

PERFORMANCE AND FINAL SUBMISSION PHASE

Project Documentation for Creating a social media Ad campaign in Facebook

Date	1 November 2023
Team ID	NM2023TMID11242
Project Name	Create a Facebook Ad campaign

Project Title: Creating a Social Media Ad Campaign on Facebook

Project Overview: To reach a specific target audience on Facebook.

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Project Objectives:

The primary objective of the D&D Styles Facebook ad campaign is to increase brand visibility, engage with the target audience, and drive website traffic. Secondary objectives include promoting specific product collections and increasing online sales.

Project Scope:

- **Mission:** Our mission is to inspire confidence and self-expression through fashion. We aim to provide our customers with an exceptional shopping experience and distinctive clothing that reflects their individuality.
- **Vision:** To become a globally recognized fashion brand known for innovation, sustainability, and customer-centricity.

Project Timeline:

- **Planning:** Research, goal setting, and audience analysis.
- **Ad Creation:** Designing ad creatives and content.

- **Campaign Setup:** Configuring ad sets, budget, and scheduling.
- **Testing:** Verifying ad content, tracking, and functionality.
- **Launch:** Deploying the ad campaign on Facebook.
- **Monitoring and Optimization:** Ongoing management and performance analysis.
- **Reporting:** Collecting data and generating reports.

Resources: Develop eye-catching images, videos, and compelling ad copy that resonate with your target audience.

Risk Assessment: Consider the risk of ad fatigue if your target audience sees your ads too frequently. Be vigilant against ad fraud, such as click fraud or fake engagement, and use ad verification tools if necessary.

Ad Creative Specifications: The ad creative will feature high-quality images and videos showcasing our latest clothing collections and accessories. These visuals will align with the brand's aesthetic and emphasize individual style and confidence.

Ad Copy Guidelines: The ad copy will be concise and compelling, encouraging viewers to "Elevate Your Style with D&D Styles" and featuring a clear call to action (CTA), such as "Shop Now" or "Discover More."

Targeting Strategy: Facebook will be the primary platform for ad placement, given their visual nature and broad audience reach. We may consider additional placements based on performance data.

Ad Spend Management: The campaign budget will be allocated across various ad sets to test different audience segments and creative variations. Budget distribution will be data-driven to optimize ROI.

Compliance and Privacy: Audience insights will be continuously analyzed to understand user behavior, refine targeting, and adapt ad content to better resonate with different segments.

Reporting and Analytics: Outline the key performance metrics to be tracked, such as click-through rate (CTR), conversion rate, return on ad spend (ROAS), and engagement metrics. Describe how data will be collected, analyzed, and reported.

Conclusion: The D&D Styles Facebook ad campaign aims to drive brand engagement, website traffic, and sales while maintaining brand consistency and appealing to a diverse target audience. Continuous monitoring and optimization will be key to achieving our objectives.

