

**Project Design Phase -1**  
**Proposed solution**  
**template**

Date	3 November 2023
Team ID	NM2023TMID02371
Project Name	Creating a Social media Ad Campaign in Facebook

**Proposed Solution Template:**

S.No	Parameter	Description
1.	Problem Statement(Problem to be solved)	<p>The average American spent more than 1,300 hours on social media in 2020; now is the time to evaluate exactly what you're putting in front of all those eyes.</p> <p>What Are Common Social Media Marketing Mistakes?</p> <p>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.</p> <p>Common social media marketing problems include:</p> <p>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.</p>

2.	Idea/Solution description	<p>Step 1: Create an ad account. ...</p> <p>Step 2: Head over to Facebook Ads Manager.</p> <p>Step 3: Choose your objective. .</p> <p>Step 4: Set your campaign budget.</p> <p>Step 5: Customize your target audience.</p> <p>Step 6: Choose your ad placements.</p> <p>Step 7: Create your advertisement.</p> <p>Step 8: Place your order.</p> <p>When creating the ad, consider the audience and what type of content will engage them. Then can test different images, videos, and carousels to see what works best. Keep in mind that Facebook only allows 20% text on images used in ads.</p> <p>Also, make sure ad set is scheduled to run during the time you expect users to see it. If it is rely only on demographic data for target audience, might not see good results. Try creating a custom audience using website data, app activity, or a list of customers.</p>
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3.	Novelty/Uniqueness	<p>Uniqueness is the ability to connect and share with the people care about at the same time. For many, having a Facebook account is now an expected part of being online, much like having your own email address. And because Facebook is so popular, other websites have worked to integrate Facebook. In fact one of the main benefits of advertising on Facebook is that the platform is very data rich. You can micro-target the audiences that are best for your business. Facebook has a meticulous level of detail that lets you narrow down the demographic for every ad you run.</p>
4.	Social Impact/Customer Satisfaction	<p><b>1.Listen and respond:</b> Social media is a great platform to listen to what your customers are saying about your brand, products, and services. You can monitor their feedback, reviews, questions, and complaints, and respond in a timely and helpful manner. This shows that you care about their opinions and experiences, and that you are willing to solve their problems and improve their satisfaction. Responding to positive feedback can also increase your NPS, as it encourages your customers to recommend you to others.</p> <p><b>2.Engage and interact:</b> Social media is not just a one-way communication channel, but a two-way conversation. You can use it to engage and interact with your customers on a more personal and human level. You can share valuable content, ask for their input, run polls and quizzes, host live sessions, and join relevant groups and communities. This can help you build trust, loyalty, and rapport with your customers, and make them feel valued and appreciated. Engaging and interacting with your customers can also boost your NPS, as it creates more positive word-of-mouth and referrals.</p> <p><b>3.Reward and incentivize:</b> Social media is also a great tool to reward and incentivize your customers for their loyalty and advocacy. You can use it to offer exclusive discounts, coupons, freebies, or contests to your followers, or to recognize and feature your best customers on your platforms. This can help you increase your customer satisfaction, as it shows that you appreciate their support and business,</p>

		<p>and that you are willing to go the extra mile for them. Rewarding and incentivizing your customers can also raise your NPS, as it motivates them to stay loyal and spread the word about your brand.</p> <p><b>4.Measure and improve:</b> Social media is not only a way to communicate and connect with your customers, but also a way to measure and improve your performance. You can use it to collect and analyze data on your customer satisfaction and NPS, such as ratings, reviews, comments, mentions, shares, and reactions. You can also use it to solicit feedback and suggestions from your customers, and to test new ideas and products. This can help you identify your strengths and weaknesses, and to make changes and improvements based on your customer needs and preferences. Measuring and improving your customer satisfaction and NPS can also help you grow your business and achieve your goals.</p>
5.	Business Model (Revenue Model)	<p>Set goals. Track your data. Know and target your audience. Create a Facebook content strategy. Use the social media content rules. Know the right time to post. Engage frequently. Use Facebook advertising.</p>
6.	Scalability of the Solution	<p>Vertical scaling is what usually comes to mind when we talk about scaling Facebook ads. It involves increasing the budget of an already successful campaign or ad set. That is probably heard about the gradual budget increase rules like 10% every day or 50% every 2-3 days, and they do have their place.</p>