1. Goal of the campaign

* Traffic
* Leads
* Conversion

2. Location to be targeted

We will be targeting city wise to see good results. Like we have 6 countries to be targeted

For an example - Target country--India

Specific location -Delhi

2. Bid strategy

* Ad pricing and Bidding

We will get 3 options here:

* bid for likes
* bid for clicks
* bid for impressions

Explanation about how the ad will be charged

* CPC (cost per click): Here you will be charged per click
* CPM (cost per impressions): here you will be charged in every impression (whenever you ad will show)

3. Video:

We will be required more attractive images to make the video. That can be provided by you or else we will provide you

4. Ad Schedule (best timing to run the ads)

Info about When to start and end the campaign

6. Audience creation (as per your business requirement)

Need information about the targeted audience like (as per preference)

* Age
* Gender wise
* Languages spoken

7. Facebook ad frequency: Facebook will serve your ad to the maximum number of people within your selected audience, but no more than once a day.

8. Facebook ad relevancy (1-10): Facebook ad relevancy is inversely proportional to ads frequency

Suppose your ads frequency get increase, your ads relevancy score will go down.

For example: if someone does not like your ads they have the option to hide it.They have to choose the option why to hide it ,if they chose it’s not relevant this feedback will submit and that’s how your ads relevancy score will get effected.