

Ideation Phase

Brainstorm & Idea Prioritization


Date	03 November 2023
Team ID	7EB30D3140ADD2597FD4137AF06C8F67
Project Name	Social media campaign on facebook

Brainstorm & Idea Prioritization:

Increase Facebook brand visibility and audience engagement. Prioritize content strategy, visual branding, user-generated content, and interactive posts. Collaborate with influencers, promote sustainability, and leverage paid ads for a well-rounded campaign. Monitor analytics to fine-tune strategies and foster a sense of community.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 👥 1 hour to collaborate
- 👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP You can select a sticky note and hit the pencil button to search (or to start drawing)

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Prityaka V

Very, I think it's time we start a new social media campaign on Facebook. Any ideas on this theme?

Udhaya S

Also, I think about focusing on our brand image and social responsibility. We could create content that highlights our efforts in sustainability and community involvement.

Vishwaja S

How do we, when we do this, make sure we're not just repeating what we've done before? We need to think about how we can make it more engaging and relevant to our audience.

Prityaka V

There are great starting points. Let's combine them. Our strategy can highlight our social responsibility initiatives and our commitment to sustainability and community involvement.

Udhaya S

That way, we not only showcase our values but also engage our audience directly.

Vishwaja S

I'm on board with this. How about we call it the "Impactful Stories Contest"?

Prityaka V

That sounds like a great idea. Let's start with a contest where we encourage our audience to share their own stories of social responsibility and sustainability. We can then feature the best stories on our page.

Udhaya S

And we can also design visually appealing graphics with customer testimonials and share them as posts.

Vishwaja S

Great idea! Let's also create a video series where we interview our customers about their experiences with our brand and how they've made a positive impact. We can then share these videos on our page.

Prityaka V

Yes, we'll need a list of hashtags for this campaign.

Udhaya S

What if we create a unique hashtag for the contest, like #ImpactfulStories?

Vishwaja S

That's a great idea. Let's go with that.

Prityaka V

I like all its catchy and specific to our campaign. Now, how often should we post during the campaign?

Udhaya S

Let's start with a daily post to keep the momentum going.

Vishwaja S

That sounds like a good plan. And we can schedule the posts at different times of the day to reach our global audience.

Prityaka V

So, let's get our content plan, timeline, and posting schedule in place. Then, we'll assign responsibilities for creating content and engaging with our audience.

Udhaya S

I can take charge of video content creation and schedule the posts.

Vishwaja S

It'll work on the graphics and engage with comments and messages from our followers.

Prityaka V

Perfect! I'll manage the contest entries and keep an eye on the campaign's performance metrics.

Udhaya S

This campaign is going to make a positive impact, not just on our audience, but also on our brand's image.

Vishwaja S

I can't wait to see the stories our customers share!

Define a specific and measurable objective for your campaign. Whether it's increasing brand awareness, boosting sales, promoting a cause, or something else, having a clear goal is crucial. Your objective will guide the content, strategy, and metrics for success.

Focus on creating engagement within your Facebook community. Encourage active participation, discussions, and user-generated content. Building a sense of community and fostering meaningful interactions can lead to a more successful and long-lasting campaign.

Focus on creating engagement within your Facebook community. Encourage active participation, discussions, and user-generated content. Building a sense of community and fostering meaningful interactions can lead to a more successful and long-lasting campaign.

Step-3: Idea Prioritization

Format PDF file

All content Selection Outline

Cancel Download

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are most important and which are feasible.

20 minutes

TIP You can select a sticky note and hit the pencil button to search (or to start drawing)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Show the mural: Share a viewable link to the mural with collaborators to help them stay on top of the outcomes of the session.
- Export the mural: Export a copy of the mural as a PDF or PNG to attach to emails, include in slides, or save for your drive.

Keep moving forward

- Strategy blueprint: Define the components of a new idea or strategy.
- Customer experience journey map: Document customer needs, behaviors, and obstacles for an experience.
- Strengths, weaknesses, opportunities & threats: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Show template feedback

Focus on creating engagement within your Facebook community. Encourage active participation, discussions, and user-generated content. Building a sense of community and fostering meaningful interactions can lead to a more successful and long-lasting campaign.

Quality Content Strategy

Content is king on social media. Prioritize developing a content strategy that includes a mix of text, images, videos, and other multimedia elements. Ensure that your content is valuable, relevant, and aligned with your campaign objectives.

Engagement and Interaction

Foster two-way communication and interaction with your audience. Respond promptly to comments, messages, and inquiries. Encourage discussions and user-generated content. Actively engaging with your audience helps build a loyal community.

Audience Research and Targeting

Understanding your target audience is essential. Prioritize conducting thorough audience research to identify demographics, interests, and behaviors. Tailor your content and messaging to resonate with your specific audience.

Clear Campaign Objectives

Setting clear and specific campaign objectives is a top priority. Are you aiming to increase brand awareness, drive sales, generate leads, or engage with your audience? Knowing your goals will guide the entire campaign strategy.

Importance

Focus on your most important ideas and place them in the top-left corner of the grid.

<https://app.mural.co/t/vpups5944/m/vpups5944/1683353536345/ea2375bdb9b9529c8570aabf9de2705089e46939?sender=u00eaf50a112c94073c693530>