

NAME: MALARVIZHI M

TEAM MEMBERS:

| | |
|-----------------------------|----------------------------------|
| <u>JANANE V</u> | AB810393CCFID659AC648A7E1734DE89 |
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| <u>MALARVIZHI M</u> | 7C21BFACE161211AB9244D5B26032BC5 |
| <u>PREMA A</u> | 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

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

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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+

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.

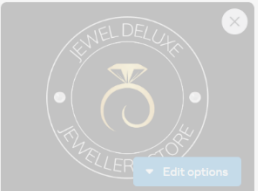
Use a post

Description

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Media 3/5

Select multiple images or videos to create a carousel.

 [Edit options](#)


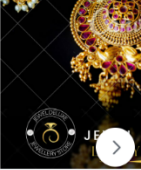
All previews

Facebook Instagram

Desktop Feed

Jewel Deluxe
Sponsored

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[Close](#)

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

Back Submit

All previews



Facebook

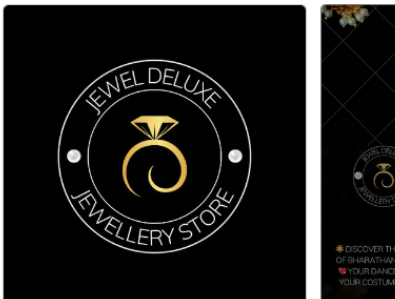
Instagram

Mobile Feed

Jewel Deluxe
Sponsored · 🌐

✕ ⋮

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Close

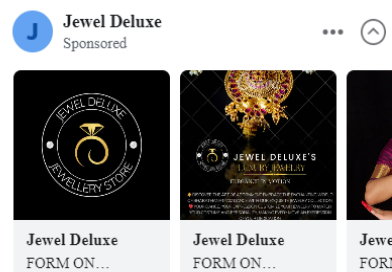
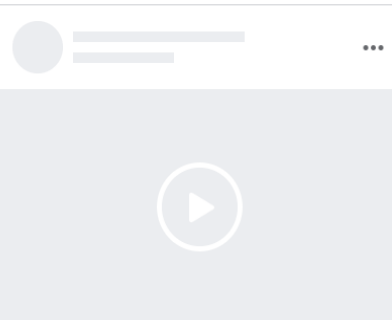
All previews



Facebook

Instagram

Facebook In-stream Video (Mobile)



Close

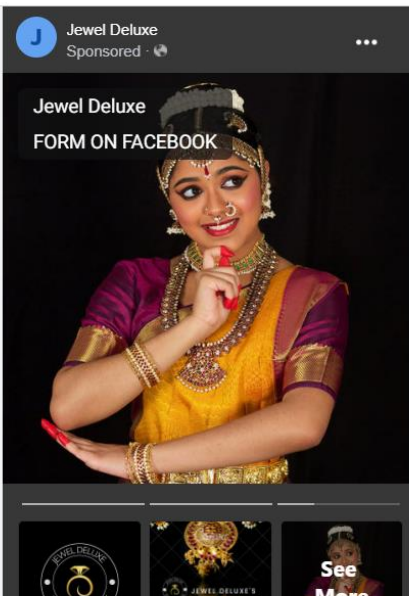
All previews



Facebook

Instagram

Suggested Videos (Mobile)



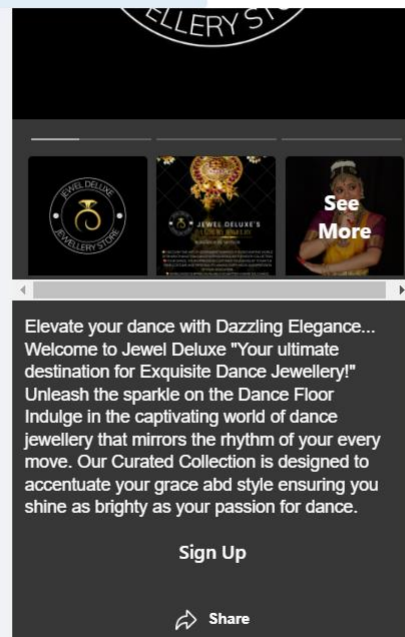
Close

All previews

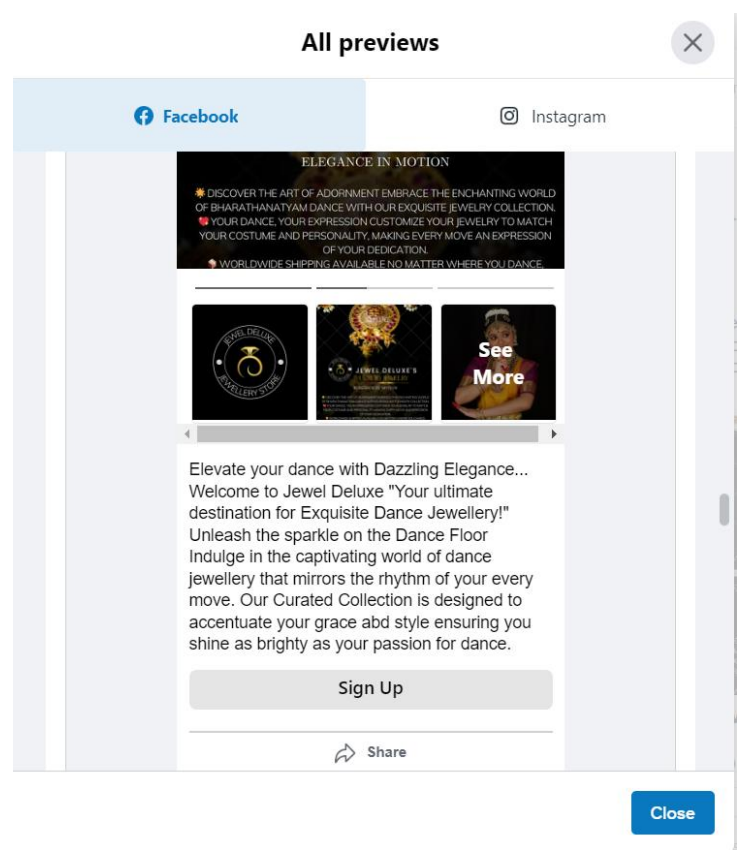
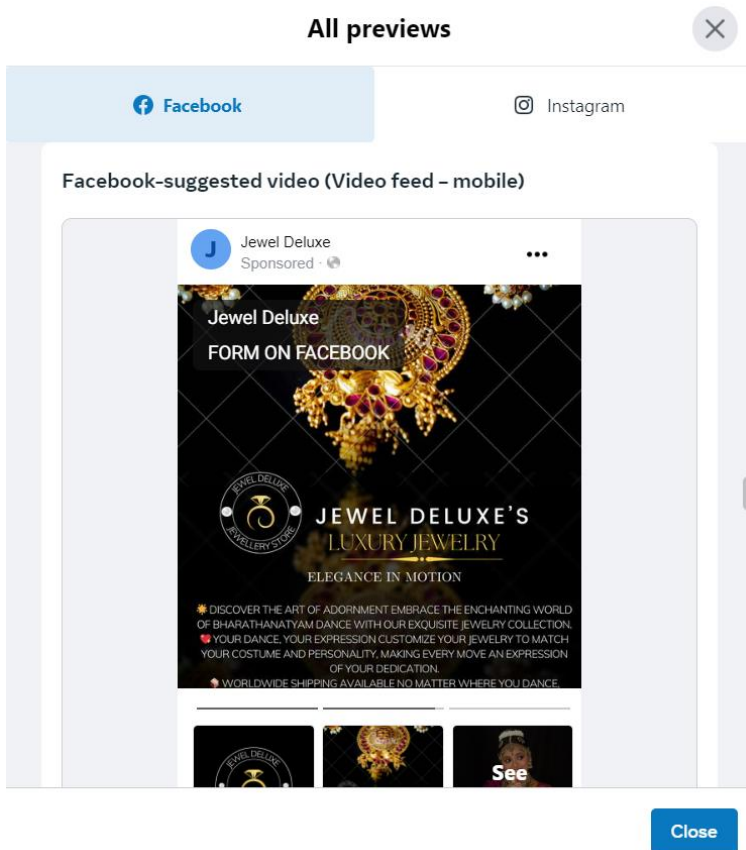
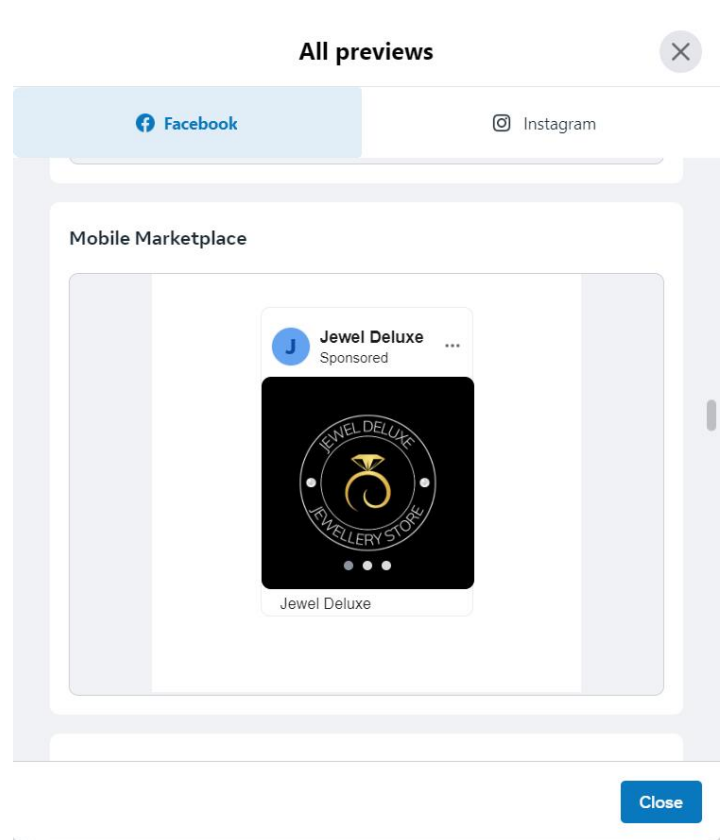
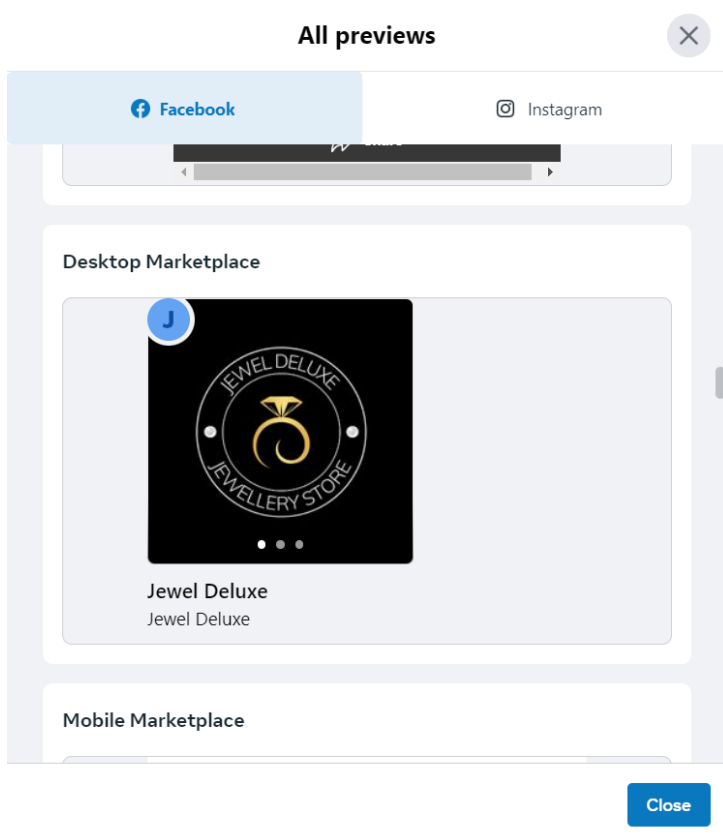


Facebook

Instagram



Close



All previews



Facebook

Instagram

Marketplace search results (desktop)



Jewel Deluxe
Jewel Deluxe
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Marketplace search results (mobile)

Close

All previews



Facebook

Instagram

General search results (mobile)

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



Jewel Deluxe



Jewel Deluxe



Jewel De

Close

All previews



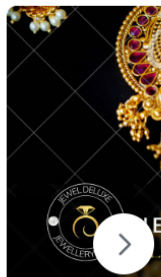
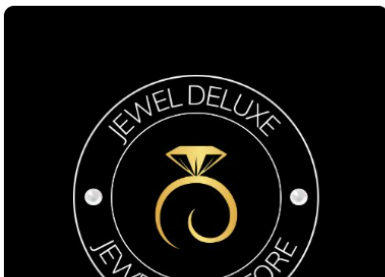
Facebook

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

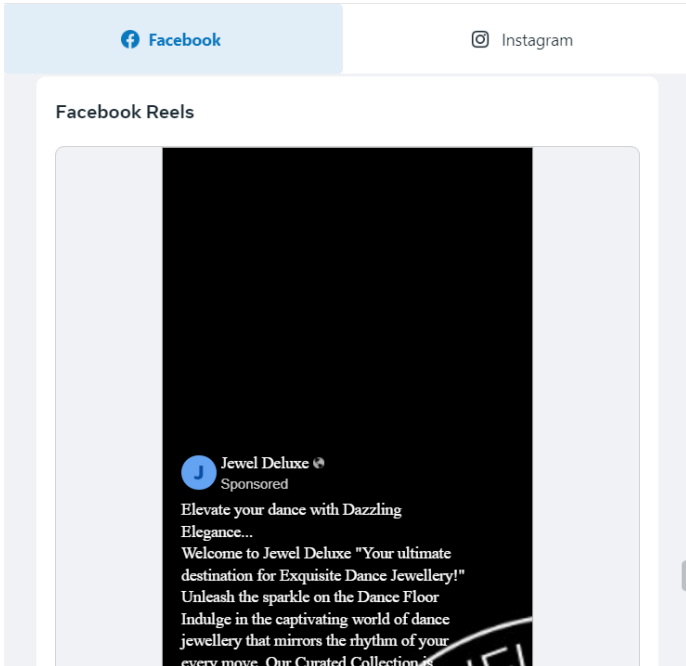


Jewel Deluxe

General search results (desktop)

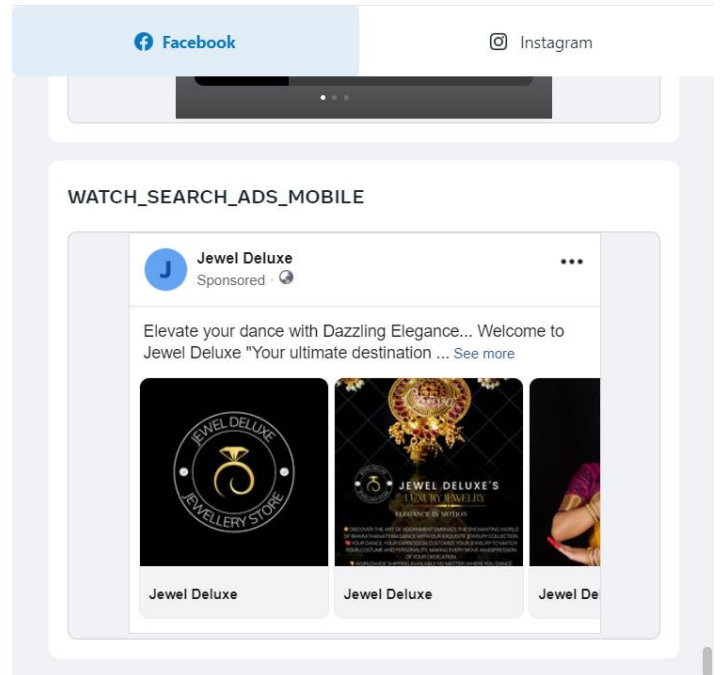
Close

All previews



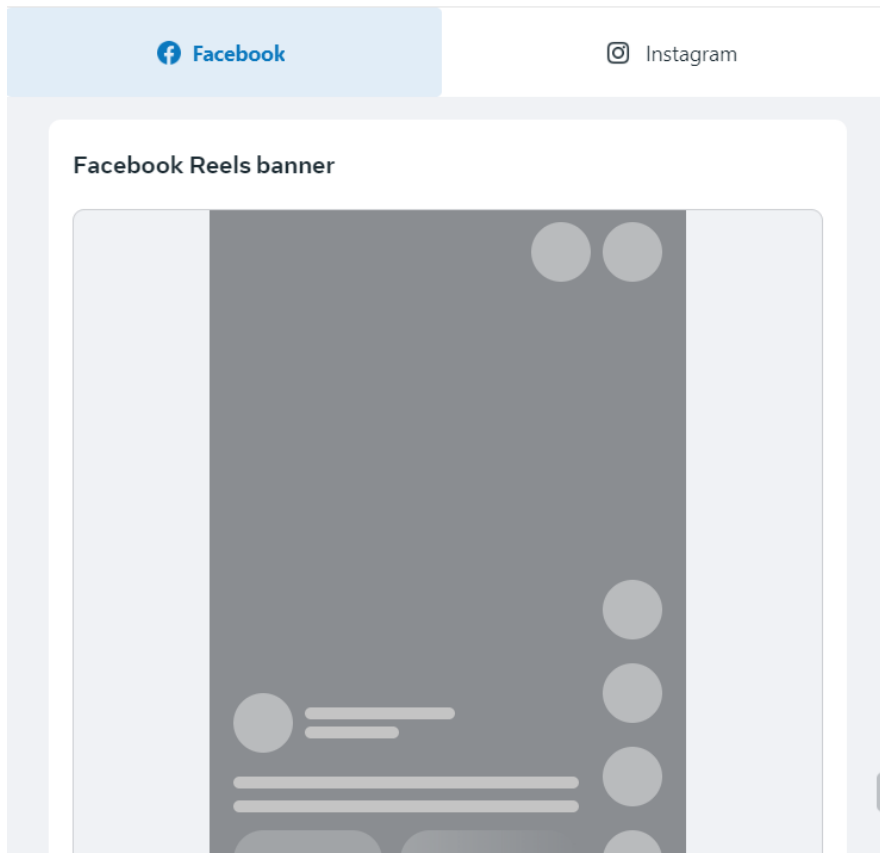
Close

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.