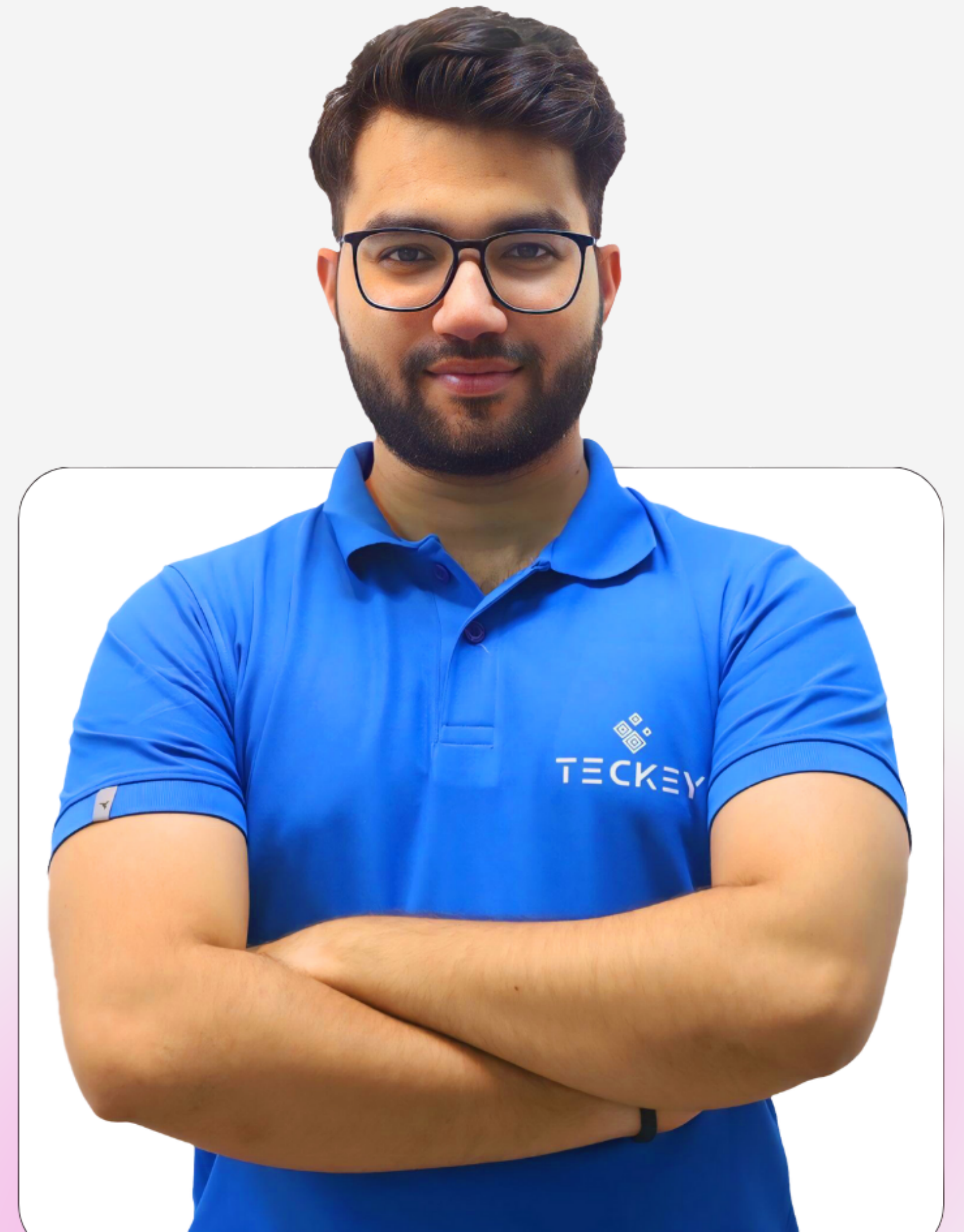


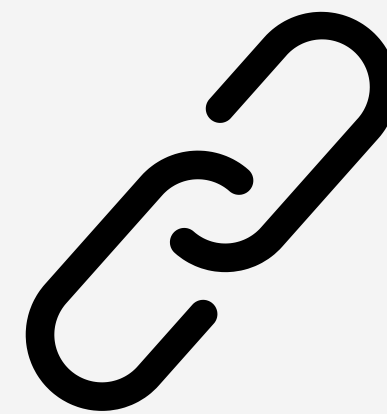


ENGAGEMENT CAMPAIGN STRATEGY



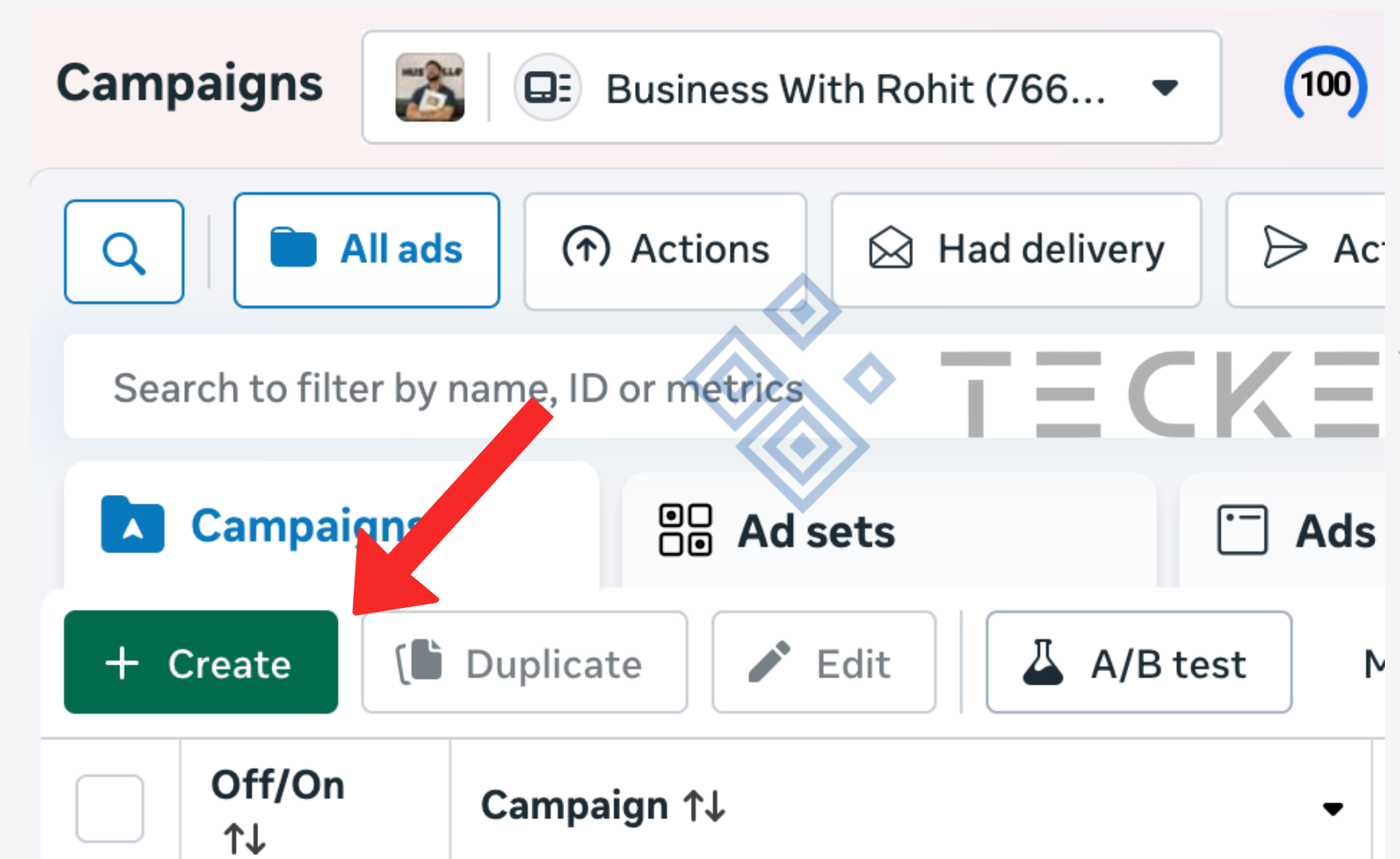
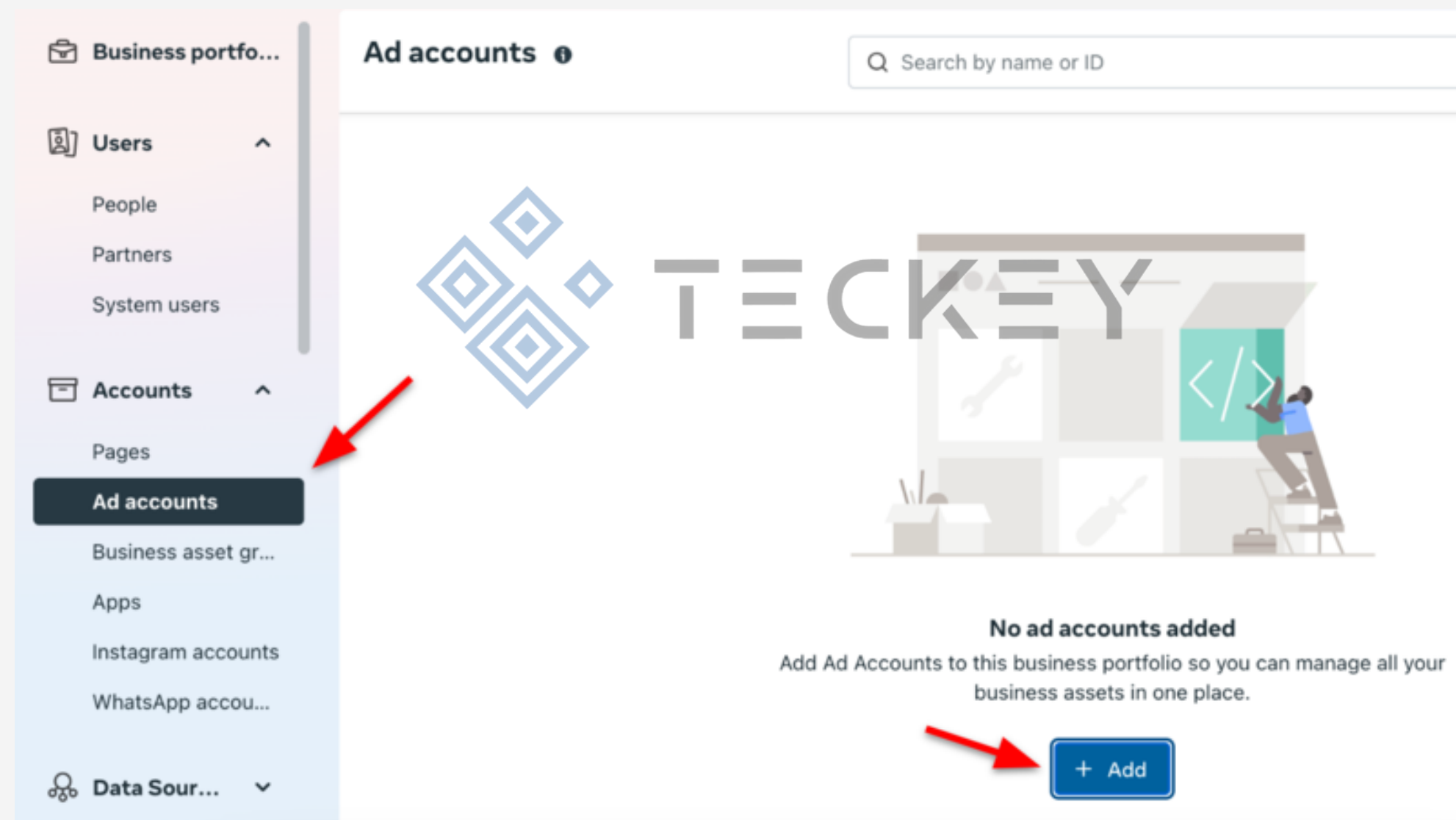
Step 1 – Make a Facebook Page

Step 2 – Connect your Facebook page with your iNstagram



Step 3 – Create an Ad account

Step 4 – Setup a Campaign



Create new campaign

New ad set or ad

Choose a buying type ⓘ

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☒ Engagement

☐ Leads

☐ App promotion

☐ Sales

Engagement

Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses.

Good for:

Messenger, Instagram and WhatsApp

Video views

Post engagement

About campaign objectives

Cancel

Continue

Choose a campaign setup

Create your engagement campaign using a recommended setup to maximise performance, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

☐ Recommended settings

Use preset campaign optimisations to help meet your goals. Preset settings include Advantage+ audience, Advantage+ placements and more.

Streamlined

Best practices

☒ Manual engagement campaign

Create an engagement campaign from scratch for finer control over all settings.

Back

Continue

✓ Conversion

Conversion location

Message destinations

Get people to engage with your brand on Messenger, WhatsApp or Instagram.

☐ On your ad

Get people to watch a video or interact with your post or event.

☐ Calls

Get people to call your business.

☐ Website

Get people to engage with your website.

☐ App

Get people to engage with your app.

☒ Instagram or Facebook

Get people to engage with your Instagram profile, Facebook Page or both.

✓ Conversion

Conversion location

Instagram or Facebook

Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of Instagram profile and Facebook Page visits

☒ Maximise number of Instagram profile and Facebook Page visits

We'll try to show your ads to people most likely to visit or follow your profile and Page.

☐ Maximise number of Page likes

We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

✓ Budget & schedule

Budget ⓘ

Daily budget

₹ 300.00

INR

You'll spend an average of ₹300.00 per day. Your maximum daily spend is ₹525.00 and your maximum weekly spend is ₹2,100.00.

[About daily budget](#)

Schedule

Start date

13 October 2025

12 : 17 IST

End date

☐ Set an end date

(Add fund according to your requirements)

Review requirements

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Advantage+ detailed targeting ⓘ

Include people who match ⓘ

Q Add demographics, interests or behaviours

Browse

Relevance

Size

Director (business)

Size: 347,692 - 408,886

Job titles

Owner

Size: 19,008,021 - 22,353,433

Job titles

Founder/Manager

Size: 137,223 - 161,375

Job titles

E-commerce (retail)

Size: 864,806,134 - 1,017,012,014

Interests

(Add Interest according to your requirements)

✓ Ad name

New Engagement ad

Create template

✓ Ad setup

Use existing post

☐ Create ad

☒ Use existing post

are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Ad creative

Select and optimise your ad text, media and enhancements.

Select post

(Use existing post and publish the ad)

**If you get any doubt feel free
to connect with us, and if you
want to manage your ads by
us then DM on this WP number
+91-8890792754**

Thank you

