

Project design phase - I

Solution architecture

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

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| 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) |

Solution architecture:

A solution architecture for developing a Facebook social media ad campaign involves a systematic approach to managing the campaign components, data, and interactions. Here's a high-level solution architecture outline for the described project:

Components:

Campaign Objectives Management:

A centralized system to define and manage specific campaign objectives, including increasing brand awareness, driving website traffic, generating leads or sales, and building engagement.

Audience Identification and Targeting:

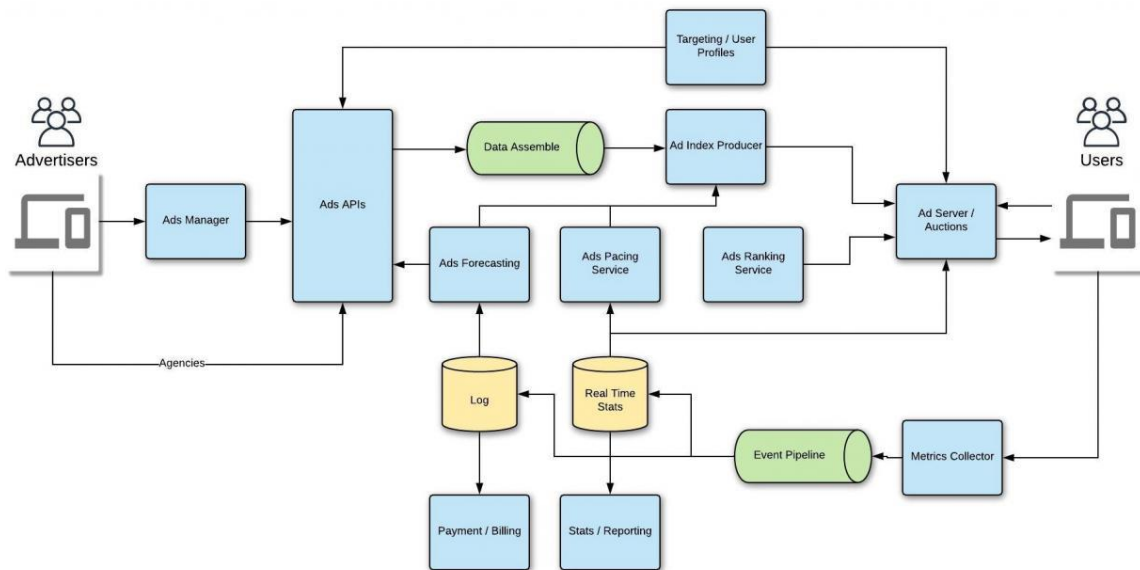
Integration with Facebook's advertising APIs to identify and define the target audience based on demographics, interests, behaviors, and other relevant criteria.

Budget Allocation and Management:

An allocation and budget management system to determine and distribute the campaign budget effectively, with real-time tracking of spending.

Campaign Schedule Management:

A scheduling system to set, monitor, and adjust the campaign schedule, considering timing, duration, and any seasonal or event-related factors.



Creative Content Collaboration:

Collaboration and project management tools to facilitate communication and collaboration within the creative team for crafting engaging ad creatives, including images, videos, ad copy, and headlines.

Ad Campaign Structuring:

Integration with Facebook's Ads Manager for meticulous structuring of the ad campaign, allowing the creation of ad sets based on different audience segments and ad creatives for optimization.

Ad Content Creation and Asset Management:

A content creation and asset management system for the development and storage of ad content, including various ad variations for testing.

Compliance and Legal Check:

Integration with Facebook's ad policy checks and a compliance monitoring system to ensure all ad content complies with Facebook's policies and relevant legal regulations.

Campaign Launch Automation:

An automated launch process that initiates the campaign on Facebook based on the established schedule, with configuration validation.

Monitoring and Optimization Dashboard:

A real-time monitoring and optimization dashboard that leverages Facebook's reporting tools to analyze campaign data on impressions, clicks, conversions, and engagement. The system should provide insights to optimize ad sets, adjust budgets, and refine ad creatives.

A/B Testing Platform:

A platform for conducting A/B testing to compare the effectiveness of different ad variations, including headlines, images, ad copy, and targeting options.

Scaling and Iteration Mechanism:

A scaling and iteration mechanism to handle campaign expansion and improvements based on data and feedback.

Reporting and Analysis Tools:

Reporting and analytics tools for generating reports that track the campaign's progress and analyze results in terms of the defined objectives and key performance indicators (KPIs).

Feedback and Adaptation Loop:

A feedback loop that collects input from the audience and team members, feeding it back into the campaign strategy and creative elements.