DESIGN PHASE PART 2

Open source frameworks

Date	1 Nov 2023
Team ID	NM2023TMID11242
Project Name	Creating a social media Ad campaign in facebook

Facebook Ad campaign:

Creating a social media ad campaign on Facebook involves using Facebook's advertising tools, which are not open source. However, you can use open-source tools and frameworks to complement your campaign efforts in areas like content creation, data analytics, and project management. Here are some open-source frameworks and tools that can be helpful in different aspects of your social media ad campaign:

1. Content Creation:

✧ GIMP (GNU Image Manipulation Program):An open-source alternative to Adobe Photoshop for creating and editing graphics and images.

✧ Inkscape:An open-source vector graphics editor that can be used to design logos and other visual content.

2. Analytics and Data Tracking:

✧ Matomo:An open-source web analytics platform that can provide insights into website traffic and user behavior, which can be valuable for tracking the effectiveness of your ads.

✧ R and R Studio:Open-source tools for data analysis and visualization. You can use them to analyze campaign data and generate custom reports.

3. Social Media Management:

✧ SocialBee:While not open source, SocialBee offers social media scheduling and content curation tools. It can help you plan and schedule your social media posts.

4. Project Management:

✧ Trello:An open-source alternative to Trello is Wekan, which is a Kanban board project management tool. It can help manage tasks and workflows related to your campaign.

5. CRM (Customer Relationship Management):

✧ SuiteCRM:An open-source CRM system for managing customer interactions and leads. It can help with lead management and customer engagement.

While the core tools for creating and managing Facebook ad campaigns are provided by Facebook itself and are not open source, these complementary open-source tools can enhance various aspects of your campaign, from content creation and analytics to overall project management and customer relationship management.