

## **CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK**

**Brand Name** : Divara Café  
**Category** : Cafeteria  
**Target Audience** : All (Men, Women and Kids)  
**Email** : [cafedivara@gmail.com](mailto:cafedivara@gmail.com)



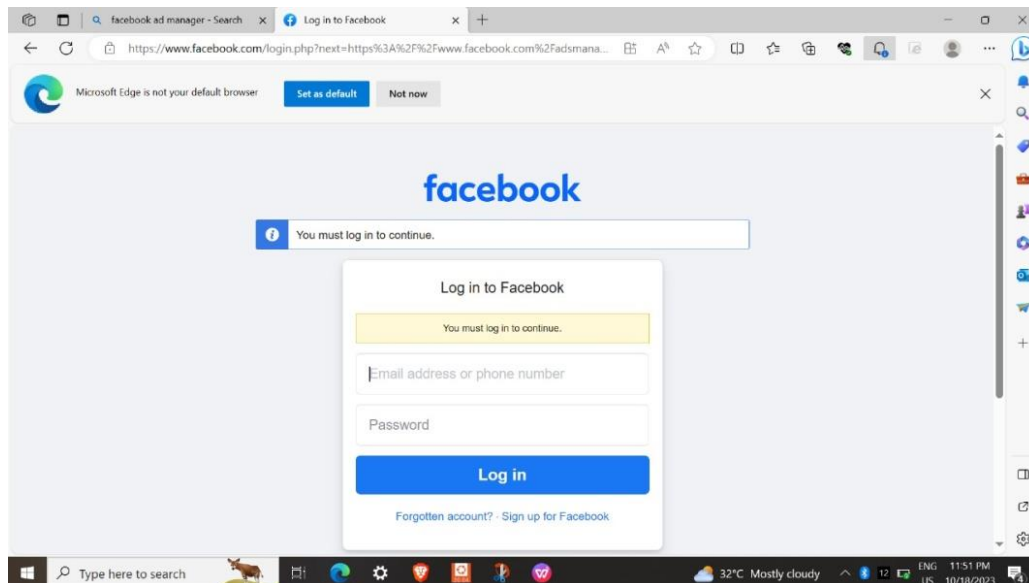
## **Documentation- With Attached Screenshots for Ad Campaign**

### **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.

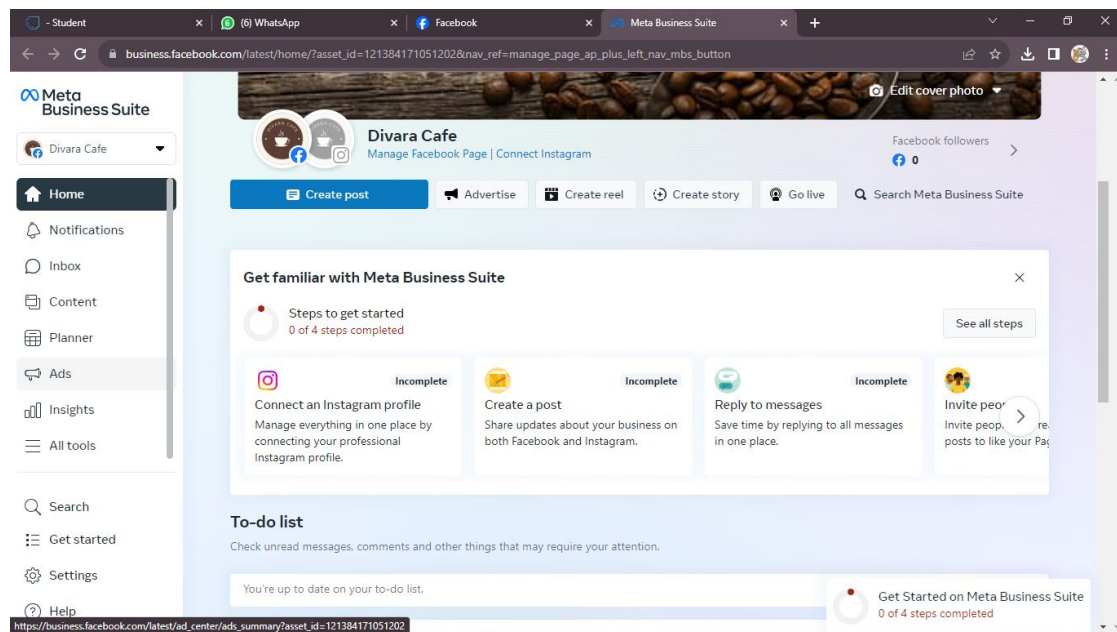
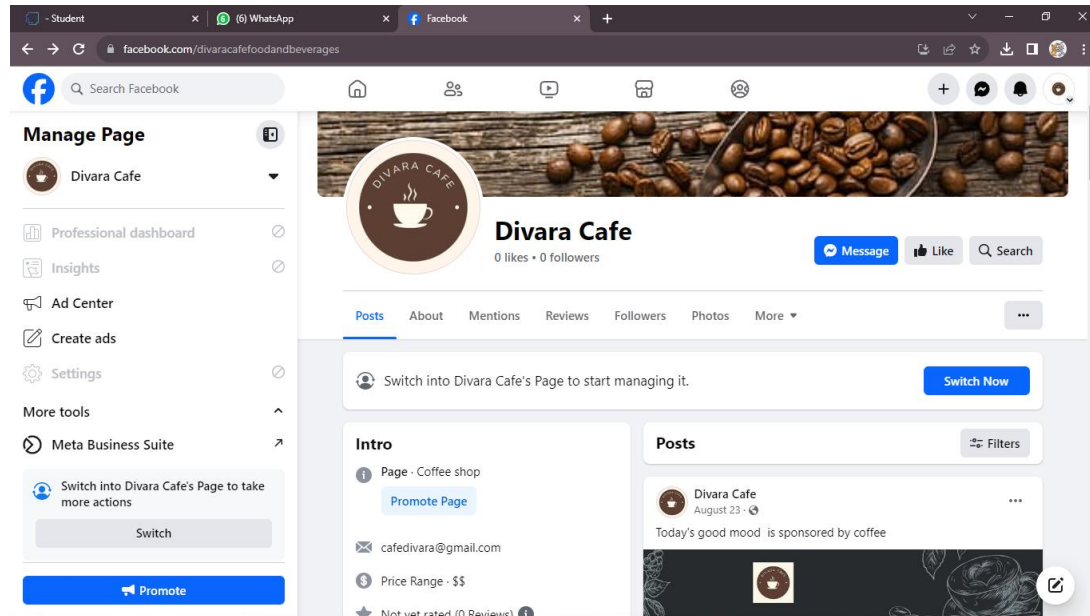
### **Step 1: Login into the Facebook account.**

❖ Click “Facebook – log in or signup”



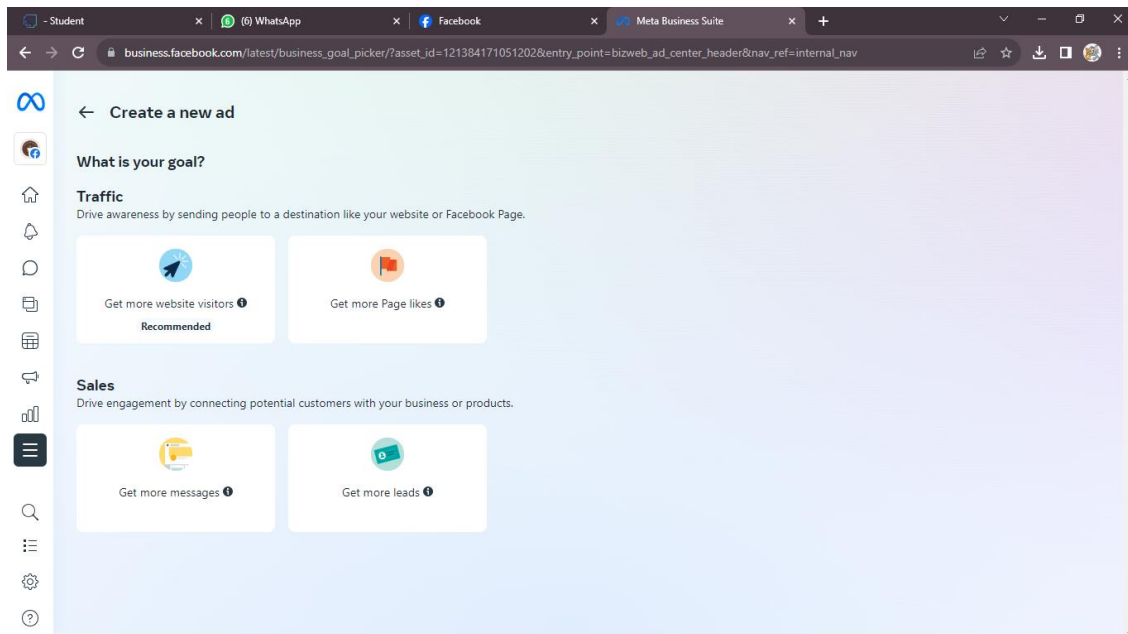
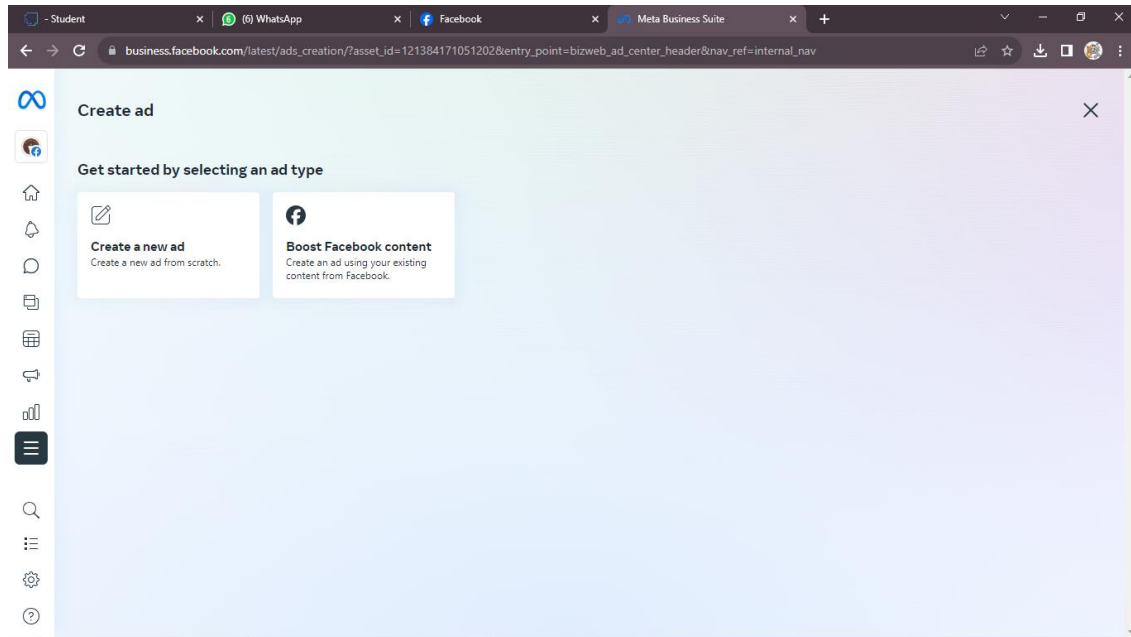
## Step 2: Meta Business Suite

❖ Click “Meta Business Suite”



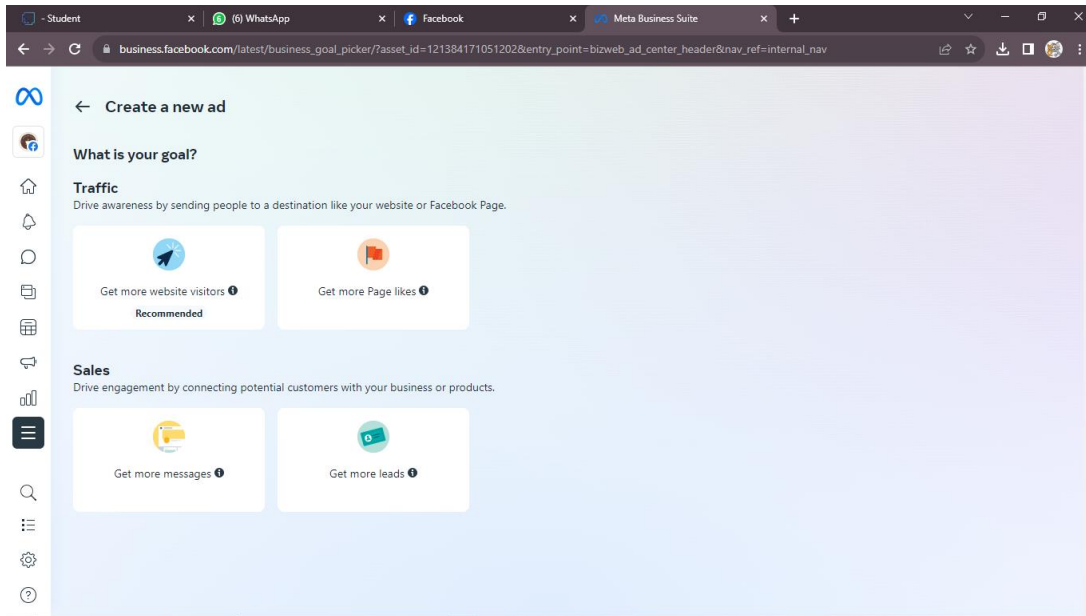
## Step 3: Click Ads and create an Ad account

### ❖ Create a new Ad

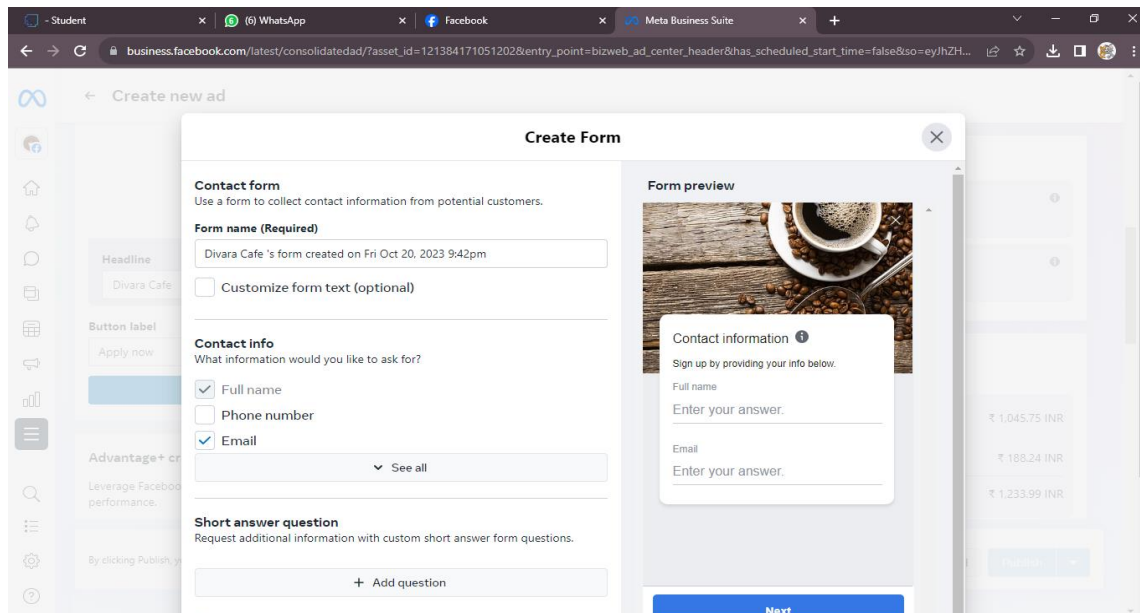


## Step 4: Setting a goals

❖ Click more leads to know the customer details

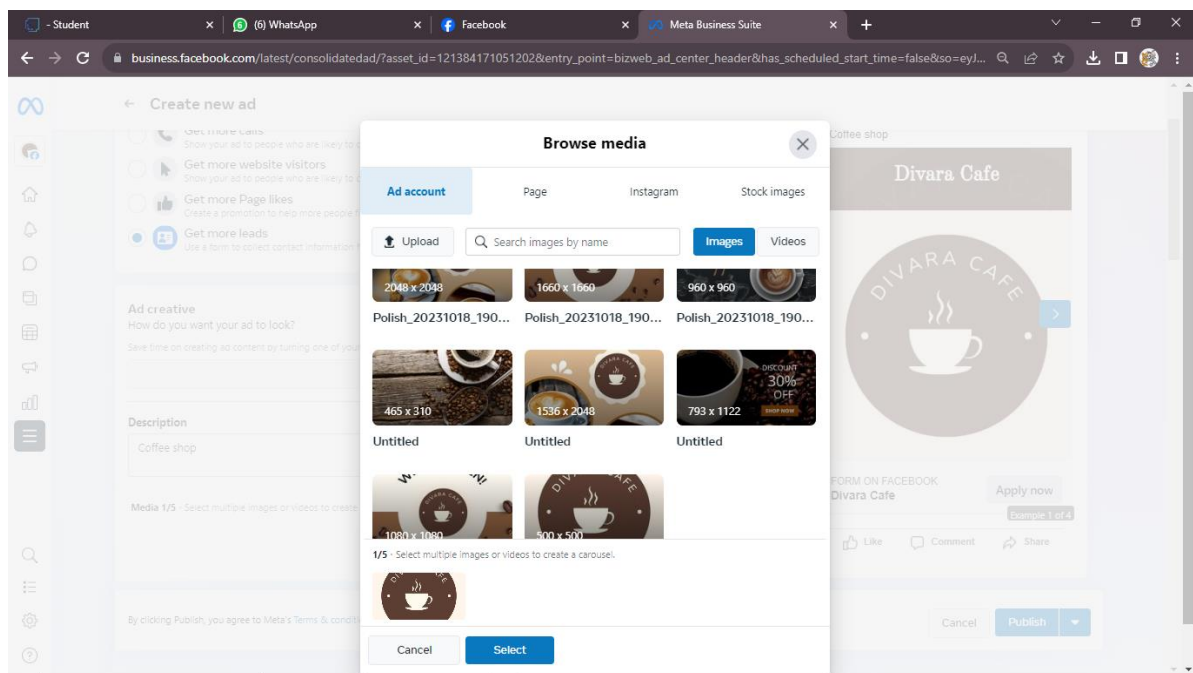
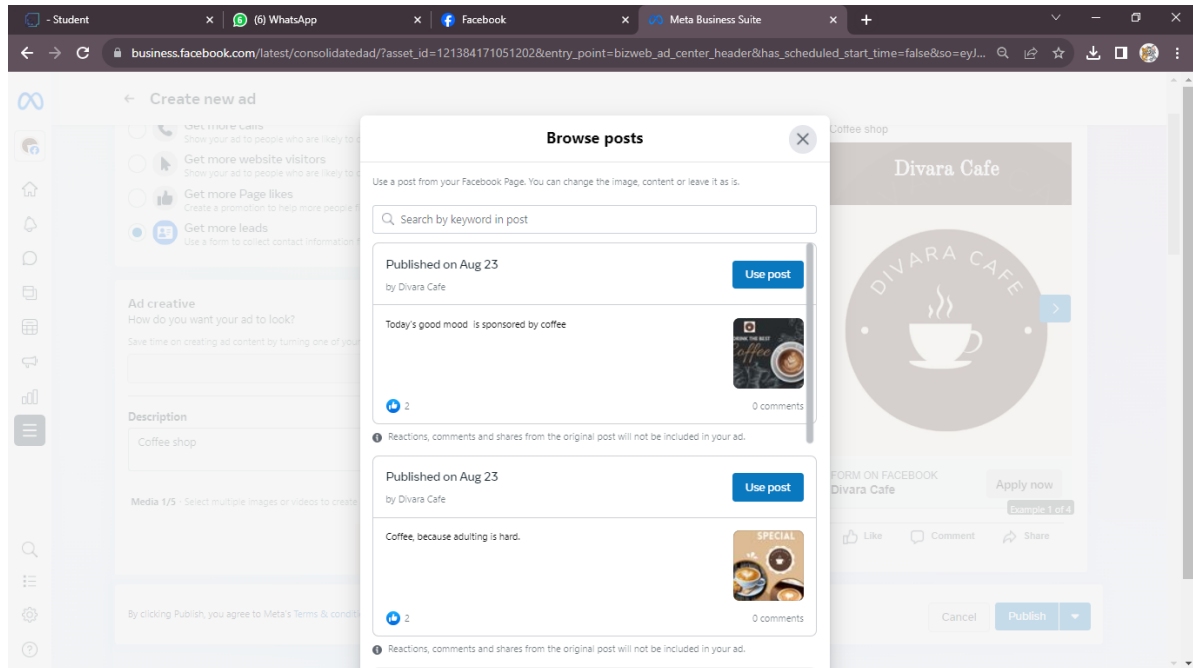


## Step 5: Create a New Form



## Step 6: Upload Media

### ❖ Click Upload and Upload Images for Ad



## Step 7: Estimated Results

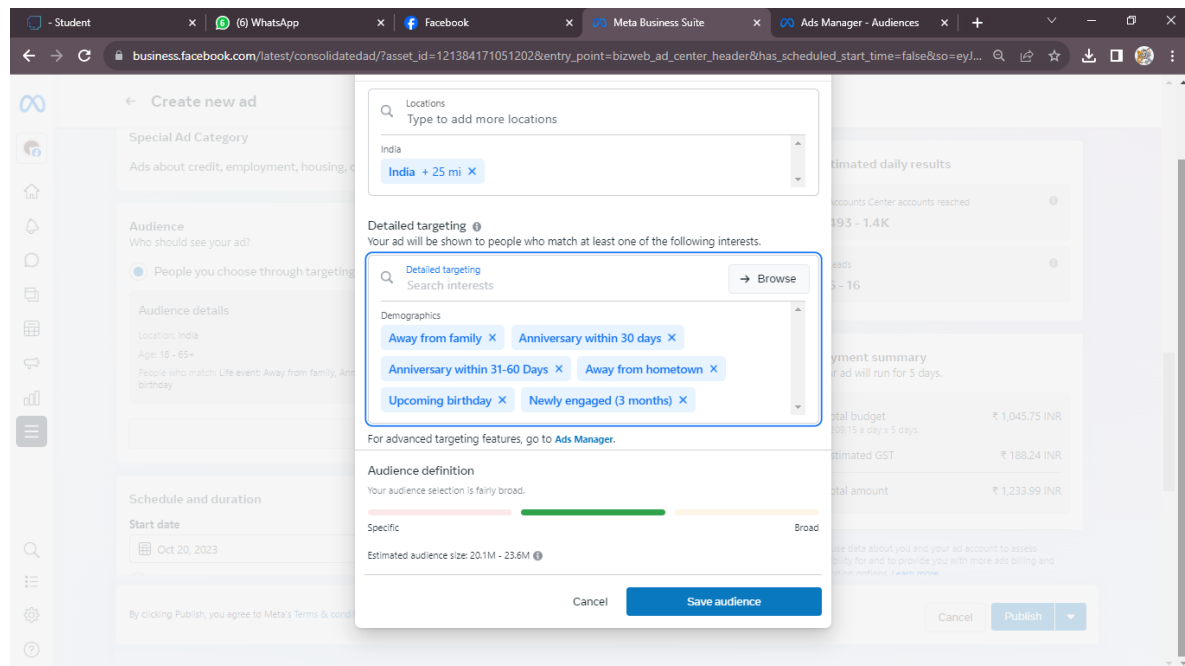
❖ Check the estimated results on the right side according to the payment.

The screenshot shows the Facebook Ads Manager 'Create new ad' interface. The 'Special Ad Category' is set to 'Ads about credit, employment, housing, or social issues, elections or politics'. The 'Audience' is defined by 'People you choose through targeting' with details: Location: India, Age: 18 - 65+. The 'Schedule and duration' shows a start date of Oct 20, 2023, at 09:40 PM, with the option to 'Run this ad continuously'. On the right, the 'Estimated daily results' show 'Accounts Center accounts reached' as 650 - 1.9K and 'Leads' as 6 - 16. The 'Payment summary' indicates the ad will run for 5 days, with a total budget of ₹ 1,045.75 INR, estimated GST of ₹ 188.24 INR, and a total amount of ₹ 1,233.99 INR. At the bottom right, there are 'Cancel' and 'Publish' buttons.

## Step 8: Create Audience

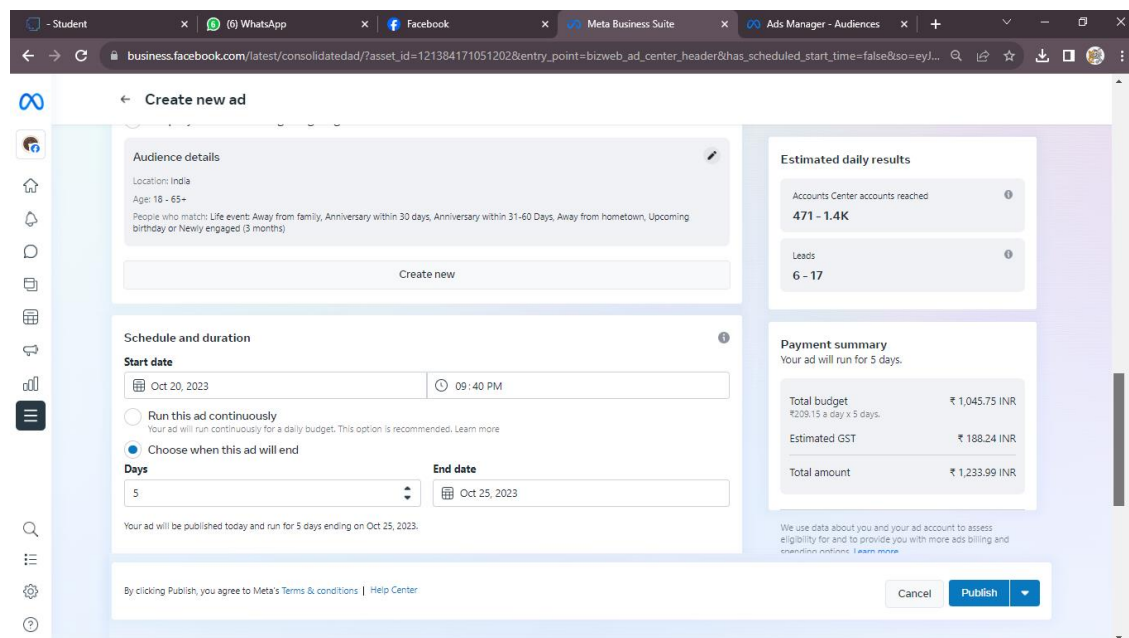
❖ Create Audience Name, select Gender and age group.

The screenshot shows the 'Edit audience' dialog box in the Facebook Ads Manager. It allows selecting the location, age, gender, and interests of the target audience. The 'Gender' section has buttons for 'All', 'Men', and 'Women'. The 'Age' section has a slider from 18 to 65+. The 'Locations' section shows 'India' selected with a '+25 mi' radius. The 'Audience definition' section shows a progress bar from 'Specific' to 'Broad'. At the bottom, it states 'Estimated audience size: 20.1M - 23.6M'. The background shows the 'Create new ad' interface with the 'Audience' section highlighted.



## 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.

The screenshot shows the Facebook Ads Manager 'Create new ad' interface. The budget is set to ₹209.15. The estimated daily results show 471 - 1.4K accounts reached and 6 - 17 leads. The payment summary indicates a total budget of ₹1,045.75 INR for 5 days, with an estimated GST of ₹188.24 INR, resulting in a total amount of ₹1,233.99 INR. The interface also shows a 'Payment method required' warning and a 'Publish' button.

Estimated daily results	
Accounts Center accounts reached	471 - 1.4K
Leads	6 - 17

Payment summary	
Your ad will run for 5 days.	
Total budget	₹1,045.75 INR
₹209.15 a day x 5 days.	
Estimated GST	₹188.24 INR
Total amount	₹1,233.99 INR

## Step 11: Placements

- ❖ Select placements and choose the platform of the ad to be published

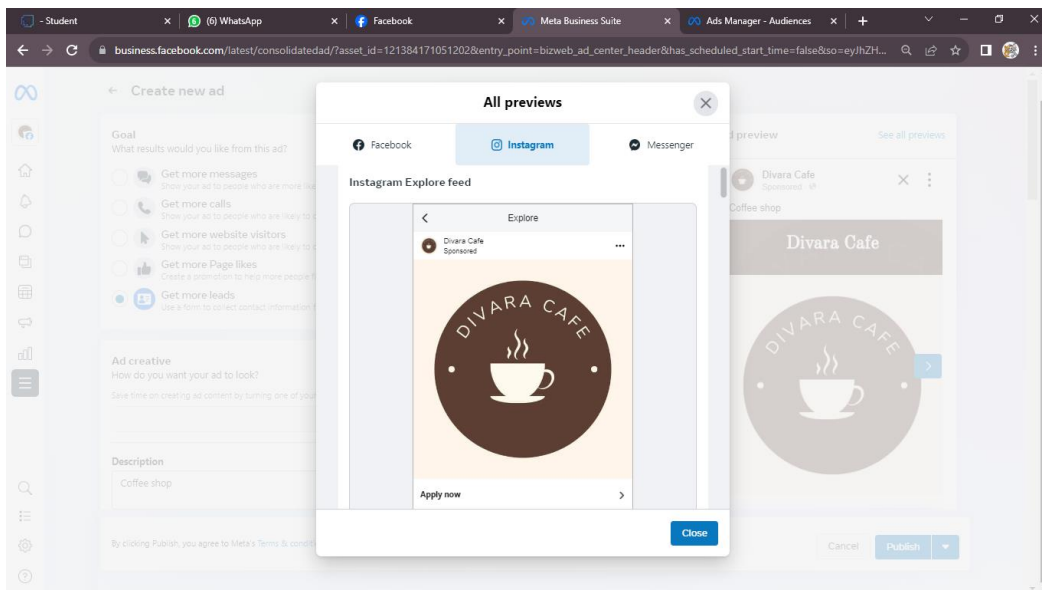
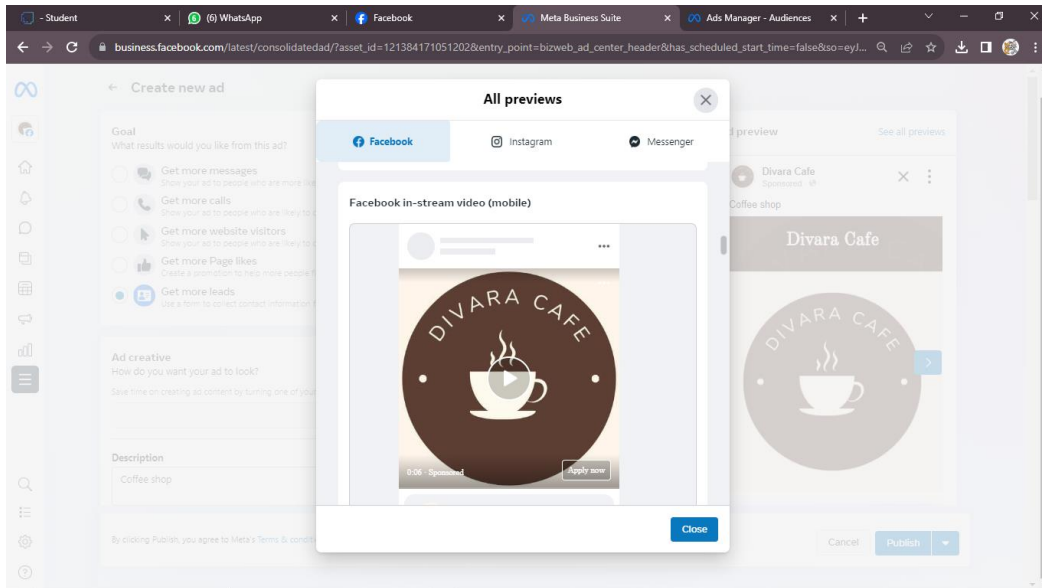
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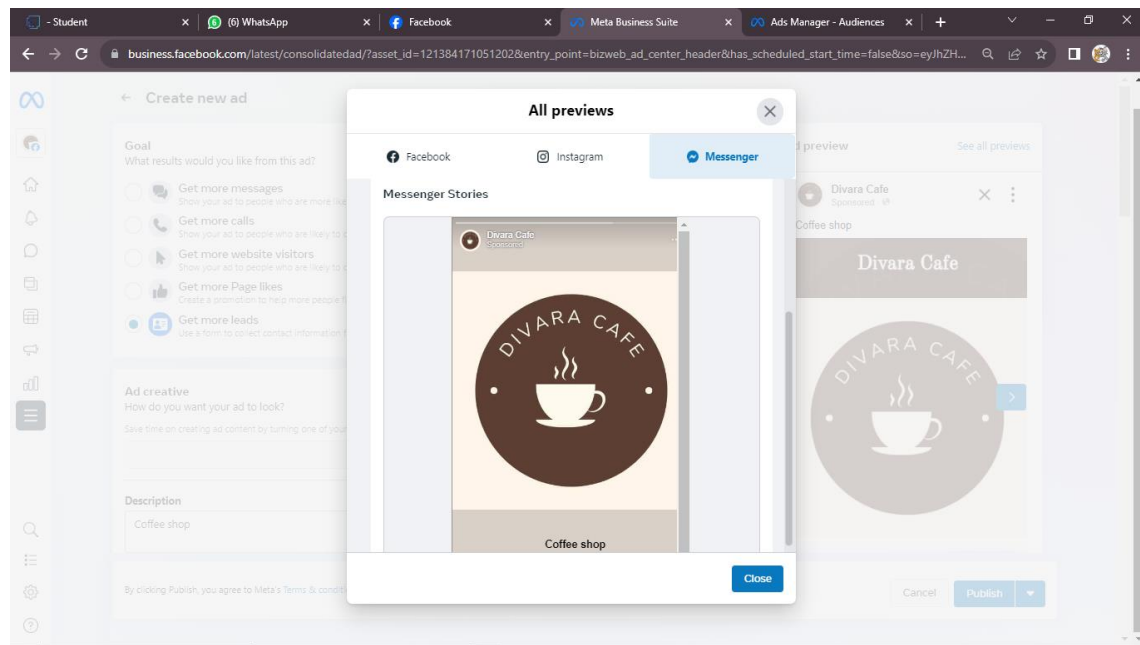
Estimated daily results	
Accounts Center accounts reached	471 - 1.4K
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Payment summary	
Your ad will run for 5 days.	
Total budget	₹1,045.75 INR
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Estimated GST	₹188.24 INR
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## Step 12: Preview

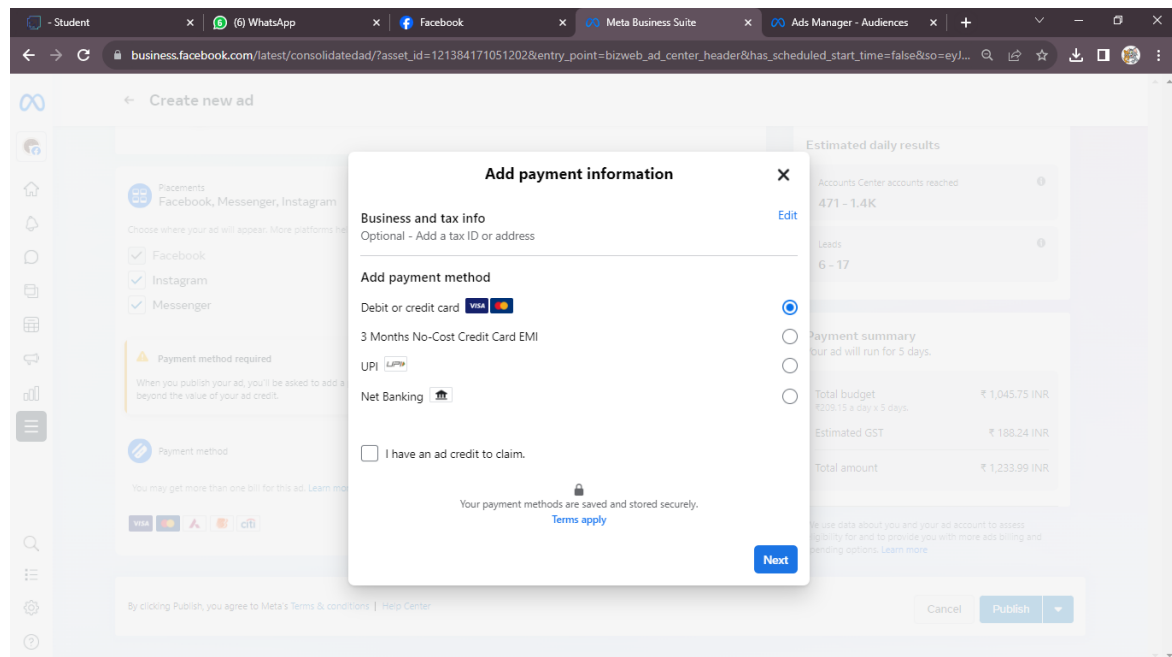
❖ Click see All previews and check how the ad is displayed in each platform





## Step 13: Ad Payment

❖ Click Ad funds for payment



## Step 14: Review and Publish

### ❖ Publish the Ad

Facebook Ads Manager interface showing a campaign review screen. The campaign is named "DIVARA CAFE" and is currently "Off / On". A modal dialog box is displayed, indicating a payment method issue: "Add payment method. There's a problem with the payment method for Teddy. You'll need to add or update the payment information before you can publish ads." The dialog has an "Add payment method" button. The background shows the campaign details table with columns: Off / On, Campaign, Bid strategy, Budget, Campaign spending limit, Objective, Buying type, and Campaign ID. The campaign is set to "Highest volume" bid strategy, with a budget of ₹800.00 Daily. The objective is "Sales" and the buying type is "Auction". The campaign ID is 23862267458210402. The interface also shows a "Review and publish (3)" button at the top right.

Off / On	Campaign	Bid strategy	Budget	Campaign spending limit	Objective	Buying type	Campaign ID
<input type="checkbox"/>	DIVARA CAFE	Highest volume	₹800.00 Daily	—	Sales	Auction	23862267458210402