

## DESIGN PHASE -II

### Requirement Analysis for Creating a Facebook Ad Campaign

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Team ID	NM2023TMID11242
Project Name	Create a Facebook Ad campaign

### Requirement Analysis:

Requirement analysis is a crucial step in creating a Facebook ad campaign as it helps you define your objectives, target audience, and the resources needed to run a successful campaign. Here's a breakdown of what you need for a comprehensive requirement analysis:

#### 1. Campaign Objectives:

- Define the primary goals of your Facebook ad campaign. Common objectives include brand awareness, website traffic, lead generation, sales, or app installations.

#### 2. Budget:

- Determine the total budget available for your campaign. Decide whether it's a daily budget or a lifetime budget. Consider the allocation of budget across various campaign components.

#### 3. Target Audience:

- Clearly identify your target audience. Use Facebook's audience targeting options to specify demographics (age, gender, location), interests, behaviours, and any other criteria relevant to your campaign.

#### **4. Campaign Duration:**

- Decide how long your ad campaign will run. Will it be a short-term campaign or an ongoing effort? Set start and end dates accordingly.

#### **5. Ad Creatives:**

- Plan the creative elements of your ads, including images, videos, ad copy, headlines, and descriptions. Ensure they align with your campaign objectives and messaging.

#### **6. Ad Formats:**

- Choose the ad formats that best suit your content and objectives, whether it's single image ads, video ads, carousel ads, or other options.

#### **7. Landing Pages:**

- Create and optimize landing pages on your website that align with your ad messaging. Ensure that the user experience is smooth and that the landing pages encourage the desired action.

#### **8. Facebook Pixel:**

- Implement the Facebook Pixel on your website to track user interactions and conversions. This tool is essential for measuring the effectiveness of your ads and gathering valuable data for optimization.

#### **9. A/B Testing:**

- Plan to conduct A/B tests to determine which ad creatives, headlines, and ad copy perform best. Define what elements you will test and how you will measure success.

#### **10. Ad Placement:**

- Decide where you want your ads to appear. Facebook offers various placements, including in the news feed, Instagram, Messenger, and the Audience Network. Consider testing different placements to find what works best for your campaign.

### **11.Ad Scheduling:**

- Determine the optimal times and days to run your ads based on your audience's online behaviour. Facebook allows you to schedule ad delivery to maximize their impact.

### **12.Remarketing Strategy:**

- Plan your remarketing strategy to target users who have previously engaged with your website or app but haven't converted. Consider the ad content and incentives you'll use to re-engage them.

### **13.Ad Compliance:**

- Ensure that your ads adhere to Facebook's advertising policies and guidelines to prevent any issues or disapprovals.

### **14.Measurement and Reporting:**

- Specify the key performance indicators (KPIs) you'll use to measure the success of your campaign. Decide how often you'll review and report on the campaign's performance.

### **15.Campaign Timeline:**

- Create a timeline that outlines the milestones and deadlines for various campaign components, from ad creation to monitoring and optimization.

### **16.Backup Plan:**

- Consider contingencies for unexpected issues that may arise during the campaign, such as ad disapprovals or technical problems.

### **17.Team and Resources:**

- Identify the team members and resources required for campaign management, including designers, copywriters, analysts, and ad management tools.

By conducting a thorough requirement analysis, We'll have a clear roadmap for creating and executing a successful Facebook ad campaign while aligning your efforts with your business goals and audience needs.

# Project Flow:

