

Project Report

DIGITAL MARKETING

Project title:

Creating A Social Media Ad Campaign in Facebook

Team members:

V. saranya(BF386793587AFE695774DD6D7B02F44C)

V. Anuradha (3D89B47019B9B01BA3840C101DC18002)

B. Pavithra (447FCE7E7610309974842593E8ED7B6B)

M.Deepika (E6C980F677E3BEFA6CB43F2CE07B810D)

Team Id:

NM2023TMID05665

1 INTRODUCTION

1.1 OVER VIEW

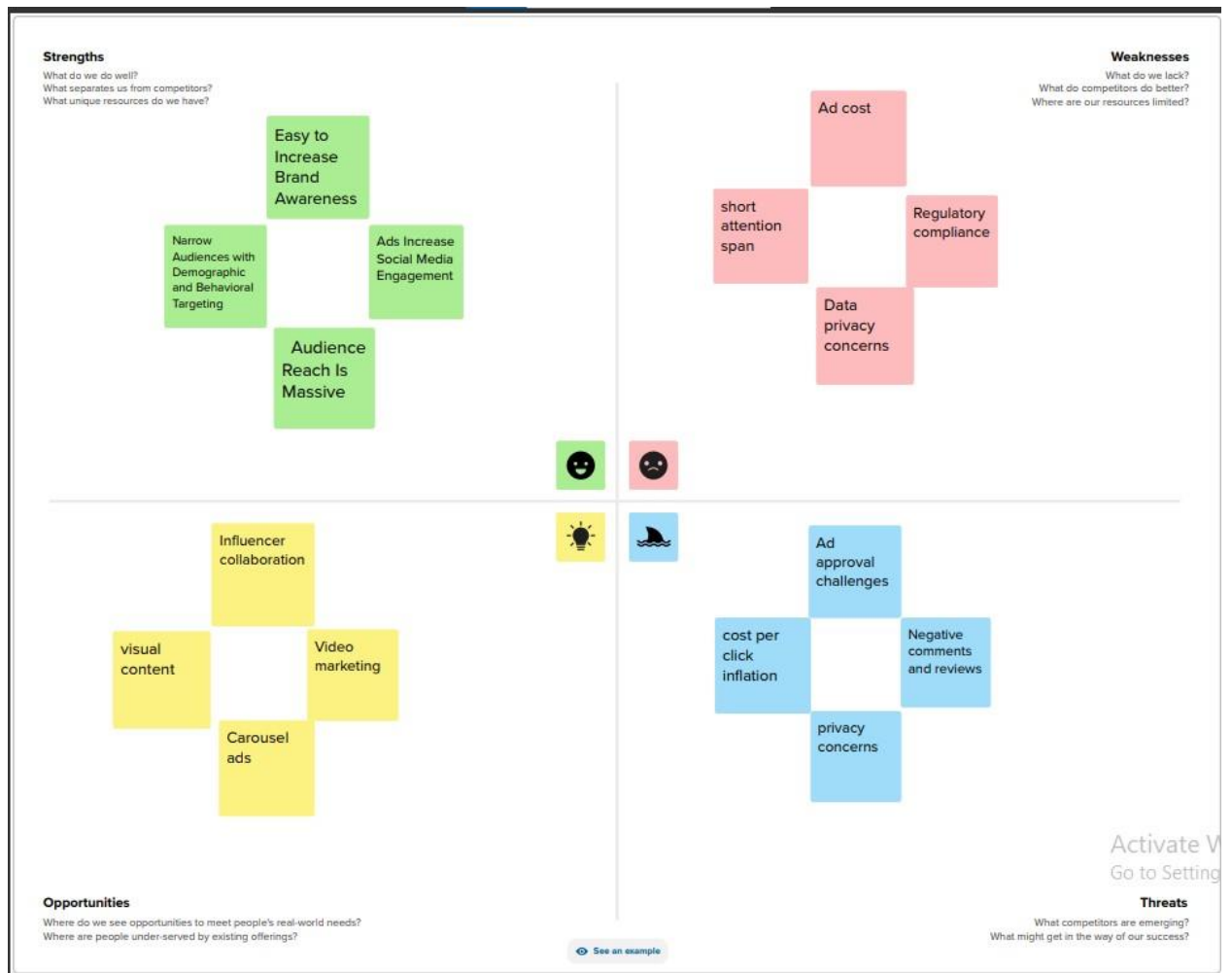
In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

1.2 PURPOSE

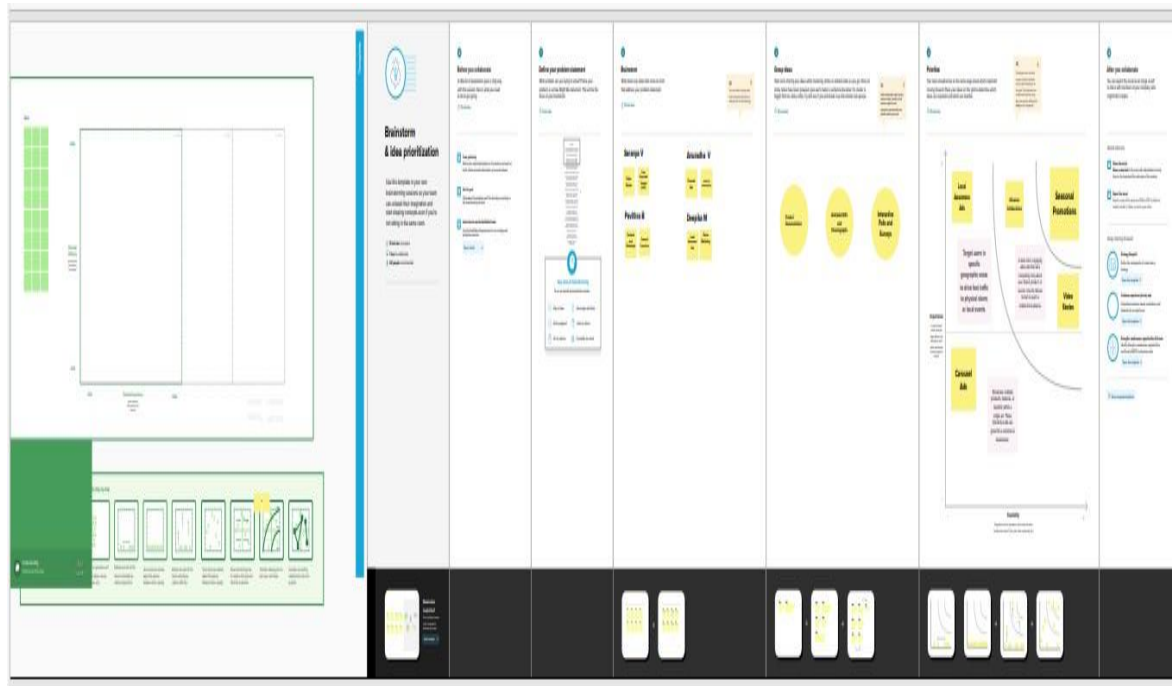
The purpose of creating a social media ad campaign on Facebook can vary depending on the specific goals of the campaign, but some common purposes include Brand Awareness: Increasing the visibility of your brand and reaching a wider audience to make people more familiar with your products or services. Lead Generation: Collecting user information such as email addresses or other contact details for future marketing efforts.

2 PROBLEM DEFINITION & DESIGN THINKING

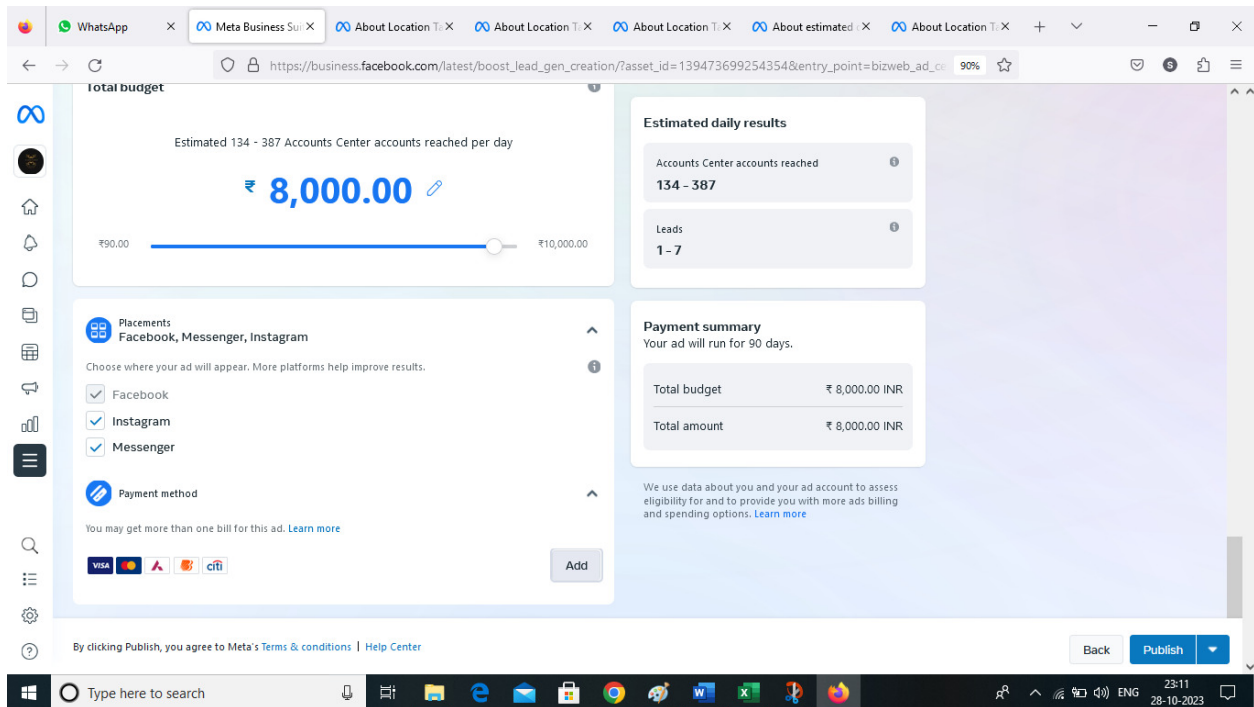
2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



3. RESULT



4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

- Wide Audience Reach
- Targeted Advertising
- Cost-Effective
- Analytics and Insights
- Engagement Opportunities

DISADVANTAGES

- Ad Saturation
- Ad Blocking
- Privacy Concerns
- Cost Variability

5 APPLICATIONS

- Brand Awareness
- Lead Generation
- Event promotion
- Generating leads
- Video Views

6 CONCLUSION

creating a social media ad campaign on Facebook is a powerful and versatile marketing strategy with a wide range of applications. Whether you aim to increase brand visibility, drive website traffic, generate leads, boost sales, promote events, engage with your audience, or achieve other specific goals, Facebook's advertising platform provides the tools and capabilities to do so effectively. To succeed in this endeavor, it's crucial to plan and execute your campaigns strategically, targeting the right audience, crafting compelling ad creatives, and continuously optimizing your approach based on data and

feedback. Facebook ad campaigns have proven to be a valuable asset for businesses and organizations looking to reach their target audience and achieve meaningful results in the digital marketing landscape.