

# Running Facebook & Instagram Campaigns for DFNB

We played a pivotal role in managing the social media presence of Dynasty Food & Beverage Industries, particularly for their flagship product, Sakura Alkaline Water, which stands as the first alkaline water in Bangladesh. Despite commencing distribution as recently as 2018, they necessitated a comprehensive social media solution, covering every stage of the marketing funnel, beginning with raising awareness.



Facebook

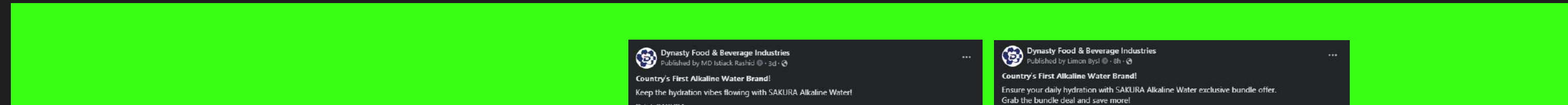
## Meta Business Suite Profile

Current Followers Count Facebook from 2018

34,300

Page link: <https://www.facebook.com/DynastyFnB>

# Post Content and Design

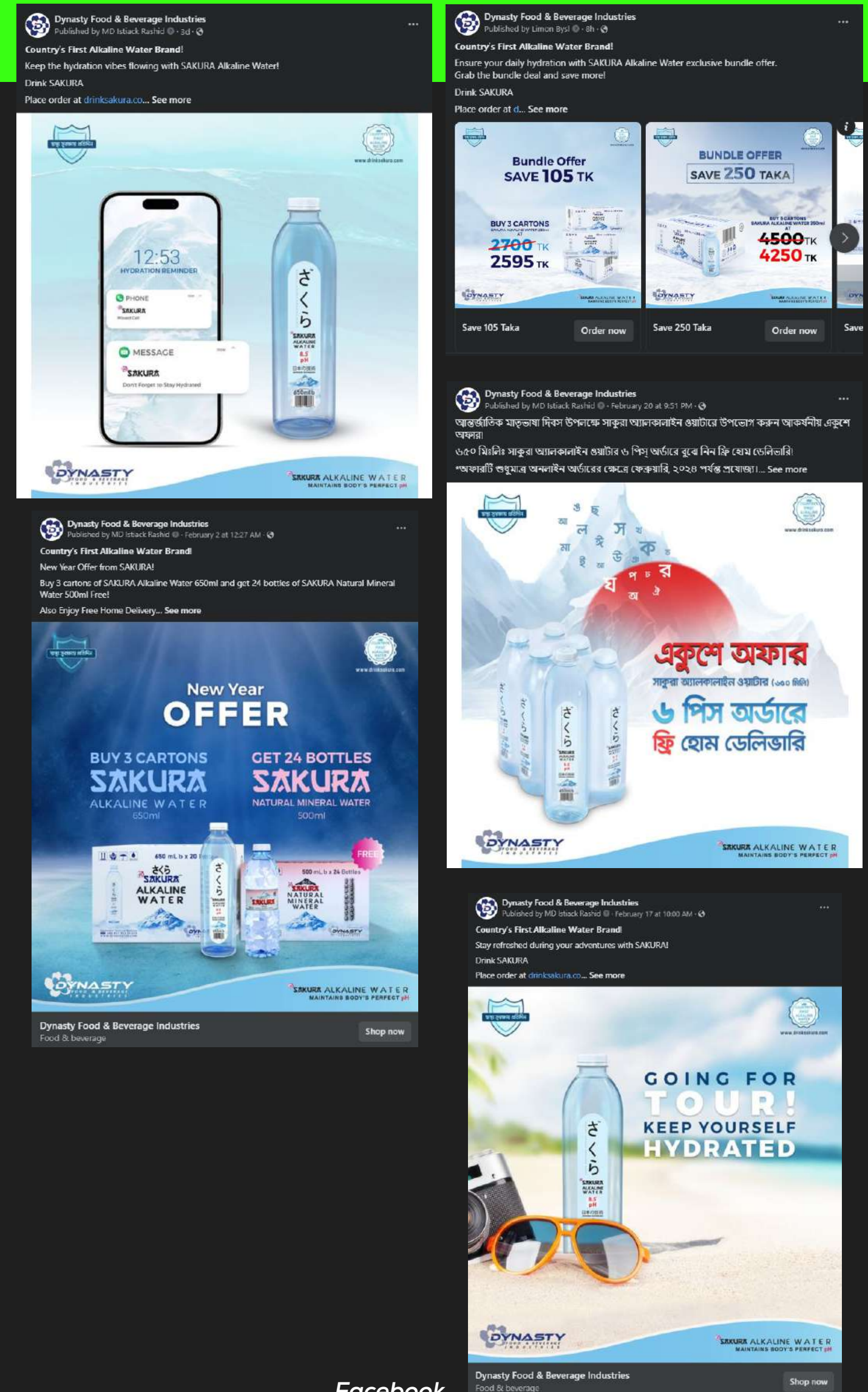


Posting content at strategically scheduled times for maximum reach involves pre-developing ideas well in advance. We typically made content decisions in conjunction with planned promotional offers.

Meta

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	Sakura Alkaline Water - Message Campaign	Active	Using ad set bid...	Using ad set bu...	7-day click or ...	24	14,809	16,769	₹42.39	₹1,017.42	Ongoing
	Dynasty Food & Beverage Industries - Page P...	Off	Highest volume	₹1,500.00	7-day click or ...	—	—	—	—	₹0.00	Ongoing
	Alkaline: Offer:MSG	Active	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Dec 31, 2022
	Alkaline: New:MSG	Active	Highest volume	₹800.00	7-day click or ...	—	—	—	—	₹0.00	Ongoing
	Alkaline: Reach	Completed	—	Using ad set bid...	7-day click or ...	—	—	—	—	₹0.00	Nov 19, 2022
	Sakura Natural - Reach	Completed	Highest volume	₹400.00	7-day click or ...	—	—	—	—	₹0.00	Oct 24, 2022
	Awareness Campaign	Completed	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Sep 30, 2022
	Reach Campaign	Completed	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Sep 30, 2022
	Sample Video Ads	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Ongoing
	Awareness:Video/View:BD:08JUL2022	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Ongoing
	Engagement:DHK:CAJUL2022	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Jul 31, 2022
	Awareness:DHK:30JUN2022	Completed	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—	—	—	₹0.00	Jul 15, 2022
Results from 64 campaigns						Multiple attrib...	—	14,809 People	16,769 Total	₹1,017.42 Total Spent	

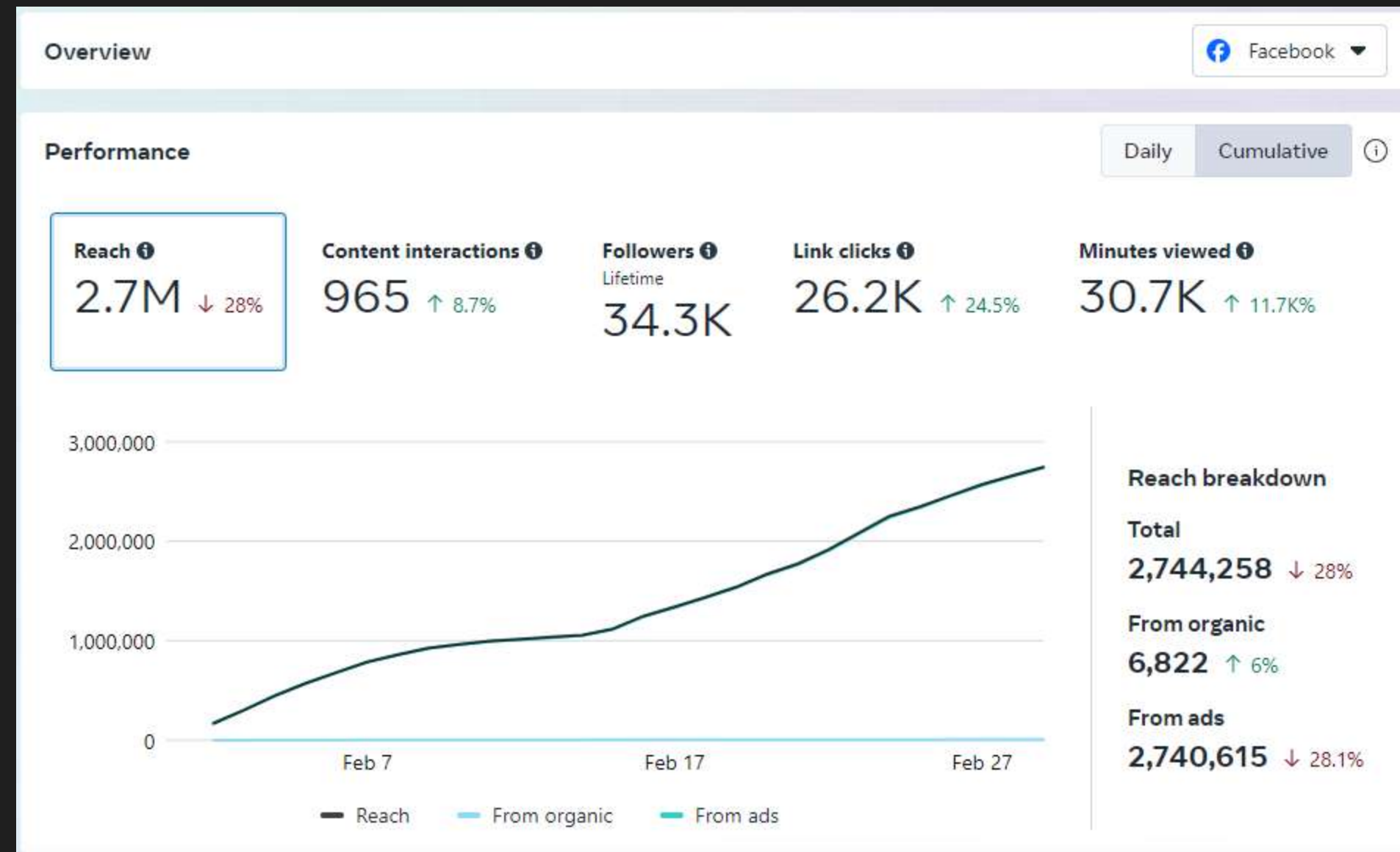
This is a list of Facebook advertising campaigns from 2022. Our responsibilities included determining the target audience, selecting ad placement, allocating daily budgets, setting cost per result goals, and strategically scheduling campaigns.



Facebook

# Performance Overview

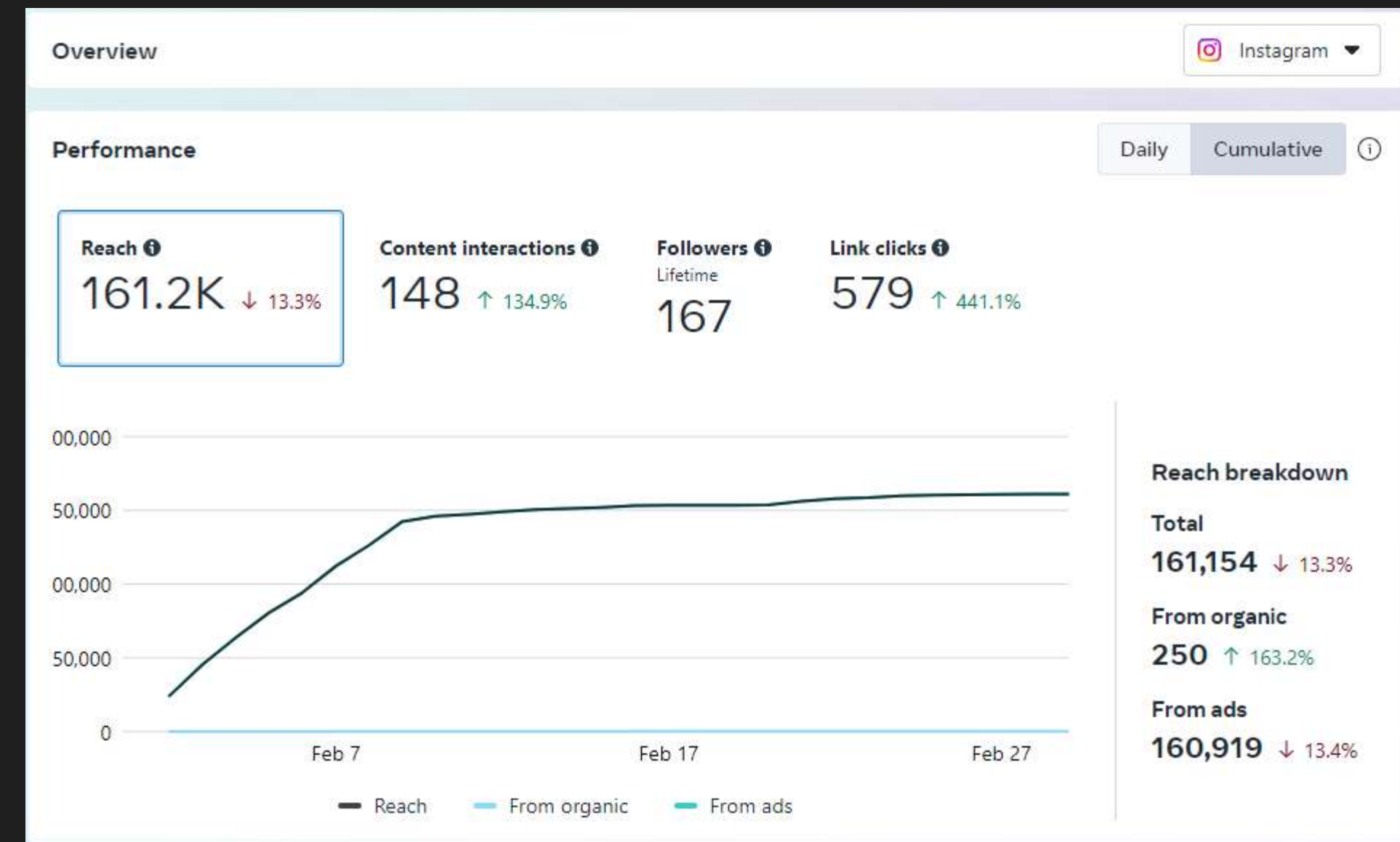
## Facebook



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The graph illustrates a consistent increase in reach as content and video interactions improved over the past two weeks.

## Instagram

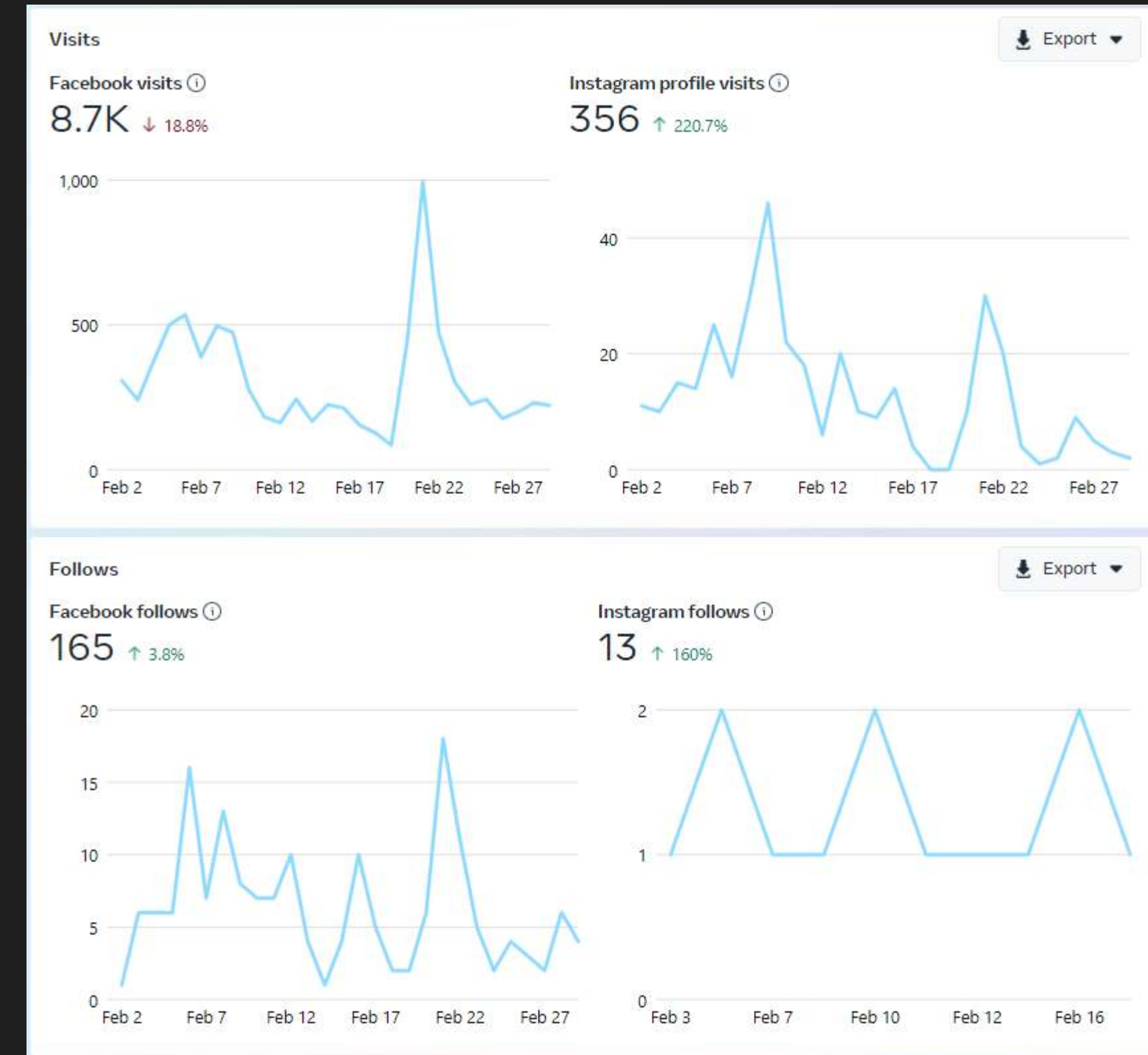


Meta

Currently, content and video interactions have seen a significant uptick compared to the previous month.

We increased post interactions significantly, both organically and through paid advertising.

# Follower Conversions



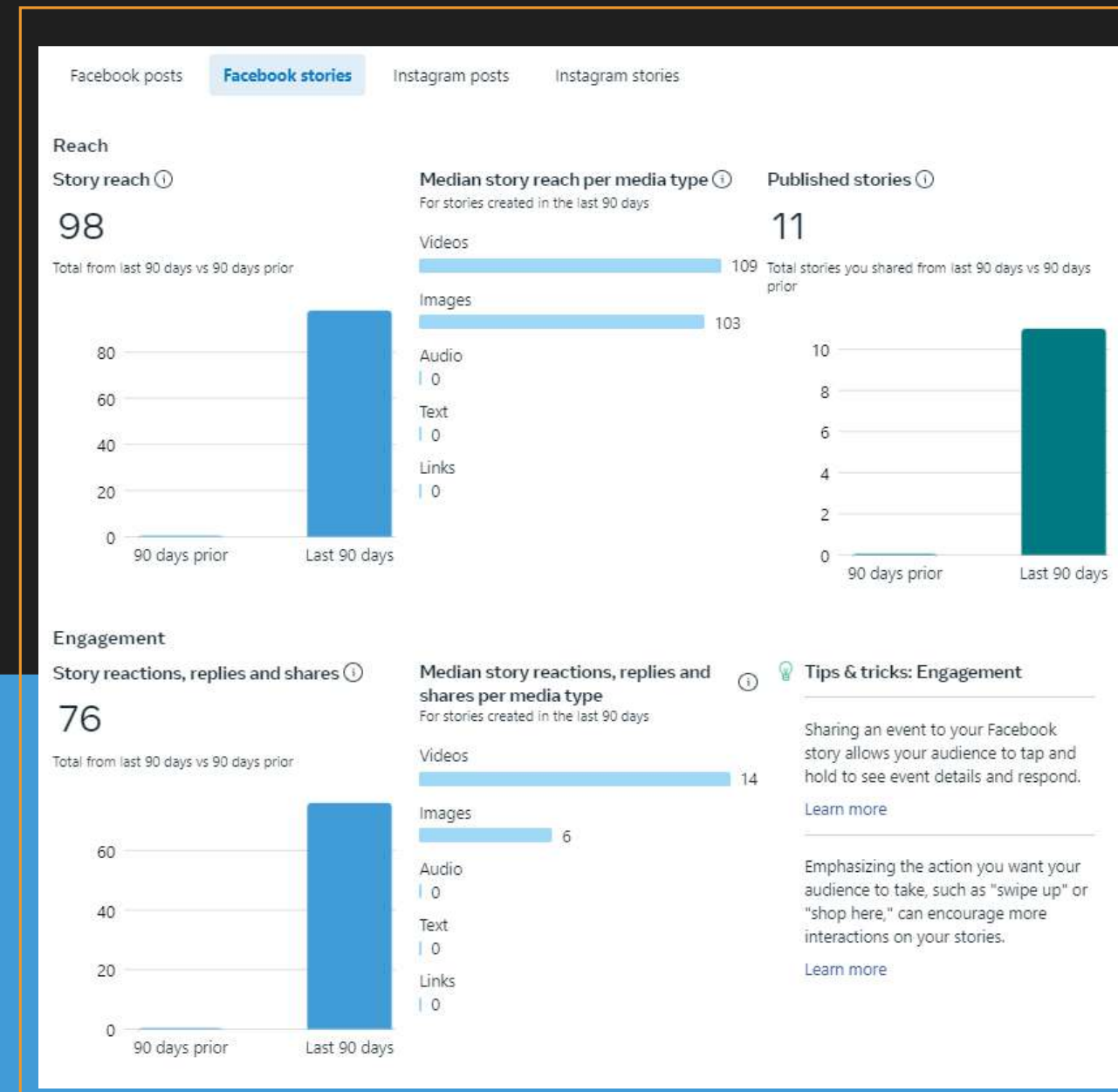
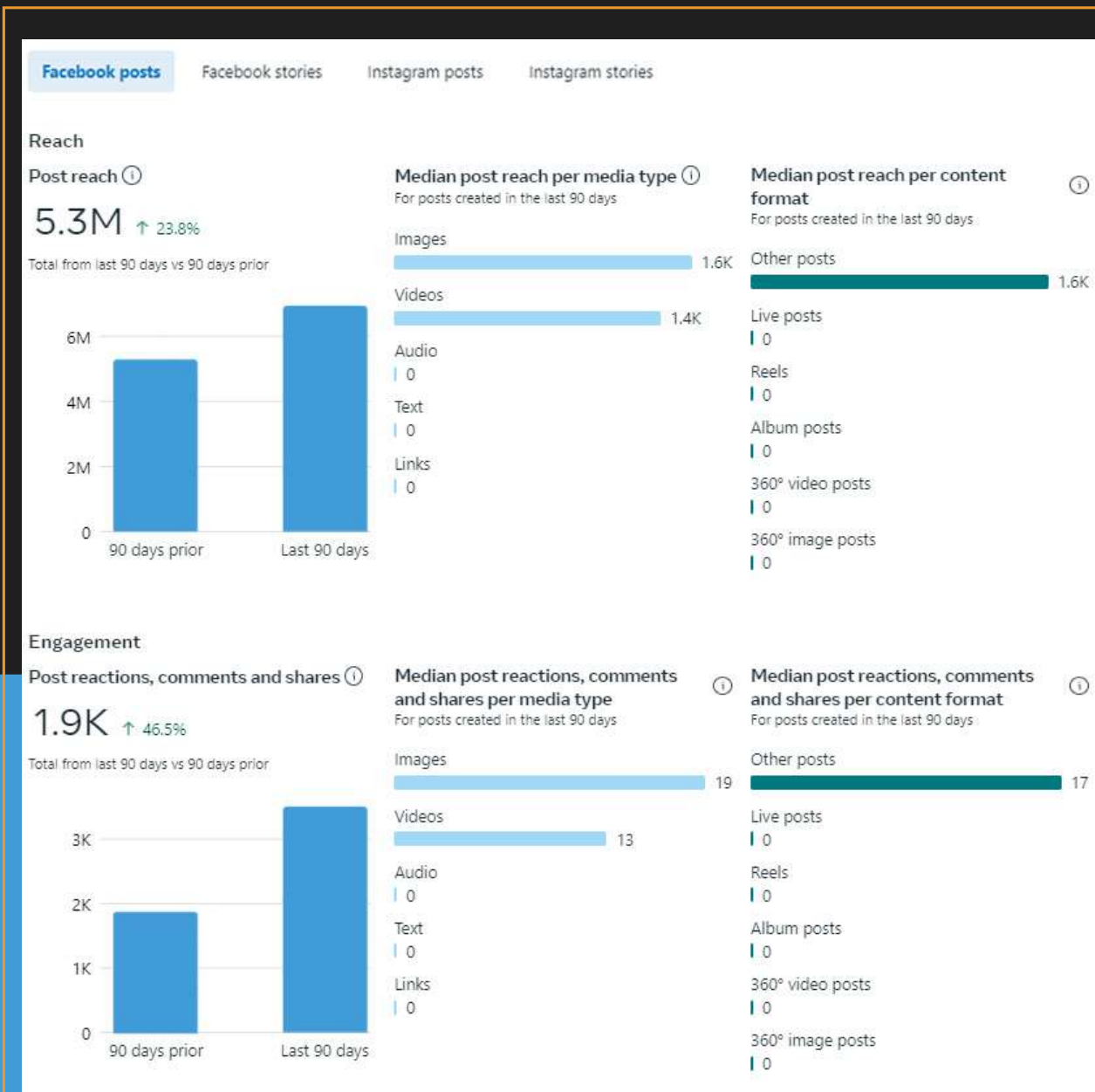
Meta

The follower count improved by 3.8% for Facebook and 160% for Instagram respectively, indicating the effectiveness of the content with the target audience.

DFNB is currently experiencing a positive ROI, and our marketing efforts are contributing to a 30% increase in sales, exceeding their target sales via social media platforms.

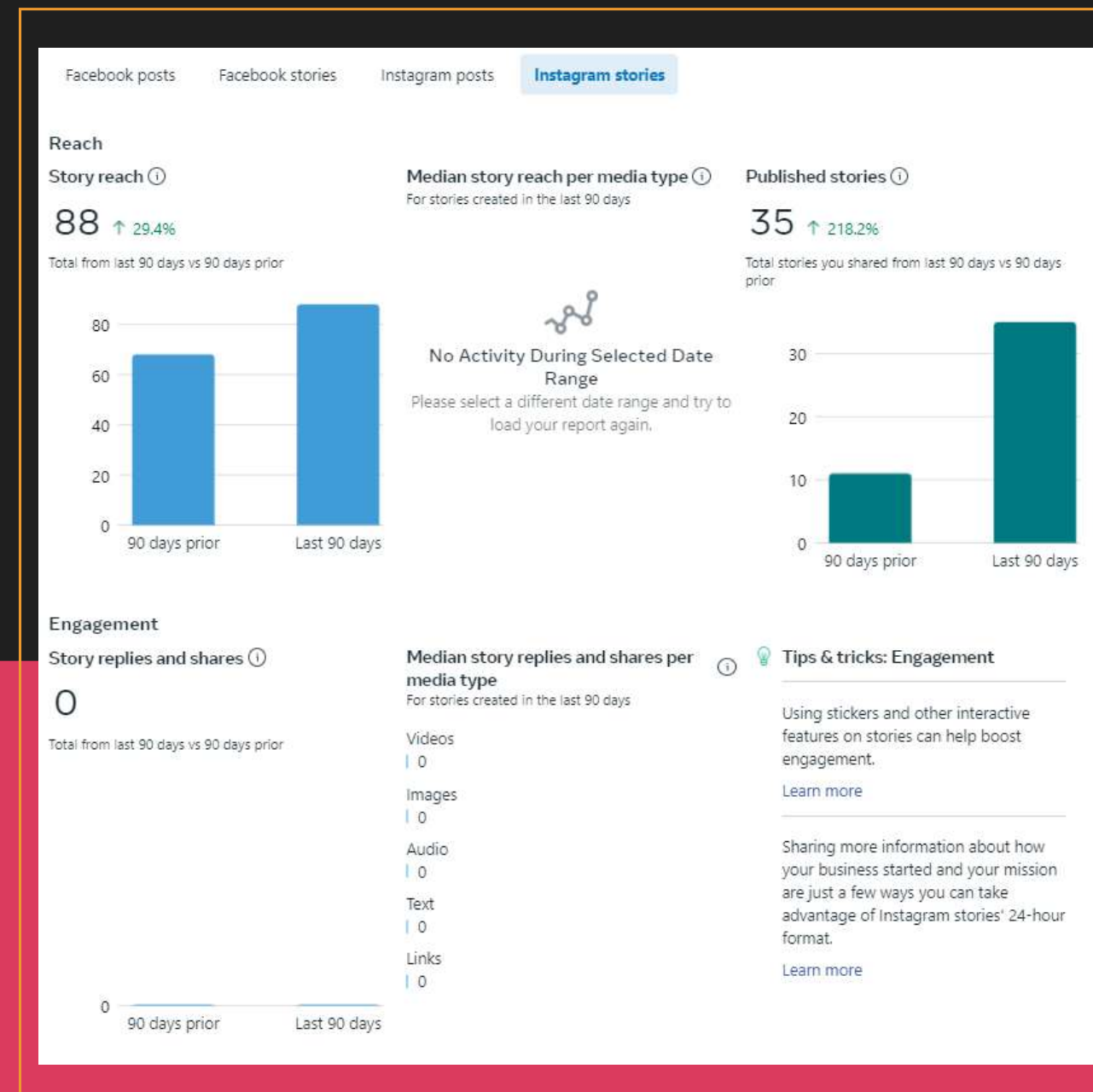
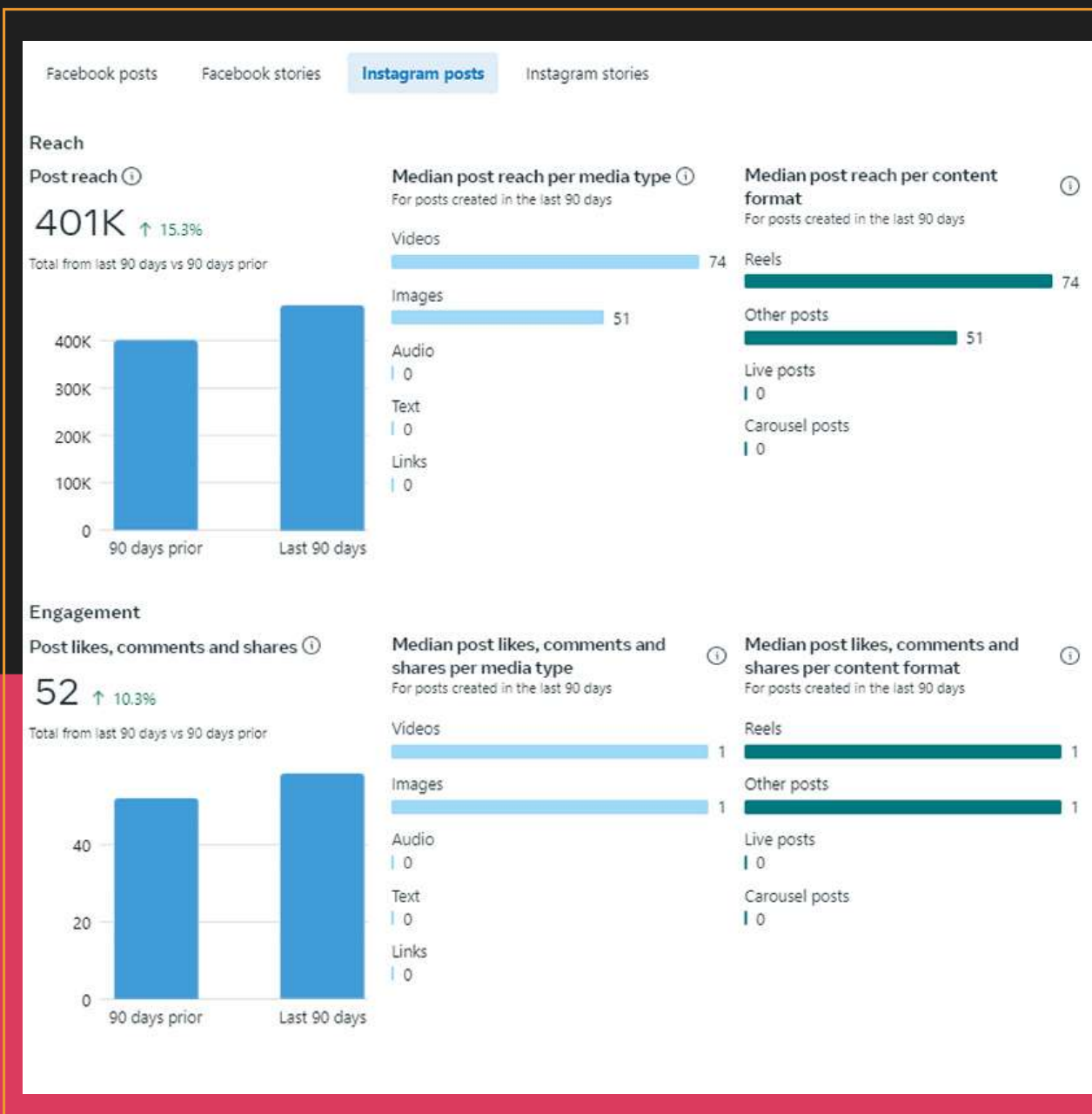
# Content Overview

Facebook



After experimenting with and posting various content, we narrowed down the tone, pitch, design, and posting schedule for posts. As indicated by all of the bar charts, these optimizations have led to improvements in content reach and engagement.

Instagram



# Messaging Performance



Meta

Despite a slight decrease in messaging reach retention, overall improvement for the week shows an increase of 25%.