

Social media live project submission

Facebook Campaign

Student Name: Anupam singh

Campaign Problem Statement

{Please write down the problem statement and information provided to you}

Blog topic and link: BUZZ sports

<https://www.facebook.com/profile.php?id=100090685119714>

Budget provided: 500

Objective: awareness

TG: 18-65+

Explain the targeting parameters

{Identify the targeting parameters you'd select to amplify your blog Give reasons for the same, even if it is NA.}



Targeting parameters:

1. Age Range 18-65+
2. Location- gorakhpur,noida
3. Interests- Cricket, Sports, Physical fitness, Yoga, General fitness training, health, Sports club, Gym Junkies or Younger,
4. Any other relevant targeting parameters Cricket, Sports, Physical fitness, Yoga, General fitness training, health, Sports club, Gym Junkies or Younger, Behaviours: Football fans (moderate content engagement), Football fans

Campaign summary screenshot-1

Slide 3

{Submit screenshots of the campaign order summary for your ad. This should be submitted in 2 slides - screenshot of Ad Set (slide 3/current slide) with Campaign name, Campaign objective, bidding strategy, budget, ad scheduling and the screenshot of actual ad (slide 4/next slide) with image. headline. text and CTA.}


 Edit  Review

Campaign name
anupam awareness
ID: 23853185361450665

Special ad categories
No categories declared

Buying type
Auction

Objective
Awareness

Campaign budget
Daily Budget ₹205.00  Edit

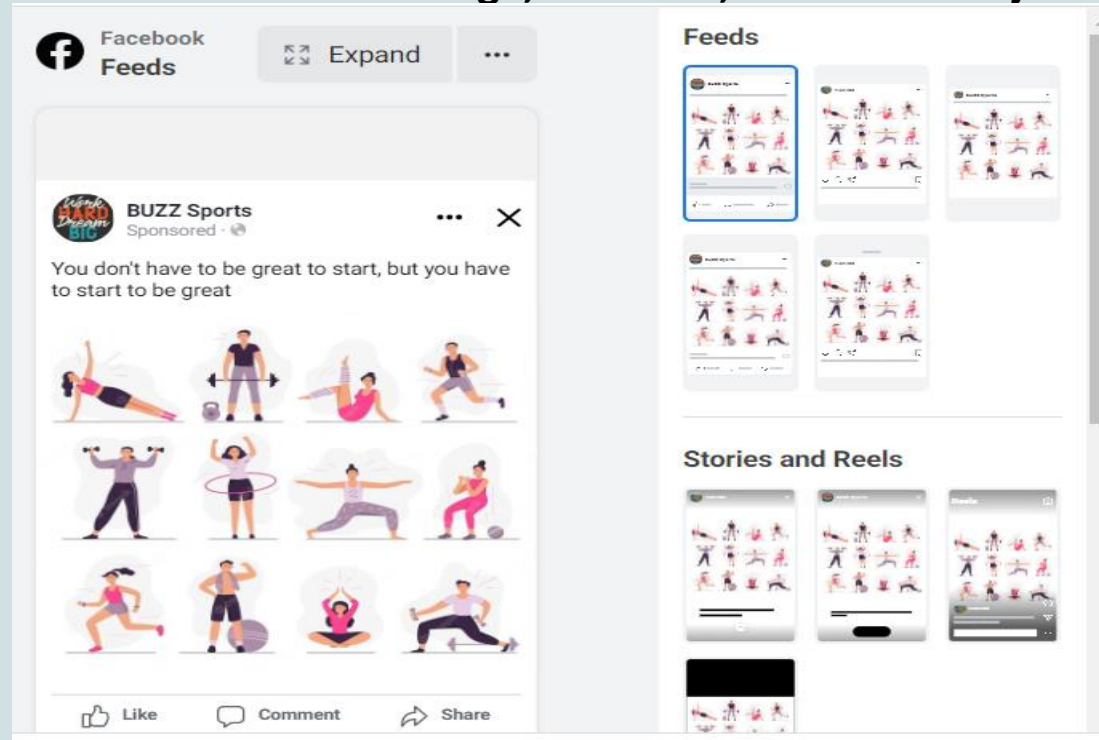
Campaign bid strategy
Highest volume

Delivery type
Standard

Ad sets
1 total ad sets

Campaign summary screenshot- 2

{Screenshot of the actual Ad with image, headline, text and CTA.}



Campaign result screenshot- Performance

{Share the performance screenshot, we have attached a sample screenshot for your reference. Please ensure that the screenshot mentions the Result Rate. Customise the default metrics to enable the Result Rate being shown.}

Performance overview

[Customise Metrics](#)**Reach ⓘ****99,656**

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Cost per result ⓘ**₹3.62**

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Amount spent ⓘ**₹360.44**

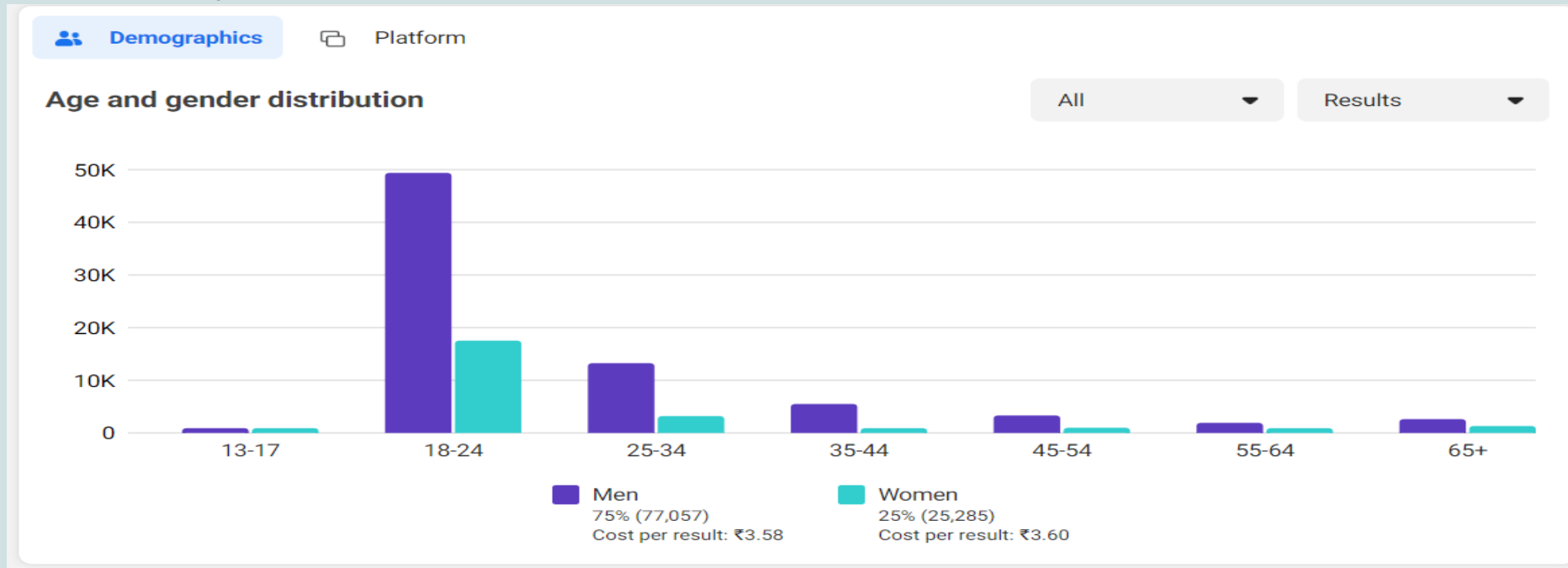
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Reach



Campaign result screenshot- Demographics

{Share the demographics screenshot,we have attached a sample screenshot for your reference}



Summary

Write a short summary covering following points (Word limit- 150 words):

- a) What KPIs will you use to analyze the ad performance?**
- b) Was the campaign a success or not?**
- c) Based on the results obtained, suggest some targeting optimizations that you would perform. (atleast 2)**
- d) Based on the results obtained, suggest some creative optimizations that you would perform. (atleast 2)**

- The Facebook ad key performance indicator (KPI) that gets all of the attention is usually the one directly associated with the campaign's objective such as ; Cost per click (CPC), Click-through-rate(CTR), Cost per action(CPA), Cost per mille(CPM) and Return on ad spend(ROAS).

One of the reasons Facebook ads are successful is the large audience pool. A larger audience increases the likelihood that people in that audience are interested in your products or services.

- You can reach a much larger and more global audience, which means more qualified leads see your products .The Behaviors section provides hidden optimization opportunities. As an advertiser, you can use behaviors to define your audience. The real magic happens when you use behaviors to subtract users who are less likely to convert. Interest section can be use to select the audience based on their interest .
- You can use some creative optimizations like; turn static images into video ads with slide show, trim your video to match consumption behavior on mobile, crop your video to fit the mobile screen, create assets that work with sound on and off.