Project Design Phase-II

Technical Architecture

| Date	3 November 2023
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Project Title	Creating A Social Media Ad Campaign In Facebook
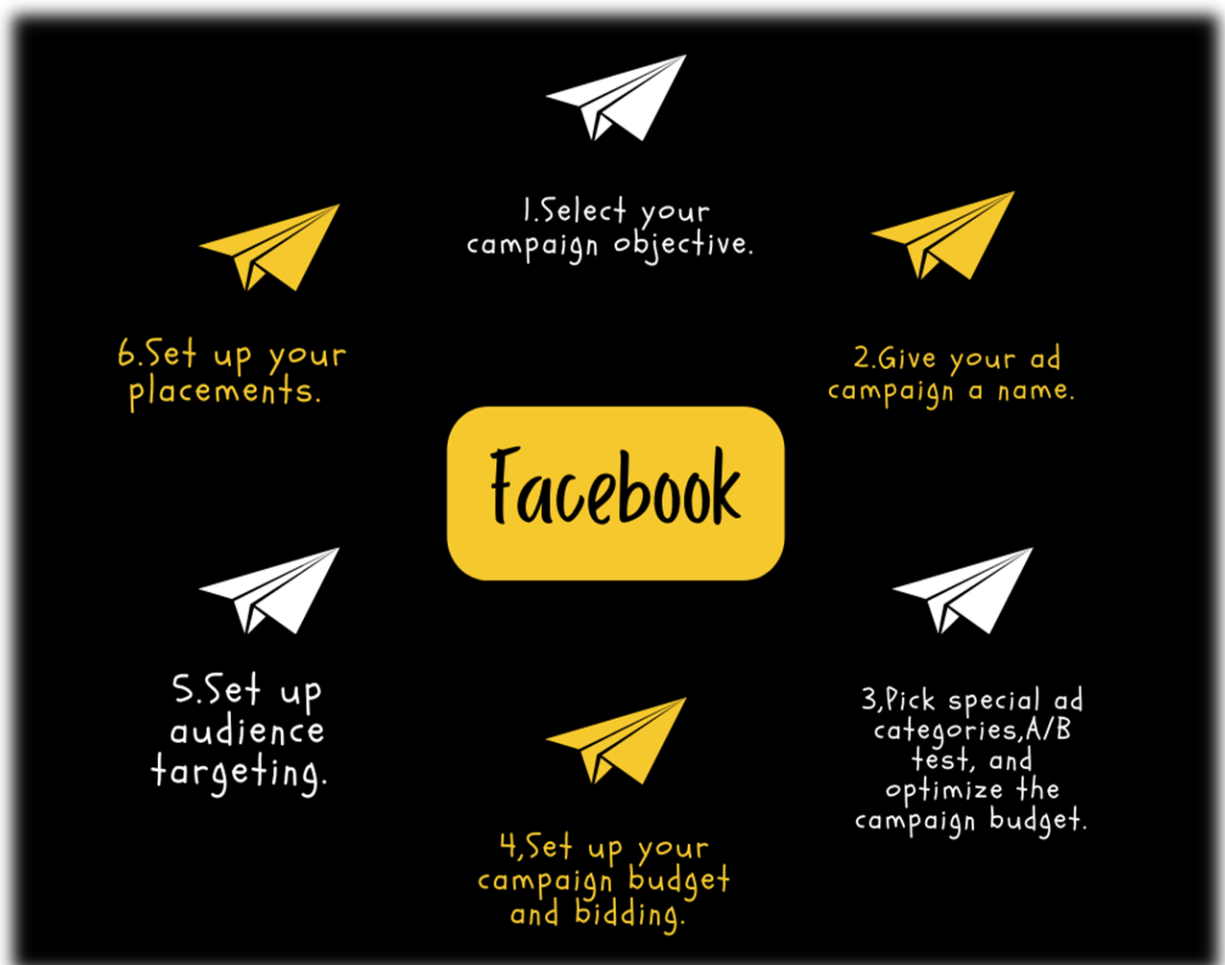
TABLE: Components & Technologies

Components	Description	Technology
Ad Manager	Platform for creating and managing ad campaigns. Set objectives, budgets, targeting, and manage ads.	Facebook Ad Manager
Target Audience	Define audience based on demographics, interests, behaviors. Detailed targeting options available on facebook.	Facebook's Audience Targeting Tools
Ad Creative	Includes visuals (images or videos) and ad copy. Compelling content is crucial to grab attention and convey your message effectively.	Image and vedio creation tools, ad copywriting
Ad Formats	Facebook offers various ad formats such as carousel, single image or video, collection, slideshow, etc. Choose the format that best suits your campaign goals.	Facebook's Ad Format Options
Budget & Bidding	Decide on your budget and bidding strategy. You can choose between different bidding options like cost per click (CPC), cost per mille (CPM), or cost per acquisition (CPA).	Facebook's Ad Budgeting and Bidding Tools
Tracking & Analytics	Use Facebook Pixel or UTM parameters to track ad performance. Analyze the data to understand	Facebook Pixel, Analytics Tools

	what's working and optimize your campaigns accordingly.	
A/B Testing	Experiment with different variations of your ads to understand what resonates best with your audience. Test different visuals, copy, and audience segments to optimize performance.	Facebook's A/B Testing Tools
Scheduling	Set the duration and schedule for your ad campaign to run at specific times or days for maximum impact.	Campaign scheduling tools within Facebook Ad Manager

TABLE: Application & Characteristics

Characters	Description	Technology
Advertiser	The individual or business running the ad campaign on Facebook. They create, manage, and fund the ads to promote their products or services.	Facebook Business Manager, Ad Account
Target Audience	The specific group or demographic the ad is intended to reach. This could include age, gender, location, interests, behaviors, etc.	Facebook's Audience Insights, Targeting Tools
Facebook Users	The people who use the Facebook platform and might potentially see the	Facebook User Interface

	ads. They interact with the ads based on their interests and engagement with the platform.	
Creative Team	Individuals responsible for creating the visual and written content of the ad, ensuring it's engaging, attractive, and aligned with the campaign's objectives. Image/Video Editing Software.	Image/Video Editing Software, Copywriting
Data Analysts	Professionals who analyze the ad campaign's performance, studying metrics and data to make informed decisions and optimizations for future campaigns. Analytics Tools, Facebook.	Analytics Tools, Facebook Insights
Developers	Individuals responsible for implementing technical aspects, such as Facebook Pixel installation, creating landing pages, or other technical ad-related tasks.	Facebook Pixel, Landing Page Tools
Customer Support	Team providing support to handle queries, issues, or interactions that arise from the ad campaign, ensuring a positive experience for potential customers.	Customer Support Platforms