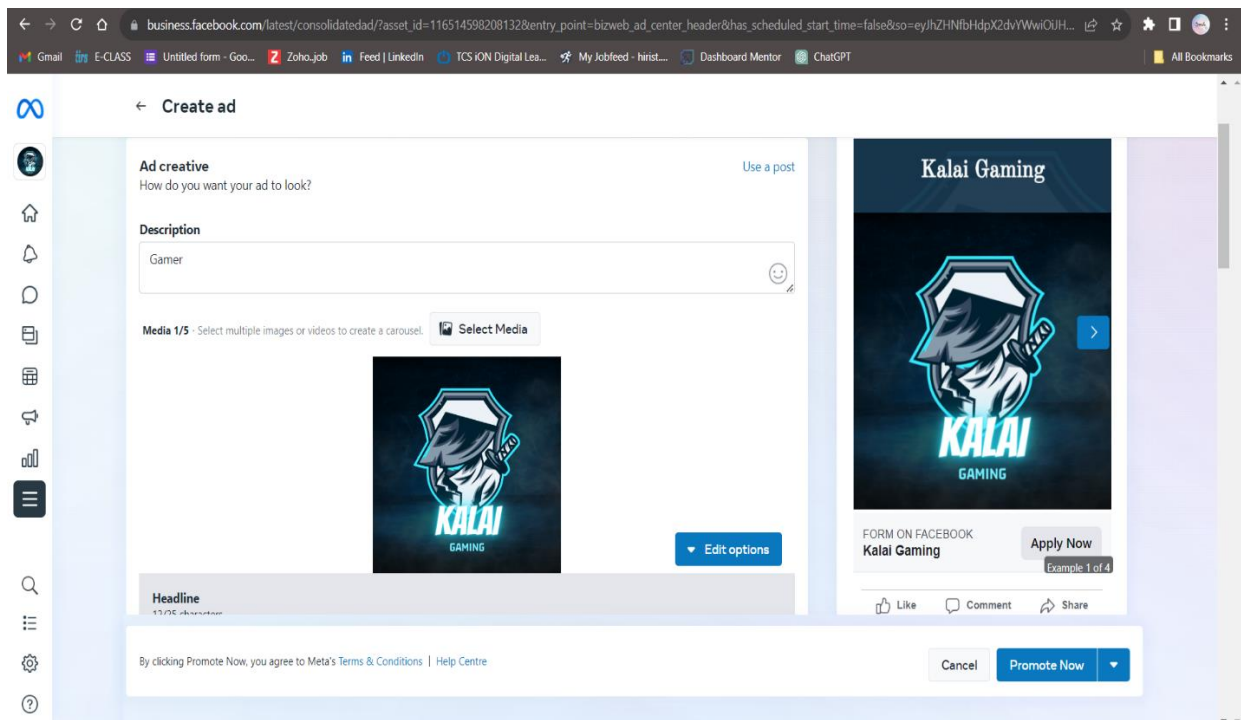


Creating A Social Media Ad Campaign in Facebook

Project Description:

In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

Creating Ad:



New Form:

We create a new form to add our details.

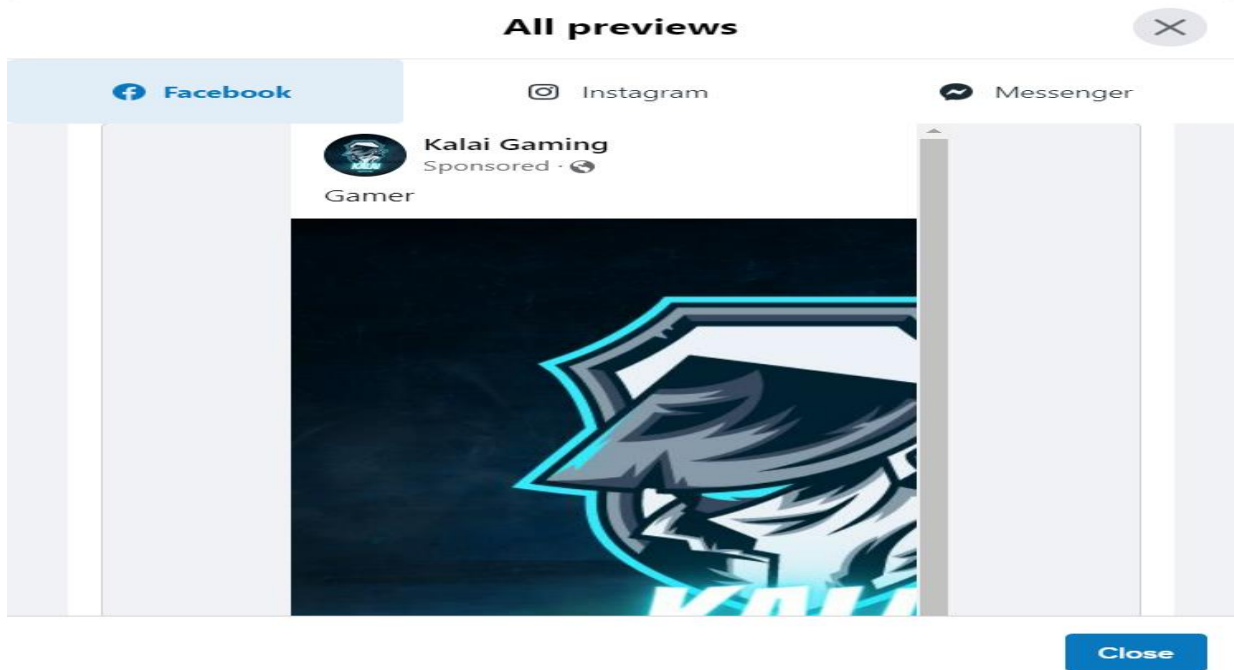
The screenshot shows the Facebook 'Create ad' interface. The main form is titled 'Kalai Gaming' and is dated 12/25. It includes a 'Button label' dropdown set to 'Apply Now' and a 'Contact form' dropdown set to 'Kalai Gaming's form created on Tuesday, 10 October 2023 14:36'. Below this is a 'Form details' section showing the date created as 10/10/2023 and a 'See more...' link. A blue 'Create form' button is visible. To the right, there are two summary boxes: 'Estimated daily results' showing 'Accounts Centre accounts reached 921-2.7K' and 'Leads 1-10', and a 'Payment summary' showing a total budget of ₹2,380.00 INR, an estimated GST of ₹428.40 INR, and a total amount of ₹2,808.40 INR. At the bottom, there is a 'Promote Now' button and a 'Cancel' button.

Description:

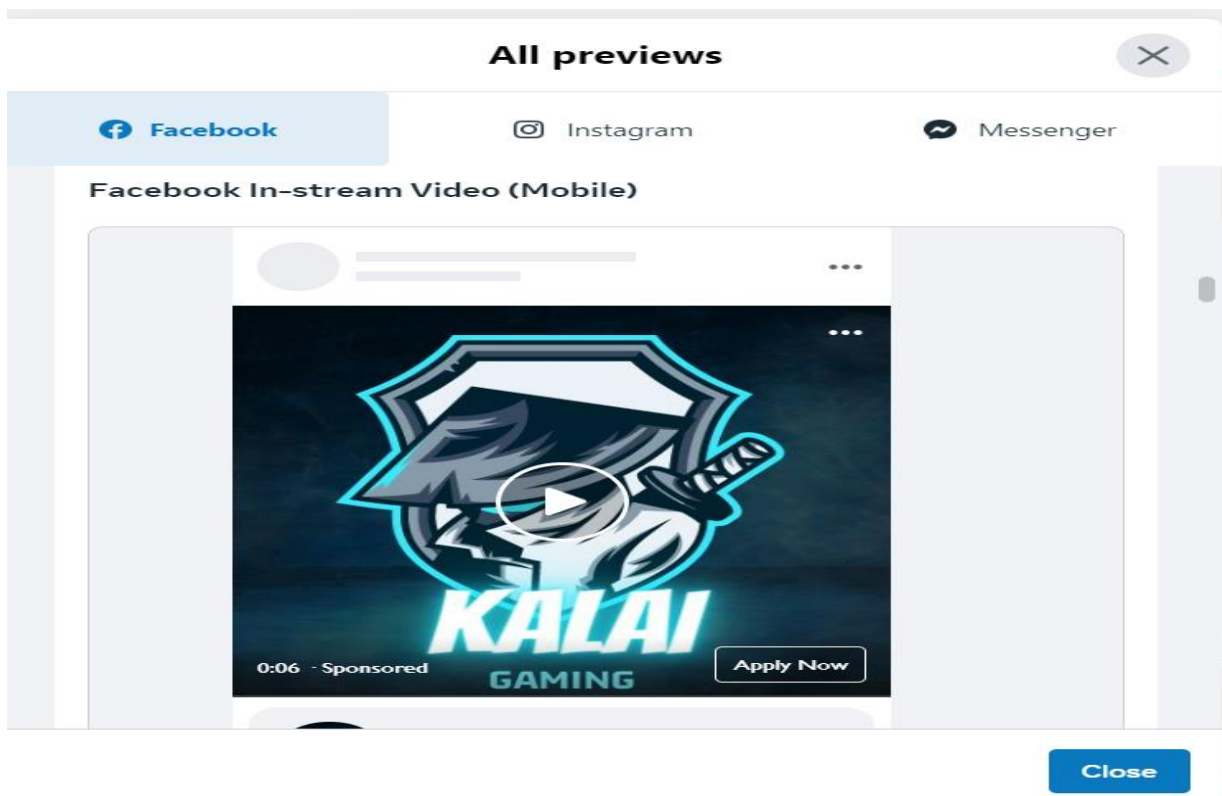
The screenshot shows the Facebook 'Create ad' interface for an existing form. The main form is titled 'Kalai Gaming' and is dated 12/25. It includes a 'Description' field with the text 'Gamer' and a 'Media 1/5' section showing a video thumbnail for 'KALAI GAMING'. A blue 'Edit options' button is visible. To the right, there is a preview of the ad creative showing the 'Kalai Gaming' logo and a 'FORM ON FACEBOOK Kalai Gaming' button. Below the preview, there are 'Like', 'Comment', and 'Share' icons. At the bottom, there is a 'Promote Now' button and a 'Cancel' button.

Add Media:

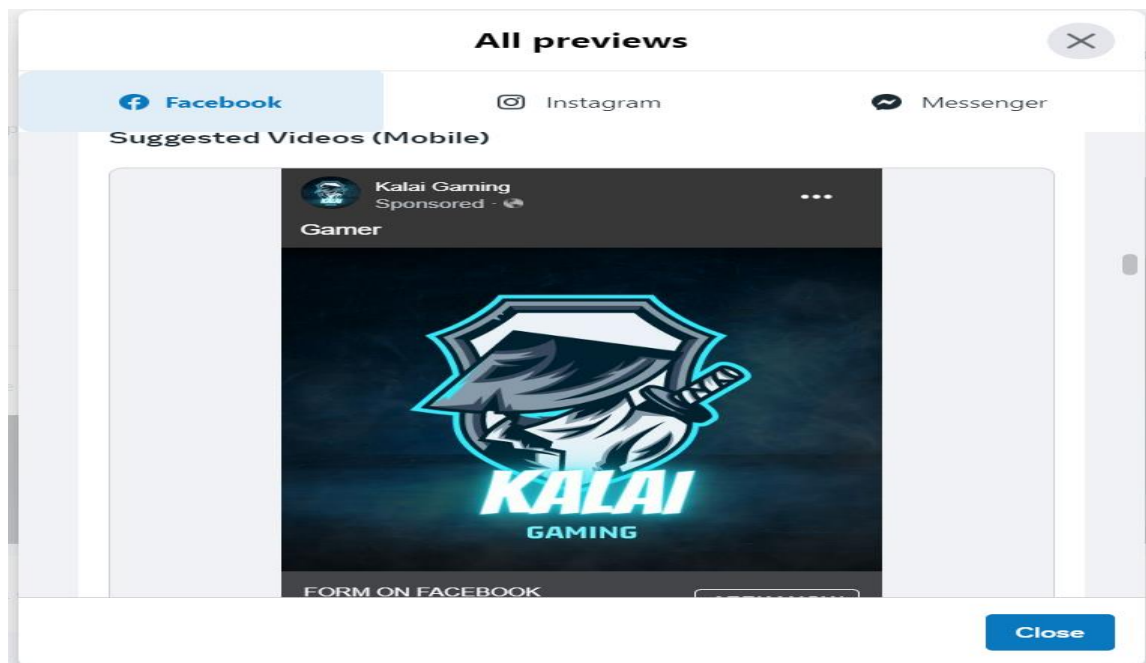
We can create a logo for gaming



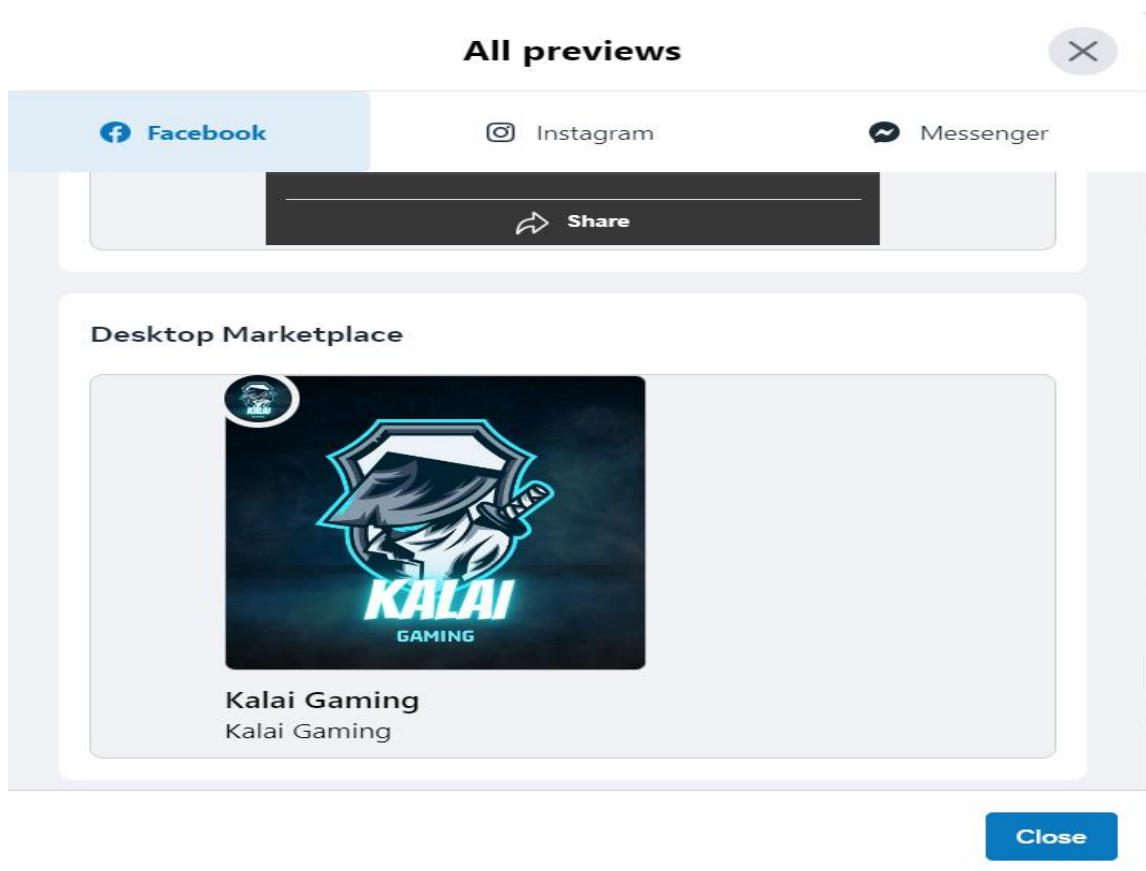
Facebook In – stream video(Mobile)



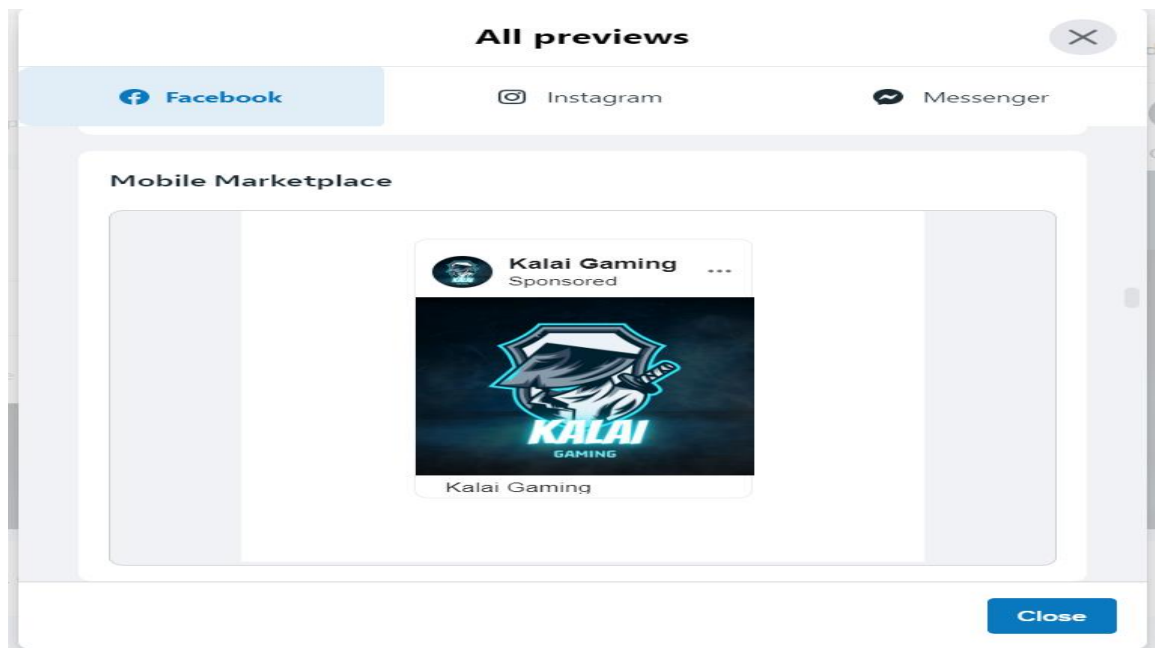
Suggested videos on Mobiles {ads}



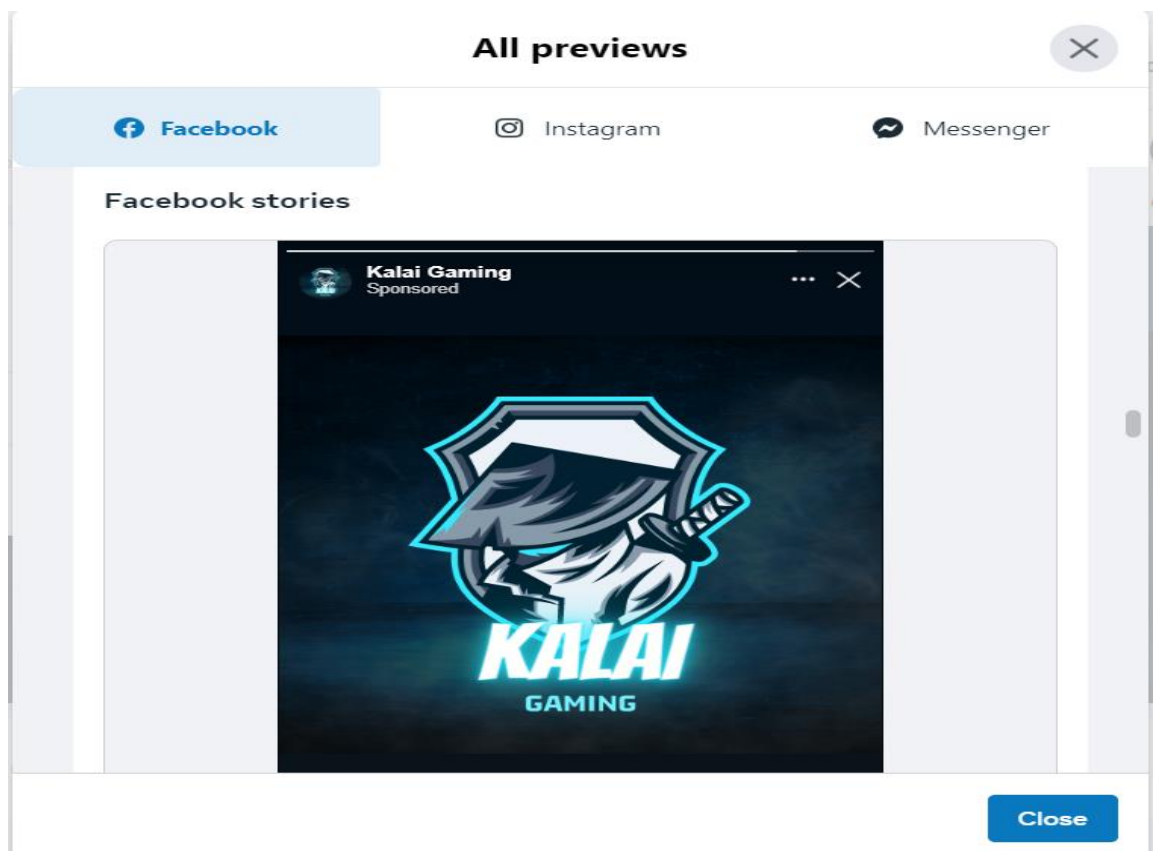
Desktop Market Place



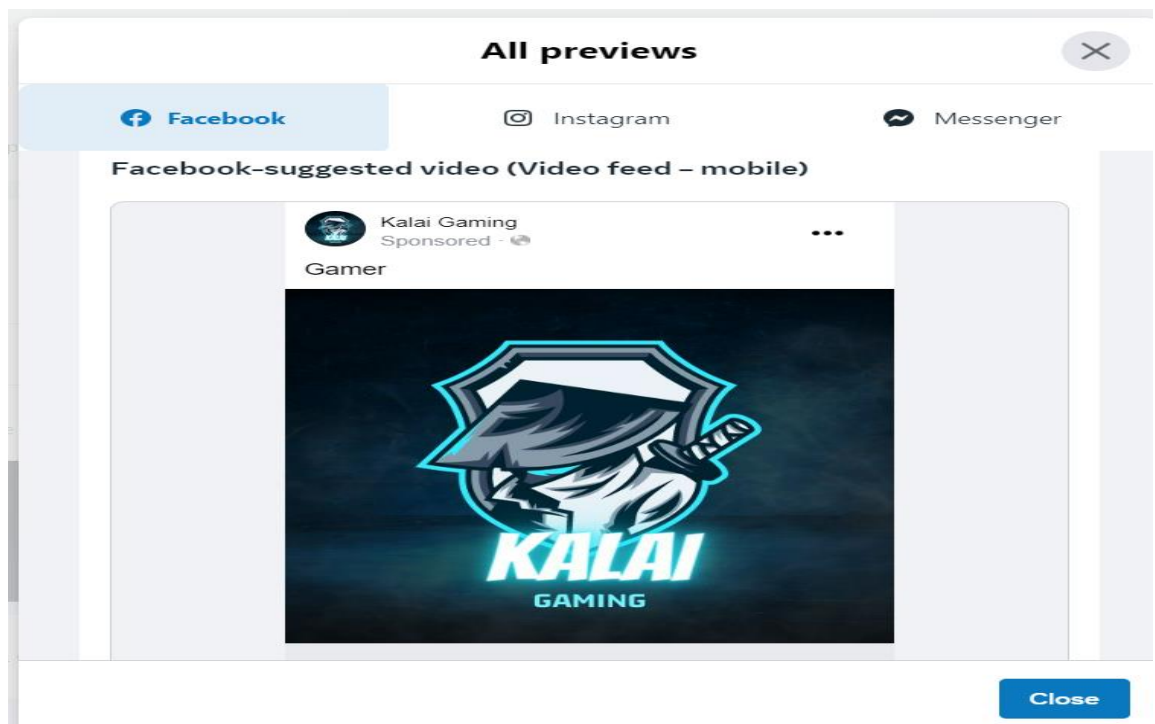
Mobile market Place



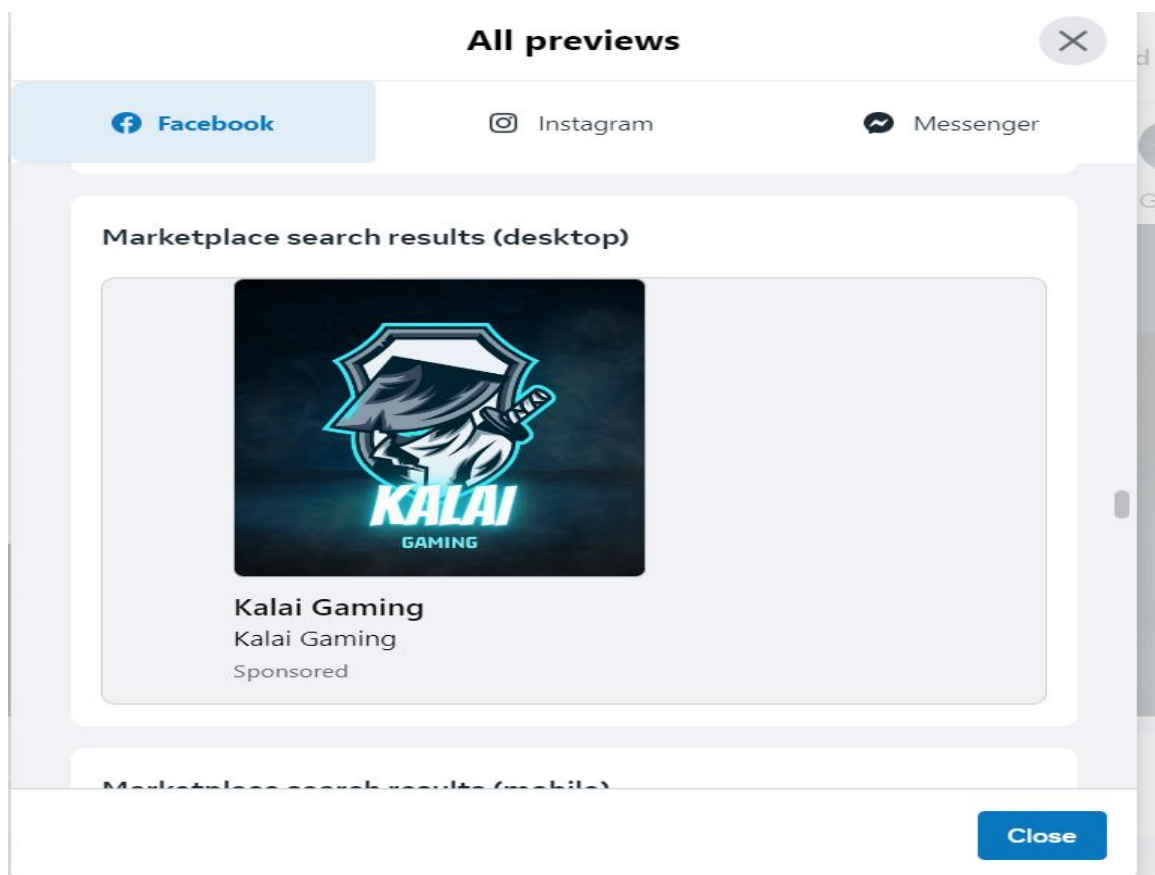
Facebook stories for create an advertisement



Facebook suggested videos- (Video Feed Mobile)



Market place Search results(desktop)



General search results (Mobiles)

All previews



Facebook

Instagram

Messenger

General search results (desktop)



Kalai Gaming

Sponsored ·



Gamer



FORM ON FACEBOOK
Kalai Gaming

Close