MELINIA ACADEMY

FACEBOOK & INSTAGRAM ADS

ASSIGNMENT / PRACTICAL PROJECT

Rules:

- No copy-paste definitions
- Use real businesses, real scenarios, and real logic
- Screenshots, mock setups, or flow diagrams are encouraged
- Think like a performance marketer managing client money

TASK 1: FACEBOOK & INSTAGRAM ADS ECOSYSTEM

Understanding Task:

Explain the Meta Ads ecosystem by covering:

- Relationship between Facebook, Instagram, and Meta Ads Manager
- Role of Business Manager
- Difference between personal ad account and business ad account
- How ads appear across Meta placements

Explain why Meta Ads is a **full performance system**, not just boosted posts.

TASK 2: UNDERSTANDING CAMPAIGN OBJECTIVES

Practical Understanding Task:

Choose **one business type**:

- Local service
- E-commerce
- Coach or consultant
- Personal brand

Explain:

- Which campaign objectives suit this business and why
- Difference between awareness, consideration, and conversion objectives
- Why choosing the wrong objective leads to poor results

Map objectives to business goals clearly.

TASK 3: AUDIENCE TARGETING & CUSTOMER MATCHING

Strategy Task:

Explain different audience types:

- Core audiences
- Custom audiences
- Lookalike audiences

Practical Activity:

For your chosen business, define:

- Ideal customer persona
- Interests and behaviors
- Retargeting audience ideas
- Lookalike audience use case

Explain why targeting logic matters more than audience size.

TASK 4: AD CREATIVES & COPYWRITING FOR ADS

Creative Strategy Task:

Choose **one product or service**.

Create or analyze:

- One image or video ad concept
- Primary text (ad copy)
- Headline
- CTA

Explain:

- Hook used in the first 3 seconds
- Emotional vs logical appeal
- Why this creative would stop scrolling

Focus on clarity, relevance, and persuasion.

TASK 5: BUDGETING, BIDDING & SCHEDULING

Financial Logic Task:

Explain:

- Difference between daily and lifetime budget
- How bidding works in Meta Ads
- Importance of learning phase
- When to scale budget and when not to

Create a **sample budget plan** for a beginner campaign.

TASK 6: CONVERSION TRACKING & PIXEL BASICS

Technical Understanding Task:

Explain:

- What Meta Pixel is
- Why conversion tracking is critical
- Difference between traffic and conversion data
- What happens when pixel is not set correctly

Explain pixel flow in simple steps from ad click to conversion.

TASK 7: AD FUNNEL STRATEGY

Funnel Planning Task:

Create a **3-stage ad funnel**:

1. Awareness ads
2. Retargeting ads
3. Conversion ads

Explain:

- Content type at each stage
- Audience used at each stage
- Objective for each stage
- Expected outcome

Explain why direct sales ads often fail without a funnel.

TASK 8: AD TESTING & OPTIMIZATION

Performance Task:

Explain:

- What A/B testing is
- What elements should be tested (creative, copy, audience, CTA)
- How to identify winning ads
- Difference between optimization and over-editing

Explain how data should guide decisions, not emotions.

TASK 9: COMMON FACEBOOK & INSTAGRAM AD MISTAKES

Critical Thinking Task:

Identify and explain **at least 10 common mistakes**, such as:

- Wrong campaign objective
- Poor targeting
- Low-quality creatives
- No funnel strategy
- Budget scaling too fast
- Ignoring learning phase
- No conversion tracking
- Running ads without testing
- Poor landing page alignment
- Expecting instant results

Explain the real impact of each mistake.

TASK 10: AD POLICIES & COMPLIANCE

Policy Awareness Task:

Explain:

- Why Meta ad policies exist
- Common policy violations in ads
- Restricted and prohibited content categories
- Importance of avoiding personal attributes targeting

Explain how policy compliance protects ad accounts and brands.

TASK 11: LIVE CAMPAIGN DEMONSTRATION (Conceptual)

Practical Demonstration Task:

Explain the **step-by-step process** of launching a Meta ad:

1. Business Manager setup
2. Campaign creation
3. Ad set setup
4. Ad creative upload
5. Budget and schedule selection
6. Review and publish

You may include screenshots, flow diagrams, or written explanation.

FINAL REFLECTION TASK (Mandatory)

Reflection Writing (Minimum 300 words):

Answer:

- How your understanding of Meta Ads has changed
- Why ads are a system, not just creatives
- Importance of data, testing, and funnels
- How you would approach ads differently as a marketer
- What mindset is required to manage ad budgets responsibly

This section evaluates whether you think like a **performance marketer** or just an ad creator.

Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Screenshots, mock setups, or examples encouraged
- Original analysis is mandatory