

# CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

## IDEATION PHASE 2

Brand name: GHAT Travels

Category: Travel and tourism

Traget audience: All( Men, women, kids)

Email : [GHATtravels@gmail.com](mailto:GHATtravels@gmail.com)

The Requirements:

Customer journey map

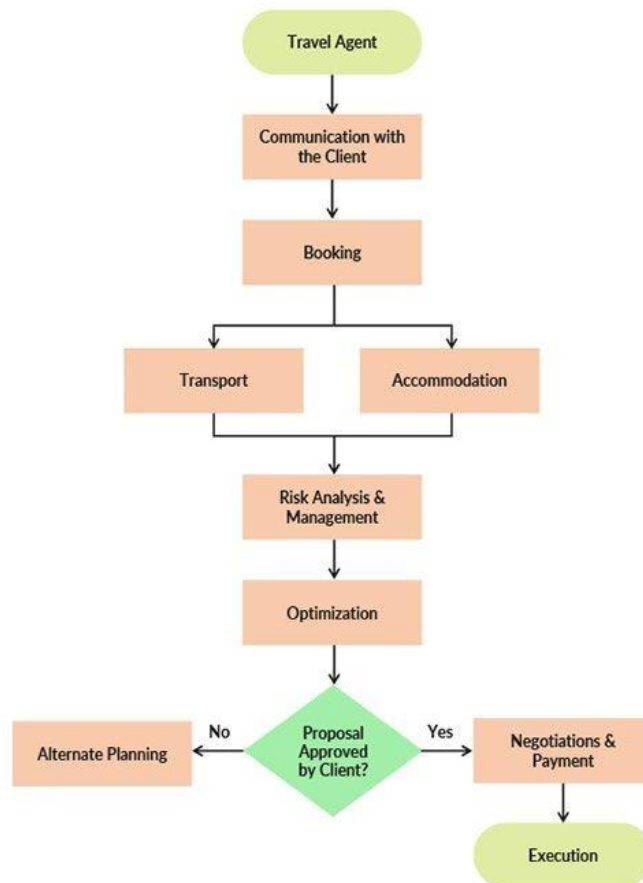


## Functional requirements:

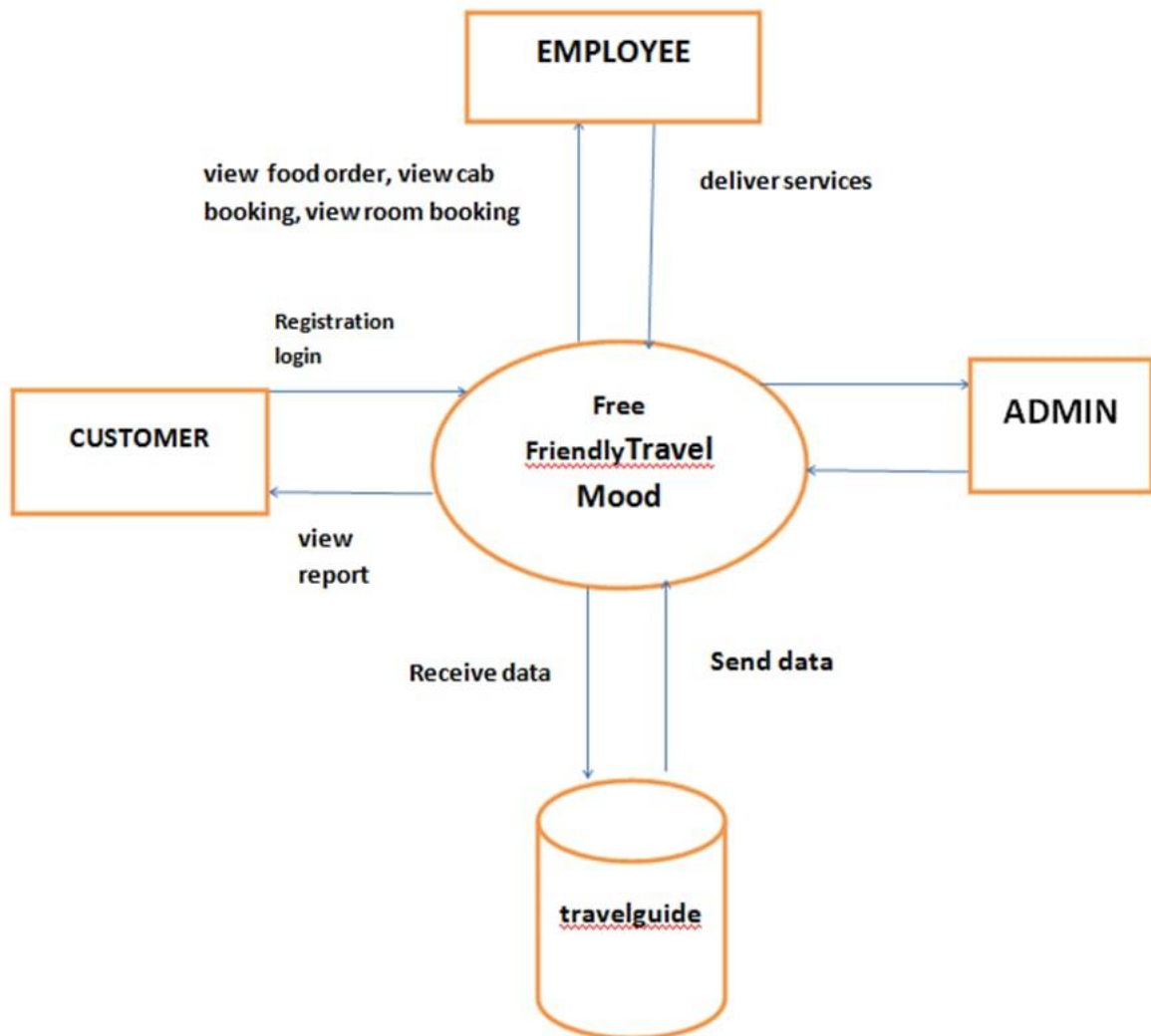
Functional requirements for the Ghat Travels platform are a crucial part of the software development process, outlining what the system should do to meet user needs.

1. User registration
2. Travel Booking
3. Dynamic pricing
4. Geolocation mapping
5. Payment processing
6. Security measures
7. User notification
8. Scalability
9. Accessibility features
10. Feedback mechanism

## Travel Agent Flowchart



## Technical Architecture



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## OPEN SOURCE FRAMEWORKS:

1. CANVA
2. MURAL

## **THIRD PARTY APIS**

1. E MAIL
2. GOOGLE BLOGSPOT
3. MAILCHIMP