

Ideation Phase
Define the Problem Statements

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

Problem Statement

Common social media marketing mistakes :

Every party has written and unwritten rules. In the real world, those might be when to show up, what to wear, or where to sit. Each social media platform has dos and don'ts too.

Common social media marketing problems include:

Not engaging with followers

Focusing too much on sales

Being tone-deaf to your audience and platform-specific trends

Building strategy based on instinct instead of performance

Marketers need to understand these rules to avoid being left standing awkwardly by the punch bowl.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Client	Good service	Fake events	Illegal activities	Tensed
PS-2	Server	Reach audience	Network interrupt	loss	Frustrated