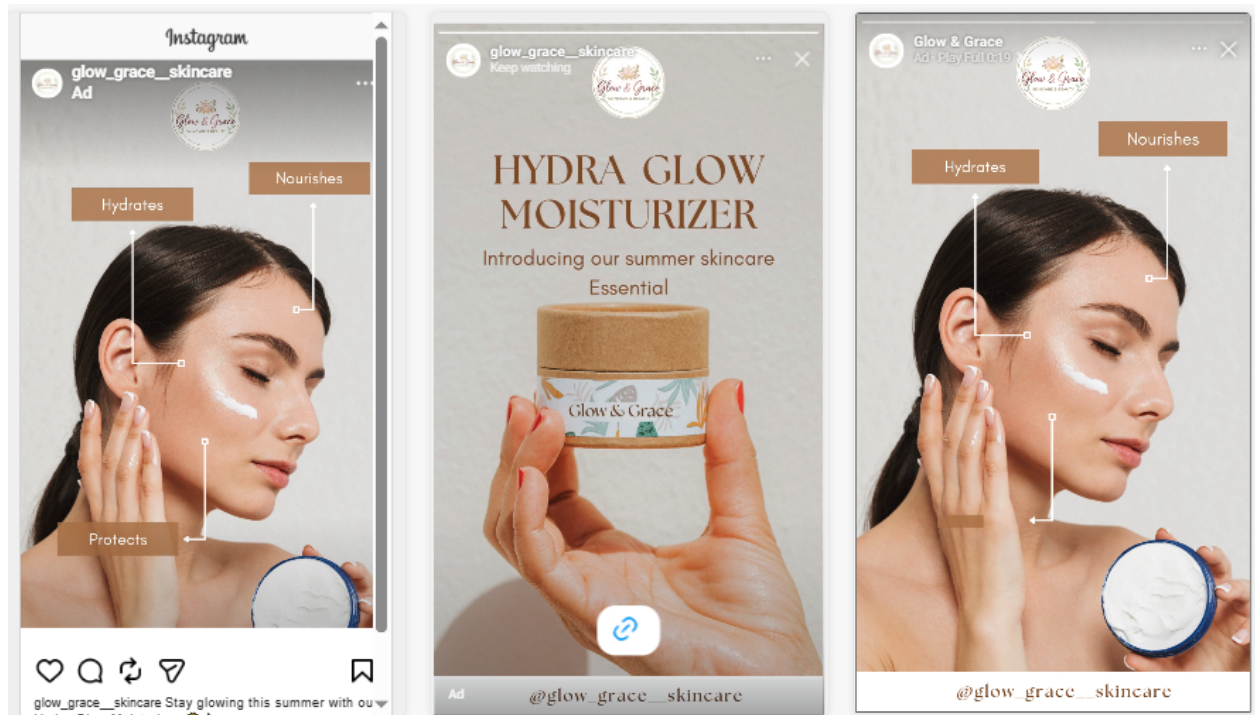




Glow & Grace Awareness campaign

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Pankti Patel

Learning Digital Marketing

[+91 81608 93601](tel:+918160893601)

prpatel1719@gmail.com

Overview

Glow & Grace is a skincare and beauty brand that shares effective products and simple skincare tips to help people achieve healthy, glowing skin.

Awareness was chosen for Glow & Grace to help more people know about the brand and understand the importance of following the right skincare routine. Since many people are confused about skincare, this approach helps in building trust and connection with the audience before focusing on selling products.

Goals

1. To increase brand awareness of Glow & Grace
2. To educate the audience about skincare and beauty routines
3. Reach a wider and new audience
4. Grow social media followers

Tools and Technology

Meta Ads Manager

Meta Ads Manager was used to create and run the awareness campaign, as it offers campaign objectives, advanced audience targeting, effective budget control, and detailed performance tracking.

Canva

Canva is used to design creative posts, reels, and promotional content for the campaign. It helps in creating visually appealing graphics, editing videos, and adding text.

Chatgpt

ChatGPT is used to enhance grammar, organize content, and refine ideas for creating effective captions and post content.

Campaign Presentations

[Create new campaign](#) New ad set or ad ×

 **Account info needed**
We need to confirm a few details about your account before you can publish an ad. You can either go to Account Overview to confirm this info before you start creating, or do this later.
[Go to Account Overview](#)

Choose a buying type ⓘ
Auction ▼

Choose a campaign objective

☒  Awareness

☐  Traffic

☐  Engagement

☐  Leads


Awareness
Show your ads to people who are most likely to remember them.

[About campaign objectives](#) [Cancel](#) [Continue](#)

The main goal was to make more people aware of Glow & Grace. Because the brand is new, the focus is on reaching more users and sharing skincare knowledge so people can trust and understand the brand before moving towards sales.

 **Edit**

 **Review**

 **Campaign name**

Create template

 **Campaign details**

Buying type
Auction

Campaign objective ⓘ
Awareness
[Show more options](#) ▼

Advantage+ campaign budget ⬆ **Off** ☐

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

A/B test **Off** ☐

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

The auction method was selected as it is flexible and suitable for campaigns with a limited budget. It allows better control over spending and helps in reaching the most relevant audience based on performance.

The reservation method was not selected because it requires advance booking with a fixed and higher budget, and is generally used for large-scale campaigns requiring guaranteed reach.

Campaign budget optimization was kept off to maintain better control over budget distribution.

A/B testing was kept off because this is the first awareness campaign and the focus is on reaching a wider audience with a single creative.

✔ Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

Categories

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

Declare category if applicable

Special Ad Categories were not selected because Glow & Grace is a skincare and beauty brand, which does not fall under these categories.

The image shows a Facebook Ads campaign setup interface. It is divided into several sections:

- Ad set name:** A text input field containing "Beauty & Skincare Audience – Women – India" and a "Create template" button.
- Awareness:** A section header with a checkmark icon.
- Performance goal:** A dropdown menu showing "Maximize reach of ads". Below it, a note states: "To help us improve delivery, we may survey a small section of your audience."
- Facebook Page:** A section header with an information icon. Below it, a text prompt says "Choose the Page you want to promote." A dropdown menu shows "Glow & Grace" with a plus button to the right.
- Cost per result goal · Optional:** A text input field showing "₹X.XX" and a currency selector set to "INR". Below this, a paragraph explains: "Meta will aim to spend your entire budget and get the most 1,000 impressions 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."

Maximize Reach of Ads was selected to reach more unique people. Maximize reach means showing the ad to the maximum number of unique users to increase brand awareness.

The Facebook page "Glow & Grace" was selected to represent the brand and promote the awareness campaign.

Cost per result goal was not set to allow the system to maximize results within the given budget. Setting a limit could restrict reach and reduce overall performance.

Frequency control ⓘ

☐  **Target**
The average number of times you want people to see your ads

☒  **Cap**
The maximum number of times you want people to see your ads

2

↑ ↓

 times every

7

↑ ↓

 days

As a maximum, we'll aim to stay under 2 impressions every 7 days.

Value rules ⓘ
Tell us how much more certain audiences, conversion locations and placements are worth to your business. Our system will optimize for outcomes based on these rules. [About value rules](#)

+

 Create a rule set

[Show more options](#) ▼

The ad will be shown to the same person maximum 2 times in 7 days.

This helps to avoid showing the ad again and again and allows the ad to reach new people.

Dynamic creative Off ☐

We'll automatically create combinations of your media and text that your audience is likely to respond to.

[About dynamic creative](#)

Dynamic Creative is turned OFF because we want full control over ad design and messaging. For the Glow & Grace awareness campaign, we prefer manually created ads to maintain a consistent and clear brand identity.

✔ Budget & schedule

Budget ⓘ

Daily budget ▼

₹ 200.00

INR

You'll spend an average of ₹200.00 per day. Your maximum daily spend is ₹350.00 and your maximum weekly spend is ₹1,400.00.

[About daily budget](#)

Schedule

Start date

📅 Apr 3, 2026

🕒 12:00AM IST

End date

☐ Set an end date

[Show more options ▼](#)

We can set either a daily or lifetime budget and also control the campaign schedule by selecting start/end dates and specific time slots for running the ads.

India

Gujarat

Include

Search locations

Browse

+

-

Drop pin

☐

Reach more people likely to respond to your ads

We'll also show ads to people interested in your selected cities and regions, in those countries.

In audience controls, we selected India as the target location so that the ads are shown only to users within India.

We selected “Further limit the reach of your ads” to maintain better control and ensure that our ads are shown only to a relevant and targeted audience

Option 1 was not selected because it automatically increases the audience, Ads may be shown to random or less relevant people and It reduces control over targeting.

Option 2 was not selected because it is more complex and better suited for advanced campaigns.

Locations ⓘ

Included location:

- India

 To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

Age ⓘ

18 - 40

Gender ⓘ

All genders

Detailed targeting

People who match:

- Interests: Skin care, Beautiful Skin, Natural skin care, Anti-aging cream, Cosmetics, Moisturizer, Cosmetic, Cleanser, Concealer, Face powder, BB cream, CC cream, Lip gloss, Sunscreen, Maybelline, Nivea, Benefit Cosmetics, Clinique, L'Oréal, Pond's, Lip balm, Vaseline, MAC Cosmetics, The Body Shop, Clean & Clear or Bobbi Brown

Languages ⓘ

All languages

Campaign targets users in India aged 18–40, including all genders, to reach a broad and relevant audience interested in skincare and beauty. Detailed targeting was selected based on interests like skincare products, cosmetics, and popular beauty brands to ensure the ads reach people who are more likely to engage with the content.

Provide required information about your ads, yourself or your organization.

This ad set includes ads related to securities and investments

About verification requirements

Choose where your ad appears across Meta technologies. [Learn more](#)

Account controls

Excluded placements: None

Edit placement controls

Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

Show more options ▾

No changes were made in Policy and Regulatory Requirements as this campaign is related to skincare and beauty products, and not to financial services like securities or investments.

- ☒ **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.

- ☐  Run an A/B test to see the results of using Advantage+ placements

Devices

All devices

Platforms

- | | | |
|--|---|---|
| ☒ Facebook | ☒ Instagram | ☐ Audience Network |
| ☐ Messenger | ☐ WhatsApp | ☐ Threads |

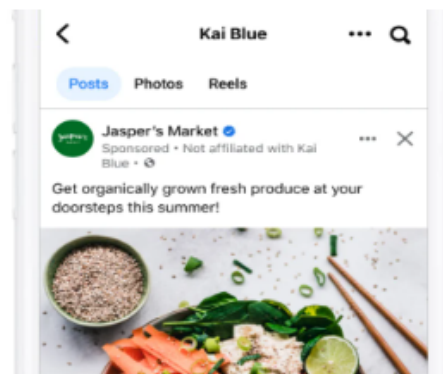
Asset customization

15 / 18 placements that support asset customization

[Select all](#)

Placements

▼	Feeds	—
	Get high visibility for your business with ads in feeds	
	Facebook Feed	☒
	Facebook profile feed	☒
	Instagram feed	☒



Manual placements were selected to control where ads are shown across platforms like Facebook and Instagram.

✔ **Ad name**

Skincare Awareness Image Ad – Glc

Create template

Partnership ad Off ☐

Run ads with creators, brands and other businesses. These ads leverage signals from both profiles to improve campaign performance. [About partnership ads](#)

✔ **Identity**

The profiles that will be used in your ad.

*** Facebook Page** ⓘ

 Glow & Grace

▼

Partnership ads were kept off as this is a new account and the campaign focuses on building brand awareness without any collaborations.

Ad setup

Create ad ▼

Format ⓘ
Choose an ad creative layout.

ⓘ **Format selection is changing** ×

Soon, **Format display options** in Ad creative will be the new way to choose formats. This also gives you the flexibility to show ads in multiple formats. [About format display options.](#)

☒ Single image or video

☐ Carousel

[More options](#) ▼

☒ **Multi-advertiser ads**
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Create Ad was selected to design new campaign creatives.

A single image was used for a clear and simple message.

Multi-advertiser ads were enabled to improve reach and visibility.

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

☐

Website
Send people to your website.

☐

Call
Let people call you directly.

☒

Messaging apps
Send people to Messenger, Instagram and WhatsApp.

☒



Messenger
Glow & Grace

☒



Instagram
@glow_grace__skincare

☐



WhatsApp
+91 81608 93601

▼

or

The message option was selected to allow users to directly contact the brand for queries and engagement.

✓ Ad creative

Select and optimize your ad text, media and enhancements.

* Media ⓘ

Edit Media ▼



Text on your video may be covered by your profile icon or call-to-action button based on where it appears in your video. You can see where it's safe to place your text and then choose to change your video.

[See how](#)



Feeds, In-stream ads for reels



Stories, Status, Reels, Search results,
Apps and sites



Facebook Search results

Flexible media ⓘ

Enabled

An image was uploaded and used as the ad creative for the awareness campaign.

Primary text (1 of 5) ⓘ

ⓘ Not optimized

Stay glowing this summer with our Hydra Glow Moisturizer



Lightweight yet powerful, it deeply hydrates, nourishes, and protects your skin from dryness and heat. Perfect for your daily summer skincare routine, giving you soft, fresh, and radiant skin all day long.

No more dullness or sticky feeling just pure glow and comfort 🌿 ✨

Make this your go-to essential and feel the difference in every application.

Available now discover your glow today ❤️

Follow Glow & Grace for more skincare tips and natural products!

#skincare #summerglow #moisturizer #hydration
#glowingskin #skincareroutine #healthyskin
#GlowAndGrace

⊕ Add text option

The primary text was used to share a simple skincare message, and “Send Message” was selected as the call-to-action to encourage direct user interaction.

 **Chat builder**

Choose a template for beginning the chat after people tap on your ad. [Learn more](#)

Recommended template 

Saved templates

Select template

Start conversations 04/04/26 

Greeting
Hi Pankti! Please let us know how we can help you.

Questions and responses
1. What is your main skin concern?
2. What type of skin do you have?
3. Are you currently following any skincare routine?
[Add responses](#)

 Edit

 Duplicate

 Create template

A greeting with basic skincare questions was added to understand user needs and encourage interaction.

✔ Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

Website events ⓘ

App events ⓘ

Set up

Offline events ⓘ

URL parameters ⓘ

key1=value1&key2=value2

Build a URL parameter

Third-party reporting tools

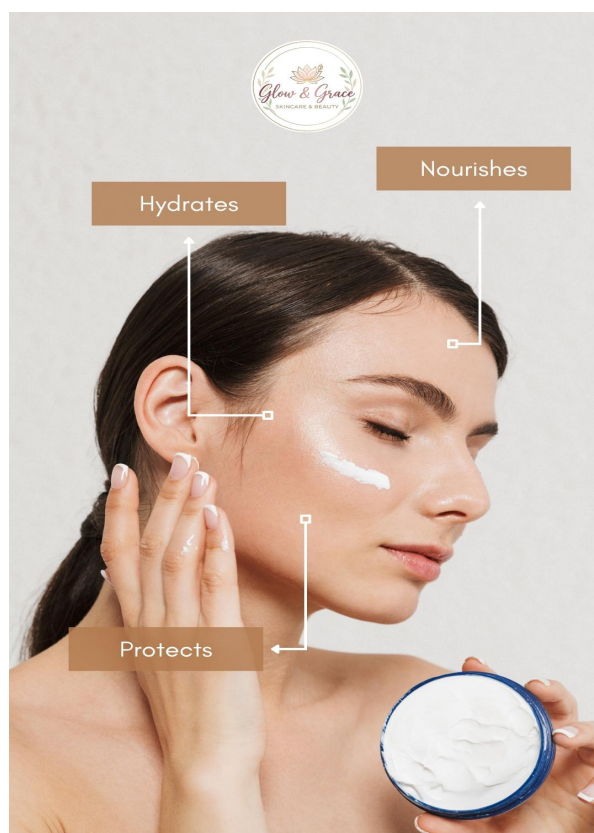
Meta purchases may not be included in your Google reporting. Connect your account to measure actions on ads that send people to your website or shop. [Learn more](#)

Connect

Tracking was not used for this campaign, as the focus was on basic awareness and performance was monitored through Meta Ads Manager.



@glow_grace__skincare



@glow_grace__skincare



@glow_grace__skincare



@glow_grace__skincare

