

# META ADS CAMPAIGN

FOR : INDIAN INSTITUTION OF DIGITAL  
EDUCATION



# AGENDA

- ▶ Overview of campaign
- ▶ Brand Analysis
- ▶ Opporutunity Statement
- ▶ Awareness Campaign
- ▶ Consideration Campaign
- ▶ Conversion Campaign
- ▶ Conclusion



# OUR TEAM



**Reshma  
Korgaonkar**



**Swara Bhagwat**



**Aastha Jagtap**



**Hethasvi Kabir**

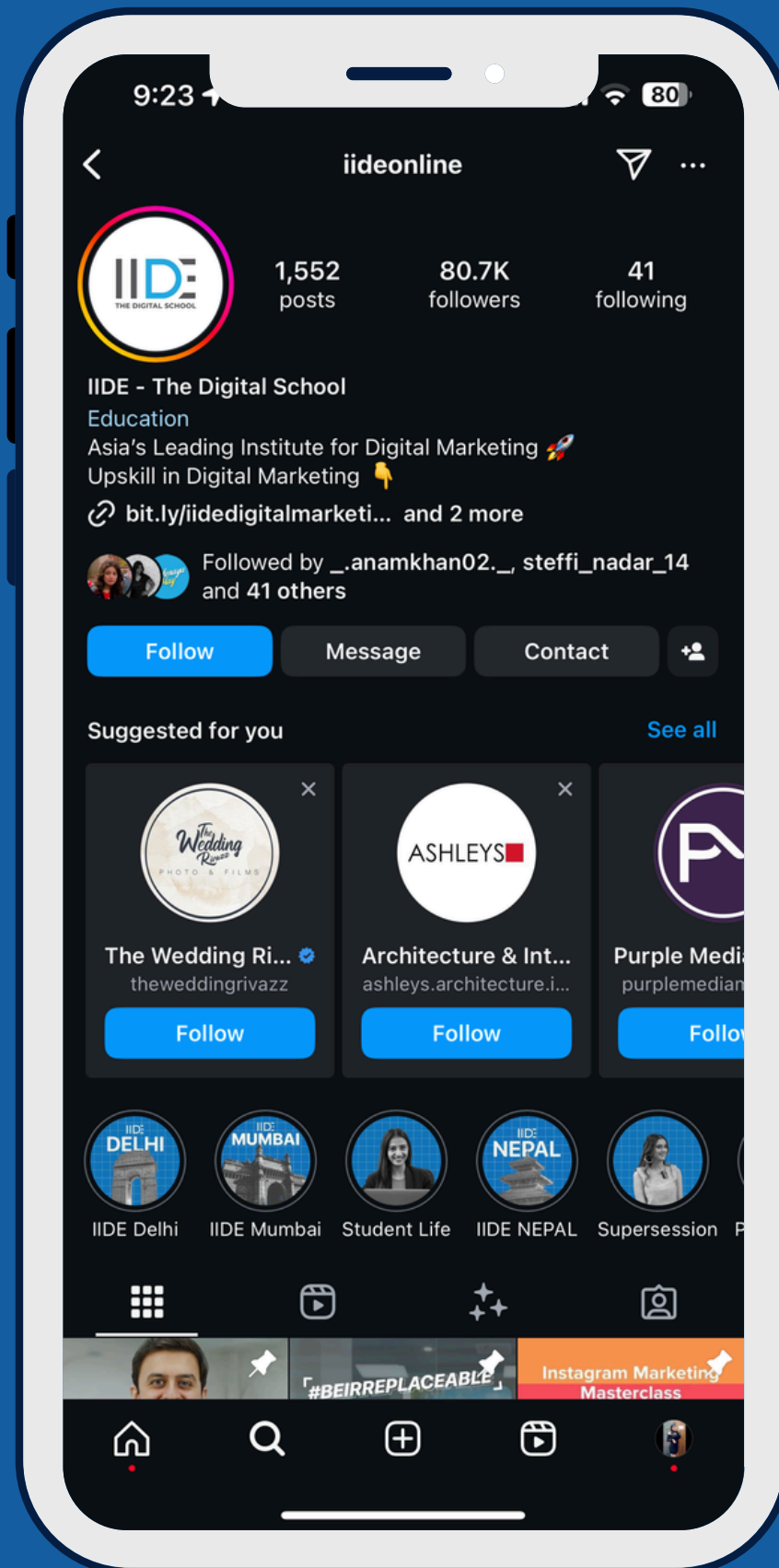


**Unnati Joshi**



# Overview of Social Media

# Instagram



**Followers - 80.7k**

**Post - 1552**

**Avg likes - 240.56**

**Comments - 7.50**

**Engagement Rate is - 0.31%**

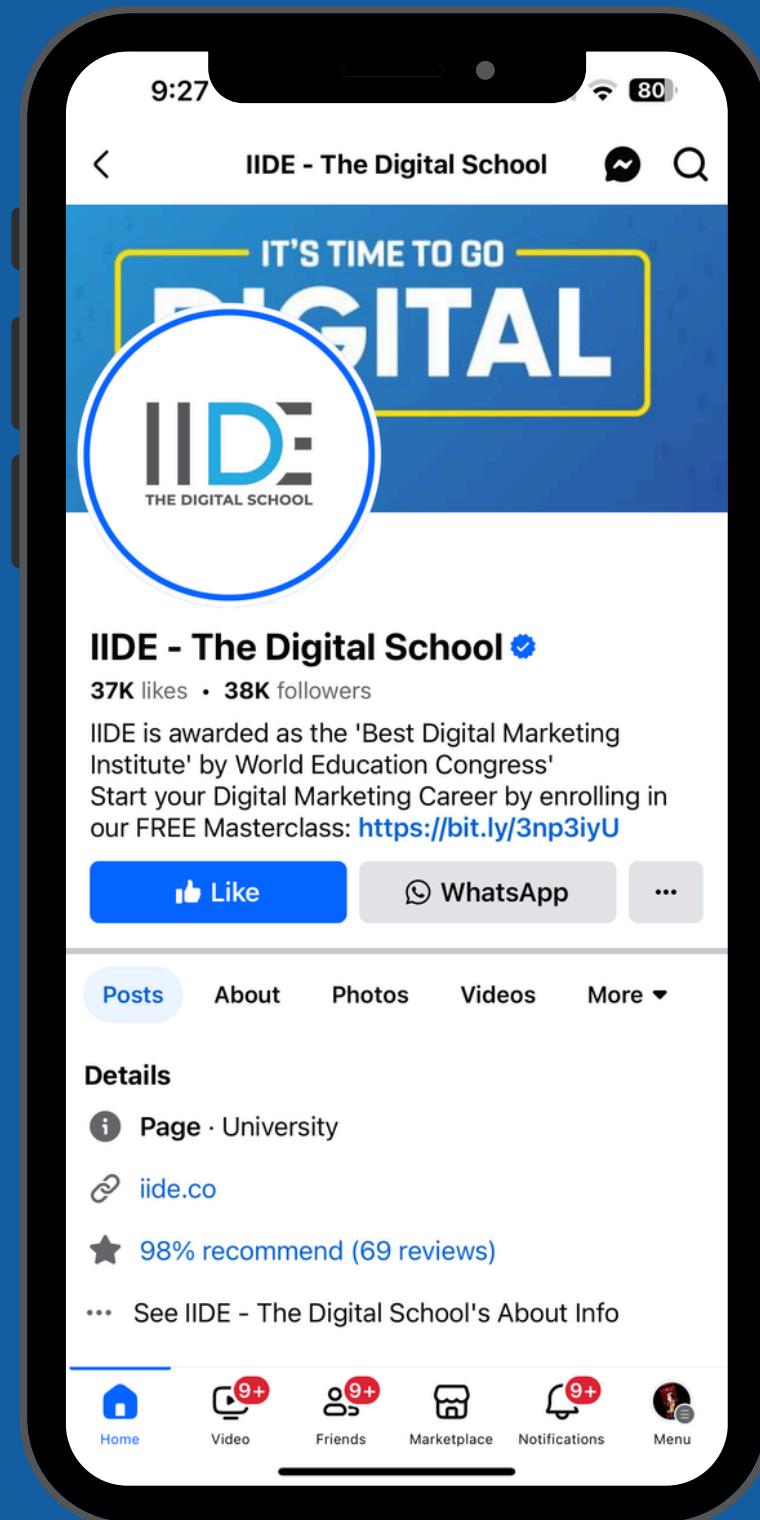
# Facebook



**Followers - 38k**

**Likes- 37k**

**Page likes - 37,475**



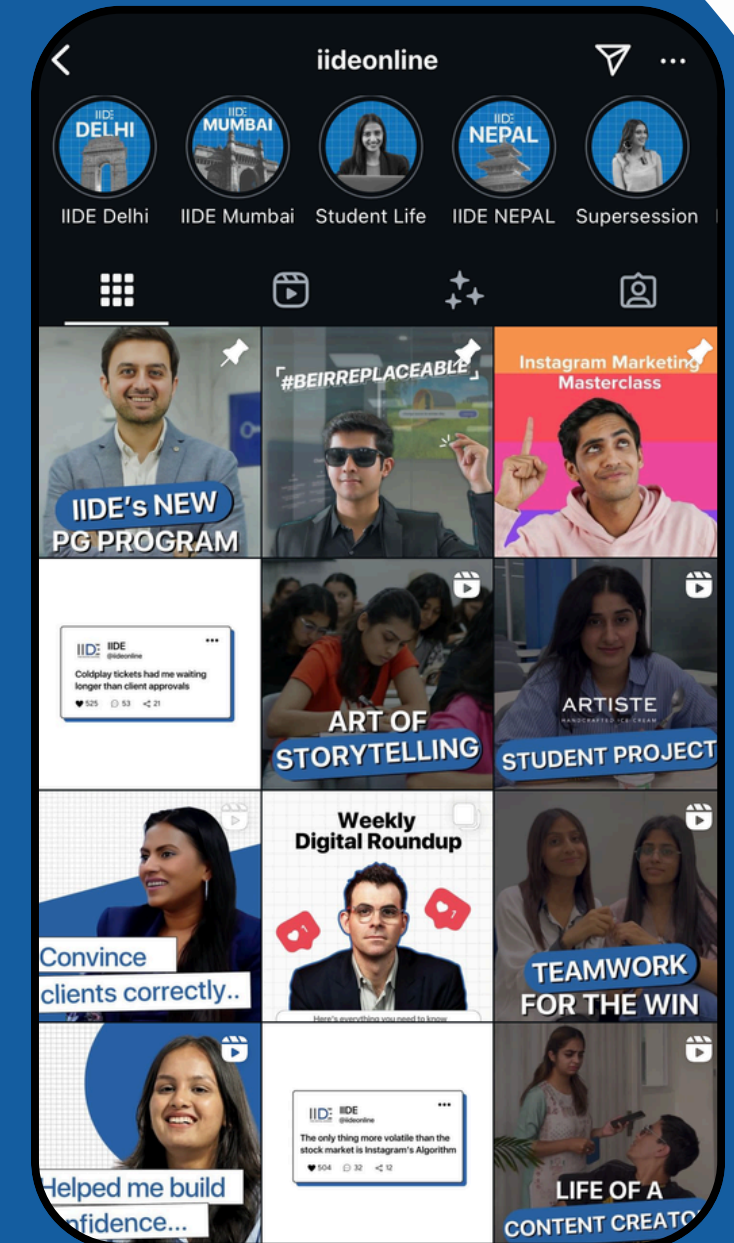
# Creative Elements (Images & Videos)

- **Formats: Static images and Reels**
- **Visuals: Diverse and engaging**
- **Themes: Educational and casual**
- **Engagement: Appeals to various preferences**



# Engagement of Visuals

- **Color Scheme:** Blue and white for brand recognition
- **Authenticity:** Real-life visuals of students and faculty
- **Content:** Mix of educational and fun
- **Target Audience:** Engaging for younger audiences





# Copy & Messaging

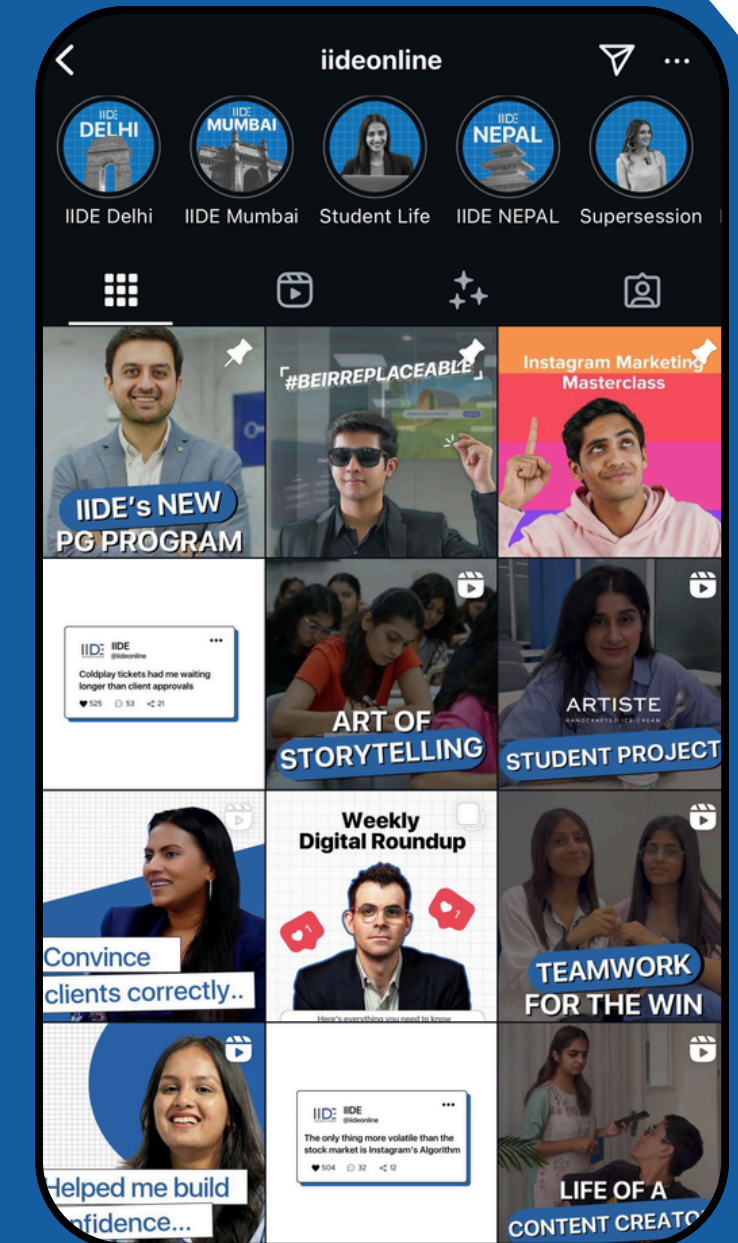
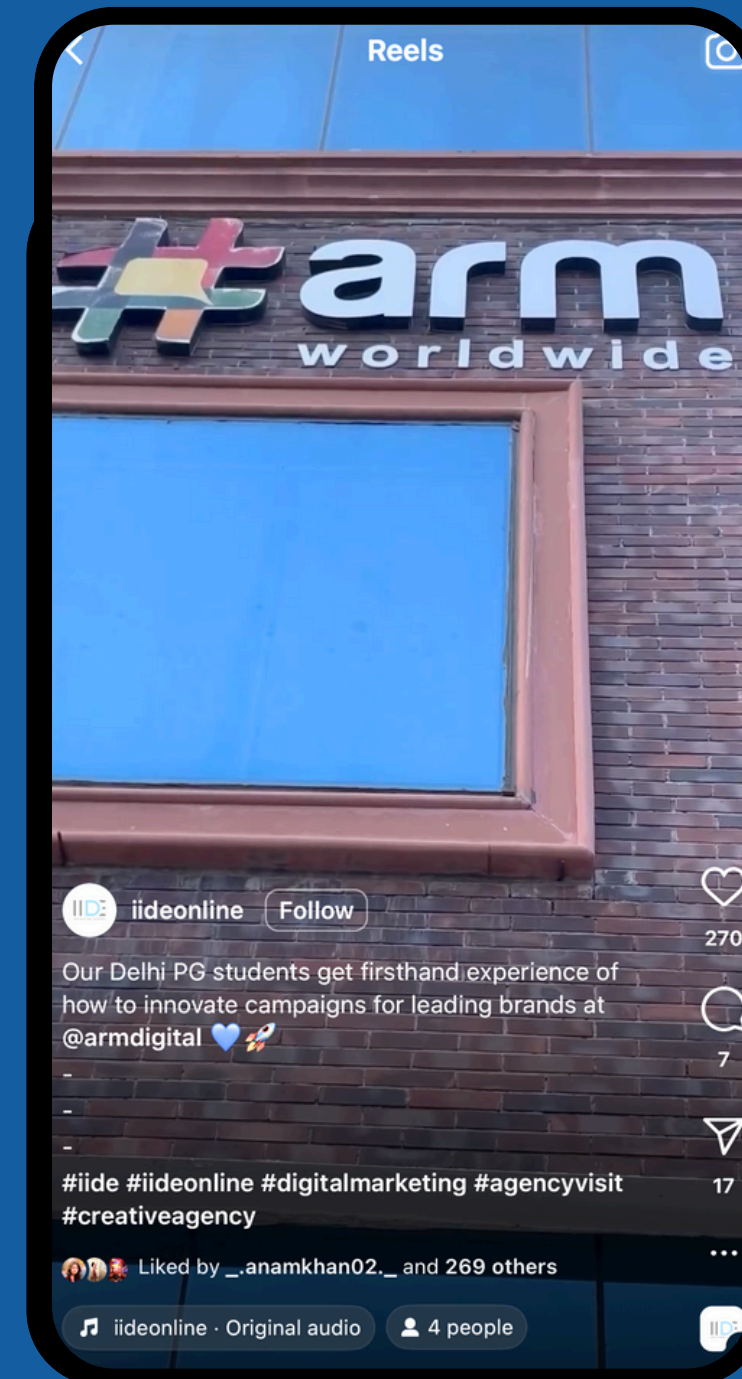
- **Clear Titles: Engaging** (e.g., "Digital Marketing Masterclass")
- **Humor: Relatable for young marketers**
- **Tone: Professional yet casual**
- **Style: Short and concise**
- **Audience: Digital-first appeal**





# Call to action (CTA)

- **CTAs: Focus on engagement and learning**
- **Encouragement: Promotes enrollment in client relations programs**
- **Text Overlays: Motivating phrases (e.g., "Teamwork for the Win")**
- **Action Focus: Emphasis on educational CTAs as most prominent**





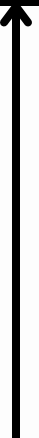
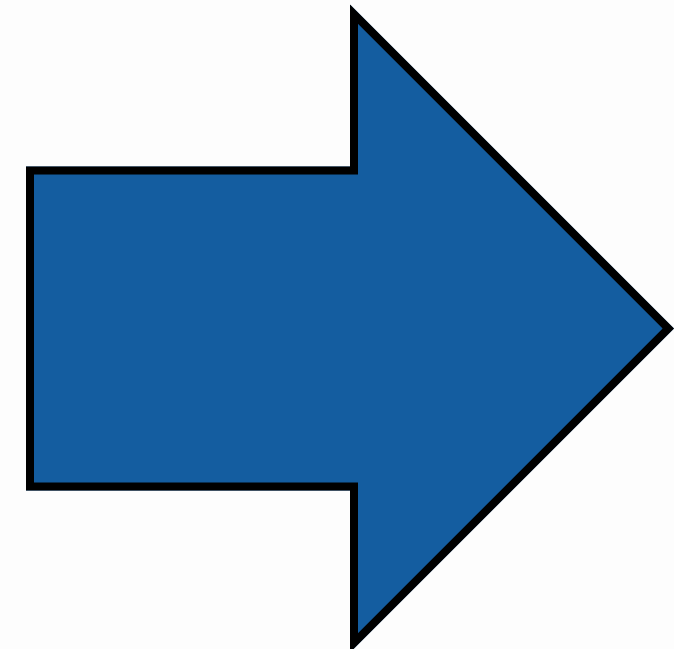
# Targeting

**Marketers**

**Students**

**Entrepreneures**

**Digital  
professionals**





# KEY LEARNING FROM META ADS

## NORTH AFRICA

Women showed greater interest in the digital marketing master class, with a lower CPR compared to men.

## SOUTH AFRICA

Targeting niche segments increases reach and lowers CPC.

## NEPAL

Facebook is the most effective platform, driving the highest reach and results, while Instagram, Audience Network, Messenger, and WhatsApp show minimal engagement.

## EGYPT

The campaign was cost-efficient, generating 449 link clicks from ₹783.27, showing effective targeting and content with a low CPC.

## KENYA

High Impressions: With 33,084 impressions, the ad was seen multiple times, which is good for brand awareness but indicates that engagement may need improvement.

# Unique Selling Proposition of IIDE



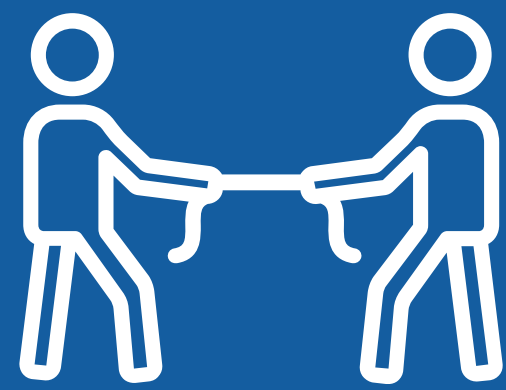
EXPERT  
TRAINERS



INNOVATIVE TEACHING  
TEQUENIQES



FOCUS ON DEVELOPING SOFT  
SKILLS & CAREER SUPPORT



# COMPETITORS | COMPARISON



## 1. COURSE VARIETY AND FOCUS

- Offers a wide range of course along with Digital Marketing

- Digital Marketing with Industry- Relevant Curriculum

- Digital Marketing with strong focus on practical knowledge

## 2. TARGET AUDIENCE

- Working Professionals
- Students seeking for ONLINE Learnings

- Freshers
- Entrepreneurs
- Professionals for Education

- STUDENTS
- PROFESSIONALS who is looking for Trainings

## 3. PLACEMENT SUPPORT

- Provides Placement Support through PRACTICAL TRAININGS & LIVE PROJECTS

- Strong Placement Support along with CAREER GUIDANCE & INDUSTRY CONNECTIONS

- Offers Placement assistance with INTERSHIPS & LIVE PROJECTS

## 4. LEARNING MODE

- Only have ONLINE Option and its Globally Accessible

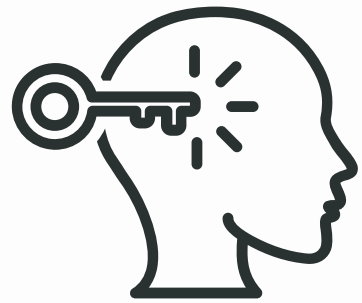
- Provides Both ONLINE & OFFLINE Learning Options

- Offers Both ONLINE & OFFLINE Learning

# Opportunity Statements for IIDE



## AWARENESS:



- Empower Your Career With Well Recognised Institute IIDE. And Gain Skills That Employers Are Looking For.

## CONSIDERATION:



- Organize A Webinar or Short brief video for Generating Leads Of Course.

## CONVERSION:



- Sign up for Career support including resume workshops, interview preparation, and job search assistance.



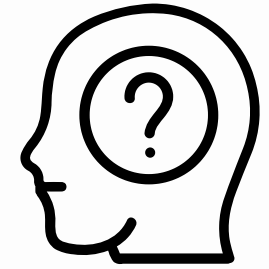


# PAINPOINTS

- Lack of awareness in tier 2 cities .
- Balancing Offline and Online Education
- Global partnerships for broader reach



# Campaigns



# Awareness Campaign

The screenshot displays the Facebook Ads Manager interface for a new awareness ad. The left sidebar shows the 'Ad creative' section with 2 recommendations. It includes options for 'Media' (16 placements), 'Stories and Reels, Apps and sites' (5 placements), and 'Facebook Search results' (customized). There are also checkboxes for 'Add music' and 'Text generation (5 of 5) AI'. The central 'Ad preview' area shows a Facebook Feed and Instagram Feed with a sponsored post for 'Professional Certification in Digital Marketing & Strategy!!'. The bottom bar includes a 'Publish' button and a 'Discard draft' button.

01

## Objective:

- Build awareness of IIDE.
- Expose IIDE to the largest possible audience.

02

## Performance Goals:

- Goal: Maximum Reach and Frequency.
- Justification: To ensure high visibility and repeated exposure.

03

## Bidding Strategy

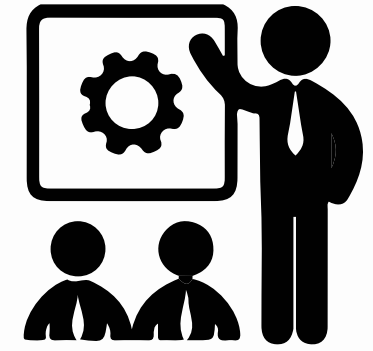
- Strategy: Highest Volume (Automatic Bidding).
- Justification: Maximize impressions and reach within budget.

04

## Audience group

- Core Audience Age: 18-35 years.
- Segments:
  - Students (18-25): Digital marketing, online courses.
  - Graduates (25-30): Career advancement, digital skills.
  - Working Professionals (30-35): Upskilling, certifications.
- Locations: Major cities (Mumbai, Delhi, Bangalore), Tier 1 & 2 cities (Jaipur, Madgaon).

# Awareness Campaign



The screenshot shows the Facebook Ads Manager interface for a new awareness ad set. The breadcrumb trail is: IIDE PCDMS -awareness > New Awareness Ad Set > 1 Ad. The interface includes several sections:

- core audience**
- Audience controls**: Set criteria for where ads for this campaign can be delivered. [Learn more](#)
- Location**: India: Chandigarh; Delhi; Ahmedabad (+25 mi) Gujarat; Faridabad (+25 mi) Haryana; Kochi (+25 mi) Kerala; Mumbai (+25 mi), Pune (+25 mi) Maharashtra; Bangalore (+1 mi); Bhubaneswar (+1 mi); Amritsar, Punjab (+25 mi) Punjab region; Jaipur (+25 mi) Rajasthan; Chennai (+25 mi) Tamil Nadu; Kolkata (+25 mi) West Bengal; Bhopal (+25 mi) Madhya Pradesh; Ghaziabad (+25 mi), Lucknow (+25 mi) Uttar Pradesh; Hyderabad (+25 mi) Telangana
- Reach more people if you've added cities and regions**: On
- Minimum age**: 18
- Advantage+ audience**: Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)
- Age**: 18 - 35
- People who match**: Interests: Search engine marketing, Search engine optimization, Undergraduate education, Influencer marketing, Advertising or Online, Education level: In college or College grad, Field of study: Online-Marketing, Master's degree, Internet marketing, Marketing/Advertising or Advertising and Marketing

At the bottom, there are buttons for "Edit" and "Create new audience".

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

05

## KPI:

- Reach: Unique users exposed to the ads.
- Impressions: Total number of ad views.

06

## Budget:

- Total Budget: INR 20,00,000.
- Justification:
  - Moderate budget for broad audience reach.
  - Based on previous campaigns with INR 1,000 delivering strong CPA results.

# Creatives For Awareness

Since the awareness stage is about introducing IIDE to a new audience, the CTA “Learn More” invites users to explore the brand without feeling pressured to commit immediately

**Professional Certification in Digital Marketing & Strategy!!**

- ✓ Online via zoom
- ✓ 6 months
- ✓ Certification Included.



Karan Shah, CEO & founder IIDE

[Learn More](#)

 @iideonline <https://iide.co/>

**#1**  
**DIGITAL MARKETING INSTITUTE**  
Awarded by World Education Congress

**Professional Certification In Digital Marketing & Strategy**

Online | 6months  
Certification Included



**Karan Shah**  
Founder and CEO, IIDE

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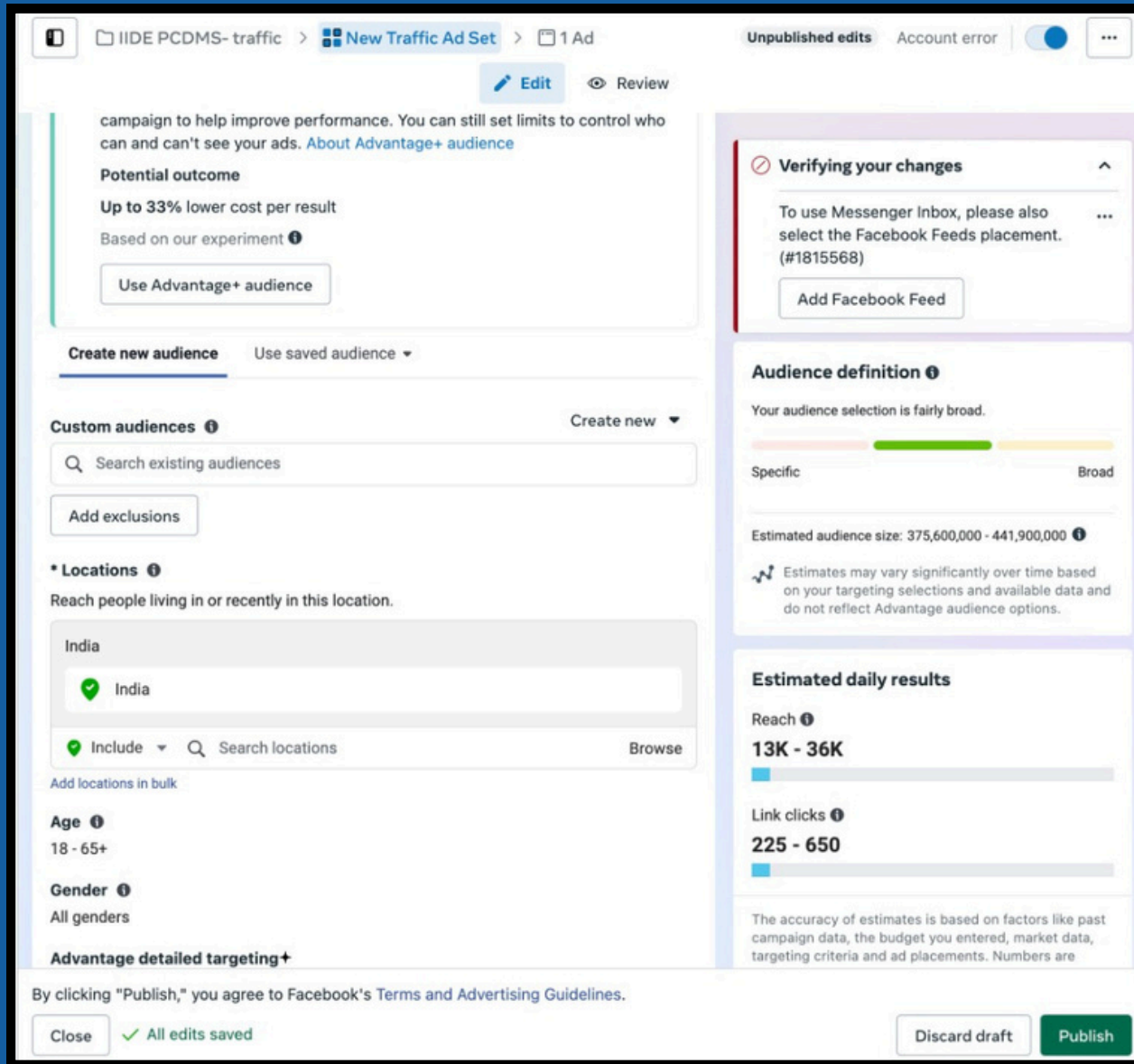


Karan Shah, CEO & founder IIDE

[Download Brochure](#)

<https://iide.co/>

# Consideration Campaign



01

**Objective:** Traffic

02

**Performance Goals :**Link clicks and landing page views

03

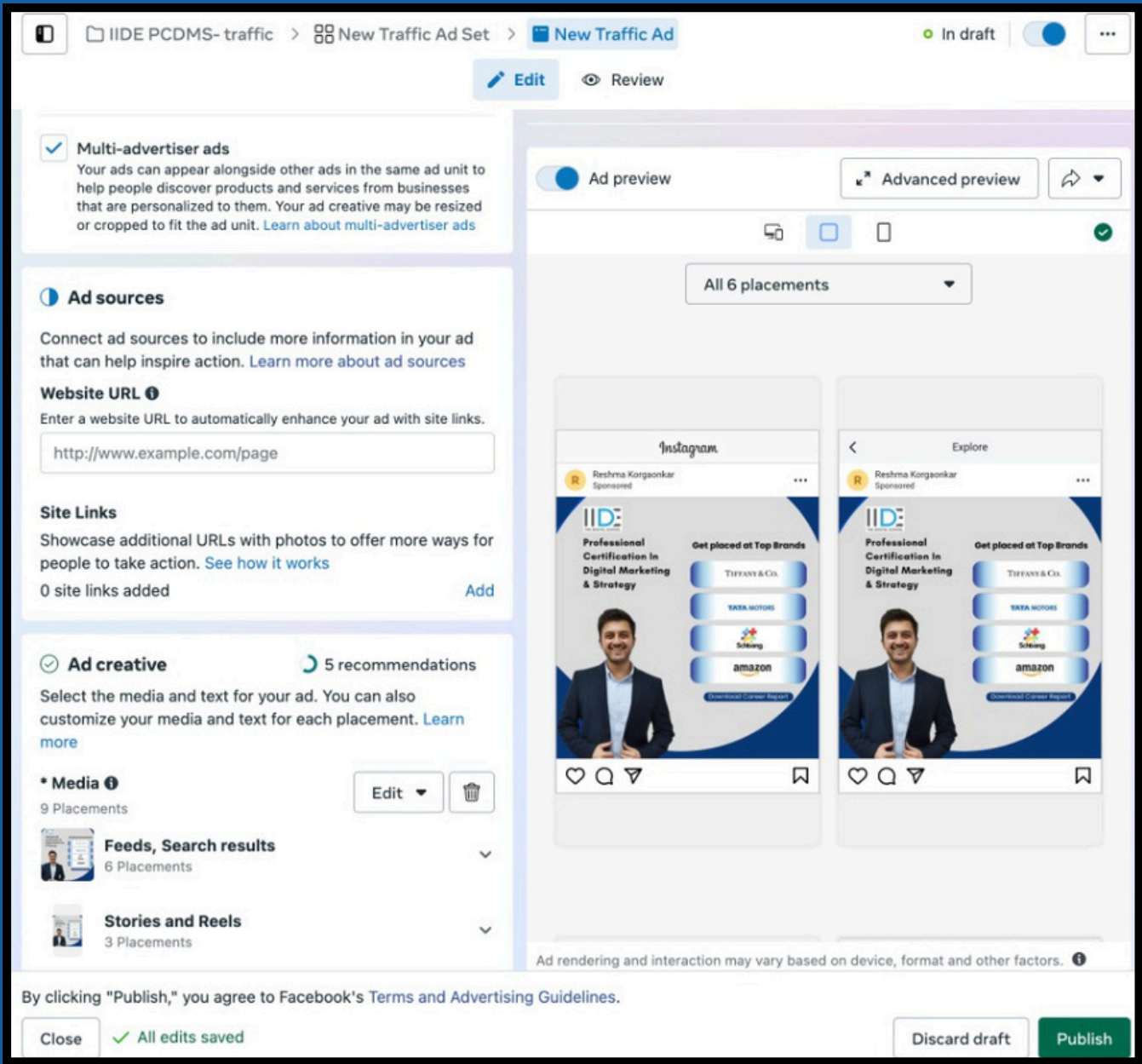
**Bidding Strategy :** Highest Volume

04

**Audience group : Custom Audiences**

- website visitors who viewed the “courses” page.
- Engagement on past ads or videos
- Email list of previous leads who haven’t enrolled yet.
- Previous leads

# Consideration Campaign



05

**KPI:** Click-Through Rate (CTR), Website Visits.

06

**Budget :** 25lakhs

we have allocated a significant budget to engage the audience and drive website traffic, warming up leads for conversion. Drive interested users to the website for more info.

# Creatives For Consideration

The focus is on providing value while collecting leads.



**IIDE**  
THE DIGITAL SCHOOL

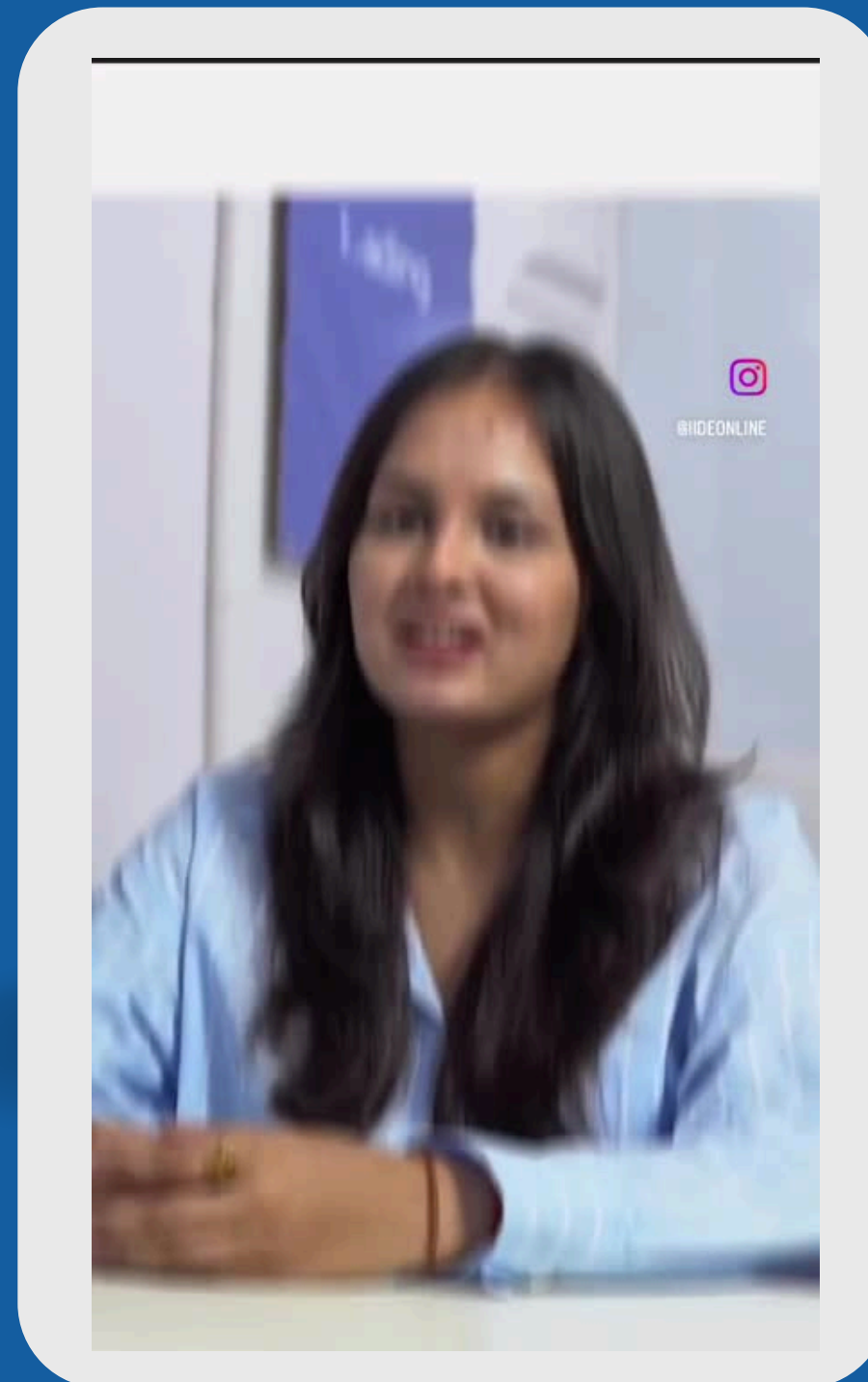
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**JOIN OUR ONLINE PROGRAM**

- ✓ 6 month of online class program.
- ✓ Certification on Planning Strategy and Business skills
- ✓ Best tips & tricks to learn digital marketing.
- ✓ Digital marketing and strategy certification.

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# Conversion Campaign



The screenshot displays the Facebook Ads Manager interface for a campaign named "IIDE PCDSMS -leads". The main section is titled "Ad creative" and shows a draft of an advertisement. The ad preview area displays two variations of the ad, both featuring a professional certification offer for digital marketing. The ad text includes: "Want to become a certified digital marketing expert? Our Professional Certification in Digital Marketing & Strategy". The ad also features a headline: "Last Chance! Enroll in Digital Marketing Certification with 20% Off". The interface includes various controls for editing and reviewing the ad, such as "Edit", "Review", "Advanced preview", and "Discard draft" / "Publish" buttons.

01

**Objective :** Leads

02

**Performance Goals :** Lead generation forms and webinar sign ups

03

**Bidding Strategy :** Bid Cap

Helps to set maximum amount we are willing to spend. This minimises the high fluctuations in cost and maintain a more predictable cost structure.

04

**Audience group :** Lookalike Audience

Allows you to reach new people who are similar to your existing leads, customers, or website visitors.



# Conversion Campaign



### Create a lookalike audience

Select your lookalike source

Create new source ▾

Select audience location

 Browse

Select audience size

Number of lookalike audiences ⓘ

1 ▾

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

ⓘ A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

05

## KPI :Lead form completions , Cost Per Lead

Directly Aligned with the Goal , Checking how many people have filled the form is the most straight forward measure, as it reflects how well our ads are driving conversion.

06

## Budget: 30,00,000.

This budget will enable us to generate a significant number of leads without exhausting resources . Plus we have the flexibility within the budget to focus on best performing assets.

# Creatives For Conversion

Creatives that feature limited-time offers, discounts, or special enrollment benefits



**PROFESSIONAL CERTIFICATION IN DIGITAL MARKETING & STRATEGY!!!!**

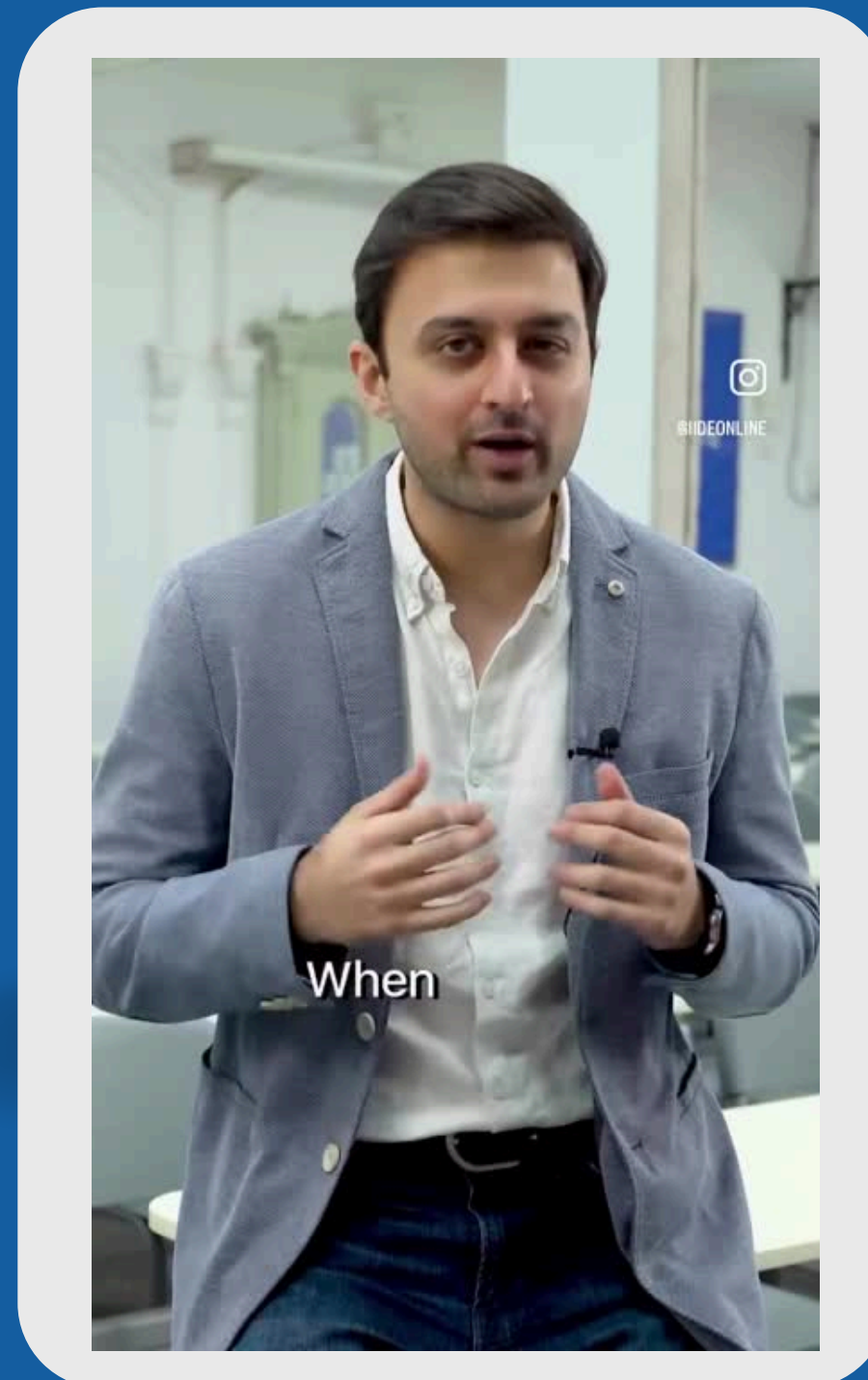


Karan Shah, CEO & founder IIDE

- Edge technical skills and earn a certification
- Learn advanced & strategic concepts of digital marketing
- Enroll now and get 20% off before 25th oct
- Get scholarship discounts

**Last Chance to Enroll**

@IIDEONLINE <https://iide.co/>



When



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# Budgeting

Total Budget = 1 crore  
75 lakhs will be divided among  
the three campaigns .  
After observation the  
remaining 15 lakhs will be put  
in the most suitable campaign

<b>Campaign</b>	<b>Budget Allocation (INR)</b>	<b>Justification</b>
<b>Awareness</b>	<b>20,00,000</b>	<b>Focus on building broad visibility.</b>
<b>Traffic</b>	<b>25,00,000</b>	<b>Drive interested users to the website for more info.</b>
<b>Leads</b>	<b>30,00,000</b>	<b>Primary focus on generating high-quality leads to ensure conversions</b>

# CONCLUSION

To conclude, we've explored that IIDE has a strong foundation in digital marketing education, but there are significant opportunities to expand its reach and drive more leads through a structured and well-executed Meta Ads campaign.

By analyzing the current situation, reflecting on past campaign analysis, and strategically targeting the right audience segments through the right content, we can improve both brand awareness and lead generation.

# THANK YOU!



# Resource Page

