**Project Design Phase-II**

**API Framework**

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| **Team Id** | NM2023TMID06144 |
| **Project Name** | Creating a social media ad campaign in facebook |

Creating a social media ad campaign on Facebook using the Facebook Ads API involves several steps. You'll need to set up a Facebook App, obtain the necessary credentials, and then use the API to create and manage your ad campaigns. Here's a high-level overview of the process:

1. **Create a Facebook App:**

Go to the Facebook for Developers website and create a new app.

Note down your App ID and App Secret, as you will need them to authenticate with the Facebook Ads API.

1. **Set Up a Facebook Ads Account:**

You need a Facebook Ads account to run ad campaigns. If you don't have one, create it at Facebook Business.

3.**Generate Access Token:**

You'll need an access token to authenticate your API requests. You can use the Facebook Business Manager to generate a user access token with the necessary permissions.

**4.Choose an SDK or Make Direct API Calls:**

You can use one of Facebook's SDKs (like the Facebook Marketing API SDK for your programming language) to make API calls, or you can use HTTP requests directly.

1. **Authenticate Your App:**

Use your App ID, App Secret, and the access token to authenticate your app with the Facebook Ads API.

1. **Create Ad Campaigns:**

Use the API to create ad campaigns by making POST requests to the /v13.0/act\_{ad\_account\_id}/campaigns endpoint. You will need to provide details like campaign name, objective, status, targeting, and budget.

1. **Create Ad Sets and Ads:**

After creating a campaign, you can create ad sets and ads using the API. Ad sets define the targeting, schedule, and budget, while ads contain creative content and links.

1. **Monitor and Optimize:**

Use the API to monitor the performance of your ad campaigns, retrieve insights, and make adjustments as needed.

1. **Handle Errors and Exceptions:**

Be prepared to handle errors and exceptions in your code, as the Facebook Ads API may return errors in various situations.

1. **Compliance with Facebook Policies:**

Ensure that your ad content and targeting comply with Facebook's advertising policies.

1. **.Testing**:

Thoroughly test your integration and campaign setup in a development or staging environment before running live campaigns.

**12. Scaling and Automation:**

Depending on the complexity of your campaign, you may want to automate various aspects of campaign management, such as bidding and budget optimization.

Please note that Facebook's API and its documentation may change over time, so make sure to refer to the latest Facebook Ads API documentation for the most up-to-date information and endpoints.