Project Design Phase-II

Requirement analysis(Functional, Operational, Technical)

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| Date | 06 May 2023 |
| Team ID | NM2023TMID08612 |
| Project Name | Create a social media ad compaign in Facebook |

# Functional Requirements:

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| **FR No.** | **Functional Requirements** | **Description** |
| FR-1 | **Campaign Objectives** | Define the specific goals of the ad campaign, such as brand awareness, website traffic, lead generation, or product sales. |
| FR-2 | **Target audience** | Identify the demographics, interests, behaviors, and location of your target audience. |
| FR-3 | **Ad creatives** | Specify the types of ad creatives you'll use, such as images, videos, carousels, or slideshows |
| FR-4 | **Ad content** | Outline the messaging, including headlines, ad copy, and call-to-action (CTA) buttons. |
| FR-5 | **Budget and schedule** | Determine the daily or lifetime budget for the campaign and the start and end dates. |
| FR-6  FR-7  FR-8  FR-9  FR-10  FR-11  FR-12  FR-13  FR-14  FR-15  FR-16 | **Ad placement**  **Ad formats**  **Bid strategy**  **Conversion Tracking**  **Ad scheduling**  **A/B testing**  **Complaince and policies**  **Reporting and analysis**  **Optimization strategy**  **Resources and Responsibilities**    **Ad distribution** | Decide where your ads will be shown, whether in the Facebook feed, Instagram, Stories, Audience Network, or other placements.  Select the ad formats that align with your objectives, such as single image, video, collection, or dynamic ads.  Choose the bidding strategy, like cost per click (CPC) or cost per mille (CPM), that best suits your goals.  Set up tracking pixels or events to measure the success of your campaign, e.g., website conversions or app installs.  Specify the times of day or days of the week your ads will be displayed to reach your audience most effectively.  Plan for A/B testing of ad elements to optimize performance, such as different ad copy, images, or audience segments.  Ensure that your ads comply with Facebook’s advertising policies and guidelines.  Define the key performance indicators (KPIs) you will track, and establish a reporting schedule for analyzing campaign performance.  Describe how you will optimize the campaign based on performance data, including adjustments to audience targeting, ad creatives, and budget allocation.  Identify the team members or external partners responsible for creating, monitoring, and optimizing the campaign.  Determine whether you will use Facebook’s automated ad delivery or manual ad placement. |

# Operational requirements

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| **FR No.** | **Operational requirements** | **Description** |

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| FR-01  FR-02  FR-03  FR-04  FR-05 | **Teams and roles**  **Ad account setup**  **Access and permissions**  **Ad compaign structure**  **Ad content creation** | Identify team members and their roles, including ad managers, content creators, designers, and analysts.  Ensure the Facebook ad account is created and properly configured with necessary payment methods.  Specify who has access to the ad account, Pages, and ad campaign settings, and define their levels of permissions.  Plan how your ad campaigns will be structured, including the use of ad sets and individual ads.  Define the workflow for creating ad creatives, including the design and copywriting processes. |
| FR-06    FR-07  FR-08  FR-09  FR-10  FR-11  FR-12  FR-13  FR-14  FR-15  FR-16  FR-17  FR-18 | **Content calendar**  **Ad approval process**  **Ad scheduling**  **Budget management**  **Ad optimization**  **Reporting and analysis tools**  **Data security and privacy**  **Ad creative assets storage**  **Ad copy and translation**  **Ad copy and visual guidelines**  **Customer support and response startegy**  **Contingency plans**  **Legal and compliance review** | Develop a content calendar that outlines when ads will run, what they will promote, and the frequency of ad changes.  Establish a review and approval process for ad creatives to ensure they comply with Facebook’s policies.  Set specific times and days for ad delivery, taking into account your target audience’s online behavior.  Determine how budget allocation will be managed, and establish processes for adjusting budgets as needed.  Define how and when ad optimization will take place, including A/B testing and performance analysis.    Choose the tools and software for tracking and analyzing campaign performance data.  Ensure that customer data and ad account information are handled in compliance with data protection regulations.  Establish a system for organizing and storing ad creative assets for easy access and reuse.    If your campaign targets multiple languages or regions, define the process for ad copy translation and localization.  Set clear guidelines for maintaining brand consistency across ad creatives.  Determine how to handle customer inquiries or feedback generated by the ad campaign.  Develop contingency plans for unexpected issues, such as ad disapprovals or technical problems.  Ensure that all ad content and campaign strategies comply with local and international regulations |