# Wanderlust

INTRODUCTION :

1.1 Overview:

- The project is about creating a Facebook social media ad campaign with clear objectives, a defined target audience, a budget, compelling creative assets, and a well-structured setup.
- This campaign aims to achieve specific goals like increasing brand awareness, driving website traffic, generating leads or sales, and building engagement.
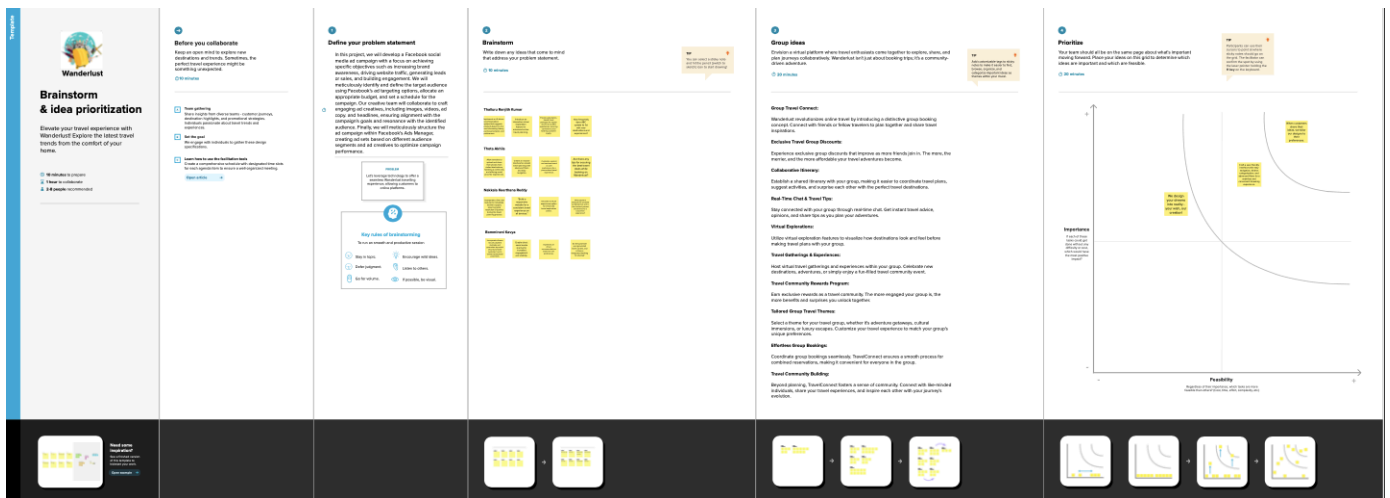
1.2 Purpose: - The purpose of this project is to leverage Facebook's advertising platform to design and execute a successful ad campaign that can meet the mentioned objectives.
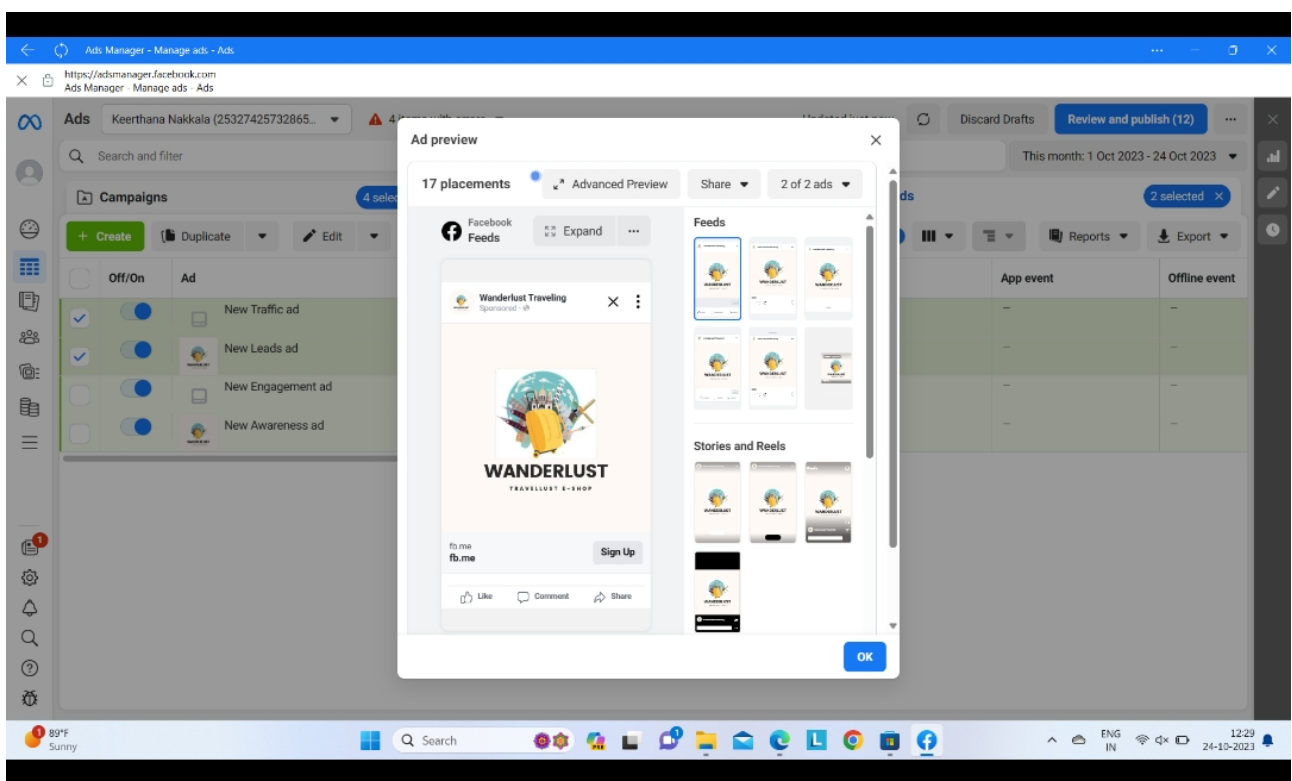
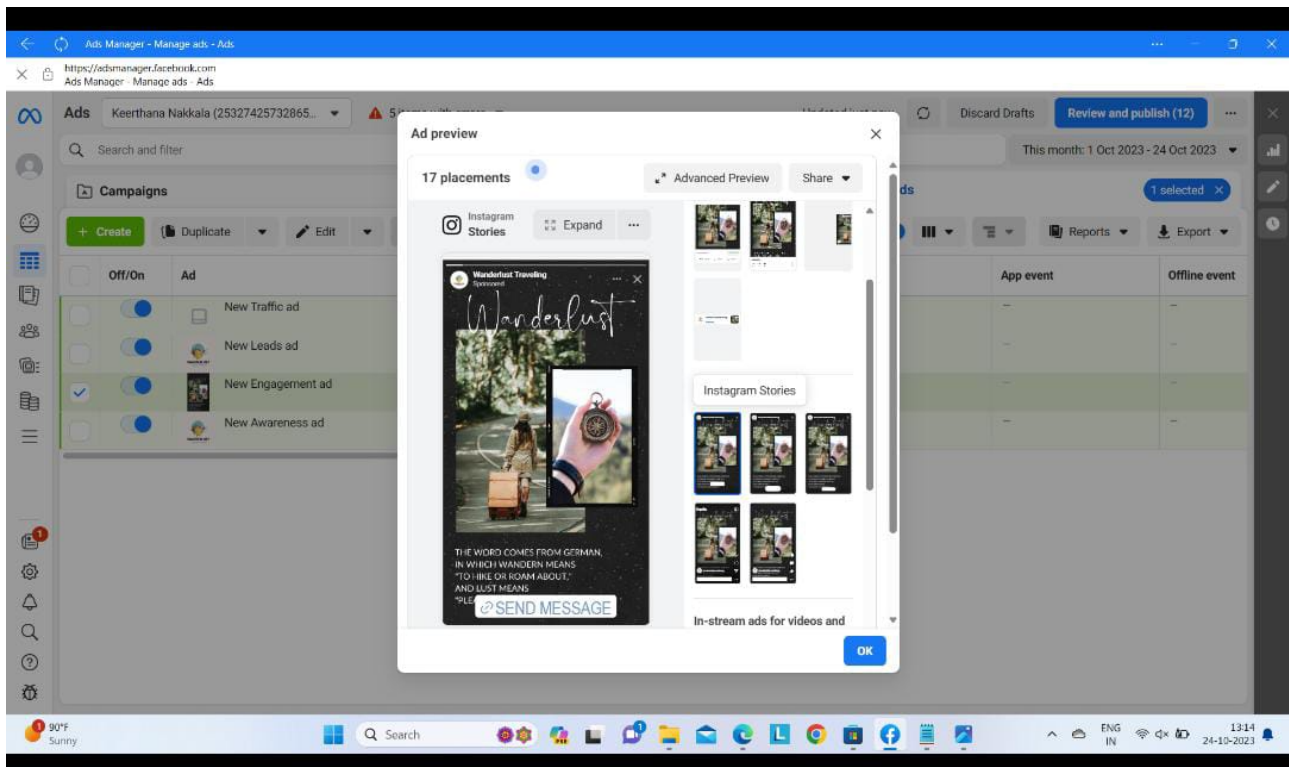## PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map:
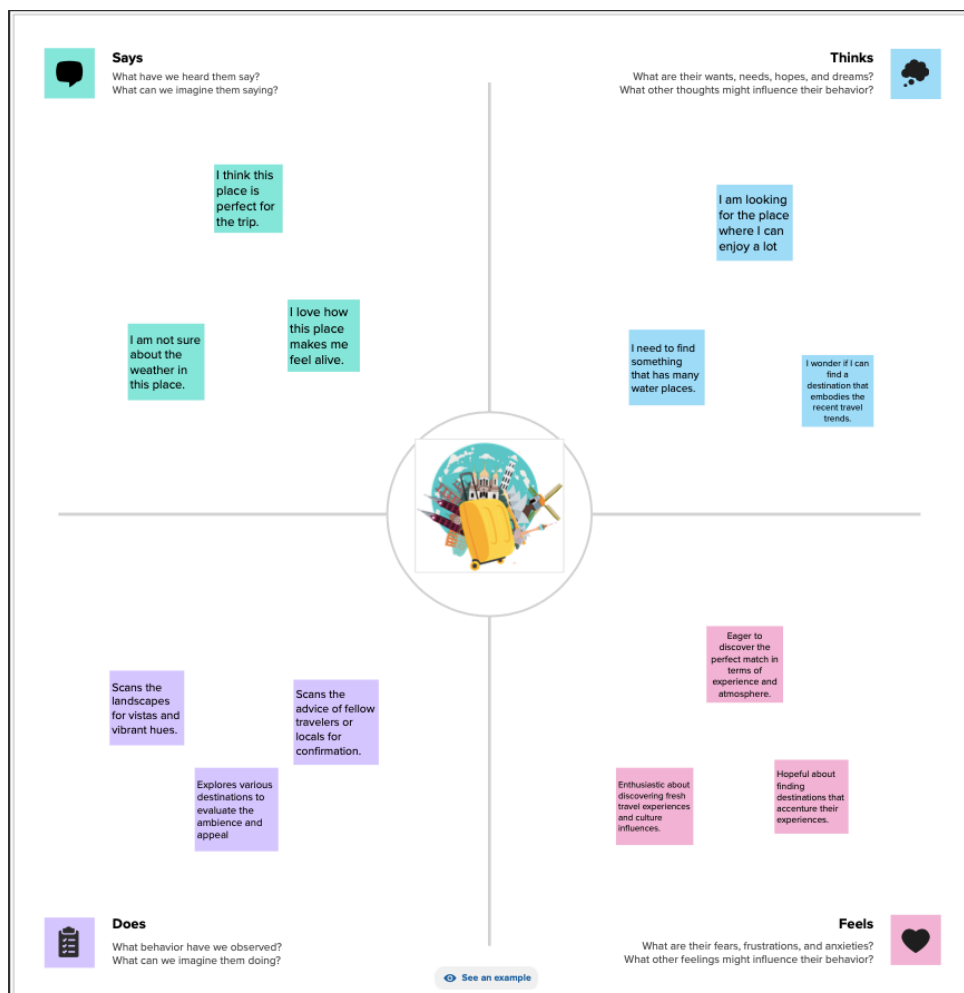
2.2 Ideation & Brainstorming Map :

RESULT :

ADVANTAGES & DISADVANTAGES

- This section should list the pros and cons of the proposed ad campaign solution. Advantages may include increased brand visibility, lead generation, or improved engagement.
- Disadvantages could encompass potential budget constraints or challenges in reaching the target audience effectively.

APPLICATIONS

- This section should discuss where the solution can be applied. In this case, the solution is a Facebook ad campaign, which can be applied to various industries and business types to achieve specific marketing goals.

CONCLUSION

- The conclusion should provide a summary of the entire project, highlighting the main findings and the success (or shortcomings) of the ad campaign. It should also reiterate the project's objectives and purpose.

FUTURE SCOPE

- In this section, you can discuss potential enhancements or improvements that can be made in the future. This might include adapting to changes in Facebook's advertising platform, exploring new ad formats, or expanding the campaign to additional social media platforms.