



Guide to activate the campaign

The campaign we will run will be through Instagram; however, "Facebook meta" will be used as it allows you to set specific goals for campaigns, optimize our ads and adjust the strategy to achieve better results based on that particular goal.

The Facebook ads manager is where we will develop and manage our Instagram ad campaigns. Before we start, we must ensure that our site is connected to a payment method and that it is connected to our Instagram account. So inside the Facebook business manager, we will go to all tools to create our first campaign and then to the ads manager.

The first thing we have to set in our campaign is the campaign objective; this is a recruitment campaign, and our main aim is to generate **leads** and get people to interact with our landing page. So click on leads, then let's click on continue.



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Campaigns

POD Store 2 (1248597032597407)

Search and filter

+ Create Duplicate

Off / On Campaign

Results from 1 campaign

New Sales Ad Set

New Sales Ad

Campaign name

Enter your campaign name here... Create template

Campaign name is required. Fill in this field to publish.

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

Buying type

Auction

Campaign objective

Sales

Catalog

Select a catalog to reach the people most likely to engage with your products. You can also select your catalog at the ad level to use as ad creative only. [Learn more](#)

Off

Show more options

A/B Test

Create A/B Test

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

Close All edits saved

Next

Here we have to give our campaign a name, write " Campaigns" move to the first ad set (click on the arrow), and name "Campaing1: testing,"

Ad sets

POD Store 2 (1248597032597407)

Search and filter

+ Create Duplicate

Off / On Ad Set

Results from 1 ad set

New Sales Ad Set

New Sales Ad

Ad set name

Enter your ad set name here... Create template

Conversion

Conversion location

Choose where you want to drive sales. [Learn more](#)

Website

Drive sales and conversions on your website.

App

Drive sales and conversions on your app.

Website and app

Drive sales and conversions on your website or app.

Messenger

Drive sales and conversions through Messenger.

WhatsApp

Drive sales and conversions through WhatsApp.

Calls

Drive sales and conversions through phone call.

Pixel

PODDemoZ's Pixel

Pixel ID: 6032518200126386

Conversion Event

Choose an event

Please specify a promoted object for the ad set.

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 4,700,000 - 5,500,000

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach

699 - 2.0K

Conversions

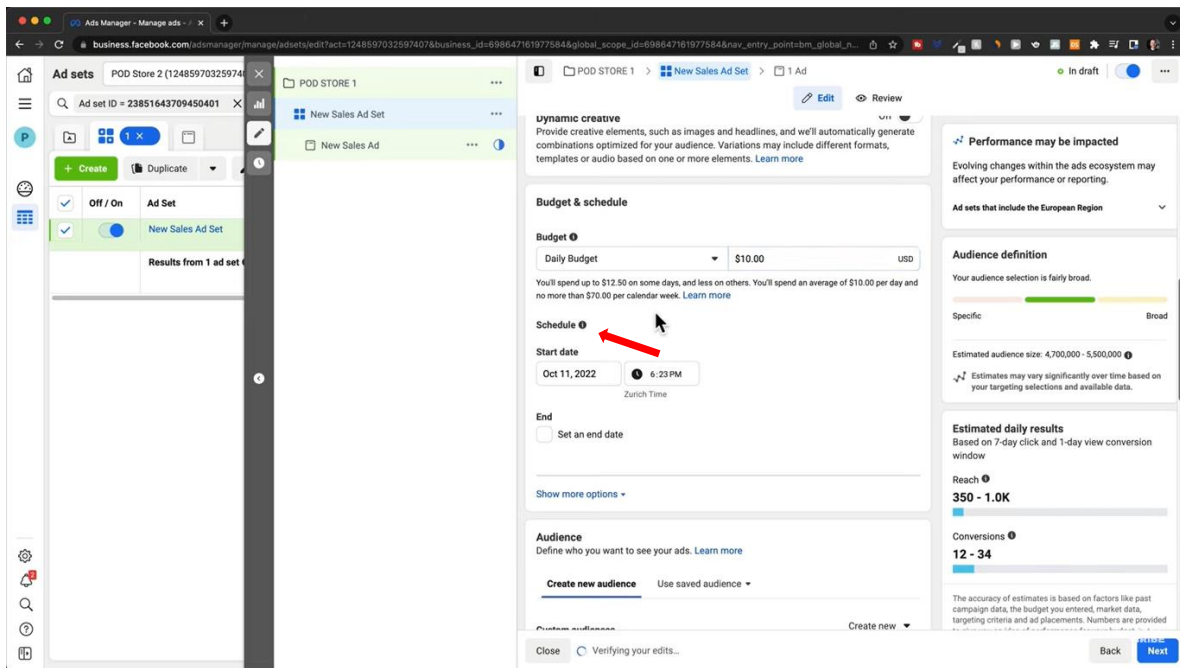
24 - 69

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided for informational purposes only.

Close All edits saved

Back Next

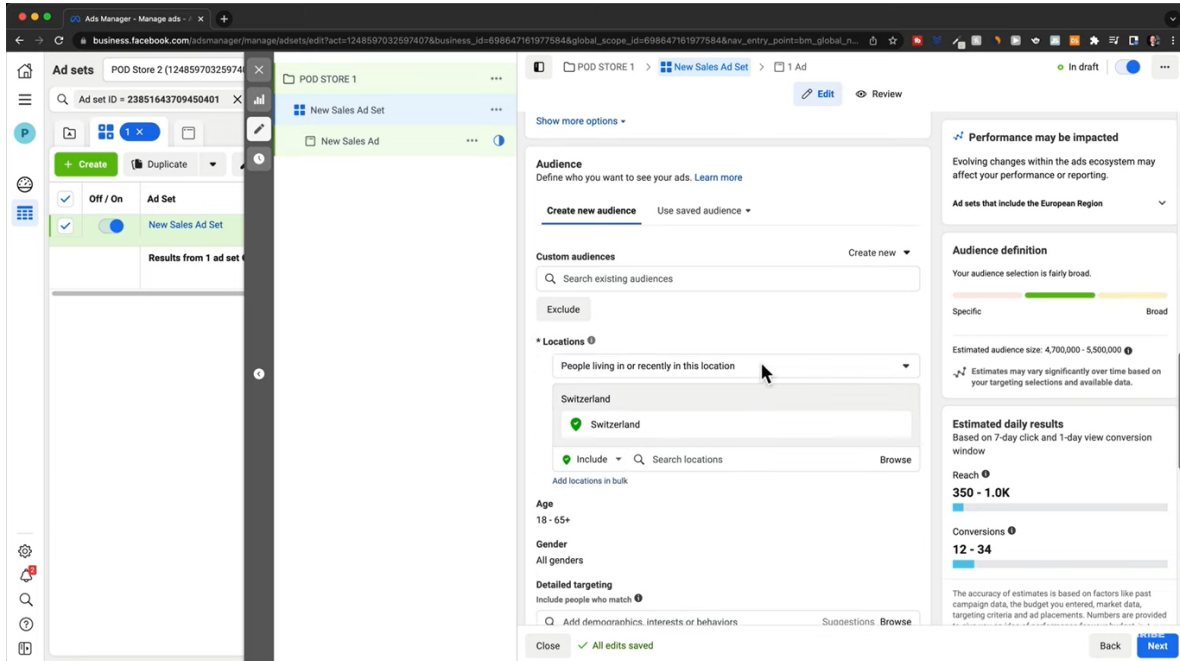
On conversion location, we will click the website to get interaction with our landing page. For the Conversion event, we will choose “visits to the destination page”, and then let's move on to budget and schedule.



The budget for investment depends on the company; it can be 10-15 dollars a day. To schedule the time of announcements, select show more options under "schedules," hover over Schedule announcements and select Edit. Select Publish announcements on a schedule. Click to choose the time slots you want your ad to run.

The ads should be posted at these times:

- **Friday: 5 pm - 12 am**
- **Saturday: 10 am - 12 am**
- **Sunday: 10 am - 7 pm**



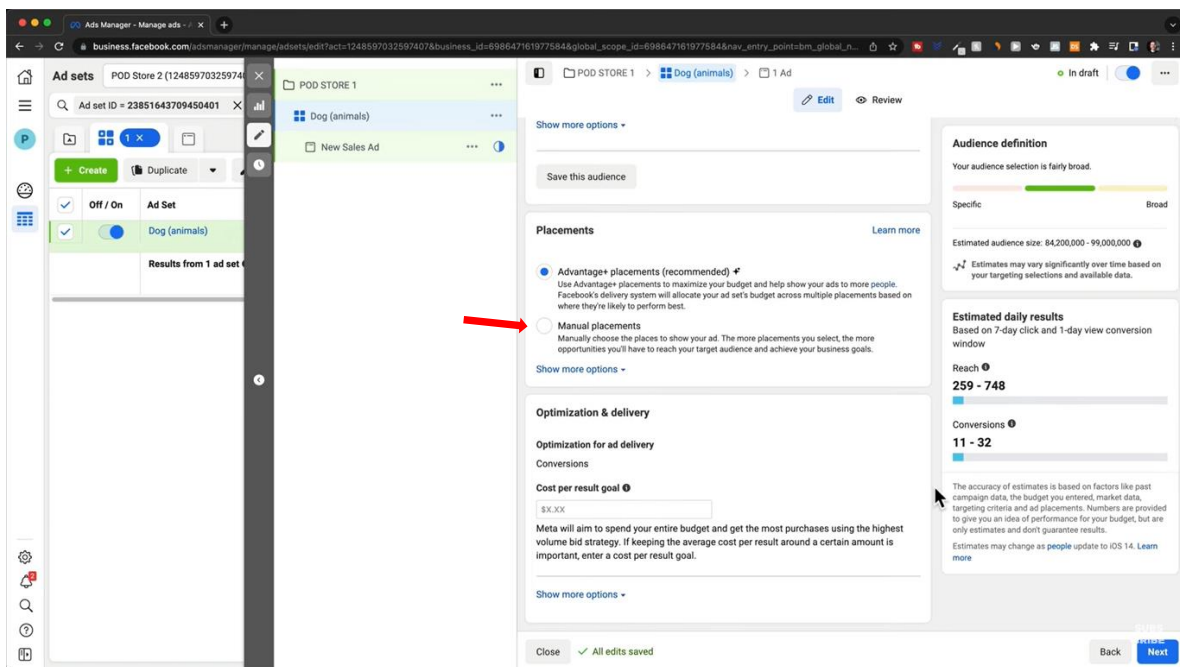
For to audience, write "Italy," in the age "19 to 35"; to genders, leave it at also genders.

The most important part of this ad setup is the detailed targeting; we can narrow down the audience that might be interested in our project.

Italian students, new experiences, student university, world projects abroad, social innovation, social entrepreneurship, exchange, professional growth, travel, multicultural activities, infrequent travelers, frequent travelers, internships, thesis.

Those are some examples; you can also type "international practice" and click on suggestions and select some from google.

On the settings for languages, don't write something. In "placements," select manual placements and select only **Instagram**.



The screenshot displays the Facebook Ads Manager interface for a campaign named "POD STORE 1". The left sidebar shows the "Ad sets" section with a list of ad sets, including "POD STORE 1" (ID: 23851643709450401) and "Dog (animals)". The main content area shows the settings for the selected ad set. The "Placements" section is highlighted with a red arrow, showing two options: "Advantage+ placements (recommended)" and "Manual placements". The "Manual placements" option is selected. The "Audience definition" section shows a progress bar indicating the audience selection is "fairly broad". The "Estimated daily results" section shows reach of 259 - 748 and conversions of 11 - 32. The "Optimization & delivery" section shows the cost per result goal set at \$1.00.

Ad sets: POD Store 2 (12485970325974), POD STORE 1

Ad set ID: 23851643709450401

Ad Set: Dog (animals)

Results from 1 ad set

POD STORE 1 > Dog (animals) > 1 Ad

Show more options

Save this audience

Placements

- ☒ Advantage+ placements (recommended) ⚙️
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☐ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show more options

Optimization & delivery

Optimization for ad delivery

Conversions

Cost per result goal ⚙️

\$1.00

Meta will aim to spend your entire budget and get the most purchases using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Show more options

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 84,200,000 - 99,000,000 ⚙️

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach ⚙️

259 - 748

Conversions ⚙️

11 - 32

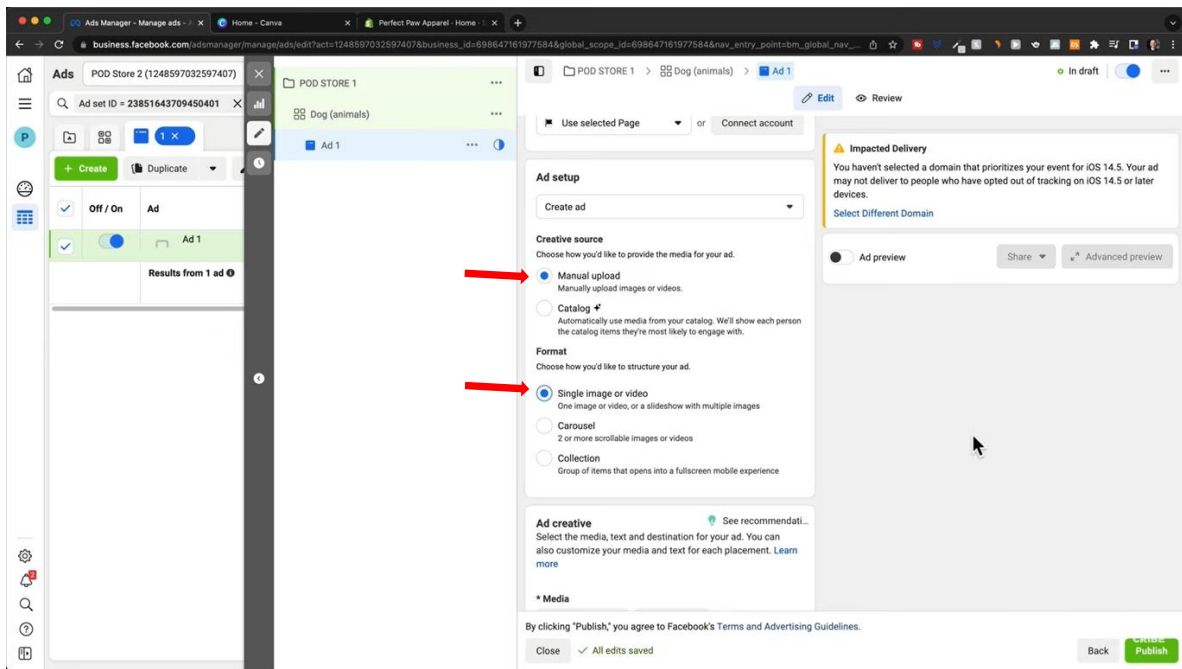
The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Estimates may change as people update to iOS 14. [Learn more](#)

Close All edits saved

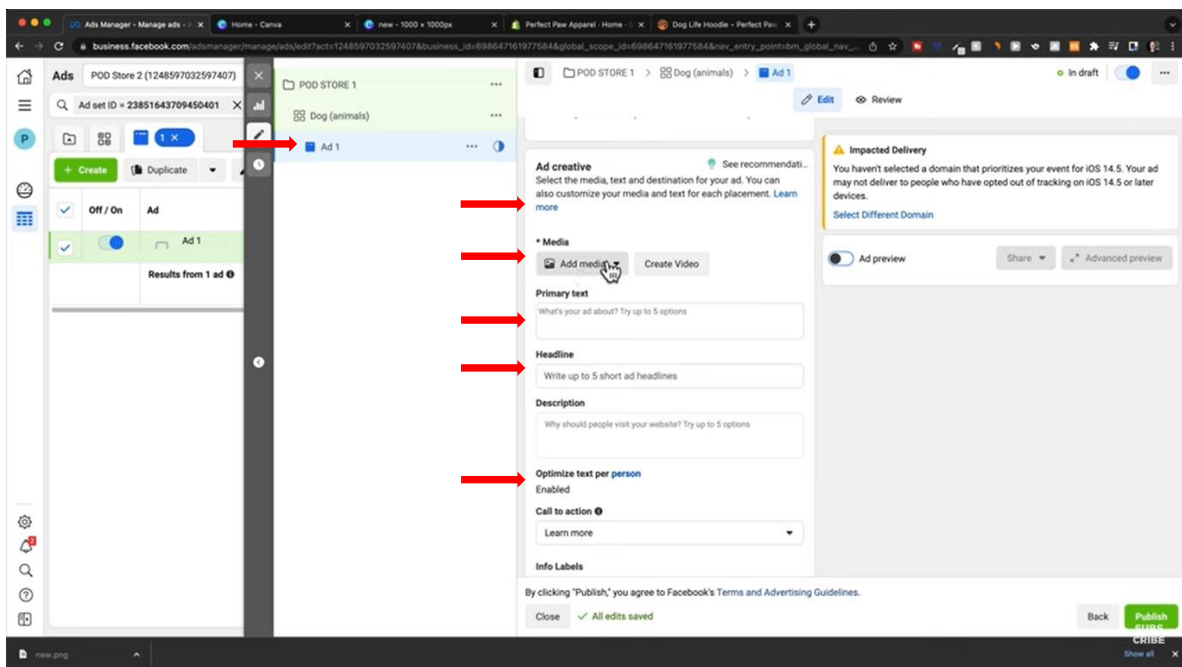
Back Next



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So here is where we are going to create the ad that is “Script 1”

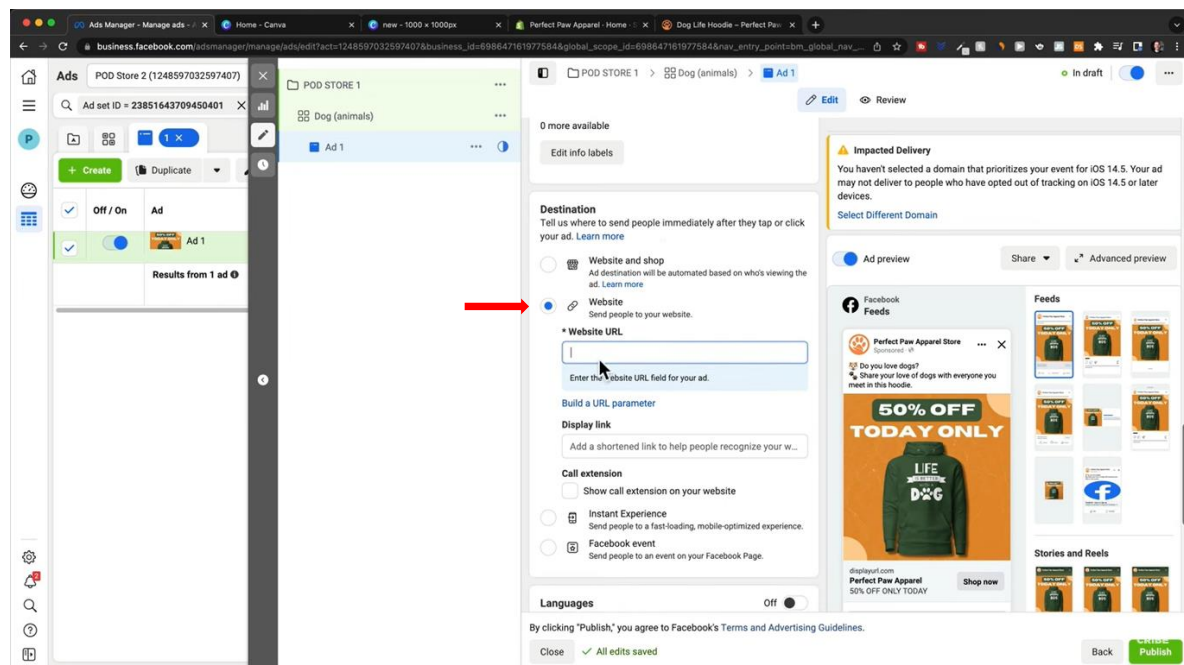


Upload the video "**script 1**":

Headline: Make a difference and grow professionally.

Primary text: Live an incomparable professional and development experience, join our call, and grow and expand all areas of your life.

Description: Click now.



On the destination, just put the link of the landing page:
<https://socialinnovationteams.clickfunnels.com/landingpage>

We have created our first Facebook ad. Now we can develop more ads Within this ad set; all we would have to do here is go to the three dots, go to duplicate, and then tell Facebook how many times we want to copy this ad.



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The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with 'Ads' and 'Ad set ID = 23851643709450401'. The main area displays 'POD STORE 1' and 'Dog (animals)'. An 'Action menu' is open for 'Ad 1', showing options: 'Quickly duplicate' (Ctrl+D), 'Duplicate' (Ctrl+Shift+D), 'Copy' (Ctrl+C), 'Paste' (Ctrl+V), 'Delete' (Ctrl+Del), 'Create rule', 'Build a URL parameter', 'Display link', 'Call extension', and 'Languages'. A red arrow points to the 'Duplicate' option. The right side shows a preview of the ad, which is a promotional image for 'Perfect Paw Apparel' with a '50% OFF TODAY ONLY' banner.

The screenshot shows the Facebook Ads Manager interface with a 'Duplicate your ad' dialog box open. The dialog box has a title bar and a close button. It contains a message: 'We recently introduced new, simplified campaign objectives, but you can still duplicate your campaigns that use the previous objectives.' Below this, there's a section 'Select a campaign for your ad' with four radio button options: 'Original campaign' (selected), 'Existing campaign', 'New campaign', and 'New A/B test'. There's also a 'Number of copies' field with a value of '2' and a red arrow pointing to it. At the bottom, there's a checkbox 'Show existing reactions, comments and shares on new ads' which is checked. The dialog box has 'Cancel' and 'Duplicate' buttons. The background shows the same Facebook Ads Manager interface as the previous screenshot, but it's dimmed.

Change each ad information and the video;



Script 2

Headline: Create a promising professional future!

Primary text: It is time to start planning the exchange of your dreams; with our help, you can do it easily and quickly!

Description: Click on the link

Script 3

Headline: Take your career to the next level.

Primary text: Take advantage of this opportunity! There is no better way to put your knowledge of innovation and socio-environmental impact than abroad.

Description: Click below and find out!