

Project Design Phase-II

Determine the requirements of Architecture

Team Id	NM2023TMID06132
Project Name	Creating a Social Media Ad Campaign on Facebook

Certainly, the functional requirements for **‘Creating a Social Media Ad Campaign on Facebook’** should be driven by the needs and preferences of the target audience or customers. To determine customer-specific functional requirements, it's important to gather insights from your intended users. Here's how you can go about it:

Ad Creative:

Ad Copy:

Define the text and messaging for your ad, including headlines, ad copy, and a call to action (CTA).

Visuals:

Prepare high-quality images or videos that are relevant to your campaign. Facebook has specific guidelines for ad creatives in terms of dimensions, format, and file size.

Target Audience:

Audience Segmentation:

Specify the demographics, interests, behaviours, and location of your target audience. You can use Facebook's ad targeting features to narrow down your audience.

Custom Audiences:

If applicable, create custom audiences based on your existing customer data, such as email lists or website visitors.

Ad Placement:

Choose where your ads will appear, such as in the Facebook news feed, Instagram feed, Stories, or the Audience Network. You can also decide whether you want your ads to be displayed on mobile or desktop devices.

Ad Scheduling:

Determine the start and end dates for your campaign. You can also set specific times of the day or days of the week when your ads should be shown.

Budget and Bidding:

Set a daily or lifetime budget for your campaign. Choose a bidding strategy, such as cost per click (CPC), cost per thousand impressions (CPM), or other options based on your objectives.

Ad Tracking and Conversion Tracking:

Implement the Facebook Pixel on your website to track user interactions and conversions. This helps measure the effectiveness of your ad campaign and optimize for better results.

Ad Rotation:

Decide how often your ad variations (if you have multiple) should be rotated. Facebook can automatically optimize ad delivery based on performance.

Ad Formats:

Consider using different ad formats, including image ads, video ads, carousel ads, and more, depending on your content and objectives.

Landing Page:

Ensure that the landing page linked to your ad is well-optimized, loads quickly, and is mobile-friendly. The landing page should provide a seamless user experience and be relevant to the ad's message.

Ad Testing:

Plan to run A/B tests to determine which ad variations perform best. Test different headlines, images, ad copy, and CTAs to optimize your campaign.

Ad Compliance:

Adhere to Facebook's ad policies and guidelines to avoid ad rejection or account suspension. This includes rules related to content, targeting, and ad design.

Reporting and Analytics:

Set up reporting and analytics tools to monitor the performance of your ad campaign. Facebook's Ads Manager provides detailed insights into ad reach, engagement, click-through rates, and more.

Ad Optimization:

Regularly review your ad campaign performance and make necessary adjustments to improve its effectiveness.

Ad Approval Process:

Understand the ad approval process on Facebook and plan for any potential delays in getting your ads approved.

Legal and Privacy Compliance:

Ensure that your ad campaign complies with local and international laws, as well as privacy regulations like GDPR if applicable.

These are some of the functional requirements you should consider when planning a social media ad campaign on Facebook. Customizing these elements to align with your specific campaign objectives is crucial for a successful advertising effort.