Project Development Phase

**Debugging & Traceability**

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| TEAM LEAD | V.SURUTHI |
| NM ID | 88A47BC9080CDE499E844AF1A08CEE03 |
| PROJECT NAME | Creating an sponsored post for Instagram |

1.Introduction

- Briefly describe the project, its goals, and the importance of debugging and traceability in the context of creating a sponsored Instagram post.

2. Project Objectives

- Clearly state the objectives of the sponsored post, such as increasing brand awareness, driving website traffic, or generating sales.

3. Target Audience

- Identify the specific demographic and psychographic characteristics of the target audience for the sponsored post.

4. Content Creation

- Discuss the creation of the post, including the choice of visuals, caption, and any necessary elements like hashtags, stickers, or filters.

5. Debugging Process

- Explain the steps involved in debugging, which may include checking for typos, broken links, and ensuring that all multimedia elements work as intended.

6. Traceability Measures

- Describe how you plan to track the performance of the sponsored post, including metrics like reach, engagement, and conversions.

7. Platform-Specific Considerations

- Address any unique debugging and traceability challenges specific to the Instagram platform, such as dealing with changes in the algorithm.

8. Testing and Quality Assurance

- Discuss the process of testing the sponsored post on different devices and browsers to ensure it appears correctly and functions well.

9. Analytics and Reporting

- Explain the tools and techniques you will use to collect and analyze data from the sponsored post's performance, including the use of Instagram Insights and other analytics tools.

10. Optimization and Future Iterations

- Detail how you will use the traceability data to optimize the sponsored post's performance and how you will plan for future iterations or similar campaigns.