

IdeationPhase

Brainstorm & Prioritize Idea

Date	1 Nov 2023
Team ID	NM2023TMID11242
ProjectName	Creating a social media AD campaign in facebook

Brainstorm

1.User-generated content showcase: Encourage your customers to share their experiences with your product or service. Feature user-generated content in your ads to build trust and authenticity. Create a campaign around the best user-generated stories or photos.

2.Interactive quizzes and polls: Create engaging and interactive content by running quizzes and polls. This not only keeps users engaged but also provides valuable insights about their preferences and interests.

3.Influencer collaborations: Partner with influencers who align with your brand and products. Their endorsement can help you reach a wider audience. Collaborate with influencers to create content that promotes your offerings.

4.charity or social cause campaign:Align your brand with a social cause or charity, and promote your involvement in making a positive impact. This can resonate with socially conscious consumers.

5.Interactive story ads: Use Facebook Stories to create engaging and interactive content, such as polls, questions, and interactive stickers.

6.Seasonal & Holiday campaigns:Capitalize on holidays and seasons relevant to your business. Create themed ads and promotions for Christmas, Valentine's Day, summer, or any other relevant occasion.

7.Product demos & reviews: Create videos or live streams demonstrating your products in action and include reviews or testimonials from satisfied customers.

8.Flashes sales & limited time offers:Create a sense of urgency with flash sales and limited-time offers. Highlight the discounts and the limited availability of your products or services.