

CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

Brand Name : ChicCloth c
Category : Clothing
Target Audience : All (Men, Women and Kids)
Email : chicclothc739@gmail.com
NM ID : NM2023TMID01999



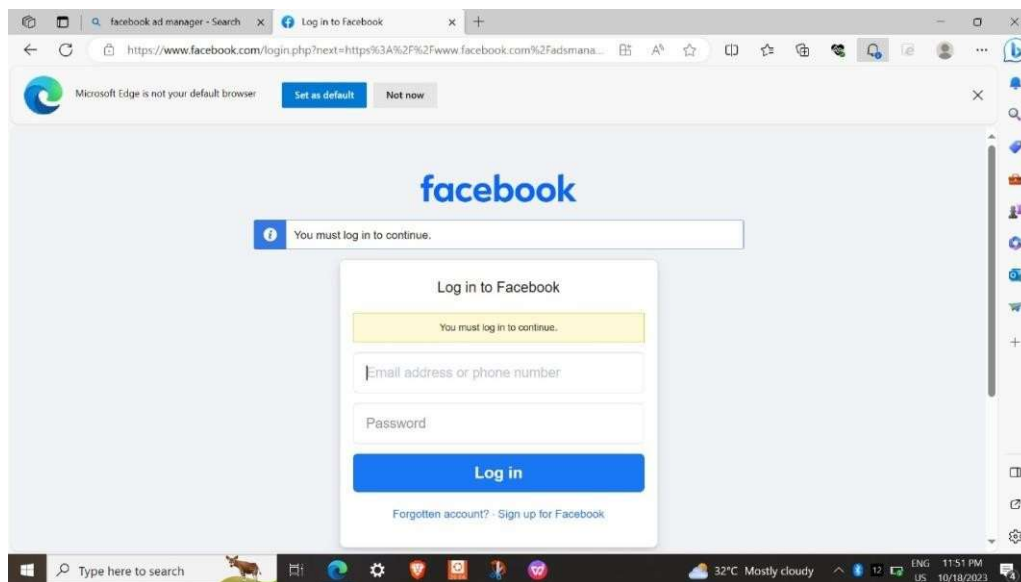
Documentation- With Attached Screenshots for Ad Campaign

INTRODUCTION:

Creating a social media ad campaign on Facebook involves a strategic process. Begin by defining clear campaign objectives, pinpoint your target audience using Facebook's robust targeting options, set a budget, and design compelling ad creatives with strong calls to action. Choose the appropriate ad format and placement, select a bidding strategy, and implement tracking tools for measurement. Launch your campaign, monitor performance, and regularly optimize based on data insights. Adherence to Facebook's advertising policies is essential, and reporting through Facebook Ads Manager will help gauge campaign success, ensuring that your campaign achieves its intended goals and maximizes return on investment.

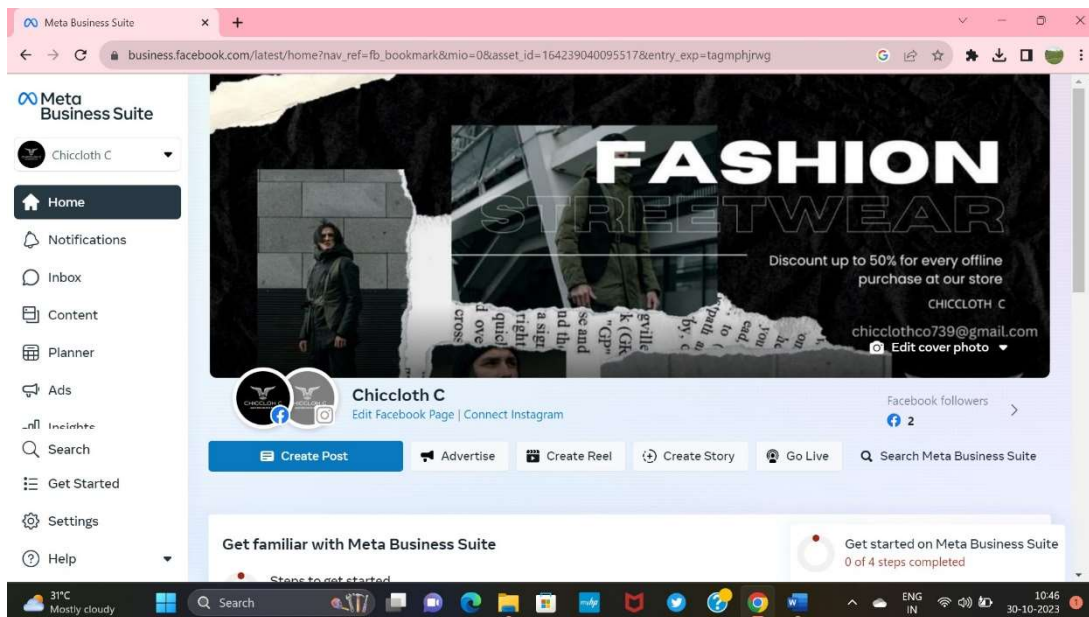
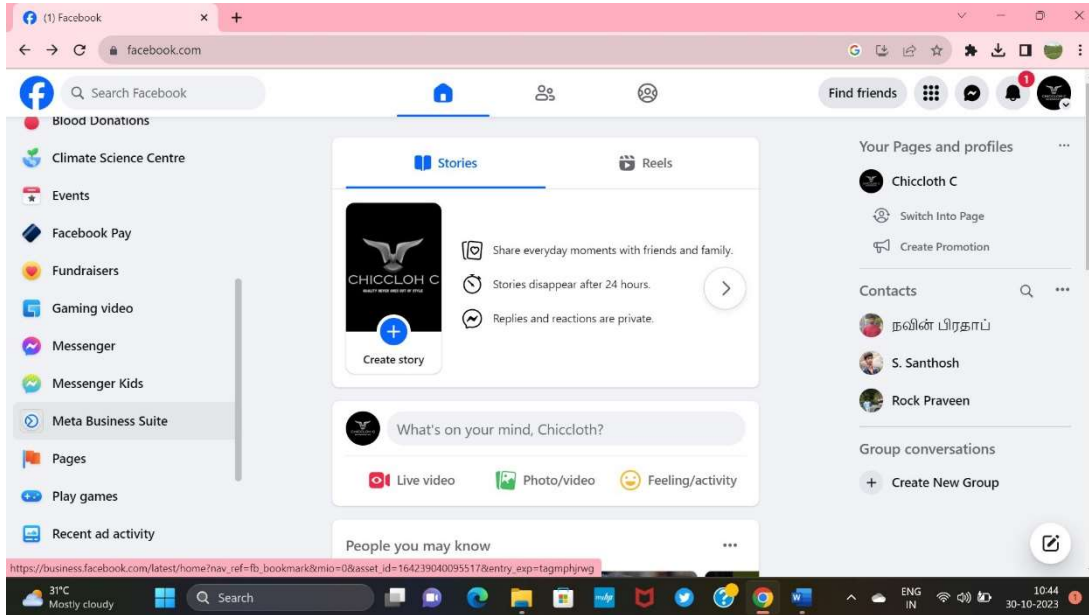
Step 1: Login into the Facebook account.

❖ Click “Facebook – log in or signup”



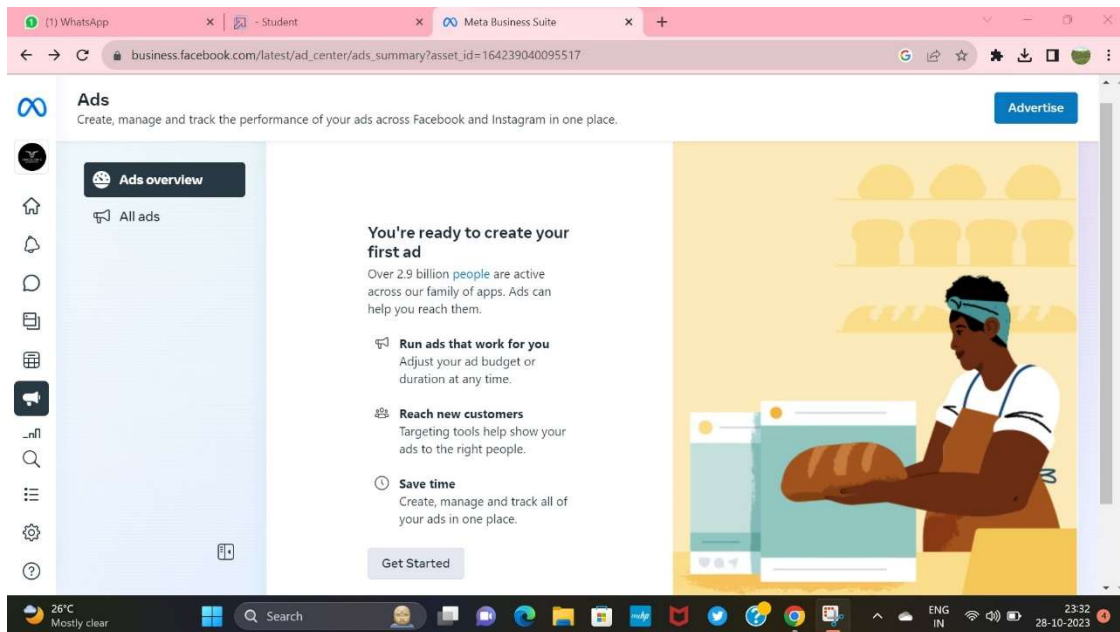
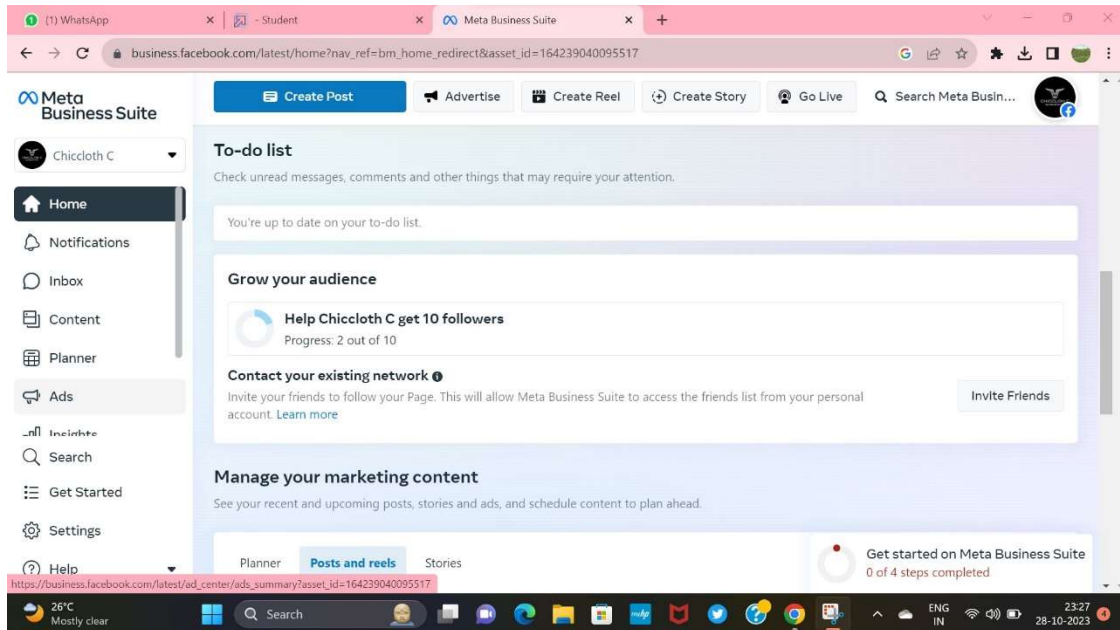
Step 2: Meta Business Suite

❖ Click “Meta Business Suite”



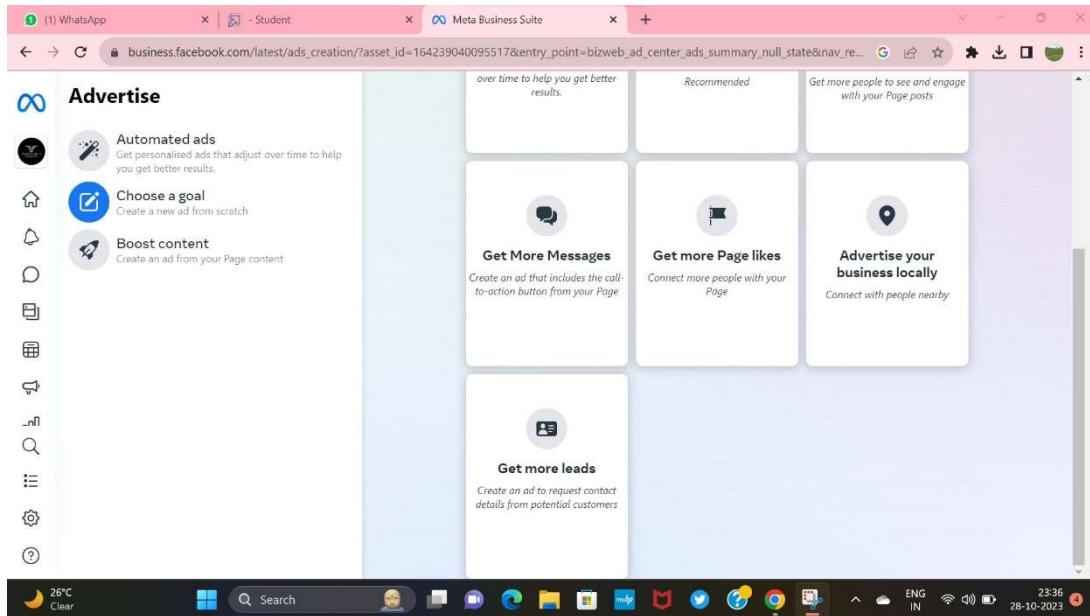
Step 3: Click Ads and create an Ad account

❖ Create a new Ad



Step 4: Setting a goals

❖ Click more leads to know the customer details

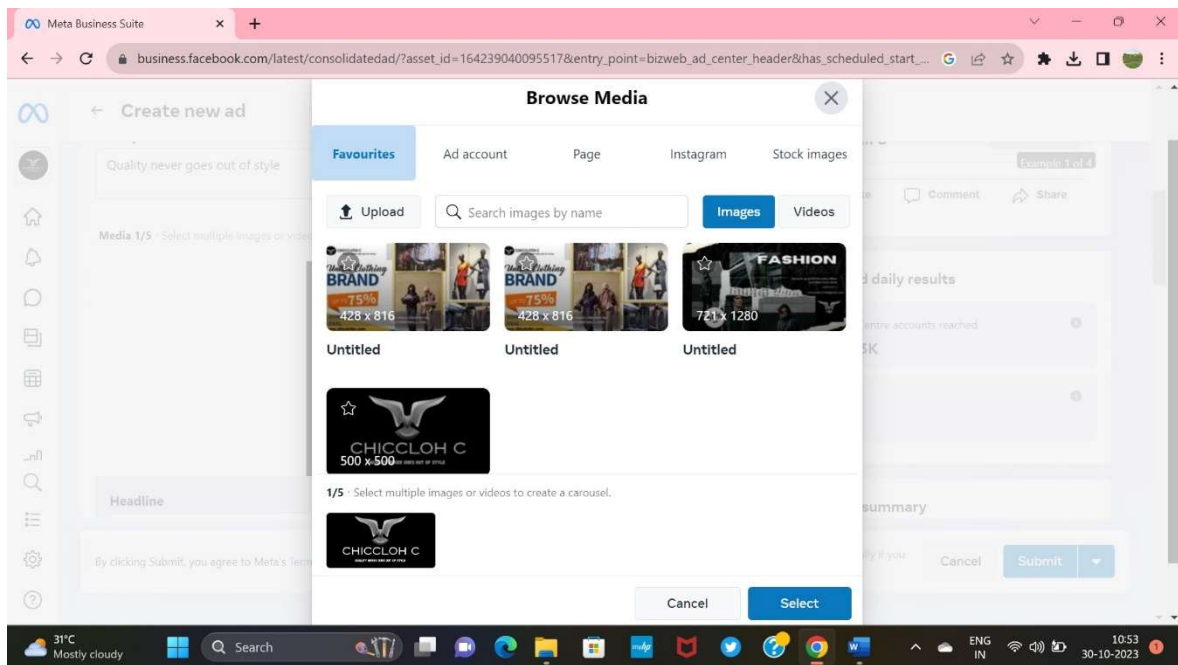
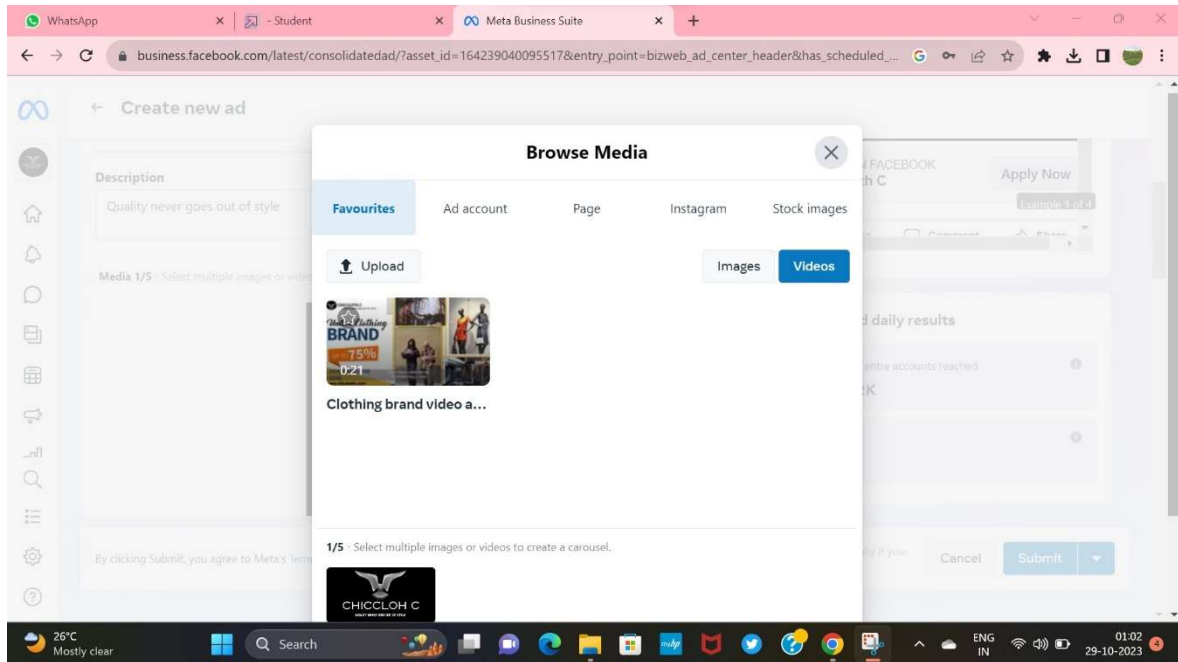


Step 5: Create a New Form

The screenshot shows the 'Create new ad' form in the Meta Business Suite. The form is divided into several sections: 'Headline' (Chiccloth C), 'Button label' (Apply Now), 'Advantage+ creative' (Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.), and 'Special ad category'. On the right side, there are 'Estimated daily results' (Accounts Centre accounts reached: 305-881, Leads: 2-9) and a 'Payment summary' (Total budget: ₹ 584.99 INR). At the bottom, there is a 'Create form' button and a 'Submit' button. The browser's address bar shows the URL: business.facebook.com/latest/ads_creation/?asset_id=164239040095517&entry_point=bizweb_ad_center_ads_summary_null_state&nav_ref=int... The Windows taskbar at the bottom shows the date as 29-10-2023 and the time as 00:02.

Step 6: Upload Media

❖ Click Upload and Upload Images for Ad



Step 7: Estimated Results

❖ Check the estimated results on the right side according to the payment.

The screenshot shows the 'Create new ad' interface in the Meta Business Suite. The interface is divided into three main sections: ad creation, estimated results, and payment summary.

Ad Creation Section:

- Headline:** Two options are shown. The first is 'Costume' with a character count of 7/25. The second is 'Brands Only' with a character count of 11/25.
- Button label:** A dropdown menu is set to 'Apply Now'.
- Contact form:** A field for the contact form is visible.

Estimated daily results:

- Accounts Centre accounts reached: 762-2.2K
- Leads: 6-17

Payment summary:

- Your ad will run for 5 days.
- Total budget: ₹ 1,045.70 INR
- Estimated daily cost: ₹209.14 a day x 5 days.

At the bottom, there are 'Cancel' and 'Submit' buttons. A note states: 'By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre'. Another note says: 'This ad will save as a draft automatically if you exit before submitting.'

Step 8: Create Audience

❖ Create Audience Name, select Gender and age group.

The screenshot shows the 'Create new ad' interface in the Meta Business Suite, specifically the 'Audience' selection step. The interface is divided into three main sections: audience selection, estimated results, and payment summary.

Audience Section:

- Audience:** A section titled 'Who should see your ad?' with a radio button selected for 'People you choose through targeting'.
- Audience details:** A box containing 'Location - Living in: India: Chennai (+80 km), Vellore (+80 km) Tamil Nadu' and 'Age: 18-65+'. Below this is a 'Create New' button.
- Schedule and duration:** A section with a question mark icon.

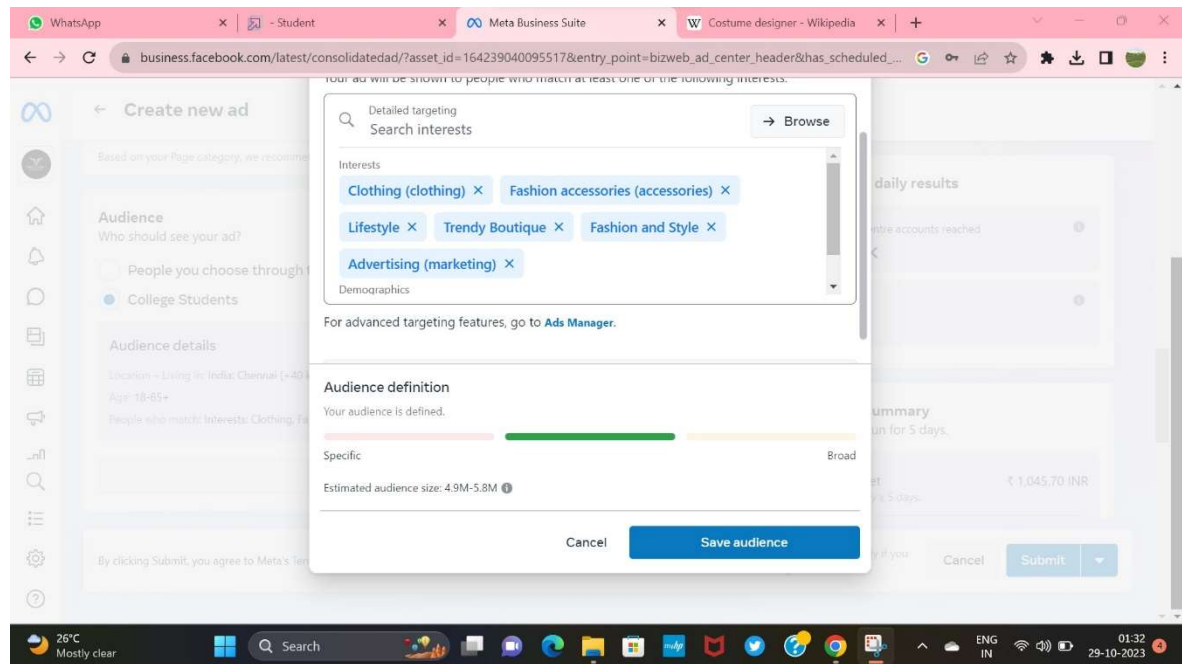
Estimated daily results:

- Accounts Centre accounts reached: 762-2.2K
- Leads: 6-17

Payment summary:

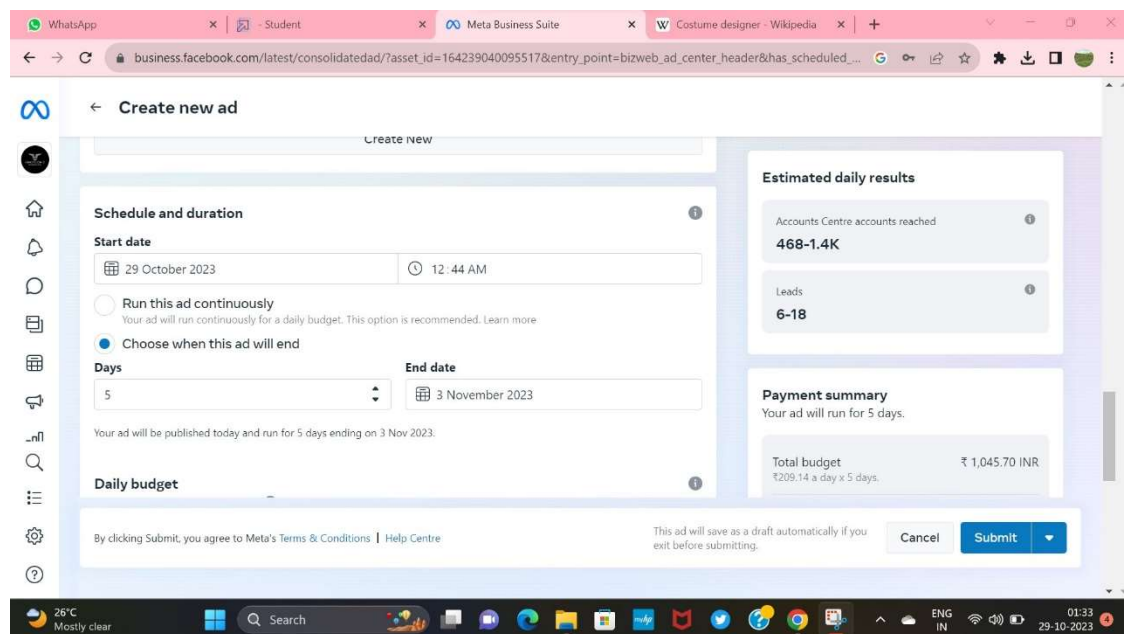
- Your ad will run for 5 days.
- Total budget: ₹ 1,045.70 INR
- Estimated daily cost: ₹209.14 a day x 5 days.

At the bottom, there are 'Cancel' and 'Submit' buttons. A note states: 'By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre'. Another note says: 'This ad will save as a draft automatically if you exit before submitting.'



Step 9: Schedule and Duration

❖ Select start date and end date of the Ad campaign



Step 10: Budget frame

- ❖ Ad and note that Choose budget for the ad results will differ according to the budget and number of days the ad runs.

The screenshot shows the 'Create new ad' interface in the Meta Business Suite. The main section is titled 'Daily budget' and displays a slider for the budget, currently set at ₹3,000.00. The estimated daily results are shown on the right, including 'Accounts Centre accounts reached' (6.7K-19.4K) and 'Leads' (87-251). The payment summary indicates a total budget of ₹15,000.00 INR for 5 days. The ad will be published today and run for 5 days ending on 3 Nov 2023. The ad will be published on Facebook, Messenger, and Instagram. A 'Submit' button is visible at the bottom right.

WhatsApp x Student x Meta Business Suite x Costume designer - Wikipedia x +

business.facebook.com/latest/consolidatedad/?asset_id=164239040095517&entry_point=bizweb_ad_center_header&has_scheduled...

← Create new ad

Your ad will be published today and run for 5 days ending on 3 Nov 2023.

Daily budget
Actual amount spent daily may vary.

Estimated 6.7K-19.4K Accounts Centre accounts reached per day

₹ 3,000.00

₹209.14 ₹5,000.00

Placements
Facebook, Messenger, Instagram

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.

Cancel Submit

Estimated daily results

Accounts Centre accounts reached
6.7K-19.4K

Leads
87-251

Payment summary
Your ad will run for 5 days.

Total budget
₹3000.00 a day x 5 days. ₹15,000.00 INR

26°C Mostly clear 01:35 29-10-2023

Step 11: Placements

- ❖ Select placements and choose the platform of the ad to be published

The screenshot shows the 'Create new ad' interface in the Meta Business Suite, focusing on the 'Placements' section. The ad will be published on Facebook, Messenger, and Instagram. The payment summary indicates a total budget of ₹15,000.00 INR for 5 days. The ad will be published on Facebook, Messenger, and Instagram. A 'Submit' button is visible at the bottom right.

WhatsApp x Student x Meta Business Suite x Costume designer - Wikipedia x +

business.facebook.com/latest/consolidatedad/?asset_id=164239040095517&entry_point=bizweb_ad_center_header&has_scheduled...

← Create new ad

Placements
Facebook, Messenger, Instagram

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

☒ Facebook
☒ Instagram
☒ Messenger

Payment method required
When you publish your ad, you'll be asked to add a payment method to your ad account. This payment method will be charged for any amount spent beyond the value of your ad credit.

Payment method

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.

Cancel Submit

87-251

Payment summary
Your ad will run for 5 days.

Total budget
₹3000.00 a day x 5 days. ₹15,000.00 INR

Estimated GST
₹2,700.00 INR

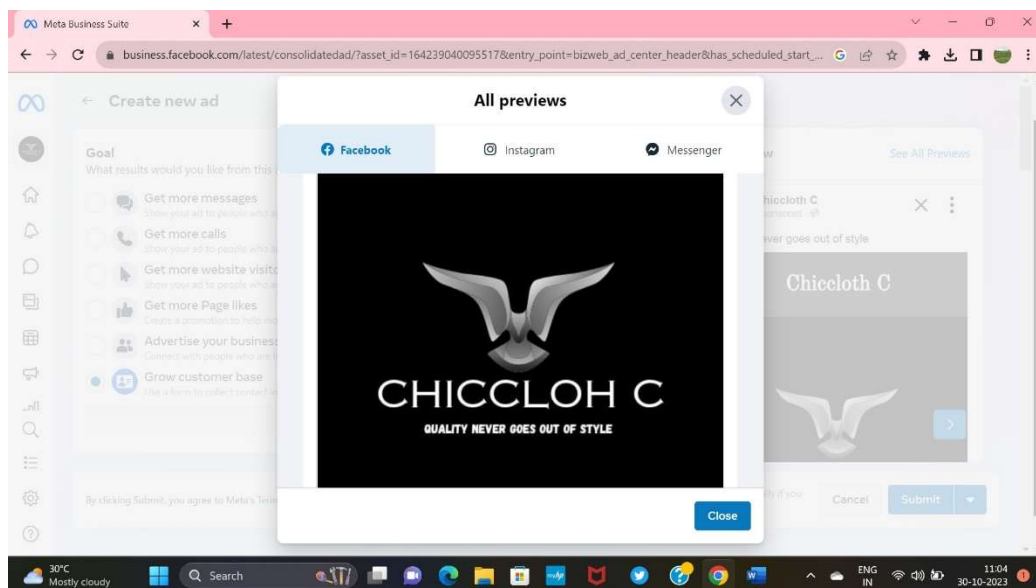
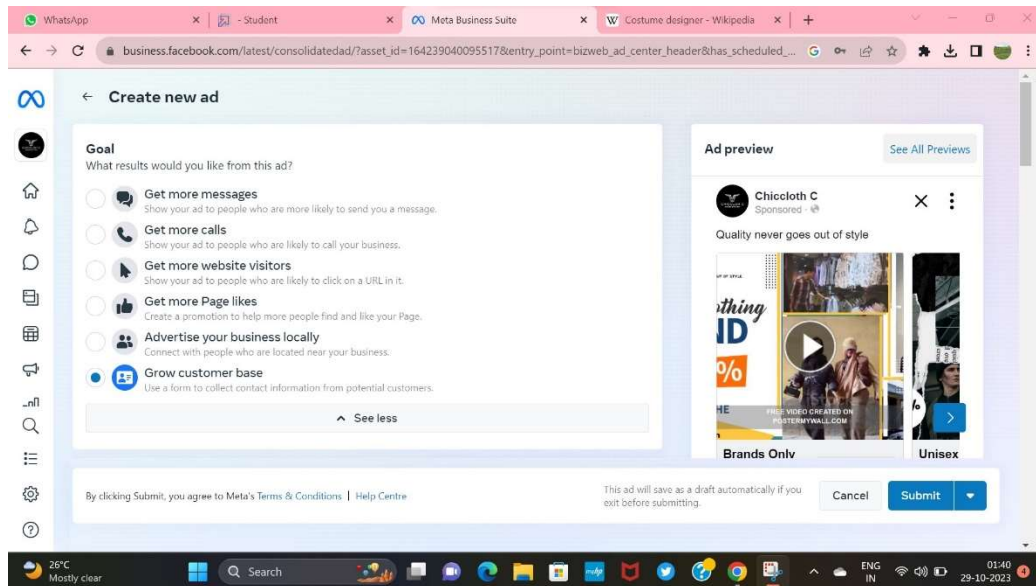
Total amount
₹17,700.00 INR

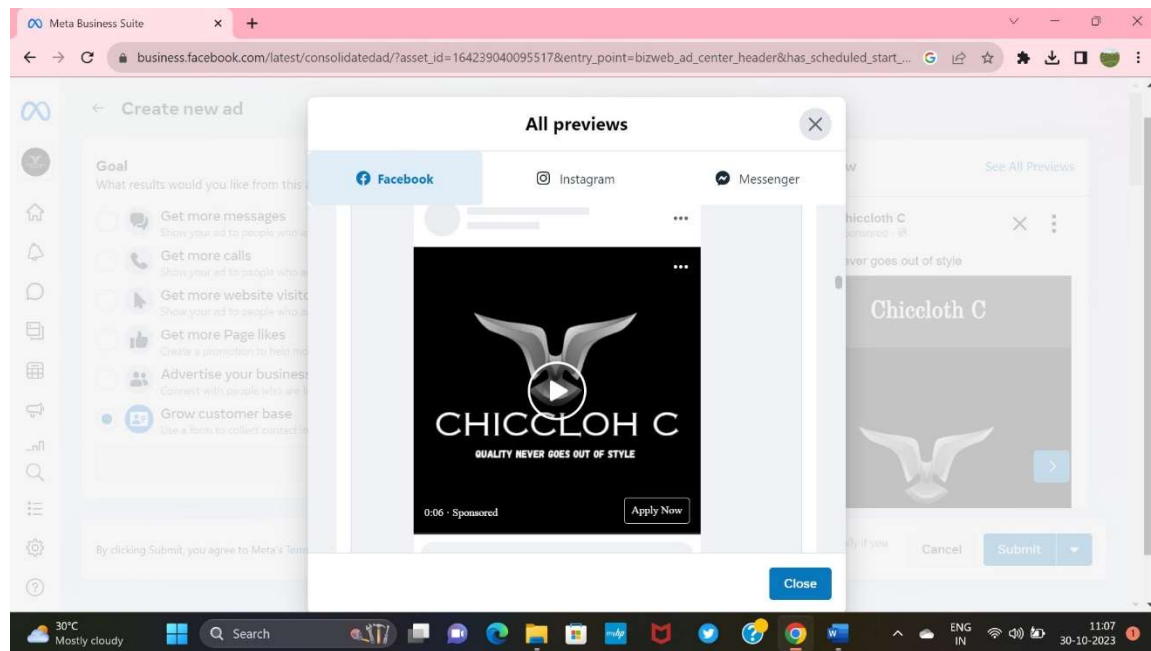
We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

26°C Mostly clear 01:37 29-10-2023

Step 12: Preview

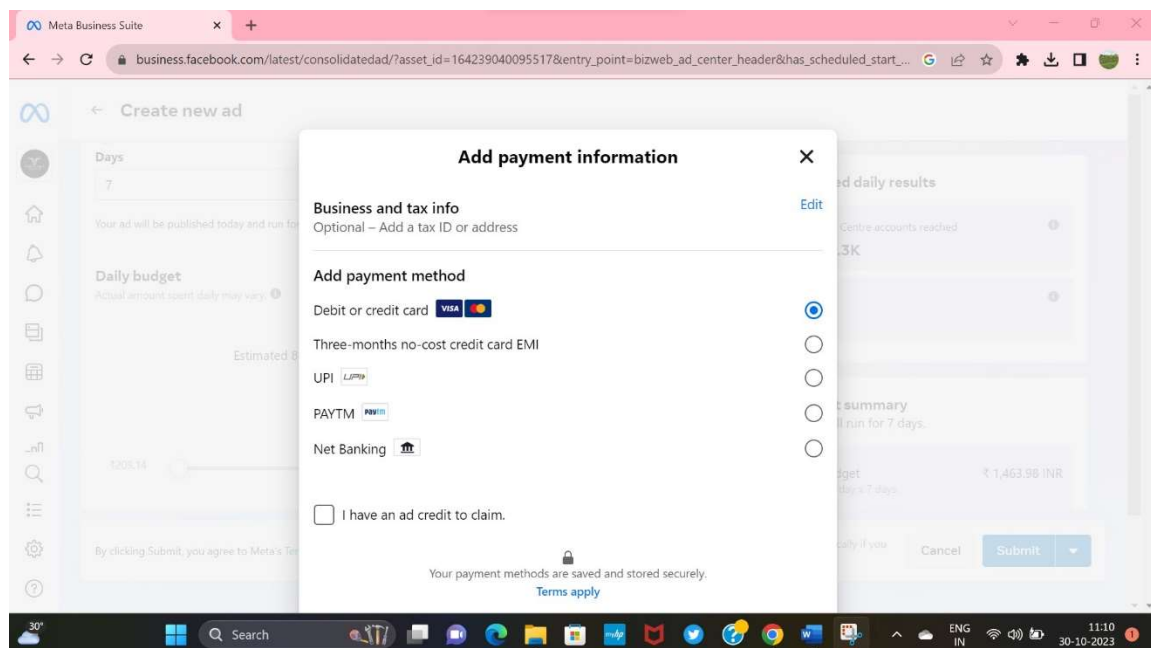
❖ Click see All previews and check how the ad is displayed in each platform





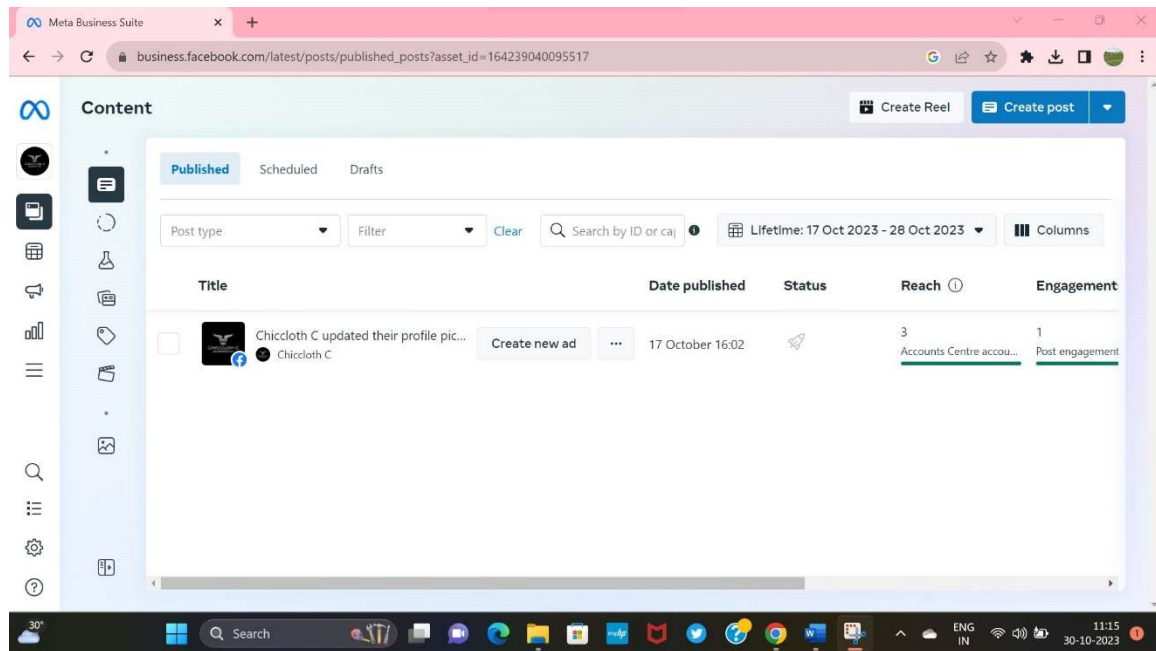
Step 13: Ad Payment

❖ Click Ad funds for payment



Step 14: Review and Publish

❖ Publish the Ad



CONCLUSION

As of my last knowledge update in January 2022, Facebook was one of the largest and most influential social media platforms in the world. However, it's important to note that the landscape of social media and technology is constantly evolving, and developments may have occurred since then.

In October 2021, Facebook announced a significant corporate change. The company's parent corporation, previously known as Facebook, Inc., was renamed Meta Platforms, Inc. This change was accompanied by a shift in focus towards the development of the metaverse, a virtual, interconnected world that goes beyond the traditional boundaries of social media. The goal of this transition was to create immersive, shared digital spaces using technologies like virtual reality (VR) and augmented reality (AR).

Facebook, as a social media platform, has faced its fair share of controversies, including concerns about data privacy, the spread of misinformation, and its influence on politics and society. These issues have led to increased scrutiny and regulation of the platform in many countries.

In conclusion, Facebook, now under the umbrella of Meta Platforms, Inc., remains a major player in the tech industry, but it's part of a larger vision for the metaverse. The company continues to navigate various challenges related to privacy, content moderation, and its role in society.

BLOGGER.COM LINK :

<https://clothingdesigning66.blogspot.com/2023/09/clothing-designing.html>

GITHUB LINK :

<https://github.com/praveentoni/Projects-and-assignments>

FACEBOOK PAGE LINK :

<https://www.facebook.com/profile.php?id=61552567557493&mibextid=ZbWKwL>

DEMO VIDEO LINK :

<https://drive.google.com/file/d/1ew6XXdaEuJOSa1YIa5r2sSCIZ7y8TWMC/view?usp=drivesdk>