

Project Design Phase-I
Proposed Solution Template

Date	04 November 2023
Team ID	NM2023TMID08508
Project Name	Brand Promo Video using Canva

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>Define Target Audience: Identify your ideal audience based on demographics, interests, and behaviors.</p> <p>Set Budget: Allocate a suitable budget aligned with your campaign goals and market competition.</p> <p>Schedule Campaign: Determine start and end dates, as well as optimal ad run times.</p> <p>Create Engaging Content: Develop compelling ad creatives, including images, videos, and ad copy.</p> <p>Structured Campaign: Organize your campaign within Facebook's Ads Manager, creating ad sets for different audience segments.</p>
2.	Idea / Solution description	<p>Ad Campaign Creation: Design and launch Facebook ads with varied formats and audience targeting.</p> <p>Data Analysis: Continuously analyze campaign performance, adjusting strategy as needed.</p> <p>Budget Management: Efficiently allocate and manage the campaign budget for maximum ROI.</p> <p>Reporting: Generate regular reports with key metrics like click-through rates, engagement, and conversions.</p>

3.	Novelty/Uniqueness	<p>Innovative Facebook campaign to elevate brand presence, drive traffic, and engage audiences, leveraging cutting-edge data analytics for optimum results.</p> <p>The project's focus on innovation, data analytics, and its potential to deliver outstanding outcomes.</p>
4.	Social Impact / Customer Satisfaction	Enhancing customer satisfaction by delivering personalized content and meaningful interactions on Facebook, resulting in a positive brand perception and a more engaged online community.
5	Business Model (Revenue Model)	<p>Brands: Companies seeking to strengthen their online presence and customer engagement.</p> <p>Facebook: Utilize the Facebook platform to create, manage, and track ad campaigns and user engagement.</p> <p>Cost Structure: Personnel Costs: Salaries for the team members.</p> <p>Content Creation Costs: Expenses associated with content development and design.</p>
6..	Scalability of the Solution	<p>Audience targeting and budget management.</p> <p>Consistent content production and curation. Monitoring performance and data-driven decisions.</p> <p>Tracking using Facebook Insights and analytics.</p> <p>Utilizing various Facebook ad formats.</p>