

Facebook

1. Facebook Page Settings & Roles

Managing access and permissions for team members through Page Roles.

Jab aap kisi client ka kaam karte hain, toh wo aapko apne Page ka "Admin" ya "Editor" access deta hai. Ye Page Settings mein hota hai aur isse aap bina password share kiye kisi bhi page ko manage kar sakte hain.

2. Facebook Insights (Native)

Analyzing organic reach, post engagement, and follower growth directly on the page.

Ye tool aapko batata hai ki aapki posts kitne logo tak pahunchi (Reach) aur kitne logo ne like ya comment kiya (Engagement). Isse aapko pata chalta hai ki kis tarah ka content aapki audience ko pasand aa raha hai.

3. Publishing Tools & Post Types

Utilizing different formats like Reels, Stories, Live, and Polls to keep the audience engaged.

Facebook par sirf photo dalna kafi nahi hai. Digital marketing mein hum Polls (sawaal puchna), Facebook Live (interaction ke liye), aur Reels ka use karte hain organic growth ke liye. Inhe "Publishing Tools" se manage kiya jata hai.

4. Community Management (Groups)

Building and managing niche communities to foster high-intent engagement.

Groups digital marketing ka ek bahut bada power-tool hain. Yahan aap ek community banate hain (jaise: "Digital Marketing Experts in Indore"). Groups mein engagement pages se zyada hoti hai kyunki log wahan aapas mein baat kar sakte hain.

5. Profession Dashboard

A dedicated space for creators and businesses to track performance and use monetization tools.

Agar aapka profile "Professional Mode" mein hai, toh ye dashboard aapko detailed data dikhata hai ki aapka content viral ho raha hai ya nahi aur aap "Stars" ya "Ads on Reels" se paise kaise kama sakte hain.

6. Automated Responses (Messenger)

Setting up instant replies and FAQs to handle customer queries 24/7.

Jab koi aapke page par message kare, toh turant unhe ek "Welcome Message" mil jaye, ye setting Facebook ke andar hi hoti hai. Isse customer ko lagta hai ki brand active hai.

Instagram

1. Profile & Account Types

Choosing between Personal, Creator, or Business accounts to access analytics and contact buttons.

Instagram par teen tarah ke accounts hote hain. Digital marketing ke liye Business Account sabse zaroori hai kyunki isme aapko "Contact" button aur "Insights" (data) dekhne ka option milta hai.

2. Content Formats (Post Types)

- **Feed Posts:** Static images ya graphics jo aapki profile grid par hamesha rehte hain.
- **Reels:** 15 se 90 seconds tak ke short-form videos. Ye aaj kal Organic Reach badhane ka sabse best tarika hai.
- **Stories:** 24 ghante ke liye lagne wale photos/videos. Isme Polls, Quizzes, aur Links ka option hota hai jo engagement ke liye best hai.
- **Carousel:** Ek hi post mein 10 photos ya videos tak slide karna. Ye educational content ke liye bahut use hota hai.

3. Instagram Insights (Analytics)

Tracking metrics like impressions, reach, profile visits, and follower demographics.

Ye tool aapko batata hai ki aapke followers kab active hote hain, unka gender kya hai, aur kaunsi post sabse zyada pasand ki gayi. Bina data ke marketing andhere mein teer chalane jaisa hai.

4. Professional Dashboard

A dedicated space to track account performance and manage branded content tools.

Ye aapke account ka "Report Card" hai. Yahan se aap pichle 30 dino ki growth dekh sakte hain aur monetization (paise kamane) ke options manage kar sakte hain.

5. Instagram Shop & Product Tags

Tagging products directly in posts so users can buy without leaving the app.

Agar aapka koi product hai, toh aap usey photo mein "Tag" kar sakte hain. Customer us tag par click karke wahi se price dekh sakta hai aur kharid sakta hai.

6. Interactive Story Stickers

Tools like Polls, Questions, Sliders, and Countdown timers to engage with the audience.

Stories mein jo stickers hote hain (jaise: "Ask me a question"), wo audience se baat karne aur unka feedback lene ke liye sabse powerful tool hain.

7. Bio & Action Buttons

Using the 150-character bio and "Link in Bio" effectively to drive traffic to websites.

Bio aapke brand ka "Introduction" hota hai. Isme aap ek link aur action buttons (jaise: Email, Call, ya Book Now) laga sakte hain jo leads generate karne mein madad karte hain.

8. Direct Messages (DM) & Automation

Managing customer inquiries and setting up "Quick Replies" for frequently asked questions.

DMs ke zariye aap customer se 1-on-1 baat kar sakte hain. Isme aap "Saved Replies" set kar sakte hain taaki baar-baar ek hi type ke sawalo ka jawab na likhna pade.

Meta ads

Part 1: Meta Ads ke Sabhi Important Tools

1. **Ads Manager:** Ye aapka main "War Room" hai jahan se ads create aur manage hote hain.
2. **Events Manager:** Yahan aap **Pixel** aur **Conversion API** ko setup karte hain taaki website ki activity track ho sake.
3. **Audiences Tool:** Yahan aap 3 tarah ki audiences banate hain:
 - **Saved:** Age, Location aur Interest ke base par.
 - **Custom:** Jo log aapko pehle se jaante hain (Website visitors, Instagram followers).
 - **Lookalike (LAL):** Jo aapke existing customers jaise dikhte hain.
4. **Ads Reporting:** Is tool se aap custom reports banate hain ye dekhne ke liye ki kitna paisa kharch hua aur kitni sales aayi.
5. **Billing & Payments:** Yahan se aap apna budget add karte hain aur GST details manage karte hain.
6. **Commerce Manager:** Agar aapka E-commerce business hai, toh products ka "Catalog" yahan banta hai.
7. **Creative Guidance:** Ye tool batata hai ki aapka ad design Meta ki policies ke hisaab se sahi hai ya nahi.

Part 2:

1. The Campaign Hierarchy

- **Campaign Level:** Yahan aap "Objective" chunte hain (e.g., Leads chahiye ya Sales).
- **Ad Set Level:** Yahan aap "Targeting", "Budget", aur "Schedule" set karte hain.
- **Ad Level:** Yahan aap "Creative" (Photo/Video) aur "Copy" (Text) daalte hain.

2. Meta Pixel & Tracking

- **Pixel:** Ek code jo website par landing page views aur button clicks track karta hai.
- **Standard Events:** Jaise 'Purchase', 'Add to Cart', ya 'Lead' ko track karna.

3. Budgeting Strategies

- **ABO (Ad Set Budget Optimization):** Jab aap har audience group ko alag budget dete hain.

- **CBO (Campaign Budget Optimization):** Jab Meta decide karta hai ki kaunsa group best hai aur wahan zyada paisa lagata hai.

4. Ad Creatives & Copywriting

- **Hook:** Pehli 3 seconds ki line jo scroll stop kare.
- **CTA (Call to Action):** Customer ko kya karna hai? (e.g., Book Now, WhatsApp Us).

5. Retargeting (Remarketing)

Un logo ko baar-baar ad dikhana jinhone aapka ad dekha par kharida nahi. Ye sales badhane ka sabse sasta tarika hai.

Part 3: Practical Step-by-Step Guide

Step 1: Campaign Setup

- Ads Manager mein jayein -> **Create** par click karein.
- Objective select karein aur Campaign ka naam rakhein.

Step 2: Ad Set (Targeting)

- **Conversion Location:** "Instant Forms" select karein (isliye kyunki isme website ki zaroorat nahi padti).
- **Budget:** ₹200/day se shuru karein.
- **Audience:** Location select karein. Interests dale.

Step 3: Ad Creative

- Apna design (Canva se banaya hua) upload kare.
- **Primary Text:** "Apna Digital Marketing career shuru karein! Free workshop join kare."
- **Instant Form:** Ek chota form banayein jahan aap Full Name, Email, aur Phone Number maange.

Step 4: Review & Publish

- Check karein ki saari links sahi kaam kar rahi hain aur Publish par click kar dein.

Point to Point Explanation

1. Advantage+ Campaign Budget (Pehle isey CBO kehte the)

Advantage+ Campaign Budget (CBO) is a system where Meta automatically manages your campaign budget across all your ad sets. Instead of you setting a budget for each ad set manually, you set one total budget at the campaign level. Meta's AI then distributes that money in real-time to the ad sets that are performing the best.

Iska matlab hai ki aap apna budget har Ad Set ko alag-alag dene ki bajaye, pure Campaign ko ek baar mein de dete hain. Maan lijiye aapne ₹1000 ka budget rakha aur 3 Ad Sets banaye. Meta ka AI dekhega ki kaunsa Ad Set sabse achhe results de raha hai, aur wo zyada paisa wahi kharch karega. Iska fayda ye hai ki aapka paisa kharab nahi hota aur aapko kam cost mein zyada results milte hain.

2. Difference: Off vs. On

- **OFF (ABO - Ad Set Budget Optimization):** Aap har Ad Set ko fix budget dete hain (e.g., Ad Set A = ₹200, Ad Set B = ₹200). Meta utna hi kharch karega chahe result aaye ya nahi. Ye tab achha hai jab aap testing kar rahe honge.
- **ON (CBO - Campaign Budget Optimization):** Meta ko freedom mil jati hai. Wo dekhta hai ki jahan se conversion aa raha hai, wahan paisa shift kar do. Ye scaling ke liye best hai.

3. Ad Set Budget Sharing (The 20% Rule)

This is a newer feature where Meta can take up to 20% of a specific ad set's budget and give it to another ad set within the same campaign if it thinks that the other one will get you better or cheaper results.

Iska matlab ye hai ki agar aapne har Ad Set ka alag budget rakha hai (OFF mode mein), tab bhi Meta aapse permission maang raha hai ki "Kya main 20% paisa ek Ad Set se nikaal kar dusre mein daal sakta hoon?" Agar Meta ko lagta hai ki dusra Ad Set aapko saste mein lead dila sakta hai, toh wo 20% budget share kar lega. Isse performance improve hone ke chances badh jate hain.

Practical Example

Maan lijiye aap Indore mein "Digital Marketing Workshop" ke liye 2 audiences ko target kar rahe hain:

1. **Ad Set 1:** Students (Budget: ₹500)
 2. **Ad Set 2:** Business Owners (Budget: ₹500)
- **Agar Budget Sharing ON hai:** Meta dekhta hai ki Business Owners wale ad se koi result nahi aa raha, lekin Students wale se sasti leads aa rahi hain. Meta automatically

Business Owners ke ₹500 mein se ₹100 (20%) nikaal kar Students wale ad mein laga dega taaki aapko din ke end mein zyada leads milein.

A/B Test

An A/B test (or Split Test) is an experiment where you show two versions of an ad (Version A and Version B) to two different segments of your audience at the same time. The goal is to see which version performs better based on a specific metric like clicks, leads, or sales.

A/B test ka matlab hai ek hi ad ke do alag-alag versions banana aur unhe do alag groups ko dikhana taaki aap ye jaan sakein ki kaunsa version zyada achha kaam kar raha hai. aap ek hi ad mein do alag photos ya do alag headlines use karke check karte hain ki log kis par zyada click kar rahe hain.

2. Difference: Off vs. On

- **OFF (Standard Campaign):** Aap ek ad banate hain aur wo sabko dikhta hai. Aapko pata nahi chalta ki agar aapne image badli hoti toh result behtar aata ya nahi.
- **ON (A/B Test Mode):** Meta aapke audience ko do hisson mein baant (split) deta hai. Group 1 ko "Ad A" dikhega aur Group 2 ko "Ad B". Dono groups ek dusre ka ad nahi dekh payenge. Isse test bilkul fair (accurate) hota hai.

3. Aap kya-kya test kar sakte hain?

Digital marketing mein aksar in 3 cheezon ka A/B test kiya jata hai:

1. **Creative (Design):** Ek ad mein "Video" use karein aur dusre mein "Single Image". Dekhein log kise pasand kar rahe hain.
2. **Headline/Text:** Ek ad mein likhein "*Free Workshop*" aur dusre mein likhein "*Learn SEO in 2 Days*".
3. **Audience:** Ek test "Students" par karein aur dusra "Working Professionals" par, ye dekhne ke liye ki kaun zyada interested hai.

4. Meta A/B Test ke Rules

- **Separate Groups:** Meta ye ensure karta hai ki ek hi insaan ko dono ads na dikhein. Agar ek insaan ne Version A dekh liya, toh wo Version B kabhi nahi dekhega. Isse data "clean" rehta hai.
- **Winning Version:** Test khatam hone ke baad Meta aapko batata hai ki kaunsa ad "Winner" hai. Phir aap apna sara paisa usi winner ad par laga sakte hain.

Example

Maan lijiye aap apne **Digital Thinks** workshop ke liye ad chala rahe hain:

DIGITAL THINKS WEB SOLUTION

CONTACT. - 9630994689

- **Version A:** Blue color ka poster (aapka brand color).
- **Version B:** Orange color ka poster.

Aap A/B test **ON** karenge. 4-5 din baad Meta dikhayega ki:

- Blue poster par Lead cost ₹20 aayi.
- Orange poster par Lead cost ₹50 aayi.
- **Result:** Blue poster Winner hai! Ab aap Orange ko band karke sirf Blue chalayenge.

Special Ad Categories

Yeh ek bahut zaroori feature hai jo Meta (Facebook) ne bhed-bhaav (discrimination) ko rokne ke liye banaya hai. Agar aapka ad in categories mein aata hai aur aapne ise select nahi kiya, toh aapka ad reject ho jayega aur account bhi ban ho sakta hai.

Detailed explanation

1. Special Ad Categories Kya Hain?

Meta requires you to declare if your ads fall under specific categories like Credit, Employment, Housing, or Politics. This is done to comply with anti-discrimination laws. When you select a category, Meta restricts some targeting options (like age, gender, or specific zip codes) to ensure everyone has equal access to these opportunities.

Agar aapka ad Paisa (Loan), Job, Ghar, ya Rajneeti se juda hai, toh aapko Meta ko pehle se batana padta hai. Iska goal ye hai ki koi bhi advertiser kisi khaas umar (age), gender, ya area ke logo ke sath bhed-bhaav na kare. Jab aap ye category select karte hain, toh Meta aapke targeting options ko thoda limit kar deta hai taaki ad sabke liye "Fair" rahe.

2. Main Categories

1. **Credit (Vittiya Sewayein):**
 - **Examples:** Credit card offers, Car loans, Business loans, ya Mortgage.
 - **Rule:** Aap gender ya age ke basis par target nahi kar sakte.
2. **Employment (Naukri):**
 - **Examples:** Job vacancies, Internship offers, ya Recruitment ads.
 - **Note:** Aapki digital marketing training agar "Job Guarantee" ke sath hai, toh kabhi-kabhi Meta ise Employment category mein maanta hai.
3. **Housing (Ghar/Property):**
 - **Examples:** Real estate listings, Home insurance, ya Property sales.

- **Important:** Aapne mention kiya tha ki aap PMAY 2.0 (Pradhan Mantri Awas Yojana) ke liye apply kar rahe hain; agar aap property bechne ka ad chalate hain, toh ye category select karna Mandatory (zaroori) hai.
4. **Social Issues, Elections or Politics:**
- **Examples:** Kisi political party ka parchar, social issues (jaise environment ya health) par ad.
 - **Rule:** Iske liye aapko apni ID verify (Identity Confirmation) karwani padti hai.

3. Iska Impact Targeting Par Kya Padta Hai?

Jab aap kisi Special Category ko **ON** karte hain, toh Meta ye badlav kar deta hai:

- **Age:** Aap 18-65+ hi rakh sakte hain (Custom age select nahi kar sakte).
- **Gender:** Aap "All" hi select kar sakte hain (Sirf Men ya Women nahi).
- **Location:** Aap pin code ke hisaab se target nahi kar sakte, sirf city radius (minimum 15-20km) le sakte hain.
- **Detailed Targeting:** Kuch interests (jaise religion ya specific sensitive topics) gayab ho jate hain.

Performance Goal

1. Maximize Reach of Ads

The "Maximize Reach" goal tells Meta's AI to show your ad to as many unique individuals as possible within your target audience. Instead of showing the same ad to one person multiple times, the system tries to find new people to reach within your budget.

Is goal ka matlab hai ki Meta aapka ad zyada se zyada alag-alag logo ko dikhayega. Meta ka AI koshish karega ki aapki audience mein jitne bhi log hain, kam se kam ek baar sabke paas aapka ad pahunch jaye. Ye tab best hota hai jab aap Indore jaise shehar mein apna naya office khol rahe hon aur chahte hon ki har kisi ko pata chal jaye.

2. Surveys (Improve Delivery)

To measure if people actually remember your ad, Meta sometimes conducts small "Brand Lift Surveys." They ask a few users, "Do you remember seeing an ad for [Your Brand]?" This helps Meta understand if your ad creative is effective.

Meta beech-beech mein kuch logo se chote sawal puch sakta hai ki "Kya aapne Digital Thinks ka ad dekha?" Isse Meta ko ye pata chalta hai ki log aapke ad par dhyaan de rahe hain ya sirf scroll kar rahe hain. Is data se wo aapke ad ki delivery aur behtar (optimize) karte hain.

3. Awareness mein aur kaunse Goals hote hain?

- **Maximize number of impressions:** Ek hi bande ko baar-baar ad dikhana (taaki wo bhool na jaye).
- **Maximize ad recall lift:** Un logo ko ad dikhana jo ad ko yaad rakhne ki zyada koshish karte hain.
- **Maximize video views:** Agar aapne koi video banaya hai, toh zyada se zyada logo ko wo video dikhana.

1. Select Page - This is the identity of your business on Facebook. All your ads will be displayed under this Page name.

Ye aapke business ki online pehchan hai. Aapne "Digital thinks Web Solution" select kiya hai, iska matlab hai ki aapka ad isi naam se logo ko dikhega.

2. Cost Per Result Goal (Bidding Strategy)

This is an optional setting where you tell Meta the maximum amount you are willing to pay for 1,000 impressions (CPM).

Ye ek optional setting hai. Meta ka system default mein "Highest Volume" strategy use karta hai, jisme wo poora budget kharch karke zyada se zyada logo ko ad dikhata hai.

- Agar aap yahan koi amount (₹50) dalte hain, toh Meta koshish karega ki 1,000 baar ad dikhane ka kharcha ₹50 se upar na jaye.
- **Suggestion:** Agar aap beginner hain, toh ise Khali (Blank) chhod dein taaki Meta ka AI apne hisaab se best results la sake.

3. Frequency Control

Frequency ka matlab hai ki ek hi insaan ko aapka ad kitni baar dikhega. Awareness campaign mein ye bahut zaroori hota hai.

Target Frequency:

The average number of times you want someone to see your ad.

Aap average kitni baar ek hi bande ko ad dikhana chahte hain. Agar aap chahte hain ki log aapki brand ko yaad rakhein, toh frequency 2-3 honi chahiye.

Frequency Cap (Control Limit):

A strict limit that prevents showing the same ad to the same person too many times.

Ye ek "Limit" hai. Jaise aapne setup kiya hai: "2 impressions every 7 days". **Iska Matlab:** Ek insaan ko 7 din ke andar 2 se zyada baar aapka ad nahi dikhega.

Practical Tips

Kyunki ye ek local Indore based center hai:

1. **Reach vs Frequency:** Aapka goal hona chahiye ki Indore ke har ghar tak ye naam pahunche.
2. **Frequency Cap:** Ise bahut zyada mat badhayiye (10 baar mat kijiye), warna log ad se irritate ho jate hain. 2 baar 7 din mein ek perfect balance hai.

1. Value Rules

Value Rules allow you to tell Meta's AI which customers or actions are more valuable to your business. For example, you can set a rule that a customer from Indore is worth 20% more to you than a customer from another city, or that mobile users are more valuable than desktop users. Meta then shifts more budget toward those "high-value" segments.

Value Rules ka matlab hai Meta ko ye batana ki aapke liye kaunsa customer ya platform zyada kimti (valuable) hai.

- **Example:** Maan lijiye aapka workshop Indore mein hai. Aap rule set kar sakte hain ki "Indore ke audience ki value mere liye 1.5x zyada hai."
- **Fayda:** Isse Meta ka system un logo par zyada focus karega jo aapke business ke liye zyada faydemand hain. Ye un businesses ke liye best hai jo sirf "Sales" nahi, balki "High Profit" chahte hain.

Practical Step by Step

Step 1: Events Manager mein jayein

1. Apne Meta Ads Manager ke main menu (three lines/hamburger icon) par click karein.
2. Events Manager ko select karein.
3. Left side se apna sahi Pixel ya Dataset choose karein jise aap track kar rahe hain.

Step 2: Value Rules section dhundein

1. Top tabs mein aapko "Value Rules" ka option dikhega (Agar nahi dikhta, toh 'Settings' ya 'Measurement' menu ke andar check karein).
2. "Create Value Rule" button par click karein.

Step 3: Rule ki Conditions set karein

Yahan aap Meta ko batate hain ki kab kisi customer ki value badhani hai. Aap niche diye gaye 3 criteria par rule bana sakte hain:

- **Audience:** Aap set kar sakte hain ki "New Customers" ki value "Returning Customers" se zyada hai.
- **Location:** Jaise aapne Indore ki baat ki thi—aap rule bana sakte hain ki "**Location: Indore**" se aane wali lead ki value **1.5x** (50% zyada) dikhayi jaye.
- **Device/Placement:** Agar आपको लगता है कि iPhone users या Instagram Reels से आने वाले लोग ज्यादा value वाले हैं, तो आप उनके लिए अलग multiplier set कर सकते हैं.

Step 4: Multiplier Apply karein

- Rule set karne ke baad आपको एक Multiplier dena होता है (e.g., 1.2x, 2.0x).
- Iska matlab है कि अगर एक normal conversion ₹100 का है, तो Indore वाले user का conversion Meta को ₹150 या ₹200 का दिखेगा.

Step 5: Review aur Save karein

- Rule को एक नाम दें (e.g., *Indore High Value Rule*).
- Save पर click करें. अब Meta का system optimization के वाक़्त उन लोगों को priority देगा जो आपके set kiye gaye rules में fit baithte हैं.

2. Delivery Type (Standard)

This setting determines how fast Meta spends your budget. Standard Delivery is the default and most recommended option. It spreads your budget evenly throughout the day (from 12 AM to 11:59 PM) so that you reach your audience at different times and don't run out of money in the morning itself.

Ye setting batati hai ki Meta आपका paisa kitni tezi se kharch karega.

- **Standard Delivery:** Ye default setting है. Isme Meta आपका budget पूरे 24 घंटे में धीरे-धीरे खर्च करता है. Iska fayda ye है कि आपका ad सुबह, दोपहर और रात—तेनो time दिखता है और budget खतम नहीं होता.
- **Note:** पहले एक "Accelerated Delivery" option होता था जो paisa बहुत तेzi से उदा देता था, लेकिन अब Meta mostly "Standard" ही use करता है ताकि auction में आपको best price मिले.

Practical Step-by-Step

1. **Value Rules:** Ise tabhi chhedein jab aapke paas bahut saara data ho. Agar aap naye hain, toh Meta ko Value khud calculate karne dein.
2. **Delivery:** Isme hamesha Standard hi rehne dein. Agar aap ise change karenge toh ho sakta hai aapka saara budget 2 ghante mein hi khatam ho jaye aur raat wali audience ko ad dikhe hi nahi.

Dynamic Creative?

Dynamic Creative is a tool where you provide several individual components (like 5 different images, 2 videos, and 3 different headlines). Meta's AI then automatically mixes and matches these elements to create the best-performing combination for each person who sees your ad. It finds which headline works best with which image for different types of users.

Dynamic Creative ka matlab hai ki aap Meta ko dher saari cheezein ek saath de dete hain—jaise 5 alag photos, 2-3 videos aur 4-5 headlines. Meta ka AI apne aap inka "Mix and Match" karta hai. Wo alag-alag logo ko alag combinations dikhayega (jaise kisi ko Photo 1 + Headline 2 dikhegi, toh kisi ko Video 1 + Headline 1). Jise jo pasand aata hai, Meta wahi combination unhe zyada dikhane lagta hai.

2. Difference: Off vs. On

- **OFF (Manual Ad):** Aap khud ek photo aur ek headline fix karte hain. Sabko wahi dikhta hai chahe wo unhe pasand aaye ya nahi.
- **ON (Dynamic Mode):** Aap Meta ko "Raw Material" dete hain aur Meta khud best design/creative banata hai. Ye un logo ke liye best hai jo ye nahi jaante ki unka kaunsa poster ya caption sabse hit hoga.

3. Benefits

1. **Saves Time:** Aapko 10 alag ads nahi banane padte, bas ek hi ad mein saare options daal dete hain.
2. **Better Performance:** Kyunki Meta AI har user ke interest ke hisaab se ad dikhata hai, isliye click hone ke chances badh jate hain.
3. **Prevents Ad Fatigue:** Logo ko baar-baar ek hi ad nahi dikhta, unhe hamesha kuch naya combination dikhta hai, isliye wo bore nahi hote.

4. Practical

1. **Toggle ON:** Campaign setup ke waqt **Dynamic Creative** button ko **ON** karein.

2. **Upload Multiple Assets:** Jab aap Ad Level (teesre step) par jayenge, toh aapko ek se zyada images aur headlines upload karne ka option milega (Max 10 assets).
3. **Check Results:** Kuch din baad "Breakdown" menu mein jaakar check karein ki kaunsi image ya headline ne sabse sasti leads di hain.

Table: Kab Use Karein?

Scenario	Decision	Reason (Kyun?)
Bohot saare posters hain	ON	Meta ko best combination dhundne dein.
Sirf ek hi fix creative hai	OFF	Jab testing ki zaroorat na ho.
Budget kam hai	ON	Taki kam paise mein best performing ad jaldi mil jaye.

Tip for Digital Thinks:

Agar aap apne workshop ke liye 3-4 tarah ke CGI (**Computer-Generated Imagery**) ads aur banners banaye hain, toh Dynamic Creative ON rakhein. Isse aapko pata chal jayega ki Indore ki audience ko blue poster pasand aa raha hai ya orange video.

1. Budget Types

budget set karne ke do tarike hote hain:

- **Daily Budget:**

The amount you are willing to spend every day on average. Meta might spend up to 75% more on some days (high traffic) and less on others to maintain the average.

Ye wo amount hai jo aap rozana kharch karna chahte hain. Jaise aapne ₹200 set kiya hai, toh Meta koshish karega ki average kharcha ₹200 hi rahe. Kabhi-kabhi jab traffic zyada hota hai, toh ye ₹350 (75% extra) tak ja sakta hai, lekin poore hafte ka total ₹1,400 se upar nahi jayega.

- **Lifetime Budget:**

The total amount you want to spend over the entire duration of the campaign.

Ye poore campaign ka ek fixed budget hota hai (e.g., ₹5,000 agle 10 dino ke liye). Isme Meta khud decide karta hai ki kis din kitna kharch karna hai.

2. Schedule

- **Start Date:**

The exact date and time when your ads will start running.

Wo tarikh aur samay jab aapka ad live ho jayega. Yaad rakhein, Publish karne ke baad Meta pehle ad ko Review karta hai, uske baad hi ad live hota hai.

- **End Date (Optional):**

The date when your ad will automatically stop.

Wo tarikh jab aapka ad apne aap band ho jaye.

Digital Marketing Tip: Agar aap Daily Budget use kar rahe hain, toh "End Date" set karna zaroori nahi hai, aap jab chahein manually ad band kar sakte hain. Lekin agar aap Lifetime Budget use kar rahe hain, toh End Date set karna Mandatory (zaroori) hai.

3. Budget Strategy Table

Feature	Daily Budget	Lifetime Budget
Control	Aapka har din ka kharcha control mein rehta hai.	Meta ko poore campaign mein flexibility milti hai.
Best For	Continuous ads (hamesha chalne wale ads).	Limited time offers ya Events (jaise aapka workshop).
Scheduling	Ad poore din chalta hai.	Aap specific hours select kar sakte hain (e.g., sirf 9 AM to 6 PM).

Practical Setup

1. **Select Daily Budget:** Kyunki aapne ₹200 set kiya hai, ye shuruat ke liye bahut achha hai.

2. **Start Date:** Ise turant ka rakhein ya agle din subah 6 AM ka taaki ad ko poora din mile perform karne ke liye.
3. **End Date:** Agar aapka workshop kisi fixed date par hai, toh uske ek din pehle ki End Date set kar dein taaki faltu paisa kharch na ho.

Important Note: Aapne notice kiya hoga ki Meta ne likha hai "Maximum daily spend ₹350". Isse ghabrayein nahi, wo tabhi hoga jab Meta ko lagega ki aaj leads sasti mil rahi hain. Wo balance karne ke liye kisi aur din ₹100 hi kharch karega taaki weekly limit cross na ho.:

1. Audience Controls

Audience Controls are the non-negotiable limits you set for your campaign. This includes the minimum age, locations, and languages. Unlike "Audience Suggestions," Meta will strictly follow these controls and won't show ads outside these parameters.

Audience Controls ka matlab hai wo "Sakht Rules" jo aap Meta ko dete hain. Jaise ki, "Mera ad sirf Indore mein hi dikhna chahiye" ya "18 saal se kam umar ko mat dikhana." Meta in rules ko kabhi break nahi karega. Ye ek tarah ka filter hai jo waste traffic ko bahar nikal deta hai.

2. Use a Saved Audience - If you have previously created a successful target audience (e.g., "Indore Students 18-24"), you can save it. The "Use a saved audience" option allows you to quickly pick that group again instead of selecting locations and interests from scratch.

Agar aapne pehle koi audience banayi thi jo bahut hit rahi (jaise aapke purane digital marketing workshop ki audience), toh aap usey **Save** kar sakte hain. Agli baar ad chalate waqt aapko dobara sab kuch select nahi karna padega, bas "Use a saved audience" par click karke purani list select kar sakte hain. Isse aapka time bachta hai.

3. Audience Controls vs. Advantage+ Audience

Ab Meta do tarike ki targetting deta hai:

- **Audience Controls (Hard Limits):** Isme aap jo area ya age fix kar dete hain, Meta uske bahar nahi jata.
- **Advantage+ Audience (Suggestions):** Isme aap Meta ko batate hain ki "Mujhe lagta hai ye log interested honge," lekin Meta ka AI agar chahe toh usse bahar ja kar bhi results la sakta hai agar usey sasti leads milein.

Practical Step

Kyunki aap **Digital Thinks** ka workshop Indore (Bhavarkua) mein kar rahe hain:

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1. **Audience Control** mein jayiye.
2. Location mein "**Indore**" select karke uske aage 15-20km ka radius set karein.
3. Minimum age **18** rakhein.
4. Isey **Save** kar dein "Digital Thinks Workshop Audience" naam se, taaki future mein direct use kar sakein.

1. Locations

This defines the geographical area where your ads will be shown. By default, it is set to "India," but for a local business, you should narrow it down.

Ye wo jagah hai jahan aapka ad dikhega. Abhi ye poore India par set hai. Kyunki aapka workshop Indore mein hai, toh aapko "Edit" par click karke "Indore" select karna chahiye. Agar aap poore India mein ad dikhayenge, toh Indore ke bahar ke log bhi ad dekhenge aur aapka budget waste hoga.

Note on Securities & Investments: India mein agar aap "Trading", "Stock Market", ya "Investment" ka ad chalate hain, toh Meta aapse extra declaration maangta hai (taki fraud na ho).

2. Minimum Age

This is a hard limit. Your ads will never be shown to anyone below this age.

Meta default mein ise 18 rakhta hai. Iska matlab hai ki 18 saal se chote bacho ko aapka ad nahi dikhega. Digital Marketing workshop ke liye 18 perfect hai kyunki college students aur freshers hi aapki main target audience hain.

3. Exclude Custom Audiences (Kise ad nahi dikhana?)

This allows you to stop showing ads to specific people. For example, if someone has already registered for your workshop, you can exclude them so you don't waste money showing them the same ad again.

Iska matlab hai un logon ko bahar nikalna jinhe aap ad nahi dikhana chahte.

Agar aapke paas 500 logon ke phone numbers hain jo pehle hi join kar chuke hain, toh aap unki "Custom Audience" banakar yahan Exclude kar sakte hain. Isse aapka paisa bachega.

4. Languages

Only show ads to people who speak/use specific languages in their Facebook settings.

Agar aap ise "All Languages" rehne dete hain, toh Meta sabko ad dikhayega. Lekin agar aapka ad English mein hai aur aap chahte hain ki sirf wahi log dekhein jo English samajhte hain, toh aap yahan "English" select kar sakte hain.

- **Suggestion:** Indore jaise shehar ke liye ise "All Languages" hi rehne dein taaki Reach zyada mile.

Practical Step:

1. Locations ke paas "Edit" par click karein.
2. "India" ko hata kar wahan "Indore" likhein.
3. Dropdown se "Indore, Madhya Pradesh, India" select karein.
4. Radius ko 20km ya 40km par set karein (jitni dur se log aapke center tak aa sakte hain).

1. Advantage+ Audience Kya Hai?

Advantage+ Audience uses Meta's AI to find your audience. Instead of hard rules, you provide "Audience Suggestions." Meta will prioritize people matching your suggestions but will also look outside that group if it finds people more likely to convert (click or sign up).

Ye ek smart AI system hai. Isme aap Meta ko sirf suggestion dete hain ki "Mujhe lagta hai ye log mera ad pasand karenge." Meta shuruat wahi se karega, lekin agar usey lagta hai ki suggestions ke bahar koi aur banda hai jo saste mein lead de sakta hai, toh wo usey bhi ad dikhayega. Ye system results badhane ke liye banaya gaya hai.

2. Main Components

- **Include Custom Audiences:**

Agar aapke paas purane customers ki email list ya phone numbers hain, toh aap unhe yahan dal sakte hain. Meta unhe aur unke jaise dikhne wale logo ko priority dega.

- **Age (18 - 65+):**

Isme aap ek range set karte hain. Digital Marketing ke liye 18-35 age group best hota hai, lekin AI ko freedom dene ke liye aap ise thoda broad (bada) bhi rakh sakte hain.

- **Gender:**

Aap "Men", "Women" ya "All" select kar sakte hain. Digital marketing course ke liye hamesha "All" hi rakhein taaki maximum reach mile.

- **Detailed Targeting (Demographics, Interests, Behaviors):**

Sabse important part! Yahan aap keywords daalte hain.

- **Interests:** Digital Marketing, SEO, Social Media.
- **Demographics:** College Students, Graduates.
- **Behaviors:** Small Business Owners.

3. Advantage+ vs Manual Targeting

Feature	Advantage+ Audience	Manual Targeting
Control	AI ke paas zyada control hota hai.	Advertiser (Aap) ke paas poora control hota hai.
Flexibility	Suggestions ke bahar ja sakta hai.	Sirf select kiye gaye logo ko hi dikhega.
Best For	Scaling aur behtar ROI ke liye.	Jab aapko 100% pata ho ki aapki audience kaun hai.

4. Practical Steps for Your Digital Marketing Workshop:

Agar aap Indore ke students ko target kar rahe hain, toh aise setup kare:

1. **Audience Suggestion:** Ise ON rehne dein.
2. **Age:** 18 se 40 saal select karein.
3. **Detailed Targeting:** Isme niche diye gaye keywords zaroor daalein:
 - *Digital Marketing*
 - *Social Media Marketing*
 - *Search Engine Optimization (SEO)*
 - *Business Opportunity*
4. **Meta AI ka Magic:** Meta khud un logo ko dhund lega jo Indore mein in cheezon mein interest rakhte hain.

Pro-Tip

Kyu ki aap Digital Thinks ke liye ads chala rahe hain, isliye shuruat mein Advantage+ Audience ka hi use karein. Meta ka AI aaj kal manual targeting se behtar results deta hai kyunki wo user ke real-time behavior (wo kya dekh raha hai, kya search kar raha hai) ko track karta hai.

1. Household Income Targeting Kya Hai?

This feature allows you to target people based on their financial standing or family income. Meta uses high-quality data and user behavior (like purchasing patterns, travel history, and device usage) to estimate which income bracket a person belongs to. In India, you can target the Top 5%, 10%, or 25% of earners in specific areas.

Iska matlab hai ki aap logo ko unki kamai (income) ke hisaab se target kar sakte hain. Meta ne India ke liye special categories banayi hain jahan aap un logo ko ad dikha sakte hain jo sabse zyada ameer hain (Top 5% ya 10%). Ye data Meta unke shopping habits aur gadgets (jaise iPhone use karna) ke base par calculate karta hai.

2. Iska Use Kab Karein?

Digital marketing mein ye tool tab kaam aata hai jab aapka product sasta nahi hai:

- **Premium Courses:** Agar aapki coaching ki fees zyada hai, toh aap "Top 25% Income" walo ko target kar sakte hain.
- **Real Estate:** Jaise aap **PMAY 2.0** ya kisi property project par kaam kar rahe hain, toh aap high-income groups ko target kar sakte hain jo ghar kharidne ki kshamta rakhte hon.
- **Business Services:** Agar aap Indore ke bade business owners ko target karna chahte hain.

3. Kaise Setup Kare? (Practical Steps)

Aapko **Detailed Targeting** mein jaakar ye search karna hoga:

1. **Browse** par click kare.
2. **Demographics** select kare.
3. **Household Income** par jaye.
4. Wahan aapko **India** ke options milenge:
 - *Top 5% Household Income (India)*
 - *Top 10% Household Income (India)*
 - *Top 25% Household Income (India)*
5. **Switch to original audience options**

Agar aapko **Advantage+ Audience** (AI wala system) pasand nahi aa raha aur aap purane tarike se manual targeting karna chahte hain jahan har cheez aapke control mein ho, toh aap is button par click karke wapas purane version par ja sakte hain. Isme "Suggestions" nahi balki "Strict Targeting" hoti hai.

1. Securities and Investments Rule Kya Hai?

In India, Meta requires advertisers to declare if their ads are related to financial securities, stock markets, mutual funds, or investment schemes. This is to comply with **SEBI** (Securities and Exchange Board of India) guidelines and to prevent financial scams. If your ads offer investment advice or trading tips, you must check this box and provide your SEBI registration details.

India mein agar aap koi aisa ad chala rahe hain jo paise invest karne, Share Market, Mutual Funds, ya Crypto se juda hai, toh aapko ye batana zaroori hai. Ye rule **SEBI** ki guidelines ki wajah se hai taaki log dhokhadhari (scams) se bach sakein. Agar aapka ad logon ko "Paisa double karne" ya "Trading seekhne" ke baare mein hai, toh ye policy aap par lagti hai.

2. Kya Aapko Ise Select Karna Chahiye?

Aapke business (**Digital Thinks**) ke hisaab se do situations ho sakti hain:

- **Situation A:** Agar aap sirf "Digital Marketing" sikhate hain:
 - **Action:** Ise Select nhi kare. Digital marketing sikhana koi financial investment nahi hai, ye ek "Skill" hai. Ise chhedne se aapki targeting limit ho sakti hai.
- **Situation B:** Agar aap "**Trading**" ya "**Stock Market Marketing**" ka course bech rahe hain:
 - **Action:** Tab aapko ise ON karna padega. Iske baad Meta aapse aapki organization ka naam, address, aur license number maang sakta hai.

3. Policy and Regulatory Requirements (Information)

Jab aap India mein ads chalate hain, toh Meta aapse ye details maang sakta hai:

1. **Identity Confirmation:** Aapko apna Voter ID, PAN Card, ya Passport upload karna pad sakta hai (khaas karke agar ad Social Issues ya Politics se juda ho).
2. **Paid for by (Disclaimer):** Ad ke niche likha aayega ki ye ad kisne sponsor kiya hai (e.g., "Paid for by Digital Thinks Web Solutions").

1. Advantage+ Placements (Recommended)

In this mode, you give Meta's AI full control to decide where to show your ads. It automatically tests all available spots (Facebook Feed, Instagram Reels, Stories, Marketplace, etc.) and spends more of your budget on the locations that are generating the cheapest and best results.

Iska seedha matlab hai "Auto Pilot" mode. Jab aap ise select karte hain, toh Meta ka AI khud decide karta hai ki aapka ad kahan dikhana hai. Wo check karega ki aapko sasti leads Facebook se mil rahi hain ya Instagram se. Jahan response achha aayega, Meta wahi par aapka paisa zyada

lagayega. Digital marketing beginners ke liye ye sabse best hai kyunki isme paisa waste hone ka darr kam rehta hai.

2. Manual Placements

This option allows you to hand-pick specific platforms and locations. For example, if you only want your ads to appear on Instagram Reels and nowhere else, you can select that here. It gives you 100% control over your ad's visibility.

Manual placements tab use karte hain jab aapko confirm pata ho ki aapki audience kaha hai. matlab, agar aapne sirf ek vertical video (Reels style) banaya hai aur aap nahi chahte ki wo Facebook Sidebar ya Messenger mein dikhe, toh aap khud un jagaho ko untick (remove) kar sakte hain.

3. Account Controls (Excluded Placements)

This is a global setting for your ad account. It allows you to block certain categories of content or specific websites/apps where you never want your brand to be seen (e.g., sensitive or controversial content).

Ye ek "Block List" ki tarah hai. Agar aap chahte hain ki aapke **Digital Thinks** brand ka ad kisi aisi website ya app par na dikhe jo "Sensitive" ya galat content dikhati ho, toh aap yahan se usey exclude kar sakte hain. Isse aapki brand image bani rehti hai.

Digital Marketer's Strategy Table:

Feature	Decision	Why? (Kyun?)
Testing Phase	Advantage+	Meta ko dhundne dein ki sabse sasta result kahan mil raha hai.
Only Reels Ad	Manual	Kyunki vertical video feed ya sidebar mein achha nahi dikhta.

Feature	Decision	Why? (Kyun?)
Budget is Tight	Advantage+	Meta AI kam paise mein zyada reach dila deta hai.

Practical Tip

Kyu ki aap Indore mein **Digital Marketing Workshop** promote kar rahe hain:

1. **Advantage+ Placements** ko hi ON rakhein.
2. Indore mein log Instagram Reels aur Facebook Feed dono par bahut active rehte hain.
3. Meta khud hi dekh lega ki subah log Instagram zyada chala rahe hain ya raat ko Facebook, aur usi hisaab se ad dikhayega.

1. Brand Safety vs Brand Suitability

- **Brand Safety:** Ye Meta ki taraf se **Automatic** hota hai. Meta kabhi bhi aapka ad gaali-galoch, violence, ya illegal content ke paas nahi dikhayega.
- **Brand Suitability:** Ye Aapke control mein hota hai. Kuch brands chahte hain ki unka ad kisi "Controversial" news ya "Prank" videos ke beech mein bhi na aaye. Ise set karne se reach thodi kam ho sakti hai par safety badh jati hai.

2. Inventory Filters (Sabse Zaroori)

Yaha aap choose karte hain ki content ka filter kitna "Strict" hona chahiye:

1. **Expanded Inventory (Jo aapne select kiya hai):** Isme ad har jagah dikhta hai, bas bahut zyada ganda content excluded hota hai. Isme Reach sabse zyada milti hai aur cost sasti padti hai.
2. **Moderate Inventory (Default):** Ye balance hai. Zyada sensitive content ko hata deta hai.
3. **Limited Inventory:** Ye bahut strict hai. Aapka ad sirf "High-quality" aur bilkul saaf-suthre videos par hi dikhega. (Isme ad mehenga padta hai).

3. Publisher Block Lists & Exclusions

- **Publisher Block Lists:** Agar aapke paas aisi list hai jin websites ya Facebook Pages par aap ad kabhi nahi dikhana chahte, toh aap wo list yaha upload kar sakte hai.

- **Content Type Exclusions:** Yaha aap tick kar sakte hain ki aapka ad "Live Videos" mein na dikhe ya "Not yet rated" content mein na dikhe.
- **Topic Exclusions:** Aap specific topics ko block kar sakte hai. Jaise agar aap nahi chahte ki aapka ad "News" ya "Politics" wale videos ke beech me aaye.

Digital Marketer's View:

Feature	Recommendation	Reason (Kyun?)
Inventory Filter	Expanded ya Moderate	Kyunki aapka goal "Reach" aur "Leads" hai, toh zyada filtering se audience kam ho jayegi.
Block Lists	None (Khali)	Shuruat mein iski zaroorat nahi hai jab tak aapka bahut bada international brand na ho.
Topic Exclusions	None	Digital marketing har tarah ke content dekhne wali audience ko chahiye hoti hai.

Practical Tip

Kyu ki aap Indore mein workshop ke liye leads chahte hain, isliye "**Expanded Inventory**" (jo abhi set hai) sabse behtar hai. Isse Meta ko poori chhoot milti hai ki wo aapka ad sasti se sasti jagah dikhaye, jisse aapka "Cost per Lead" kam aayega.

1. Partnership Ad Kya Hai?

A Partnership Ad allows you to run an advertisement that shows two names at the top: your brand name and the name of a creator or partner. Instead of the ad coming just from your page, it looks like a recommendation from a trusted person or another brand. It uses the audience data and credibility of both accounts to improve performance.

Iska matlab hai Collaborative Ad. Jab aap kisi Creator (Influencer) ya dusre Business ke saath milkar ad chalate hain, toh ad ke upar dono ka naam dikhta hai (e.g., *Digital Thinks x [Creator Name]*). Ye ad sirf aapke page se nahi, balki us creator ke page se bhi chalta hua dikhta hai. Isse log aapke brand par zyada bharosa karte hain kyunki unhe lagta hai ki unka pasandida creator aapko promote kar raha hai.

2. Difference: Off vs. On

- **OFF (Standard Ad):** Ad sirf aapke Facebook Page ya Instagram account se dikhega. Log ise ek normal "Company Ad" ki tarah dekhenge.
- **ON (Partnership Mode):** Ad dono ke handle se dikhega. Isse aapko us creator ki audience ka "Trust" mil jata hai, jisse Conversion Rate (Leads milne ke chances) badh jate hain.

3. Iske Fayde (Key Benefits)

1. **High Trust:** Log brand se zyada insaano par bharosa karte hain. Agar koi influencer kahega "Maine yahan se digital marketing seekhi," toh log jaldi join karenge.
2. **Shared Signals:** Meta ka AI dono accounts ki audience ko analyze karta hai, jisse targeting aur bhi accurate ho jati hai.
3. **Creative Variety:** Aap creator ka banaya hua video (UGC - User Generated Content) use kar sakte hain, jo zyada natural lagta hai.

4. Practical: Ise Kaise Setup Kare?

1. **Permission:** Sabse pehle aapko us Creator ko request bhejni hogi ya unhe apne **Professional Dashboard** mein jaakar aapko "Partner" ke roop mein allow karna hoga.
2. **Toggle ON:** Ad level par **Partnership ad** button ko **ON** karein.
3. **Identify Partner:** Creator ka account select kare. Unhe ek notification jayega, aur unke approve karte hi ad dono handles se live ho jayega.

1. Facebook Page (Business Identity)

- Ye wo page hai jo aapke ad ka main chehra hoga. Aapne **"Digital thinks"** select kiya hai. Iska matlab hai ki jab bhi koi Facebook par ad dekhega, toh usey upar isi page ka naam aur profile picture dikhegi.
- **Important Note:** Agar aapne Ad Set level par pehle hi page select kar liya hai, toh yahan wo apne aap (Automatically) aa jayega. Agar nahi kiya, toh aapko yahan manually select karna hoga.

2. Instagram Profile

Yahan aapke paas do options hote hain:

1. **Use Facebook Page:** If you don't have a separate Instagram account, Meta will use your Facebook Page's name and profile picture to show ads on Instagram.

Agar aapka koi Instagram account nahi hai, toh Meta aapke Facebook Page ki info (Naam aur DP) ka hi use karke Instagram par ad dikha dega. Lekin isme aap Instagram ke comments ka reply nahi de payenge.

2. **Select Instagram Account:** Agar aapka Instagram account hai, toh usey yahan connect karein. Digital Marketing mein hamesha yehi suggest kiya jata hai kyunki isse aapki Instagram following bhi badhti hai aur ad zyada "Professional" lagta hai.

Practical:

Kyu ki aap **Digital Thinks** (Indore) ke liye kaam kar rahe hai aur yaha aapne "**koi dusra account**" select kiya hai, toh ek baar check kar lein ki aap sahi business ka ad chala rahe hain.

Ab Agla Step:

Page select karne ke baad, niche aapko **Ad Setup** ka option milega jahan hum:

1. **Format** (Single Image ya Video) chunenge.
2. **Media** (Creative) upload karenge.
3. **Primary Text** (Caption) likhenge.

Ad setup

1. Format Selection

Kyu ki aapne **Dynamic Creative** pehle se ON rakha hai, Meta aapse keh raha hai ki wo khud hi alag-alag combinations banayega. Lekin aapko basic format chunna hoga:

- **Single Image or Video:**

Ye sabse zyada use hone wala format hai. Isme aap ek simple photo ya ek video (jaise aapka CGI ad) upload karte hain.

Digital Marketing Tip: Agar aapka message clear hai (e.g., "Join Free Workshop"), toh Single Image/Video best hai.

- **Carousel (2 or more scrollable images):**

Isme 2 se lekar 10 tak images ya videos hote hain jinhe log slide karke dekh sakte hain.

Use Case: Agar aapko dikhana hai: "Step 1: SEO seekhein, Step 2: Meta Ads seekhein, Step 3: Job paayein," toh Carousel best hai. Har card par alag link lag sakti hai.

2. Multi-Advertiser Ads (Recommended)

This allows Meta to show your ad alongside ads from other related businesses in a single "unit" (like a grid or scrollable row). It usually appears when a user is already showing interest in a similar product.

Iska matlab hai ki aapka ad dusre milte-julte ads ke saath ek hi screen par dikh sakta hai. Maan lijiye koi banda kisi aur ka digital marketing course dekh raha hai, toh Meta uske niche aapka ad bhi "Recommended" mein dikha dega.

Fayda: Isse Discoverability (naye logo tak pahunchna) badh jati hai aur aksar cost sasti padti hai.

3. Important Note: "Format display options"

Meta aapko ek update de raha hai ki jaldi hi formats chunne ka tarika badal jayega aur aapko zyada flexibility milegi ki aapka ad alag-alag jagah (Feed vs Stories) alag format mein dikhe.

Ab aapko niche "Ad Creative" section mein jaakar:

1. Apna **CGI Video** ya **Poster** upload karna hai.
2. **Primary Text** (Main Caption) likhna hai.
3. **Headline** (Jo bold mein dikhti hai) likhni hai.

Aapne **Ad Creative** ka sabse important section open kiya hai, jahan aapka "Message" aur "Action" set hota hai. Yahan ki gayi galtiyan aapka paisa barbaad kar sakti hain, isliye niche di gayi baaton ko dhyaan se samajhein:

1. Optimize creative for each person (Advantage+ Creative)

Iska matlab hai ki Meta khud decide karega ki kis user ko ad ka kaunsa version (Brightness, Music, ya Aspect Ratio) dikhana hai.

Tip: Ise **ON** rakhein. Meta ka AI ad ko apne aap thoda "edit" kar deta hai taaki wo har device par achha dikhe.

2. Primary Text (Main Caption)

- **Aapne likha hai:** *"learn digital marketing with digital thinks"*
- **Digital Marketing Tip:** Ye ek achha start hai (Trust building), lekin isme ek "**Hook**" (kuch aisa jo dhyaan kheechे) aur ek "**Benefit**" (fayda) hona zaroori hai.

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- **Behtar Text Example:**

"kya aa digital marketing coaching classes dhundh rahe hai apke liye sabse behtar hai digital thinks web solution. Kyo ki ye online or offlinr dono jagah available hai. Or Yaha par learnig ke sath sath earning bhi sikhai jati hai. To aaj hi call kare 9630994689"

3. **Headline (Bold Text)**

- Ye ad ke image/video ke bilkul niche bold letters mein dikhti hai. Isme आपको main offer ya service ka naam likhna chahiye.
- **Suggestion:** *"Indore ki sabse Bharosemand digital marketing coaching classes "*

4. **Website URL & Display Link**

- **Website URL:** Yahan आपको अपनी website का पूरा address daalna hai (e.g., <https://www.digitalthinks.in>). Agar आपका page registration के liye hai, तो direct wahi link dein.
- **Display Link:** Ye sirf dikhane के liye होता hai (Optional). आप यahan [digitalthinks.in](https://www.digitalthinks.in) लिख सकते हैं ताकि link साफ-सुथरी दिखे.

5. **Call to Action (CTA Button)**

- Ye wo button hai जो लोग दबायेंगे.
- **Options:** "Learn More", "Contact Us", या "Book Now".
- **Tip:** Digital thinks के liye **"Contact Us"** (Humसे Sampark Karein) या **Get a Quate** सबसे best है क्योंकि लोग sawal puchna pasand karte हैं.

Digital Marketer's Checklist for this Page:

Field	Recommendation
Primary Text	Trust + Problem Solving (Add emojis 🙋🏻🙌).
Website URL	Sahi link check karein (Link पर click करके dekhein).

Field	Recommendation
Call to Action	"Contact Us" ya "Learn More".
Description	Choti si line (e.g., "500+ happy families")

"Tracking" aur URL Parameters

Aapne niche ek note dekha hoga: "**URL parameters have been moved to Tracking**". Iska matlab hai ki agar aap ye track karna chahte hain ki ye lead exact isi ad se aayi hai, toh aap niche Tracking section mein jaakar utm_source=facebook add kar sakte hain.

1. Event Details Kya Hai?

This feature allows you to turn your ad into an "Event Invitation." It adds a countdown, the date/time of the event, and a "**Get Reminder**" button.

Iska matlab hai ki aapka ad ek normal photo nahi rahega, balki ek invitation card ki tarah dikhega. Sabse bada fayda ye hai ki agar koi "**Reminder**" button dabata hai, toh Facebook/Instagram unhe event shuru hone se pehle notification bhejenge.

2. Instagram Account Requirement

Jaisa ki aapne screen par dekha, Meta keh raha hai ki is feature ko use karne ke liye aapka ek **Instagram Account** connect hona zaroori hai.

Agar aapne abhi tak Instagram profile connect nahi ki hai, toh **Identity** section (upar wala step) mein jaakar apni real Instagram ID connect karein. Bina iske "Event Details" ka option kaam nahi karega.

3. Isme kya-kya information bharni hoti hai?

Jab aap ise ON karenge, toh aapko ye details daalni hongi:

- **Event Title:** Jaise—"*Free 2-Day Digital Marketing Workshop*"
- **Start Date & Time:** Aapke workshop ki shuruat ka samay.
- **Location:** Bhavarkua, Indore (ya aapka center address).
- **Reminder Button:** Log is par click karenge taaki wo bhool na jayein.

4. Digital Marketer's View: Aapke liye Strategy

Feature	Digital Thinks Workshop ke liye Fayda
Reminder Button	Log aksar ad dekh kar bhool jate hain; reminder unhe wapas workshop tak layega.
Title Display	Ad ke upar hi "FREE" aur "Date" dikhne se conversion badh jata hai.
Urgency	Countdown dikhne se log jaldi register karte hain.

Practical Step

1. Pehle check karein ki Instagram Profile connected hai ya nahi.
2. Agar connected hai, toh Event Details ko ON kare.
3. Wahan apne workshop ki exact date aur time set kare.
4. Ye feature un logon ke liye best hai jo turant "Sign Up" nahi karte par baad mein aana chahte hain.

Tracking Meta Ads ka wo sabse zaroori technical hissa hai jahan se aapko ye pata chalta hai ki aapne jo paisa kharch kiya, uska asli result (ROI) kya mila. Isse aap ye dekh sakte hain ki kitne logo ne registration form bhara ya kitne logo ne aapko call kiya.

Niche iska detail me breakdown diya gaya hai:

1. Website Events (Meta Pixel / Dataset)

Ye sabse zyada use hone wala tracking method hai. Isme aapka Meta Pixel (jise ab Dataset kehte hain) connect hota hai.

- **Goal:** Agar koi aapke ad par click karke aapki website par jata hai aur wahan apna naam/number bharta hai (Lead), toh ye tool Facebook ko signal deta hai ki "Ek conversion ho gaya." Isse Facebook ka AI aur smart ho jata hai aur unhi logo ko ad dikhata hai jo register karne ke zyada chances rakhte hain.

2. App Events & Offline Events

- **App Events:** Agar aapka koi mobile app hai, toh uske downloads aur actions track karne ke liye.

- **Offline Events:** Agar koi banda ad dekh kar seedha aapke Bhavarkua (Indore) wale center par aa gaya aur wahan admission liya, toh aap unka data yahan upload karke track kar sakte hain ki offline conversion kitna hua.

3. URL Parameters (Build a URL Parameter)

- This tool allows you to add a special code to your website link (e.g., `?utm_source=fb_ads`).
- Jab aap Google Analytics use karte hain, toh Facebook aur Google ke data mein kabhi-kabhi antar (mismatch) aata hai. Yahan "Build a URL parameter" par click karke aap apni link mein ek tag jodh sakte hain.
- **Fayda:** Isse Google Analytics ko saaf-saaf pata chal jayega ki ye traffic Facebook ke "Workshop Campaign" se hi aaya hai.

4. Third-party reporting tools (Google Reporting)

- Meta ne ye saaf likha hai ki Facebook ki "Purchases" shayad Google Analytics mein na dikhein. Iska karan "iOS 14 privacy rules" aur "Cookies" ki samasya hai. Isliye hamesha dono dashboards (Meta Ads Manager aur Google Analytics) ko check karna chahiye.

Digital Marketer's Guide: Setup Steps

Feature	Action for You	Why? (Kyun?)
Website Events	Select your Pixel	Taki aapko pata chale ki kitne students ne form bhara.
URL Parameters	Set UTM Source	Taaki Google Analytics mein data sahi dikhe.
Offline Events	Optional	Agar aap center par aane wale logo ka data track karna chahte hain.

Practical Advice for "Digital Thinks":

Aap Indore mein lead generation kar rahe hain, isliye:

1. Apne Website URL ke aage ye parameter zaroor lagayein:
`?utm_source=fb&utm_medium=cpc&utm_campaign=workshop_indore`.

2. Check karein ki **Website Events** mein aapka Pixel "Green" (Active) dikha raha hai ya nahi. Agar wo "Red" hai, toh iska matlab tracking sahi se setup nahi hui hai.

Meta Pixel (jise ab Meta "Dataset" kehta hai) ko apni website par add karna digital marketing ka sabse important technical step hai. Iske bina aap ye nahi jaan paayenge ki kisne aapki website par form bhara ya click kiya.

Pixel add karne ke 3 main tarike hain. Niche step-by-step process di gayi hai:

Step 1: Pixel (Dataset) Create Kaise Kare?

Sabse pehle aapko Pixel generate karna hoga:

1. **Meta Events Manager** par jayein.
2. Left side mein "**Connect Data Sources**" (Green plus icon) par click karein.
3. "**Web**" select kare aur **Connect** par click karein.
4. Apne Pixel ka ek naam rakhein (jaise: *Digital Thinks Website Pixel*).
5. Ab aapka **Dataset ID** generate ho jayega.

Step 2: Website Par Pixel Kaise Lagaye? (3 Methods)

Method A: Partner Integration (Sabse Aasaan - WordPress/Shopify ke liye)

Agar aapki website WordPress par hai, toh ye best hai:

1. Events Manager mein "**Set up with a partner**" select karein.
2. **WordPress** choose karein.
3. Apne WordPress dashboard mein jayein, "**Facebook for WordPress**" plugin install karein.
4. Wahan apni Pixel ID paste kar dein. Ye automatically saara code set kar dega.

Method B: Manual Code (Agar aapko thodi coding aati hai)

1. "**Install code manually**" par click karein.
2. Aapko ek lamba JavaScript code milega, usey **Copy** karein.
3. Apni website ke code mein jayein aur usey **<head>** aur **</head>** tags ke beech mein paste kar dein.
4. Ye code har page par hona chahiye taaki poori website track ho sake.

Method C: Google Tag Manager (GTM) - Professionals ke liye

1. GTM mein jayein aur ek naya **Tag** banaye.
2. "**Custom HTML**" select karein aur Meta ka Pixel code waha paste kare.
3. **Trigger** mein "All Pages" select karke Publish kar de.

Step 3: Check Kaise Kare ki Pixel Lag Gaya?

Pixel lagane ke baad ye check karna zaroori hai ki wo sahi kaam kar raha hai ya nahi:

1. Google Chrome par "**Meta Pixel Helper**" extension install karein.
2. Apni website open karein.
3. Agar extension ka icon **Blue** ho jata hai aur wahan aapki Pixel ID dikhti hai, toh iska matlab Pixel sahi se lag gaya hai.

Step 4: Conversion Events Setup Karein

Pixel lagne ke baad aapko Facebook ko batana padta hai ki aapke liye "Important Action" kya hai:

1. Events Manager mein "**Add Events**" -> "**From the Pixel**" par jaye.
2. **Open Event Setup Tool** par click kare.
3. Apni website ka URL dale. Aapki website ek naye window mein khulegi.
4. Waha apne "Submit" ya "Contact Us" button par click karke usey "**Lead**" ya "**Complete Registration**" ke roop mein tag kar de.

fbclid ka full form "**Facebook Click Identifier**" hai. Ye ek unique parameter hota hai jo Facebook automatically kisi bhi website URL ke peeche jod deta hai jab koi user Facebook ke ad ya post par click karke kisi external website par jata hai.

Agar aapki website ka link www.digitalthinks.in hai, toh click karne ke baad wo browser mein kuch aisa dikhega:

www.digitalthinks.in/?fbclid=IwAR123456789...

Ye Kyun Zaroori Hai? (Digital Marketing Point of View)

1. Tracking & Attribution:

Meta iska use ye track karne ke liye karta hai ki konsa specific user kis ad se aaya hai. Jab aapki website par **Meta Pixel** laga hota hai, toh wo is fbclid ko read karta hai aur conversion data ko Facebook Ads Manager se match karta hai.

2. Bypassing Cookies (iOS 14+ Updates):

Aaj kal browsers (jaise Safari) third-party cookies ko block kar dete hain. fbclid ek **First-party identifier** ki tarah kaam karta hai, jisse tracking zyada accurate ho jati hai aur "Data Loss" kam hota hai.

3. Analytics Integration:

Google Analytics mein aap dekh sakte hain ki kitne users Facebook se aaye hain. Halaki, kabhi-kabhi ye parameters reporting mein "Multiple URLs" bana dete hain, isliye digital marketers ise analytics mein filter out bhi karte hain.

Aapko **fbclid** (Facebook Click Identifier) khud se add karne ki zaroorat nahi hoti. Ye ek **automatic feature** hai jo Meta (Facebook) khud control karta hai.

Jab koi user aapke ad ya organic post par click karta hai, toh Facebook automatically uske URL ke peeche ye ID chipka deta hai. Lekin, agar aapko ye apni website par dikhai nahi de raha hai ya aap ise tracking ke liye confirm karna chahte hain, toh aapko ye **do cheezein** check karni chahiye:

1. Meta Pixel (Dataset) Setup

fbclid ka asli kaam tabhi shuru hota hai jab aapki website par Pixel laga ho. Pixel is ID ko read karke user ka data Facebook ko wapas bhejta hai.

- **Kaise check kare:** Google Chrome mein Meta Pixel Helper extension install kare. Agar Pixel "Active" hai, toh wo automatically fbclid ko capture kar lega.

2. Auto-Advanced Matching ON kare

Agar aap chahte hain ki Facebook ye ID aur bhi behtar tarike se use kare, toh ye setting ON kare:

1. **Events Manager** mein jayein.
2. Apna **Pixel/Dataset** select karein.
3. **Settings** tab par click karein.
4. Niche scroll karke "**Automatic Advanced Matching**" ko **ON** kar dein. Isse Facebook URL parameters (jaise fbclid) ka use karke conversion tracking ko 10% se 20% tak zyada accurate bana deta hai.