

META ADS

PRESENTED BY:

Anastasia D'souza

Mihika Oak

Riddhi Kalantri

Shreya Lapasia

Tricia D'souza



AGENDA



- Introduction
- Social Media Audit
- Competitor Analysis
- Part - A
- Part - B

Brand Strategy

Campaign Overview

Execution

Budget Allocation

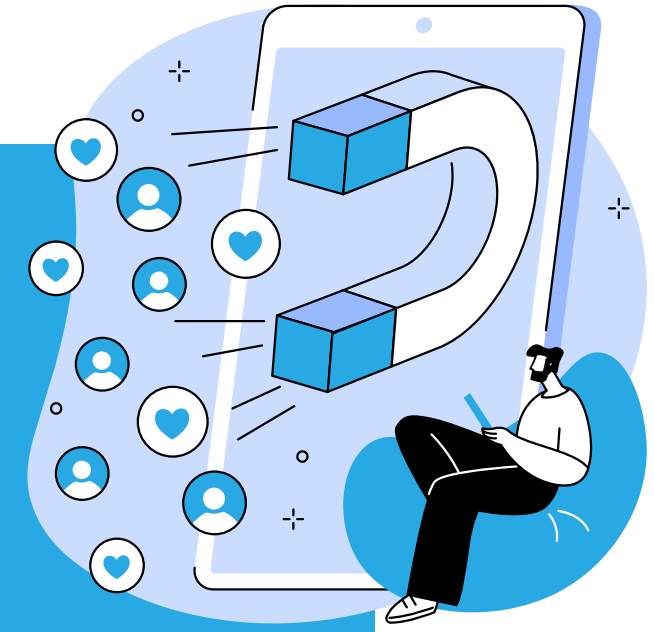
- Conclusion
- Bibliography

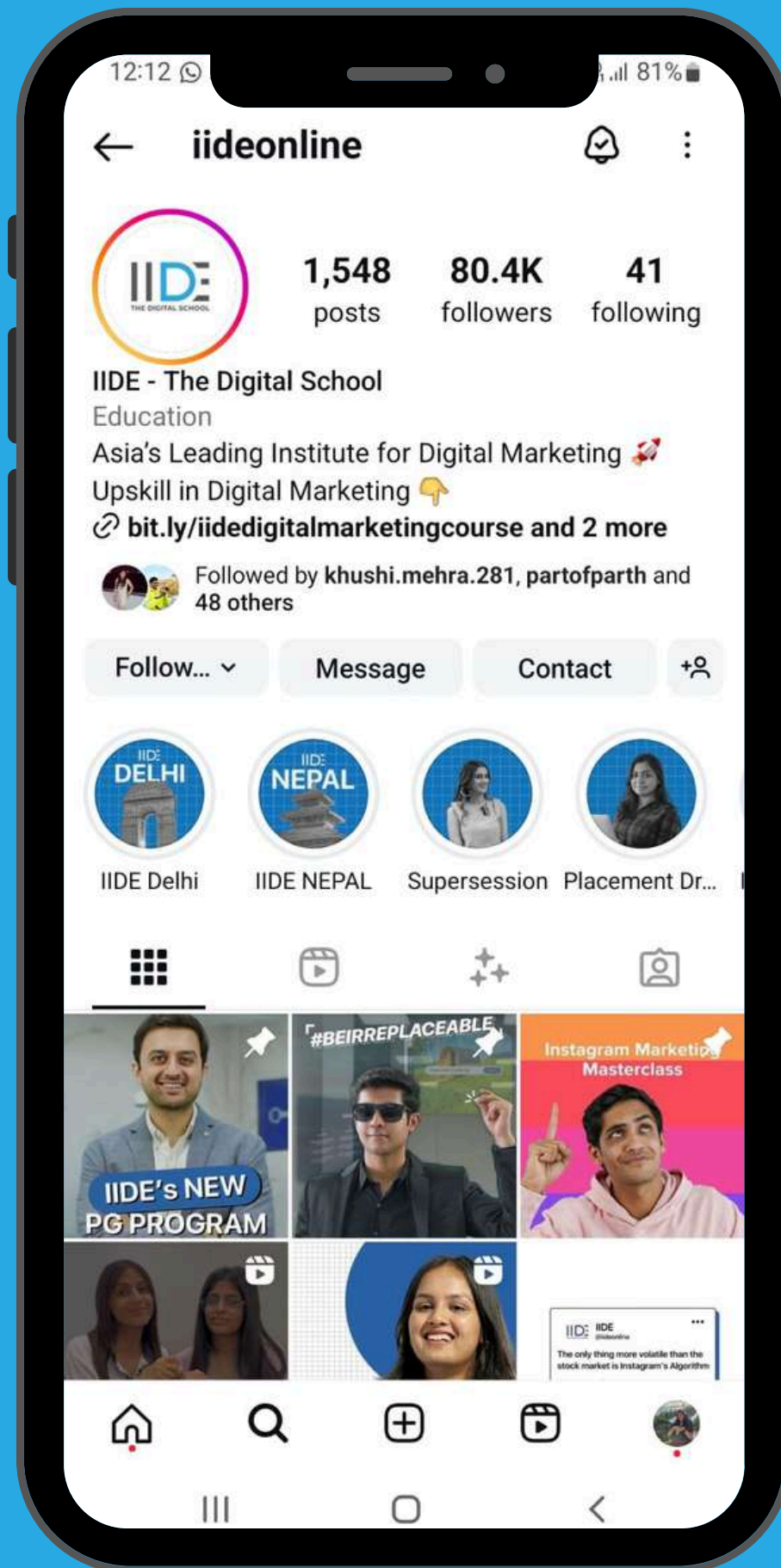
INTRODUCTION

- The Indian Institute of Digital Education, popularly known as IIDE, is **India's leading digital marketing institute.**
- The institute is committed to providing a one-of-a-kind learning experience that equips students to be successful digital marketer.
- The institute's vision is to make a global socio-economic impact by being the largest contributor to digital marketing talent.



SOCIAL MEDIA AUDIT





- Followers- 80.4 K
- Grade- B+
- No. of posts- 1547
- Formats- Static images and reels
- Post frequency- 5 -6 posts per week
- Avg. likes- 256.63
- Avg. comments- 10.38
- Reel views- 7,189 (Average)
- Content Bucket - Educational, Entertainment, Inspirational, Conversational and Promotional.



- Followers- 38k
- Formats- Static images and reels
- Post frequency- 5 -6 posts per week
- Total likes- 37k
- Avg. Reel views- 214.8
- Content Bucket - Educational, Entertainment, Inspirational, Conversational and Promotional.

Content Strategy

- Multi-Platform Approach



- Value-Driven Educational Content

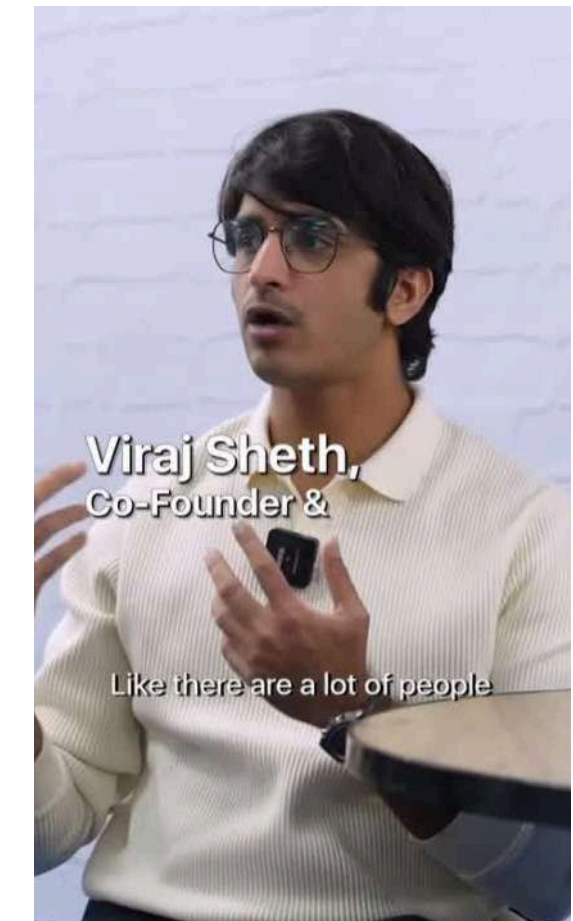


Content Strategy

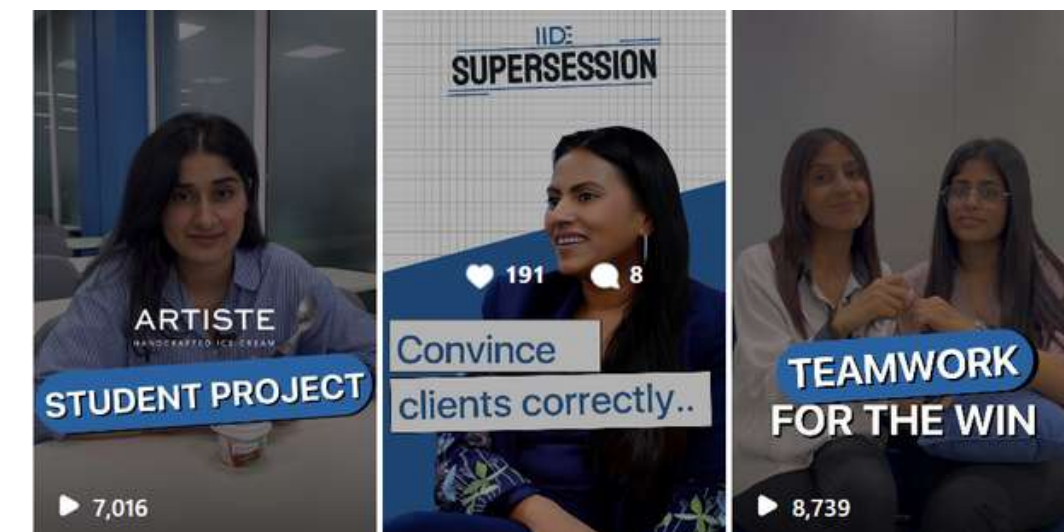
- Content Types (static images and video reels)



IIDE



- Instagram as the Stronger Platform, Facebook with lower engagement metrics



RECOMMENDATION

- Create more **interactive content**.
- **Collaborate** with industry influencers and partnered companies.
- Creating content **highlighting the successful placements**.
- Creating more **informative digital content**



- Comprehensive and Practical Curriculum
- Experienced Faculty and Industry Experts
- Strong Placement Support
- Hands-On Learning
- Wide Range of Programs

S

STRENGTHS

OPPORTUNITIES

O

- Rising Global Demand for Digital Marketers
- International Expansion
- Corporate Training Programs
- Specialized Niche Courses
- Leveraging Technology and Data

COMPETITOR ANALYSIS





Courses

- Digital Marketing Specialization
- Marketing Analytics (Columbia University)
- Social Media Marketing (Northwestern University)

Fee Structure

- Individual Courses: \$29 to \$99.
- Specializations: \$39 to \$79 per month.

Target Audience

Professionals Students Job seekers

Content Buckets

Educational Promotional Conversational



Courses

- Professional Brand Management (PBMDA)
- Sales Leadership Program (SLP)

Fee Structure

- Starts from 50k - 1.3 lakh

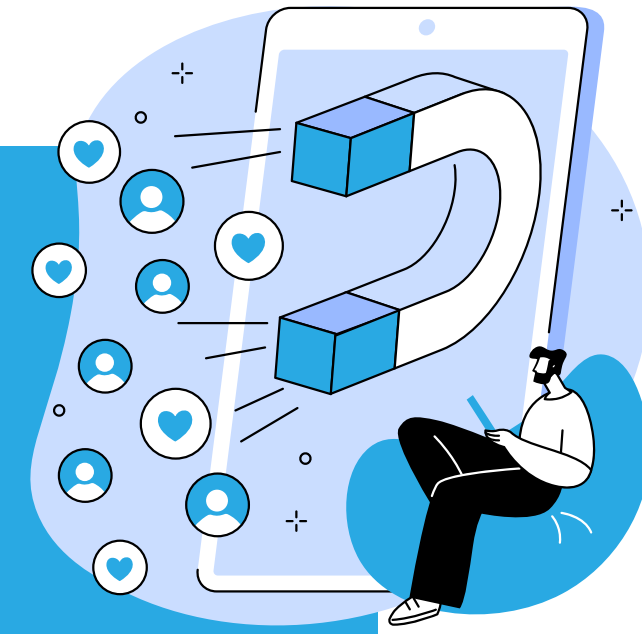
Target Audience

Professionals Students Job seekers

Content Buckets

Educational Promotional Entertainment

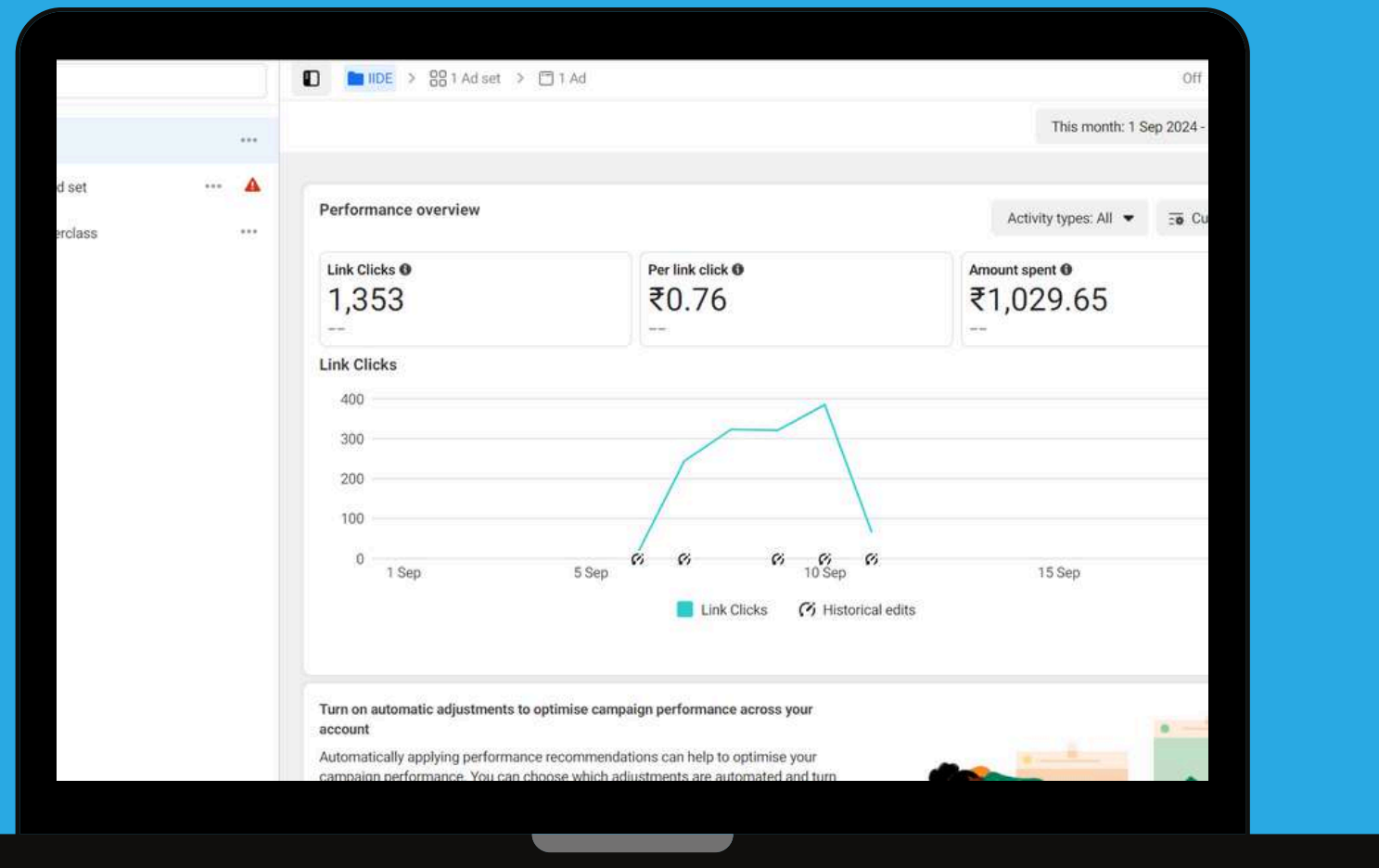
PART - A



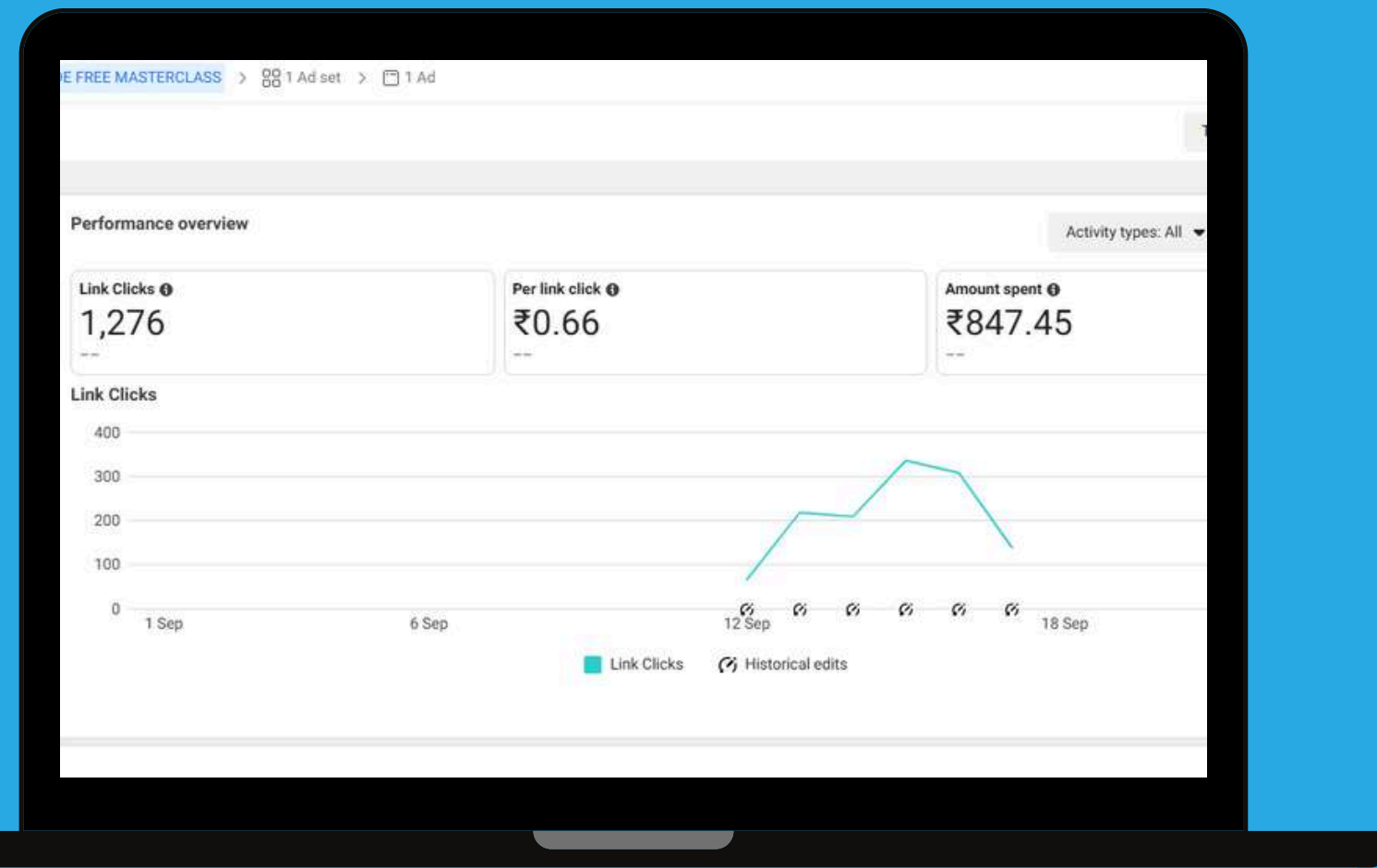
TUNISIA



- Link clicks- 1,353
- Reach- 53,384
- Frequency- 3.05
- CPR- Rs.0.76
- Amount spent- 1029.76
- Impressions- 163,030
- CPM- Rs.6.32
- CTR- 0.83%

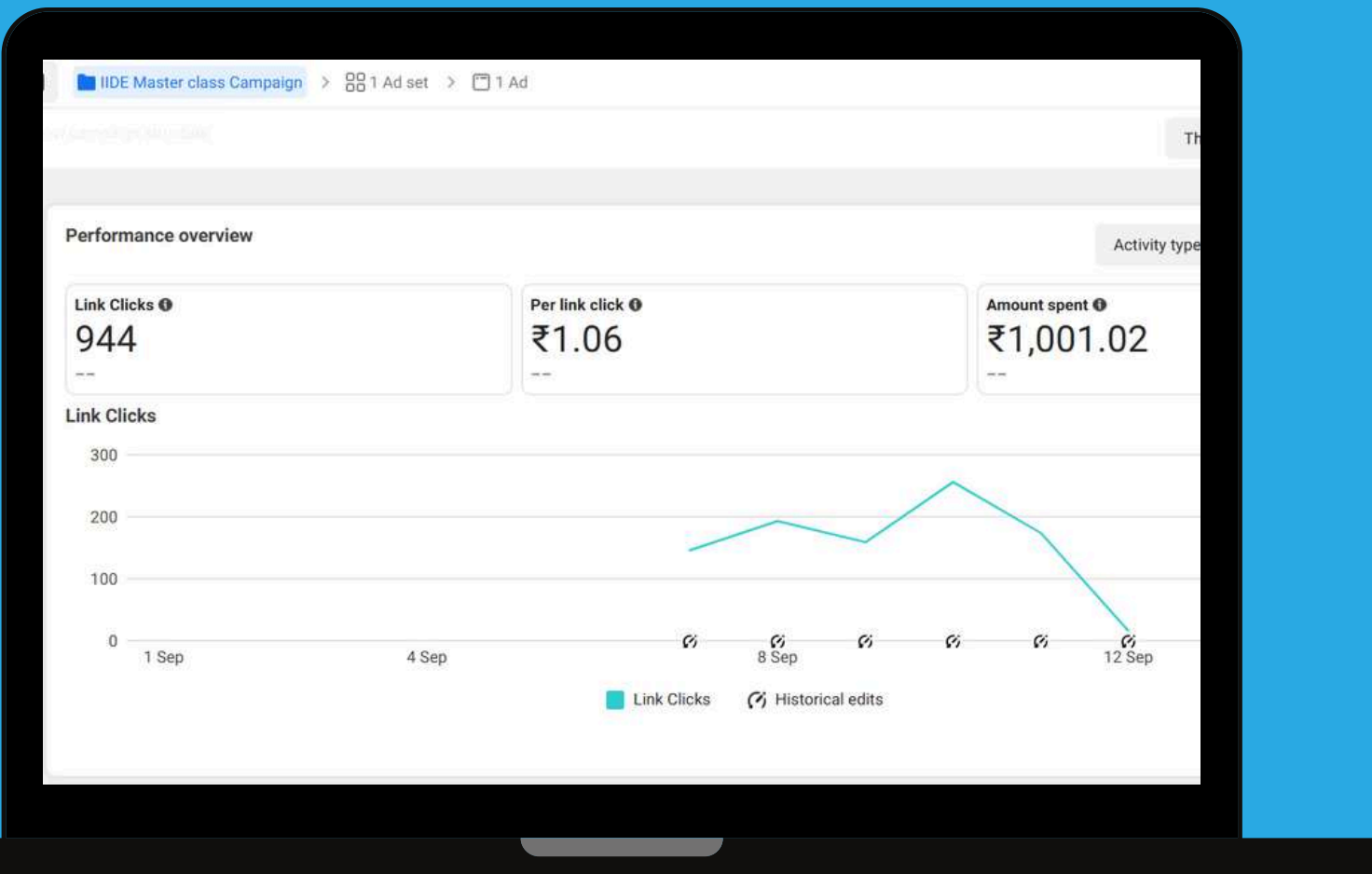


KATHMANDU



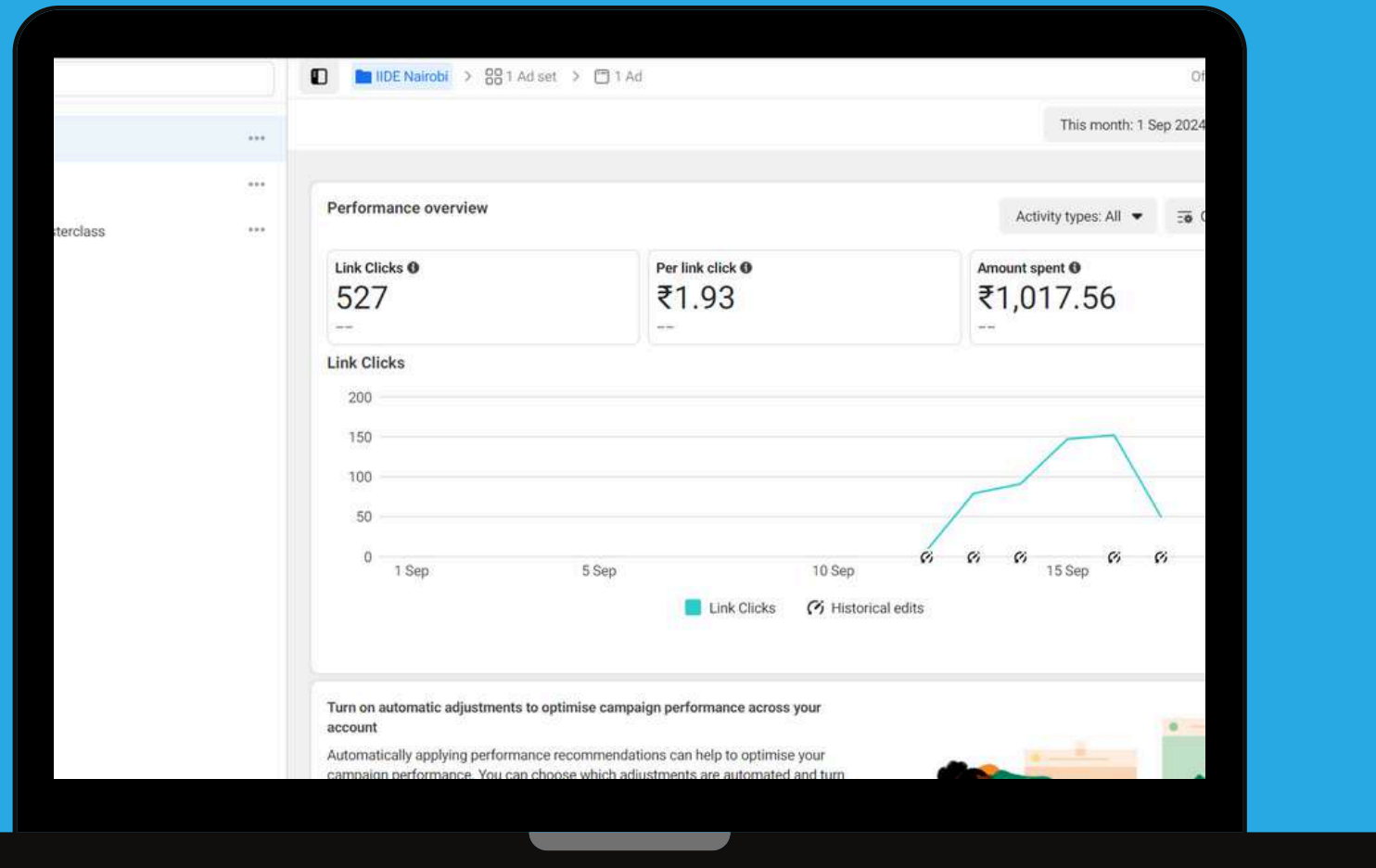
- Link clicks- 1,276
- Reach- 89,277
- Frequency- 1.67
- CPR- Rs.0.66
- Amount spent- 847.45
- Impressions- 148,696
- CPM- Rs.5.70
- CTR- 0.86%

CAIRO



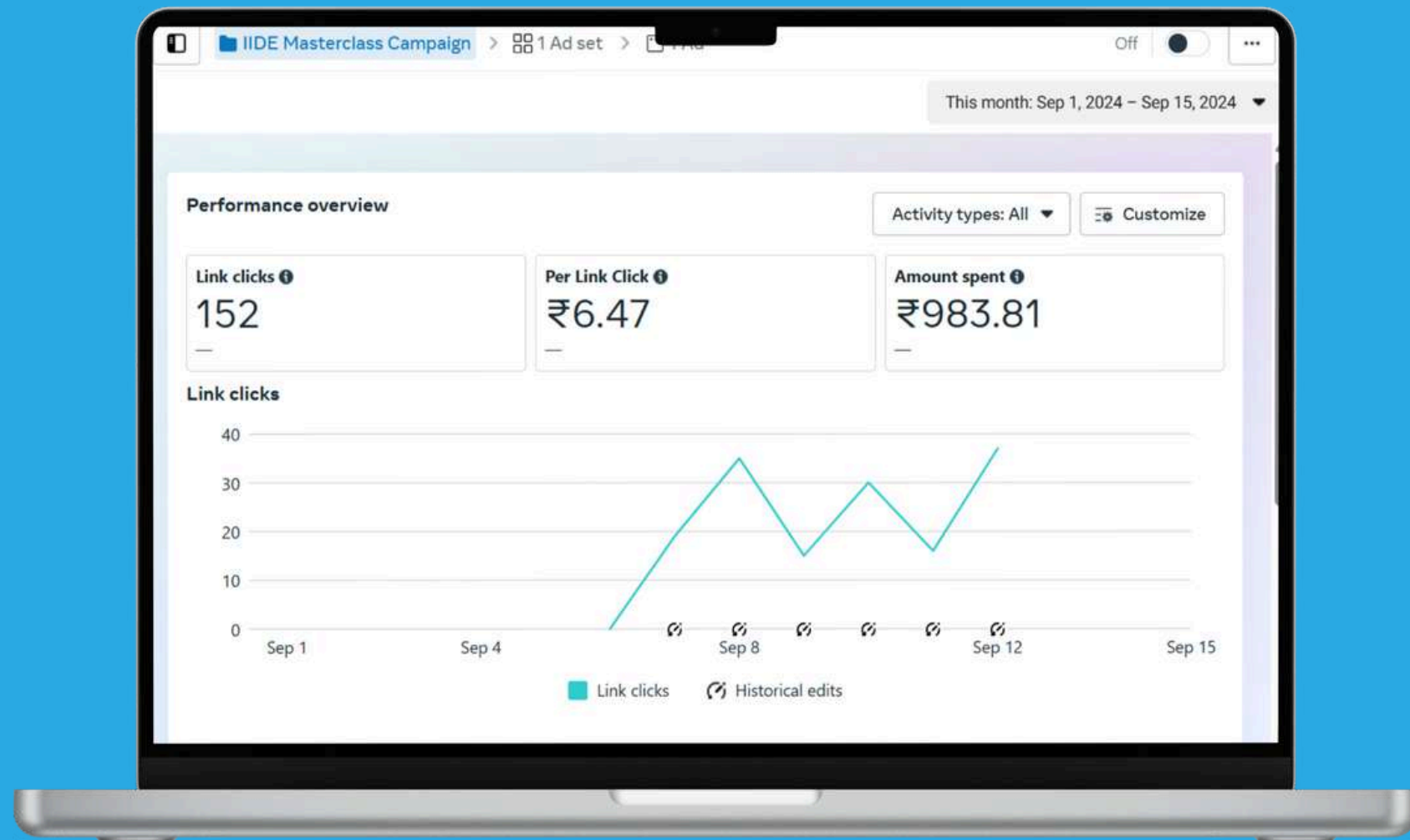
- Link clicks- 944
- Reach- 56,545
- Frequency - 2.20
- CPR- ₹ 1.06
- Amount spent- ₹1,001
- Impressions- 1,24,641
- CPM - ₹8.03
- CTR- 0.76%

NAIROBI



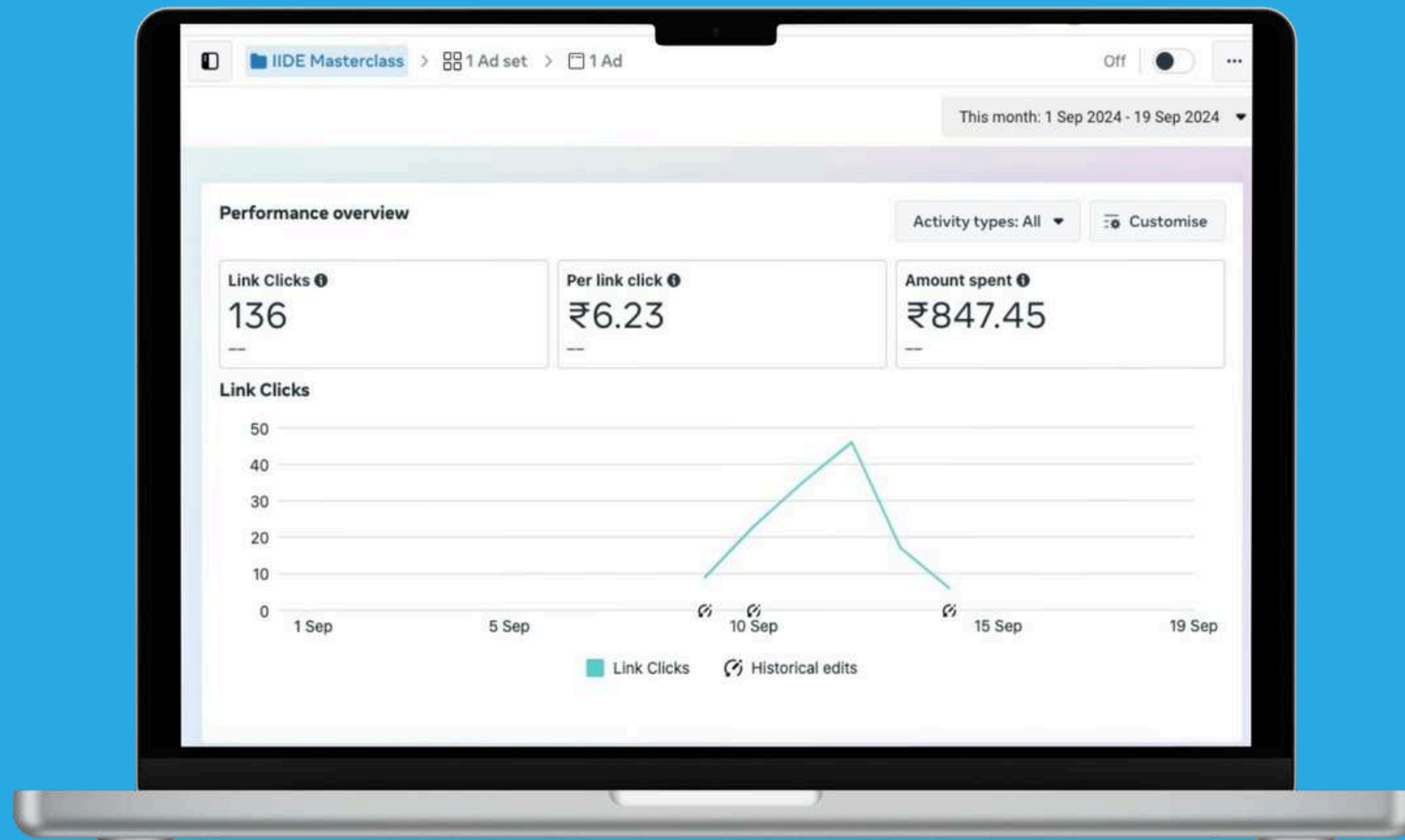
- Link clicks- 527
- Reach- 21,685
- Frequency- 2.49
- CPR- Rs.1.93
- Amount spent- Rs.1,017
- Impressions- 54,068
- CPM- Rs.18.82
- CTR- 0.97%

CAPETOWN 1



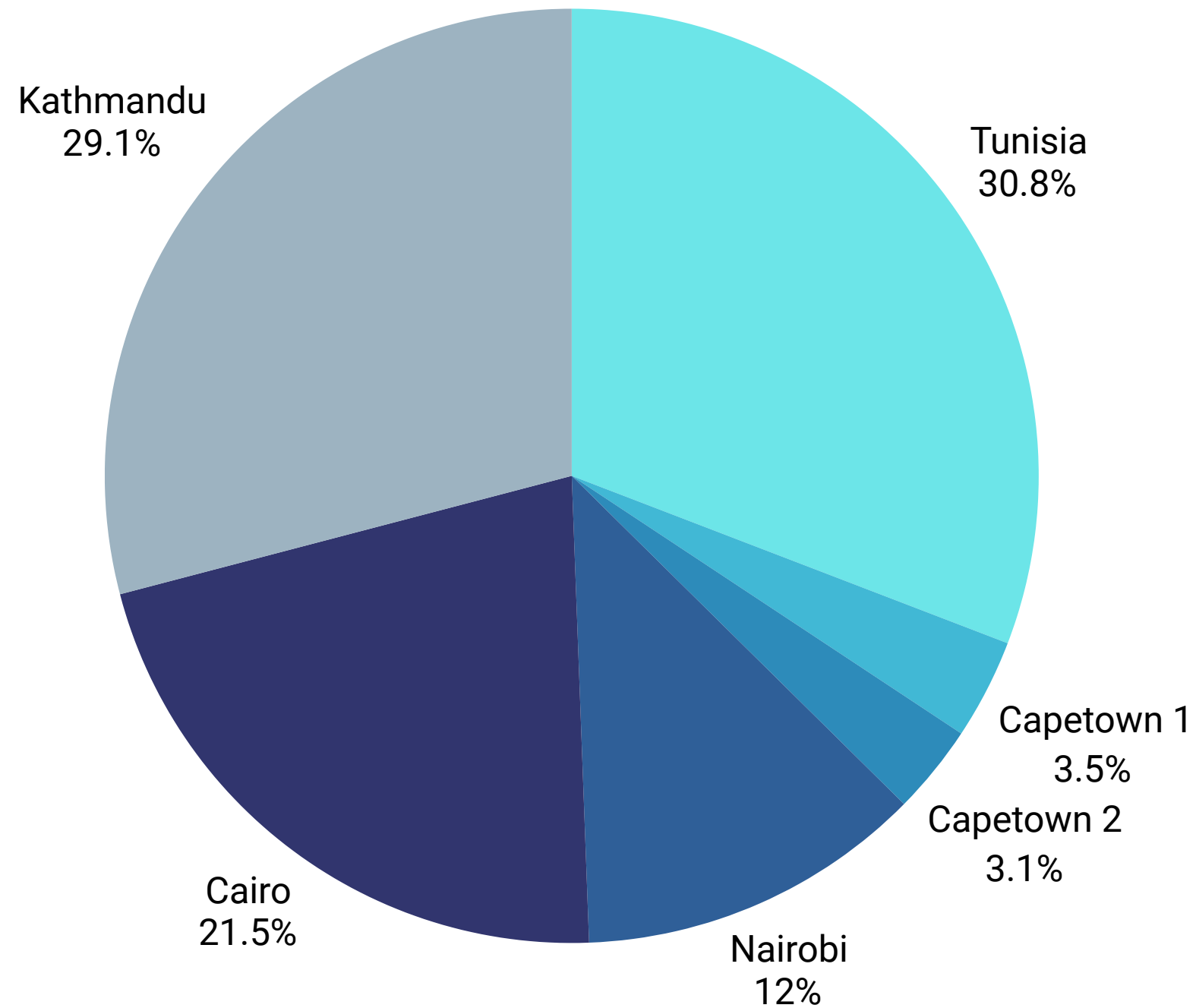
- Link clicks- 152
- Reach- 12,969
- Frequency- 1.48
- CPR- ₹ 6.47
- Amount spent- ₹ 983.81
- Impressions- 19,217
- CPM- ₹ 51.19
- CTR- 0.79%

CAPETOWN 2

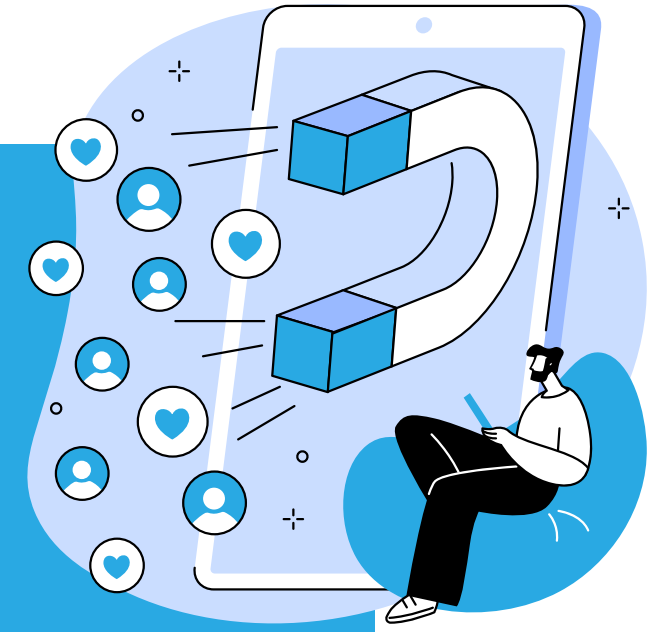


- Link clicks- 136
- Reach- 10,198
- Frequency- 1.66
- CPR- Rs. 6.23
- Amount spent- Rs.847.45
- Impressions- 16,882
- CPM- Rs.50.20
- CTR- 1.16%

PART - A OVERVIEW



Total Reach - 2,44,045
Total Link Clicks - 4,388
CTR - 0.83%



BRAND STRATEGY PART - B



BRAND STRATEGY



Course
PCDMS
(6 Months)



Objective
Awareness,
Traffic and Lead



Duration
2 Months
(30 Sep - 30 Nov)

BRAND STRATEGY

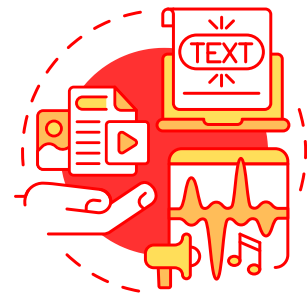


Budget
1 Crore

Location
Tier 1 and Tier 2
cities in India

Bidding Strategy
Highest Volume

BRAND STRATEGY



Ad Formats
Video, Single
Image and
Carousels

Retargeting

Metrics
Reach, Link
Clicks and
Leads.

AWARENESS STAGE



Objective

Create **Brand Awareness**, increase **Reach** and generate interest in the online course, with a focus on Tier 1 and Tier 2 cities.



Duration

20 Days,
30 Sept 2024 - 20 Oct 2024



Budget

₹25 Lakhs

Ad Set 1 - ₹14 L (Tier 2 Cities)

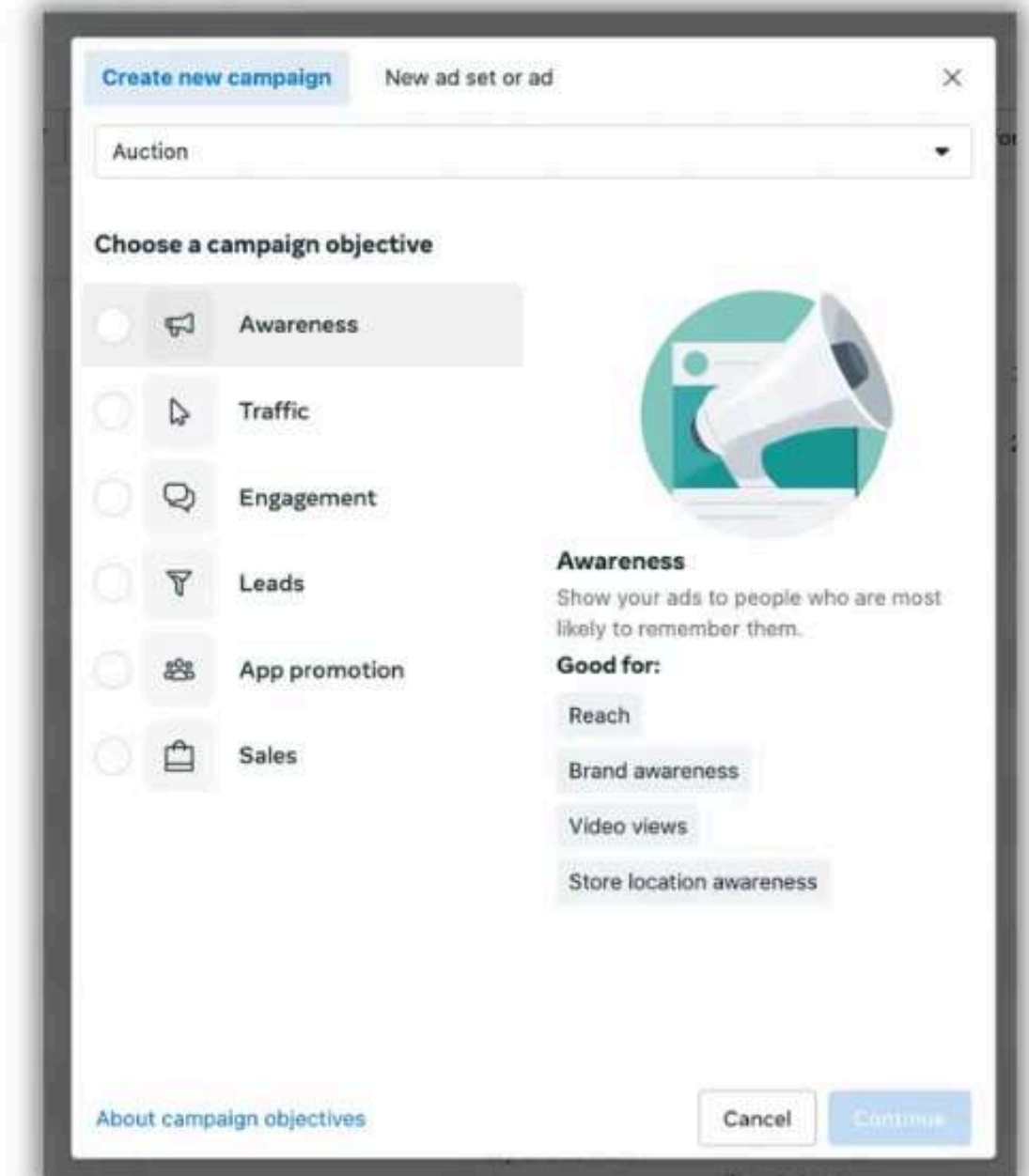
Ad Set 2 - ₹11 L (Tier 1 Cities)



Metrics

Reach | Impressions

CPM | View Through Rate

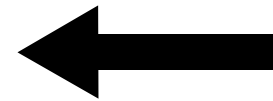


AWARENESS STAGE - Ad Set 1

This screenshot shows the 'Ad set name' and 'Awareness' configuration in Facebook Ads Manager. The ad set name is 'Tier two PCDM'. The performance goal is set to 'Maximise reach of ads'. The Facebook Page is 'Student Life at IIDE'. The cost per result goal is optional, set to ₹X.XX. The estimated audience size is 8,000,000 - 9,400,000. A 'Campaign opportunities' box suggests a 33% lower cost per result with Advantage+ audience. The 'Audience definition' is set to 'Specific'.



This screenshot shows the 'Budget & schedule' configuration. The daily budget is ₹70,000.00. The start date is 30 September 2024 at 10:00 IST, and the end date is 20 October 2024 at 10:00 IST. The 'Audience definition' remains 'Specific' with an estimated audience size of 8,000,000 - 9,400,000.



This screenshot shows the 'Detailed targeting' configuration. It includes 'Behaviours' (Purchase behaviour, Engaged shoppers), 'Demographics' (Education level, postgraduate, Schools/Universities, Coursera, Udemy), and 'Languages' (All languages). The 'Audience definition' is 'Specific' with an estimated audience size of 8,000,000 - 9,400,000.

This screenshot shows the 'Locations' configuration. The target location is India, with specific regions selected: Amritsar, Punjab, Punjab region; Bhopal, Madhya Pradesh; Chandigarh; Coimbatore; Gauhati, Assam; and Indore, Madhya Pradesh. The 'Audience definition' is 'Specific' with an estimated audience size of 8,000,000 - 9,400,000.

Preview

AWARENESS STAGE - Ad Set 2

This screenshot shows the Facebook Ads Manager interface for an ad set. The left sidebar lists the campaign structure: PCDM Dec Awareness, Tier two PCDM, and Tier one PCDM. The main content area is divided into two sections: 'Budget & schedule' and 'Audience definition'.
Budget & schedule: The daily budget is set to ₹55,000.00 INR. A warning indicates that this budget is 19.064% higher than the account's average budget of ₹287.00. The start date is 30 September 2024 at 10:00 IST, and the end date is 20 October 2024 at 10:00 IST. A note states that the user will spend an average of ₹55,000 per day, with a maximum daily spend of ₹96,250 and a maximum weekly spend of ₹385,000.
Audience definition: The audience is defined as 'Specific'. The estimated audience size is 18,400,000 - 21,700,000. A 'Campaign opportunities' section offers a 33% lower cost per result with Advantage+ audience for 2 ad sets.



This screenshot shows the Facebook Ads Manager interface for the same ad set, but with the 'Locations' section expanded. The 'Locations' section lists several Indian cities with a 40 km radius: Ahmedabad, Gujarat; Bangalore; Chennai, Tamil Nadu; Delhi; Hyderabad, Telangana; and Kolkata, West Bengal. The 'Audience definition' section shows the audience is defined as 'Broad'. The estimated audience size remains 18,400,000 - 21,700,000. The 'Campaign opportunities' section is also visible, offering a 33% lower cost per result with Advantage+ audience for 2 ad sets.

Preview

AWARENESS STAGE

**UNLOCK YOUR POTENTIAL:
BECOME A CERTIFIED DIGITAL
MARKETER!**

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Karan Shah
Founder, IIDE

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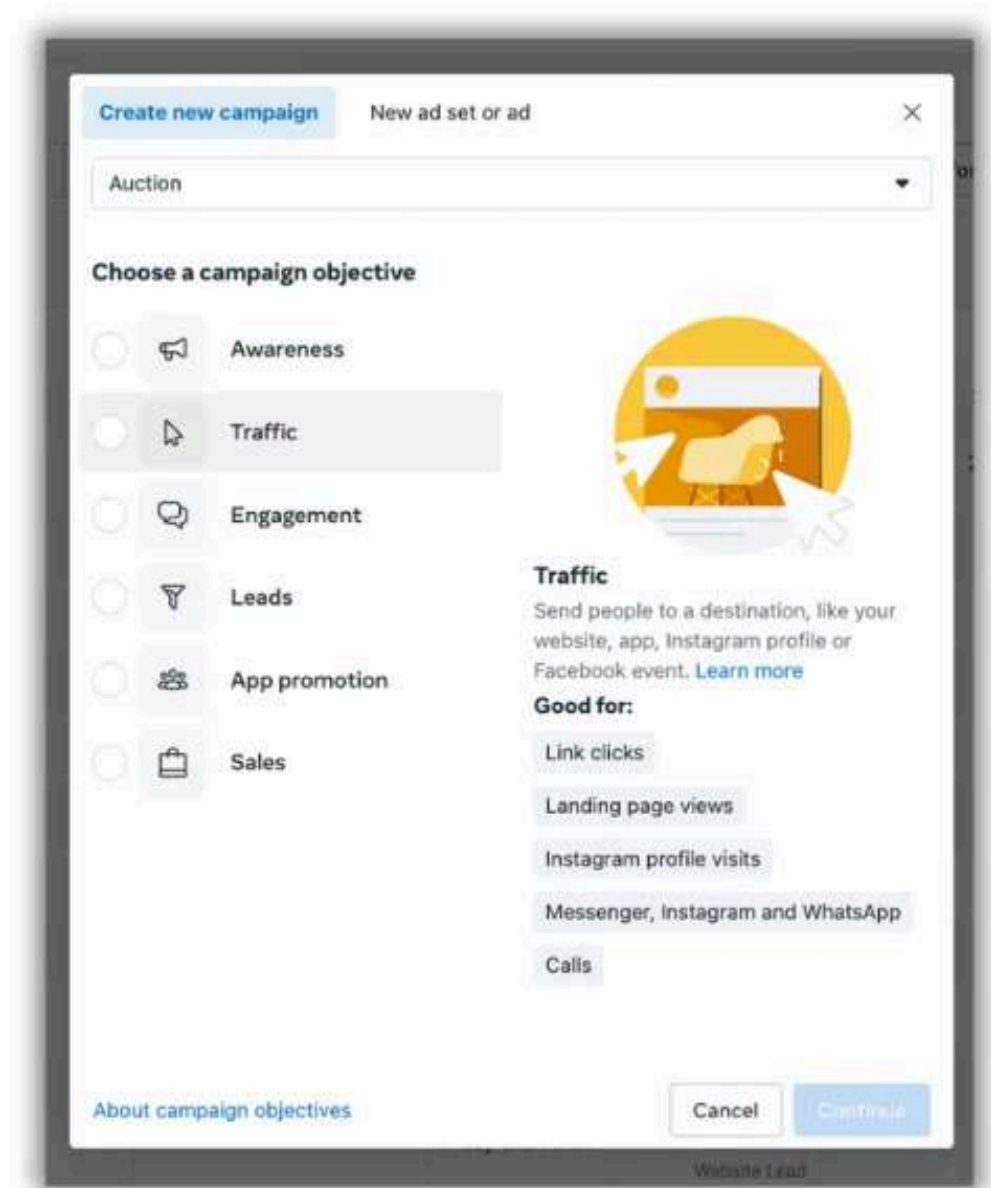
CONSIDERATION STAGE

 **Objective**
Highlight the key offerings and career benefits of the course by showcasing its unique value proposition and outcomes over competitors thus **increasing link clicks**.

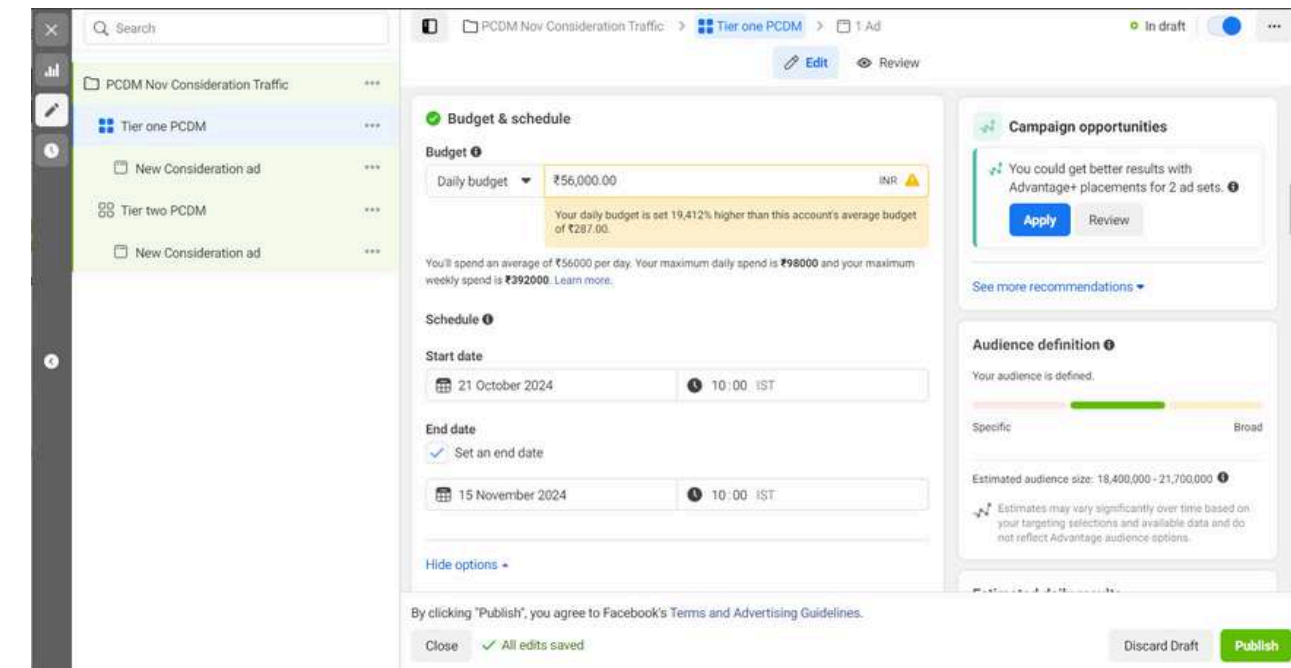
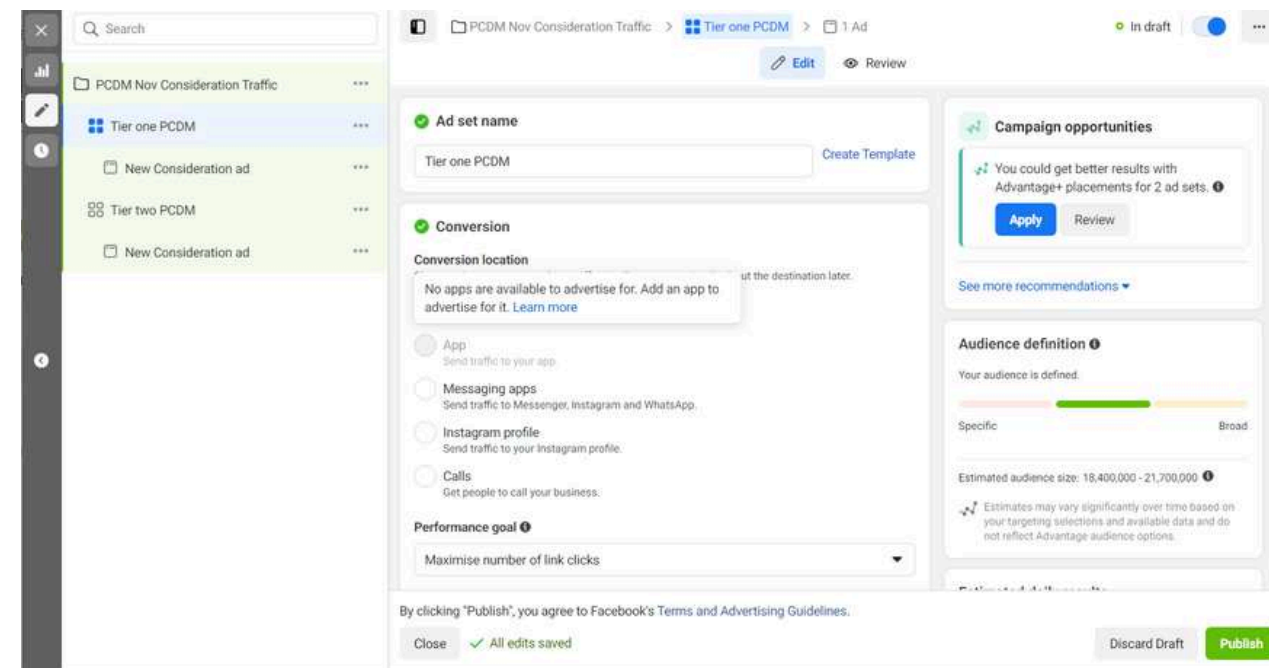
 **Duration**
25 Days,
21 Oct 2024 - 15 Nov 2024

 **Budget**
₹30 Lakhs
Ad Set 1 - ₹14 L (Tier 1 Cities)
Ad Set 2 - ₹16 L (Tier 2 Cities)

 **Metrics**
Link Clicks | CTR



CONSIDERATION STAGE - Ad Set 1



Preview

CONSIDERATION STAGE - Ad Set 2

This screenshot shows the Facebook Ads Manager interface for an ad set. The left sidebar lists the campaign structure: PCDM Nov Consideration Traffic, Tier one PCDM, New Consideration ad, Tier two PCDM (selected), and another New Consideration ad. The main content area is divided into two columns. The left column is titled 'Budget & schedule' and includes a 'Daily budget' of ₹64,000.00 (with a warning that it's 22,200% higher than the account's average), a 'Start date' of 21 October 2024 at 10:00 IST, and an 'End date' of 15 November 2024 at 10:00 IST. The right column is titled 'Audience definition' and shows a progress bar indicating the audience is defined, with an estimated size of 8,500,000 - 10,000,000. A 'Publish' button is visible at the bottom right.



This screenshot shows the Facebook Ads Manager interface for the same ad set, focusing on the 'Platforms' and 'Placements' sections. The left sidebar is identical to the previous screenshot. The main content area shows 'Platforms' with checkboxes for Facebook, Audience Network, Instagram, and Messenger. Below this is the 'Placements' section, which includes a list of placement options like Facebook Feed, Instagram feed, etc., with checkboxes. A preview of an Instagram post featuring a burger is shown. The 'Audience definition' section is also visible on the right, showing the same audience size as the previous screenshot. A 'Publish' button is visible at the bottom right.







Preview

CONSIDERATION STAGE

From Learning to Earning: IIDE's Road to Career Success!

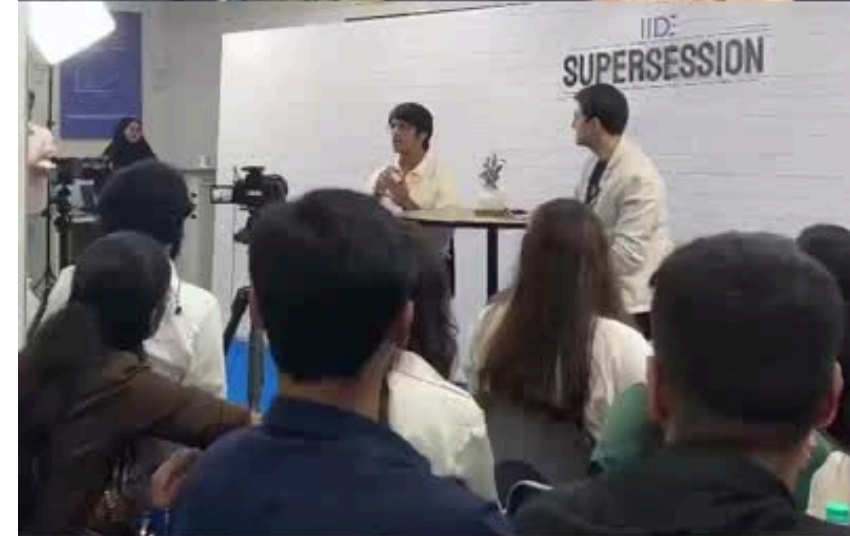
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IIDE's Professional Certification in Digital Marketing & Strategy

Hear From our Alumni

 Ghun Bhansali Social Media Intern 	 Kavya Vikram Influencer Marketing Executive 	 Prathamesh Gandeja Paid Media Specialist 
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CONVERSION STAGE



Objective

The objective is to **drive qualified leads**, converting their interest into actionable inquiries for enrollment.



Duration

15 Days,
16 Nov 2024 - 30 Nov 2024



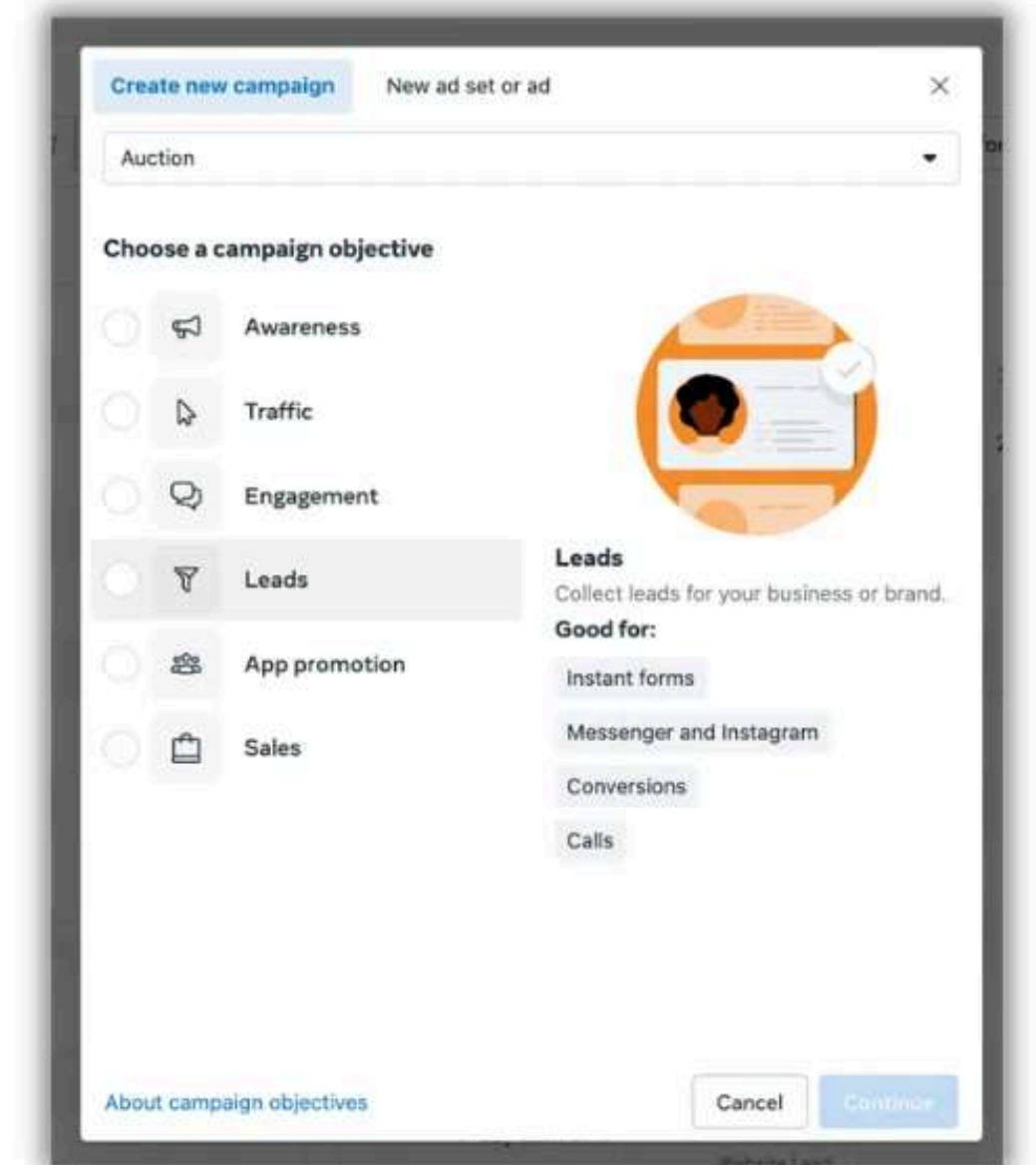
Budget

₹20 Lakhs
Ad Set 1 - ₹10 L (Tier 1 Cities)
Ad Set 2 - ₹10 L (Tier 2 Cities)

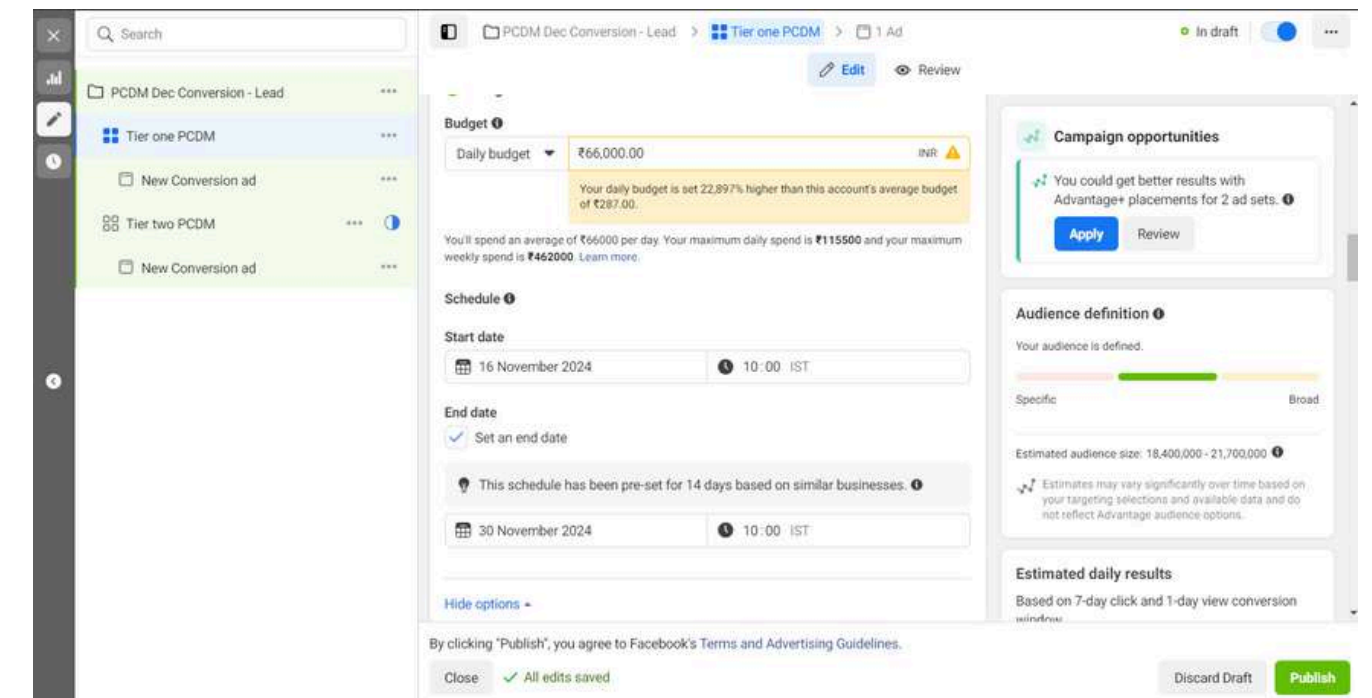
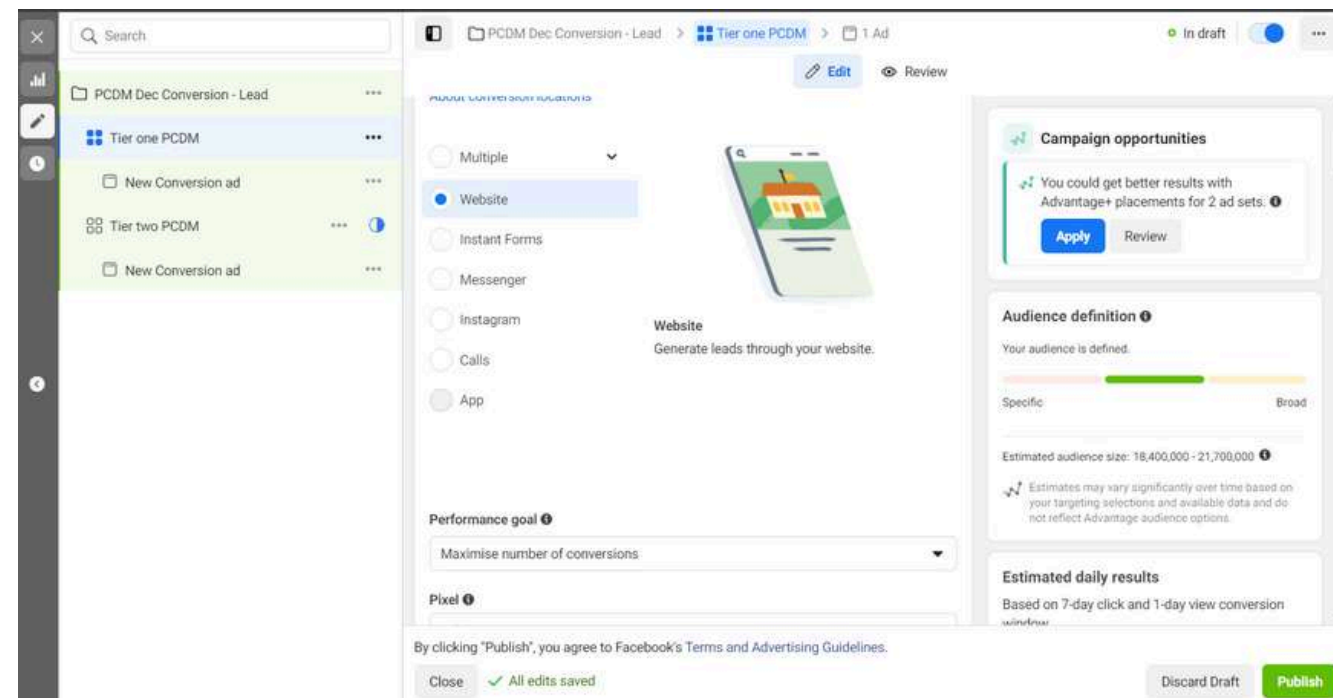


Metrics

Leads | CPL



CONVERSION STAGE - Ad Set 1



Preview

CONVERSION STAGE - Ad Set 2

This screenshot shows the Facebook Ads Manager interface for an ad set. The left sidebar lists the campaign structure: PCDM Dec Conversion - Lead, Tier one PCDM, New Conversion ad, Tier two PCDM, and another New Conversion ad. The main content area is divided into several sections:

- Budget & schedule:** Shows a daily budget of ₹66,000.00 (INR) with a warning that it is 22.89% higher than the account's average. The start date is 16 November 2024 at 10:00 IST, and the end date is 30 November 2024 at 10:00 IST. A note indicates the schedule is pre-set for 14 days.
- Campaign opportunities:** A notification suggests better results with Advantage+ placements for 2 ad sets, with 'Apply' and 'Review' buttons.
- Audience definition:** Shows 'Your audience is defined' with a progress bar between 'Specific' and 'Broad' targeting. The estimated audience size is 7,600,000 - 9,000,000.
- Estimated daily results:** Based on 7-day click and 1-day view conversion windows.

At the bottom, there is a 'Publish' button and a note: 'By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.'



This screenshot shows the Facebook Ads Manager interface for the same ad set, but with the 'Locations' section expanded. The left sidebar is identical to the first screenshot. The main content area shows:

- Locations:** A list of selected locations with their respective distances: Amritsar, Punjab, Punjab region (+40 km), Chandigarh, Coimbatore (+2 km), Gauhati, Assam (+40 km), Indore, Madhya Pradesh (+40 km), and Jaipur, Rajasthan (+40 km). There is a search bar and a 'Browse' button.
- Audience definition:** Similar to the first screenshot, showing 'Your audience is defined' with a progress bar and an estimated audience size of 7,600,000 - 9,000,000.
- Estimated daily results:** Based on 7-day click and 1-day view conversion windows.

At the bottom, there is a 'Publish' button and a note: 'By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.'

Preview

CONVERSION STAGE



ACT FAST, LEARN SMART AND LEAD THE DIGITAL WORLD !

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Get ₹30,000 Scholarship for Aspiring Marketers

Get Certification in Alignment with

Google Meta Blueprint HubSpot

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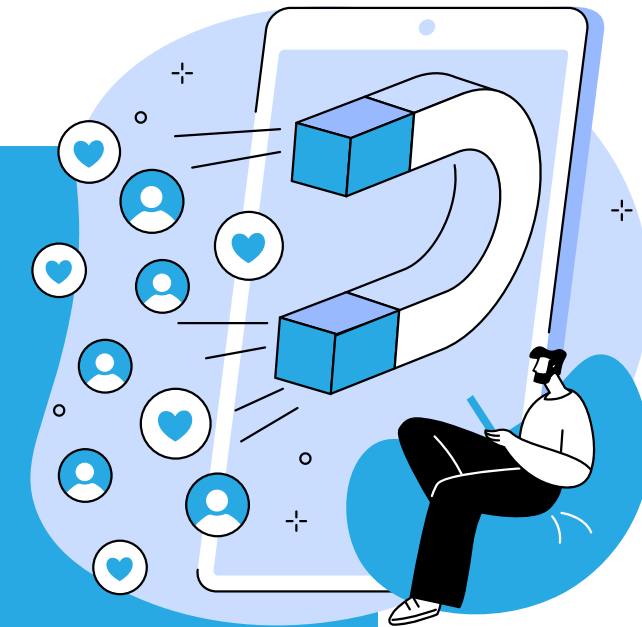
Our Alumini Work At

NYKAA purple NP digital ONEPLUS FORKINNECT McDonald's

APPLY NOW



BUDGET ALLOCATION



CAMPAIGN	BUDGET
<i>Campaign 1- Awareness</i>	25 Lakh
Ad Set 1- Tier one	11 Lakh
Ad Set 2- Tier two	14 Lakh
Retargeting	5 lakh
<i>Campaign 2- Traffic</i>	30 Lakh
Ad Set 1- Tier one	14 Lakh
Ad Set 2- Tier two	16 Lakh
Retargeting	5 lakh
<i>Campaign 3- Leads</i>	20 Lakh
Ad Set 1- Tier one	10 Lakh
Ad Set 2- Tier two	10 Lakh
Retargeting	5 lakh
Contingency	10 Lakh
TOTAL	1 CR

CONCLUSION

- **Three-Stage Approach:** Awareness → Consideration → Conversion to gradually build brand presence and generate leads.
- **Targeted Reach:**
Awareness: 10M reaches, 25M impressions in Tier 1 & 2 cities.
Consideration: 120K link clicks with high CTR.
- **Efficient Budgeting:** Strategic distribution across stages, with CPL of ₹1,000 - ₹1,300 in Conversion.
- **Lead Generation:** Conversion stage aims for 1,500 - 2,000 qualified leads.
- **ROI & Outcome Focus:** Tier-specific targeting and messaging to maximize ROI.

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[https://www.facebook.com/IndianInstituteOfDigitalEducation?
mibextid=ZbWKwL](https://www.facebook.com/IndianInstituteOfDigitalEducation?mibextid=ZbWKwL)

THANK YOU

