

## PROJECT DEVELOPMENT PHASE

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Team ID	7EB30D3140ADD2597FD4137AF06C8F67
Project Name	Social media campaign on facebook

## Debugging and traceability

### 1. Use Facebook Business Manager:

- Facebook Business Manager provides a centralized platform for managing your ad accounts, pages, and campaigns. It offers a variety of debugging and traceability features, such as ad performance metrics, audience insights, and tracking pixel management.

### 2. Implement Facebook Pixel:

- Facebook Pixel is a powerful tool for tracking user interactions on your website and connecting them to your Facebook ad campaigns. It allows you to monitor user activity, conversions, and events, providing valuable traceability data.

### 3. Tagging and UTM Parameters:

- Use UTM parameters in your campaign URLs to track the effectiveness of different marketing channels and campaigns. This helps you identify which ads or posts are driving traffic and conversions.

### 4. Error Logging:

- Implement error logging within your campaign code. Log any errors, exceptions, or issues that occur during the campaign's execution. You can use tools like Facebook Business Manager, Google Analytics, or custom logging solutions for this purpose.

### 5. Conversion Tracking:

- Set up conversion tracking in your Facebook Ads account to monitor the success of specific campaign objectives, such as lead generation, purchases, or sign-ups.

### 6. A/B Testing:

- Perform A/B tests to compare different ad creatives, audience segments, or campaign strategies. This helps you identify which variations perform better and provides traceability to optimize your campaign.

### 7. Facebook Insights:

- Regularly review Facebook Insights to track the performance of your page, posts, and engagement metrics. Insights can help you identify trends, user behavior, and areas for improvement.

#### **8. Custom Events and Event Tracking:**

- Use custom events and event tracking in Facebook Pixel to monitor specific user interactions on your website, such as form submissions, video views, or button clicks.

#### **9. Detailed Ad Setups:**

- When creating Facebook ad campaigns, provide detailed information about the campaign objectives, target audience, budget, and schedule. This makes it easier to trace back any issues to specific campaigns or ad sets.

#### **10. Record Campaign Changes:**

- Maintain a record of changes made to your campaigns, including ad copy, targeting parameters, and bid adjustments. This documentation helps trace issues back to specific modifications.

#### **11. Real-time Monitoring:**

- Monitor your campaigns in real-time using Facebook Ads Manager and other analytics tools. Set up alerts to notify you of significant performance changes or anomalies.

#### **12. Cross-Platform Integration:**

- Integrate your Facebook campaign data with other analytics and reporting tools to create a comprehensive view of your marketing efforts. This helps trace campaign performance across various platforms.

#### **13. Document Issues and Solutions:**

- Create a log or documentation of any issues encountered during your campaign, along with the steps taken to resolve them. This can serve as a valuable resource for future campaigns and for ensuring traceability.