

Project Design Phase-I
Proposed Solution Template

Date	25 Oct 2023
Team ID	NM2023TMID16780
Project Name	Creating an sponsored post for Instagram

Proposed Solution Template:

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

S.No.	Parameter	Description
1.	Campaign Objective	Define the goal of your sponsored post, such as increasing brand awareness, driving website traffic, or generating leads.
2.	Target Audience	Identify the specific demographics, interests, and behaviors of the audience you want to reach with your sponsored post.
3.	Budget	Determine the amount of money you're willing to allocate for your sponsored post campaign.
4.	Creative Content	Develop visually appealing and engaging content, including high-quality images or videos, compelling captions, and relevant hashtags
5.	Call-to-Action (CTA)	Determine the desired action you want users to take when they see your sponsored post, such as visiting your website, making a purchase, or filling out a form.
6.	Compliance with Policies	Ensure that your sponsored post adheres to Instagram's advertising policies and guidelines to avoid any

		violations and ensure a smooth approval process.
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