Tools Required for Campaign Execution (by: Abdullah Ibrahim)

Content Creation Tools

Canva: Design graphics, infographics, and visuals to ensure professional, branded content.

CapCut: Create engaging video content, ideal for awareness campaigns.

Content Scheduling and Publishing Tools

Facebook's Native Scheduling Tool (via Meta Business Suite): Schedule and publish posts directly on Facebook.

LinkedIn's Built-in Scheduling Tool: Schedule and publish posts directly on LinkedIn.

(Optional) Hootsuite, Sprout Social, Buffer, etc. (free versions): Schedule posts, publish content across Facebook and LinkedIn, and access consolidated analytics.

Analytics Tools

Facebook Insights: Analyze Facebook page and post performance, including impressions, reach, and engagement metrics.

LinkedIn Analytics: Track LinkedIn page and post performance, focusing on impressions, reach, and engagement.

(Optional) Hootsuite, Sprout Social, or Buffer Analytics, etc. (free versions): Provide consolidated reporting across both platforms to complement native analytics.

Paid Advertising Analytics

Facebook Ads Manager: Manage and analyze the performance of paid ads on Facebook.

Collaboration Tools

Notion, WhatsApp, and Google Drive: Coordinate team communication, campaign execution, and tracking implementation.

Documentation & Planning Tools

Microsoft Excel and Google Sheets: Organize campaign timelines, content calendars, performance metrics, and reports.

Microsoft Word and Google Docs: Draft content, create strategies, take meeting notes, and prepare documentation.