PROBLEM STATEMENT

Date	3 November 2023
Team ID	NM2023TMID02695
Team Leader	CB7A348BEAF902287834DFBABF93FC80
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Project Title	Creating A Social Media Ad Campaign in Facebook

Creating a problem statement for a social media ad campaign on Facebook might look like:

"Increase brand awareness and engagement among the target audience by designing and executing a compelling and strategically targeted ad campaign on Facebook. This campaign aims to address a current low engagement rate and create a significant increase in click-through rates and conversions, leading to a higher ROI for the business within the next three months."