Project-2 Adding and Promoting SM

Facebook

Good for: **Traffic**

ℹ️ We recommend that new advertisers start with this goal and aim for at least 1,000 Page likes. Pages with more than 1,000 likes tend to look more established, which can lead to better ad results and improved targeting.

Get more website visitors ℹ️
Show your ad to people who are likely to click on a URL in it.

Good for: **Traffic**   ○

Promote your business locally ℹ️
Connect with people who are located near your business.

Good for: **Traffic**   ○

Grow customer base ℹ️
Use a form to collect contact information from potential customers.

Good for: **Sales**   ○

Get more calls ℹ️
Show your ad to people who are likely to call your business.

Good for: **Sales**   ○

Get more messages ℹ️
Show your ad to people who are more likely to send you a message.

Good for: **Sales**   ◉

Get more Page visits ℹ️
Show your ad to people who are likely to visit your Page.

Good for: **Traffic**   ○

Cancel   **Save**

Goal

What results would you like from this ad?

Get more messages ⓘ

Show your ad to people who are more likely to send you a message.

Change

Ad creative

Use a post

How do you want your ad to look?

Save time on creating ad content by turning one of your best performing posts into an ad.

Use a post

Description

Embark on an unforgettable journey through South India, where tranquil backwaters, lush hills, ancient temples, and golden beaches create a tapestry of beauty and culture. Experience the region's rich heritage, vibrant traditions, and aromatic spices as you explore the soul of India's southern charm.

Media 1/5 · Select multiple images or videos to create a carousel. The media below was selected for optimal ad performance.

[Select Media]   [Edit ▼]

+

Add media

Using multiple images or videos could improve ad performance by keeping your audience engaged.

Headline

Charm of South India

22/25 characters

Button label

Send message ▼

Advantage+ creative

ⓘ

Leverage Facebook's data to automatically deliver different ad creative variations to **people** when likely to improve performance.

Messaging

ⓘ

Message template

How do you want to welcome people who tap on your ad? Select a template.

⭐ **Introducing saved message templates**   ✕

You can now create, save, edit, duplicate, delete and reuse your message templates across multiple ads.

| Default welcome message template ▼ | + Create new |

Default welcome message template ▾   **+ Create new**

Greeting
Hi, Traveler! Please let us know how we can help you.

Questions
1. Can I learn more about your business?
2. Can you tell me more about your ad?
3. Is anyone available to chat?

Automated responses: Off ⑦

Messenger call invitation: Off ⑦

💡 **Get more calls from people**   ✕

Include a call invitation in your greeting message so that people are more likely to call your business.

Learn more

Message destination

Where do you want people to message you?

Recommended

Automatic destination

Send people to the messaging app where they engage most.

Traveler JK   jaimini261083

WhatsApp information, including names and phone numbers, is subject to the data use restrictions in the **Meta Advertising Policies**. Your business and ads must also comply with the **WhatsApp Commerce Policy**.

Your ads that click to WhatsApp show "Active on WhatsApp" when you're using the WhatsApp Business app. This lets people viewing your ads know they can expect a quick reply. You can turn this off in your WhatsApp privacy settings.

Special ad category

Ads about financial products and services, employment, housing, or social issues, elections or politics

Duration

Run this ad continuously ⦿

Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

Choose when this ad will end ○

Daily budget ⓘ

Country, currency
IN, INR

Change

Estimated 9.6K-27.7K **Accounts Centre accounts** reached per day

₹ 260.00 ✎

₹91.03 ●————————— ₹5,000.00

💡 Similar businesses typically spend **₹294.00** and are able to get **7 replies** per day. ⓘ

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.

Meta pixel
No pixel

⚠️ **Payment method required**
When you publish your ad, you'll be asked to add a payment method to your ad account. This payment method will be charged for any amount spent beyond the value of your ad credit.

Payment method

Payment summary
Your ad runs continuously on an average daily budget.

Budget	₹ 260.00 INR
Estimated GST	₹ 46.80 INR
Daily total budget	₹ 306.80 INR

We use data about you and your ad account to provide you with ads billing and spending options.
Learn more

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our **Terms & Conditions**

● ⓘ Need help?

Publish

Instagram

Messages

Messaging apps

Instagram
@jaimini261083   ⦿

Add WhatsApp Business
Get messages on WhatsApp   >
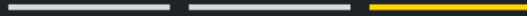About WhatsApp Business

Action button

Send message   ⦿

Contact us   ○

Learn more   ○

Save

Estimated audience size

Too broad

Regional   Local

🔍 Search for a location

Adding a broad range of countries, regions and cities increases the number of people who can see your ad.

India ✓

Rajkot, India ✓

⚠️ These locations overlap with ones you've already selected and will be removed when you click Save: Rajkot
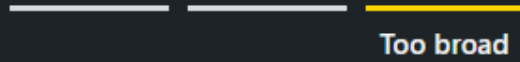
Save

Edit audience

424.1M - 498.9M ⓘ

Estimated audience size

Too broad

Locations   Edit

India

Minimum age   18   years old

Save

Create audience

Use Advantage+ audience

Automatically finds and updates audiences whenever it's likely to improve performance

Kamlesh Palejwala

Locations

Edit

None specified

Minimum age

18

years old

Save

Non-discrimination policy

✕

About our non-discrimination policy

When you started advertising on Instagram, you agreed to our non-discrimination policy. The policy hasn't changed, but we're sharing some examples to make it more clear.

Ads are discriminatory when they deny opportunities to people or groups based on certain attributes like race, ethnicity, national origin, religion, age, sex, sexual orientation, gender identity, family/marital status, disability or medical or genetic condition.

Acceptable ad targeting

Targeting an ad for a job at a clothing store to all individuals of eligible working age, regardless of gender.

Ad discrimination

Targeting an ad for a job at a clothing store in a way to exclude women and discourage them from applying.

ⓘ **Housing employment and financial products and services advertisers**   >

I accept

Twitter

Tell us where you are to get started

Location

India ⌄

Time zone

(GMT+06:00) Bangladesh Time ⌄

Create your first ad

Campaign details

Objective

Sales
Get people to visit and make a purchase on your website

✎ **Edit**

Campaign name (optional)

Sales 12/23

255

Funding source

⚠ You have no eligible payment methods.

💳 No payment method selected

+ **Add credit card**

Campaign budget optimization ⓘ

⊘ Off

Campaign objective

Need help choosing an objective? **Learn more**

Awareness

Reach ○
Maximize your ad's reach

Consideration

Video views ○
Get people to watch your video

Pre-roll views ○
Pair your ad with premium content

App installs ○
Get people to install your app

Website traffic ✓
Drive traffic to your website

Conversion

App re-engagements ○
Get people to take action in your app

Sales NEW ○
Get people to visit and make a purchase on your website

Cancel   Next

Campaign details

Objective

Website traffic
Drive traffic to your website

✏️ **Edit**

Campaign name (optional)

Travel JK

246

Funding source

⚠️ You have no eligible payment methods.

💳 No payment method selected

+ Add credit card

Campaign budget optimization ⓘ

✓◯ On

Kamlesh Palejwala

Ad group details

Ad group name (optional)

Kamlesh Palejwala

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Dynamic product ads ⓘ NEW

⬤✕ Off

Budget & Schedule

Start

📅 12/23/25 | 11:58am | GMT+6

End

☑ Run indefinitely

Discover South India: A Journey Through Serenity, Spice & Splendor

Ad details

Ad name (optional)

Discover South India: A Journey Through Serenity, Spice & Splendor

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Destination

Website

Creative type
Choose what kind of ad will take people to your destination.

Media ⌄

(J) **Jaimini Palejwala** @JPalejwala86147

Embark on an unforgettable journey through South India, where tranquil backwaters, lush hills, ancient temples, and golden beaches create a tapestry of beauty and culture. Experience the region's rich heritage, vibrant traditions, and aromatic spices as you explore the soul of India's southern charm

-20 ◯

Back

@ **Only people you mention** ⓘ

Single media	○	Carousel	✓
1 photo or video		2-6 photos or videos	

Add media

☑ Promoted only

NOTE Promoted-only posts are still "live". If you mention a X user, (e.g. "Hi @X") they will get a notification with a link to the post. They are also immediately viewable by our data partners. Learn more

Campaign

✎ Edit

Campaign details

Name	Travel JK
Objective	Website traffic
Daily campaign budget	$100.00
Funding source	(no payment method has been set up yet)
Pacing	Standard
Campaign Budget Optimization	On

Ad groups + Create ad group

Save draft   Launch campaign