

**NAME: PREMA A**

**TEAM MEMBERS:**

<b><u>JANANE V</u></b>	AB810393CCFID659AC648A7E1734DE89
<b><u>BAVADHARANI R</u></b>	33EB330FFB75C28A7DA46382D001B8F0
<b><u>MALARVIZHI M</u></b>	7C21BFACE161211AB9244D5B26032BC5
<b><u>PREMA A</u></b>	2037BE414BECE98AAD64F728F74FA8AD

**TEAM ID: NM2023TMID01989**

**PROJECT DESCRIPTION**

Facebook ads involves a combination of compelling copy, engaging visuals, and strategic targeting. Choose the appropriate objective based on your overall marketing goals. Define your target audience. Use Facebook's detailed targeting options to reach specific demographics, interests, behaviors, and locations. Consider factors like age, gender, location, interests, and online behavior. A/B test different elements of your ads, such as headlines, images, and audiences, to determine what resonates best with your target audience.

**BRAND NAME: JEWEL DELUXE**

**CATEGORY: ACCESSORIES CATEGORY**

**TARGET AUDIENCE: ALL (MEN, WOMEN, KIDS)**

**EMAIL: [jeweldeluxe2@gmail.com](mailto:jeweldeluxe2@gmail.com)**

**PASSWORD: jeweldeluxe419**

**FACEBOOK BUSINESS PAGE: <http://facebook.com/JewelDeluxe>**

**SCREEN RECORD VIDEO: <https://drive.google.com/file/d/1-02r70Q8oPp4mAtnsTCK7sbVdGueYH7V/view?usp=drivesdk>**

Meta Business Suite

Luxury Jewelry Poster - Poster

- Student

business.facebook.com/latest/boost\_lead\_gen\_creation/?asset\_id=105776142629187&entry\_point=bizweb\_ad\_center\_header&has\_scheduled\_start\_time=false&nav\_ref=internal\_nav

Ad creative

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

Elevate your dance with Dazzling Elegance...  
Welcome to Jewel Deluxe "Your ultimate destination for Exquisite Dance Jewellery!"  
Unleash the sparkle on the Dance Floor  
Indulge in the captivating world of dance jewellery that mirrors the rhythm of your every move. Our Curated Collection is designed to accentuate your grace and style ensuring you shine as brightly as your passion for dance.

Media 1/5 · Select multiple images or videos to create a carousel. 

Select Media



Edit options

Headline

Jewel Deluxe 12/25


See All Previews

Ad preview

Jewel Deluxe

Sponsored

Elevate your dance with Dazzling Elegance...  
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FORM ON FACEBOOK  
Jewel Deluxe 

Sign Up

Like

Comment

Share

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

This ad will save as a draft automatically if you exit before submitting.

Back

Submit

Meta Business Suite

Luxury Jewelry Poster - Poster

- Student

business.facebook.com/latest/boost\_lead\_gen\_creation/?asset\_id=105776142629187&entry\_point=bizweb\_ad\_center\_header&has\_scheduled\_start\_time=false&nav\_ref=internal\_nav

Jewel Deluxe 12/25

Button label

Sign Up

Advantage+ creative

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

Special ad category

Learn more

Is this ad about credit?

What we consider a credit ad  
Based on your Page category, we recommend selecting Credit as the special ad category to help prevent an ad rejection.

Audience

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location - Living in: India  
Age: 18-65+

Jewel Deluxe

Like

Comment

Share

Estimated daily results

Accounts Centre accounts reached  
1.5K-4.3K

Leads  
12-35

Payment summary

Your ad will run for 7 days.

Total budget ₹ 3,000.00 INR

Total amount ₹ 3,000.00 INR

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

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

This ad will save as a draft automatically if you exit before submitting.

Back

Submit

Meta Business Suite

business.facebook.com/latest/boost\_lead\_gen\_creation/?asset\_id=105776142629187&entry\_point=bizweb\_ad\_center\_header&has\_scheduled\_start\_time=false&nav\_ref=internal\_nav

### Schedule and duration

**Start date**  
19 October 2023 11:33 AM

**Days**  
35

**End date**  
23 November 2023

Your ad will be published today and run for 35 days ending on 23 Nov 2023.

### Total budget

Estimated 244-706 Accounts Centre accounts reached per day

**₹ 3,000.00**

₹50.00 ₹10,000.00

### Estimated daily results

Accounts Centre accounts reached  
**244-706**

Leads  
**2-8**

### Payment summary

Your ad will run for 35 days.

Total budget ₹ 3,000.00 INR

Total amount ₹ 3,000.00 INR

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

### Placements

Facebook, Messenger, Instagram

Choose where your ad will appear. More platforms help improve results.

☒ Facebook

☒ Instagram

☒ Messenger

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

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Meta Business Suite

business.facebook.com/latest/boost\_lead\_gen\_creation/?asset\_id=105776142629187&entry\_point=bizweb\_ad\_center\_header&has\_scheduled\_start\_time=false&nav\_ref=internal\_nav

### Get more leads on Facebook

#### Ad creative

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.

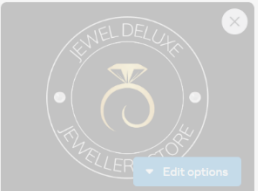
Use a post

#### Description

Elevate your dance with Dazzling Elegance...  
Welcome to Jewel Deluxe "Your ultimate destination for Exquisite Dance Jewellery!"  
Unleash the sparkle on the Dance Floor  
Indulge in the captivating world of dance jewellery that mirrors the rhythm of your every move. Our Curated Collection is designed to accentuate your grace and style ensuring you shine as brightly as your passion for dance.

#### Media 3/5

Select multiple images or videos to create a carousel.

 [Edit options](#)


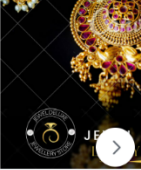
### All previews

Facebook Instagram

#### Desktop Feed

**Jewel Deluxe**  
Sponsored

Elevate your dance with Dazzling Elegance...  
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[Close](#)

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

Back Submit

## All previews



Facebook

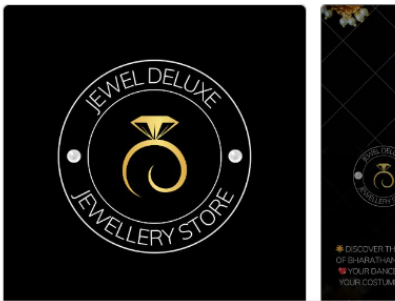
Instagram

### Mobile Feed

**Jewel Deluxe**  
Sponsored · 🌐

✕ ⋮

Elevate your dance with Dazzling Elegance...  
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Close

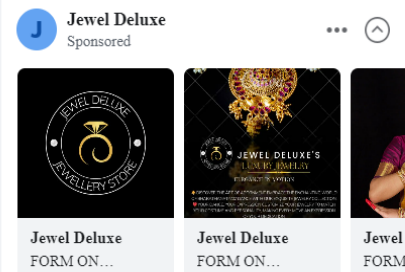
## All previews



Facebook

Instagram

### Facebook In-stream Video (Mobile)



Close

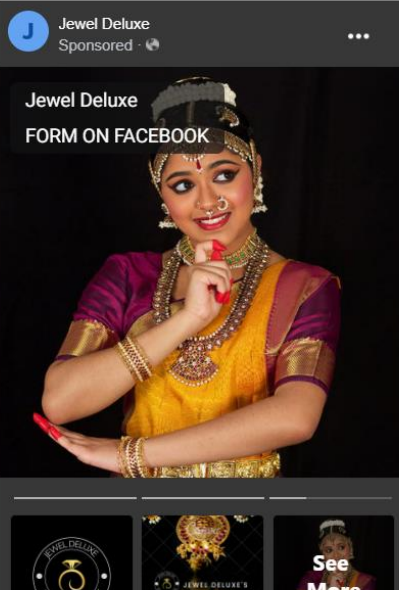
## All previews



Facebook

Instagram

### Suggested Videos (Mobile)



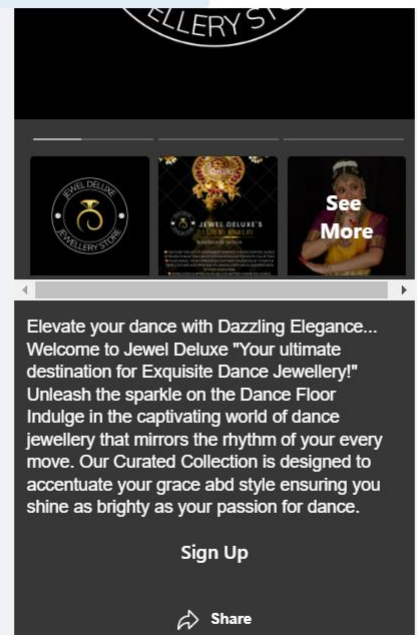
Close

## All previews

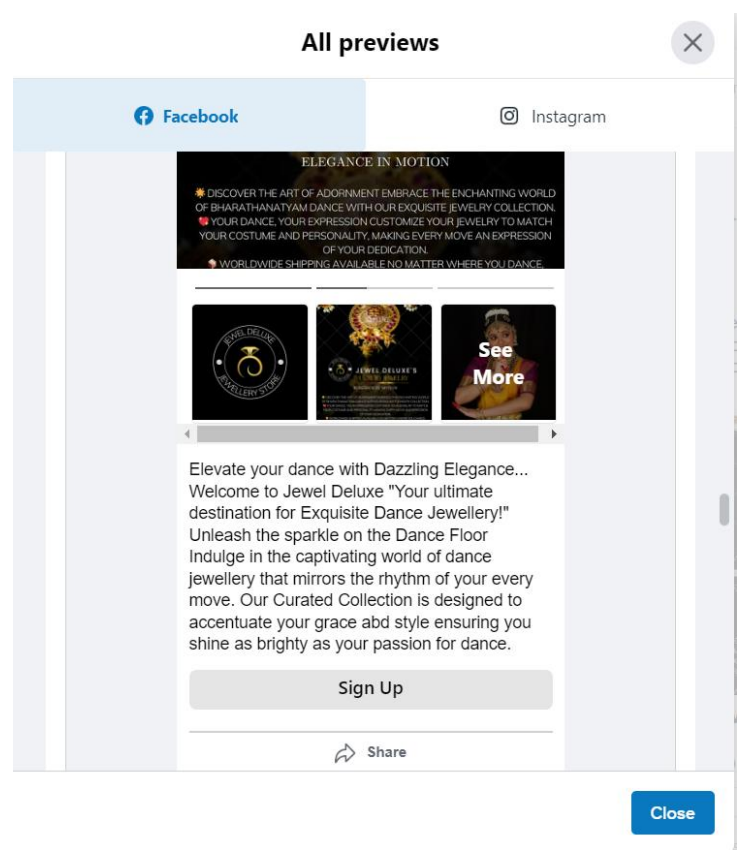
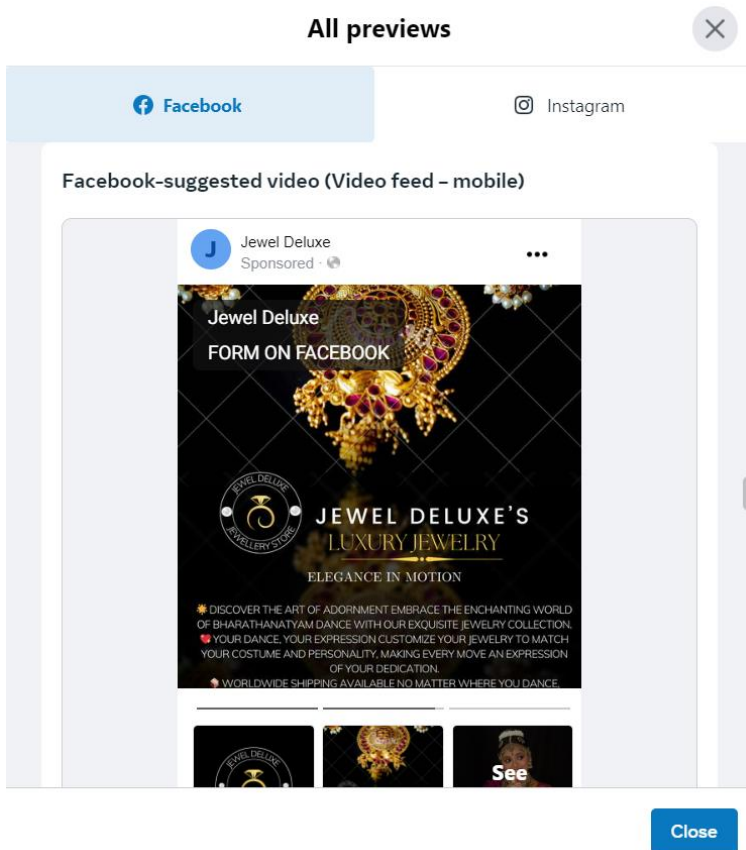
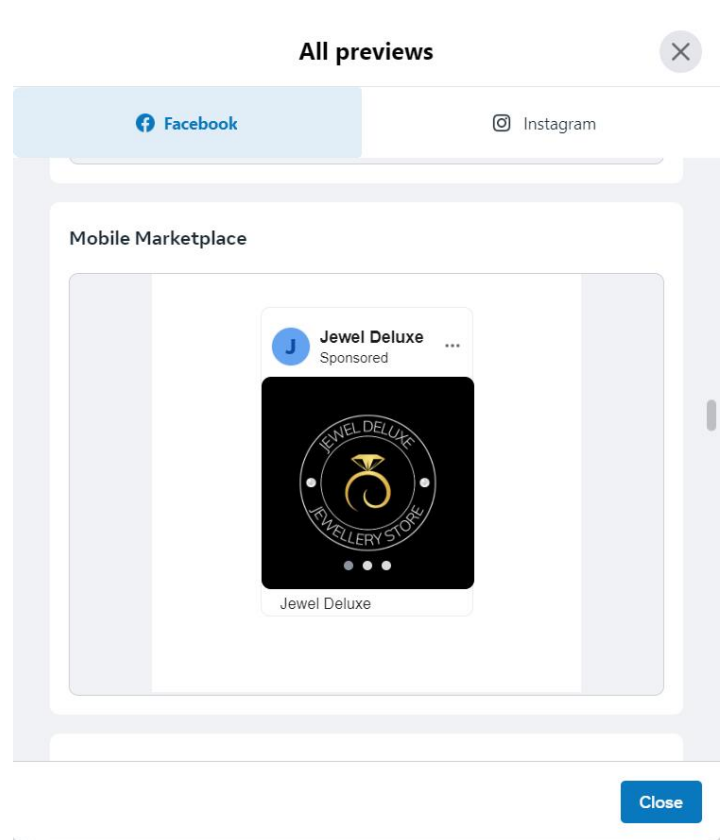
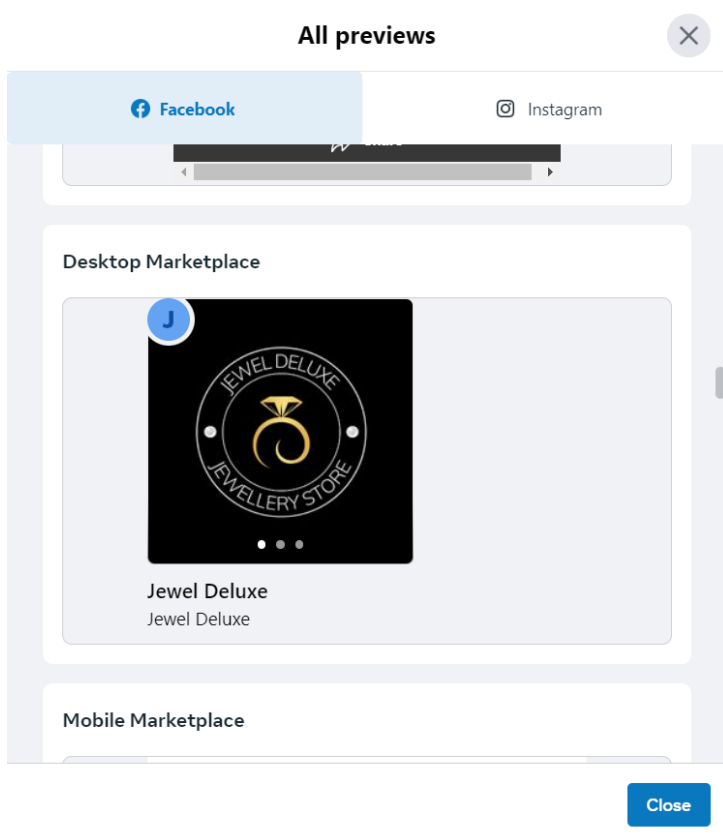


Facebook

Instagram



Close





## All previews



Facebook

Instagram

### Marketplace search results (desktop)



**Jewel Deluxe**  
Jewel Deluxe  
Sponsored

### Marketplace search results (mobile)

Close

## All previews



Facebook

Instagram

### General search results (mobile)

**Jewel Deluxe**  
Sponsored

Elevate your dance with Dazzling Elegance... Welcome to Jewel Deluxe "Your ultimate destination ... [See more](#)



Jewel Deluxe



Jewel Deluxe



Jewel De

Close

## All previews



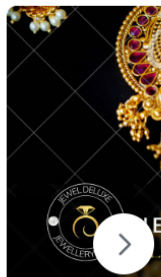
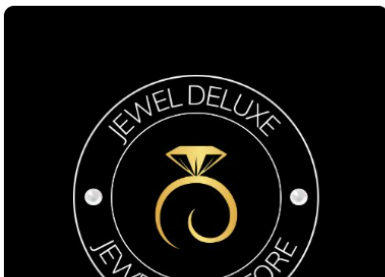
Facebook

Instagram

### General search results (desktop)

**Jewel Deluxe**  
Sponsored

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Close

## All previews



Facebook

Instagram

### Marketplace search results (mobile)

**Jewel Deluxe**  
Sponsored



Jewel Deluxe

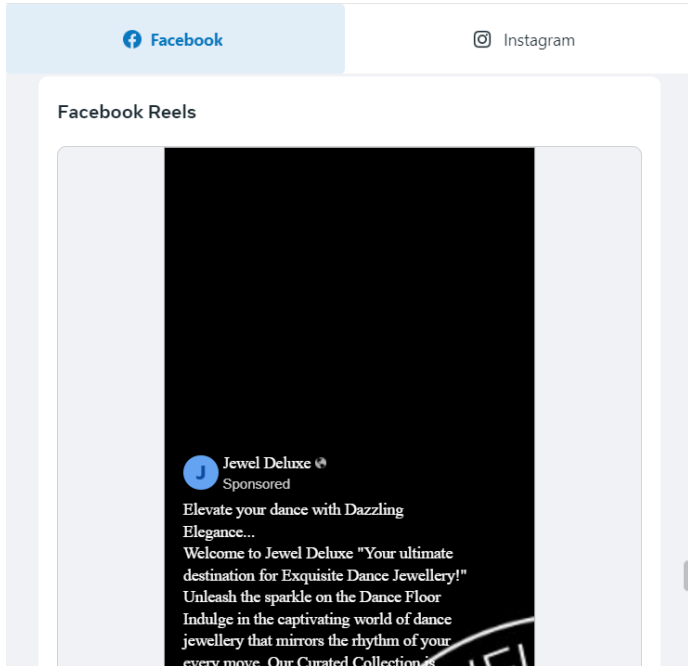


Jewel Deluxe

### General search results (desktop)

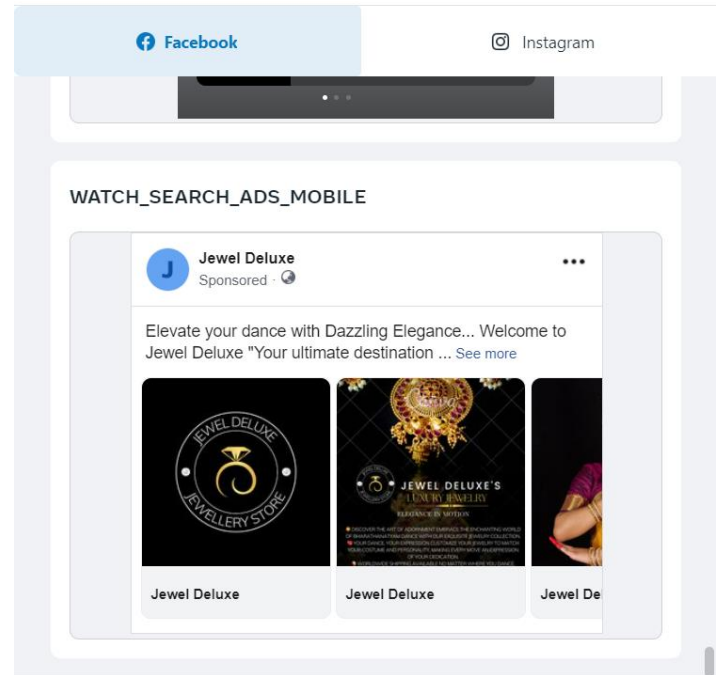
Close

All previews



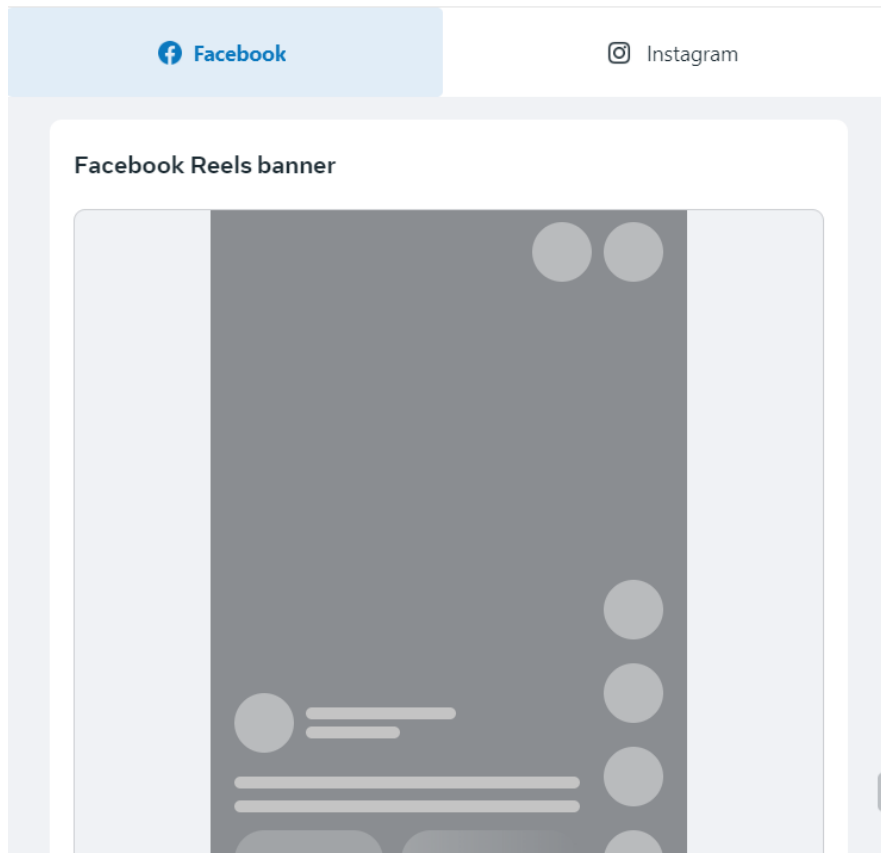
Close

All previews



Close

All previews



Close

## SOCIAL MEDIA POSTER:



# JEWEL DELUXE'S LUXURY JEWELRY

ELEGANCE IN MOTION

☀ DISCOVER THE ART OF ADORNMENT EMBRACE THE ENCHANTING WORLD OF BHARATHANATYAM DANCE WITH OUR EXQUISITE JEWELRY COLLECTION.

❤ YOUR DANCE, YOUR EXPRESSION CUSTOMIZE YOUR JEWELRY TO MATCH YOUR COSTUME AND PERSONALITY, MAKING EVERY MOVE AN EXPRESSION OF YOUR DEDICATION.

📦 WORLDWIDE SHIPPING AVAILABLE NO MATTER WHERE YOU DANCE, WE'LL ENSURE YOUR JEWELRY ARRIVES IN PERFECT HARMONY.