

Project Design Phase-II
Solution Requirements (Functional & Non-functional)

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| Date | 03 November 2023 |
| Team ID | 7EB30D3140ADD2597FD4137AF06C8F67 |
| Project Name | Social media campaign on face book |

Functional Requirements:

Your Goals and Objectives:

- What do you want to achieve with your campaign? Is it brand awareness, lead generation, website traffic, product sales, or something else? Your goals will guide the rest of your campaign

| FR No. | Functional Requirement (Epic) | Sub Requirement (Story / Sub-Task) |
|--------|--------------------------------|--|
| FR-1 | Target Audience: | Determine your target audience's demographics, interests, and behaviors. Facebook offers extensive audience targeting options to reach the right people |
| | Content Strategy: | Plan the type of content you'll create, such as text, images, videos, and live streams. Ensure that your content is engaging, relevant, and tailored to your audience |
| FR-2 | Content Calendar: | Create a content calendar to schedule and organize your posts. Consistency is key to maintaining audience engagement |
| | Budget and Ad Spend: | Decide on your budget for the campaign, including how much you'll spend on advertising. Facebook offers various ad formats, such as boosted posts, carousel ads, and video ads. |
| FR-3 | Ad Creative: | Design compelling visuals and write compelling ad copy. Your ad creative should align with your campaign's message and objectives. |
| | Ad Targeting: | Use Facebook's audience targeting tools to reach the right people based on factors like demographics, interests, behavior, and location |
| FR-4 | Ad Placement: | Choose where your ads will be displayed. Facebook offers options like in-feed ads, stories, and the right-hand column. |
| | Tracking and Analytics: | Implement tracking pixels (e.g., Facebook Pixel) to monitor the performance of your campaign. Analyze metrics like click-through rates, conversion rates, and return on ad spend (ROAS). |

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| FR-5 | Engagement and Interaction: | Monitor comments, messages, and user interactions. Respond to inquiries and engage with your audience to build a community around your brand. |
| | A/B Testing: | Experiment with different ad creatives, headlines, and targeting options to determine what works best for your campaign. |
| FR-5 | Compliance with Facebook Policies: | Familiarize yourself with Facebook's advertising policies to ensure your campaign adheres to their guidelines. |
| | Ad Scheduling: | Optimize the timing of your ads by scheduling them for when your target audience is most active. |
| | Legal and Privacy Considerations: | Comply with data protection regulations and ensure you have the necessary permissions and disclaimers when collecting user data. |
| | Testing and Optimization: | Continuously review your campaign's performance and make adjustments to improve results. |

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

| FR No. | Non-Functional Requirement | Description |
|--------|---|---|
| NFR-1 | Lack of Clear Goals: | Not having defined objectives and measurable goals can lead to a campaign with no direction or purpose |
| NFR-2 | No Target Audience Strategy: | Failing to identify and target a specific audience can result in your content reaching the wrong people or no one at all. |
| NFR-3 | Inconsistent Posting: | Irregular posting can cause your audience to lose interest and engagement to decline. |
| NFR-4 | Ignoring Analytics: | Neglecting to track and analyze the performance of your campaign can result in missed opportunities for improvement. |
| NFR-5 | Overlooking Ad Spend and Budget: | Not allocating an appropriate budget for your campaign may limit its reach and effectiveness. |
| NFR-6 | Low-Quality Content: | Poorly designed visuals, unengaging copy, or low-quality videos can harm your brand's image and campaign success. |