

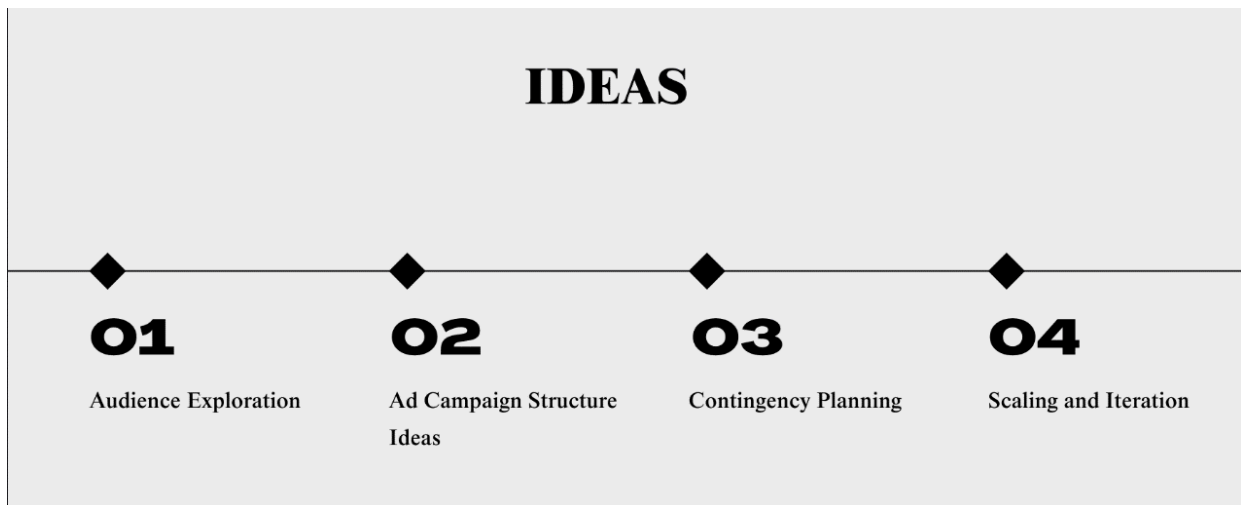
Ideation Phase

Brainstorming & Idea prioritizing

Date	03 November 2023
Team ID	NM2023TMID03717
Project name	Creating a social media Ad campaign in Facebook
Maximum marks	4 Marks

Lead : SRIKUSAN A (NMID : 939663593A2E76389EF40404BB162D3D)
Team Member 1 : VIGNESH PRABHU T (NMID : BF64694D7F8C350AEE24EA56383A62A6)
Team Member 2 : VIJAYAN S (NMID : 98D251914C3993985FD49E891909A31C)
Team Member 3 : VANARAJ K (NMID : AF2C31169095E7B99A747D270343A5A6)

Brainstorm & Idea prioritization:



Idea listing and grouping:

Idea listing



VANARAJ

1. Define Clear Objectives
2. Audience Research
3. Segmentation



VIJAYAN

1. Monitoring
2. Optimization
3. A/B Testing
4. Scaling and Iteration



VIGNESH PRABHU

1. Campaign Schedule
2. Creative Development
3. Ad Campaign Structure
4. Campaign Launch



SRIKUSAN

1. Reporting and Analysis
2. Feedback
3. Adaptation
4. Legal and Compliance
5. Regular Review and Evaluation