

Project Design Phase-II

Open Source Framework

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Project Title	Creating A Social Media Ad Campaign In Facebook

To create a social media ad campaign on Facebook, there are various open-source frameworks and tools that can be utilized to streamline the process. However, it's important to note that Facebook's API itself is not open source, but some tools can assist in managing ad campaigns. Here are a few:

1.Social Ad Framework (SAF):

This is an open-source project focused on simplifying the process of creating and managing social media ad campaigns across various platforms, including Facebook. SAF aims to provide a standardized way to interact with multiple social media platforms for advertising purposes.

2.Adphorus:

While not entirely open source, Adphorus, a Facebook Marketing Partner, offers some tools and features that assist in campaign management, optimization, and analytics for Facebook and Instagram ads. They have an API that integrates with various platforms to automate ad campaigns.

3.Floodlight:

An open-source project that aids in managing digital marketing campaigns. Floodlight can integrate with Facebook's API and provides tools for data visualization, reporting, and campaign optimization.

4.Marketing APIs on GitHub:

Explore GitHub repositories that might offer different tools or code samples for managing Facebook ad campaigns. You might find smaller, specific projects or scripts that could be helpful in this context.

Remember, while these frameworks can aid in managing campaigns, accessing Facebook's ads API and leveraging these frameworks might require technical knowledge and compliance with Facebook's advertising policies. Always review and comply with the platform's terms and conditions while using third-party tools to manage ad campaigns.



