

## Here's How We Made Our Client Reach 25,000+ People Via Facebook Paid Ad Marketing

### About The Client

A digital media platform with tons of news and updates on lifestyle, fashion, health, travel and Hollywood, Wat-Not covers all the exciting events and brings trending information to thousands of people in the US and UK.

### Client's Requirement

Client's requirement was to increase traffic on the website through Facebook Paid Ad Marketing.

### What We Did

We created a dedicated campaign for Facebook Paid Ad Marketing.

The screenshot displays the Facebook Ads Manager interface for configuring an audience. The left sidebar shows the 'Ad sets' menu with a search bar and a list of ad sets, including 'Turmeric Tea'. The main configuration area is titled 'Audience' and includes options to 'Create new audience' or 'Use saved audience'. Under 'Custom Audiences', there is a search bar and an 'Exclude' button. The 'Locations' section shows a dropdown menu set to 'People living in or recently in this location', with 'United States' selected. Below this, there is a green checkmark and the text 'United States', along with an 'Include' dropdown and a 'Search locations' button. The 'Age' section is partially visible. The right sidebar contains an 'Audience definition' section with a gauge showing 'Specific' to 'Broad' and a note that the selection is 'fairly broad'. Below this is the 'Estimated daily results' section, showing 'Reach' as 125-362 and 'Link clicks' as 14-42. At the bottom, there is a disclaimer about the accuracy of estimates and buttons for 'Close', 'Discard Draft', and 'Publish'.

Ad sets

Turmeric Tea

Turmeric tea

Turmeric tea

+ Create

Search

Turmeric Tea > Turmeric tea > 1 Ad

Completed

Edit Review

**Audience**  
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience

Custom Audiences Create new

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search locations Browse

Add locations in bulk

Age

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Discard Draft Publish

**Audience definition**

Specific Broad

Your audience selection is fairly broad.

Potential reach: 28,000,000 people

**Estimated daily results**

Reach

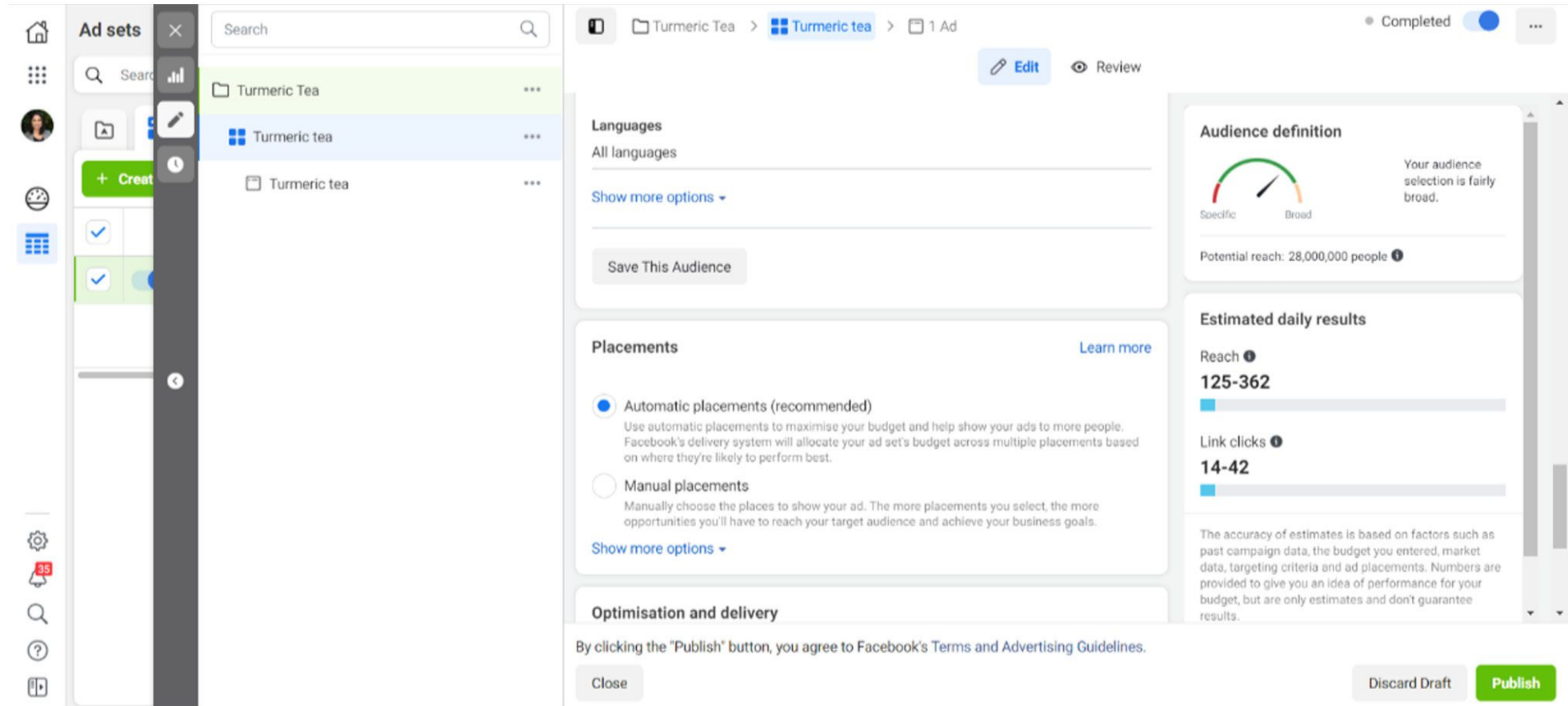
125-362

Link clicks

14-42

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

To begin with, we selected the location, gender, and age group of the target audience. We selected the United States as the location and targeted the age group of 18-50 who are likely to have interest in the type of content the client has.



The screenshot displays the Facebook Ads Manager interface for a campaign named 'Turmeric Tea'. The left sidebar shows the 'Ad sets' section with a search bar and a list of ad sets, including 'Turmeric Tea' and 'Turmeric tea'. The main content area shows the configuration for a specific ad set. The 'Languages' section is set to 'All languages'. The 'Placements' section has 'Automatic placements (recommended)' selected. The 'Audience definition' section shows a gauge indicating 'Your audience selection is fairly broad' with a potential reach of 28,000,000 people. The 'Estimated daily results' section shows 'Reach' as 125-362 and 'Link clicks' as 14-42. The 'Optimisation and delivery' section includes a disclaimer about the 'Publish' button and a 'Close' button. At the bottom right, there are 'Discard Draft' and 'Publish' buttons.

**Ad sets**

Search

Turmeric Tea

Turmeric tea

Turmeric tea

+ Create

Search

Turmeric Tea > Turmeric tea > 1 Ad

Completed

Edit Review

**Languages**

All languages

Show more options

Save This Audience

**Placements** Learn more

☒ Automatic placements (recommended)  
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show more options

**Audience definition**

Your audience selection is fairly broad.

Potential reach: 28,000,000 people

**Estimated daily results**

Reach  
125-362

Link clicks  
14-42

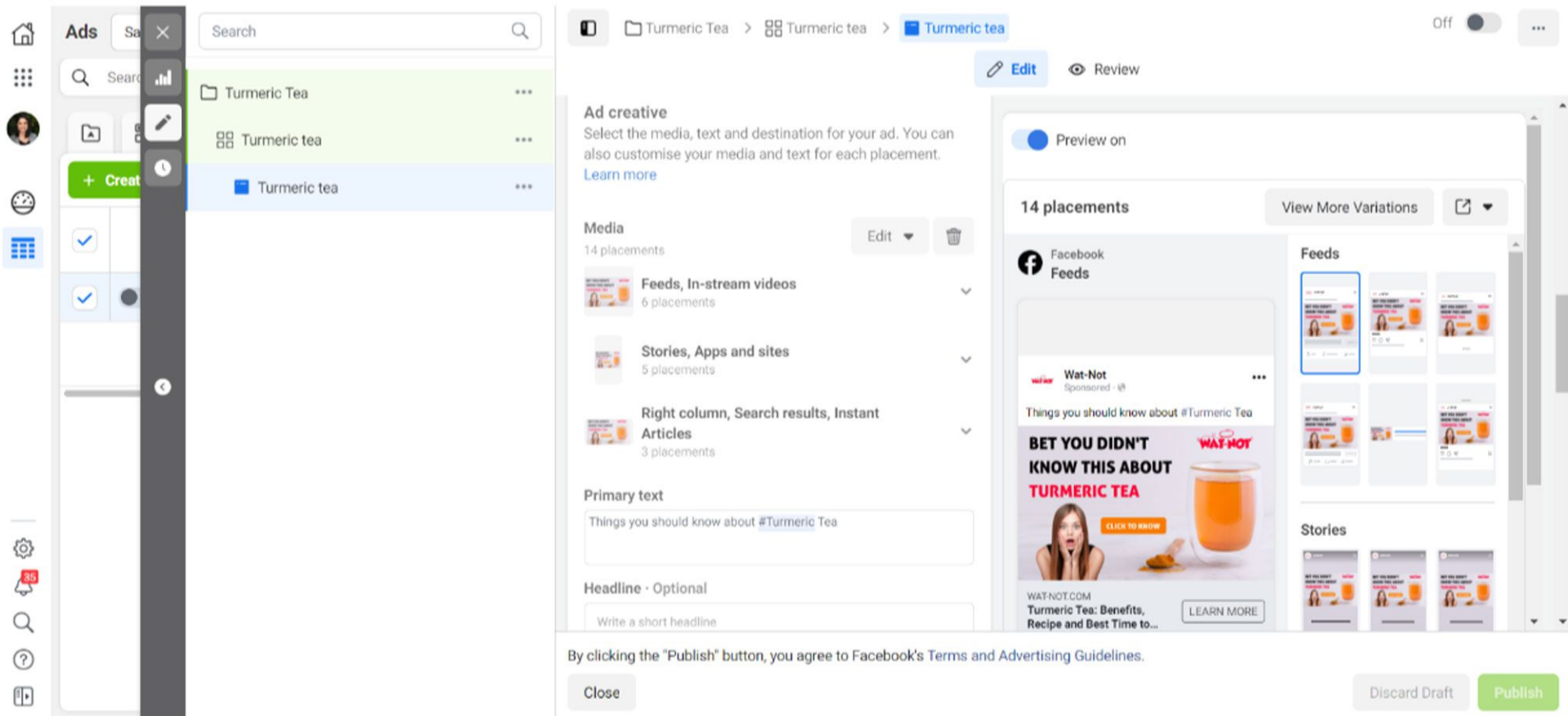
The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

Discard Draft Publish

The next step we did was to select the placement of the ad. We selected the 'Automatic Placements' option as it helps in playing with multiple placements where the ad is likely to perform best and we choose the 'All languages' option.



The screenshot displays the Facebook Ads Manager interface for a campaign named 'Turmeric Tea'. The left sidebar contains navigation icons for home, search, analytics, and other tools. The top navigation bar shows the campaign path: 'Turmeric Tea > Turmeric tea > Turmeric tea'. The main content area is divided into two sections: 'Ad creative' and '14 placements'.

**Ad creative**  
Select the media, text and destination for your ad. You can also customise your media and text for each placement.  
[Learn more](#)

**Media**  
14 placements

- Feeds, In-stream videos (6 placements)
- Stories, Apps and sites (5 placements)
- Right column, Search results, Instant Articles (3 placements)

**Primary text**  
Things you should know about #Turmeric Tea

**Headline - Optional**  
Write a short headline

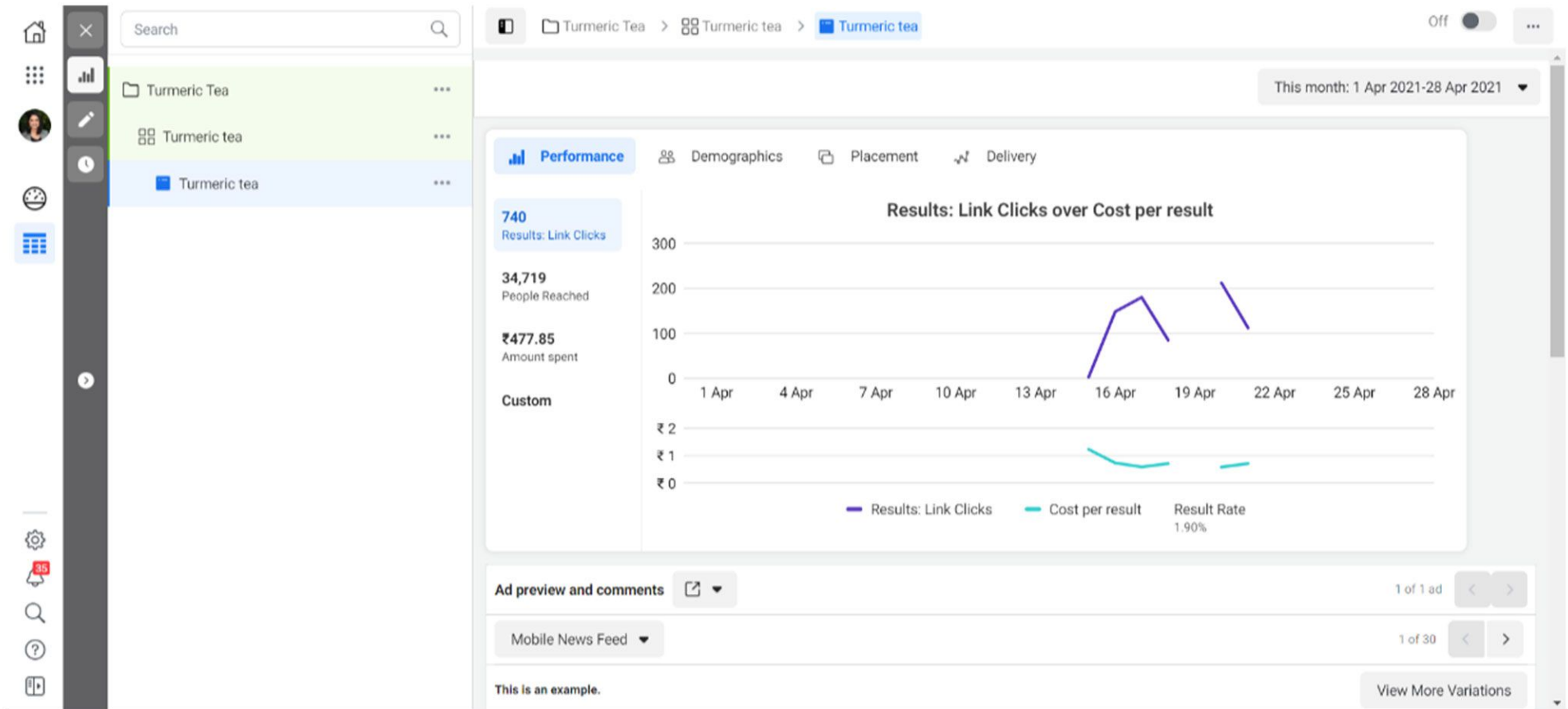
**14 placements**  
View More Variations

The preview shows the ad on Facebook Feeds and Stories. The ad features a woman's face and a glass of orange tea. The text on the ad reads: 'Wat-Not Sponsored - #', 'Things you should know about #Turmeric Tea', 'BET YOU DIDN'T KNOW THIS ABOUT TURMERIC TEA', 'CLICK TO KNOW', 'WAT-NOT.COM', 'Turmeric Tea: Benefits, Recipe and Best Time to...', and 'LEARN MORE'.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Buttons: Close, Discard Draft, Publish

After creating the ad setup, we placed the primary text and headline and previewed how the ad will look after getting published. The preview mode helps determine how the ad would show up on Facebook stories and Facebook feeds. After double-checking everything, we published the ad.





Through Facebook Paid Ad Marketing, the ad reached 34,719 people and was clicked by over 700 people in only 3 days. With an investment of INR 477.85, the client was able to reach more than 25,000 people.

Digi Markets has an experienced team of social media experts who will boost your business's online presence through various Facebook Paid Ad Marketing strategies.

If you wish to attract your target audience and let everyone know about your brand, Digi-Markets is a one-stop destination for you. We will curate a dedicated campaign for you and give you the desired results! Talk to our social media experts today.

