

**Social Media Project**

**Name: Minahil Fatima**

**Batch: AKTI C9 SMM (Gulberg)**

**Project Launch Campaign**

## **1. Project Selection:**

I have chosen a **Makeup Product** for my business because I love makeup collection. So, I decided that I would make my business on makeup products. I will start my business with a small product and then expand it. This is how I will start my business and will spread it.

## **2. Target Audience Identification:**

Name of my target audience is the primary audience which includes girls, student, housewives, women, professionals who are interested in the makeup product.

### **Demographics:**

- **Age:** Different age groups have varying preferences. For example, teenagers might prefer vibrant, trendy colors, while older adults may opt for more natural tones and anti-aging products.
- **Gender:** While traditionally women have been the primary consumers of makeup, there's a growing trend of men using makeup for grooming purposes.
- **Location:** Pakistan (Lahore).

#### **Interest:**

- **Beauty and Fashion:** Individuals with a strong interest in beauty and fashion are more likely to be interested in makeup.
- **Social Media:** People who are active on social media platforms, especially those related to beauty and makeup, are often early adopters and influencers.
- **Celebrities and Influencers:** Following celebrities or beauty influencers can influence product choices.

#### **Behaviors:**

- **Purchase Habits:** Understanding how frequently customers purchase makeup, where they buy it (online or in-store), and their brand loyalty can help tailor marketing efforts.
- **Usage:** Knowing how customers use makeup (daily, occasionally, for special events) can inform product development and messaging.
- **Values:** Consider factors like sustainability, cruelty-free practices, or natural ingredients, as these can influence purchasing decisions.

### **3. Brand Identity Development:**

. **Brand Name:** The name of my business is “**Minahil Glamour**”. **Glamour** is a word associated with allure, attractiveness, and sophistication. It evokes images of glamourous events, celebrities, and fashion. Combining it with "Minahil" creates a brand name that promises a luxurious and glamorous makeup experience.

. **Logo:**

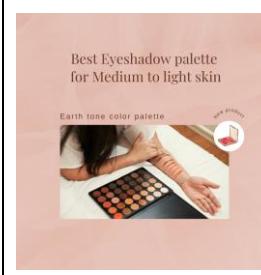


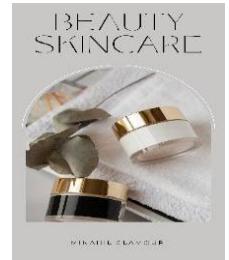
**. Tag Line:**

“Elevate your beauty.”

**4. Content Strategy Creation:**

| Day    | Product Names           | Platform/ Time                 | Heading                                      | Content  | Hashtags  | Pictures |
|--------|-------------------------|--------------------------------|--|--|---|----------|
| Monday | Radiant Glow Foundation | Facebook Instagram<br>11:00 am | Let's start the week off with a radiant glow | Showcase a natural, everyday makeup look using a foundation, concealer, and a touch of blush | #MondayMotivation<br>#GlowUp<br>#MakeupTutorial<br>#NaturalBeauty<br>#EverydayMak eup |          |

|                  |                         |                                |   |   |   |   |
|------------------|-------------------------|--------------------------------|---|---|---|---|
| <b>Tuesday</b>   | Precision Eyeliner      | Facebook Instagram<br>11:00 am | Elevate your eye game with these eyeliner tips. | Share a step-by-step tutorial on how to create different eyeliner looks                     | #TuesdayTips<br>#EyelinerTutorial<br>#MakeupTips<br>#EyeMakeup<br>#BeautyHack         |    |
| <b>Wednesday</b> | Eyeshadow palette       | Facebook Instagram<br>11:00 am | Channel your inner glam with smoky eyes         | Demonstrate how to achieve a classic smoky eye look using eyeshadow, eyeliner, and mascara. | #WednesdayVibes<br>#SmokyEyes<br>#MakeupTutorial<br>#GlamMakeup<br>#EyeshadowTutorial |   |
| <b>Thursday</b>  | Matte Lipstick          | Facebook Instagram<br>11:00 am | Relive the 90s with these iconic makeup trends. | Recreate a popular 90s makeup look  | #ThrowbackThursday<br>#90sMakeup<br>#VintageMakeup<br>#RetroBeauty<br>#Nostalgia      |  |
| <b>Friday</b>    | Voluminous Lash Mascara | Facebook Instagram<br>11:00 am | High-Quality Image or Unboxing Video of         | Get ready to fall in love with this game-changing mascara.                                  | #NewProduct<br>#MakeupLaunch<br>#BeautyTrends   |   |

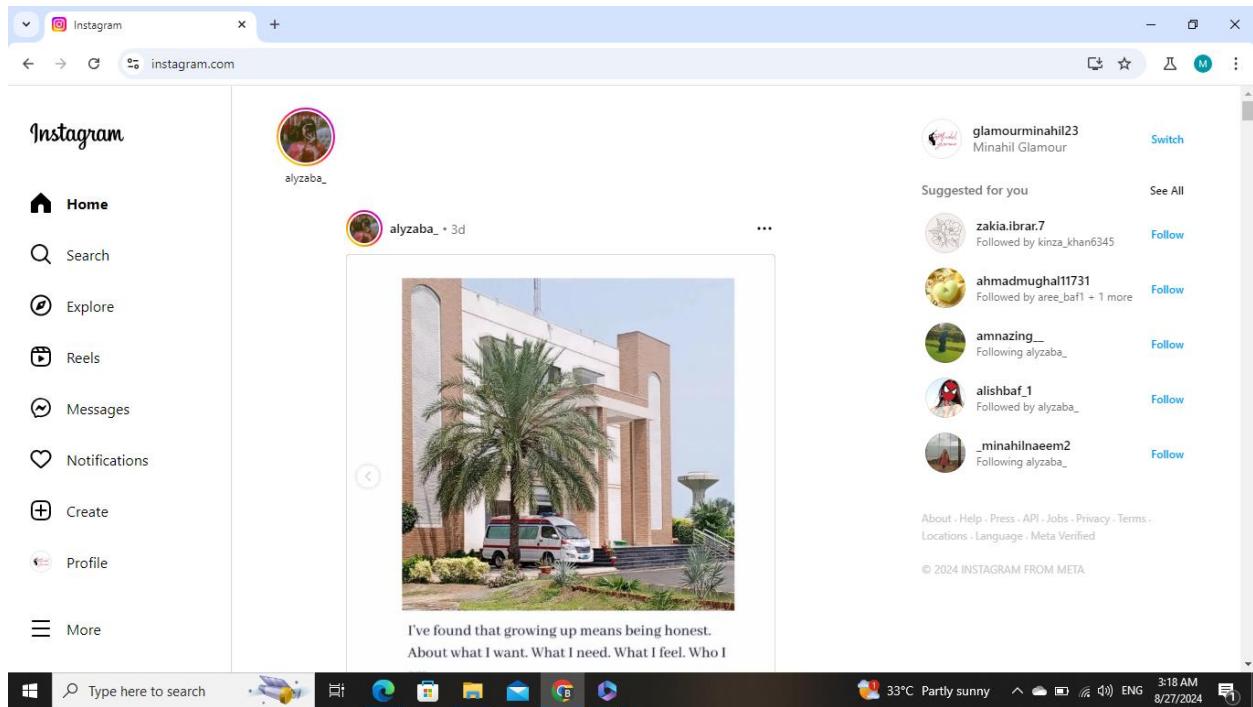
|                 |                        |                                   |   |  |   |  |
|-----------------|------------------------|-----------------------------------|---|--|---|--|
|                 |                        |                                   | New Product   |  | #ExcitingNews<br>#MustHave  |   |
| <b>Saturday</b> | Lipstick               | Facebook<br>Instagram<br>11:00 am | Unlock your confidence with the perfect pout.               | We're challenging you to create your best bold lip Ready, set, glam!     | #Lipsticklover<br><u>#lipstickaddict</u><br><u>#lipstickobsessi</u><br><u>on</u><br><u>#beautygoals</u><br><u>#lipstickcollecti</u><br><u>on</u><br><u>#makeuplook</u><br><u>#makeuplover</u> |   |
| <b>Sunday</b>   | Self-Care:<br>Skincare | Facebook<br>Instagram<br>11:00 am | Prep your skin for flawless makeup with a skincare routine. | Share your favorite skincare products and tips for healthy, glowing skin | #SaturdaySelfCare<br>#SkincareRoutine<br>#MakeupPrep<br>#HealthySkin<br>#BeautyTips   |  |

## 5. Facebook Page And Instagram Account Setup:

The screenshot shows a Facebook page setup for 'Minahil Glamour'. The left sidebar contains a 'Manage Page' menu with options like Ad Center, Create ads, Boost Instagram post, and Meta Business Suite. The main area displays the page's profile picture, name, and bio: 'Minahil Glamour' (4 likes, 14 followers). It includes sections for Posts, About, Mentions, Reviews, Followers, Photos, and More. A message bar at the top right indicates the page is liked. The right side features a 'Manage Page on Meta Business Suite' section with 'Create post' and 'Create Ad' buttons, and a 'Posts' section showing a recent post from 'Minahil Glamour'.

## Facebook Page Setup

The screenshot shows an Instagram profile for 'Minahil Glamour' (@glamourminahil23). The profile picture is a circular logo with the text 'Minahil glamour'. The bio reads: 'Very voluminous mascara! #makeupapplication #MakeupOfTheDay #BeautyRoutine #skincareessential #brightening #naturalglow #skinproducts #beautycommunity #FlawlessSkin #makeuplover #Glowup #MakeupMustHave #BeautyEssentials #ProductSpotlight #beautybrand #makingmagic #insidelook #makeupproduction #makeupproducts #makeuptrends #boldlips #makeupcontest #beautychallenge #makeupchallenge #xfoliates #makeuplook #beautyroutine'. The profile has 8 posts, 11 followers, and 5 following. The Instagram navigation bar on the left includes Home, Search, Explore, Reels, Messages, Notifications, Create, and Profile. The bottom taskbar shows the Windows Start button, a search bar, and various system icons.



## Instagram Account Setup

### 6. Ad Campaign Development:

- Awareness Campaign:

Awareness campaigns serve a crucial role in promoting various causes, products, or services. They can have a significant impact on individuals, communities, and society. They raise awareness of specific topics, helping people understand their significance and implications. A successful campaign can create a positive association between your brand and the cause or issue you're supporting. This can lead to increased trust and loyalty among consumers.

**Campaign Daily Budget: 800 PKR**

**Campaign Weekly Budget: 5600 PKR**

**Location:** Pakistan (Lahore)

**Start Date:** 28 August 2024

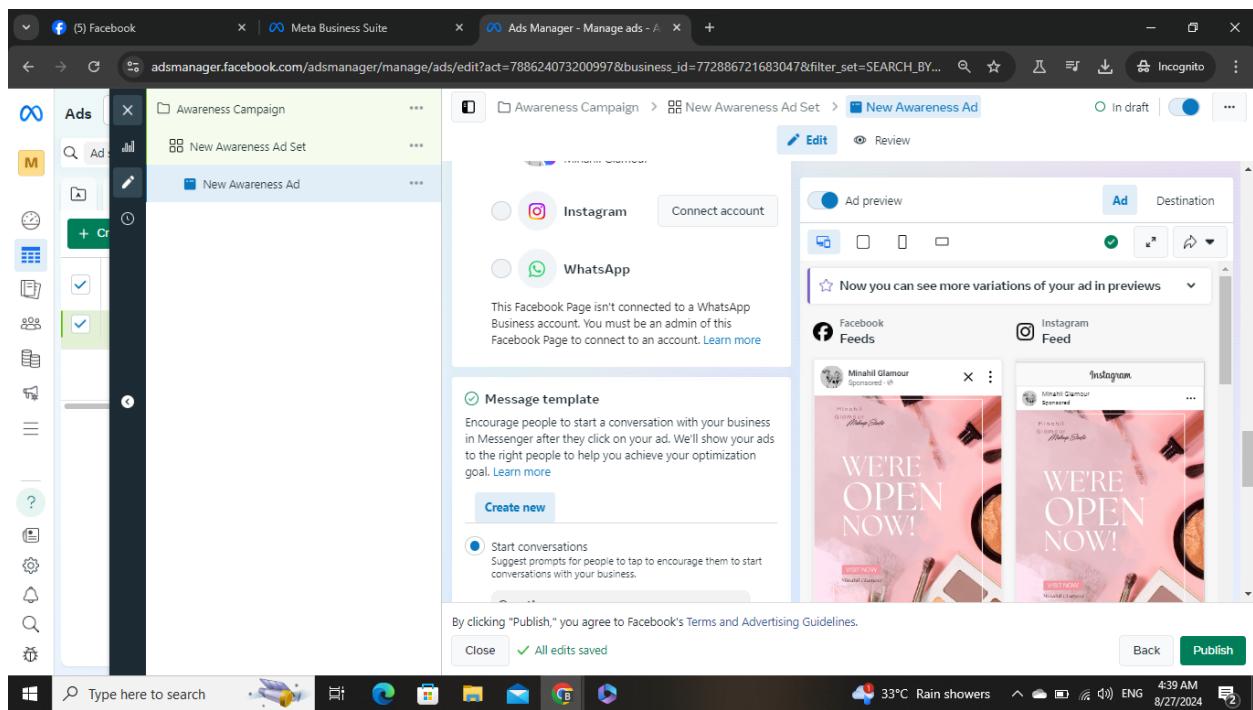
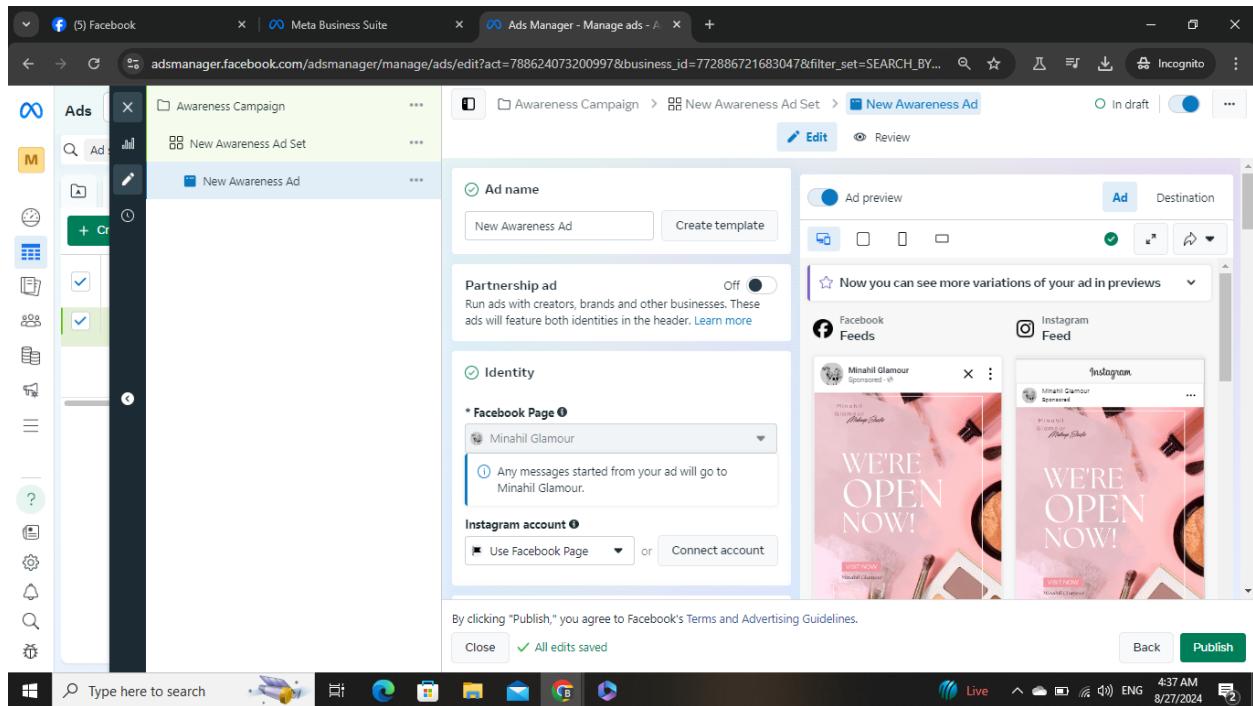
**End Date:** 30 August 2024

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The left sidebar lists 'Awareness Campaign', 'New Awareness Ad Set', and 'New Awareness Ad'. The main panel is titled 'Campaign name' with the input 'Awareness Campaign'. Below it, 'Special Ad Categories' are selected, specifically 'Credit'. Under 'Benefits of declaring Special Ad Categories', it says 'Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.' The 'Categories' section shows 'Credit' selected. The 'Countries' section shows 'Pakistan' selected. At the bottom, there are 'Close' and 'Next' buttons, with a note 'All edits saved'.

The screenshot shows the continuation of the Facebook Ads Manager campaign setup. The 'Buying type' is set to 'Auction'. The 'Campaign objective' is 'Awareness'. Under 'Show more options', the 'Advantage campaign budget' is turned 'Off'. The 'A/B test' section is active, with a note: 'After you publish this campaign, we'll take you to the A/B test setup where you can finish creating your test.' The 'Create A/B test' button is turned 'On'. At the bottom, there are 'Close' and 'Next' buttons, with a note 'All edits saved'.

The screenshot shows the Facebook Ads Manager interface for creating a new Awareness Ad Set. The left sidebar lists 'Awareness Campaign' and 'New Awareness Ad Set'. The main panel shows the 'Ad set name' field filled with 'New Awareness Ad Set'. Under 'Performance goal', 'Maximize reach of ads' is selected. The 'Facebook Page' dropdown shows 'Minahil Glamour'. A 'Cost per result goal - Optional' field contains 'RsX.XX PKR'. The 'Audience definition' section indicates a 'fairly broad' selection. Estimated audience size is 5,700,000 - 6,700,000. The 'Estimated daily results' section shows a reach of 11K - 33K.

This screenshot continues the Ad Set creation process. The 'Location' section is open, showing 'Pakistan' selected. Below it, 'Age' is set to '18 - 65+'. The 'Gender' section shows 'Women' selected. The 'Detailed targeting' and 'Languages' sections both show 'No options added'. The right sidebar remains the same as in the previous screenshot.



### • Engagement Campaign:

Engagement campaigns are designed to foster interaction and connection between a brand or organization and its target audience. They offer a variety of benefits,

increased customer loyalty, improved brand reputation, increased sales and revenue, enhanced customer insights, increased employee engagement. Positive interactions through engagement campaigns can enhance a brand's reputation and build trust. Engagement campaigns can create personalized experiences that make customers feel valued and appreciated.

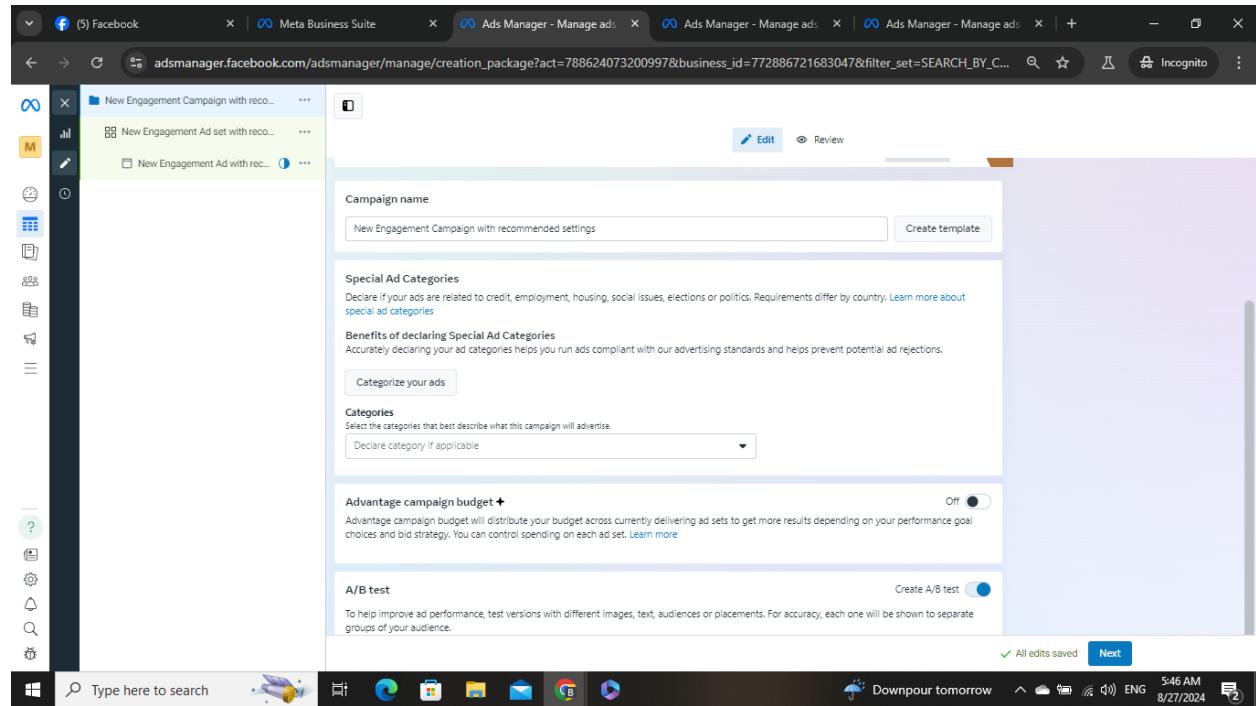
**Campaign Daily Budget:** 900 PKR

**Campaign Weekly Budget:** 6300 PKR

**Campaign Start Date:** 1 September 2024

**Campaign End Date:** 5 September 2024

**Location:** Pakistan (Lahore)



The screenshot shows the Facebook Ads Manager interface for creating a new engagement campaign. On the left, a sidebar lists existing campaigns: "New Engagement Campaign with reco..." (selected), "New Engagement Ad set with reco...", and "New Engagement Ad with rec...". The main panel is titled "Edit" and "Review".

**Audience definition:** Your audience selection is fairly broad. Estimated audience size: 31,600,000 - 37,100,000. A note states: "Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options."

**Estimated daily results:** Reach: 14K - 42K; Conversations: 27 - 78.

**Conversion:** Conversion location: Messaging apps (selected). Facebook Page: Glamour glow. Messaging apps: Glamour glow (selected).

**Budget & schedule:** Daily budget: Rs2,100.00 PKR. Estimated audience size: 31,600,000 - 37,100,000. A note states: "Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options."

**Schedule:** Start date: Sep 1, 2024 at 08:45 AM -04; End date: Set an end date (Sep 5, 2024 at 12:00 AM -04).

**Budget scheduling:** You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.

The screenshot shows the Facebook Ads Manager interface for creating a new engagement campaign. The sidebar lists existing campaigns: "New Engagement Campaign with reco..." (selected), "New Engagement Ad set with reco...", and "New Engagement Ad with rec...". The main panel is titled "Edit" and "Review".

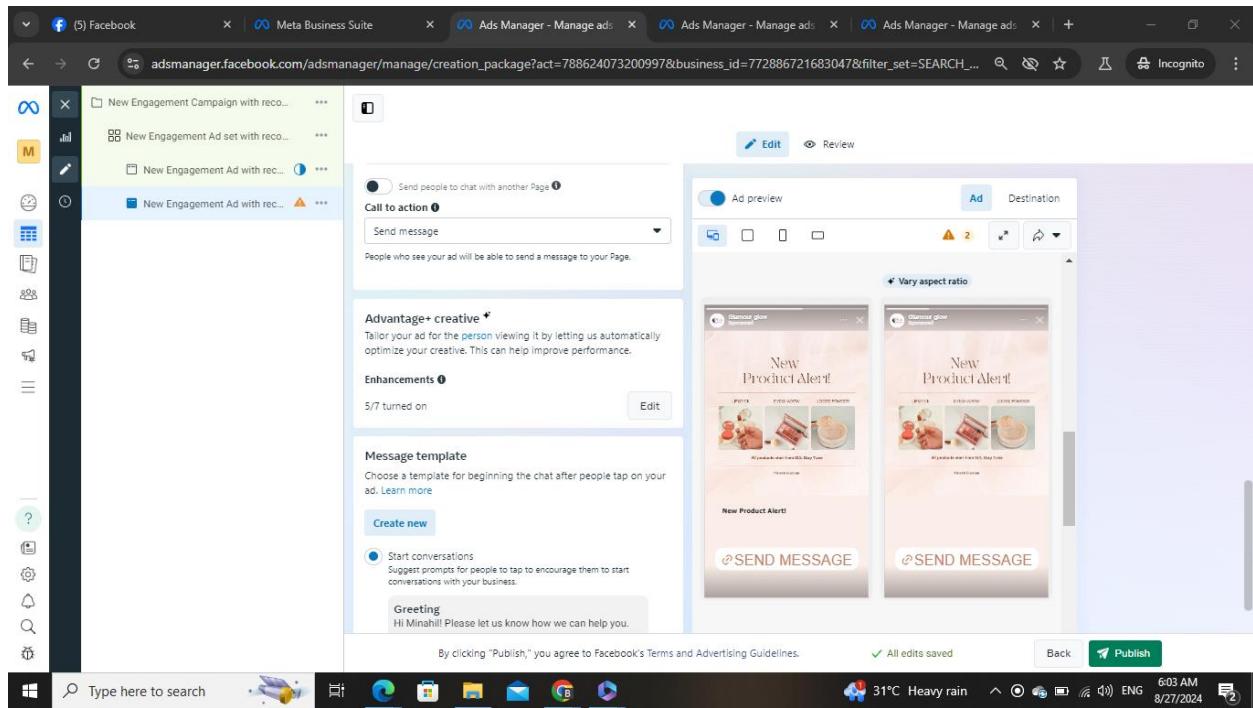
**Budget & schedule:** Daily budget: Rs2,100.00 PKR. Estimated audience size: 31,600,000 - 37,100,000. A note states: "Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options."

**Schedule:** Start date: Sep 1, 2024 at 08:45 AM -04; End date: Set an end date (Sep 5, 2024 at 12:00 AM -04).

**Budget scheduling:** You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.

Screenshot of the Facebook Ads Manager interface showing the creation of a new engagement ad. The ad is titled "New Engagement Ad with recommended products". The "Partnership ad" feature is turned off. The "Identity" section shows the "Facebook Page" set to "Glamour glow". The "Ad setup" section indicates "Create ad". A tooltip for "Multi-advertiser ads" is visible. The "Destination" tab is selected in the preview panel. An overlay message says "Now you can see more variations of your ad in previews". A success message at the bottom right says "You copied 1 ad".

Screenshot of the Facebook Ads Manager interface showing the creation of a new engagement ad. The ad is titled "New Engagement Ad with recommended products". The "Media" section is selected, showing "18 Placements" for "Feeds, In-stream ads for videos and reels" (10 placements), "Stories and Reels, Apps and sites" (7 placements), and "Facebook Search results". The "Primary text (1 of 5)" field contains "New Product Alert!". The "Headline" field contains "Chat in Messenger". The "Description" field contains "Include additional details". The "Destination" tab is selected in the preview panel. An overlay message says "Now you can see more variations of your ad in previews". A success message at the bottom right says "All edits saved".



## . Sales Campaign:

Sales campaigns are strategic marketing efforts designed to increase sales and revenue. Sales campaigns can directly drive sales by creating a sense of urgency, offering limited-time promotions, or highlighting product benefits. They can attract new customers to the brand, expanding the customer base. Effective campaigns can encourage existing customers to make repeat purchases. Sales campaigns can increase brand visibility and recognition, making the brand more top-of-mind for potential customers. This engagement can help build stronger relationships with customers.

**Campaign Daily Budget:** 1500 PKR

**Campaign Weekly Budget:** 10,500 PKR

**Campaign Start Date:** 6 September 2024

**Campaign End Date:** 11 September 2024

**Location:** Pakistan (Lahore)

The screenshot shows the Facebook Ads Manager interface for creating a new sales campaign. The left sidebar lists campaigns like 'New Sales Campaign' and 'New Sales Ad Set'. A central panel shows the campaign creation process:

- Campaign name:** New Sales Campaign
- Special Ad Categories:** A note about advertising related to credit, employment, housing, social issues, elections or politics.
- Benefits of declaring Special Ad Categories:** Accurately declaring ad categories helps run ads compliant with advertising standards and prevent potential ad rejections.
- Categorize your ads:** Credit
- Countries:** Pakistan
- Campaign details:** Buying type

A modal window titled 'Add payment method' is open, indicating a problem with the current payment method. The status bar at the bottom shows it's 28°C Heavy rain at 6:20 AM on 8/27/2024.

This screenshot continues the campaign setup process, showing additional features:

- Advantage+ catalog ads:** Off. Create a catalog to drive more sales with Advantage+ catalog ads.
- Advantage campaign budget:** Off. Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy.
- A/B test:** Create A/B test. To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.
- Reporting:** Define your ad account's audience segments in Advertising settings to receive reporting breakdowns between your new audience, engaged audience and existing customers.

The same 'Add payment method' modal is visible. The status bar at the bottom shows it's 28°C Heavy rain at 6:26 AM on 8/27/2024.

**Ad sets** Minhil Glamour (788624073200997)

Ad set ID = 120212148763210

New Sales Campaign

New Sales Ad Set

New Sales Ad

+ Create Duplicate

Off / On Ad set

New Sales Ad Set

New Engagement

Results from 2 ads

Ad set name: New Sales Ad Set

Conversion location: We've updated your conversion location to help you reach more people. Messaging apps is set as your conversion location based on your previous activity and preference.

Choose where you want to drive sales. About conversion locations

- Website: Drive sales and conversions on your website.
- App: Drive sales and conversions on your app.
- Website and app: Drive sales and conversions on your website or app.
- Messaging apps:** Drive sales and conversions through Messenger, Instagram and WhatsApp.
- Calls: Drive sales and conversions through phone calls.

Special Ad Categories: Credit

Audience definition: Your audience selection is fairly broad. Specific Broad

Estimated audience size: 31,600,000 - 37,100,000

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results: Reach 14K - 42K Conversations 27 - 78

Back Next

Type here to search

Downpour tomorrow

6:31 AM 8/27/2024

**Ad sets** Minhil Glamour (788624073200997)

Ad set ID = 120212148763210

New Sales Campaign

New Sales Ad Set

New Sales Ad

+ Create Duplicate

Off / On Ad set

New Sales Ad Set

New Engagement

Results from 2 ads

volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Show more options

Budget & schedule

Budget: Daily budget Rs1,500.00 PKR

You'll spend an average of Rs1500 per day. Your maximum daily spend is Rs2625 and your maximum weekly spend is Rs10500. Learn more.

Schedule

Start date: Sep 6, 2024 09:18 AM -04

End date: Set an end date Sep 11, 2024 12:00 AM -04

Hide options

Budget scheduling

Close All edits saved

Special Ad Categories: Credit

Audience definition: Your audience selection is fairly broad. Specific Broad

Estimated audience size: 31,600,000 - 37,100,000

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results: Reach 10K - 30K Conversations 19 - 55

Back Next

Type here to search

28°C Heavy rain

6:36 AM 8/27/2024

Screenshot of the Facebook Ads Manager interface showing audience targeting settings for a new ad set.

**Audience Definition:** Your audience selection is fairly broad.

**Special Ad Categories:** Credit

**Estimated Audience Size:** 5,700,000 - 6,700,000

**Detailed Targeting:**

- Location: Pakistan
- Age: 18 - 65+
- Gender: Women
- Languages: All languages

**Placements:** Choose where your ad appears across Meta technologies. Learn more

**Advantage+ placements:** +

**Estimated Daily Results:**

- Reach: 8.5K - 25K
- Conversations: 16 - 47

**Back** **Next**

Screenshot of the Facebook Ads Manager interface showing media setup for a new sales ad.

**Set up your media:**

- Add media
- Trim
- Crop
- Optimize

**Select media crop for placements:**

Media that fill the crops of different placements may perform better. You can edit these crops or upload new media for each one. These crops are related to placements, not specific devices.

**Stories and Reels, Ads on Facebook Reels, Apps and sites:**

- Original
- 9:16 (recommended)

**Feeds, In-stream for Videos:**

- Original
- 1:1 (recommended)

**Search results:**

- Original
- 16:9 (recommended)

**Destination:**

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

**You copied 1 ad**

The screenshot shows the Facebook Ads Manager interface. A new sales ad is being created under a new sales campaign and ad set. The left sidebar includes icons for campaigns, ads, audiences, creatives, metrics, and more. The main area displays the ad creation form. Key fields include:

- Media:** Feeds, In-stream ads for videos and reels (18 placements).
- Primary text:** Tell people what your ad is about.
- Headline:** Chat in Messenger.
- Description:** Include additional details.

On the right, an "Ad preview" section shows two variations of the ad. The first variation is for Instagram Explore home, featuring makeup products like eyeshadow palettes and lipsticks. The second variation is for Instagram, also featuring makeup products. Below the preview, a message says, "Now you can see more variations of your ad in previews". At the bottom, there are "Back" and "Publish" buttons, along with a note about agreeing to Facebook's Terms and Advertising Guidelines.

This screenshot shows the continuation of the ad creation process. The "Message template" section is active, encouraging people to start a conversation with the business in Messenger after clicking the ad. It includes a "Create new" button and a "Start conversations" section with a greeting message: "Hi Minhill! Please let us know how we can help you." It also lists questions and responses: "1. Can I make a purchase?", "2. I'm interested. Can you tell me more?", and "3. What's popular right now?". There is a "Partner app" section for selecting a messaging app flow or entering JSON code. The "Tracking" section allows tracking event datasets. A success message at the bottom right indicates "You copied 1 ad" and "See copied items".

## 7. Engagement Strategy:

**Engagement strategies** are designed to foster a strong connection between a brand or organization and its target audience. By encouraging interaction and participation, businesses can build relationships, increase brand loyalty, and drive sales.

### **Contest And Giveaways:**

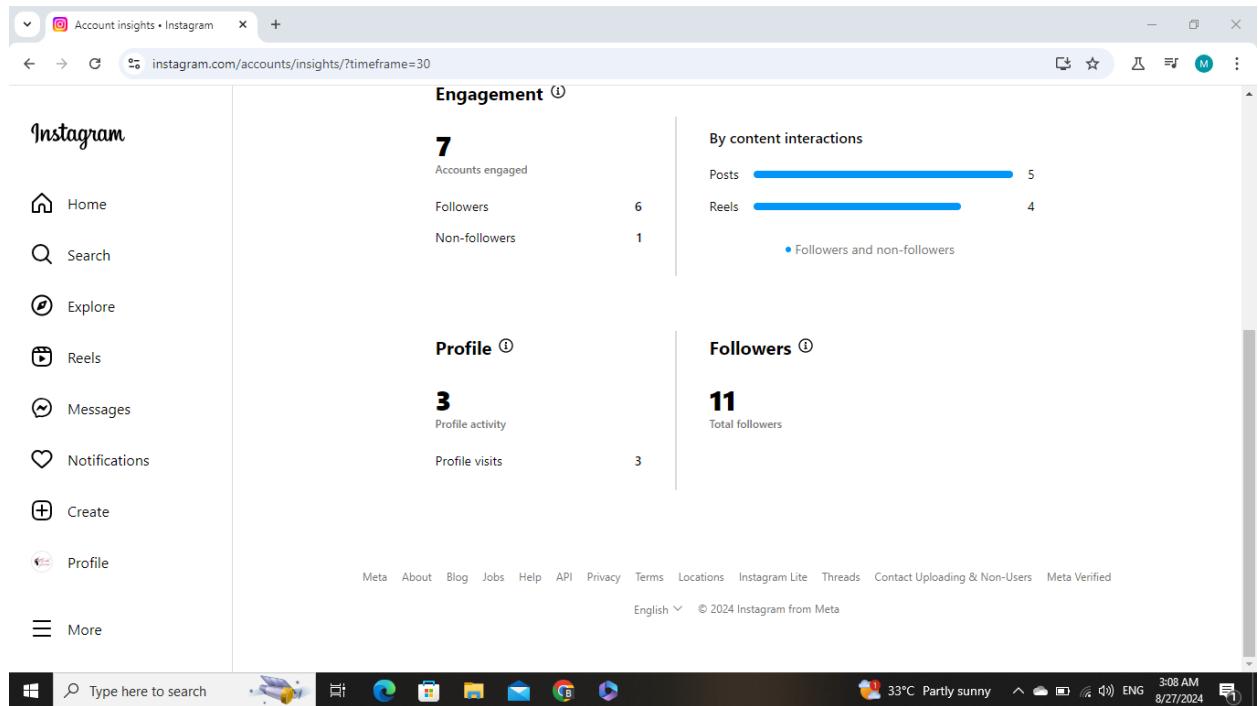
- **Purpose:** To generate excitement, attract new followers, and encourage existing customers to engage with the brand.
- **How to implement:** Create contests or giveaways with prizes that are relevant to your target audience. Promote the contest on social media and other channels.
- **Example:** Host a photo contest with a specific theme and offer a prize for the best entry.

### **Q&A Session:**

- **Purpose:** To provide valuable information, address customer concerns, and demonstrate expertise.
- **How to implement:** Schedule regular Q&A sessions on social media or your website. Encourage your audience to submit questions in advance or live during the session.
- **Example:** Host an "Ask Me Anything" (AMA) session on your social media channels, where you answer questions from your followers.

### **Other Engagement Activities:**

- **User-generated content:** Encourage your audience to create and share content related to your brand, such as photos, videos, or reviews. This can help build a sense of community and increase brand visibility.
- **Live events:** Host live events, such as webinars or workshops, to connect with your audience in real-time and provide valuable information or entertainment.
- **Exclusive content:** Offer exclusive content, such as behind-the-scenes footage or early access to new products, to reward loyal customers and encourage engagement.



## Key Strategies for Successful Engagement

- Consistency:** Regularly engage with your audience to maintain interest and build relationships.
- Relevance:** Ensure your content is relevant to your target audience's interests.
- Two-way communication:** Encourage dialogue and respond to comments and questions promptly.
- Personalization:** Tailor your content and interactions to individual preferences.
- Measurement:** Track your engagement metrics to assess the effectiveness of your strategies and make necessary adjustments.

By implementing these strategies and incorporating activities like contests, giveaways, and Q&A sessions, you can create a more engaging and interactive experience for your audience, leading to increased brand loyalty, customer satisfaction, and business success.

## 8. Sales Funnel Implementation in Campaign:

A sales funnel is a visual representation of the customer journey, from initial awareness to making a purchase. Implementing a sales funnel in your campaigns can help

you guide potential customers through the buying process and increase conversions.

## Awareness

- **Goal:** Introduce your brand and product to potential customers.
- **Strategies:**
  - **Content marketing:** Create valuable and informative content, such as blog posts, articles, or videos, to attract and educate potential customers.
  - **Social media marketing:** Utilize social media platforms to share your brand's message and engage with your target audience.
  - **Search engine optimization (SEO):** Optimize your website content to rank higher in search engine results pages (SERPs).

## Interest:

- **Goal:** Capture the interest of potential customers and provide them with more information about your product or service.
- **Strategies:**
- **Landing pages:** Create targeted landing pages for specific campaigns or offers to capture leads.
- **Email marketing:** Build an email list and send targeted email campaigns to nurture leads.
- **Retargeting ads:** Use retargeting ads to reach users who have visited your website but haven't converted.

## Consideration:

**Goal:** Help potential customers evaluate your product or service against competitors.

- **Strategies:**
- **Product demos:** Offer product demos or trials to allow potential customers to experience your product firsthand.
- **Case studies:** Showcase success stories from satisfied customers.
- **Customer testimonials:** Collect and share positive reviews and testimonials.

## Decision:

- **Goal:** Persuade potential customers to make a purchase.

- **Strategies:**
  - **Limited-time offers:** Create a sense of urgency with limited-time promotions or discounts.
  - **Personalized recommendations:** Use data to provide personalized recommendations and offers.
  - **Clear call-to-actions:** Make it easy for customers to take the next step, such as adding a product to their cart or signing up for a subscription

**Action:**

- **Goal:** Close the sale and encourage repeat purchases.
- **Strategies:**
  - **Post-purchase follow-up:** Thank customers for their purchase and provide excellent customer service.
  - **Loyalty programs:** Reward repeat customers with loyalty programs or discounts.
  - **Upselling and cross-selling:** Offer additional products or services to increase the average order value.

By implementing a well-structured sales funnel and aligning your campaigns with each stage, you can effectively guide potential customers through the buying process and increase your conversion rates.

## **9. Campaign Execution And Campaign Evaluation:**

**Facebook** Meta Business Suite Ads Manager - Manage ads Ads Manager - Manage ad Ads Manager - Manage ads

business.facebook.com/latest/insights/overview?ad\_account\_id=120209631324510335&asset\_id=316570954879160&business\_id=772886721683047...

Last 28 days: Jul 30, 2024 – Aug 26, 2024

### Insights

Review performance results and more.

Ad account: Minahil Fatima 120209631324510335

Last 28 days: Jul 30, 2024 – Aug 26, 2024

0 / 1 Publish one ad | 0 / 1 Publish one post on Facebook | 0 / 1 Publish one story on Facebook

Performance

Reach: 19 (↓ 29.6%) Content interactions: 2 (↓ 91.3%) Followers: 14 (Lifetime) Link clicks: 0 (0%)

Daily Cumulative

Reach breakdown

Total: 19 (↓ 29.6%) From organic: 19 (↓ 29.6%) From ads: 0 (0%)

Ways to help grow your reach

Type here to search

Result 8:03 AM 8/27/2024

This screenshot shows the Facebook Insights Overview page. The left sidebar contains navigation links for Overview, Audience, Leads, Messaging, Benchmarking, Content, and Videos. The main area displays performance metrics: Reach (19, down 29.6%), Content interactions (2, down 91.3%), and Followers (14, Lifetime). A line chart tracks Reach from Aug 4 to Aug 24, showing two major peaks. A breakdown shows 19% from organic and 0% from ads. Below this, sections for 'Ways to help grow your reach' provide tips for advertising and posting.

**Facebook** Meta Business Suite Ads Manager - Manage ads Ads Manager - Manage ad Ads Manager - Manage ads

business.facebook.com/latest/insights/overview?ad\_account\_id=120209631324510335&asset\_id=316570954879160&business\_id=772886721683047...

Last 28 days: Jul 30, 2024 – Aug 26, 2024

### Insights

Review performance results and more.

Ad account: Minahil Fatima 120209631324510335

Last 28 days: Jul 30, 2024 – Aug 26, 2024

Reach: 19 (From organic: 19, From ads: 0)

Ways to help grow your reach

Advertise your business

Facebook reach: 19 (28 days prior)

From organic: 19 | From ads: 0

You may see estimated daily results of 1,281 - 3,702 Facebook reach when you spend Rs300 a day on ads.

Boost for reach Create post

Post frequently and improve content engagement

Posts: 7 (↑ 75%) Median Facebo post interactions: 0 (↓ 100%) Stories: 0 (0%) Median Facebo story interactions: --

See tips to help improve your content

Messaging

Messaging conversations started: 0 (0%) New contacts: 0 (0%) Approximate earnings: Rs0.00 (0%) Orders created: 0 (0%) Response rate: 0%

Type here to search

Result 8:12 AM 8/27/2024

This screenshot shows the Facebook Insights Overview page. The left sidebar contains navigation links for Overview, Audience, Leads, Messaging, Benchmarking, Content, and Videos. The main area displays performance metrics: Reach (19, From organic: 19, From ads: 0). Below this, sections for 'Ways to help grow your reach' provide tips for advertising and posting, and 'Messaging' provides stats for messaging conversations and earnings.

Facebook | Meta Business Suite | Ads Manager - Manage ads | Ads Manager - Manage ads | Ads Manager - Manage ads | Incognito

business.facebook.com/latest/insights/results?business\_id=772886721683047&asset\_id=316570954879160&ad\_account\_id=120209631324510335 | Last 28 days: Jul 30, 2024 - Aug 26, 2024

### Insights

Review performance results and more.

Ad account: Minahil Fatima 120209631324510335

Last 28 days: Jul 30, 2024 - Aug 26, 2024

Overview

**Results**

Audience

Leads

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

Reach

Facebook reach **19** ↓ 29.6%

Visits

Facebook visits **4** ↓ 81%

Type here to search

27°C Rain showers 8:14 AM 8/27/2024

Facebook | Meta Business Suite | Ads Manager - Manage ads | Ads Manager - Manage ads | Ads Manager - Manage ads | Incognito

business.facebook.com/latest/insights/results?business\_id=772886721683047&asset\_id=316570954879160&ad\_account\_id=120209631324510335 | Last 28 days: Jul 30, 2024 - Aug 26, 2024

### Insights

Review performance results and more.

Ad account: Minahil Fatima 120209631324510335

Last 28 days: Jul 30, 2024 - Aug 26, 2024

Overview

**Results**

Audience

Leads

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

Facebook visits

**4** ↓ 81%

Follows

Facebook follows **0** ↓ 100%

Type here to search

27°C Rain showers 8:20 AM 8/27/2024

This screenshot shows the Facebook Insights interface for an ad account. The left sidebar includes links for Overview, Results (selected), Audience, Leads, Messaging, Benchmarking, Content, Earnings, and Videos. The main area displays 'Ad trends' for 'Paid reach' and 'Paid impressions'. Both metrics show 0% from July 30 to August 24. A legend indicates that blue bars represent 'Paid reach' and grey bars represent 'Amount spent' (Rs 0.00). The status bar at the bottom shows it's 8:42 AM on 8/27/2024.

This screenshot shows the Facebook Insights interface for messaging performance. The left sidebar includes links for Overview, Results, Audience, Leads, Messaging (selected), Benchmarking, Content, Earnings, and Videos. The main area displays 'Contacts' and 'Messaging conversations started', both showing 0% from July 30 to August 24. A breakdown section on the right shows 'Organic' and 'Paid' metrics for 'New contacts' and 'Returning contacts'. The status bar at the bottom shows it's 8:54 AM on 8/27/2024.

## 10. Presentation:

. **Product identification:** Must study about the product and then start the business. Ensuring that the product aligns with the needs and desires of the target market. . **Identification of target audience:** Specific Characters who are interested to buy our products.

.**Brand Identity Development:** Brand Name, Logo and Tagline are important. . **Content Strategy:** Creating a content calendar to plan and schedule content creation and distribution.

. **Facebook Page and Instagram Account Setup:** Maintaining a consistent posting schedule and style across both platforms.

#### .**Ad Campaign Development:**

Precisely targeting ads to reach the desired audience based on demographics, interests, and behaviors.

#### .**Sales Funnel and**

**Implementation:** Understanding the customer journey and identifying key touchpoints.

Implementing strategies to capture leads, such as landing pages and email marketing.

Providing valuable content and offers to nurture leads and move them through the sales funnel.

Optimizing the website and landing pages to increase conversions.