

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/latest/settings/pages?business.id=145520497580376

Settings | Ubaida Business portfolio

Business info

Pages i

Search by name or ID

Filters

Users

People

Partners

System users

Accounts

Pages

Ad accounts

Business asset gr...

Apps

Instagram accounts

WhatsApp accou...

Ubaida

Individual people own this

Full control i

Partial access i

Partners i

1 person

0 people

CBR

Individual people own this

1 person

0 people

Search web & PC

9:48 AM
7:3/2825

The screenshot shows the Facebook Business Suite settings interface. On the left, there's a sidebar with sections for Business info, Users, and Accounts. Under Accounts, 'Pages' is selected, which is highlighted with a dark background. The main area displays two pages: 'Ubaida' and 'CBR'. Both pages are listed under the 'Individual people own this' category. For 'Ubaida', the status is 'Full control' (1 person, 0 people). For 'CBR', it's also 'Individual people own this' (1 person, 0 people). At the bottom of the page, there's a search bar for 'Search web & PC' and a system status bar showing the time as 9:48 AM and the date as 7:3/2825.

Ad Account Setup:

The screenshot shows a Microsoft Edge browser window with multiple tabs open. The active tab is 'business.facebook.com/latest/settings/ad_accounts?business_id=1068782688028618'. The page displays the 'Ad accounts' section under the 'Settings' tab for a 'Business portfolio' named 'CBR'. The sidebar on the left includes sections for Business info, Users, Accounts (Pages, Ad accounts, Business asset gr..., Apps, Instagram accounts, WhatsApp accou...), and a gear icon for Settings. The main content area shows a table for 'Ad accounts' with one entry: 'Name' (CBR), 'Full control' (2 people), 'Partial access' (0 people), and 'Partners' (0 people). A 'Details' button is available for the CBR entry. At the bottom of the screen, the Windows taskbar shows various pinned icons and the system tray indicating the date and time as 7/3/2025 at 9:43 AM.

People Assignment:

The screenshot shows the Facebook Business Settings interface. The left sidebar has a 'People' section selected, showing two users: 'Ubaida CBR' and 'CBR 1 (you)'. Both users have 'Full control' access to 'Everything' and were last active on 3 Jul 2025. The right side of the screen displays a table with columns for Name, Business portfolio access, and Last active.

Name	Business portfolio access	Last active
Ubaida CBR ubaidam577@gmail.com Active	Full control Everything	3 Jul 2025
CBR 1 (you) ubaidam2757@gmail.com Active	Full control Everything	5 Jul 2025

3. Current Campaign Performance Analysis

Campaign 1: KIDS

- Best performing
- **Top Products:**
 - o CBR_K05: Export Jeans – 300 sales
 - o 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

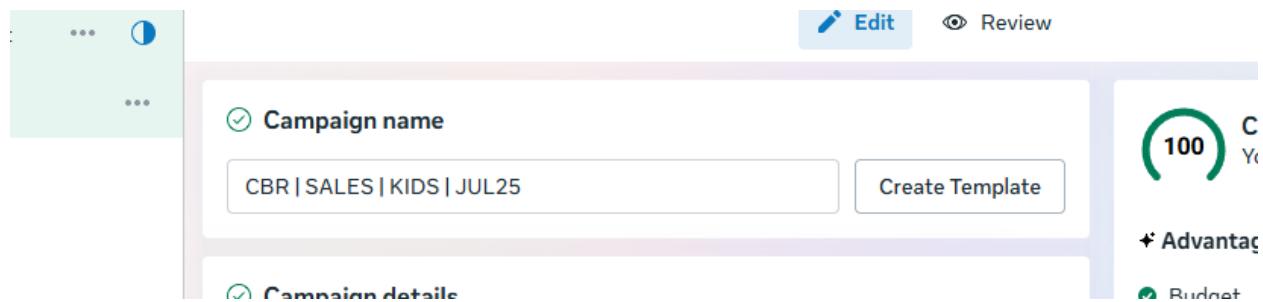
6. High Price, Weak Presentation

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

4. Campaign Strategy Plan:

CAMPAIGN 1:

Campaign name:



Goal: Sales / Conversions:

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

The screenshot shows a user interface for selecting a campaign objective. At the top, there are navigation icons for a file, a folder labeled "CBR | SALES | KIDS | JUL25", a "1 Ad set" icon, and a "1 Ad" icon. Below these are two buttons: "Edit" with a pencil icon and "Review" with an eye icon. The main area is titled "Campaign objective" with a help icon. It lists six options, each with an icon and text: "Awareness" (megaphone), "Traffic" (mouse cursor), "Engagement" (speech bubbles), "Leads" (filter icon, highlighted in grey), "App promotion" (people icon), and "Sales" (blue shopping bag icon). The "Leads" option is currently selected.

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*)

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.**