

Task 4B

1. What Platform to Use?

I would use the Meta Ads (Instagram and Facebook) for this campaign! Our aim is a single social media image, and Meta is built for this kind of visual campaign. CA Foundation students spend so much time on social media and will be able to see our ad in the environment they already spend time in. Also, our audience is young and relatively early- to mid-career professionals, so it makes sense to market to them on Meta's platforms.

2. The Structure of a Basic Campaign

Audience Targeting: We will be very specific here. Our target audience will be young people in India, likely between the ages of 18 and 22, who will be preparing for the CA Foundation Exam. We can use interest targeting to reach students who are interested in accounting, finance, or other competitive exams. We may also use college targeting, specifically targeting students from known CA exam prep colleges.

Campaign Objective: Our call to action will aim to get students to click on the ad and visit the Diagnostic Test page. As such, we will choose a campaign objective of Traffic or Conversions, so we will be directing traffic fully. The desired behavior we want them to take is to take the first step to begin preparing.

Budget Split: A suitable amount for a test budget would be around ₹5,000, and we would run the campaign for around a week.