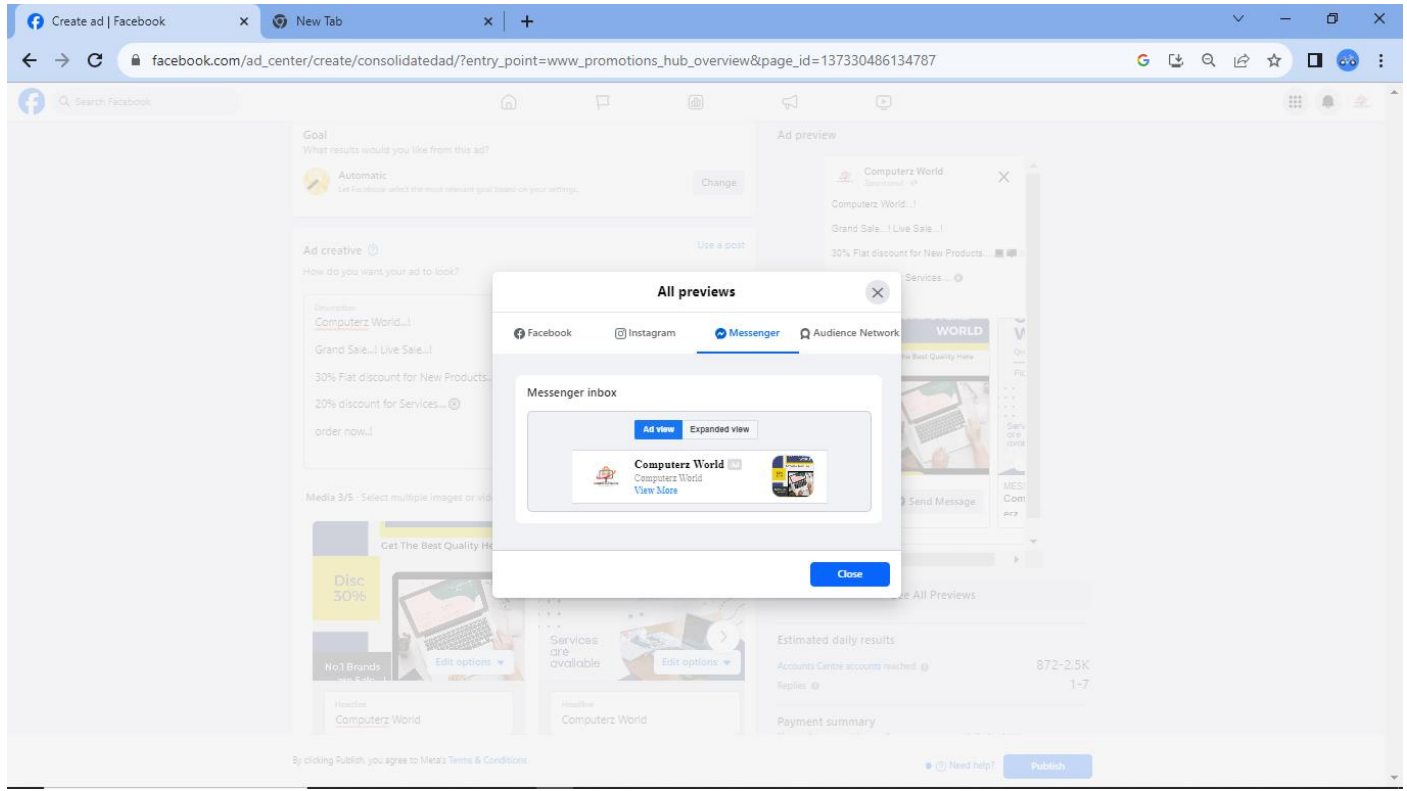
INSTAGRAM PROFILE FEED



INSTAGRAM REELS



MESSENGER INBOX (AD VIEW)



MESSENGER INBOX (EXPANDED VIEW)

