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Project Report on

Google Ads/Facebook Ads Campaign

Batch Name: CBF-022 Digital Marketing

This Project report (CBF-022 Digital Marketing) is submitted to the Department of CSE, Chittagong University of Engineering and Technology (CUET) to fulfill the partial requirement of the Degree of Python with Django Course.

Submitted by:

Name: Mohammad Sukkur Meah

Batch: CBF-022 Digital

Marketing

Supervised by:

Prima Sultana Prity

Trainer, EDGE-CSE-CUET

DECLARATION

This project report is submitted to the department of Computer Science & Engineering, Chittagong University of Engineering and Technology (CUET) in partial fulfillment of the requirements for the degree of Python with Django. So, we hereby declare that this report is based on the surveys found by us and our original work, which has not been submitted anywhere for any award. Materials of work found by other researchers are mentioned with proper reference. All the contents provided here are totally based on our own effort dedicated to the completion of this project. The work is done under the guidance of Prima Sultana Prity, Trainer at EDGE-CSE-CUET program.

____ Name: Mohammad Sukkur
Meah
Batch: CBF-022 Digital Marketing

ACKNOWLEDGEMENT

It is our privilege to express our sincerest regards to our project Supervisor, Mrs. Prima Sultana Prity, for her valuable input, guidance, encouragement, whole-hearted cooperation and constructive criticism throughout the duration of our project. His useful suggestions for this whole work and co-operative behavior are sincerely acknowledged. We deeply express our sincere thanks to her for encouraging and allowing us to present the project on the topic “**Google Ads/Facebook Ads**” at our department premises for the partial fulfillment of the requirements. We take this opportunity to thank all our trainers who have directly or indirectly helped with our project. We pay our respects and love to our parents and all other family members and friends for their love and encouragement throughout our career. Finally, we express our thanks to our friends for their cooperation and support.

____ Name: Mohammad Sukkur

Meah

Batch: CBF-022 Digital Marketing

Abstract

Facebook Ads is a comprehensive digital advertising platform that allows businesses to effectively reach and engage a vast audience of over 2.9 billion monthly active users. By leveraging advanced targeting options, advertisers can tailor their campaigns based on demographics, interests, behaviors, and geographic locations, ensuring that their messages reach the most relevant users. This capability enhances the likelihood of conversion and optimizes return on investment (ROI). The platform offers various ad formats, including image, video, carousel, and slideshow ads, allowing brands to create visually engaging content that resonates with their target audience. Each format serves different marketing objectives, from building brand awareness to driving direct sales. Additionally, Facebook Ads integrates seamlessly with Instagram and Messenger, enabling cross-platform strategies that further amplify brand reach and engagement. Real-time analytics and reporting tools are pivotal for advertisers, providing insights into ad performance, audience interaction, and campaign effectiveness. This data-driven approach allows businesses to make informed adjustments to their strategies, enhancing overall performance and effectiveness. As digital advertising continues to evolve, Facebook Ads remains at the forefront, adapting to changing consumer behaviors and preferences. The platform's combination of extensive reach, sophisticated targeting, and diverse ad formats positions it as a vital tool for marketers aiming to achieve measurable results in a competitive landscape. In summary, Facebook Ads empowers businesses to connect meaningfully with their audiences, driving both engagement and sales in the digital marketplace.

Introduction

In today's digital landscape, effective advertising is essential for businesses seeking to connect with their target audiences. Facebook Ads has emerged as a leading platform for digital marketing, leveraging the immense reach of one of the world's largest social media networks. With over 3.08 billion monthly active users, Facebook offers advertisers a unique opportunity to engage with a diverse range of potential customers. Launched in 2004, Facebook has evolved from a social networking site into a comprehensive marketing tool that allows businesses to promote their products and services through targeted advertising. The platform's sophisticated algorithms and extensive user data enable advertisers to tailor their campaigns to specific demographics, interests, and behaviors, ensuring that their messages resonate with the right people. Facebook Ads provides various formats, including image ads, video ads, carousel ads, and more, each designed to achieve different marketing objectives—from brand awareness to lead generation and direct sales. The platform's user-friendly interface and powerful analytics tools allow marketers to monitor performance in real-time, enabling data-driven decision-making and optimization of campaigns. As consumer behavior shifts towards online engagement, Facebook Ads offers an essential avenue for businesses to maintain relevance and drive growth. This introduction sets the stage for exploring the various features, benefits, and best practices associated with Facebook Ads, highlighting its significance in contemporary digital marketing strategies.

Methodology:

Methodology for Facebook Ads

Tools Used to prepare Facebook Ads

Create a Banner with Adobe

Photoshop

Open Chrome/Mozilla Browser

[Www.Facebook.com](https://www.facebook.com)

Log in Account

Developing an effective Facebook Ads strategy involves a structured methodology that encompasses several key steps. This approach ensures that campaigns are well-planned, targeted, and optimized for success. Here's a breakdown of the methodology:

1. Define Objectives:

Start by identifying clear campaign goals. Common objectives include brand awareness, lead generation, website traffic, or sales conversions. Understanding your goals will guide the entire campaign strategy.

3. Choose Ad Format:

Select the most suitable ad format for your objectives. Options include:

Image Ads: Simple and effective for brand awareness.

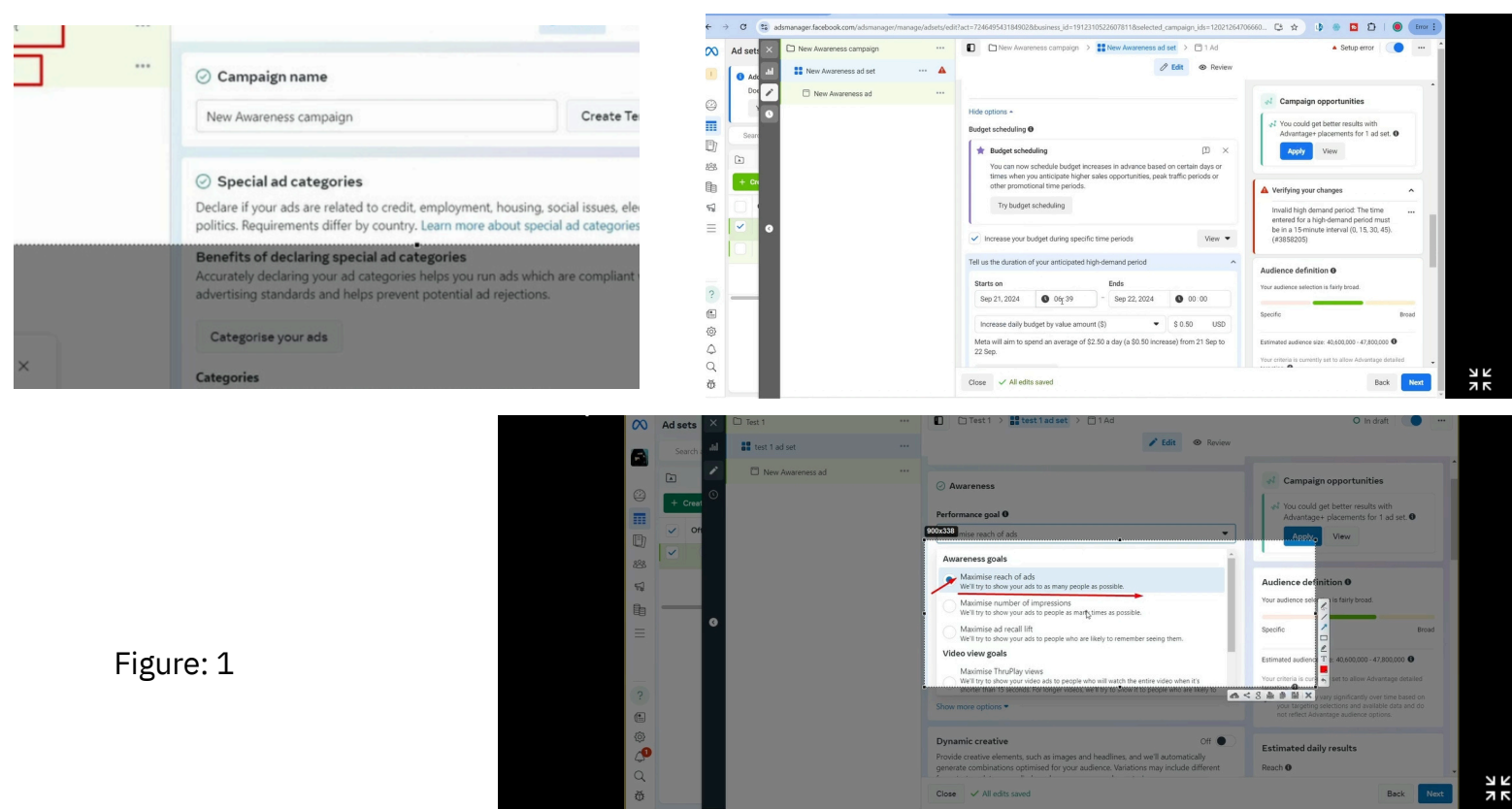


Figure: 1

Video Ads: Engaging content that tells a story or showcases products.

Carousel Ads: Multiple images or videos that allow users to swipe through.

Collection Ads: Combines images and videos for a visually rich experience. Each format serves different purposes, so choose wisely

2. Identify Target Audience:

Utilize Facebook's robust audience targeting features. Create detailed buyer personas based on demographics (age, gender, and location), interests, behaviors, and custom audiences (e.g., website visitors, email subscribers).

This helps tailor your messaging to the right people.

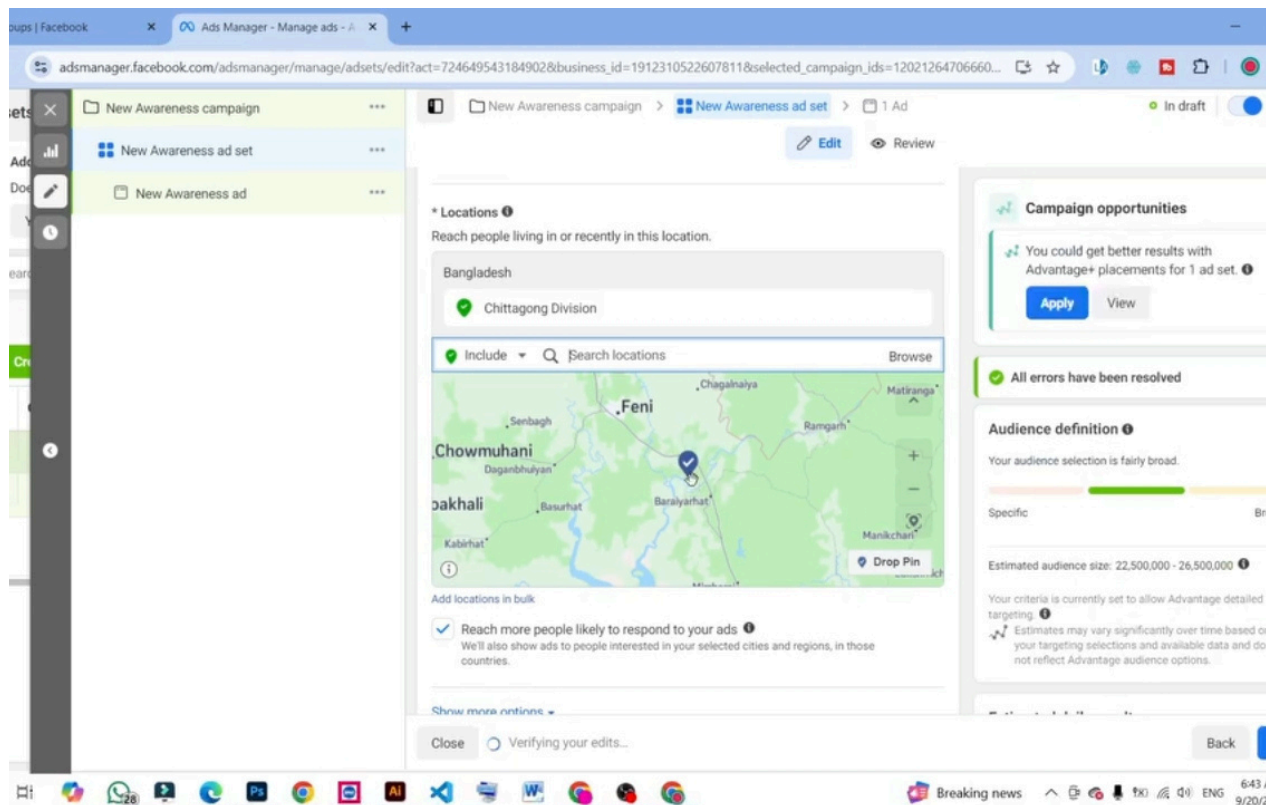


Figure: 2

4. Craft Compelling Creative:

Develop eye-catching visuals and persuasive copy. Ensure that your message is clear and aligns with your brand voice. Incorporate strong calls to action (CTAs) to encourage user engagement.

5. Set a Budget:

Determine your budget and choose between daily or lifetime spending limits. Facebook Ads operates on an auction system, so understanding your bid strategy (cost per click, cost per impression) is crucial for maximizing your budget.

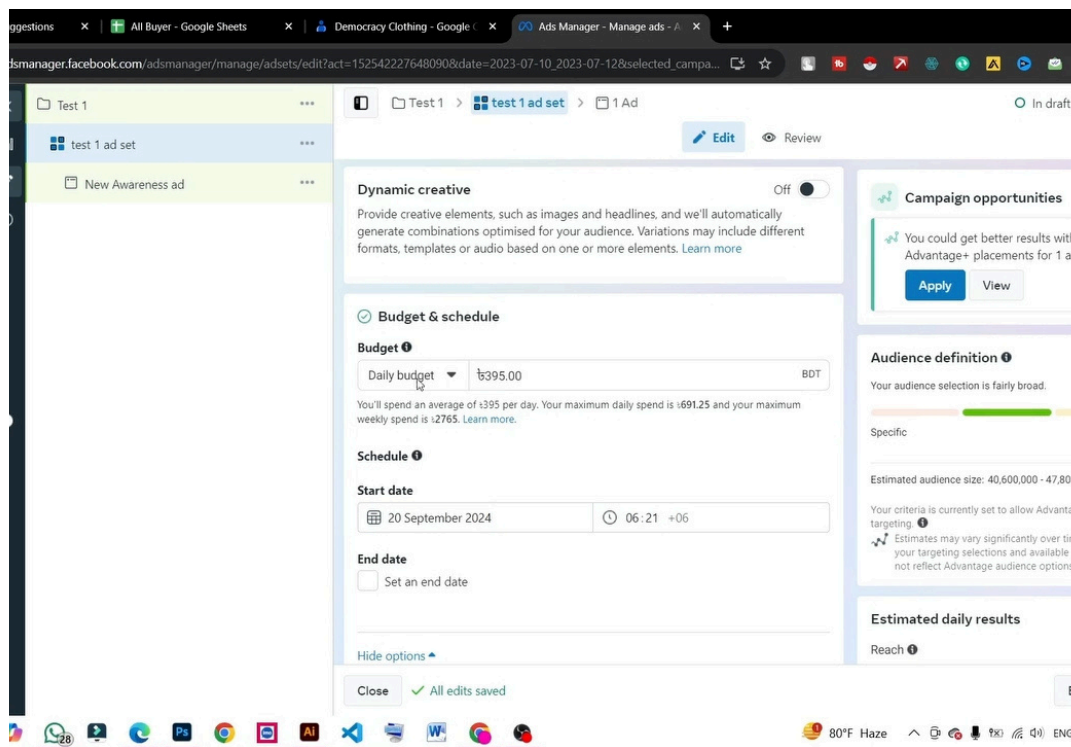


Figure: 3

6. Ready to Publish:

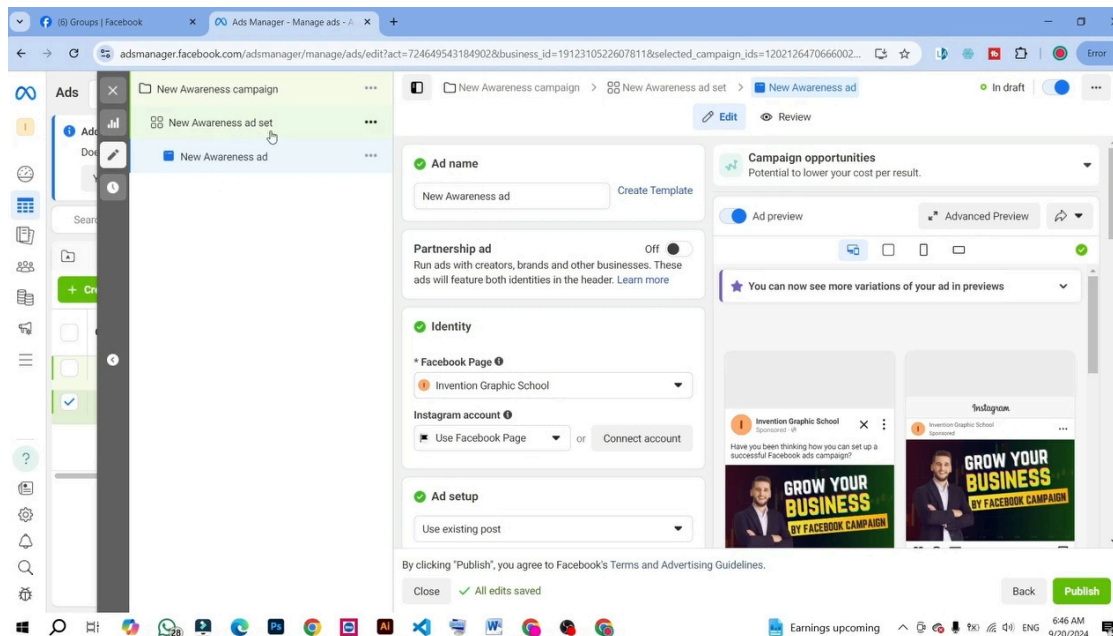
Facebook Ads are ready to publish. Clicking on Publish option will run the Ads.

By following this methodology, businesses can create targeted, engaging, and effective Facebook Ads campaigns that drive meaningful results and maximize return on investment.

Result:

1. Launch and Monitor:

Once your ads are set up, launch the campaign and monitor its performance closely. Utilize Facebook Ads Manager to track key metrics such as impressions, clicks, and conversions.



2. Analyze and Optimize:

Regularly analyze campaign data to assess performance against your objectives. Identify which ads are performing well and which are not. Use A/B testing to experiment with different creative, audiences, and formats to improve results.

3. Scale Successful Campaigns:

Once you identify effective strategies, scale those campaigns by increasing budgets or expanding audience targeting. Continuously refine and iterate based on ongoing performance analysis.

4. Report and Learn:

At the conclusion of your campaign, compile insights and performance data into a report. Evaluate what worked, what didn't, and why. Use these learnings to inform future campaigns and improve overall strategy.

Conclusion:

In conclusion, Facebook Ads has proven to be an invaluable tool for businesses seeking to enhance their digital marketing efforts. With its extensive reach and sophisticated targeting capabilities, the platform allows advertisers to connect with diverse audiences in meaningful ways. The ability to tailor ad content based on demographics, interests, and behaviors ensures that messages resonate with the right consumers, driving engagement and conversions. Throughout the campaign, insights gleaned from data analytics and performance metrics have highlighted the importance of continuous optimization. By testing different ad formats, refining audience segments, and analyzing engagement patterns, businesses can improve their strategies and achieve better results over time. As consumer behavior continues to evolve, leveraging the dynamic features of Facebook Ads will be essential for staying competitive in the marketplace. By embracing innovation and focusing on audience-centric approaches, brands can not only boost visibility but also foster lasting relationships with their customers. Ultimately, a well-executed Facebook Ads campaign can significantly contribute to achieving broader marketing goals, enhancing brand loyalty, and driving sustainable growth. Moving forward, integrating the lessons learned from past campaigns will enable businesses to maximize their impact on this powerful advertising platform.

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