



DIGITAL MARKETING – CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

SUBMITTED BY

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In partial fulfillment for the award of the degree

Of

BACHELOR OF ENGINEERING

IN

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PARK COLLEGE OF ENGINEERING AND TECHNOLOGY

COIMBATORE-641 659.

DIGITAL MARKETING- CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

TEAM ID : NM2023TMID08339

PROJECT NAME : Creating a social media ad campaign in facebook

PROJECT MEMBERS : V.G.Logesh, K.Senthilvel, S.Yuvaraj, S.Rajkumar

INDUSTRY MENTOR : Abdul Malic

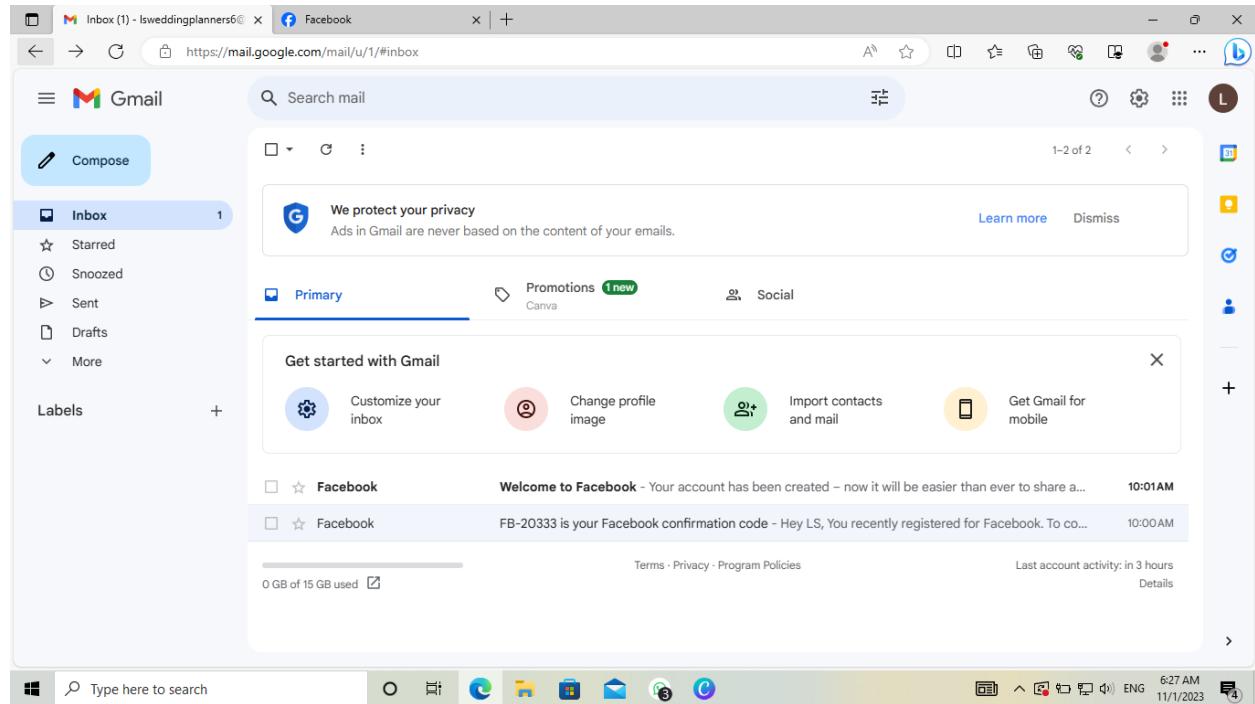
BRAND NAME : LS Wedding Planners

CATEGORY : Wedding Planners

TARGET AUDIENCE : All (Both men & women)

EMAIL : lsweddingplanners6@gmail.com

PASSWORD : ls@weddings07



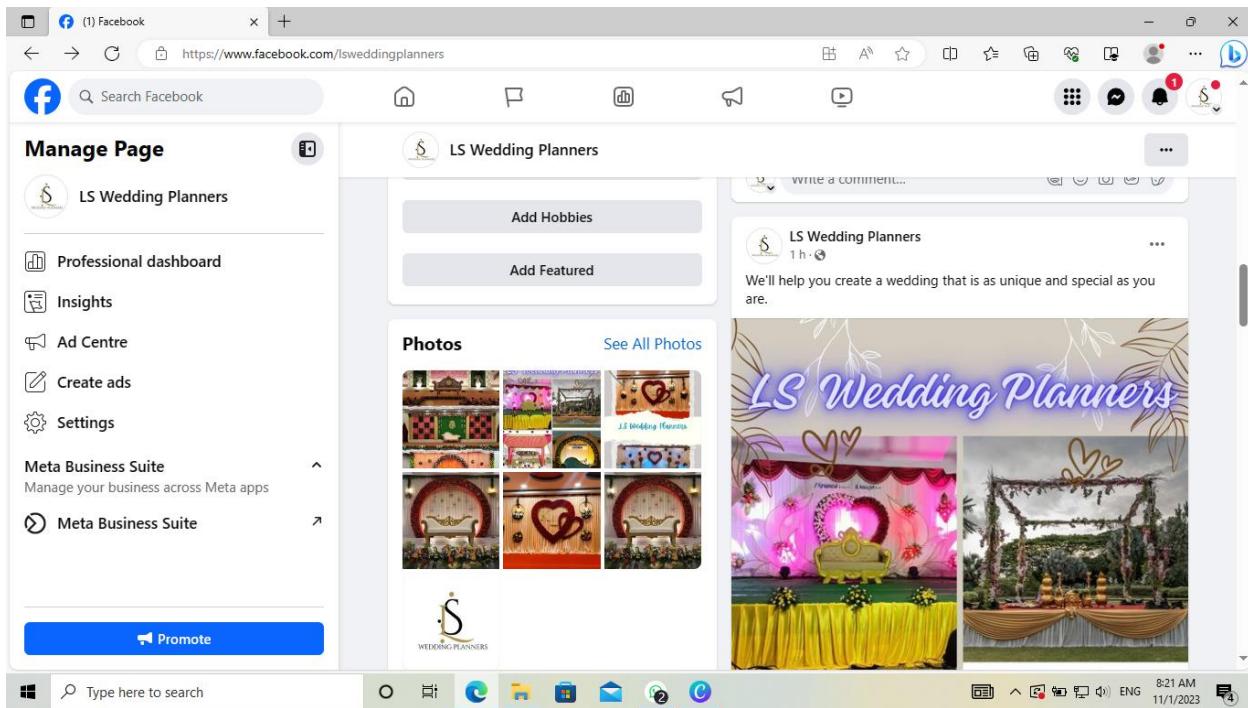
FACEBOOK PAGE LINK : <https://www.facebook.com/lsweddingplanners>

The screenshot shows the Facebook page for 'LS Wedding Planners'. The cover photo features a large red and gold ornate sofa against a backdrop of white vertical panels decorated with hanging green garlands and small glowing lanterns. Below the cover photo is the page's logo, which is a stylized 'S' inside a circle with the text 'WEDDING PLANNERS' underneath. The page name 'LS Wedding Planners' is displayed in bold black text. Below the page name, it says '0 likes • 0 followers'. There are three buttons: 'Promote', 'Manage', and 'Edit'. At the bottom of the page, there is a search bar and a taskbar with various icons.

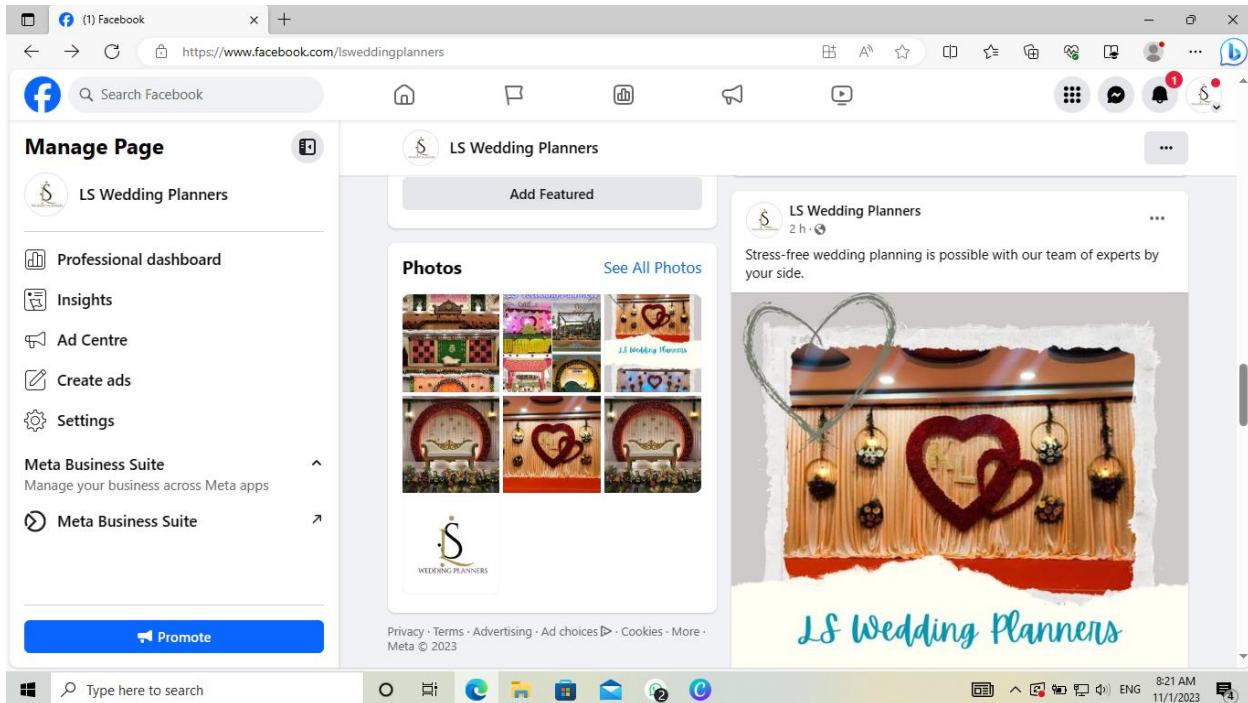
POSTER : 01

The screenshot shows the 'Intro' section of the LS Wedding Planners Facebook page. It includes a call-to-action button 'Invite friends to like your Page' with a 'See more' link. Below this is the 'Edit Bio' button. The 'Intro' section also lists the page's details: 'Page - Wedding planning service', address '30, 3rd street, 100 Feet Rd., Coimbatore, India, Tamil Nadu', phone number '+91 87564 42306', email 'lsweddingplanners6@gmail.com', and a note 'Not yet rated (0 reviews)'. There is also an 'Edit details' button. To the right of the intro section is a decorative poster featuring a large ornate sofa under a red and gold floral canopy, surrounded by greenery and hanging lights. The poster has the text 'LS WEDDING PLANNERS' prominently displayed at the top.

POSTER : 2



POSTER : 3



The screenshot shows a Facebook page for 'LS Wedding Planners'. The left sidebar, titled 'Manage Page', includes links for 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Settings', 'Meta Business Suite' (with a note about managing business across Meta apps), and a 'Promote' button. The main content area displays the page's cover photo, which is a large circular image of a wedding stage decorated with red and gold elements and floral garlands. Below the cover photo is a smaller version of the same logo. The timeline shows a recent update from the page itself: 'LS Wedding Planners updated their profile picture.' A 'Write a comment...' input field is visible at the top right.

FACEBOOK PAGE LOGO :



FACEBOOK PAGE COVER POTO :



FACEBOOK PAGE POSTERS :



LS Wedding Planners



LS Wedding Planners

INDOOR & OUTDOOR

LS WEDDING PLANNERS



FOR MORE DETAILS

CONTACT US

FACEBOOK PAGE AD PHOTO :



LS Wedding Planners



FACEBOOK PAGE AD PREVIEW SCREENSHOTS :

1) FACEBOOK :

The screenshot shows the Facebook Ad Center interface. At the top, there are tabs for "github - Search", "Manage access", "Create ad | Facebook", and "Bard". The main area is titled "What results would you like from this ad?". A section labeled "Automatic" indicates that "Facebook chose Grow customer base as the most relevant goal for your current ad settings." Below this, there's a "Ad creative" section where users can "Use a post". The post content includes a "Description" field with text about wedding planning services, a "Call to Action" button ("Contact us today for a free consultation!"), and a preview image showing two red hearts hanging from a string of lights. At the bottom, there's a note about agreeing to Meta's Terms & Conditions and a "Submit" button.

This screenshot continues the Facebook Ad Center process. It shows the "Media 1/5" section where users can select multiple images or videos to create a carousel. Two images are visible: one showing a red heart-shaped decoration and another showing a stage setup with a heart banner. To the right, a preview of the ad is shown with the heading "LS Wedding Planners" and a "FORM ON FACEBOOK LS Wedding Planners" button. Below the preview, there are "Like", "Comment", and "Share" buttons, along with a "See All Previews" link. The bottom of the screen shows the usual Windows taskbar and system tray.

github - Search | Manage access | Create ad | Facebook | Bard

https://www.facebook.com/ad_center/create/consolidatedad/?entry_point=www_left_nav_promote_button&page_id...

All previews

Facebook Instagram Audience Network

Desktop Feed

LS Wedding Planners Sponsored

Planning a wedding can be daunting, but it doesn't have to be. With [wedding planner name] by your side, you can rest assured that your big day will be everything you've ever dreamed of.

We offer a comprehensive range of wedding planning services, from budget development and venue selection to vendor coordination and day-of management. Our team of experienced professionals will work with you to create a wedding that is both unique and unforgettable.

Whether you're dreaming ... See more

By clicking Submit, you agree to our Terms of Service and Privacy Policy

Submit Close

Waiting for www.facebook.com...

Type here to search

10:18 PM ENG 11/1/2023

github - Search | Manage access | Create ad | Facebook | Bard

https://www.facebook.com/ad_center/create/consolidatedad/?entry_point=www_left_nav_promote_button&page_id...

All previews

Facebook Instagram Audience Network

Mobile Feed

LS Wedding Planners Sponsored

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We offer a comprehensive range of wedding planning services, from budget development and venue selection to vendor coordination and day-of management. Our team of experienced professionals will work with you to create a wedding that is both unique and unforgettable.

Whether you're dreaming of a small and intimate wedding or a lavish affair, we can help you make your vision a reality. Contact us today

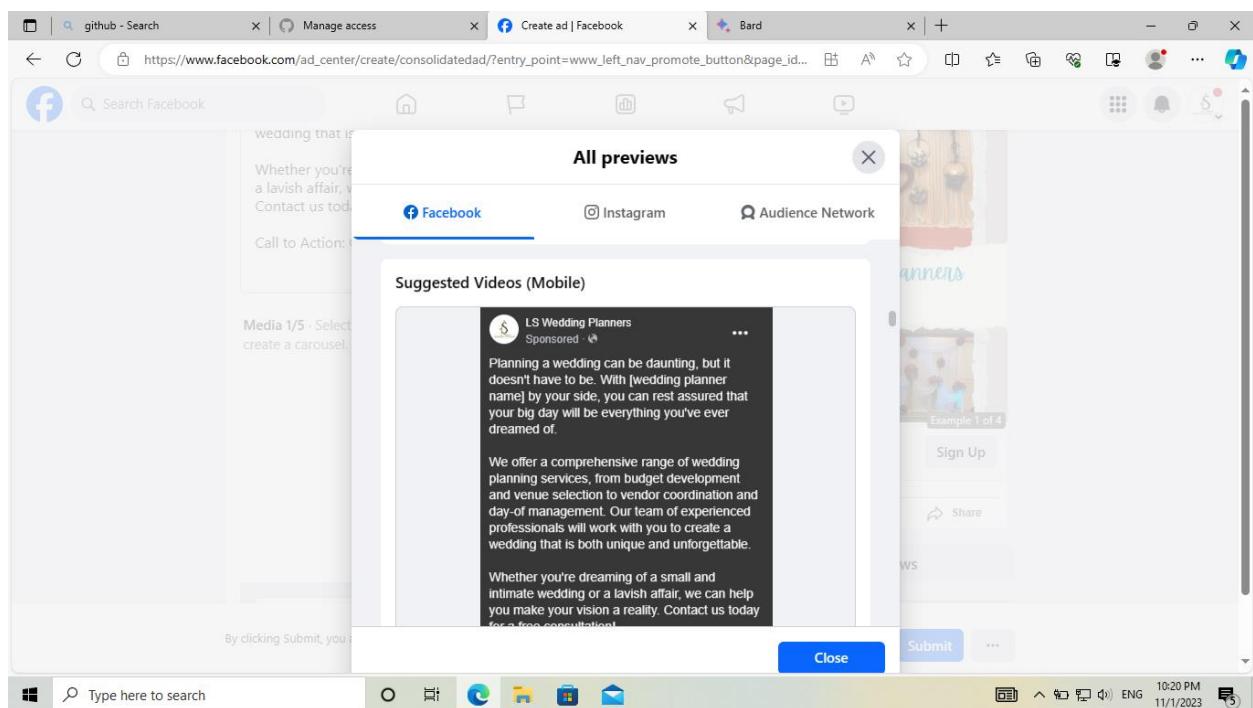
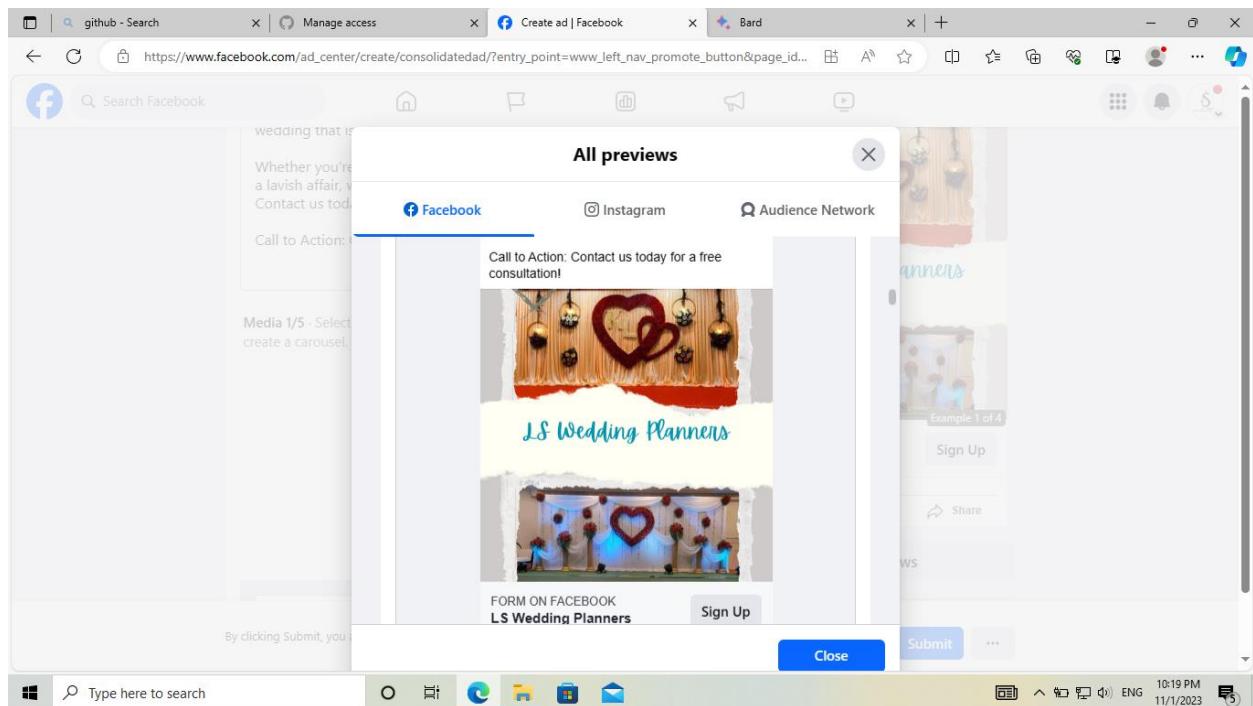
By clicking Submit, you agree to our Terms of Service and Privacy Policy

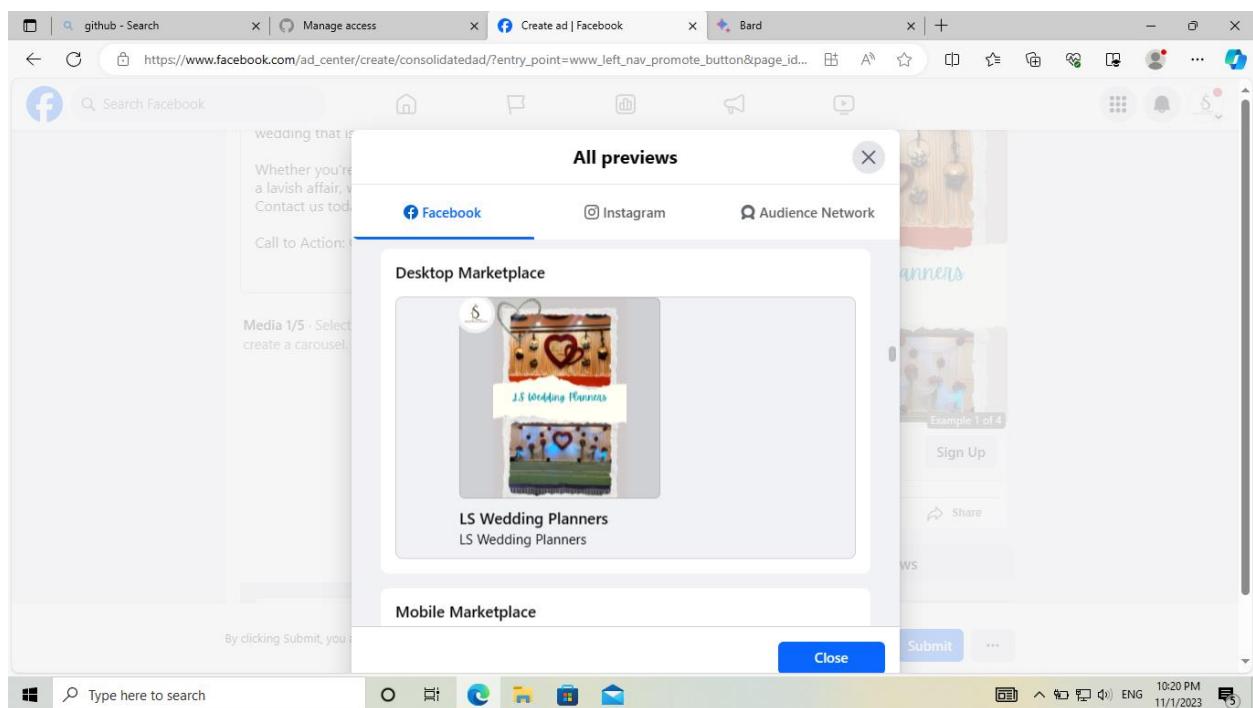
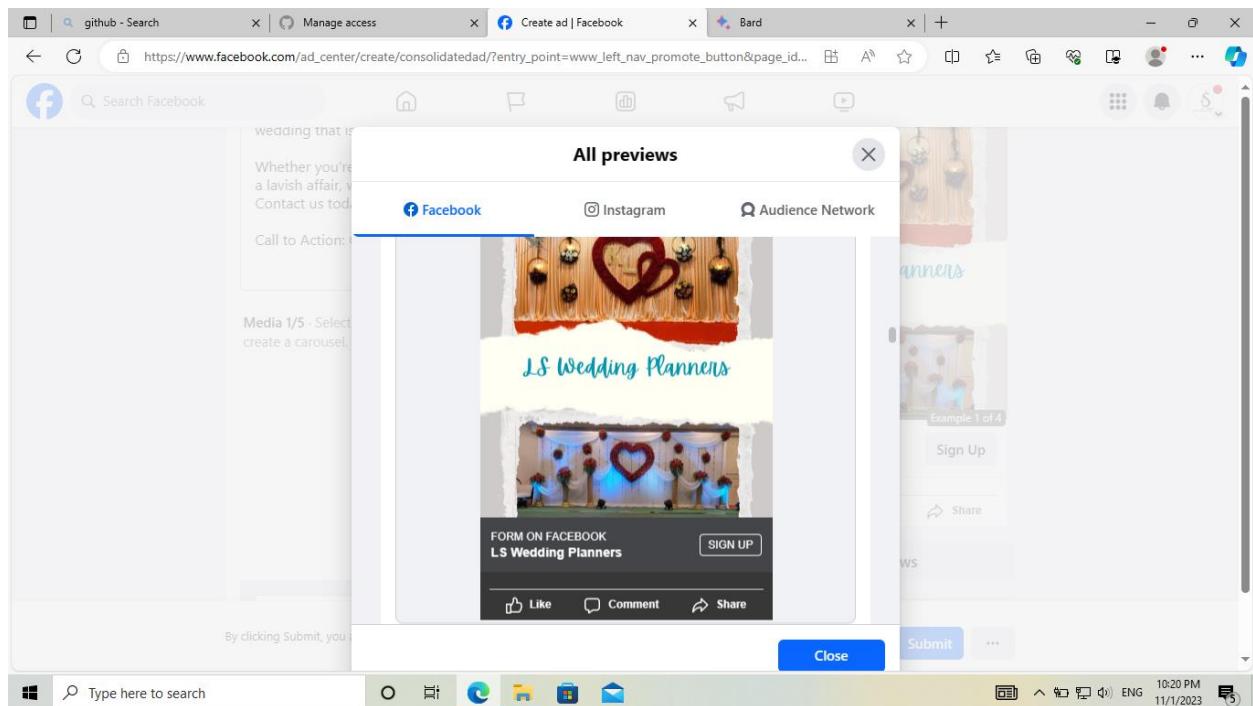
Submit Close

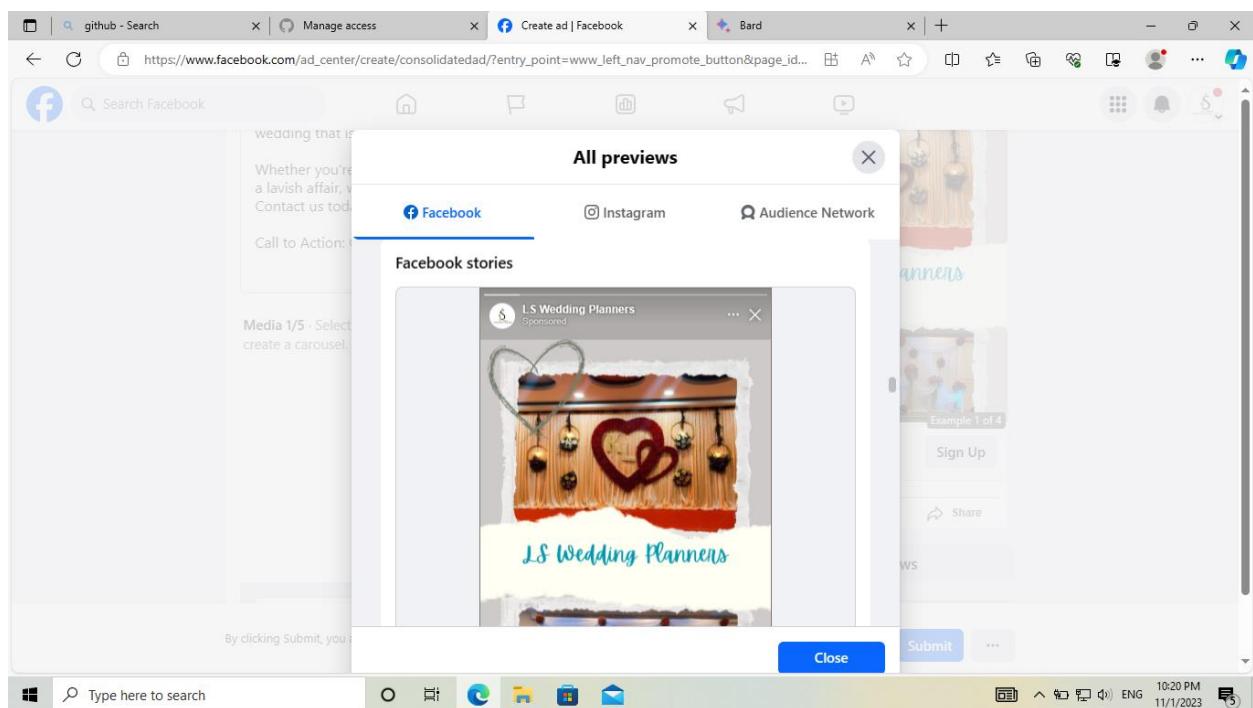
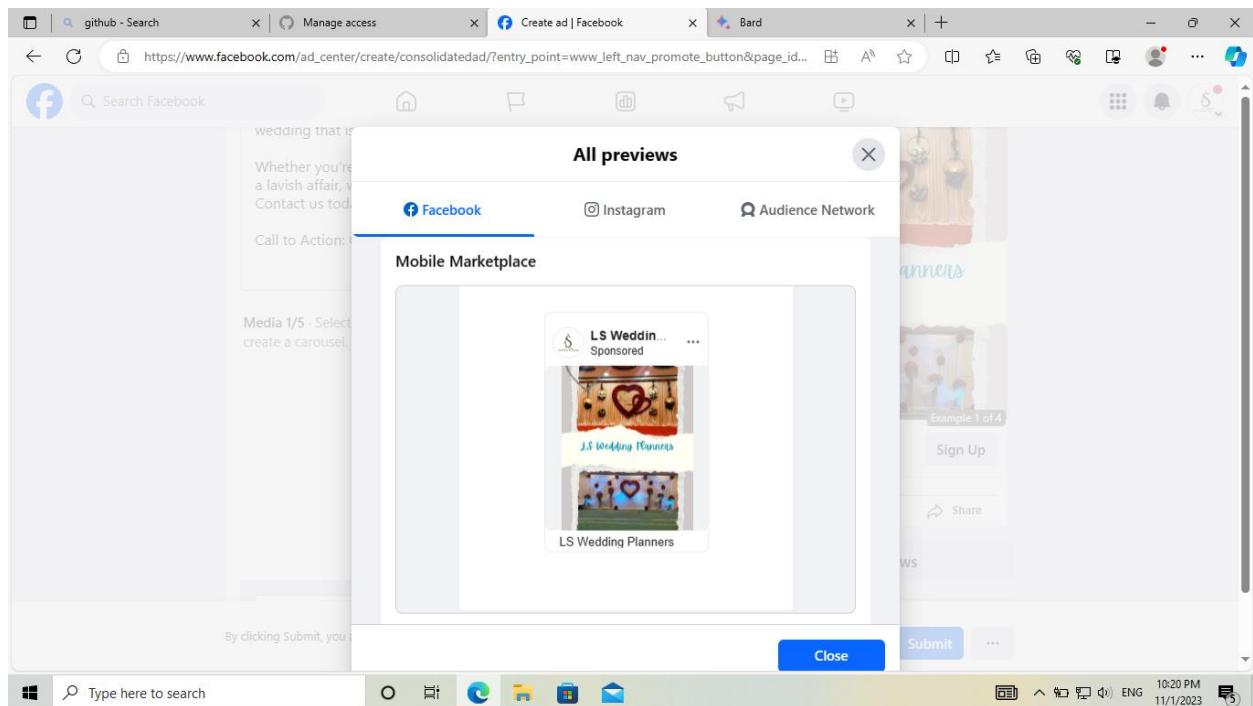
Waiting for www.facebook.com...

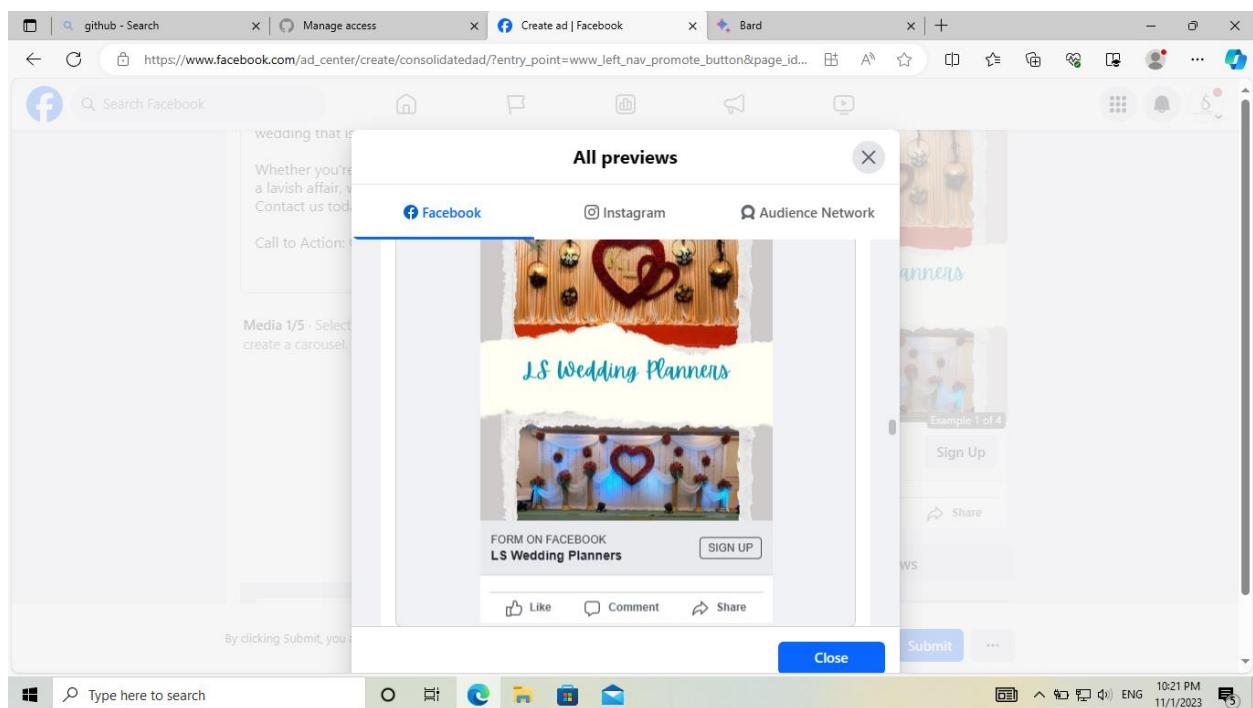
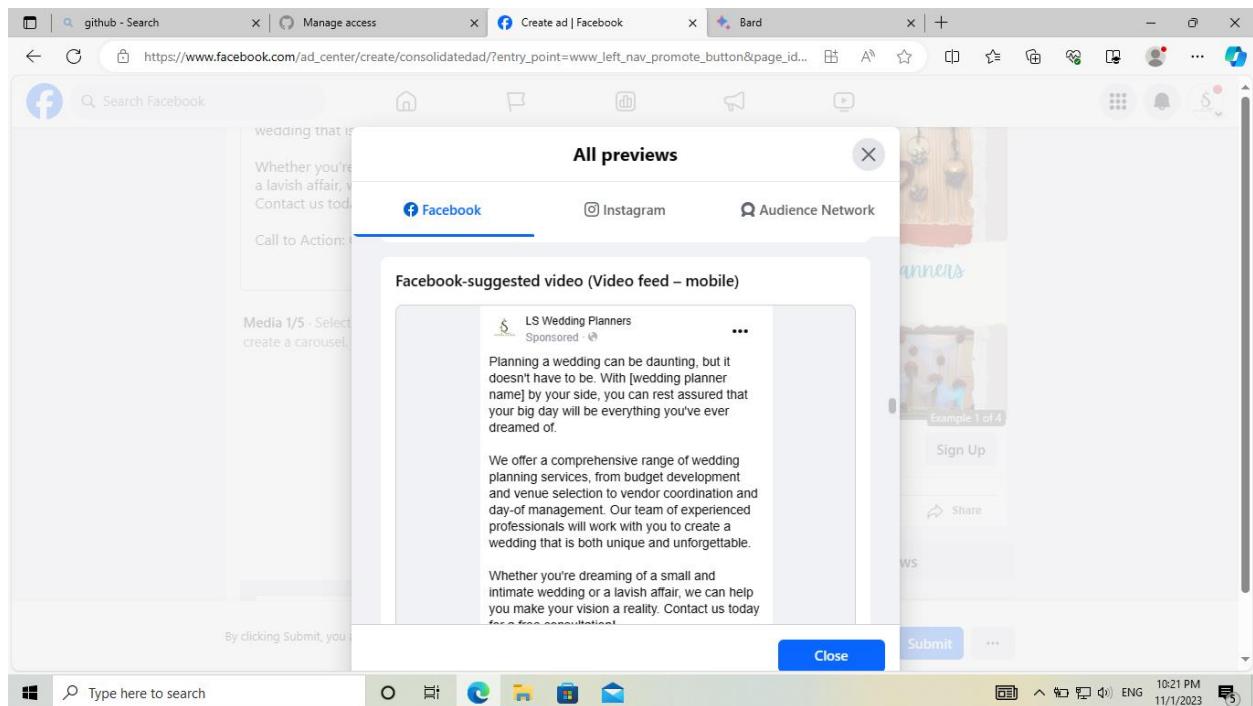
Type here to search

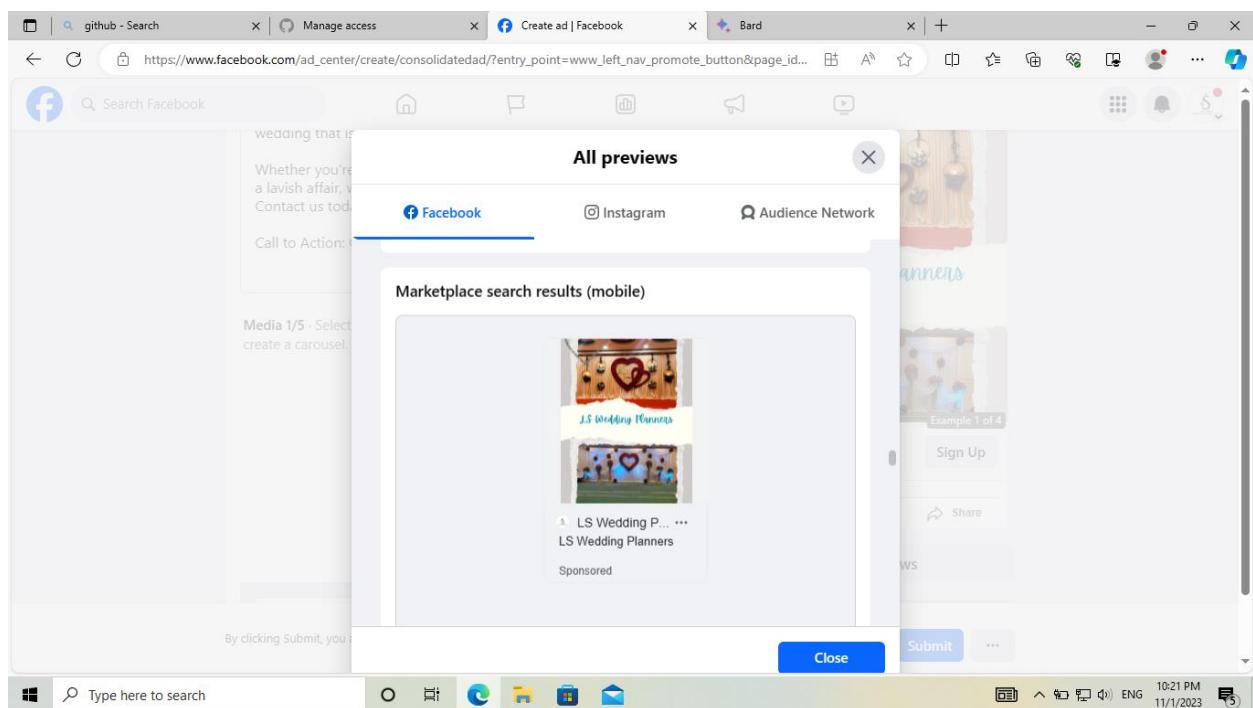
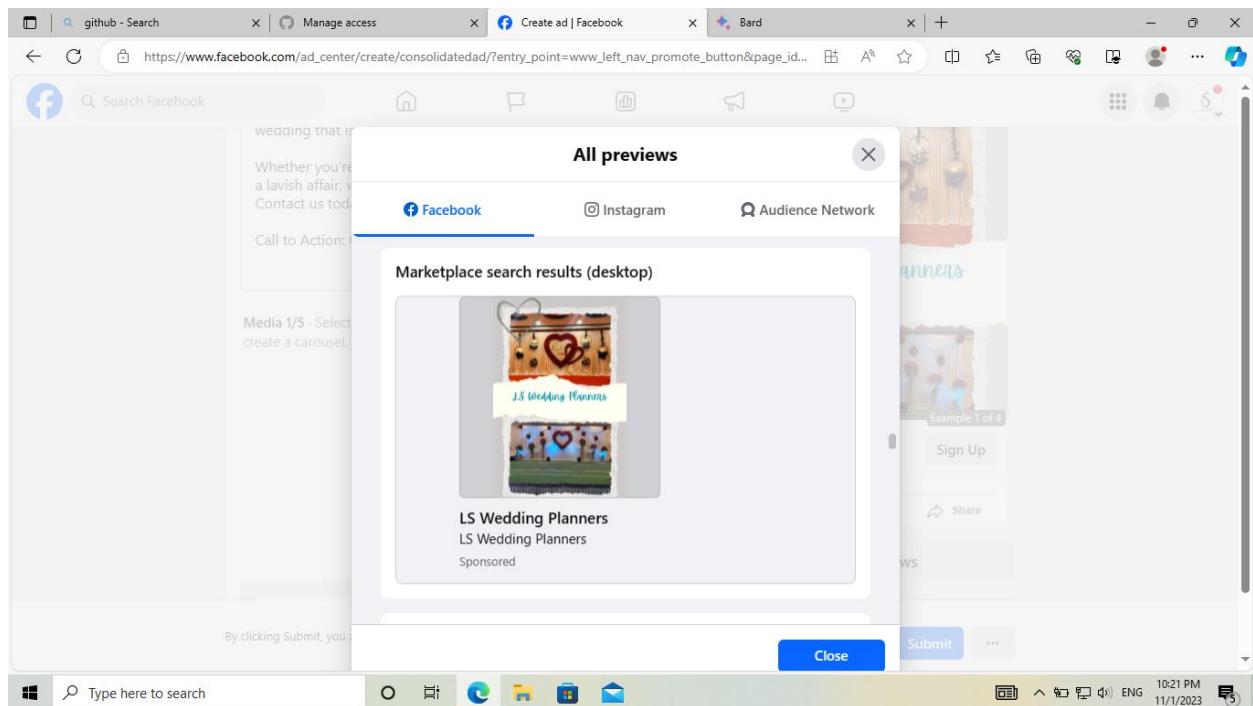
10:19 PM ENG 11/1/2023

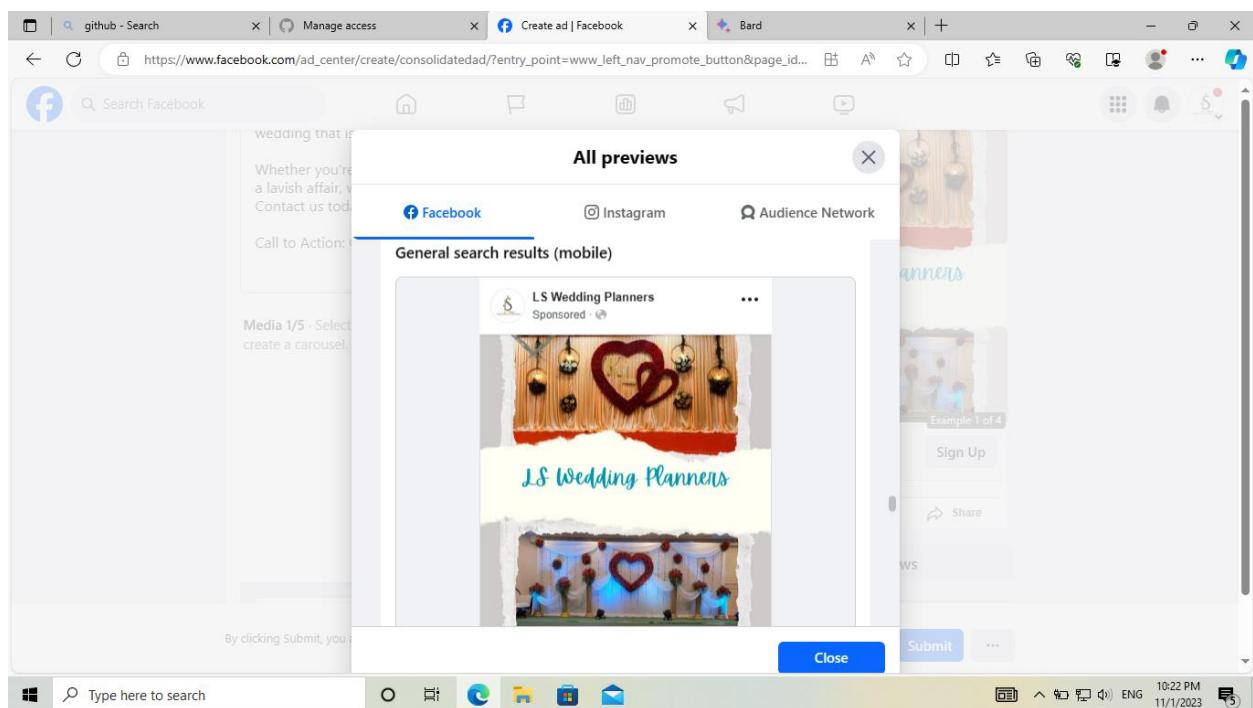
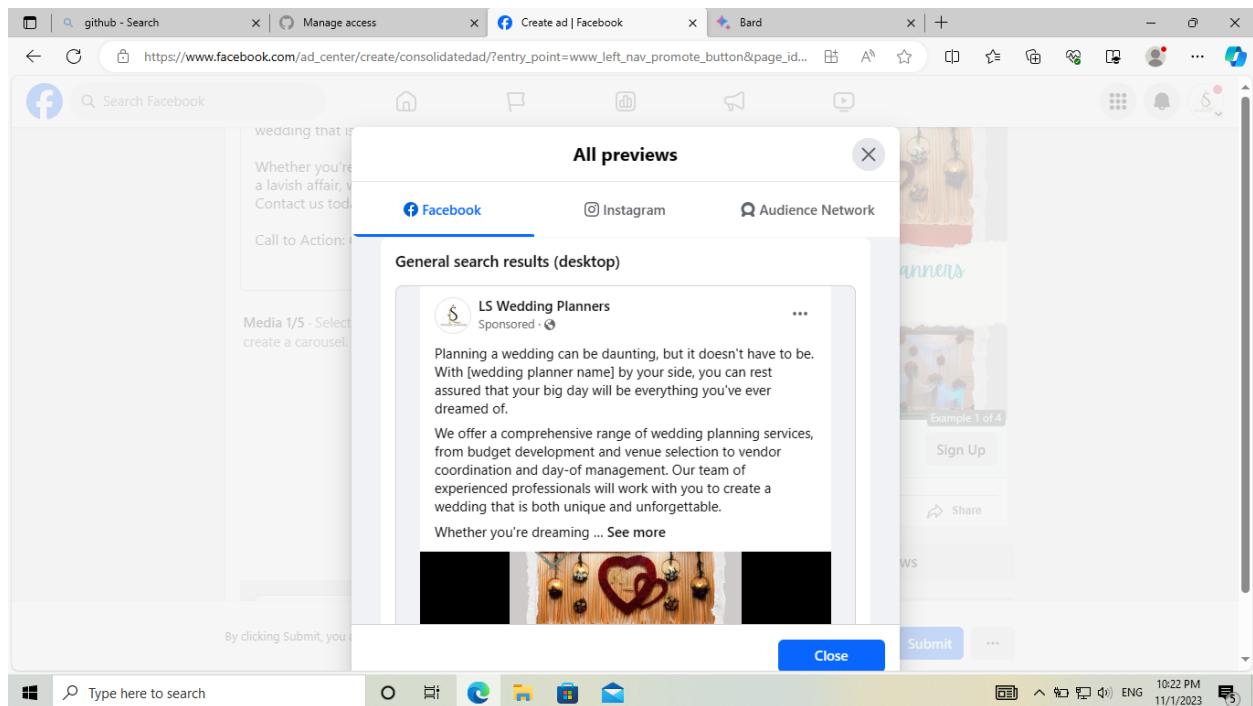


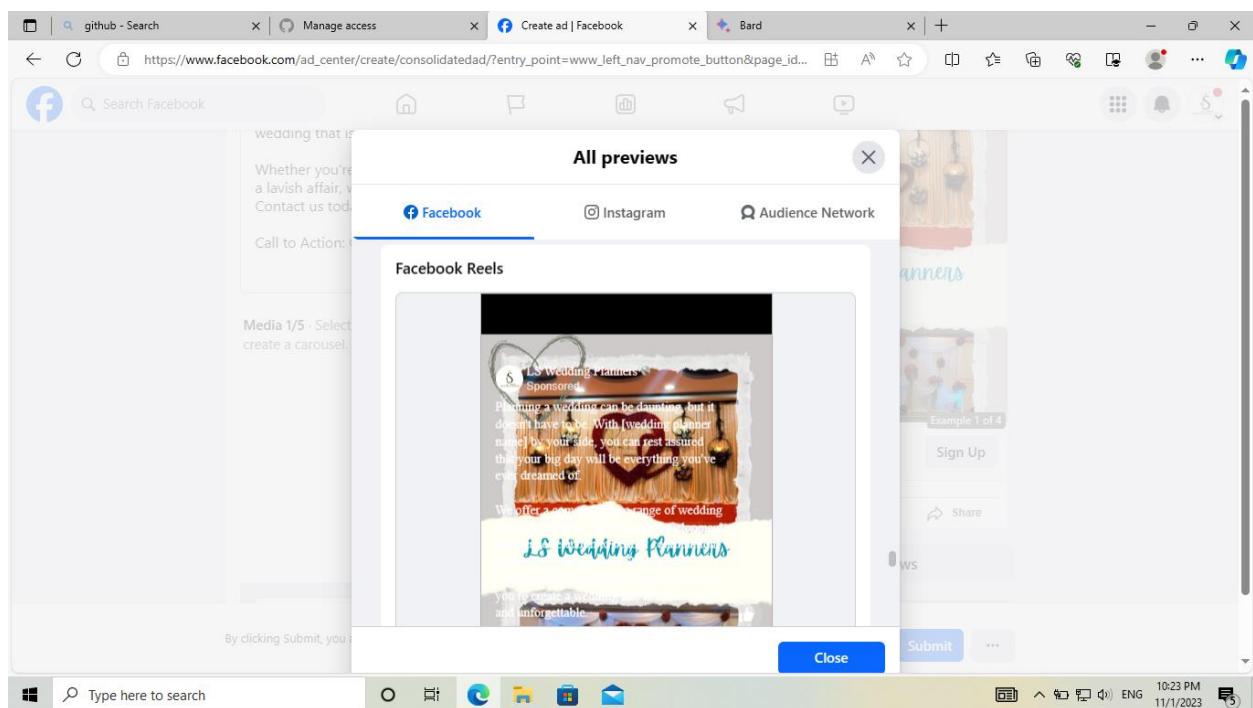
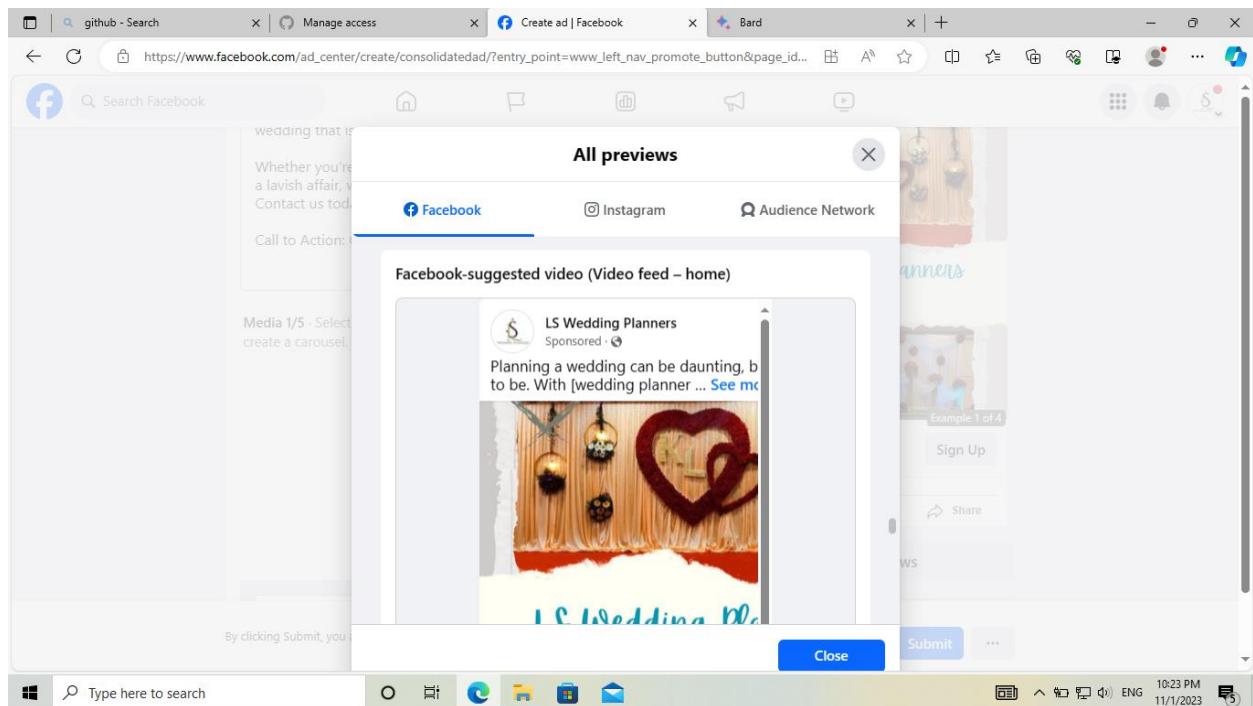


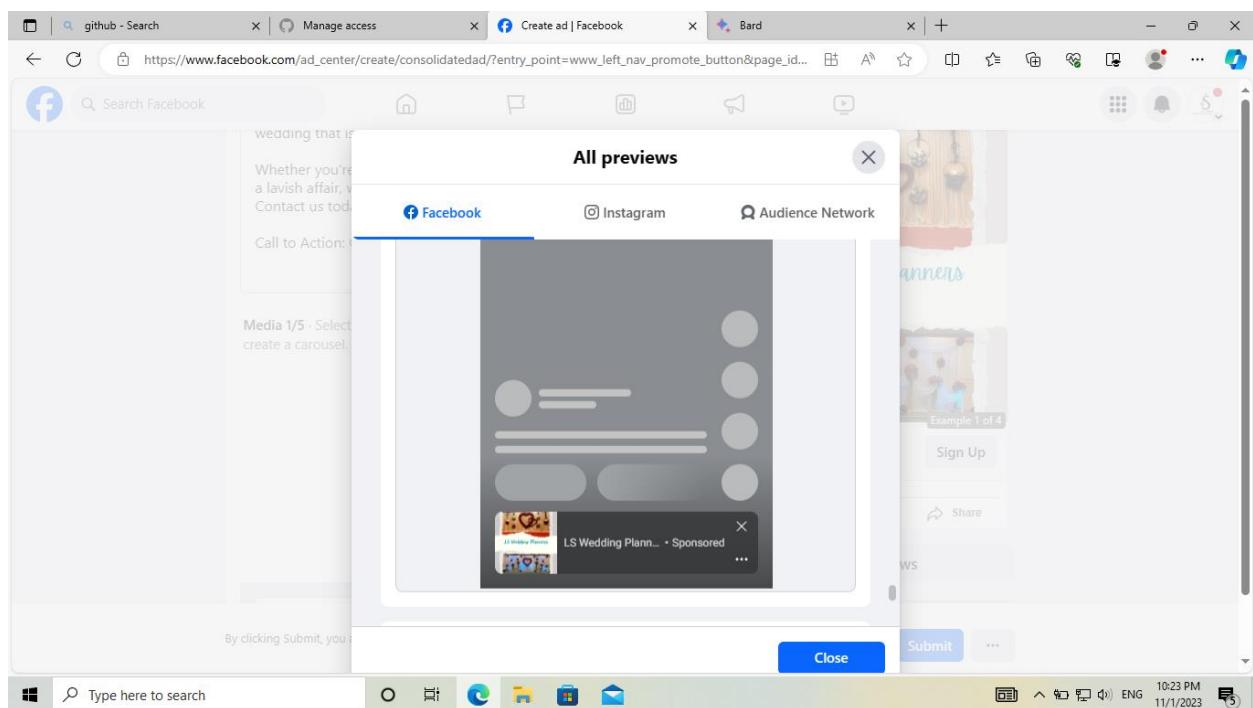
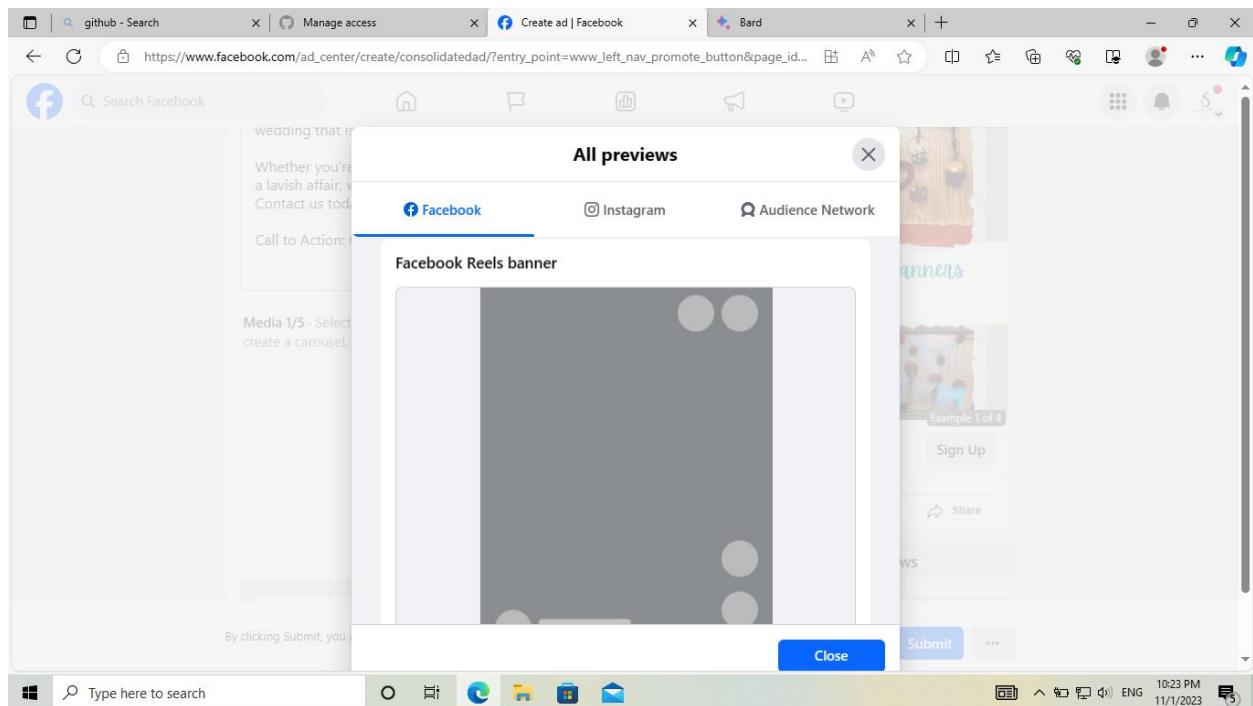


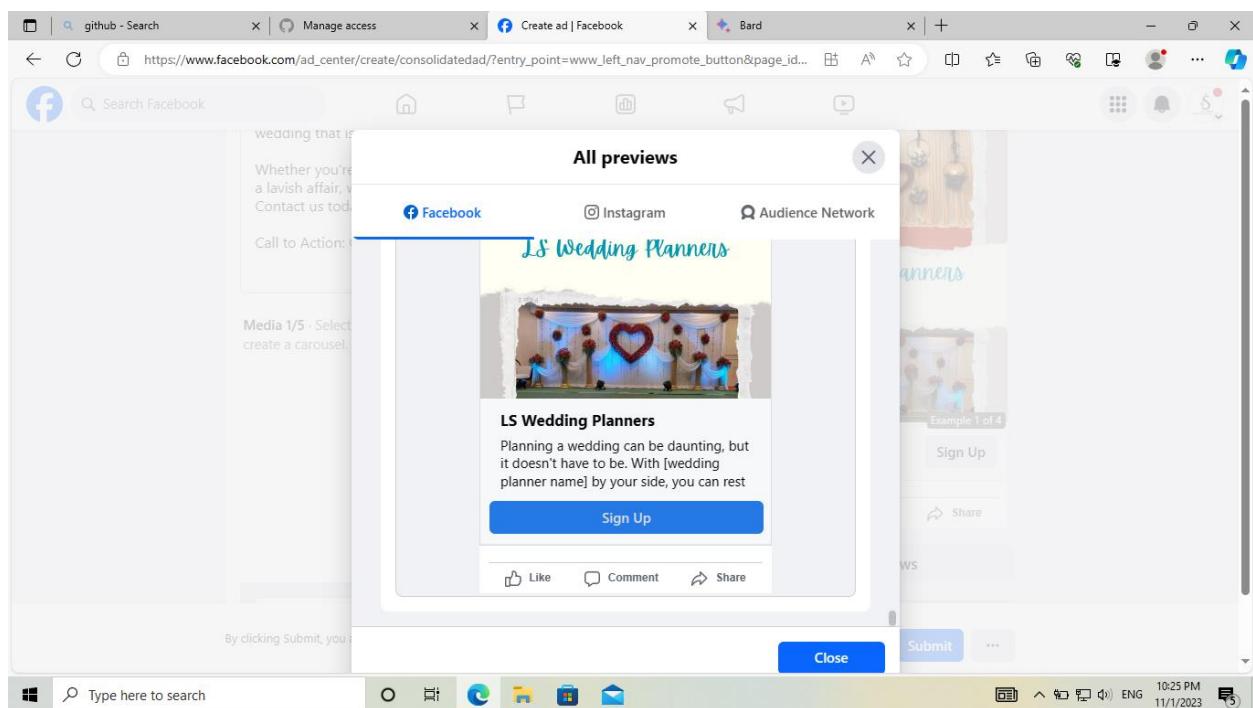
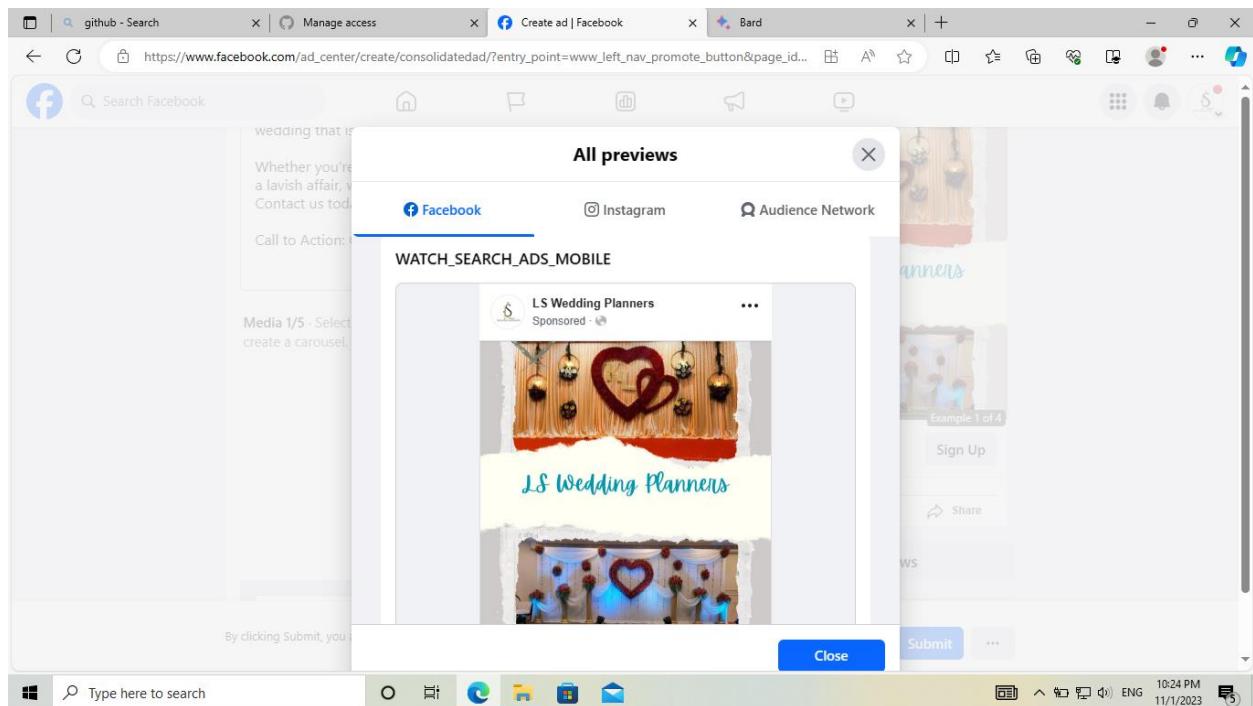












2) INSTAGRAM :

The image consists of three vertically stacked screenshots from the Facebook Ad Center, illustrating the creation of an Instagram ad.

Screenshot 1: The user is in the "All previews" section, specifically viewing an Instagram ad. The ad is titled "Instagram Explore feed" and shows a post from "LS Wedding Planners" featuring a red heart-shaped backdrop and the text "LS Wedding Planners". Below the image is a "Close" button. At the bottom of the preview window, there is a note: "By clicking Submit, you agree to Meta's Terms & Conditions".

Screenshot 2: The user has submitted the ad, and it is now displayed in the "All previews" section. The ad is titled "LS Wedding Planners" and shows a larger version of the same image. It includes a "Sign Up" button and a snippet of text: "Planning a wedding can be daunting, but it doesn't have to be. With [wedding planner name] by yo... more".

Screenshot 3: The user has submitted the ad again, and it is now displayed in the "All previews" section. The ad is titled "LS Wedding Planners" and shows a larger version of the same image. It includes a "Sign Up" button and a snippet of text: "Planning a wedding can be daunting, but it doesn't have to be. With [wedding planner name] by yo... more".

The image consists of three vertically stacked screenshots of a Windows desktop environment, likely a Microsoft Edge browser window, displaying the Facebook Ad Center.

Screenshot 1: The top screenshot shows the "All previews" dialog box for an Instagram ad. The tab for "Instagram" is selected. The preview type is set to "Instagram Explore home". The preview itself shows a 3x3 grid of images, with the bottom-right cell containing a sponsored post from "LS Wedding Planners" featuring a heart-shaped cake. A "Close" button is visible at the bottom right of the dialog.

Screenshot 2: The middle screenshot shows the same "All previews" dialog box, but the preview type has been changed to "Instagram search results grid". The preview shows a grid of search results with a sponsored post from "LS Wedding Planners" at the bottom. A search bar at the top of the grid contains the placeholder "[Search term]".

Screenshot 3: The bottom screenshot is identical to the middle one, showing the "Instagram search results grid" preview. It features the same search bar and sponsored post from "LS Wedding Planners".

github - Search | Manage access | Create ad | Facebook

https://www.facebook.com/ad_center/create/consolidatedad/?entry_point=www_left_nav_promote_button&page_id...

All previews

Facebook Instagram Audience Network

Instagram

LS Wedding Planners Sponsored

LS Wedding Planners

Close

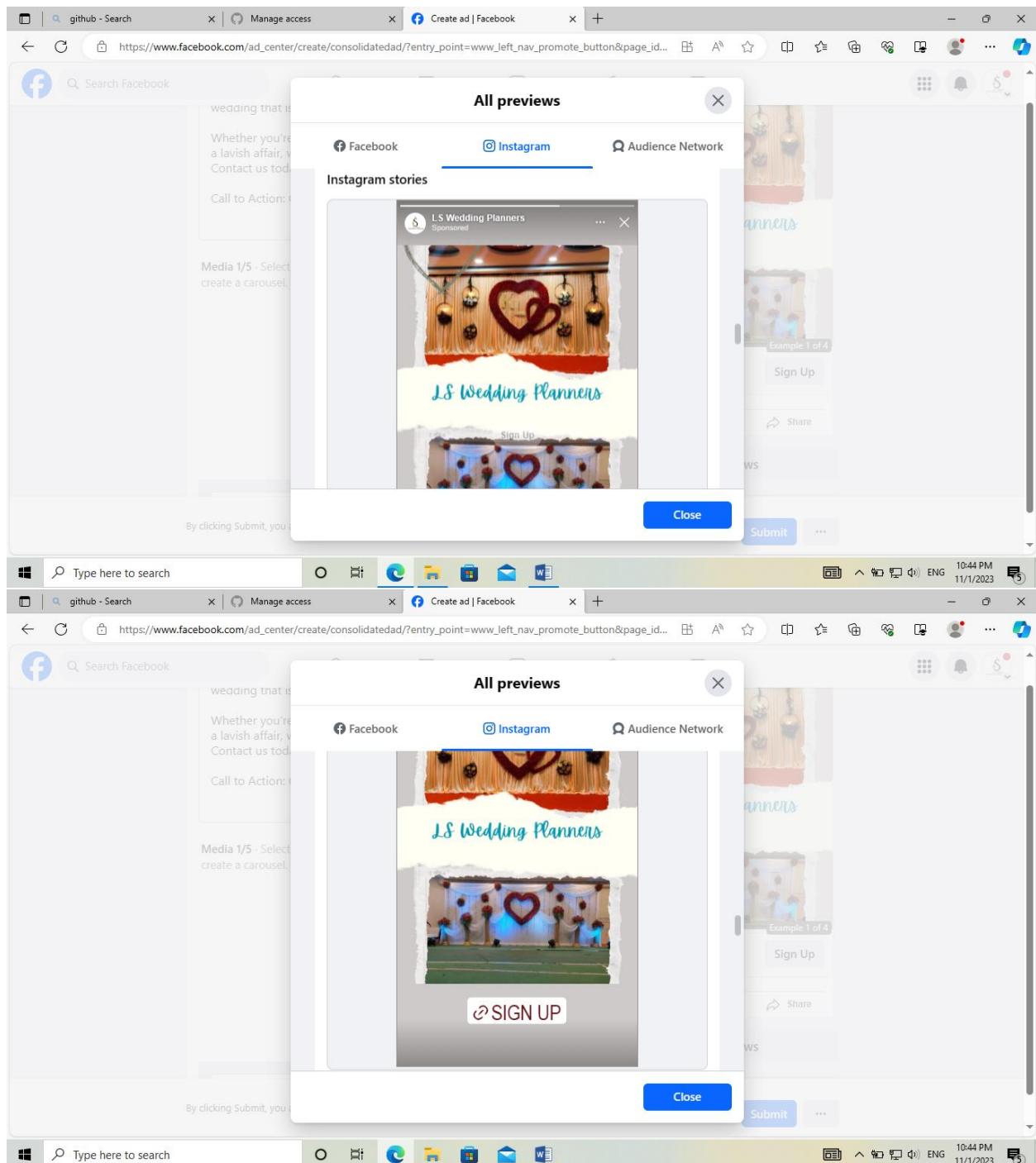
Media 1/5 - Select or upload more media to create a carousel.

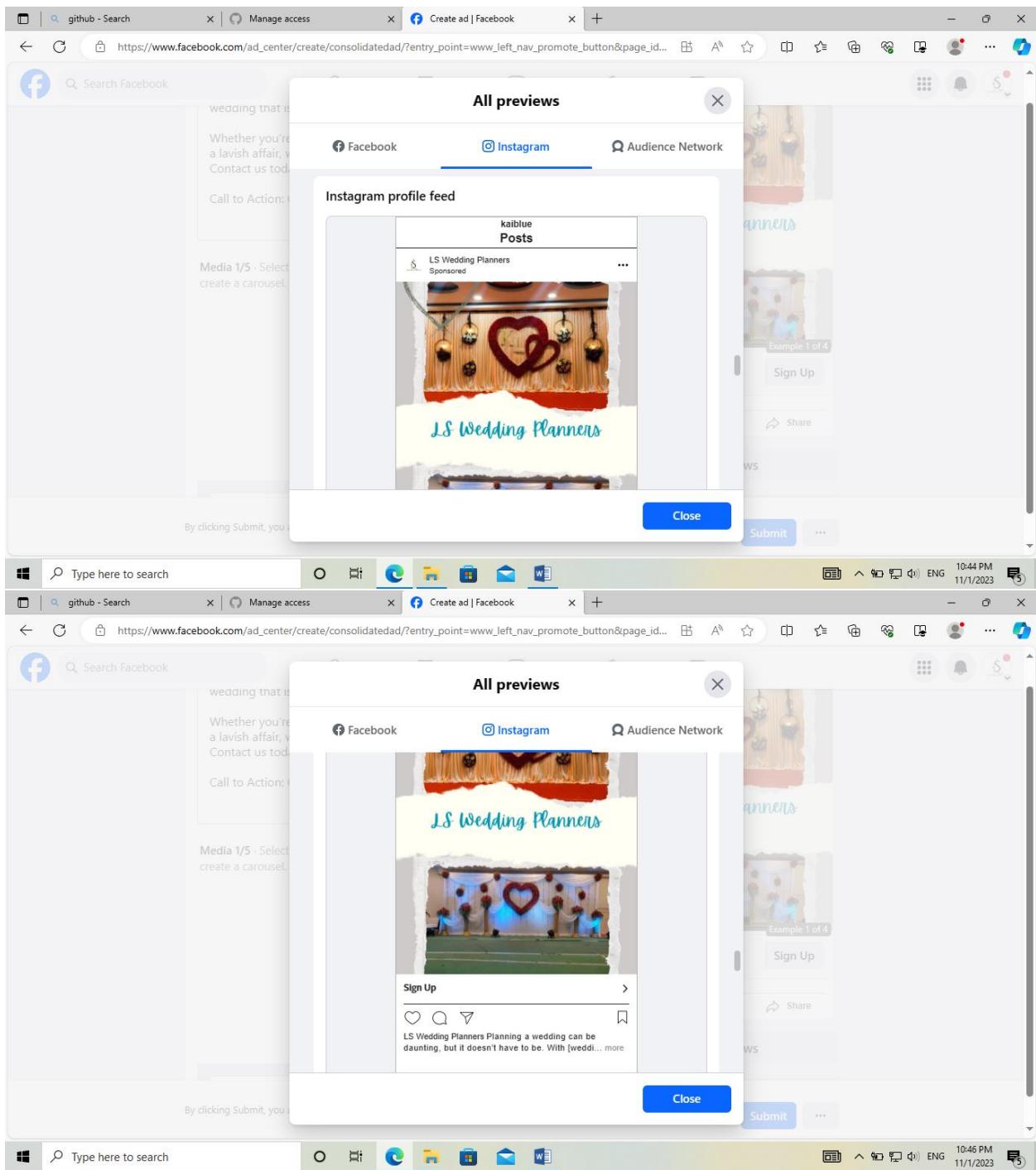
Sign Up

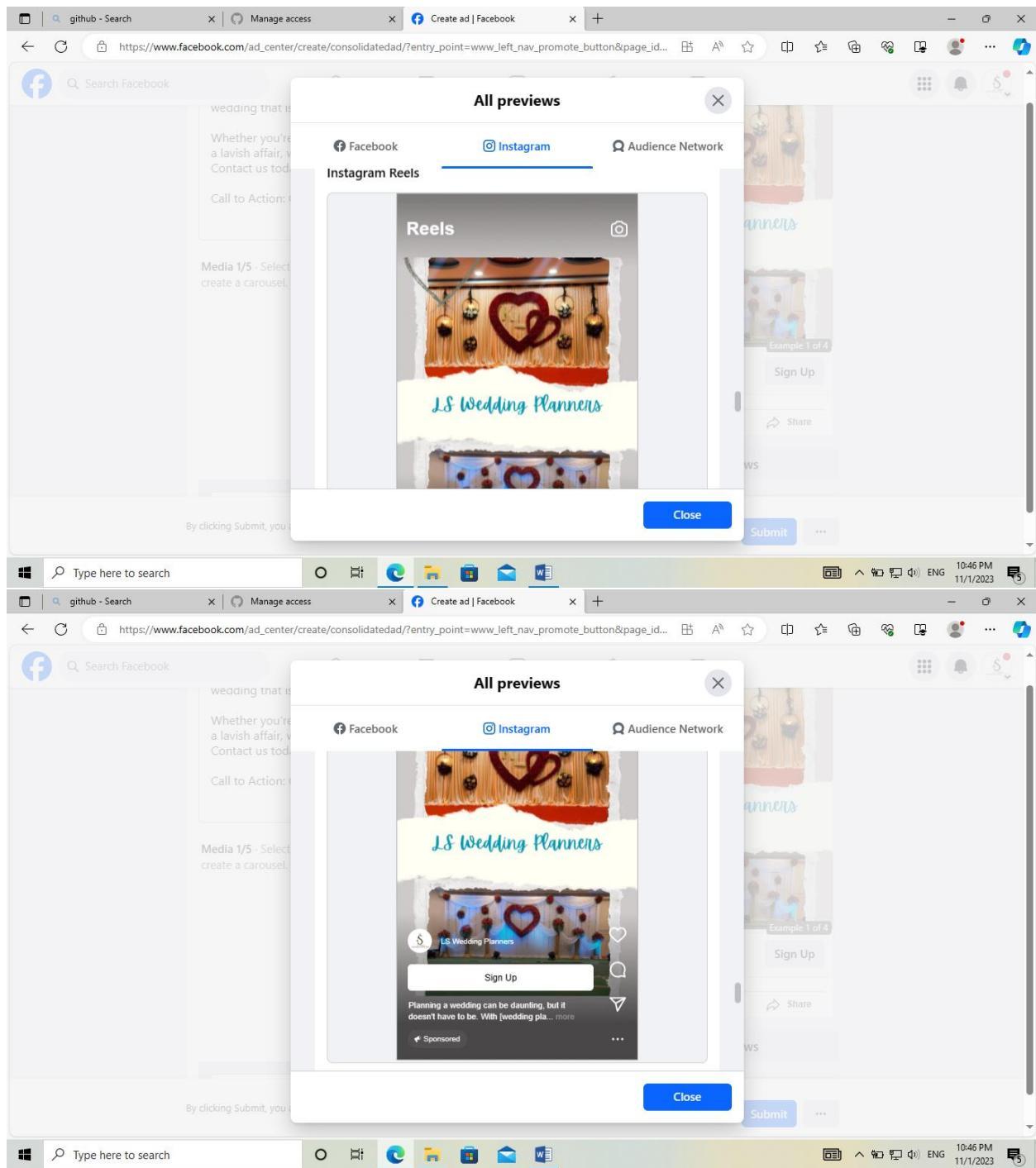
Planning a wedding can be daunting, but it doesn't have to be. With [wedding planner name] by yo... more

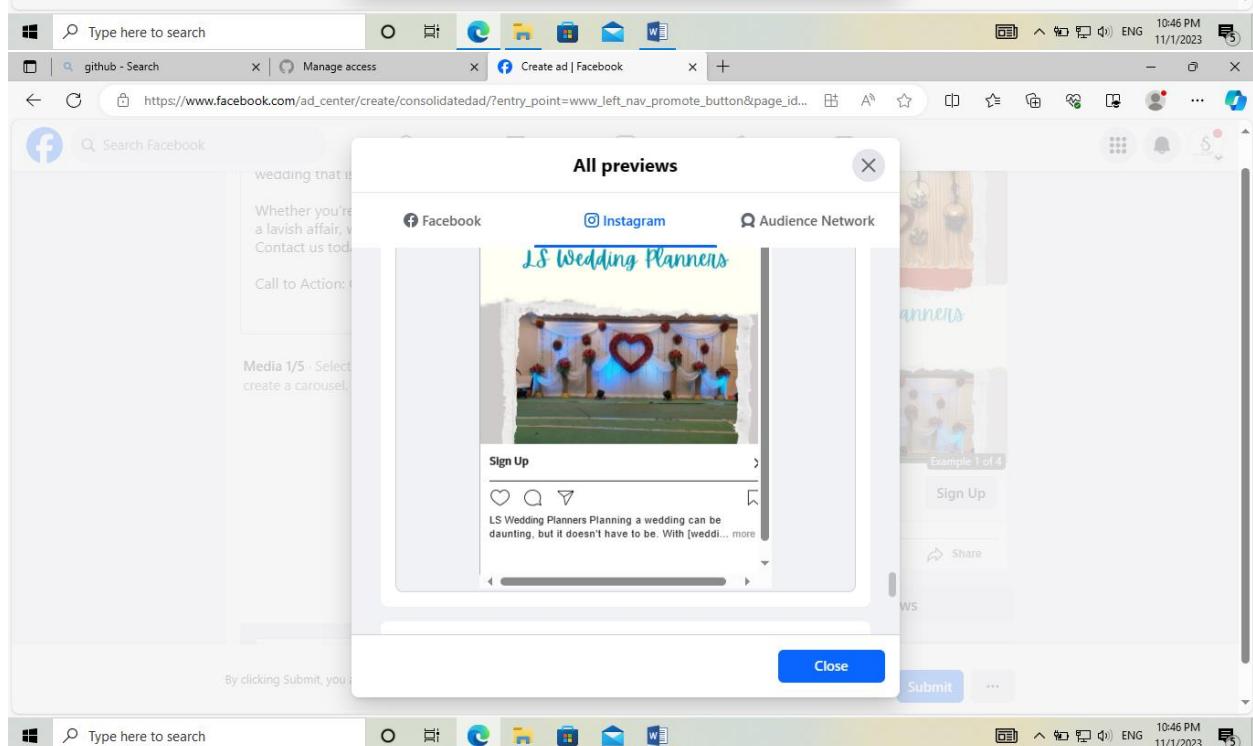
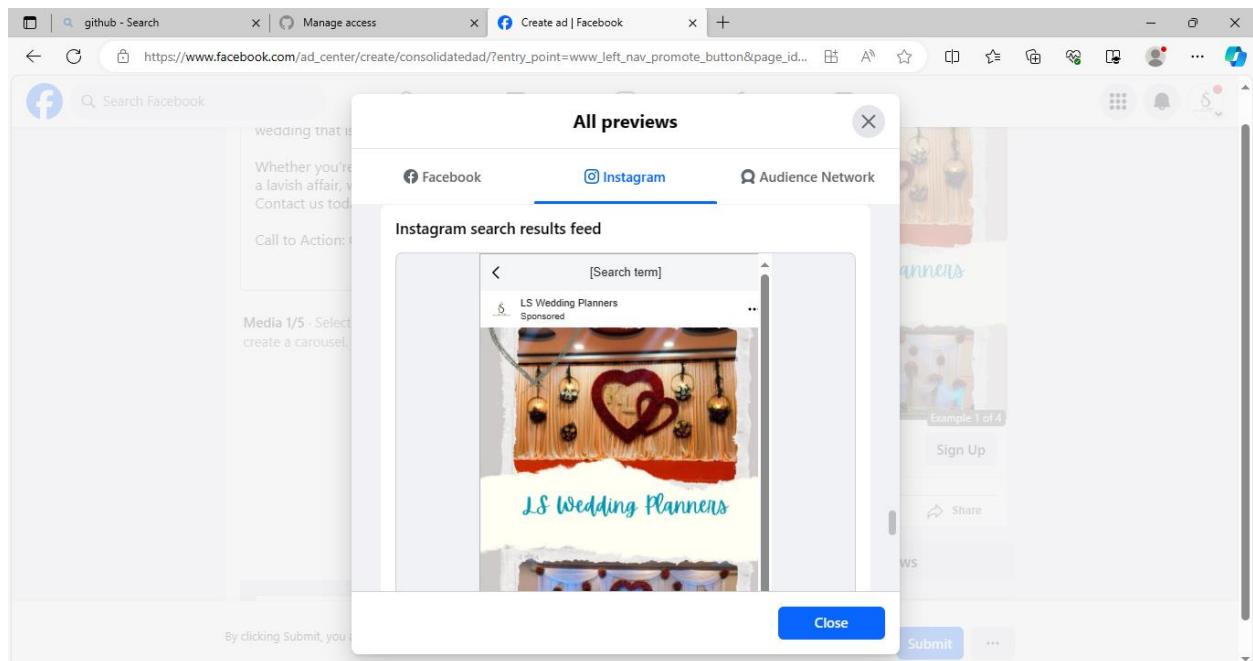
Close

Submit









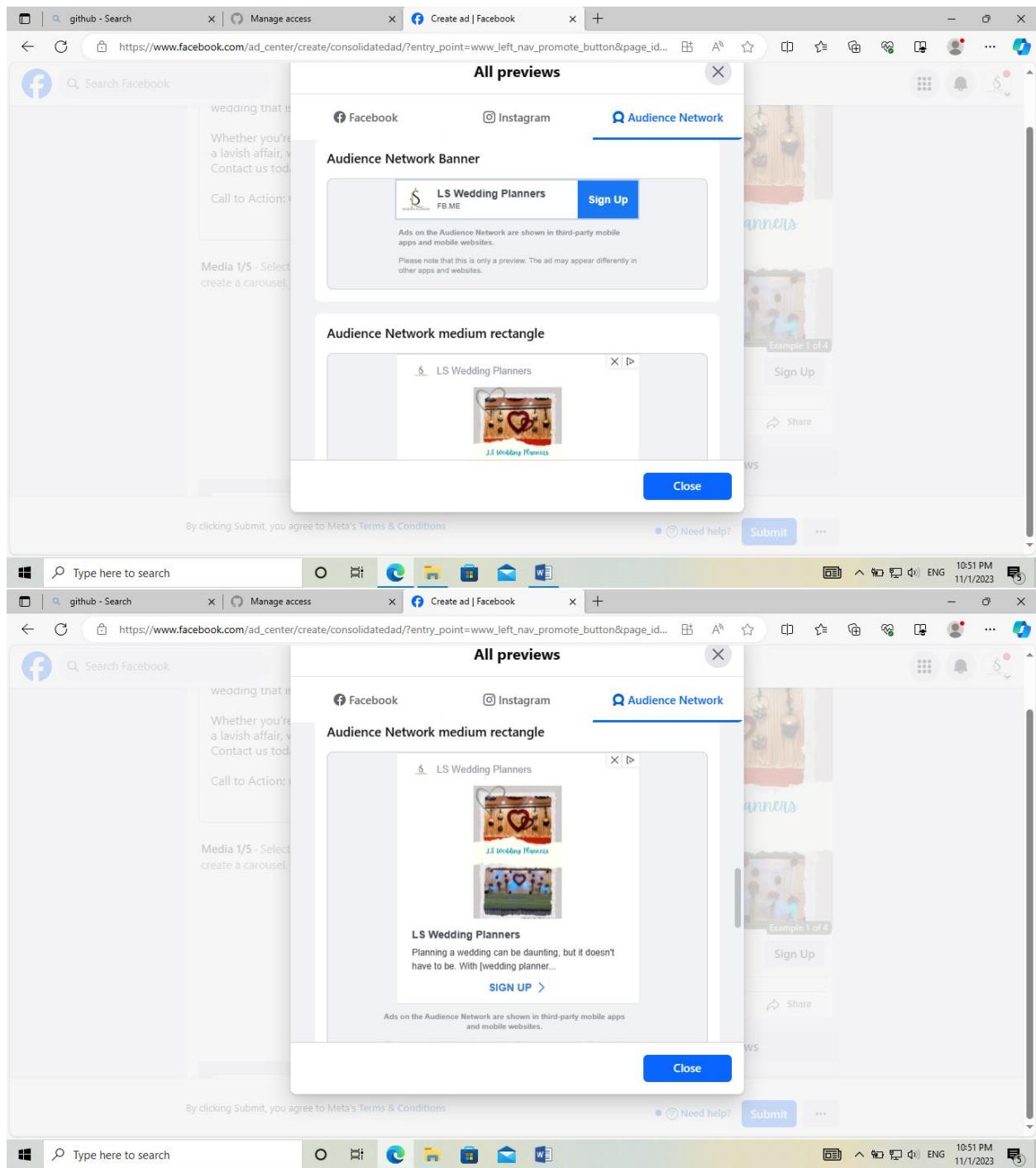
3) AUDIENCE NETWORK :

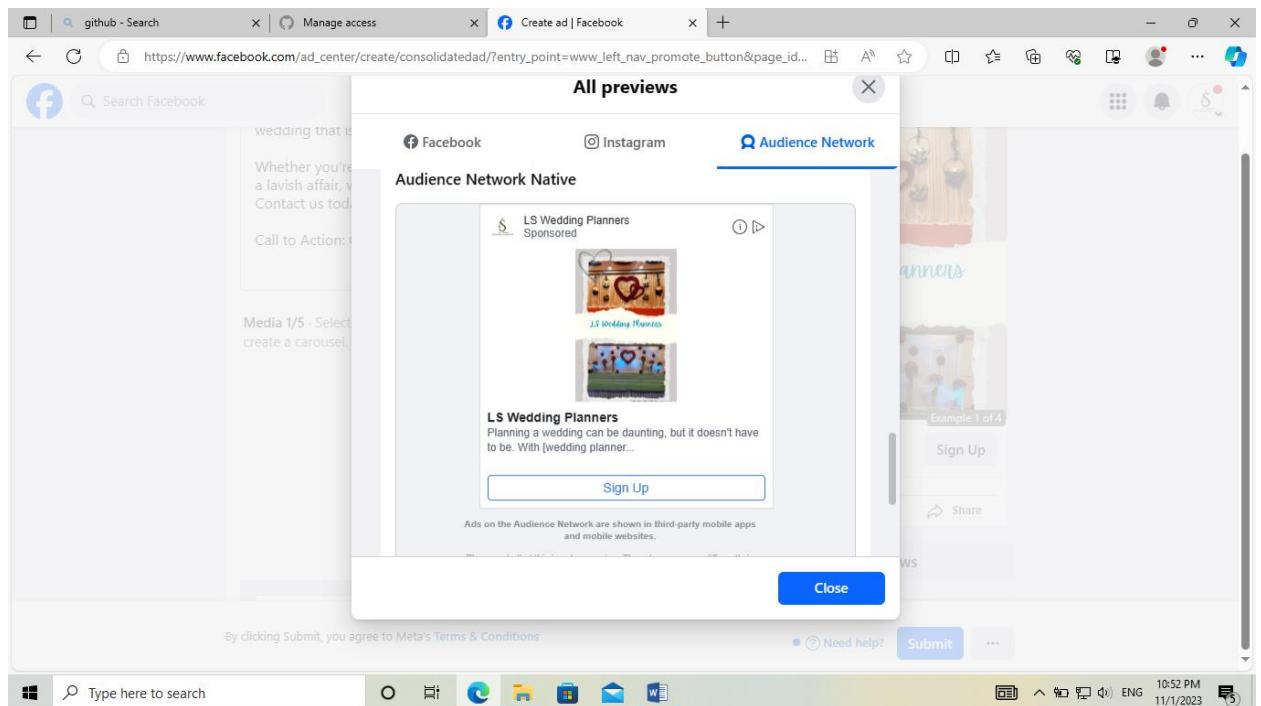
The screenshot displays the Facebook Ad Center interface, specifically the 'All previews' section for the Audience Network. It shows two different interstitial ad examples.

Example 1 (Top): This is an 'Audience Network Interstitial' ad. It features a banner for 'LS Wedding Planners' with a sponsored tag. The banner has a red heart and hanging decorations. A 'Close' button is at the bottom right.

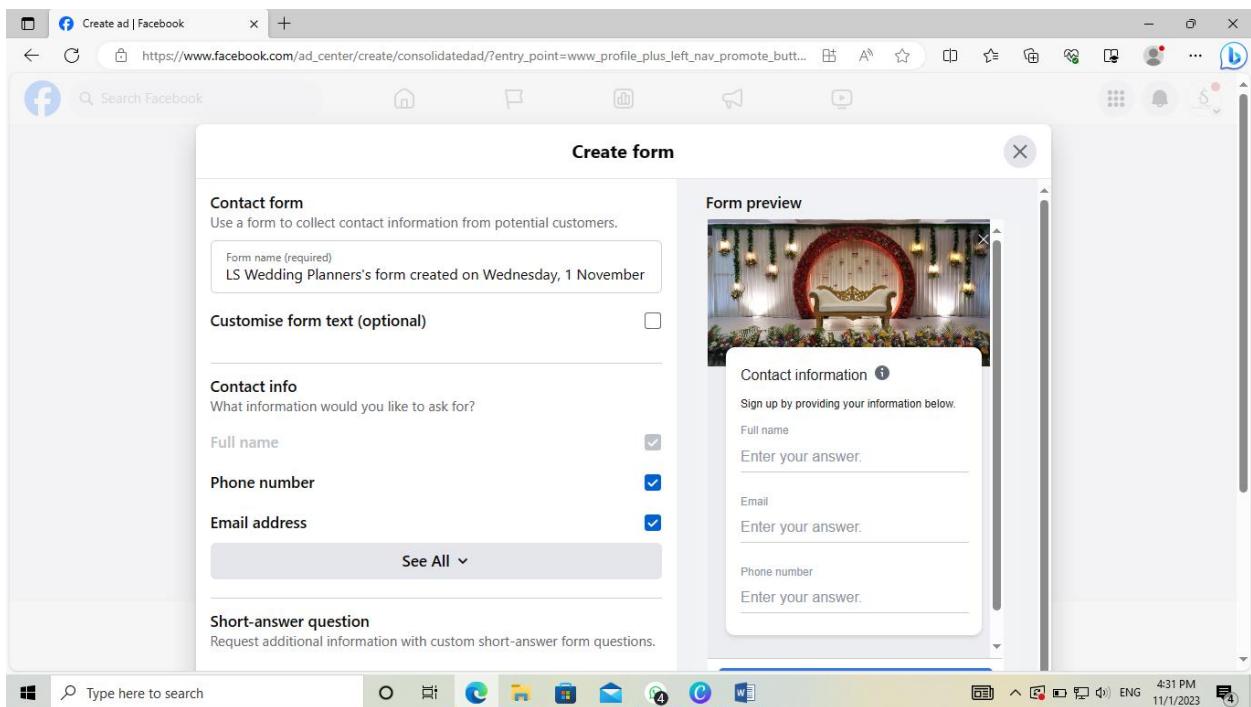
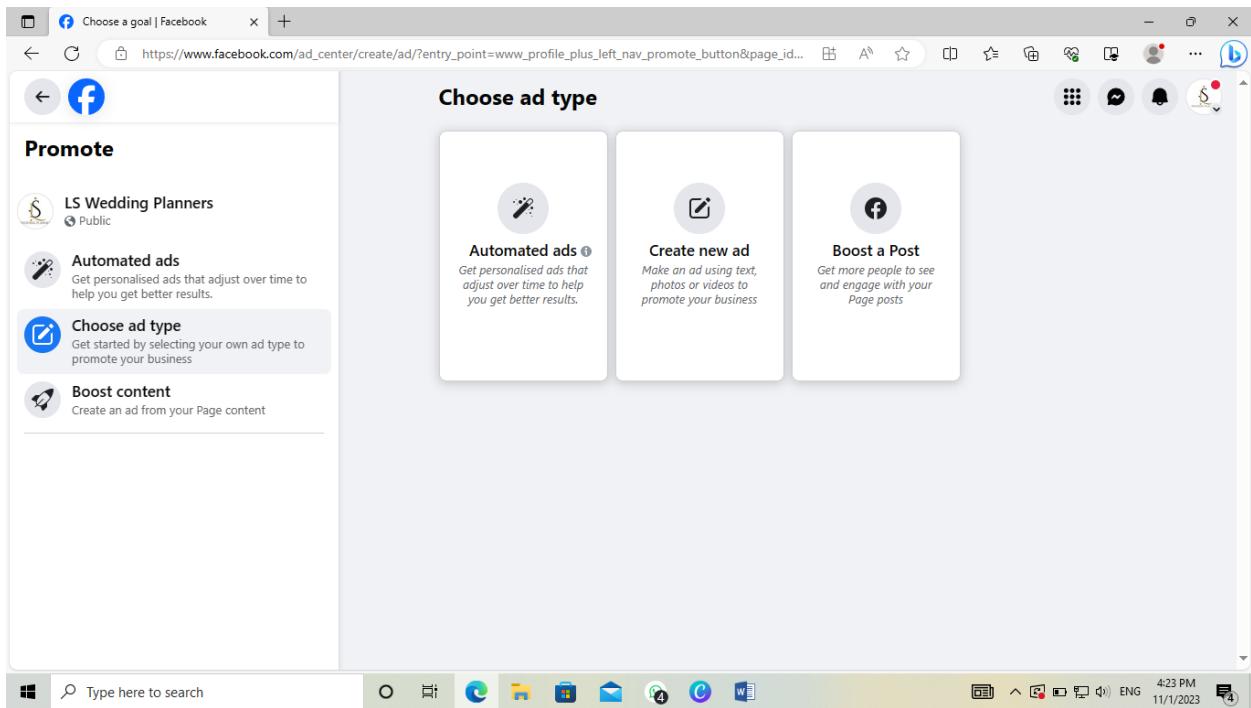
Example 2 (Bottom): This is another 'Audience Network Interstitial' ad for 'LS Wedding Planners'. It includes a larger image of a wedding stage with a heart-shaped backdrop and the text 'Planning a wedding can be daunting, but it doesn't have to be. With [wedding planner]...'. It also features a 'Sign Up' button.

Both ads are set against a background of other audience network examples, with 'Sign Up' and 'Share' buttons visible.





AD POST STEPS :



Create ad | Facebook

Select the location, age, gender and interests of **Accounts Centre accounts** you want to reach with your ad.

Audience Name: All

Gender: All

Age: 18 - 65+ (Selecting an audience under 18 will limit your targeting options to age and some locations. [Learn more](#))

Locations: Coimbatore, Tamil Nadu, India

Audience definition: Your audience is defined.

Estimated audience size: 1.4M-1.7M

Save audience

This screenshot shows the Facebook Ad Center's audience creation interface. It displays targeting parameters such as Audience Name (All), Gender (All), Age (18-65+), and Locations (Coimbatore, Tamil Nadu, India). A note indicates that selecting an audience under 18 will limit targeting options. The estimated audience size is 1.4M-1.7M. The interface includes a 'Save audience' button at the bottom.

Create ad | Facebook

Estimated daily results:

Accounts Centre accounts reached	327-945
Link Clicks	30-87

Payment summary:
Your ad will run for 7 days.
Total budget: ₹1,463.84 INR
Estimated GST: ₹263.49 INR
Total amount: ₹1,727.33 INR

Advantage+ creative: Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance. (Toggle switch)

Special ad category:

By clicking Submit, you agree to Meta's [Terms & Conditions](#)

Submit

This screenshot shows the Facebook Ad Center's ad creation interface. It includes a headline ("LS Wedding Planners"), a button label ("Contact Us"), and a website URL ("https://fb.me"). The "Advantage+ creative" feature is turned on. On the right, it displays the estimated daily results (327-945 accounts reached, 30-87 link clicks), payment summary (total budget ₹1,463.84 INR, estimated GST ₹263.49 INR, total amount ₹1,727.33 INR), and a note about using data to improve ad performance. The interface ends with a "Submit" button and a note about agreeing to terms and conditions.