

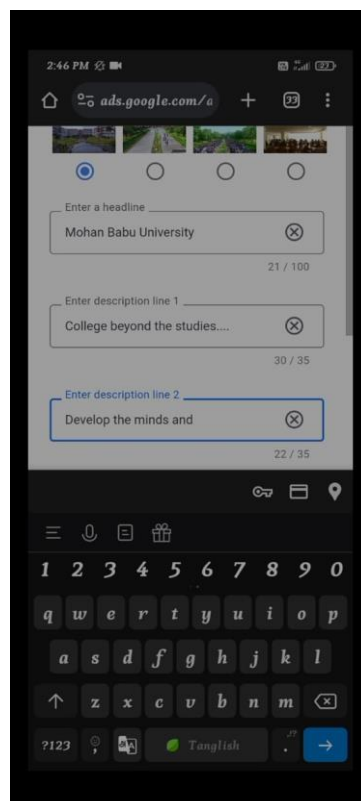
Project Design Phase Part-2

Requirement Analysis and Customer Flow:

In searching of customers, the journey begins by deciding the audience of the Brand, which we are supposed to advertise in YouTube campaign. The following steps have been taken as an initiative steps to find the customers in the markets.

Customer Flow can be detected by ranging various steps including sort of price, customers average reactions. Some of the strategies were,

- The different types of audience were being played a major in viewing ads by without skipping the promotion advertisement.
- The foremost step is to create the advertisement video without decreasing duration for 30 seconds and should not exceed up to 2 minutes.
- The video should attract the audience to cover them being a good one. For example, to advertising a Medical Devices, the applications and the target audience were Doctors, Healthcare Entrepreneurs, and Medical Devices Technicians etc.
- The video should cover the all the customers in attracting manner.
- Thus, the video can be uploaded with various aspects of quality and architectures of the product.



Flow Analysis:

Identify the various touchpoints where your customers interact with your brand or content. These touchpoints can include social media platforms, your website, email marketing, and more.

Collect data on customer feedback and interactions. This can come from surveys, social media comments, reviews, or any other sources of customer input. Pay attention to what customers are saying about your content and the hashtags they use.

Focus specifically on how customers are using hashtags. Are they creating their own, using popular ones, or struggling to find relevant hashtags. Analyze which hashtags are resonating with them and leading to engagement.

Using the prioritized requirements, create a strategy for hashtag generation. Determine how you will address each requirement, whether through manual duration, machine learning algorithms, or a combination of both.

For your users implement your hashtag generation solution and continuously gather feedback from your users. Iterate and improve your approach based on real-world usage and user feedback. Remember that the requirements for your hashtag generation project will likely evolve over time as customer preferences and platform algorithms change. It's essential to stay flexible and adapt to these changes to provide the best possible hashtag generation experience

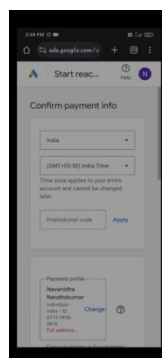
Technical Architecture:

The requirements to create the YouTube ad campaign was first to create a google adsense account by using the google account, through with this account we have furnished with our templates and the images of our product to be advertised is shown.

In order to publish the ad video in the YouTube platform we should link the created video into the google adsense account in attracting modules and good video and voice editing.

Though the response from the google ads website, can mail all the steps and procedures to your registered mail id it becomes easier for the user to reach the YouTube platform in fast manner.

The uploaded campaign video can be shown or displayed in the sessions of playing videos. Thus, after that the minimum amount of Rs.500 (initial) should be paid to google ads website, in order to monitor the credits and the views of the campaign and to market the video in all the video as for example, 150 views to 500 views per week.



screenshot of payment asking page(google ads).