Ideation Phase - 2
Requirement Analysis

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

Functional Requirements :

1. User Registration and Authentication:

   - Users should be able to create accounts and log in securely.

2. Content Posting and Sharing:

   - Users should be able to create and share text, images, videos, and links.

   - Ability to schedule posts for specific dates and times.

   - Option to choose the target audience for each post.

3. Analytics and Reporting:

   - Track the performance of posts, including likes, shares, comments, and engagement rates.

   - Generate reports to measure the campaign's success.

4. Targeting and Segmentation:

   - Ability to segment the audience based on demographics, interests, and behavior.

   - Targeted content delivery to specific user segments.

5. Advertising and Promotion:

   - Support for paid advertising and sponsored posts.

- Budget management and ad campaign performance tracking.

6. Community Engagement:

   - Features for responding to comments and messages.

   - User engagement metrics to measure community growth.

7. Content Management:

   - Ability to organize and categorize content.

   - Content scheduling and moderation tools.

8. Integration with Other Platforms:

   - Integration with other marketing tools and platforms, like email marketing or CRM systems.

9. Real-time Notifications:

   - Push notifications for important events and interactions.

10. Privacy and Data Security:

   - Ensure data protection and compliance with privacy regulations.

   - Secure user data and prevent unauthorized access.

11. Mobile Compatibility:

   - Ensure the campaign platform is responsive and works well on mobile devices.

12. Customer Support and Feedback:

   - Provide a way for users to contact support and submit feedback.

13. A/B Testing:

   - Support for running A/B tests to optimize content and campaign strategies.

14. User Roles and Permissions:

   - Define roles and permissions for team members working on the campaign.

15. Content Calendar:

   - Feature to plan and visualize content schedules.

16. Hashtag Tracking:

   - Ability to monitor the performance of campaign-specific hashtags.

17. API Integration:

   - Provide APIs for third-party developers to integrate with the platform.

18. Accessibility:

   - Ensure that the platform is accessible to users with disabilities.

19. Content Moderation:

   - Tools to moderate and filter user-generated content.

20. Scalability:

   - Ensure that the platform can handle increased traffic and data as the campaign grows.

Operational Requirements :

1. Content Creation and Management:

   - Define a content calendar outlining what, when, and where content will be posted.

- Ensure a steady flow of high-quality and engaging content.

2. Team Structure and Roles:

  - Establish clear roles and responsibilities for team members.

  - Assign roles such as content creators, social media managers, analysts, and moderators.

3. Workflow and Approval Processes:

  - Create workflows for content creation, review, and approval.

  - Implement mechanisms for obtaining necessary approvals before posting.

4. Response and Engagement Strategy:

  - Define guidelines for responding to comments, messages, and user interactions.

  - Set response time targets to maintain active engagement with the audience.

5. Monitoring and Reporting:

  - Regularly monitor social media platforms for mentions, comments, and messages.

  - Generate reports to measure campaign performance against predefined metrics and goals.

6. Crisis Management Plan:

  - Develop a plan for handling negative comments, public relations crises, and issues that may arise during the campaign.

7. Budget and Resource Allocation:

  - Allocate a budget for paid advertising, content creation, and other campaign expenses.

  - Ensure the availability of resources like software tools and personnel.

8. Ad Campaign Management:

   - Manage paid advertising campaigns on social media platforms.

   - Monitor ad spend and adjust budgets as needed.

9. Cross-Platform Consistency:

   - Ensure consistency in branding, messaging, and content across different social media platforms.

10. Content Scheduling:

   - Use scheduling tools to plan and automate content posting at optimal times.

11. Content Moderation:

   - Implement content moderation tools to filter and remove inappropriate or irrelevant content.

12. Content Localization:

   - Adapt content for different regions and languages if targeting a global audience.

13. User Training:

   - Train team members on platform usage, best practices, and adherence to campaign guidelines.

14. Performance Optimization:

   - Continuously analyze data and adjust strategies to improve campaign performance.

15. Legal and Compliance:

   - Stay up-to-date with social media platform policies and ensure compliance.

   - Address legal and copyright issues related to content and campaigns.

16. Backup and Data Security:

   - Implement regular data backups to prevent data loss.

   - Ensure data security and protect against unauthorized access.

17. Scalability:

   - Plan for scalability to accommodate increased activity and audience growth.

18. Time Management:

   - Efficiently manage time and resources to meet deadlines and goals.

19. Crisis Communication Plan:

   - Develop strategies for communicating effectively during crisis situations.

20. Evaluation and Feedback:

   - Periodically evaluate the campaign's performance and gather feedback from the team for process improvement.

Technical Requirements :

Here are five essential technical requirements for a social media campaign:

1. Social Media Management Software:

   - Utilize a robust social media management tool to schedule and publish content, monitor engagement, and analyze campaign performance across multiple platforms.

2. Data Analytics and Tracking Tools:

   - Implement analytics tools like Google Analytics or social media platform insights to track user behavior, measure conversion rates, and gather insights to refine your strategy.

3. Responsive Website or Landing Page:

- Ensure that your campaign has a responsive website or landing page optimized for various devices and screen sizes to capture leads and drive traffic from social media.

4. Content Creation and Editing Software:

   - Use professional graphic design and video editing software to create high-quality visuals and multimedia content for your social media posts.

5. Social Media Advertising Platforms:

   - Leverage advertising tools provided by social media platforms (e.g., Facebook Ads, Instagram Ads, Twitter Ads) to run paid ad campaigns and reach a broader audience.

Flowchart :

Facebook Video Ad Campaign