

Assignment: Design and Launch Your Facebook Marketing Campaign

1. Create a Facebook Page

Create a new Facebook Page or use an existing one.

If you don't have a real business, create a mock business (e.g., bakery, bookstore, online tutoring).

Steps:

- Log in to Facebook
- Click “+” → Page → Create
- Enter Page name, category, and description
- Add profile and cover photos
- Customize username and details
- Publish the Page

2. Create Engaging Content

Create 3 types of posts:

- Image post with an engaging caption
- Video post (30-60 seconds promotional video)
- Poll or question post to interact with audience

Include hashtags and a call-to-action (CTA) in at least one post

3. Run a Facebook Ad Campaign (Optional/Mock)

- Use Facebook Ads Manager (real or simulated)
- Define your target audience:
- Age
- Location
- Interests

4. Analyze Performance

- Share results (likes, comments, shares, engagement)
- Identify which post performed best
- Explain why it performed well