

Ideation Phase

Define the Problem Statements

Date	03 November 2023
NM ID	7EB30D3140ADD2597FD4137AF06C8F67
Project Name	Social media compaign on facebook

Problem Statement: 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.

Example:

Problem Statement (PS)	I am (seller)	I'm trying to	But	Because	Which makes me feel
PS-1	People	To create social media campaign through facebook page	I cannot cover wide range of customers.	Less Reach for that post	Frustrated