

## Ideation Phase – 2

### Cloud Deployment

Date	03 November 2023
Team ID	NM2023TMID02371
Project Name	Creating a Social media Ad Campaign in Facebook

Deploying a social media campaign in the cloud offers scalability, flexibility, and accessibility.

1. **Select a Cloud Service Provider (CSP):**  
Choose a cloud provider like AWS, Azure, Google Cloud, or others based on your specific requirements, budget, and familiarity with the platform.
2. **Set Up Virtual Machines (VMs) :**  
Create virtual machines to run your campaign management software and tools. VMs can be configured with the necessary resources like CPU, RAM, and storage.
3. **Database Deployment :**  
If your campaign requires a database, set up a cloud-based database solution like Amazon RDS, Azure SQL Database, or Google Cloud SQL. This is where you can store campaign data and analytics.
4. **Storage :**  
  
Use cloud storage solutions like Amazon S3, Azure Blob Storage, or Google Cloud Storage for storing media assets, campaign content, and backups.
5. **Content Delivery :**  
Consider using a content delivery network (CDN) to deliver media files quickly to your audience. Most major cloud providers offer CDN services.