

# Project Summary

## Mini Social Media Ad Campaign – Solar Pumps (Practice Project, 2025)

### Objective

To design and simulate a social media ad campaign for the solar pumps niche, demonstrating skills in content creation, keyword research, and campaign planning.

### Deliverables

- Ad Creatives → 3 posters designed in Canva focusing on energy savings, government subsidy benefits, and eco-friendly farming.
- Captions & Hashtags → Engaging captions with 6–10 targeted hashtags for each creative.
- Keyword Research → Identified 5+ relevant keywords (search volume, competition, CPC) using free SEO tools.
- Ad Campaign Plan → Defined campaign objectives, audience targeting, budget allocation, duration, and primary keywords in Excel.

### Campaign Plan Snapshot

- Objective: Lead Generation & Awareness
- Target Audience: Farmers (Age 25–55) in South India; Interests: Agriculture, Renewable Energy, Solar Energy
- Budget (Simulated): ₹1,000 for 7 days
- Primary Keywords: Solar Water Pump, Solar Irrigation Pump, Solar Pump Price
- Optimization Rules: Adjust creatives if CTR < 0.5%, refine audience if CPC > ₹25, shift budget to best-performing ad.

### Outcome

- Create visually appealing ad creatives using Canva.
- Write effective captions and hashtags for engagement.
- Perform keyword research and apply insights to campaign planning.
- Draft a mock ad strategy including targeting, budget, and optimization steps.