

WSQ Facebook & Instagram Marketing Summative Assessment

Individual Project

Prepared By	
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Signature	<i>Benjamin</i>
Date	30 Dec 2024

Instruction:

The Individual Project consists of FOUR Parts. You must complete all tasks indicated in each part.

Enterprise Profile			
Name of Enterprise	Ben's Pet Supplies	Type of Entity:	SME/ Non-SME (*Delete where applicable)
Vision	To be the largest retail pets supplies company in Singapore		
Mission	To be the place for pets and family		
Type of Business	☐ Private Company ☐ Public Company	Type of Industry	
Customer Segment	Pets lovers Loving in Condos Income \$80k-500k a year		
Products/Services	Pets food Pets accessories		

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Part 1: Campaign Planning (I)	
Define Campaign Objectives	Awareness for Ben's pets supplies through fb & marketing. Increase 10,000 followers by Dec 2026. Leads generation through fb/ig marketing to increase by 50% by Dec 2026. Increase repeat sales for customers through fb/ig marketing by 20% by Dec 2026
Target Audience	A good target audience for my pet supplies business in Singapore could include: Pet Owners: - Individuals and families who own dogs, cats, or smaller pets like hamsters, birds, or fish. - People with a strong emotional bond with their pets, treating them as part of the family. Age Groups: - Young professionals and families aged 25-45, as they are typically in a stable financial position to invest in pet care. - Seniors who often have pets for companionship. Lifestyle: - Pet owners who are conscious about the health and well-being of their pets. - People who prefer eco-friendly and sustainable products for their pets. - Tech-savvy individuals who shop online for convenience. Behavioral Traits: - Pet owners who actively engage in pet-related activities, such as grooming, training, and recreational outings. - Consumers who seek premium, organic, or customized pet supplies. Location:

- Urban pet owners in Singapore living in HDB flats, condos, or landed properties who may require specific products suited for their living arrangements.

Part 1: Campaign Planning (II)

Campaign Strategy

1. Campaign Objectives	- Brand Awareness - Lead Generation - Sales Conversion	- Increase brand visibility - Collect potential customer info - Drive product promotions
2. Target Audience	- Demographics - Interests and Behaviours - Custom Audiences - Lookalike Audiences	- Age, gender, location - Facebook activity and likes - Retargeting website visitors - New users similar to existing customers
3. Types of Ads	- Image Ads - Video Ads - Carousel Ads - Instant Experience Ads	- Product images with branding - Product demo videos or testimonials - Showcase range of products - Full-screen, immersive ads

I will focus on campaign objectives such as brand awareness, lead generation and sales conversion which can lead into more brand visibility, collect potential customer info and drive product promotions respectively.

Having a detailed buyer persona through understanding my target audience allows me to create effective ad campaigns cater to the needs of the TA.

I will create an engaging video highlighting the benefits of our pets food compared to those common brands in the market.

I will also do a variation of ad types, including image, videos, carousel and instant experience ads.

Ad Creative

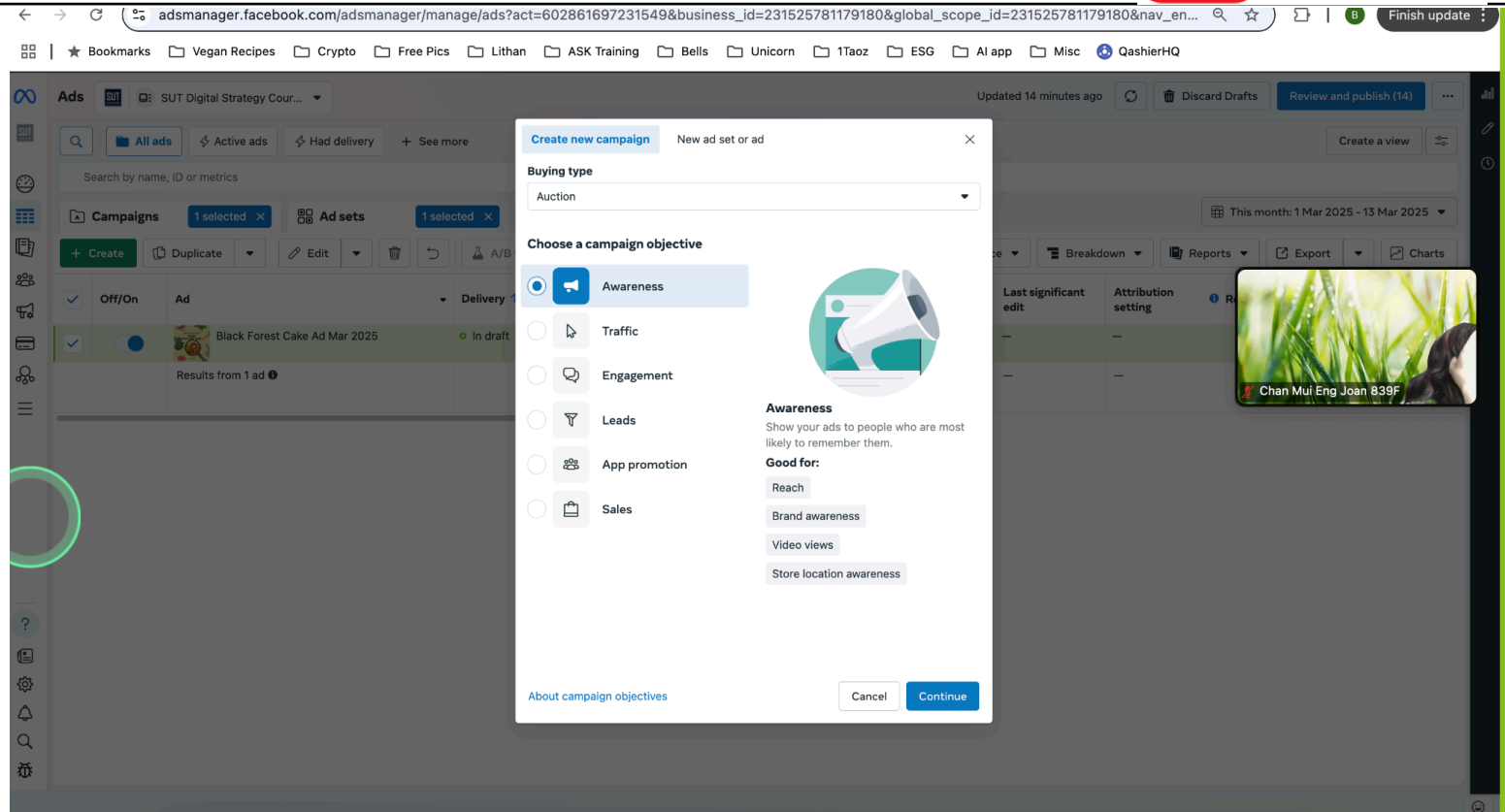


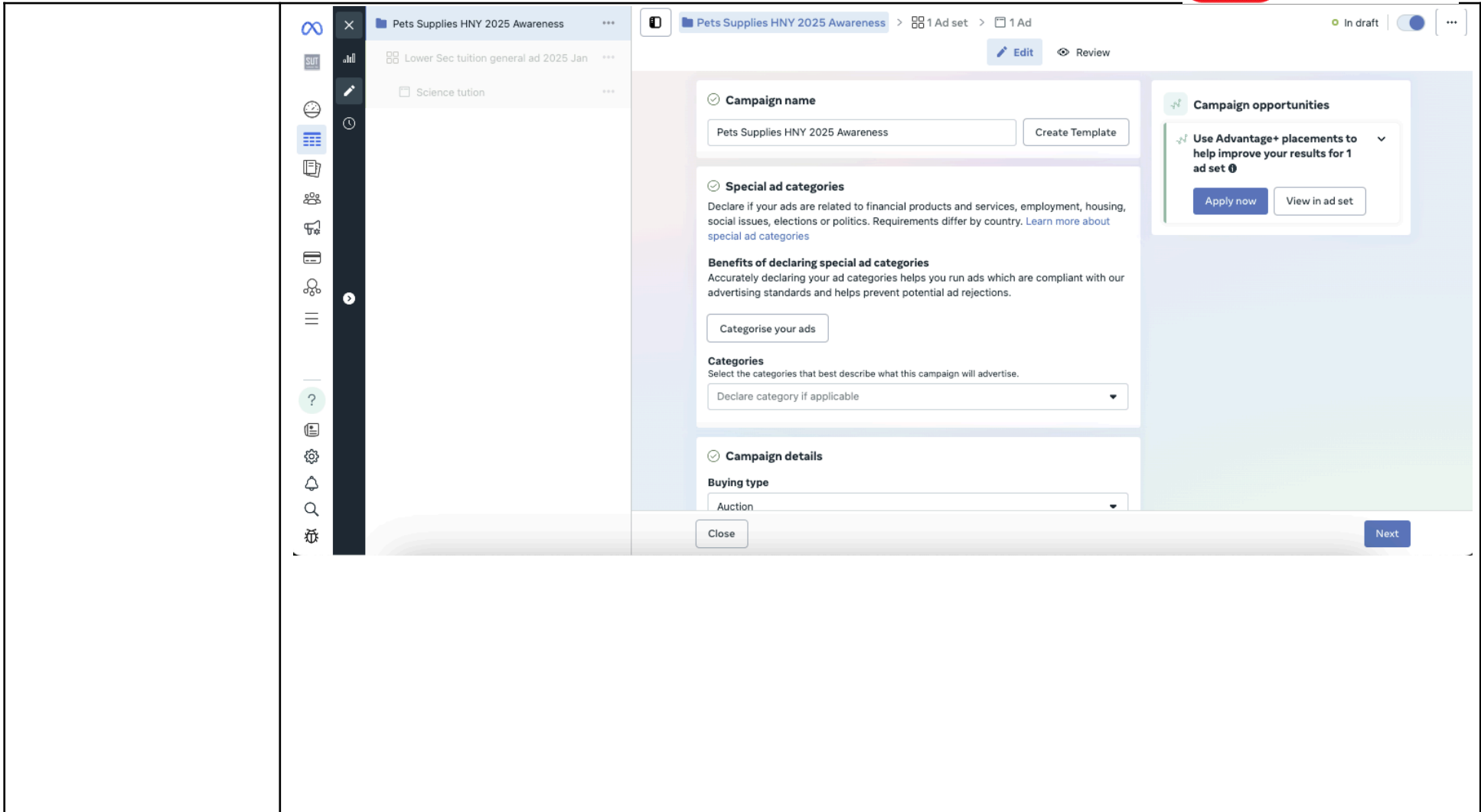
Ben's Pets Supplies wishes you a Happy New Year 2025! We would like to offer our existing customers an exclusive 50% promotion for all pets food during this holiday season. This promotion ends 15 Jan 2025. Grab it before this ends 😊

Part 2: Campaign Creation

Provide evidence showing the setup of Ads Manager.

Screenshot of the campaign objective set up.





The screenshot displays the Facebook Ads campaign setup interface. On the left is a sidebar with navigation icons. The main area shows the campaign setup for 'Pets Supplies HNY 2025 Awareness'. The breadcrumb trail indicates the path: Campaign > Ad set > Ad. The status is 'In draft'. The interface is divided into three main sections: Campaign name, Special ad categories, and Campaign details.

Campaign name

Pets Supplies HNY 2025 Awareness [Create Template](#)

Special ad categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

[Categorise your ads](#)

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Campaign details

Buying type

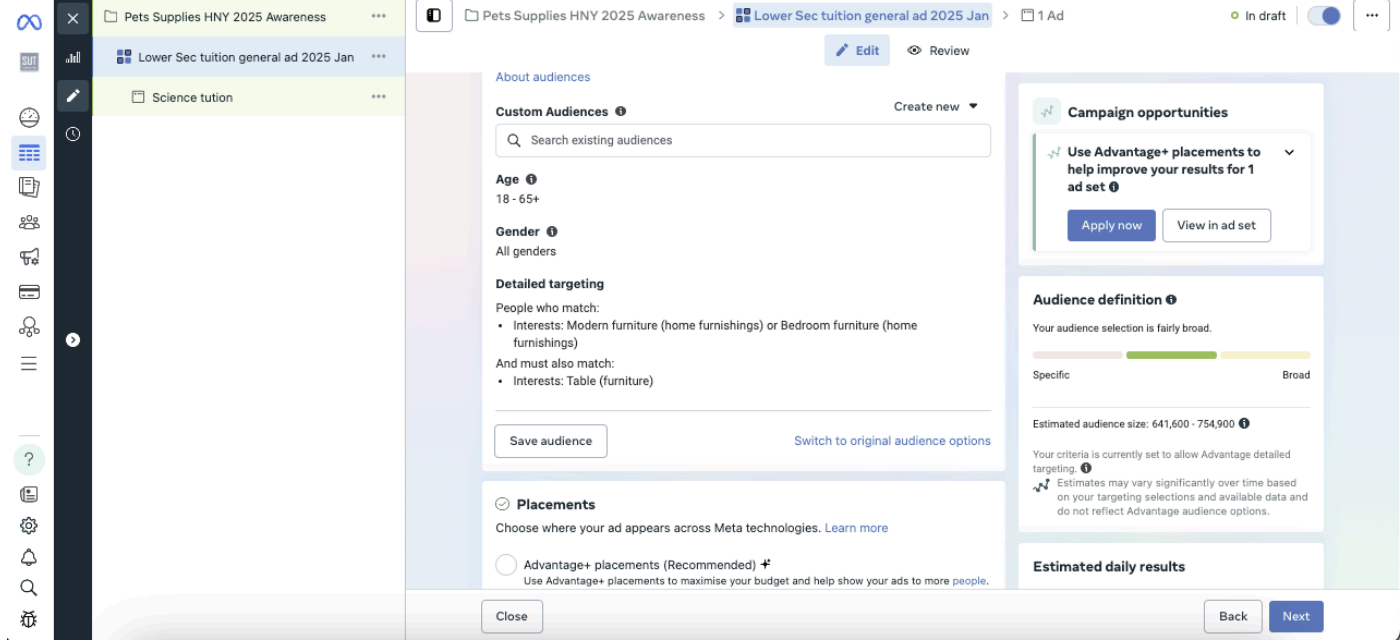
Auction

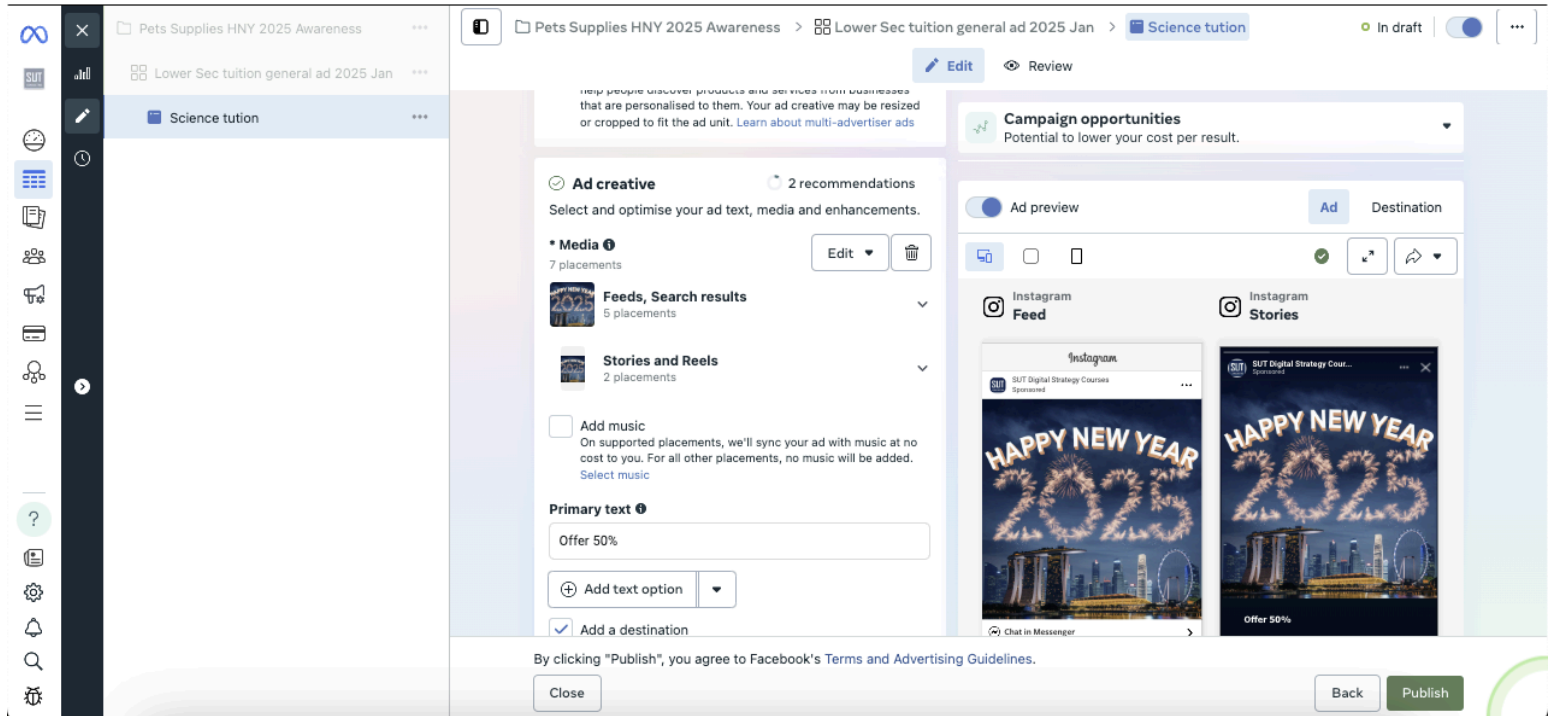
[Close](#) [Next](#)

Campaign opportunities

Use Advantage+ placements to help improve your results for 1 ad set

[Apply now](#) [View in ad set](#)

Provide evidence showing the audience targeting criteria within Ads Manager.	 The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons. The main area shows a list of ad sets: 'Pets Supplies HNY 2025 Awareness', 'Lower Sec tuition general ad 2025 Jan', and 'Science tuton'. The 'Lower Sec tuition general ad 2025 Jan' ad set is selected, showing its configuration. Under 'About audiences', the 'Custom Audiences' section is active, with a search bar for existing audiences. The 'Age' range is set to '18 - 65+', and 'Gender' is set to 'All genders'. The 'Detailed targeting' section shows 'People who match' with interests in 'Modern furniture (home furnishings) or Bedroom furniture (home furnishings)', and 'And must also match' with interests in 'Table (furniture)'. There are buttons for 'Save audience' and 'Switch to original audience options'. The 'Placements' section is also visible, with 'Advantage+ placements (Recommended)' selected. On the right, a 'Campaign opportunities' panel suggests using Advantage+ placements. Below that, an 'Audience definition' panel indicates the audience selection is 'fairly broad' with a progress bar between 'Specific' and 'Broad'. It also shows an 'Estimated audience size' of 641,600 - 754,900. At the bottom right, there are 'Back' and 'Next' buttons.
Provide evidence showing the uploaded ad creatives developed in Part 1: Campaign Planning (II), including the configuration.	



Pets Supplies HNY 2025 Awareness > Lower Sec tuition general ad 2025 Jan > Science tuition

In draft

Ad creative 2 recommendations
Select and optimise your ad text, media and enhancements.

Media 7 placements

Feeds, Search results 5 placements

Stories and Reels 2 placements

☐ Add music
On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added.
[Select music](#)

Primary text
Offer 50%

☒ Add a destination

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Campaign opportunities
Potential to lower your cost per result.

Ad preview

Instagram Feed

Instagram Stories

HAPPY NEW YEAR 2025

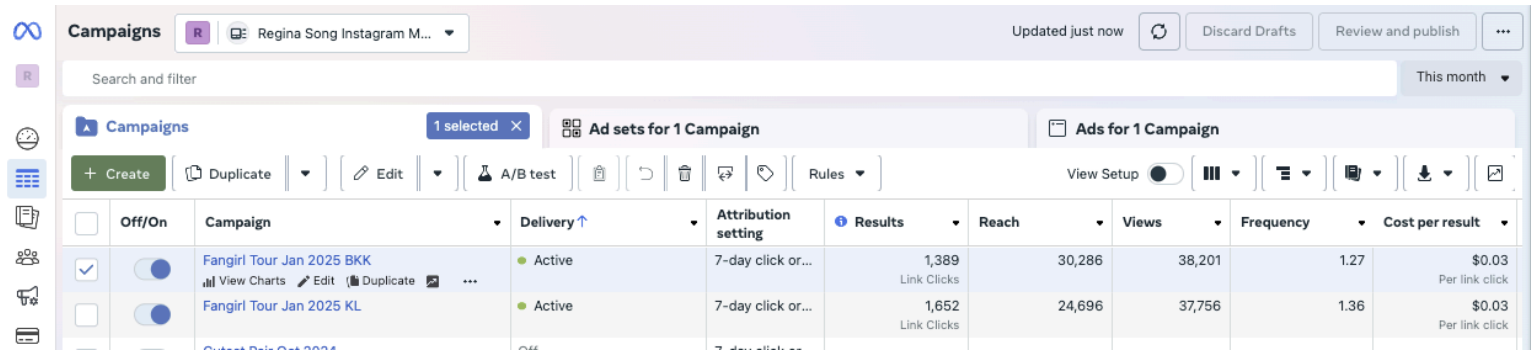
HAPPY NEW YEAR 2025

Offer 50%

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Part 3: Campaign Launch

Provide evidence showing the launch of the ad campaign.



The screenshot shows the Facebook Ads Manager interface. At the top, it says 'Campaigns' with a search bar and filters. Below, there's a table of campaigns. Two campaigns are listed: 'Fangirl Tour Jan 2025 BKK' and 'Fangirl Tour Jan 2025 KL'. Both are 'Active' and have '7-day click or...' attribution settings. The 'Fangirl Tour Jan 2025 BKK' campaign has 1,389 Link Clicks, 30,286 Reach, 38,201 Views, 1.27 Frequency, and \$0.03 Cost per result. The 'Fangirl Tour Jan 2025 KL' campaign has 1,652 Link Clicks, 24,696 Reach, 37,756 Views, 1.36 Frequency, and \$0.03 Cost per result.

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Views	Frequency	Cost per result
☒	Fangirl Tour Jan 2025 BKK	Active	7-day click or...	1,389 Link Clicks	30,286	38,201	1.27	\$0.03 Per link click
☒	Fangirl Tour Jan 2025 KL	Active	7-day click or...	1,652 Link Clicks	24,696	37,756	1.36	\$0.03 Per link click

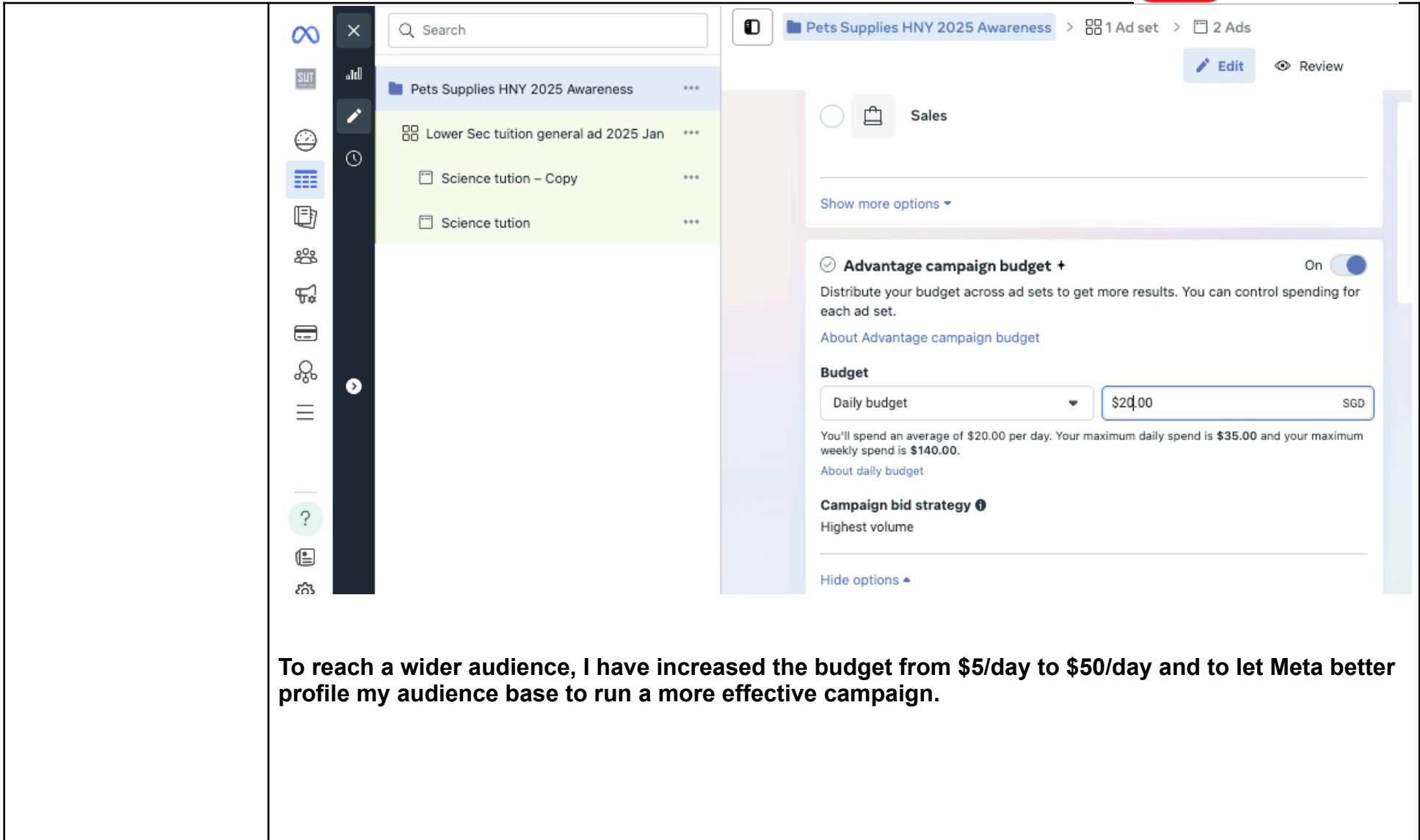
* Pending verification of ID, therefore unable to run the ads.

Part 4: Campaign Evaluation

Provide at least two KPIs that will measure the success of the campaign.

CTR – Click-through rate that shows the interest of the audience in interacting with my ads.
Reach – the number of people that has seen my ad

Provide evidence showing tracking of the selected KPIs.	<table><tr><td>☐</td><td>Off/On</td><td>Campaign ▾</td><td>Delivery ↑ ▾</td><td>Attribution setting</td><td>📘 Results ▾</td><td>Reach ▾</td><td>CTR (all) ▾</td><td>Frequency ▾</td></tr><tr><td>☒</td><td>☒</td><td>Fangirl Tour Jan 2025 BKK 📊 View Charts ✎ Edit 📄 Duplicate 🗑 ...</td><td>● Active</td><td>7-day click or...</td><td>1,796 Link Clicks</td><td>35,679</td><td>4.79%</td><td>1.38</td></tr><tr><td>☐</td><td>☒</td><td>Fangirl Tour Jan 2025 KL</td><td>● Active</td><td>7-day click or...</td><td>2,078 Link Clicks</td><td>30,723</td><td>8.00%</td><td>1.42</td></tr></table>	☐	Off/On	Campaign ▾	Delivery ↑ ▾	Attribution setting	📘 Results ▾	Reach ▾	CTR (all) ▾	Frequency ▾	☒	☒	Fangirl Tour Jan 2025 BKK 📊 View Charts ✎ Edit 📄 Duplicate 🗑 ...	● Active	7-day click or...	1,796 Link Clicks	35,679	4.79%	1.38	☐	☒	Fangirl Tour Jan 2025 KL	● Active	7-day click or...	2,078 Link Clicks	30,723	8.00%	1.42
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Provide evidence showing optimising the ads campaign.																												



The screenshot displays the Facebook Ads Manager interface. On the left is a navigation sidebar with icons for Home, Campaigns, Ad Sets, and Ads. The main content area shows a campaign named 'Pets Supplies HNY 2025 Awareness'. Below the campaign name, there are three ad sets: 'Lower Sec tuition general ad 2025 Jan', 'Science tuton - Copy', and 'Science tuton'. The right-hand panel shows the campaign settings. At the top, it indicates '1 Ad set' and '2 Ads'. Below this, there are buttons for 'Edit' and 'Review'. A 'Sales' objective is selected. The 'Advantage campaign budget' is turned on. The budget is set to 'Daily budget' with a value of '\$20.00' in SGD. A note states: 'You'll spend an average of \$20.00 per day. Your maximum daily spend is \$35.00 and your maximum weekly spend is \$140.00.' The 'Campaign bid strategy' is set to 'Highest volume'.

To reach a wider audience, I have increased the budget from \$5/day to \$50/day and to let Meta better profile my audience base to run a more effective campaign.

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