

CBR Facebook Ads Assignment

Name: Muhammad Ubaida

Subject: Facebook Marketing Strategy

Date: July 2025

1. Project Overview

CBR is a Pakistani clothing brand dealing in MEN, WOMEN, and KIDS jeans. While WOMEN and KIDS categories are performing well, the MEN category has poor results. This assignment presents a complete 3-4 month strategy for improving their Facebook (Meta) ad performance.

2. Business Manager Access Setup

Page Access Setup:

(67) DDMM 95th | 29/06/20+ x | Facebook x Meta Business Suite x +

business.facebook.com/iatest/settings/pages?business.id=145520497580376

Settings | Ubaida Business portfolio

Business info

Users ^

- People
- Partners
- System users



Accounts ^

- Pages**
- Ad accounts
- Business asset gr...
- Apps
- Instagram accounts
- WhatsApp accou...

Pages ⓘ

Search by name or ID

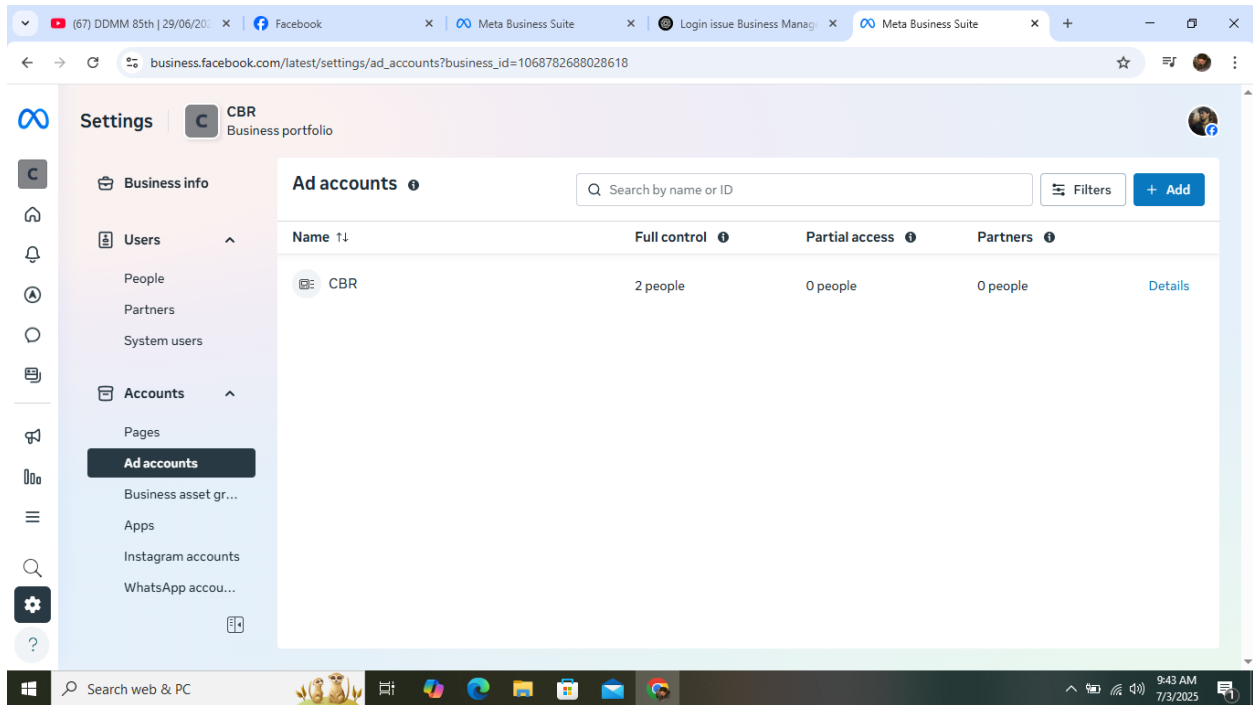
Filters

Name ↑↓	Full control ⓘ	Partial access ⓘ	Partners ⓘ
 Ubaida Individual people own this	1 person	0 people	-
 CBR Individual people own this	1 person	0 people	-

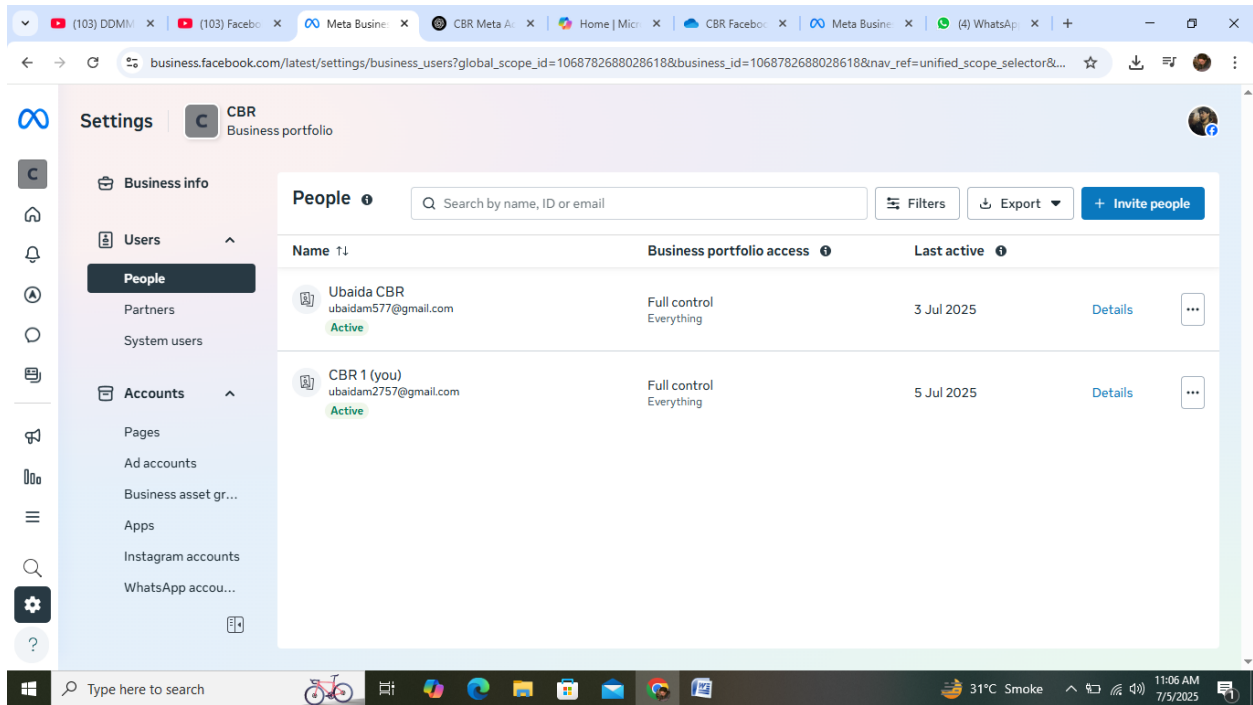
Search web & PC

9:48 AM 7:3/2825

Ad Account Setup:



People Assignment:



3. Current Campaign Performance Analysis

Campaign 1: KIDS

- Best performing
- **Top Products:**
 - CBR_K05: Export Jeans – 300 sales
 - CBR_K06: Left Overs – 200 sales

Campaign 2: WOMEN

- Also strong performance
- **Top Products:**

- o CBR_W05: Export Jeans – 300 sales
- o CBR_W06: Left Overs – 200 sales

Campaign 3: MEN

- Poor performance
 - o CBR_M01: Slim Fit – 10 sales
 - o CBR_M04: Narrow Bottom – 3 sales

Reasons for low MEN sales:

1. Weak Creatives

- No try-on videos, models, or lifestyle images
- Product looks basic and unappealing

2. Poor Targeting

- Broad male audience without fashion-specific interests
- No focus on men's fashion lovers or professionals

3. No Retargeting

- Website visitors aren't being retargeted
- Pixel and custom audience setup missing

4. No Social Proof

- No influencers, testimonials, or reviews
- Men usually convert better with logic and quality proof

5. Lack of Offers/Urgency

- No strong callouts like “Limited Stock” or “Export Rs.1000”
- No seasonal or limited-time push

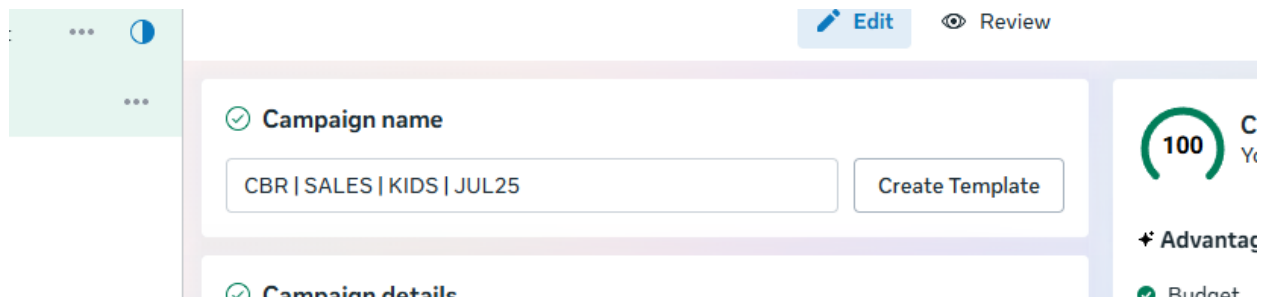
6. High Price, Weak Presentation

- Export jeans (Rs.5000) shown with poor visuals
- Makes value-to-price ratio look low

4. Campaign Strategy Plan:

CAMPAIGN 1:


Campaign name:





The screenshot shows a user interface for creating a campaign. On the left is a green sidebar with three dots and a blue circle icon. The main area has a top bar with 'Edit' (pencil icon) and 'Review' (eye icon) buttons. Below this is a form titled 'Campaign name' with a green checkmark icon. The form contains a text input field with the value 'CBR | SALES | KIDS | JUL25' and a 'Create Template' button. To the right of the form is a circular progress indicator showing '100' and 'C' 'Y'. Below the progress indicator are two sections: 'Advantage' with a plus icon and 'Budget' with a green leaf icon. Below the form is a section titled 'Campaign details' with a green checkmark icon.

Goal: Sales / Conversions:


Why: Kids category is performing best (e.g., Export jeans = 300 sales)

 CBR | SALES | KIDS | JUL25 > 1 Ad set > 1 Ad


 Edit  Review

Campaign objective ⓘ


☐

 Awareness


☐

 Traffic


☐

 Engagement


☐

 Leads

☐

 App promotion

☒

 Sales

Targeting:

Demographics:

- Age: 24 – 45 years
- Gender: All (Male & Female)
- Location: **Pakistan** (*target cities like Lahore, Karachi, Islamabad, Faisalabad*)
- Language: **Urdu & English**
- Relationship: **Parents (of children aged 3–12) or Caregivers**

Interests:

- Parenting
- Preschoolers (3–5 years)
- School-age children (6–12 years)
- Kids' Clothing
- Children's Fashion
- Babyshop / Carter's / Mothercare (*brand-based interests*)

The screenshot displays the Facebook targeting interface. At the top, the 'Age' section is set to '24 - 45' with an information icon. Below it, the 'Gender' section is set to 'All genders'. The 'Detailed targeting' section is expanded, showing a list of targeting options under the heading 'Include people who match'. The options are: 'Demographics > Parents > All parents' (with a sub-option 'Parents (All)'), 'Demographics > Work > Job titles' (with a sub-option 'Caregiver'), 'Interests > Additional interests' (with a sub-option 'Fashion kids'), and 'Interests > Family and relationships'.

Age ⓘ
24 - 45

Gender
All genders

Detailed targeting ^

Include people who match

- Demographics > Parents > All parents
 - Parents (All)
- Demographics > Work > Job titles
 - Caregiver
- Interests > Additional interests
 - Fashion kids
- Interests > Family and relationships

6. Improvement Suggestions:

- **MEN products need better creatives:**
Use male models or influencers in try-on videos and stylish lifestyle reels to make MEN products more attractive.
- **No retargeting setup:**
Install Meta Pixel and run retargeting ads for people who visited the website or added products to cart but didn't purchase.
- **Repetitive ad content:**
Refresh ad creatives every 3–4 weeks using new carousels, reels, customer reviews, and limited-time offers.
- **Lack of urgency in ads:**
Use time-sensitive hooks like “Only 2 Days Left” or “Flat 15% OFF – Ending Soon” to boost conversions.
- **Broad and generic targeting:**
Narrow down your audience by using detailed interests and behaviors (e.g. “Parents of 3–12 year olds,” “Men’s fashion,” “Engaged shoppers”).

7. 4-Month Meta Ads Plan:

Month 1: JULY 2025 — Initial Launch + Testing Phase

Objective:

Start advertising for all 3 categories (MEN, WOMEN, KIDS) with basic creatives and manual targeting to identify the top-performing audiences and ad formats.

Actions:

- Launch 3 separate campaigns:
 - CBR_SALES_KIDS_JUL25
 - CBR_SALES_WOMEN_JUL25
 - CBR_SALES_MEN_REVAMP_JUL25
- Set each campaign with “Sales” objective (Conversions)
- Use both carousel and reel creatives
- Use manual audience targeting (age, gender, interests)
- Use budget of PKR 500–700/day per campaign
- Monitor CTR, Cost per Purchase, and Conversion Rate
- Collect data on:
 - Which age group clicks more
 - Which gender purchases more
 - Which ad type (video vs image) performs best

Month 2: AUGUST 2025 — Retargeting + Scaling Winners

Objective:

Scale the campaigns that worked best in July and introduce **retargeting** ads to target warm audiences like website visitors and engagers.

Actions:

- Increase budget on top-performing ad sets
- Create Custom Audiences from:
 - Website visitors (last 30 days)
 - Instagram/Facebook page engagers
 - People who added to cart but didn’t purchase
- Launch a new retargeting campaign:
 - CBR_REMARKETING_AUG25 (Sales Objective)
 - Budget: PKR 500–800/day
- Launch a limited-time back-to-school promo for KIDS:
 - Campaign Name: CBR_SALES_KIDS_BTS_AUG25

Month 3: SEPTEMBER 2025 — New Collection + Lookalike Scaling

Objective:

Launch new collection for WOMEN and boost MEN category again with stronger creatives. Use **Lookalike Audiences** to expand reach using data from past purchasers and engagers.

Actions:

- Launch new campaign for WOMEN:
 - CBR_NEWCOLL_WOMEN_SEP25 (Conversions)
 - Budget: PKR 700–1000/day
- Relaunch MEN category with testimonial videos and influencer try-ons:
 - CBR_SALES_MEN_REBOOST_SEP25
- Create **Lookalike Audiences**:
 - Based on past customers
 - Based on Instagram followers
 - Based on video viewers (reels)
- Launch Dynamic Product Ads (DPA):
 - Campaign Name: CBR_DPA_REMARKETING_SEP25
 - Objective: Catalog Sales (retarget product viewers)

Conclusion:

This strategic plan will: - Boost sales in weak areas like MEN - Scale top-performing categories (KIDS/WOMEN) - Bring professional creative improvements - Plan future campaigns with proper goals

With the above implementation, **CBR can lead the digital jeans market in Pakistan.**