

Project Design Phase-II
DETERMINE THE REQUIREMENTS (Customer journey maps)

Date	04 Nov 2023
Team ID	NM2023TMID08612
Project Name	Create a social media ad campaign in facebook

Determine the Requirements(customer journey maps) :

FR No.	REQUIREMENTS	DESCRIPTION
FR-1	Customer personas	Develop detailed customer personas that represent your target audience. Include demographics, interests, behaviors, and pain points. These personas will guide your ad content and journey mapping.
FR-2	Customer data	Collect data on your existing customers or conduct research to understand their behaviors and preferences. This data will inform your journey mapping.
FR-3	Campaign goals	Clearly define the objectives of your Facebook ad campaign. Are you aiming for brand awareness, lead generation, product sales, or something else? Your goals will shape the customer journey.
FR-4	Ad creative and content	Prepare ad creatives, including images, videos, copy, and call-to-action buttons. Ensure your content aligns with each stage of the customer journey.
FR-5	Ad budget	Determine your budget for the campaign. This will affect the frequency and reach of your ads at different stages of the journey.
FR-6	Ad targeting	Set up tracking tools like Facebook Pixel and Google Analytics to monitor user behavior and conversions. Decide when and how often your ads will run. Consider the best times to reach your audience during their Facebook usage. If you're driving traffic to a website or specific pages, ensure they are optimized and relevant to the ad content at different stages. Define the key metrics to track at each stage of the customer journey, such as click-through rate, conversion rate, engagement rate, and return on ad spend (ROAS).
FR-7	Ad scheduling	
FR-8	Landing pages or Destination URLs	
FR-9	Engagement Metrics	

FR-10	Customer support plan	Be prepared to provide customer support or address inquiries that may arise during the journey, especially after purchase or when customers engage with your ads.
FR-11	A/B testing plan	Plan for A/B testing different ad variations to optimize performance at each stage. This may involve testing different ad copy, visuals, or targeting options.
FR-12	Analytics and tracking tools	Set up tracking tools like Facebook Pixel and Google Analytics to monitor user behavior and conversions.
FR-13	Ad sequence	Define the sequence of ads for each customer segment, considering the progression from awareness to purchase and post-purchase engagement.
FR-14	Content calendar	Create a content calendar that outlines when and what content will be posted on your Facebook page or in ads at various stages of the campaign.
FR-15	Feedback loop	Establish a process for gathering feedback from customers and adjusting your campaign based on their responses.
FR-16	Compliance and legal considerations	Ensure that your campaign complies with Facebook's advertising policies and any relevant legal requirements.