

# Project Design Phase-I

## Solution Architecture

Date	1 NOV 2023
Team ID	NM2023TMID11242
Project Name	Creating a social media AD campaign in facebook

### Facebook AD campaign:

It involves meticulously planning campaign goals, audience targeting, content creation, and ad management. Data collection and analytics tools are implemented to measure campaign performance and optimize it for the best results. Audience segmentation and A/B testing help fine-tune ad campaigns, ensuring they resonate with the intended audience. Key components and considerations of a Facebook ad campaign include:

- ✧ Campaign strategy and planning
- ✧ Content creation
- ✧ Data collection & analytics
- ✧ Ad campaign Management
- ✧ A/B Testing
- ✧ Email marketing
- ✧ Monitoring and reporting
- ✧ Team collaboration
- ✧ Ad budget allocation
- ✧ Feedback and iteration

Eg.



