

Create an Advertisement in Facebook

TEAM ID: NM2023TMID03552

Brand Name

AZHARA SWEETS



OUR TEAM MEMBERS

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We are from University College of
Engineering BIT Campus, Trichy pursuing
our Final year in ECE

Abstract:

Sweets shops, often referred to as confectioneries or candy stores, are delightful establishments that offer a wide array of delectable treats to satisfy our sweet cravings. This abstract provides an overview of the enchanting world of sweets shops, encompassing their historical significance, diverse product offerings, and the evolving consumer preferences that have shaped this industry.

The history of sweets shops dates back centuries, with confectionery traditions rooted in various cultures around the world. From ancient civilizations to modern societies, sweets have played a significant role in cultural celebrations, rituals, and daily life. This historical context sets the stage for understanding the enduring appeal of sweets shops.

Sweets shops today are a haven for those with a sweet tooth. They offer a vast assortment of candies, chocolates, pastries, and other sweet delights. The variety of products available caters to a wide range of tastes, from traditional to innovative. These establishments often prioritize quality, flavor, and presentation, ensuring that every indulgence is a memorable experience.

As consumer preferences continue to evolve, sweets shops have adapted to meet changing demands. This adaptation includes the introduction of healthier options, organic ingredients, and dietary-conscious offerings to accommodate a diverse customer base. Moreover, the aesthetics and ambiance of these shops have become integral to the overall experience, with many establishments investing in visually appealing displays and cozy interiors.

In conclusion, sweets shops are more than mere purveyors of sugary delights; they are cultural touchstones and culinary destinations that continue to enchant and evolve. This abstract provides a glimpse into the world of sweets shops, shedding light on their historical significance, diverse product offerings, and their ability to adapt to the ever-changing landscape of consumer preferences.

Introduction:

Creating a mock sponsored post for Facebook in digital marketing involves crafting a compelling advertisement that appears in users' Facebook feeds, aimed at promoting a product, service, event, or brand. The objective is to engage the audience, generate leads, and drive conversions.

TOPIC:

Brand Name: AZHARA SWEETS

Category: Sweets & Bakery

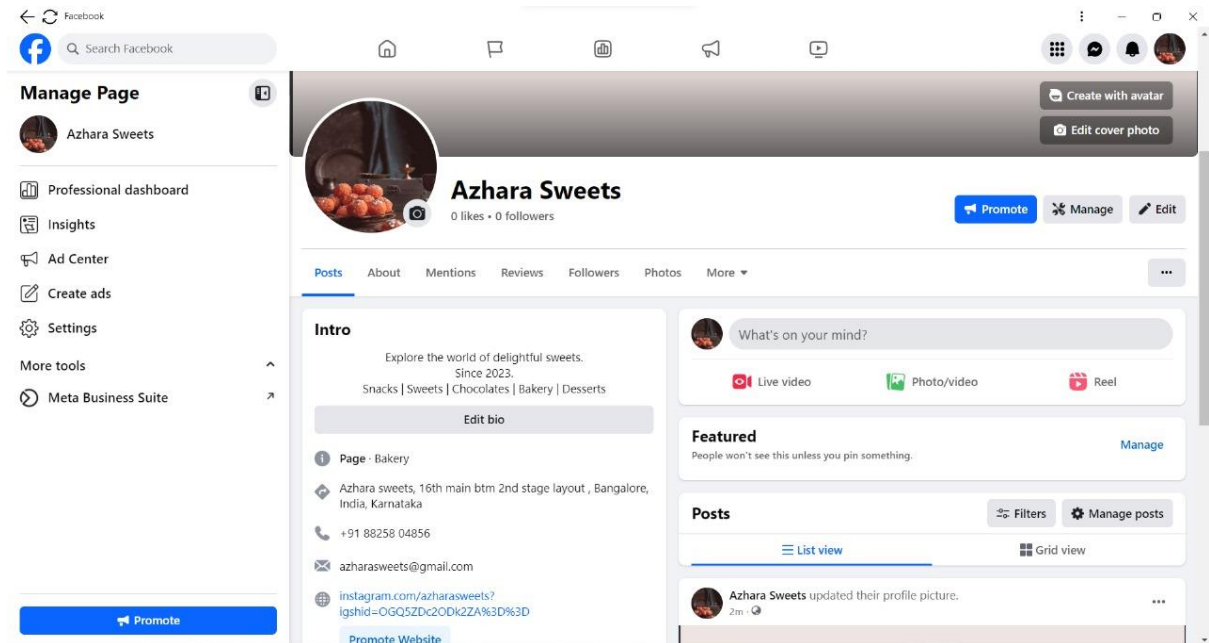
Target Audience: Mens, Womens and Kids

Email : azharasweets@gmail.com

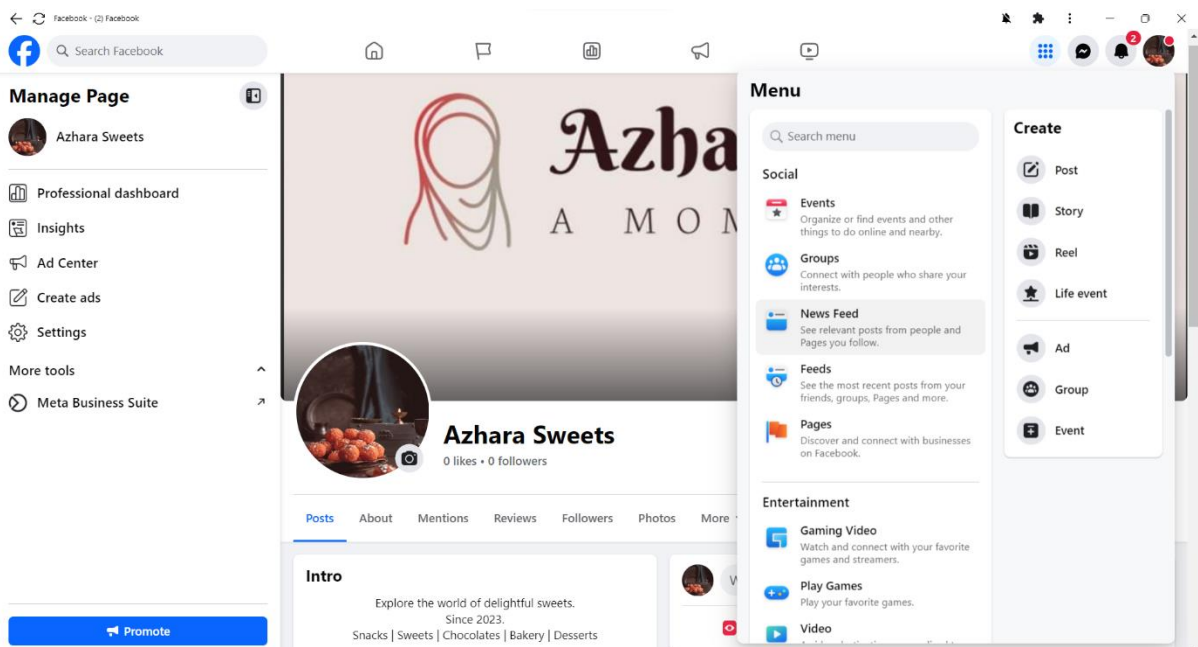
Facebook Business page: <https://www.facebook.com/azharasweets/>

Screenshots:

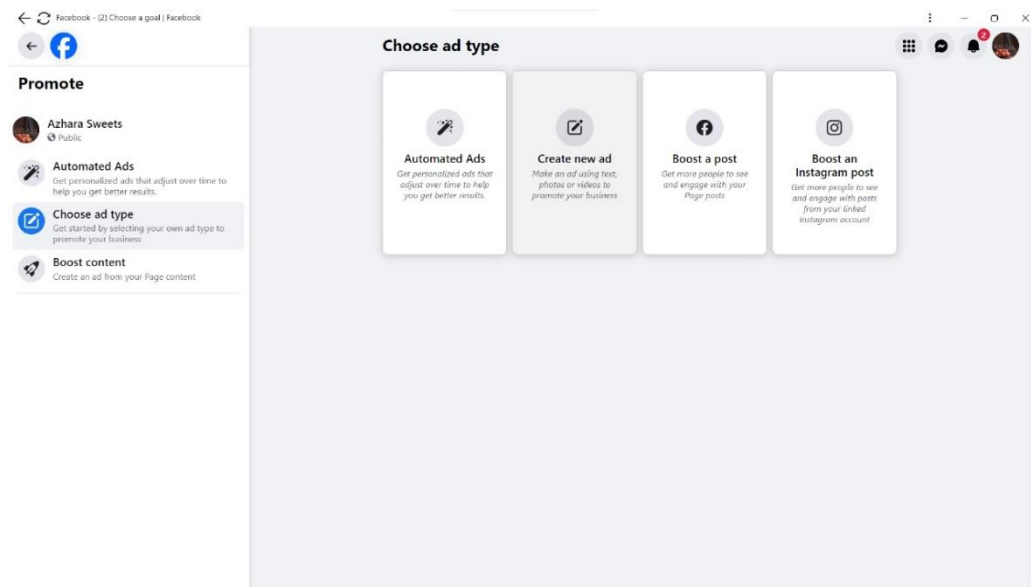
Step 1: Open a Facebook page



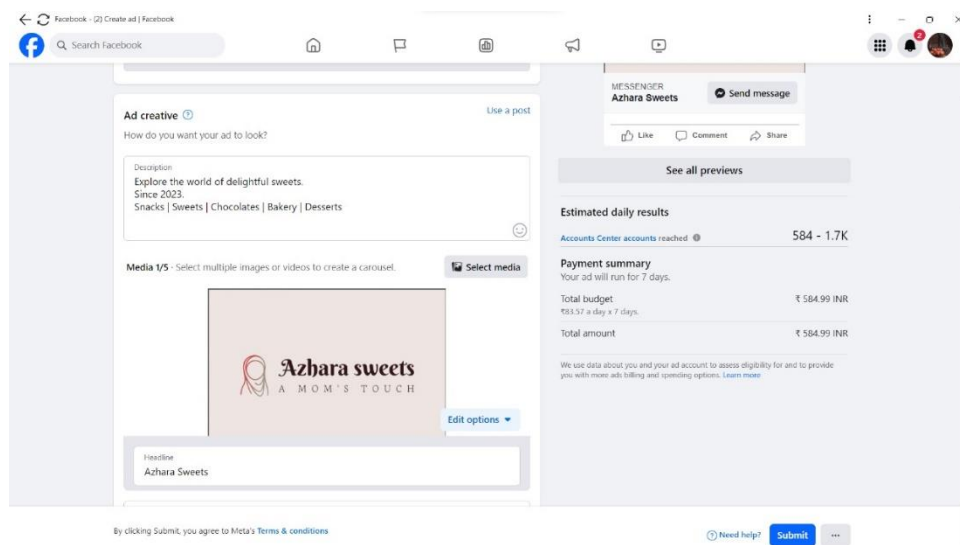
Step 2: Click a Menu then open a menu bar



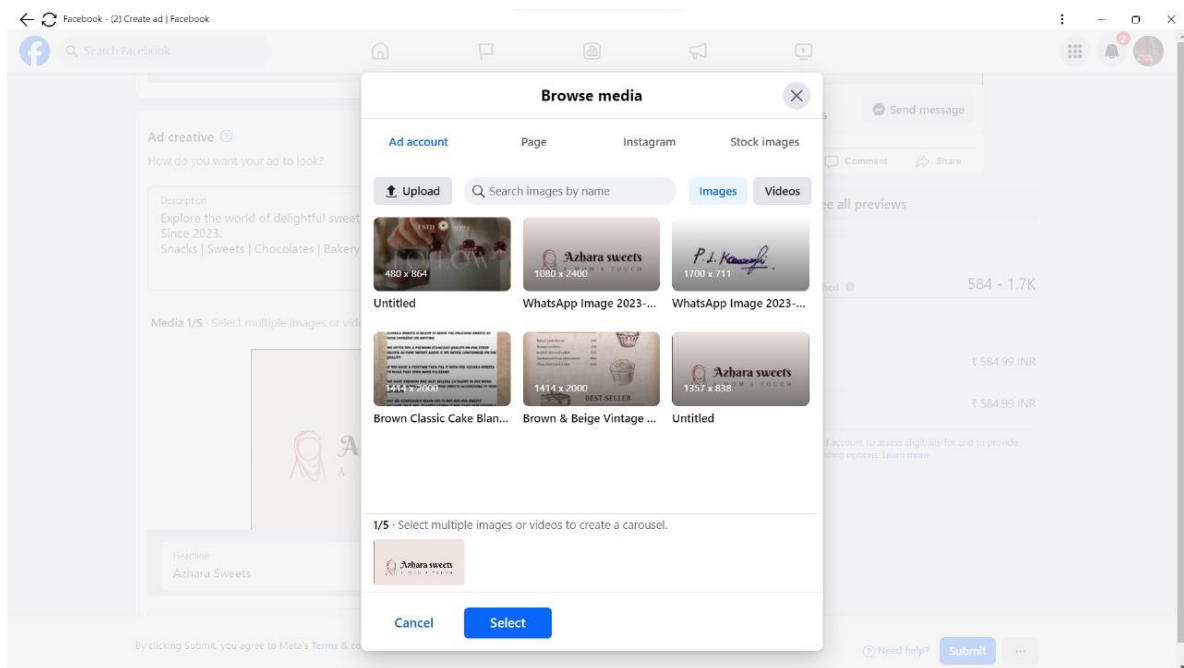
Step 3: Click the ad option of the menu bar then display ad type



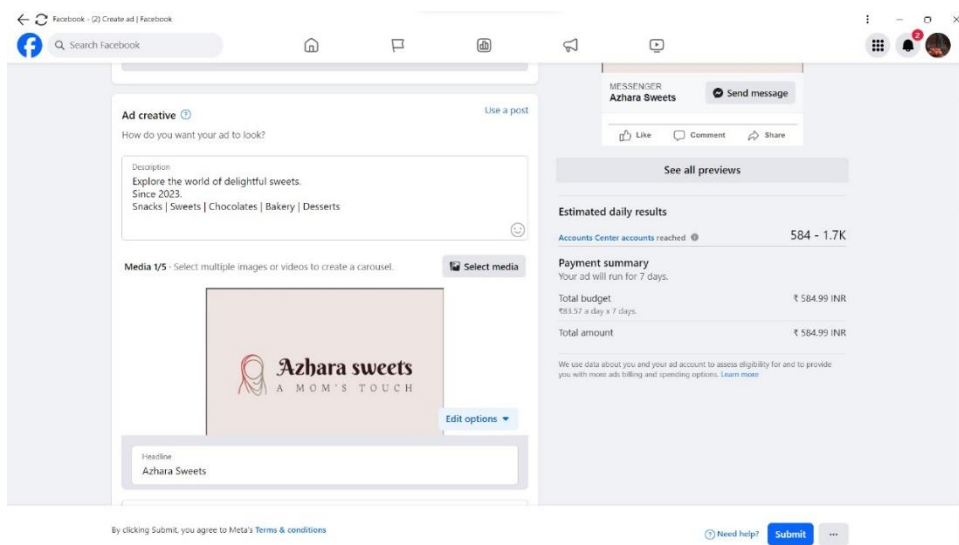
Step 4: After clicking a Create new ad then New Window will pop up



Step 5: Click on Select Media and then select the post you want to use for ad



Step 6: After selecting the post click on select button and then a new window will pop up



Step 7: click on the “button label” dropdown box

The screenshot shows the Facebook Ad Creator interface. The main area displays a carousel ad for 'Azhara sweets' with a logo and the text 'A MOM'S TOUCH'. Below the ad, the 'button label' dropdown menu is open, showing the current selection 'Send message'. To the right, the 'Estimated daily results' section shows 'Accounts Center accounts reached' as 584 - 1.7K. The 'Payment summary' section indicates the ad will run for 7 days, with a total budget of ₹ 584.99 INR and a total amount of ₹ 584.99 INR. At the bottom, there is a 'Submit' button and a link to 'Meta's Terms & conditions'.

Step 8: After click “button label” dropdown box then select “Shop Now” option

The screenshot shows the Facebook Ad Creator interface with the 'button label' dropdown menu open. The 'Shop now' option is highlighted in the list. The rest of the interface, including the ad preview, estimated results, and payment summary, remains the same as in the previous step.

Step 9: Select your plan

Facebook - (2) Create ad | Facebook

Search Facebook

Oct 27, 2023 11:44 AM

Run this ad continuously ☐

Choose when this ad will end ☒

Days: 7 End date: Nov 3, 2023

Your ad will be published today and run for 7 days ending on Nov 3, 2023.

Daily budget

Actual amount spend daily may vary.

Estimated 417 - 1.2K Accounts Center accounts reached per day

₹83.57 ₹5,000.00

Placements: Facebook, Messenger, Instagram

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

Facebook

By clicking Submit, you agree to Meta's Terms & conditions

Need help? Submit

Estimated daily results

Accounts Center accounts reached 417 - 1.2K

Link Clicks 19 - 55

Payment summary

Your ad will run for 7 days.

Total budget ₹584.99 INR

₹83.57 a day x 7 days.

Total amount ₹584.99 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](#)

Step 10: After Select your plan then click on publish button

After click publish button Select your payment option and then pay money

Facebook - (2) Create ad | Facebook

Search Facebook

Like a post

Ad creative

How do you want your ad to look?

Description: Explore the world of delightful sweets. Since 2023. Snacks | Sweets | Chocolates | Bakery | Desserts.

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

Azharasweets A MOM'S TOUCH

Edit options

Headline: Azharasweets

By clicking Submit, you agree to Meta's Terms & conditions

Need help? Submit

MESSENGER Azhara Sweets Send message

Like Comment Share

See all previews

Estimated daily results

Accounts Center accounts reached 584 - 1.7K

Payment summary

Your ad will run for 7 days.

Total budget ₹584.99 INR

₹83.57 a day x 7 days.

Total amount ₹584.99 INR

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Final Preview

