

Introduction

Established in 1995, Sky Asia Tours is a fast growing travel company. Today, Sky Asia has created a name for itself among inbound tour operators in India with offices in India, Bhutan, and Nepal. Their services include leisure tours, unique experiences, and luxury travel.

Objective

Having launched the organic campaign on Facebook, Sky Asia is now looking to scale its advertising further by leveraging paid Facebook Ads. With Facebook Ads, Sky Asia wants to drive consideration among its target audience. Also, they have produced 10 new promotional videos, for which they want to drive views among the category audience and decision-makers. They want to achieve close to 5million video views and reach 12 million category users in a month's time.

Instructions:

Perform all of the below steps; for each step, add a screenshot of your selection below the question and the reason for your selection. Be sure to include your reasons for each step, as reasons carry more weightage than screenshots.

No.	Question / Task	Your Answer
1	Considering the stage at which Sky Asia is, What will be your Campaign Objective and Why?	Objective: Reasoning:
2	Who will be the Target Audience for your Campaign? Define Gender, Age, Location, Interests, Stage of Life, and any other relevant parameter	<i>Mention your choice and reason for each:</i> Gender: Age: Location: Interests: Stage of Life: Others:
3	Create a Facebook Business Page for Sky Asia and Optimize the Profile based on best practices, by following steps "a" to "e" below	>>> Nothing to be filled <<<
	To create logos, display images, header images or any other basic creatives, you can use https://canva.com	

a.	Add a Suitable Page Name	Write a Page Name: & Reasoning:
b.	Add a Profile Picture	Reasoning: Paste screenshot below the table under the title "Profile picture screenshot"
c.	Add a Cover Picture	Reasoning: Paste screenshot below the table under the title "Cover picture screenshot"
d.	Create a suitable and searchable username (you may not be able to create a username on profile page yet, as there are certain eligibility criteria. Mention the username you would use if the profile was eligible)	Write the username here: Reasoning:
e.	Fill out the About section	Write the description here:
4.	<p>Create an AD Campaign:</p> <ol style="list-style-type: none"> 1. Choose the Objective of your Campaign 2. Choose a Campaign Name 3. In 'Create New Audience' add the details of your target audience 4. In 'Placements', select 'Manual Placements' and choose 5. In 'Budget and Schedule' 6. Name your AD 7. In the 'AD Creative' section 8. What metrics will you track to measure the success of your Campaign 	<p>Idea:</p> <p>Reasoning:</p> <p>Paste appropriate screenshots</p>
5.	What will be the Duration of your Campaign? And Why?	<p>Duration:</p> <p>Reasoning:</p>
6.	What Insights will you track to measure the performance of your Campaign?	<p>Insights:</p> <p>Reasoning:</p>

Answers Starts from Page 3...

Question / Task 1: Considering the stage at which Sky Asia is, What will be your Campaign Objective and Why?

Campaign Objective:

“Video Views”

Reason:

1. Alignment with Goals
2. Targeted Reach
3. Engagement and Consideration
4. Cost-Effectiveness
5. Analytics and Insights

1. Alignment with Goals: Sky Asia's **primary objective** is to **drive views** for their **10 new promotional videos**. The **"Video Views"** campaign **objective on Facebook** is specifically designed to **maximize the number of views for video content**, making it the **most suitable choice for achieving the goal of close to 5 million video views**.

2. Targeted Reach: The **"Video Views"** objective **allows for precise targeting**, ensuring that the **promotional videos reach the intended category audience and decision-makers**. This aligns with Sky Asia's goal of **reaching 12 million category users**.

3. Engagement and Consideration: Driving **“Video Views”** can significantly enhance **brand consideration** among the target audience. Engaging **video content can capture attention** and **create a lasting impression**, which is **crucial for Sky Asia's aim to drive consideration among potential customers**.

4. Cost-Effectiveness: The **"Video Views"** objective is **optimized for delivering video content at a lower cost per view**, making it a **cost-effective way to achieve the desired number of views within the specified timeframe**.

5. Analytics and Insights: By focusing on “**Video Views**”, Sky Asia can **gather valuable insights into viewer engagement**, such as **watch time, completion rates, and audience demographics**. These insights can inform **future marketing strategies** and **content creation**.

In summary, the "**Video Views**" campaign objective is the best fit for Sky Asia's **current goals of maximizing video views, reaching a broad category audience, and driving consideration among potential customers**.

Question / Task 2:

Who will be the Target Audience for your Campaign?

Define Gender, Age, Location, Interests, Stage of Life, and any other relevant parameter

Campaign Objective:

To **drive consideration** among the **target audience** and **increase video views** for **10 new promotional videos**.

Reason:

Sky Asia Tours aims to scale its **advertising efforts** by leveraging **paid Facebook Ads**. The primary goals are to **achieve close to 5 million video views** and **reach 12 million category users within a month**. This will help in **increasing brand awareness**, **driving consideration**, and ultimately **converting potential customers** into **actual travelers**.

Target Audience for the Campaign

Gender:

- Both men and women

Age:

- 25-65 years old (This age group is more likely to have the disposable income and interest in leisure tours, unique experiences, and luxury travel.)

Location:

- India, Bhutan, Nepal (Primary markets where Sky Asia has offices)
- Additional targeting for international travelers interested in these regions

Interests:

- Travel and tourism
- Luxury travel
- Adventure travel
- Cultural experiences
- Eco-tourism
- Wellness and spa vacations
- Heritage and historical sites
- Nature and wildlife
- Food and wine tourism

Stage of Life:

- Young professionals
- Middle-aged professionals
- Empty nesters
- Retirees
- Families with older children

Other Relevant Parameters:

- **Income Level:** Middle to high income (to ensure they can afford luxury travel and unique experiences)
- **Education Level:** College degree or higher (likely to have an interest in cultural and unique experiences)
- **Occupation:** Professionals, business owners, executives (likely to have the time and resources for travel)
- **Travel Frequency:** Frequent travelers (those who travel multiple times a year)
- **Device Usage:** Smartphone and desktop users (to ensure they can view the promotional videos)
- **Language:** English, Hindi, and local languages of the target regions (to reach a broader audience)

By targeting this **specific demographic**, Sky Asia Tours **can effectively reach potential customers** who are likely to be **interested in their services** and have the **means to engage** with their **promotional content**.

Question / Task 3:

1. Create a Facebook Business Page for Sky Asia and Optimize the Profile based on best practices:

- a. Add a Suitable Page Name (write the page name & reason for choosing the page name)**
- b. Add a Profile Picture (write me the profile picture image prompt & reason for choosing such profile picture)**
- c. Add a Cover Picture (write me the cover picture image prompt & reason for choosing such profile picture)**
- d. Create a suitable and searchable username (write me the suitable and searchable facebook username & reason for choosing such username)**
- e. Fill out the About section (write me the about content for the sky asia tours for facebook page)**

Facebook Campaign Objective & Reason

<https://www.facebook.com/SkyAsiaToursInd>

Campaign Objective:

To drive consideration among the **target audience** and **increase video views** for **10 new promotional videos**.

Reason:

Sky Asia Tours aims to scale its **advertising efforts** by **leveraging paid Facebook Ads**. The primary goals are to:

1. Drive consideration among potential travelers.
2. Achieve close to 5 million video views for their new promotional videos.
3. Reach 12 million category users within a month.

Task: Create and Optimize Facebook Business Page for Sky Asia Tours

a. Page Name

Page Name: **Sky Asia Tours**

Reason:

The name "**Sky Asia Tours**" is straightforward and aligns with the company's branding. It clearly communicates the nature of the business and is easy to remember, making it ideal for brand recognition and searchability.

b. Profile Picture



Reason:

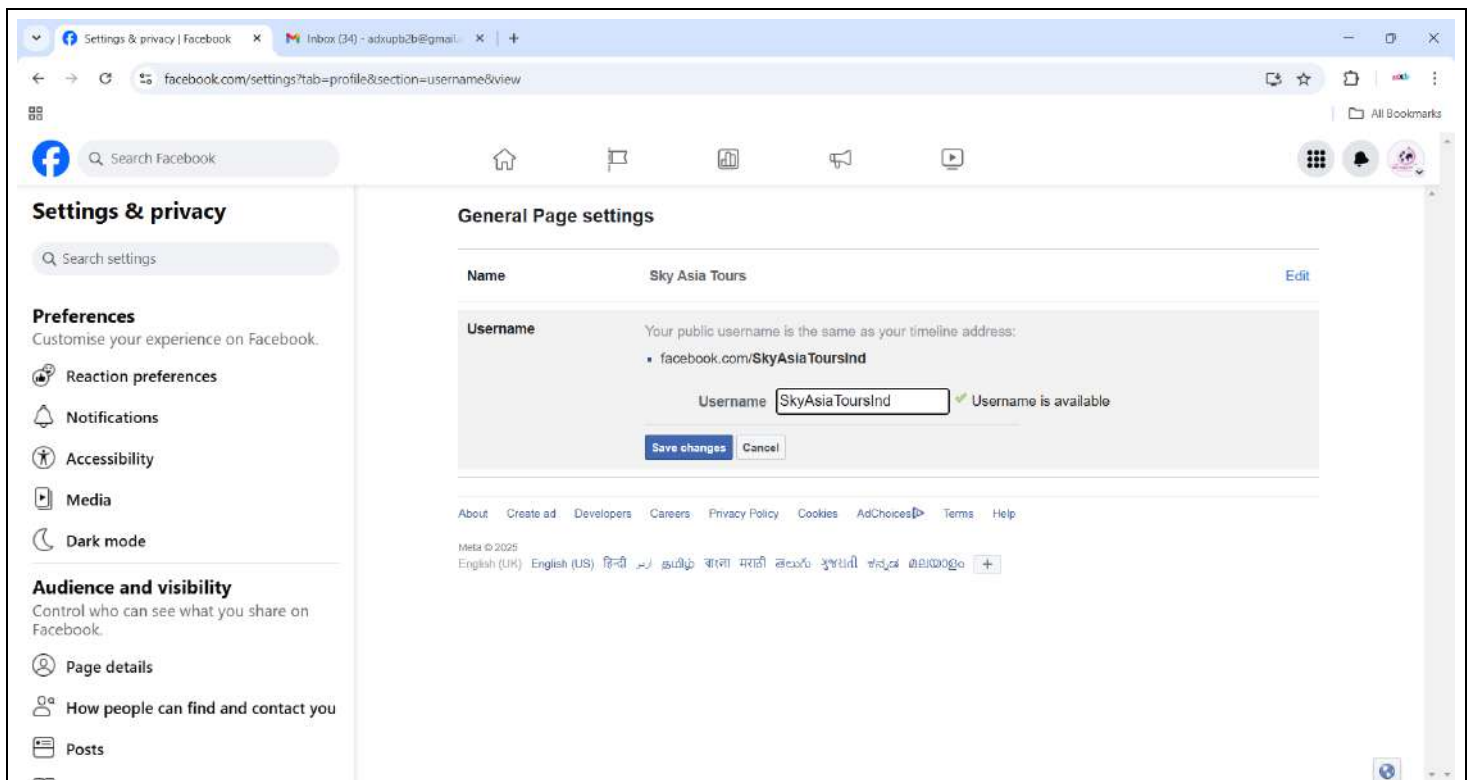
Using the company logo as the profile picture ensures consistency with the brand's visual identity. A transparent background makes the logo stand out and look professional across different devices and screen sizes.

c. Cover Picture**Reason:**

A cover picture featuring a beautiful travel destination highlights the core service of the company and entices viewers to explore more. Integrating the logo subtly reinforces brand recognition without overwhelming the visual appeal.

d. Username

Username: @SkyAsiaToursInd



Reason:

The username "**@SkyAsiaToursInd**" is concise, easy to remember, and directly related to the company name. It enhances searchability and makes it easy for users to find and tag the page.

e. About Section

About Content:

"Established in 1995, Sky Asia Tours is a leading travel company specializing in leisure tours, unique experiences, and luxury travel across India, Bhutan, and Nepal. With a reputation for excellence and a commitment to providing unforgettable travel experiences, Sky Asia Tours is your gateway to exploring the wonders of Asia. Follow us for the latest travel tips, promotions, and exclusive offers!"

Sky Asia Tours | Facebook Inbox (34) - adxrupt2b@gmail... facebook.com/SkyAsiaToursInd/about_details

Search Facebook

Manage Page

- Sky Asia Tours
- Professional dashboard
- Insights
- Ad Centre
- Create ads
- Boost Instagram post
- Settings
- More tools
Manage your business across Meta apps
- Leads Centre
- Meta Business Suite

Advertise

Sky Asia Tours
0 likes · 0 followers

Posts **About** Mentions Reviews Followers Photos More

About

Contact and basic info

Privacy and legal info

Work and education

Places lived

Page transparency

Family and relationships

Details about you

Life events

About You

Established in 1995, Sky Asia Tours is a leading travel company specializing in leisure tours, unique experiences, and luxury travel across India, Bhutan, and Nepal. With a reputation for excellence and a commitment to providing unforgettable travel experiences, Sky Asia Tours is your gateway to exploring the wonders of Asia. Follow us for the latest travel tips, promotions, and exclusive offers!

Name pronunciation

+ Add a name pronunciation

Other names

+ Add a nickname, a birth name etc.

Favourite Quotes

+ Add your favourite quotations

Reason:

The About section provides a brief history and overview of the company, highlighting its key services and unique selling points. It includes relevant keywords to improve searchability and encourages users to follow the page for updates and offers, fostering engagement.

Facebook facebook.com/SkyAsiaToursInd

Search Facebook

Sky Asia Tours
1 likes · 1 follower

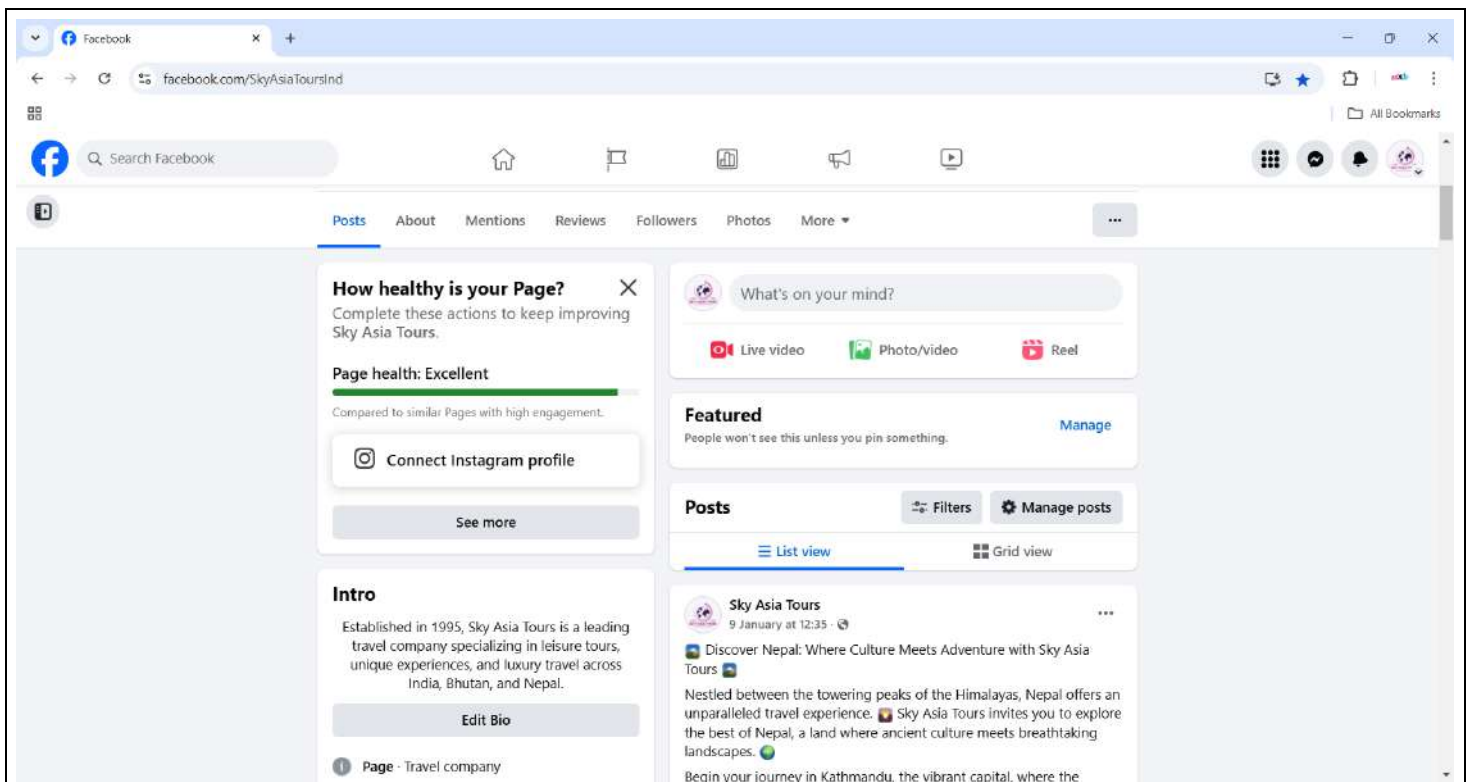
Professional dashboard Edit

Advertise

Posts **About** Mentions Reviews Followers Photos More

How healthy is your Page? ✕
Complete these actions to keep improving

What's on your mind?



Detailed Documentation or Report about Sky Asia Tours – Facebook Ads Assignment:

Question / Task 4:

Create an AD Campaign:

1. Choose the Objective of your Campaign
2. Choose a Campaign Name
3. In 'Create New Audience' add the details of your target audience

4. In 'Placements', select 'Manual Placements' and choose
 5. In 'Budget and Schedule'
 6. Name your AD
 7. In the 'AD Creative' section
 8. What metrics will you track to measure the success of your Campaign
-

Facebook Ad Campaign for Sky Asia Tours based on the given context.

Step 1: Choose the Objective of Your Campaign

Objective: Video Views

Since **Sky Asia** wants to **drive views** for their **10 new promotional videos**, the "**Video Views**" objective is the most appropriate. This objective is designed to get more people to view your video content.

Step 2: Choose a Campaign Name

Campaign Name: Sky Asia Promotional Videos - Video Views Campaign

Choose a name that clearly reflects the purpose of the campaign. This will help in organizing and tracking the campaign's performance.

Step 3: In 'Create New Audience' Add the Details of Your Target Audience

Target Audience Details:

1. Location: India, Bhutan, Nepal (since these are the countries where Sky Asia has offices and operates).
2. Age: 25-55 (this age group is more likely to be decision-makers and have the financial means for luxury travel).

3. Gender: All

4. Languages: English, Hindi, Nepali, Dzongkha (common languages in the target regions).

5. Interests: Travel, Luxury Travel, Adventure Travel, Cultural Experiences, Leisure Travel.

6. Job Titles: Manager, Director, CEO, Business Owner, Entrepreneur (to target decision-makers).

7. Behaviors: Frequent Travelers, Luxury Goods Buyers.

Step 4: In 'Placements', Select 'Manual Placements' and Choose

Manual Placements:

1. Facebook News Feed: High visibility and engagement.

2. Instagram Feed: Visual platform, great for travel content.

3. Facebook Video Feeds: Specifically targets users interested in video content.

4. Instagram Stories: High engagement and full-screen experience.

5. Facebook In-Stream Videos: Plays videos within other video content, increasing views.

Step 5: In 'Budget and Schedule'

Budget and Schedule:

1. Daily Budget: 280/- INR (adjust based on overall budget and performance).

2. Schedule: Run the campaign for 30 days.

3. Bid Strategy: Lowest cost (to maximize video views within the budget).

4. Delivery Optimization: ThruPlay (optimizes for views of at least 15 seconds or to completion).

Step 6: Name Your AD

Ad Name: Sky Asia Promotional Video Ad - [Video Title]

Name each ad based on the specific video it promotes. This helps in tracking the performance of individual videos.

Step 7: In the 'AD Creative' Section

AD Creative:

1. Primary Text: "Discover the beauty of [Destination] with Sky Asia Tours! Watch our new promotional video to experience luxury travel like never before. Book your dream vacation today!"
2. Headline: "Experience [Destination] with Sky Asia Tours"
3. Description: "Luxury travel, unique experiences, and leisure tours await you. Watch now!"
4. Media: Upload the promotional video.
5. Call to Action (CTA) Button: "Watch Video"
6. Landing Page: Link to the Sky Asia Tours website or a specific landing page for the promotional video.

Step 8: What Metrics Will You Track to Measure the Success of Your Campaign

Metrics to Track:

1. Video Views: Total number of times the video has been viewed.
2. ThruPlays: Number of times the video was played to completion, or for at least 15 seconds.
3. 3-Second Video Views: Number of times the video was viewed for at least 3 seconds.
4. Video Average Watch Time: Average time users spent watching the video.
5. Cost per ThruPlay: Cost to achieve a ThruPlay.
6. Click-Through Rate (CTR): Percentage of users who clicked on the ad.
7. Reach: Number of unique users who saw the ad.
8. Impressions: Total number of times the ad was displayed.
9. Engagement: Likes, shares, comments, and other interactions with the ad.
10. Conversion Rate: Percentage of users who took a desired action (e.g., visiting the website).

Detailed Step-by-Step Guide for Hands-On Experience

1. Log in to Facebook Ads Manager:

- Go to [Facebook Ads Manager](https://www.facebook.com/adsmanager).

2. Create a New Campaign:

- Click on the "Create" button.
- Select "Video Views" as the campaign objective.
- Name the campaign **"Sky Asia Promotional Videos - Video Views Campaign."**

3. Set Up the Ad Set:

- In the "Audience" section, click on "Create New Audience."
- Add the target audience details as specified above.
- In the "Placements" section, select "Manual Placements" and choose the placements mentioned.
- In the "Budget and Schedule" section, set the daily budget to \$500 and schedule the campaign to run for 30 days. Choose "Lowest cost" as the bid strategy and "ThruPlay" for delivery optimization.

4. Create the Ad:

- Name the ad "Sky Asia Promotional Video Ad - [Video Title]."
- In the "AD Creative" section, add the primary text, headline, description, and upload the promotional video.
- Select "Watch Video" as the CTA button.
- Add the landing page URL.

5. Review and Publish:

- Review all the settings and details.
- Click on "Confirm" to publish the campaign.

6. Track Performance:

- After the campaign is live, regularly monitor the metrics mentioned above using Facebook Ads Manager.

- Adjust the campaign based on performance data to optimize results.

By following these steps, you can create and manage a successful Facebook Ad Campaign for Sky Asia Tours to achieve their goals of driving video views and reaching their target audience.

Step by Step Process of Creating an AD Campaign in FB

1 - ADs Manager

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/campaigns?act=360260299992870&breakdown_regrouping=1&nav_source=no_referrer&date=2025-01-04_2025-01-05%2Ctoday

Campaigns 360260299992870 (36026...

Updated just now Review and publish

All ads Active ads Had delivery + See more Create a view

Search and filter

Campaigns Ad sets Ads Today: 12 Jan 2025

+ Create Duplicate Edit A/B test More Columns: Setup Breakdown Reports Export Charts

Off/On	Campaign	Bid strategy	Budget	Campaign spending limit	Objective	Buying type	Campaign ID
<input type="checkbox"/>	[14/07/2024] Promoting https://api.whatsapp.com/... View Charts Edit Duplicate Compare	Highest volume	₹494.00 Daily	—	Traffic	Auction	120209222240340208
<input type="checkbox"/>	[12/07/2024] Promoting https://api.whatsapp.com/...	Highest volume	₹494.00 Daily	—	Messages	Auction	120209185832530208
<input type="checkbox"/>	[16/06/2024] Promoting https://api.whatsapp.com/...	Highest volume	₹494.00 Daily	—	Messages	Auction	120208683481660208

2 - Video Views

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/campaigns?act=360260299992870&breakdown_regrouping=1&nav_source=no_referrer&date=2025-01-04_2025-01-05%2Ctoday

Campaigns 360260299992870 (36026...

Updated just now Review and publish

All ads Active ads Had delivery + See more Create a view

Search and filter

Campaigns Ad sets Ads Today: 12 Jan 2025

+ Create Duplicate Edit A/B test More Columns: Setup Breakdown Reports Export Charts

Create new campaign New ad set or ad

☒ Awareness

☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales

Awareness
Show your ads to people who are most likely to remember them.
Reach people who are more likely to watch your video.
Learn more

Video views
Store location awareness

About campaign objectives

Cancel Continue

3 - Campaign Starts

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/campaigns/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=1202134256335...

New Awareness campaign

New Awareness ad set

New Awareness ad

New Awareness campaign

1 Ad set

1 Ad

Edit Review

Campaign name

New Awareness campaign

Create Template

Special ad categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Campaign details

Close

Next

4 - Campaign Name

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/campaigns/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=1202134256335...

Sky Asia Premium Travels

New Awareness ad set

New Awareness ad

Sky Asia Premium Travels

1 Ad set

1 Ad

Edit Review

Campaign name

Sky Asia Premium Travels

Create Template

Special ad categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Campaign details

See recommendations

Close

All edits saved

Next

5 - Campaign Details - Auction - Awareness

Budget & schedule

Budget

Daily budget ₹280.00 INR

You'll spend an average of ₹280.00 per day. Your maximum daily spend is ₹490.00 and your maximum weekly spend is ₹1,960.00. [Learn more.](#)

Schedule

Start date

12 January 2025 18:25 IST

End date

☐ Set an end date

[Hide options](#)

Budget scheduling

☐ Increase your budget during specific time periods [View](#)

Ad scheduling

[Close](#) [All edits saved](#)

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 314,300,000 - 369,800,000

Your criteria is currently set to allow Advantage detailed targeting. 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 23K-67K

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.

[Back](#) [Next](#)

8 - Schedule - 1 Month

Budget & schedule

Budget

Daily budget ₹280.00 INR

You'll spend an average of ₹280.00 per day. Your maximum daily spend is ₹490.00 and your maximum weekly spend is ₹1,960.00. [Learn more.](#)

Schedule

Start date

13 January 2025 00:00 IST

End date

☒ Set an end date

13 February 2025 00:00 IST

[Hide options](#)

Budget scheduling

☐ Increase your budget during specific time periods [View](#)

[Close](#) [All edits saved](#)

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 302,600,000 - 356,000,000

Your criteria is currently set to allow Advantage detailed targeting. 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 15K-44K

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.

[Back](#) [Next](#)

9 - Audience Control

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/adsets/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=1202134256335702...

Sky Asia Premium Travels > Sky Asia Premium Travels - IP 2025 > 1 Ad

In draft

Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

① You can set audience controls for this ad account to apply to all campaigns. [See audience controls in Advertising settings](#)

Use saved audience

*** Locations**

Included location:

- India

[Show more options](#)

Advantage+ audience

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

[Audience suggestion \(optional\)](#)

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 314,300,000 - 369,800,000

Your criteria is currently set to allow Advantage detailed targeting. 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

23K-67K

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.

Close All edits saved Back Next

10 - Locations - India - Bhutan - Nepal

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/adsets/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=1202134256335702...

Sky Asia Premium Travels > Sky Asia Premium Travels - IP 2025 > 1 Ad

In draft

*** Locations**

Reach people living in or recently in this location.

India

- India

Bhutan

- Bhutan

Nepal

- Nepal

Include Search locations Browse

Try adding Asia to target all countries in that region. We'll then find the best-performing countries for you automatically. [Add Asia](#)

hetra Shigatse Kathmandu Pokhara Bareilly aziabad

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 324,800,000 - 382,100,000

Your criteria is currently set to allow Advantage detailed targeting. 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

23K-66K

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.

Close All edits saved Back Next

11 - Age - Language

Facebook Ads Manager interface showing the "Audience definition" section. The interface includes a sidebar with navigation options, a top navigation bar, and a main content area. The "Audience definition" section is highlighted, showing options for "Minimum age" (set to 18), "Exclude these custom audiences", "Languages" (set to English (All)), and "Advantage+ audience". The "Audience definition" section also displays "Estimated audience size" (303,000,000 - 356,500,000) and "Estimated daily results" (Reach: 23K-67K).

Minimum age: 18

Exclude these custom audiences

Languages: English (All)

Advantage+ audience

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 303,000,000 - 356,500,000

Estimated daily results

Reach: 23K-67K

12 - Placements - 1

Facebook Ads Manager interface showing the "Placements" section. The interface includes a sidebar with navigation options, a top navigation bar, and a main content area. The "Placements" section is highlighted, showing options for "Advantage+ placements (Recommended)" and "Manual placements". The "Placements" section also displays "Estimated audience size" (303,000,000 - 356,500,000) and "Estimated daily results" (Reach: 23K-67K).

Placements

Choose where your ad appears across Meta technologies. Learn more

Advantage+ placements (Recommended)

You could get better results with Advantage+ placements

Manual placements

Run a 4-day A/B test to compare manual against Advantage+ placements

Devices

Platforms

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 303,000,000 - 356,500,000

Estimated daily results

Reach: 23K-67K

13 - Placements - 2

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with navigation icons. The main area displays the campaign 'Sky Asia Premium Travels - IP 2025' with 1 ad. The 'Placements' section is highlighted, showing a list of placement options under the 'Feeds' category. The 'Audience definition' panel on the right provides details about the audience selection, including an estimated size and daily reach results.

Placements

- Feeds
 - Get high visibility for your business with ads in feeds
 - Facebook Feed ☒
 - Facebook profile feed ☒
 - Instagram feed ☒
 - Instagram profile feed ☒
 - Facebook Marketplace ☒
 - Facebook video feeds ☒

Audience definition

Your audience selection is fairly broad.

Specific ☐ Broad ☒

Estimated audience size: 303,000,000 - 356,500,000

Estimated daily results

Reach **23K-67K**

14 - FB Feeds - Insta Feeds

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with navigation icons. The main area displays the campaign 'Sky Asia Premium Travels - IP 2025' with 1 ad. The 'Placements' section is highlighted, showing a list of placement options under the 'Feeds' category. The 'Audience definition' panel on the right provides details about the audience selection, including an estimated size and daily reach results.

Placements

- Feeds
 - Get high visibility for your business with ads in feeds
 - Facebook Feed ☒
 - Facebook profile feed ☐
 - Instagram feed ☒
 - Instagram profile feed ☐
 - Facebook Marketplace ☐
 - Facebook video feeds ☐
 - Facebook right column ☐
 - Instagram Explore ☐
 - Instagram Explore home ☐
 - Messenger inbox ☐
 - Facebook Business Explore ☐

Audience definition

Your audience selection is fairly broad.

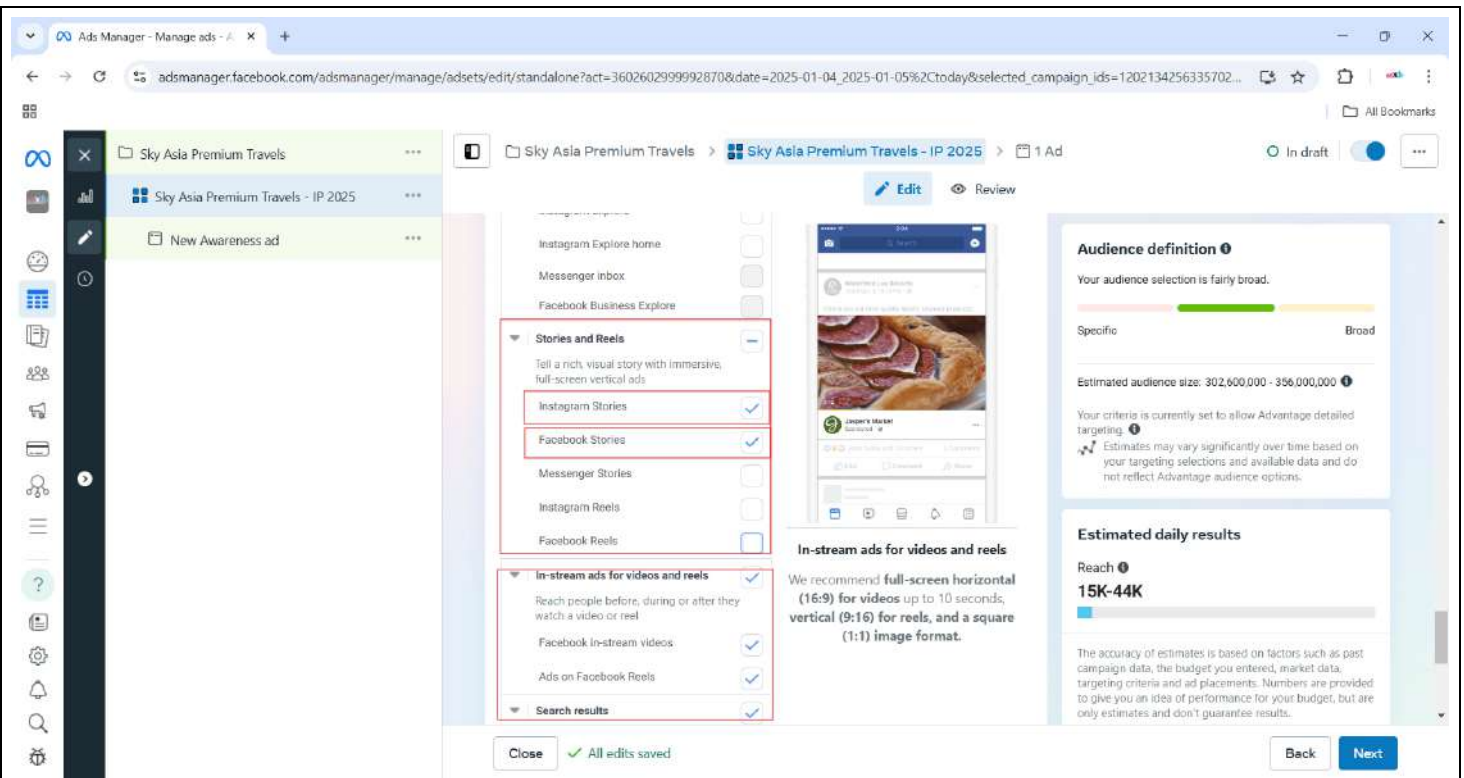
Specific ☐ Broad ☒

Estimated audience size: 303,000,000 - 356,500,000

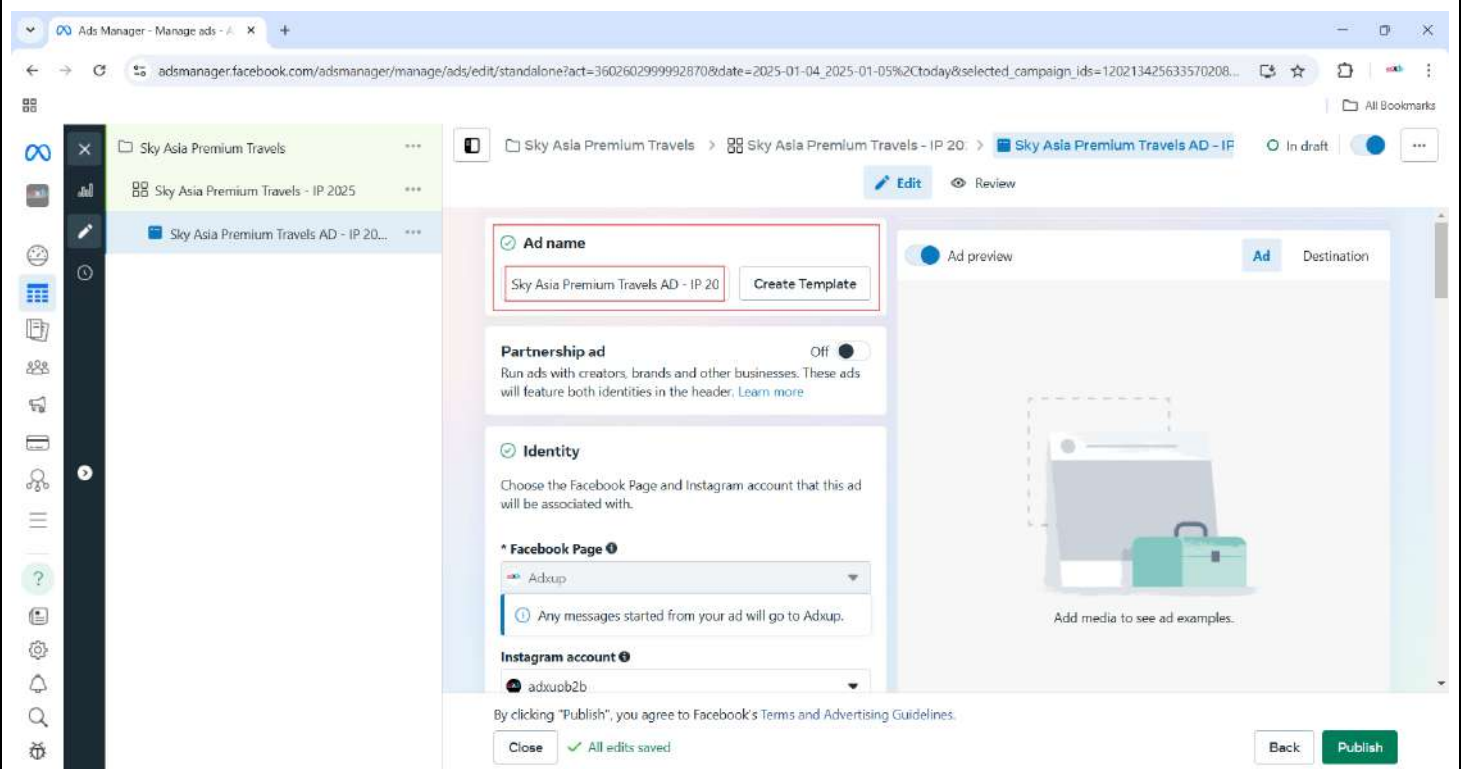
Estimated daily results

Reach **23K-67K**

15 - FB Stories - Insta Stories



16 - AD Name



17 - AD Setup - Single Video - Image

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=120213425633570208...

Sky Asia Premium Travels

Sky Asia Premium Travels - IP 2025

Sky Asia Premium Travels AD - IP 20...

Edit Review

Ad setup

Create Ad

Format

Choose how you'd like to structure your ad.

☒ Single image or video
One image or video, or a slideshow with multiple images

☐ Carousel
Two or more scrollable images or videos

☐ Collection
A group of items that opens into a full-screen mobile experience

Instant Experience option has moved
You can now add an Instant Experience for your ad in the new Destination section below.

☒ Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

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

Close All edits saved Back Publish

Ad preview

Destination

Add media to see ad examples.

18 - Destination - Messaging Apps

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=120213425633570208...

Sky Asia Premium Travels

Sky Asia Premium Travels - IP 2025

Sky Asia Premium Travels AD - IP 20...

Edit Review

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

☐ Instant Experience
Send people to a fast-loading, mobile-optimised experience.

☐ Website
Send people to your website.

☐ Call
Let people call you directly.

☒ Messaging apps
Send people to Messenger, Instagram and WhatsApp.

☐ Messenger
Adxup

☐ Instagram
@adxupb2b

☒ WhatsApp
+91 98663 14608

+91 98... Connect another number

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

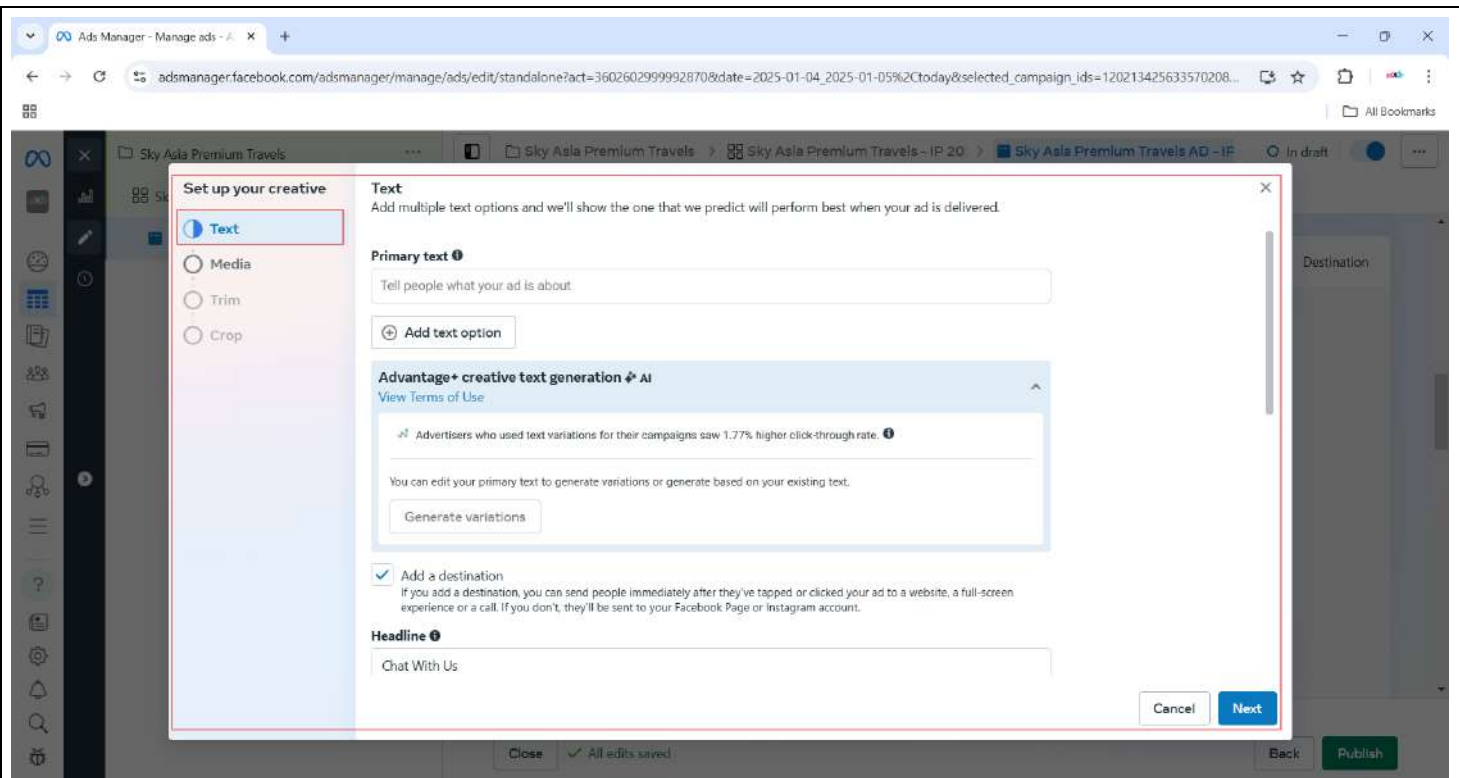
Close All edits saved Back Publish

Ad preview

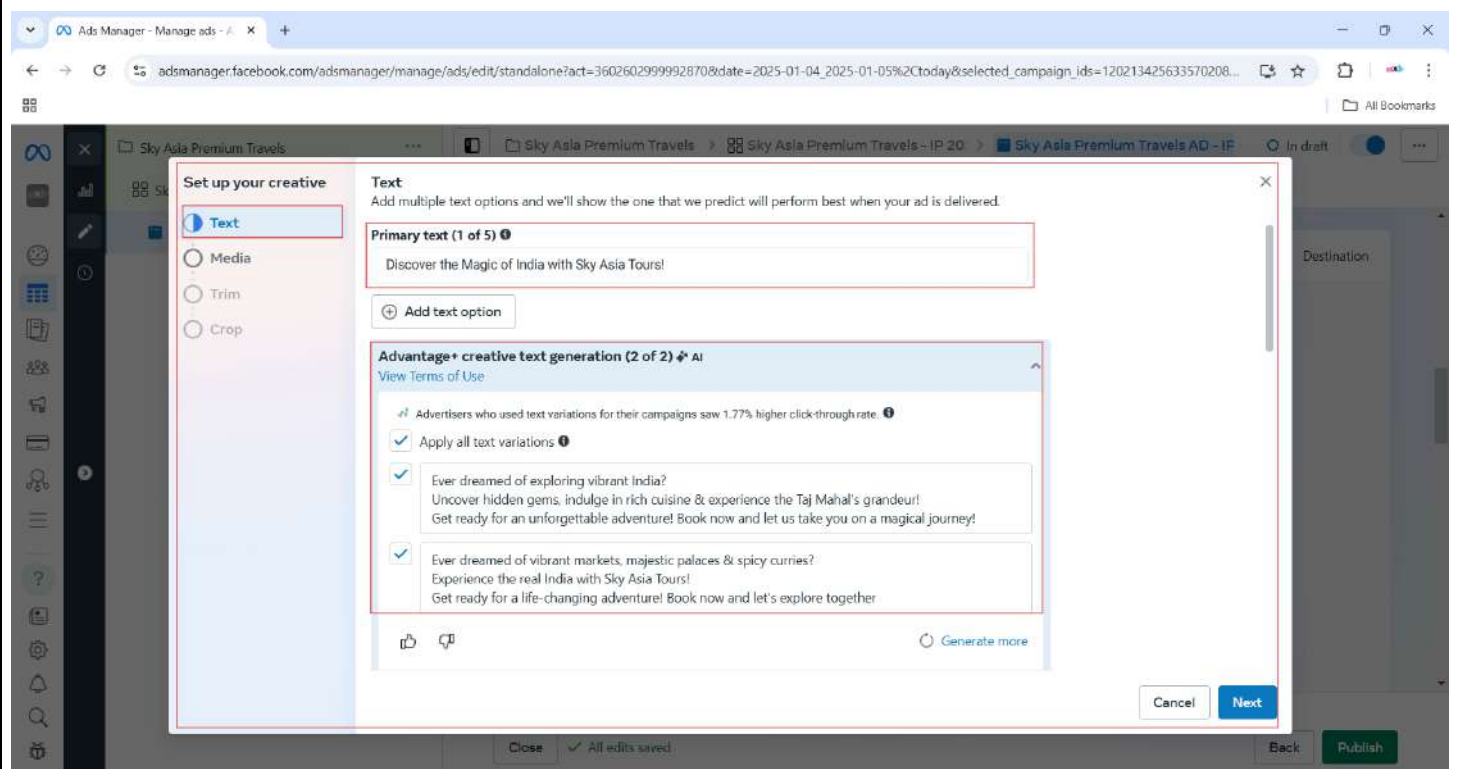
Destination

Add media to see ad examples.

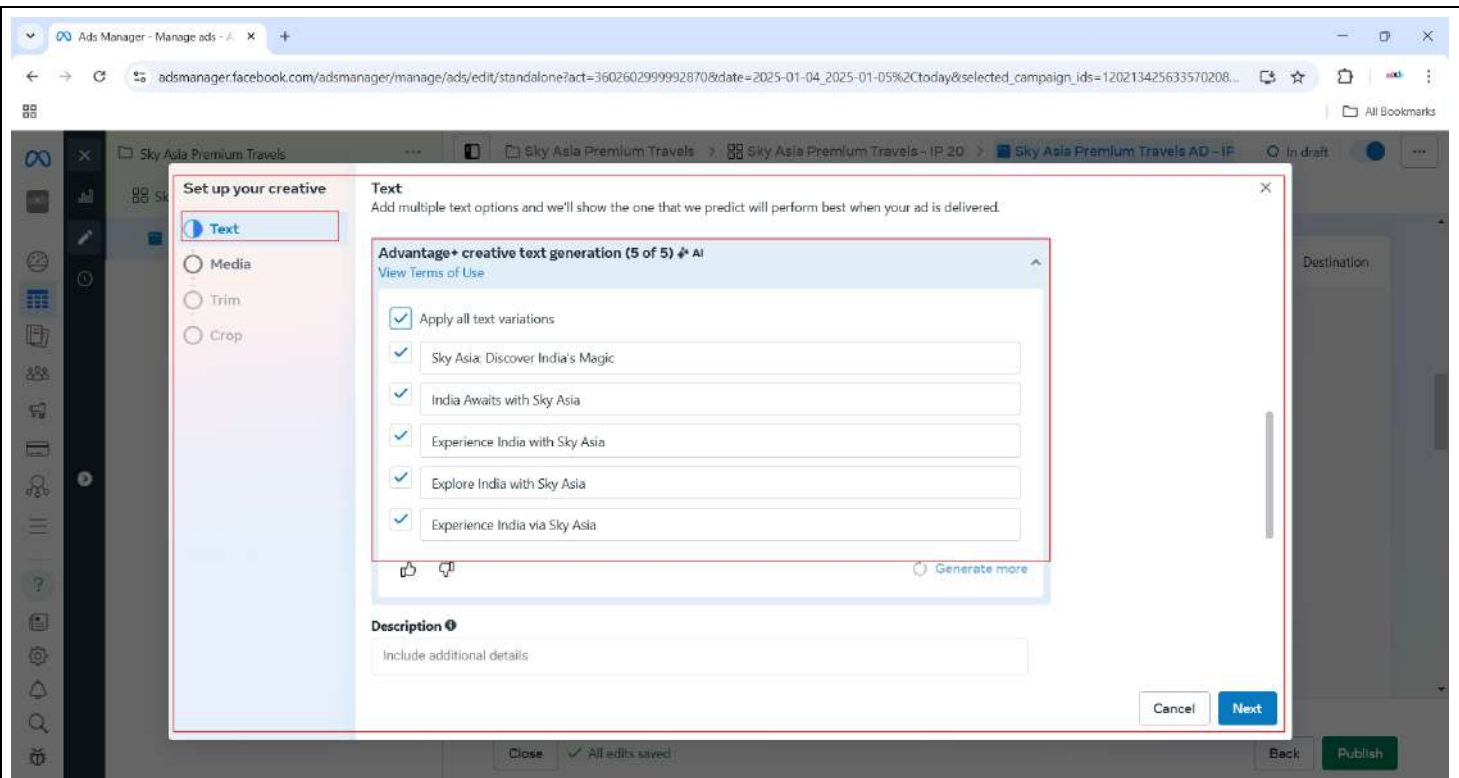
19 - Creative Setup



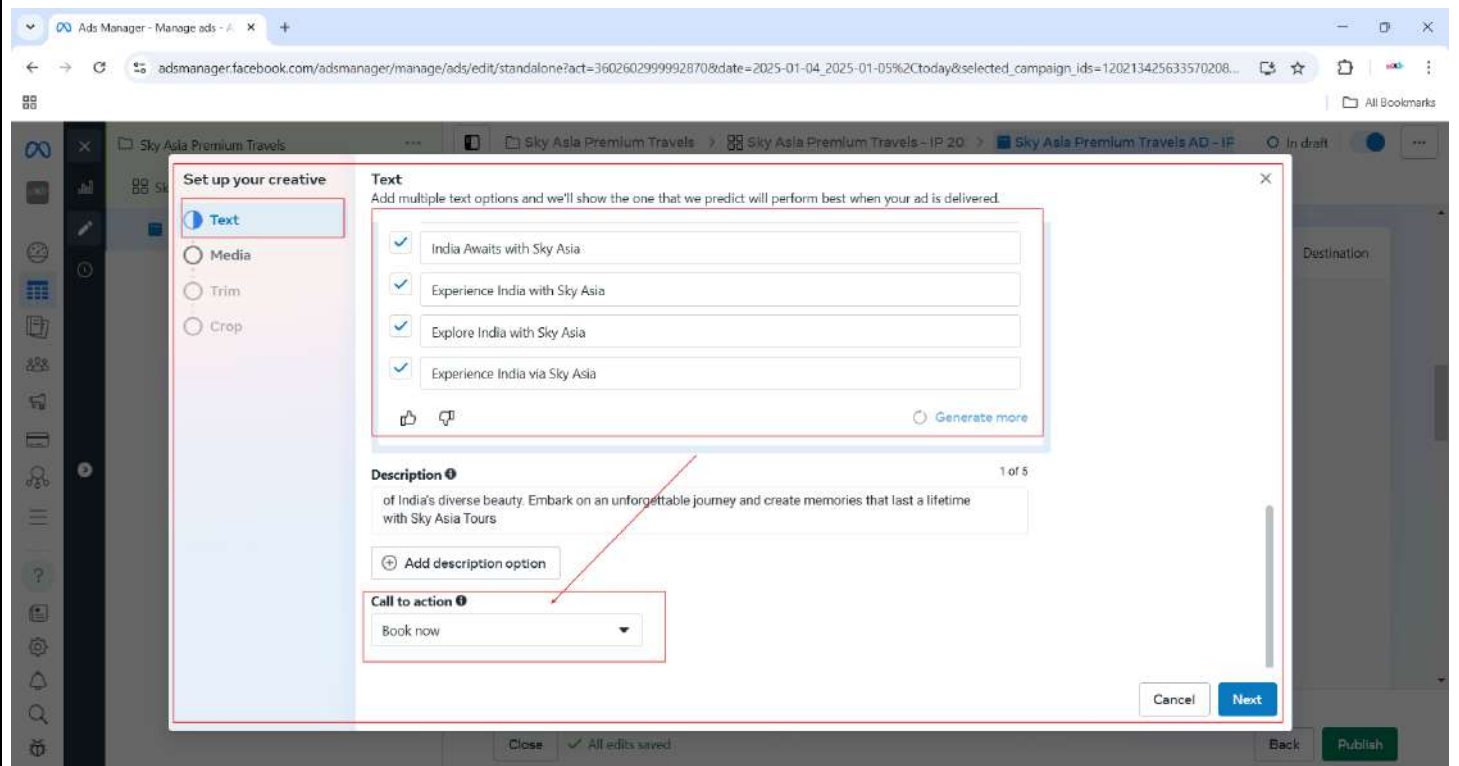
20 - Creative Setup - Primary Text - 1



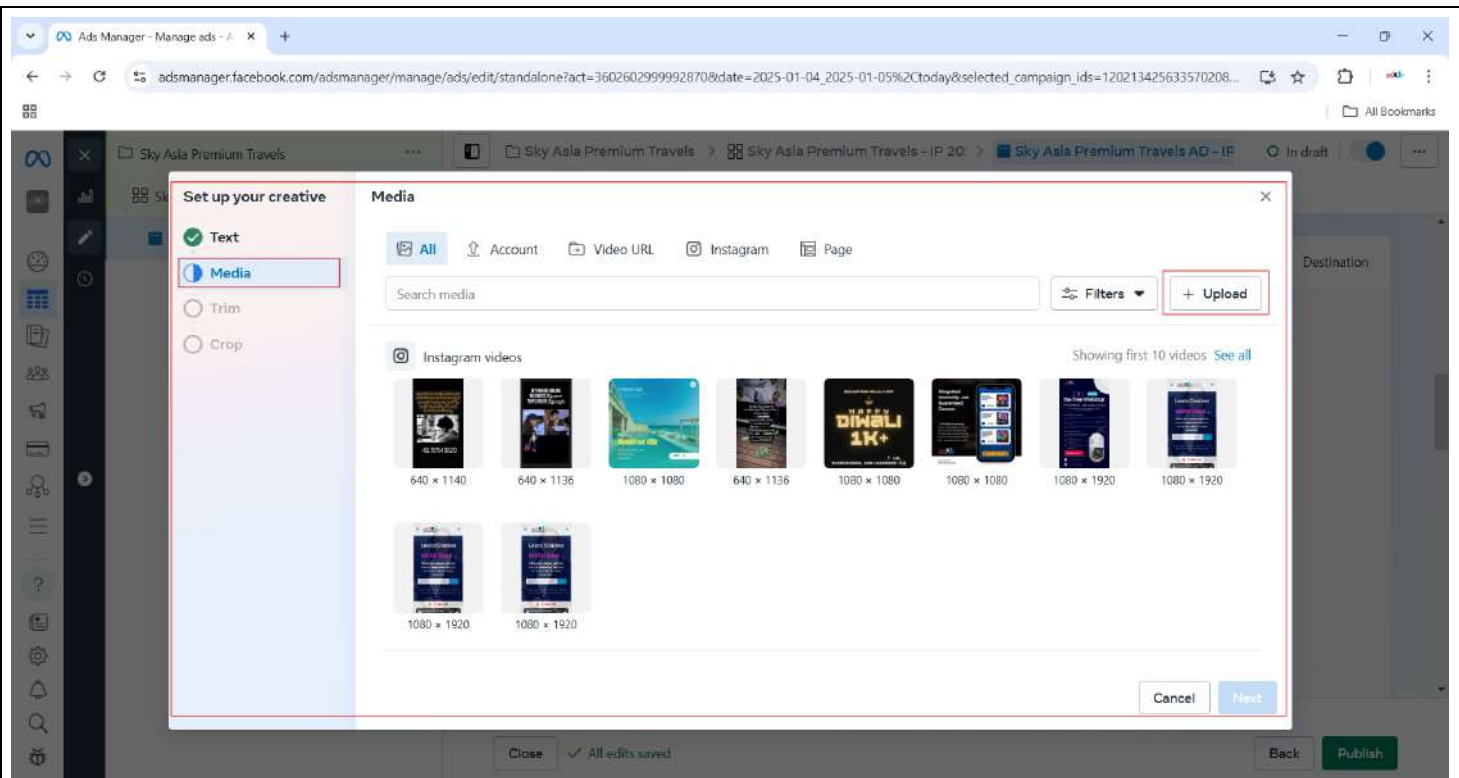
21 - Creative Setup - Text Variations



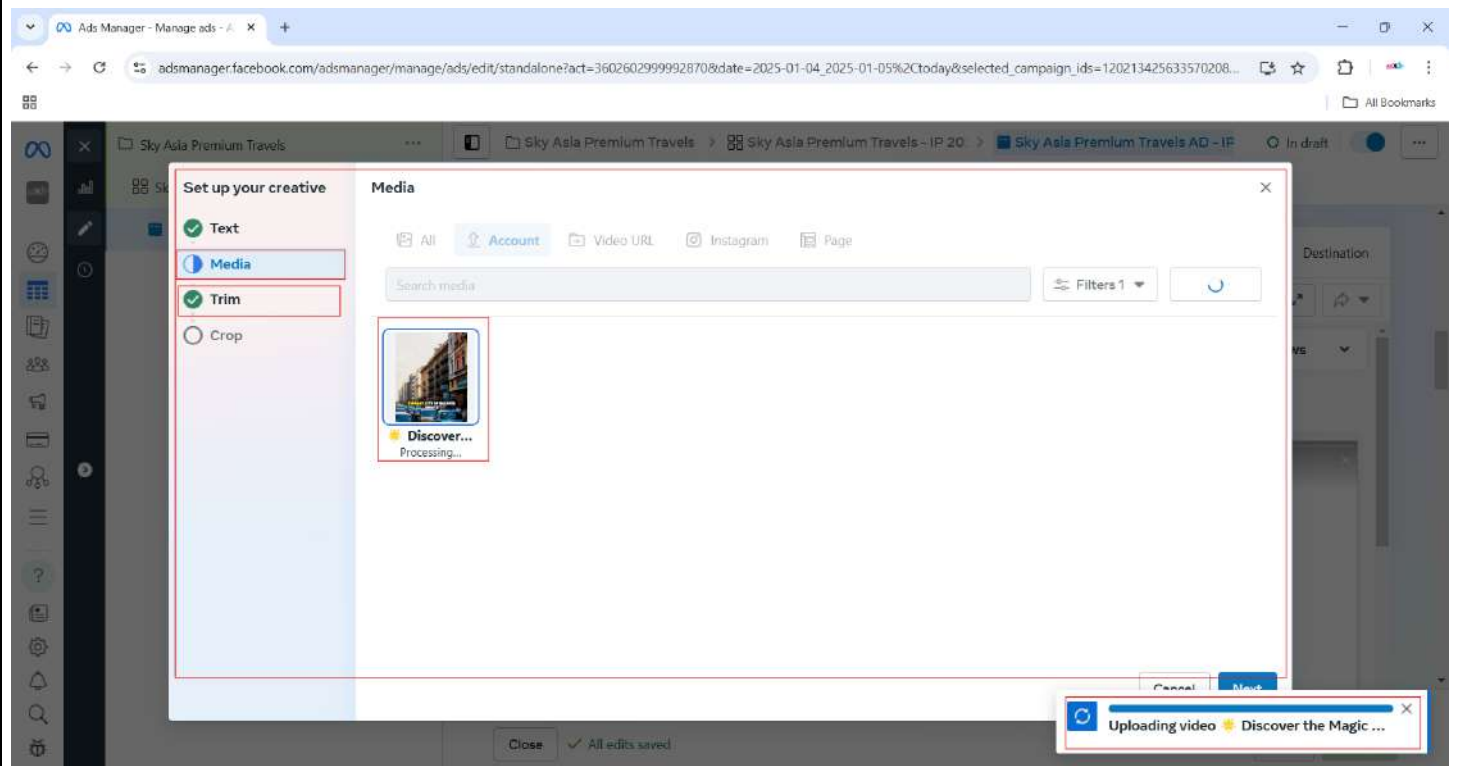
22 - Creative Setup - Description - CallToAction



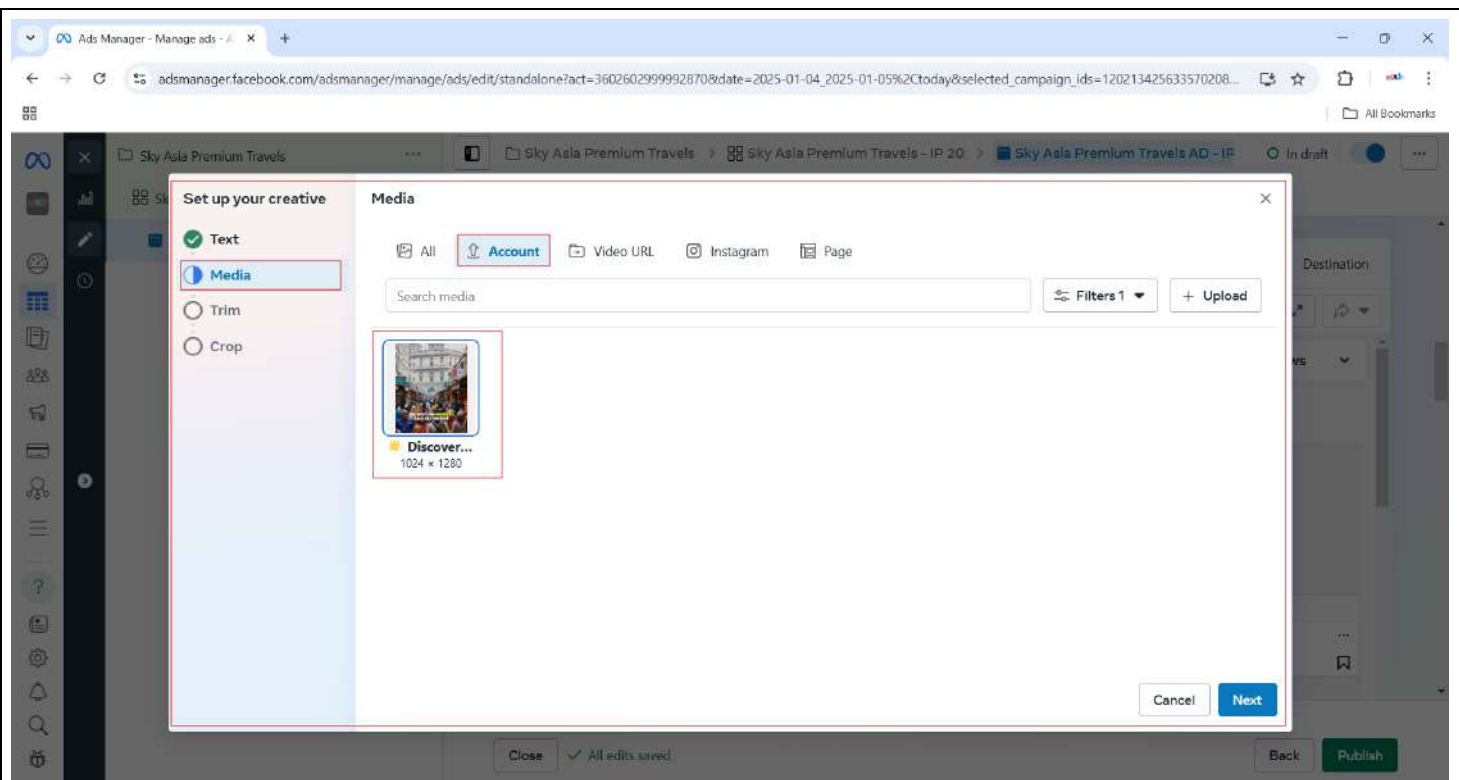
23 - Creative Setup - Media



24 - Creative Setup - Uploading Video



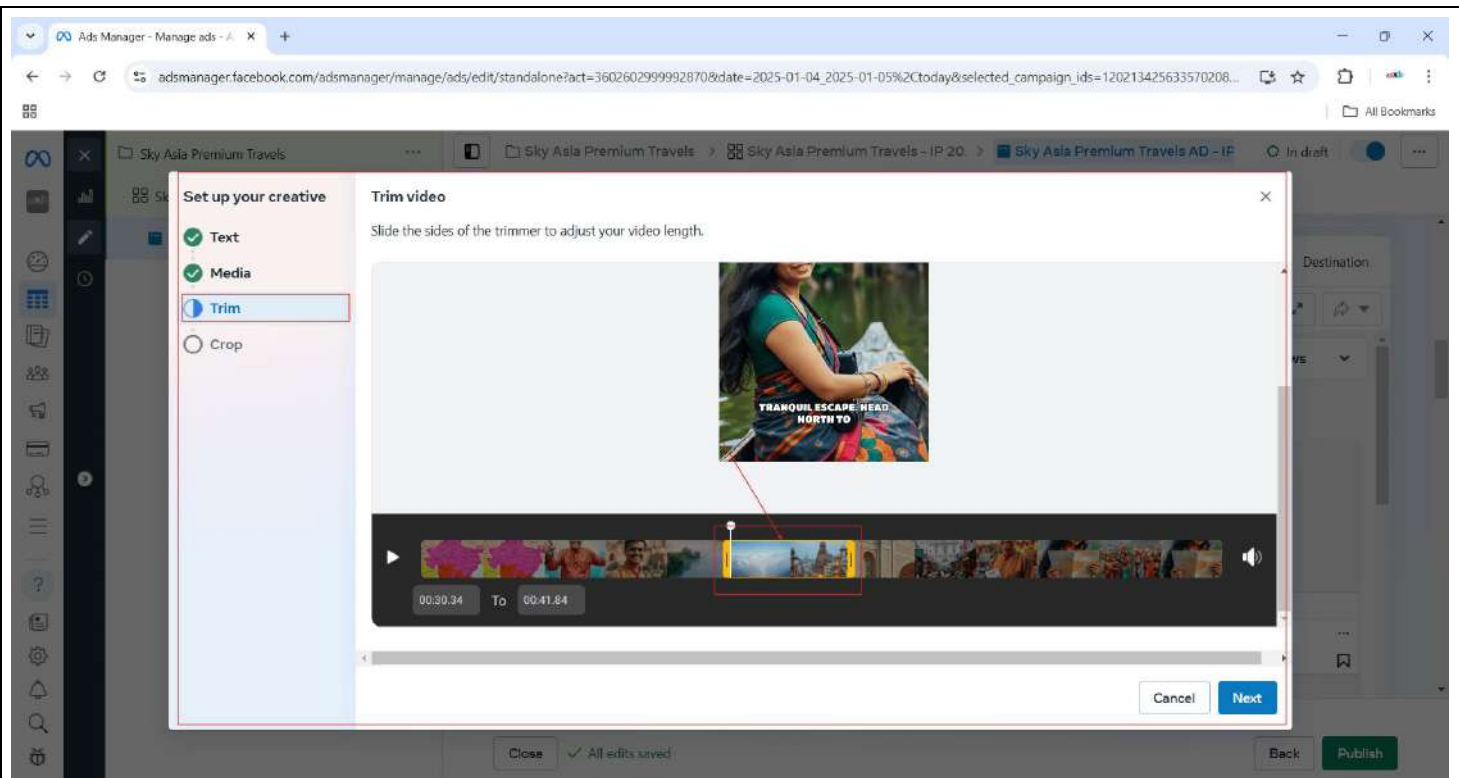
25 - Creative Setup - Video Uploaded Successfully



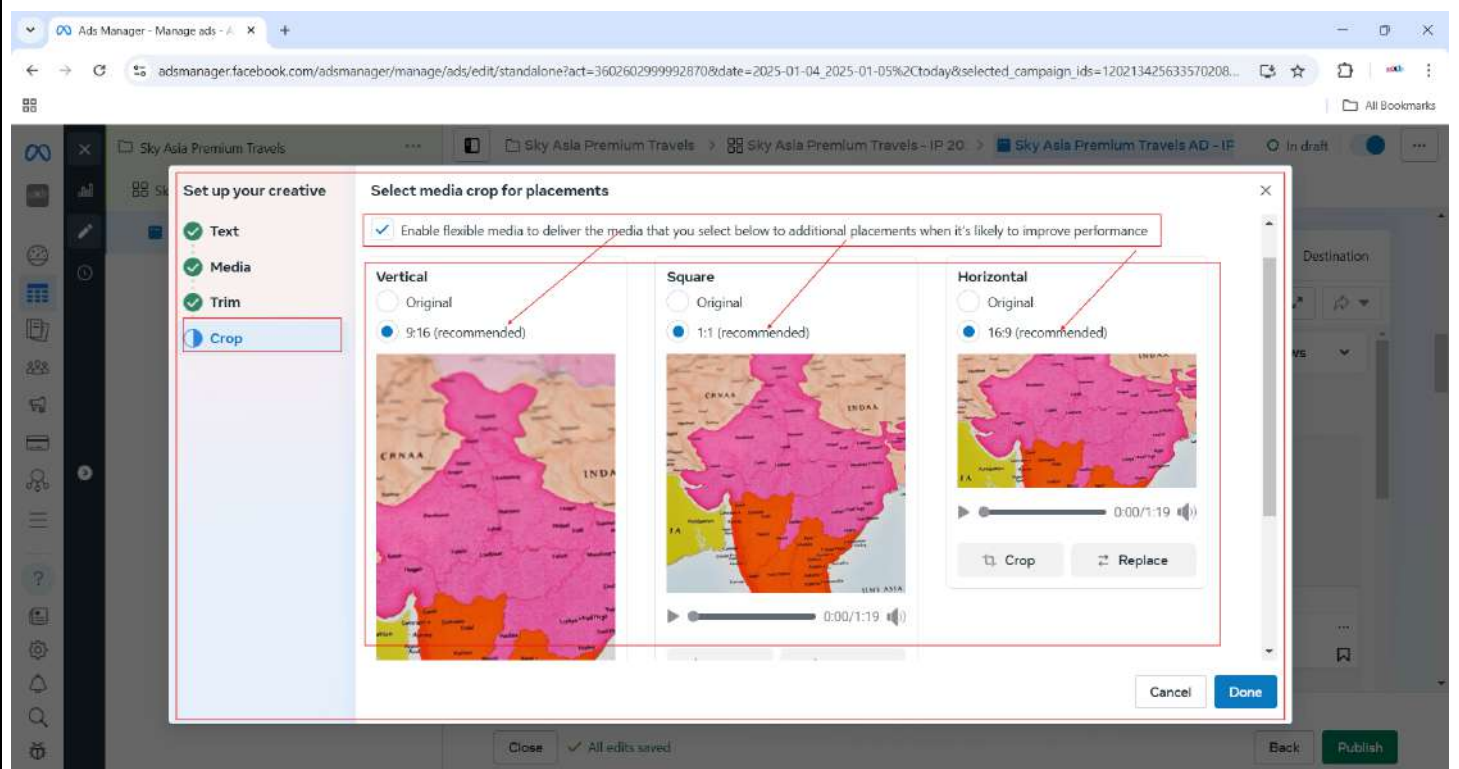
26 - Creative Setup - Trim - 15 Seconds



27 - Creative Setup - Trim - Selected - 15 Seconds Video



28 - Creative Setup - Media Crop - Selected Placements



29 - AD Creatives - AD Previews

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=120213425633570208...

Sky Asia Premium Travels

Sky Asia Premium Travels - IP 2025

Sky Asia Premium Travels AD - IP 20...

Edit Review

Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Ad creative
Select and optimise your ad text, media and enhancements.

*** Media**
9 placements

- Feeds, In-stream ads for videos and reels, Search results**
9 placements (5 customised)
- Stories and Reels, Apps and sites**
3 placements (3 customised)
- Facebook Search results**
Customised

Flexible media
Enabled

Now your call to action for Instagram Stories will be

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

Close All edits saved Back Publish

Ad preview

You can now see more variations of your ad in previews

Facebook Feeds Instagram Feed

Ad preview shows variations of the ad in Facebook Feeds and Instagram Feed.

30 - CallToAction - Feeds

Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_campaign_ids=120213425633570208...

Sky Asia Premium Travels

Sky Asia Premium Travels - IP 2025

Sky Asia Premium Travels AD - IP 20...

Edit Review

Description
UNLOCK YOUR OWN HORIZONS WITH SKY ASIA TOURS. EMBARK ON AN UNFORGETTABLE JOURNEY AND CREATE MEMORIES THAT LAST A LIFETIME WITH SKY ASIA TOURS.

Call to action
Book now

Destination
Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

- ☐ Instant Experience
Send people to a fast-loading, mobile-optimised experience.
- ☐ Website
Send people to your website.
- ☐ Call
Let people call you directly.
- ☒ Messaging apps
Send people to Messenger, Instagram and WhatsApp.

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

Close Verifying your edits... Back Publish

Ad preview

Facebook Feeds Instagram Feed

Ad preview shows variations of the ad in Facebook Feeds and Instagram Feed.

31 - All - Creative AD - Displays - 1

Facebook Ads Manager interface showing the setup for a Creative Ad. The left sidebar contains navigation icons. The main area displays the ad configuration for "Sky Asia Premium Travels AD - IP 20...".

Description: OFFERING CARICORN REWARDS THAT CAPTURE THE ESSENCE OF India's diverse beauty. Embark on an unforgettable journey and create memories that last a lifetime with Sky Asia Tours.

Call to action: Book now

Destination: Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

- ☐ Instant Experience: Send people to a fast-loading, mobile-optimised experience.
- ☐ Website: Send people to your website.
- ☐ Call: Let people call you directly.
- ☒ Messaging apps: Send people to Messenger, Instagram and WhatsApp.

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

Ad preview: The preview shows the ad as it will appear on Facebook and Instagram. It includes a video thumbnail with the text "TRANQUIL ESCAPE. HEAD NORTH TO..." and a post from "adXup" with the text "SACRED GANGES. DISCOVER THE ARCHITECTURAL..."

Buttons: Close, All edits saved, Back, Publish

32 - All - Creative AD - Displays - 2

Facebook Ads Manager interface showing the setup for a Creative Ad. The left sidebar contains navigation icons. The main area displays the ad configuration for "Sky Asia Premium Travels AD - IP 20...".

Destination: Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

- ☐ Instant Experience: Send people to a fast-loading, mobile-optimised experience.
- ☐ Website: Send people to your website.
- ☐ Call: Let people call you directly.
- ☒ Messaging apps: Send people to Messenger, Instagram and WhatsApp.

Messaging apps: Send people to Messenger, Instagram and WhatsApp.

- ☐ Messenger: adXup
- ☐ Instagram: @adxupb2b
- ☒ WhatsApp: +91 98663 14608

+91 98... or Connect another number

You can connect a maximum of 50 WhatsApp numbers per Facebook Page. Edit number connections in Page settings.

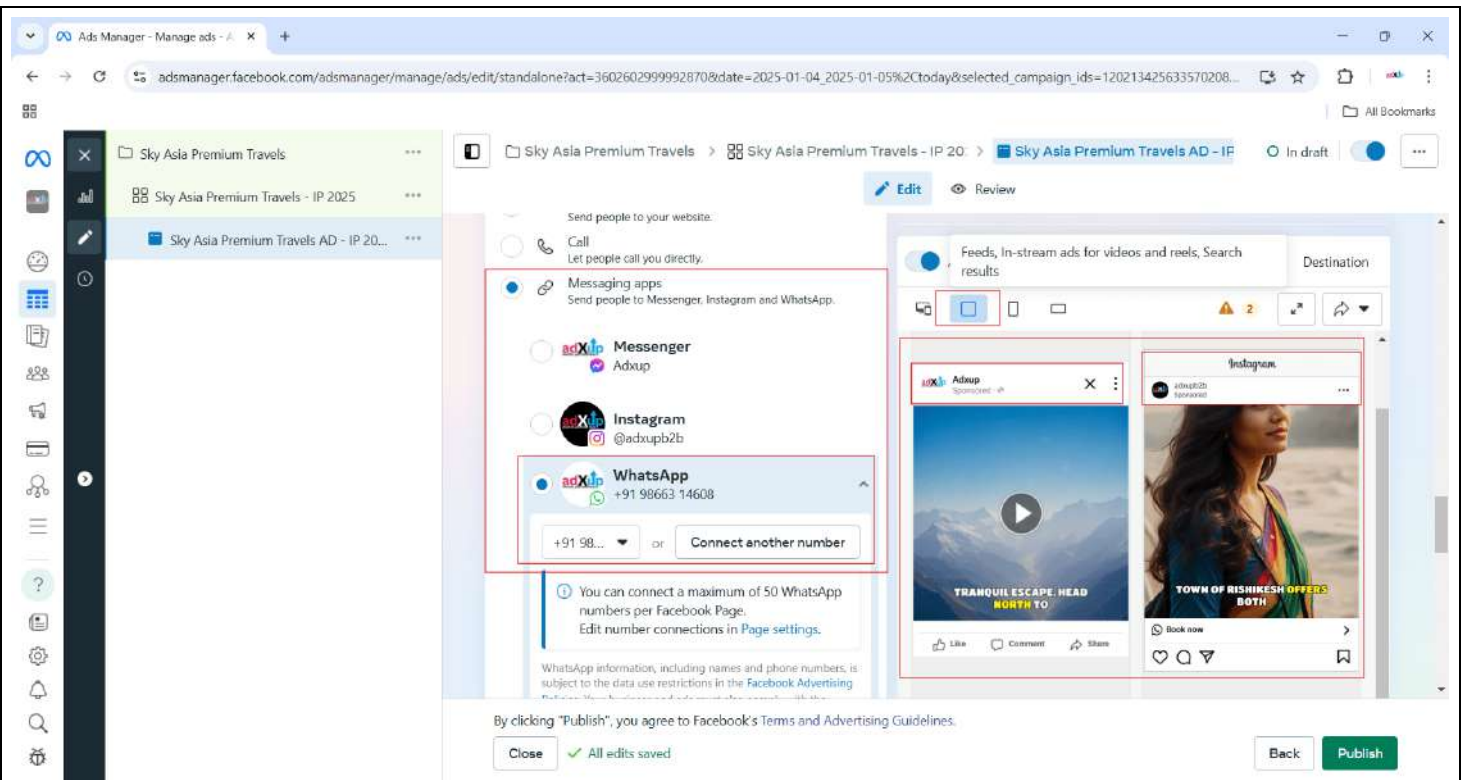
WhatsApp information, including names and phone numbers, is subject to the data use restrictions in the Facebook Advertising

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

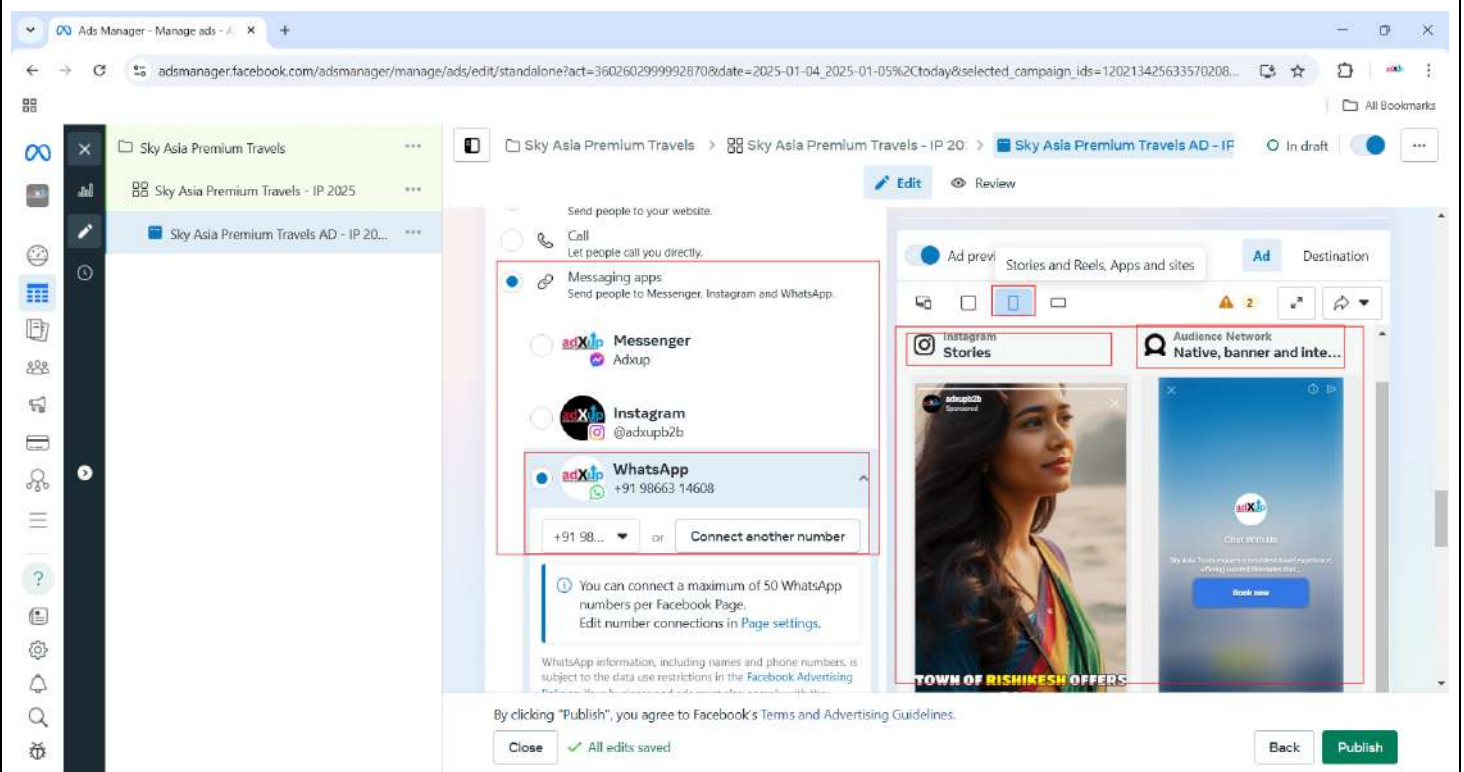
Ad preview: The preview shows the ad as it will appear on Facebook and Instagram. It includes a video thumbnail with the text "TRANQUIL ESCAPE. HEAD NORTH TO..." and a post from "adXup" with the text "WONDERS OF AGRA, HOME TO..."

Buttons: Close, All edits saved, Back, Publish

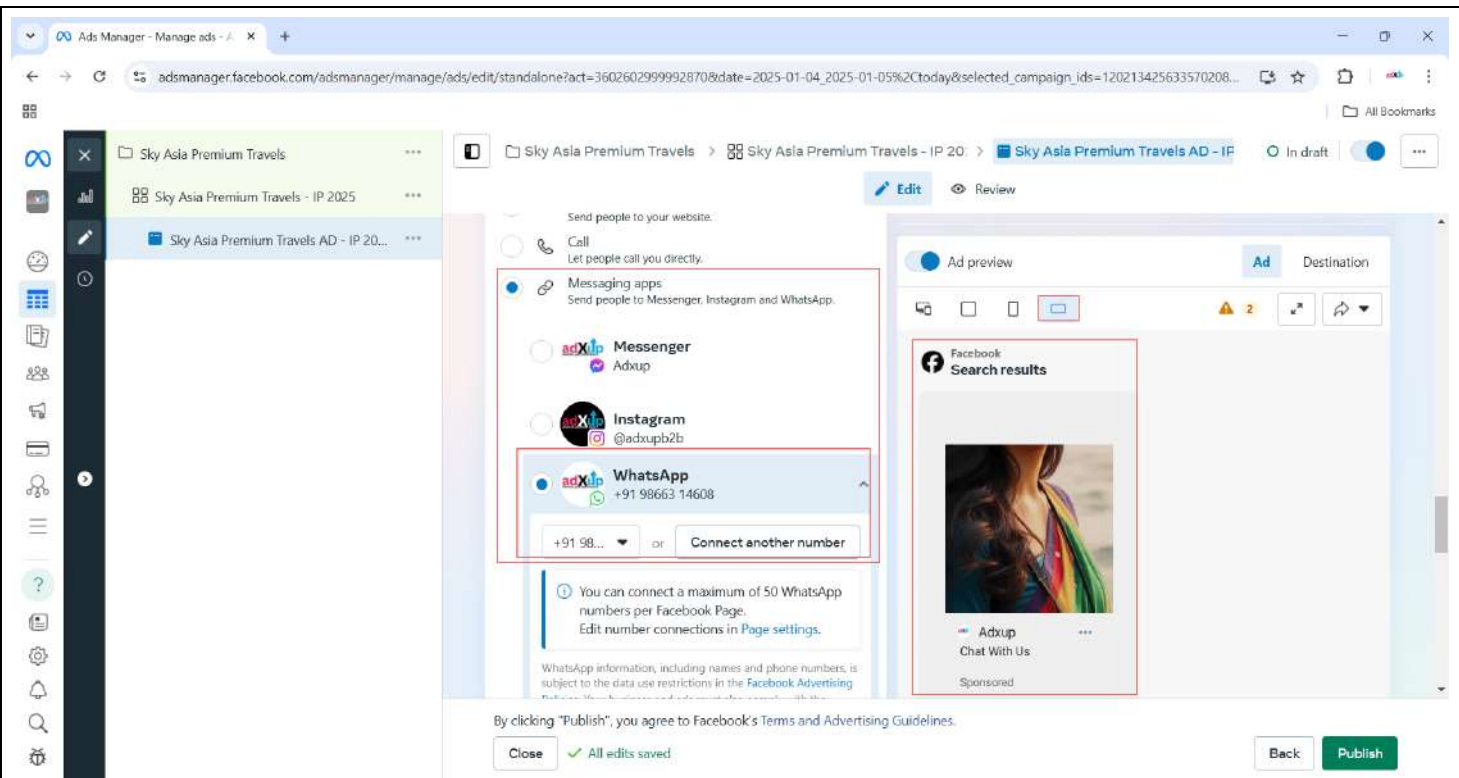
33 - Square - Creative AD - Displays



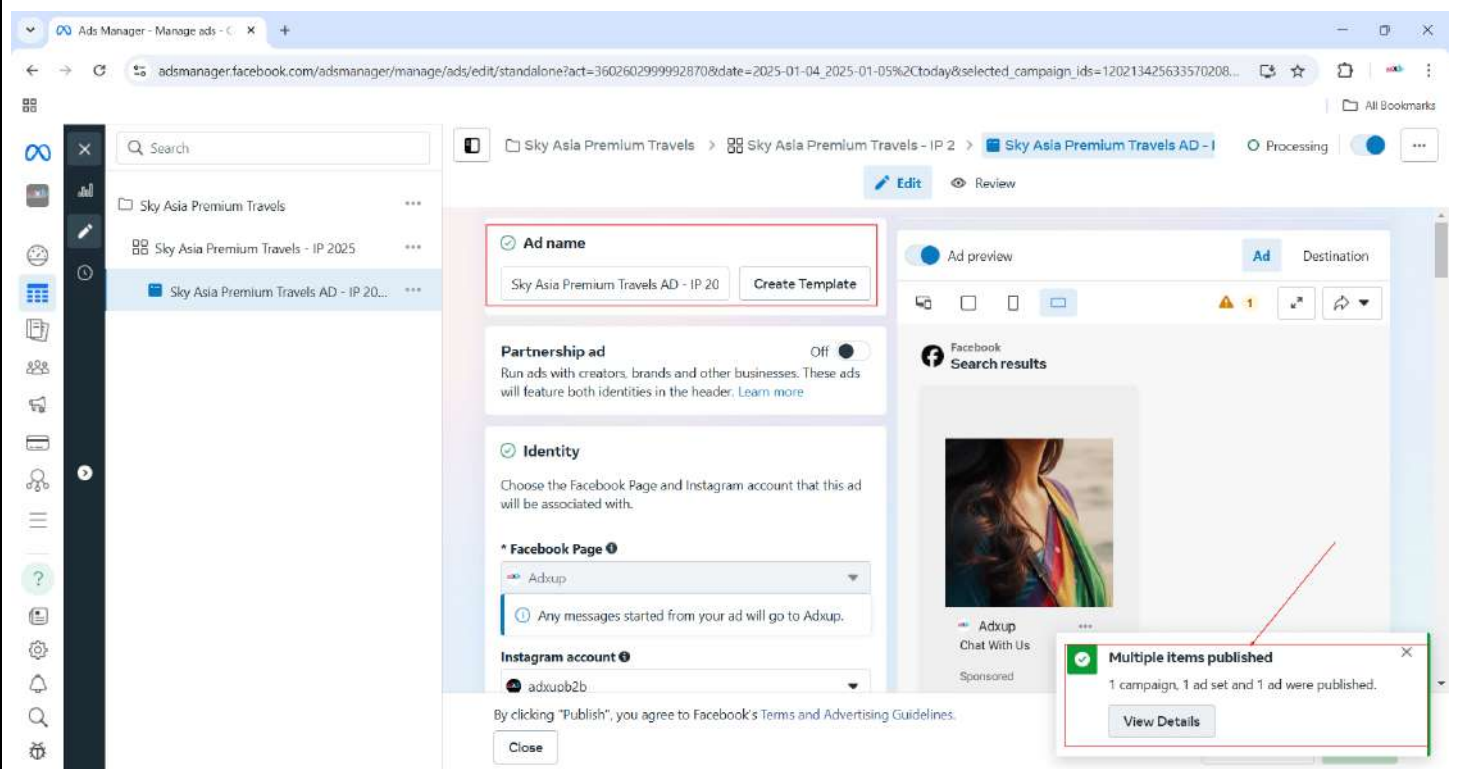
34 - 9-16 Ratio - Creative AD - Displays



35 - 16-9 Ratio - Creative AD - Displays



36 - Multiple Items - Published



37 - Published AD

Ads Manager - Manage ads - x

adsmanager.facebook.com/adsmanager/manage/campaigns?act=360260299992870&breakdown_regrouping=1&date=2025-01-04_2025-01-05%2Ctoday

Campaigns 360260299992870 (36026...)

Updated just now Review and publish

All ads Active ads Had delivery See more Create a view

Search and filter

Campaigns Ad sets Ads Today: 12 Jan 2025

+ Create Duplicate Edit A/B test More Columns: Setup Breakdown Reports Export Charts

Off/On	Campaign	Bid strategy	Budget	Campaign spending limit	Objective	Buying type	Campaign ID
<input checked="" type="checkbox"/>	Sky Asia Premium Travels	Using ad set bid strat...	Using ad set budget	—	Awareness	Auction	12021342563357020
<input type="checkbox"/>	[14/07/2024] Promoting https://api.whatsapp.com/...	Highest volume	₹494.00 Daily	—	Traffic	Auction	12020922224034020
<input type="checkbox"/>	[12/07/2024] Promoting https://api.whatsapp.com/...	Highest volume	₹494.00 Daily	—	Messages	Auction	12020918583253020
<input type="checkbox"/>	[16/06/2024] Promoting https://api.whatsapp.com/...	Highest volume	₹494.00 Daily	—	Messages	Auction	12020868348166020

38 - Ads - List

Ads Manager - Manage ads - x Facebook

adsmanager.facebook.com/adsmanager/manage/ads?act=360260299992870&date=2025-01-04_2025-01-05%2Ctoday&selected_ad_ids=120213425633610208&breakdown_regrouping...

Ads 360260299992870 (36026...)

Updated just now Review and publish

All ads Active ads Had delivery See more Create a view

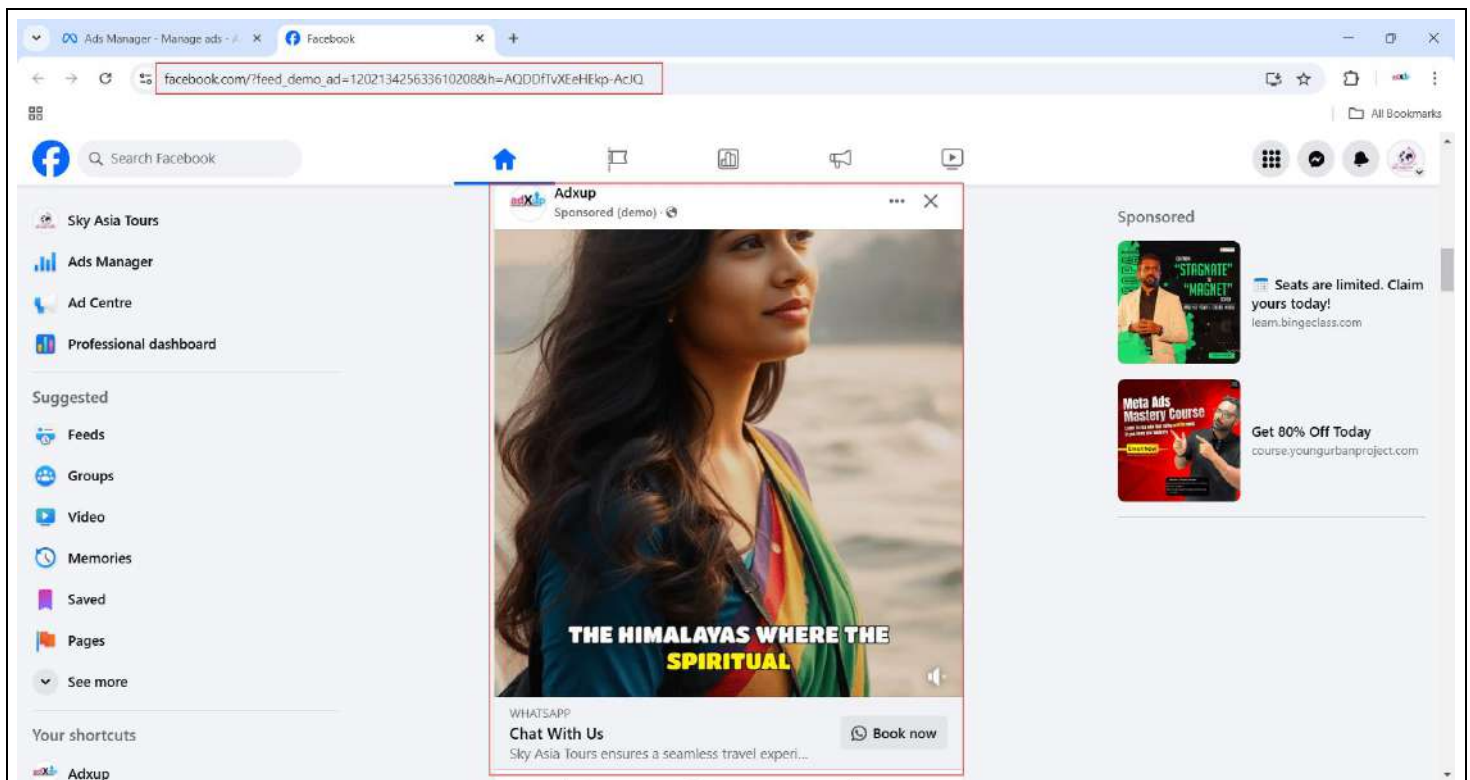
Search and filter

Campaigns Ad sets Ads 1 selected x Today: 12 Jan 2025

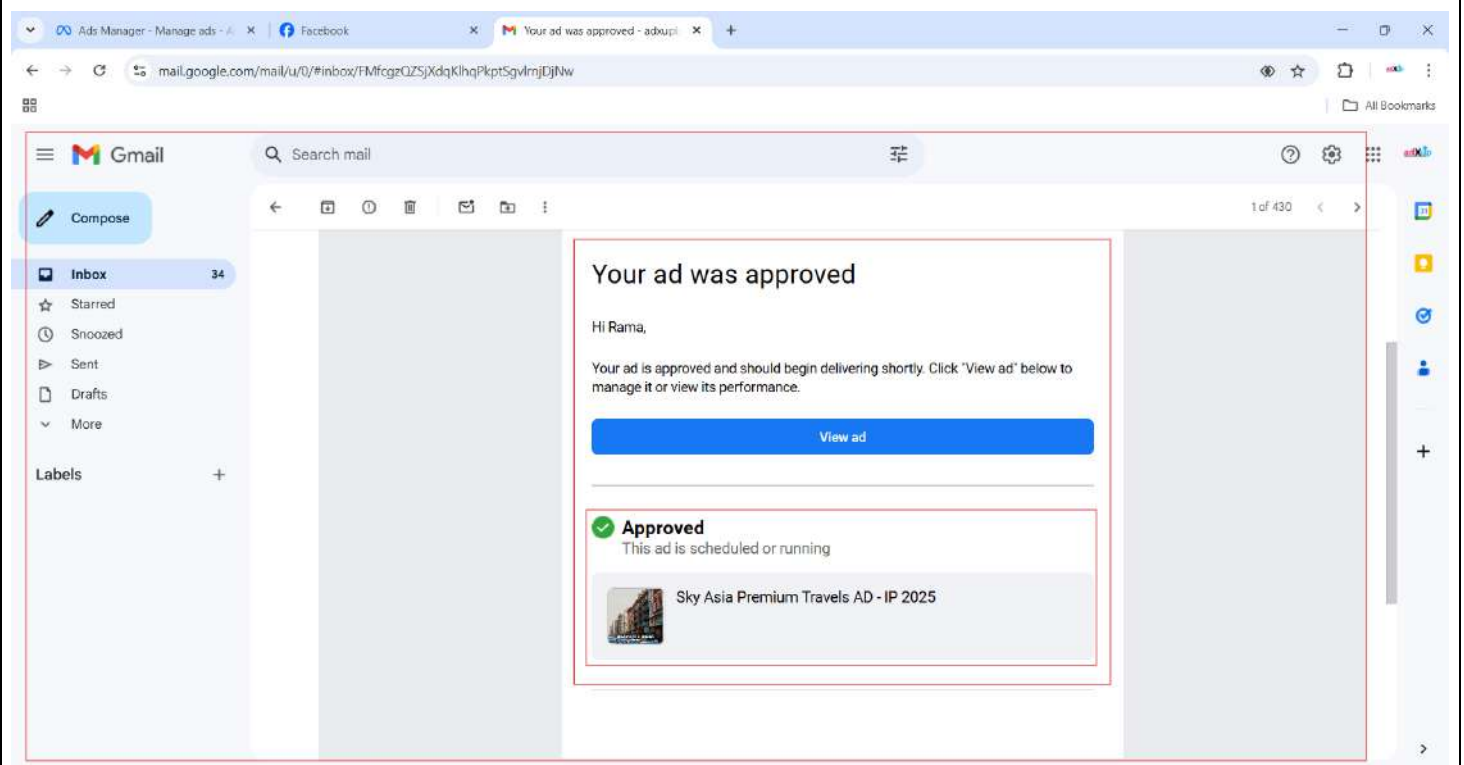
+ Create More

Off/On	Ad	Preview link	Link (ad settings)	URL parameters	Meta pixel	App event	Offline event
<input checked="" type="checkbox"/>	Sky Asia Premium Travels AD - IP 2025	Preview ad	https://api.wha...		—	—	—
<input type="checkbox"/>	[14/07/2024] Promoting https://api.whatsap...	Preview ad	https://api.wha...		—	—	—
<input type="checkbox"/>	[12/07/2024] Promoting https://api.whatsap...	Preview ad	https://api.wha...		—	—	—
<input type="checkbox"/>	[16/06/2024] Promoting https://api.whatsap...	Preview ad	https://api.wha...		—	—	—

39 - Created AD - Preview



40 - Created AD – Approved



Detailed Documentation or Report about Sky Asia Tours – Facebook Ads Assignment:

Question / Task 5: What will be the duration of your campaign and why?

Duration of the Campaign: 1 month

Why:

- 1. Objective Alignment:** The **primary objective** of Sky Asia Tours is to **drive consideration** among its **target audience** and **achieve** close to **5 million video views** while **reaching 12 million category users**. A **one-month campaign duration** is **sufficient to achieve** these goals, given the **targeted** and **focused** nature of the **objectives**.
- 2. Content Utilization:** Sky Asia Tours has **produced 10 new promotional videos**. A **one-month campaign** allows for the **effective rotation** and **promotion of these videos**, ensuring that **each video gets adequate exposure** without **overwhelming the audience**.
- 3. Audience Engagement:** A shorter, more **intensive campaign** can **capture the audience's attention** more effectively. By concentrating efforts within a month, Sky Asia Tours can **create a sense of urgency** and **excitement**, encouraging **viewers to engage** with the **content promptly**.
- 4. Budget Efficiency:** A one-month campaign allows for a **concentrated budget allocation**, ensuring that the **advertising spend** is **maximized for impact**. This approach can help in **achieving the desired reach** and **video views more efficiently**.
- 5. Performance Monitoring:** A shorter campaign duration makes it easier to **monitor performance** and **make real-time adjustments**. This allows Sky Asia Tours to **quickly assess what is working** and **what needs improvement**, ensuring optimal results.

6. Market Dynamics: The **travel industry** is **dynamic**, and **consumer behavior** can change rapidly. A one-month campaign allows Sky Asia Tours to **capitalize on current market trends** and **consumer interests**, ensuring that the **promotional efforts** are **timely** and **relevant**.

By focusing on a one-month campaign, Sky Asia Tours can **achieve** its goals of **driving consideration, increasing video views, and reaching a broad audience effectively and efficiently**.

Detailed Documentation or Report about Sky Asia Tours – Facebook Ads Assignment:

Question / Task 6: What Insights will you track to measure the performance of your campaign?

To measure the performance of Sky Asia Tours' campaign on Facebook, focusing on driving consideration and video views, you should track the following insights:

1. Video Views:

- **Total Video Views:** Track the cumulative number of views for the 10 new promotional videos.
- **3-Second Video Views:** Monitor the number of views that last for at least 3 seconds to understand initial engagement.
- **10-Second Video Views:** Track views that last for at least 10 seconds to gauge deeper engagement.
- **Video Completion Rate:** Measure the percentage of viewers who watch the videos to completion.

2. Reach and Impressions:

- **Total Reach:** Track the number of unique users who see your ads.
- **Impressions:** Monitor the total number of times your ads are displayed.
- **Frequency:** Calculate the average number of times each user sees your ad.

3. Engagement Metrics:

- **Likes, Shares, and Comments:** Track these interactions to understand how users are engaging with your content.
- **Click-Through Rate (CTR):** Measure the percentage of users who click on your ads after seeing them.
- **Post Engagement:** Monitor overall engagement with your posts, including reactions, comments, and shares.

4. Audience Demographics:

- **Age and Gender:** Analyze the demographic breakdown of users engaging with your ads.
- **Geographic Location:** Track the performance of your ads in different regions to understand where your audience is most engaged.
- **Interest and Behavior:** Identify the interests and behaviors of users who are most responsive to your ads.

5. Cost Metrics:

- **Cost per Video View (CPV):** Calculate the cost of each video view to ensure cost-effectiveness.
- **Cost per Thousand Impressions (CPM):** Monitor the cost of reaching 1,000 users.
- **Cost per Click (CPC):** Track the cost of each click on your ads.

6. Conversion Metrics:

- **Website Traffic:** Measure the increase in website traffic driven by your Facebook Ads.
- **Leads and Inquiries:** Track the number of leads or inquiries generated from the campaign.
- **Bookings and Sales:** Monitor any direct bookings or sales that can be attributed to the campaign.

7. Brand Awareness Metrics:

- **Ad Recall Lift:** Use Facebook's Brand Lift studies to measure the increase in ad recall among your target audience.
- **Brand Sentiment:** Analyze comments and feedback to understand the sentiment towards your brand.

8. Campaign Performance Over Time:

- **Daily and Weekly Performance:** Track daily and weekly performance to identify trends and optimize the campaign in real-time.
- **Peak Performance Times:** Identify the times of day or days of the week when your ads perform best.

By tracking these insights, Sky Asia Tours can gain a comprehensive understanding of their **campaign's performance** and **make data-driven decisions** to **optimize** their **Facebook Ads strategy**.