

Project Design Phase Part2

Determine The Requirements for creating A Social Media Ad Campaign In Facebook

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Team ID	NM2023TMID02695
Team Leader	CB7A348BEAF902287834DFBABF93FC80
Team Member 1	6BDDDB91C0C813379826425CBE31585E9
Team member 2	E23643843824107875C49353797276D0
Team Member 3	FD8B7C58B9ED24FABB74D8F7B32B9E58
Team Member 4	CD9EF7C3E7F7077A248423F77C03FEBE
Project Title	Creating A Social Media Ad Campaign in Facebook

The customer journey

The client/customer journey is the process through which a potential customer becomes aware of, engages with, and interacts with a business or its products/services. The journey can vary for each customer, and businesses strive to provide a positive and seamless experience at each step to attract and retain customers.

