**Project Design Phase - 2**
**Technical Architecture**

| Date | 03 November 2023 |
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| Team ID | NM2023TMID02371 |
| Project Name | Creating a Social Media Ad Compaign in Facebook |

**Technical Architecture**

1. Social Media Platforms :
   Identify the social media platforms you'll use for your campaign (e.g., Facebook, Instagram, Twitter, LinkedIn).

2. Content Management System (CMS) :
   Utilize a CMS for content creation, scheduling, and management, such as Hoot suite, Buffer, or a custom solution.

3. Analytics Tools:
   Integrate analytics tools like Google Analytics and social media insights to track campaign performance.

4. User Data Collection:
   Implement mechanisms to collect user data and interactions, respecting privacy regulations like GDPR or CCPA.

5. Website or Landing Page:
   Create a campaign-specific website or landing page for driving traffic and conversions.

6. Email Marketing:
   Set up an email marketing system to reach and engage with your audience.