

Trendzo

INTRODUCTION:

1.1 Overview:

- The project is about creating a Facebook social media ad campaign with clear objectives, a defined target audience, a budget, compelling creative assets, and a well-structured setup.

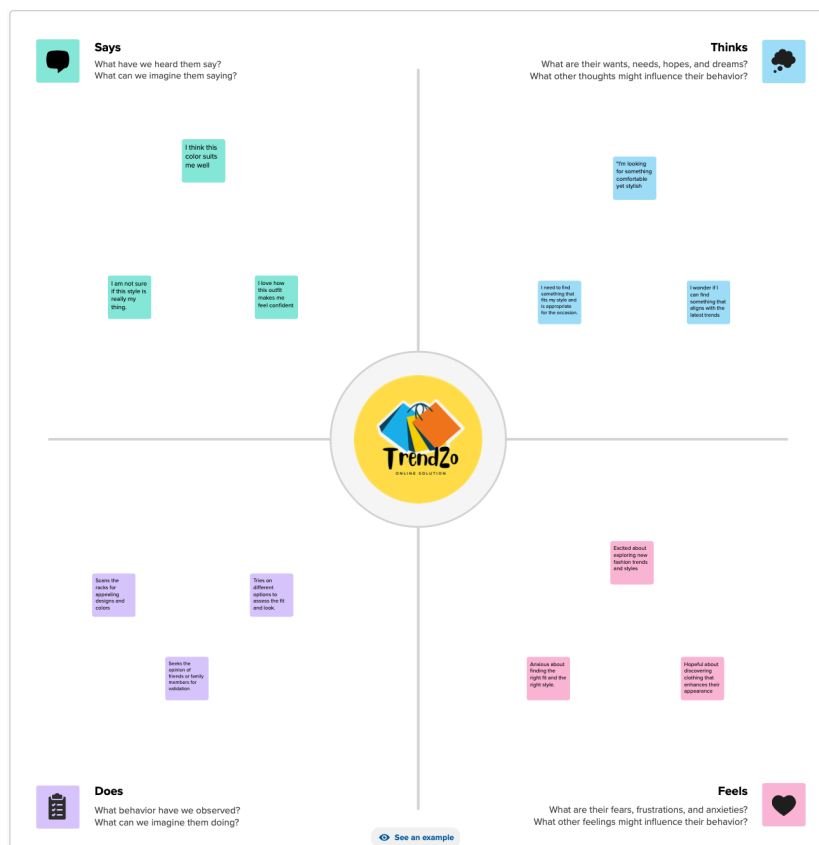
- This campaign aims to achieve specific goals like increasing brand awareness, driving website traffic, generating leads or sales, and building engagement.

1.2 Purpose:

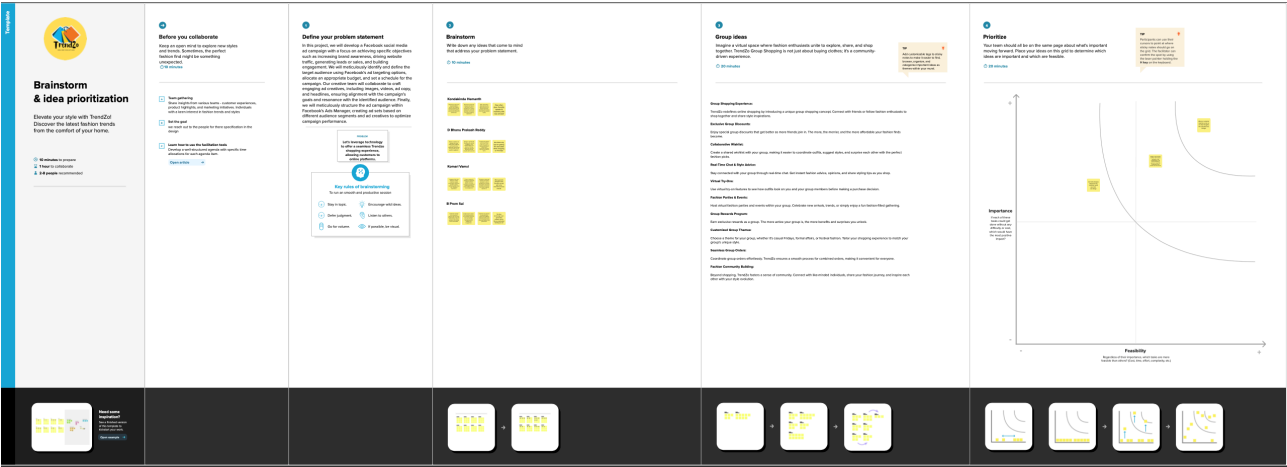
- The purpose of this project is to leverage Facebook's advertising platform to design and execute a successful ad campaign that can meet the mentioned objectives.

PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map:

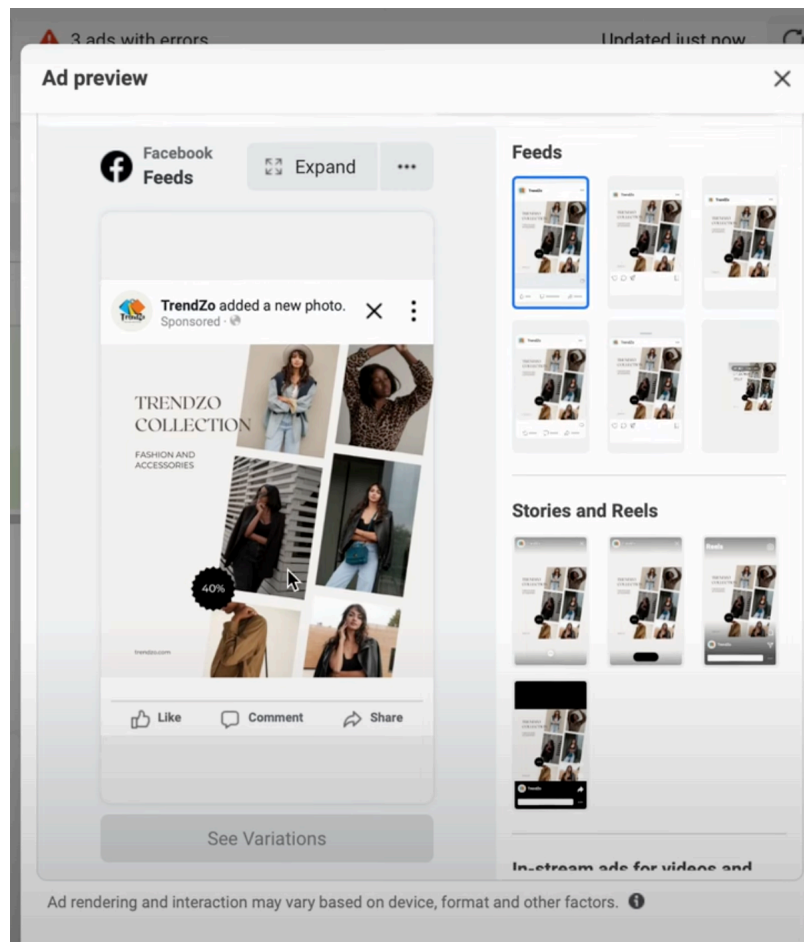
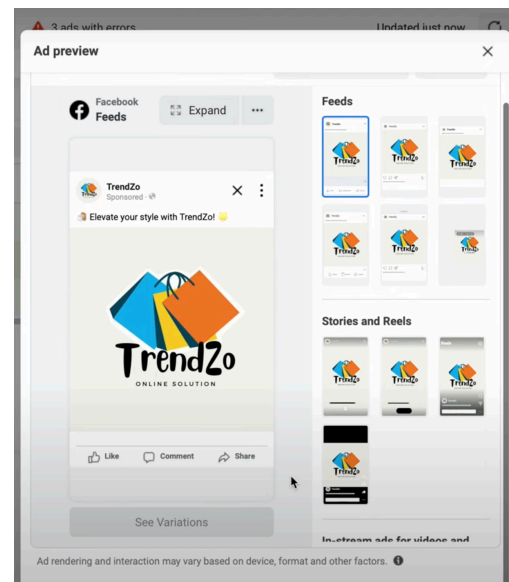
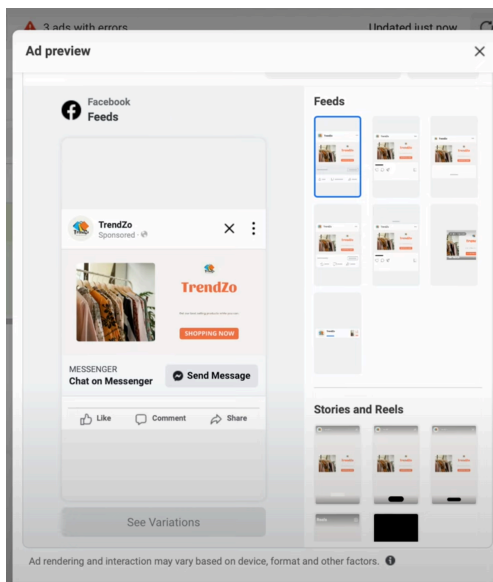


2.2 Ideation & Brainstorming Map:



RESULT

Campaigns 3 ads with errors								
Updated just now Discard Drafts Review and publish (13)								
Search and filter								
Ad sets (Option + 2)								
This month: 1 Oct 2023 - 20 Oct 2023								
Campaigns								
Ad sets								
Ads								
+ Create Edit A/B test Rules View Setup Columns: Setup Breakdown Reports								
	Off/On	Campaign	Bid strategy	Budget	Campaign spending limit	Objective	Buying type	Campaign ID
	<input checked="" type="checkbox"/>	New Engagement campaign	Using ad set bid...	Using ad set bu...	—	Engagement	Auction	23862044675870788
	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 20/10/2023 ...	Using ad set bid...	Using ad set bu...	—	Sales	Auction	23862044219170788
	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 20/10/2023 ...	Using ad set bid...	Using ad set bu...	—	Sales	Auction	23862043593300788
	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 20/10/2023 ...	Using ad set bid...	Using ad set bu...	—	Sales	Auction	23862042023390788
	<input checked="" type="checkbox"/>	TrendZo	Using ad set bid...	Using ad set bu...	—	Awareness	Auction	23862011968590788



ADVANTAGES & DISADVANTAGES

- This section should list the pros and cons of the proposed ad campaign solution. Advantages may include increased brand visibility, lead generation, or improved engagement.
- Disadvantages could encompass potential budget constraints or challenges in reaching the target audience effectively.

APPLICATIONS

- This section should discuss where the solution can be applied. In this case, the solution is a Facebook ad campaign, which can be applied to various industries and business types to achieve specific marketing goals.

CONCLUSION

- The conclusion should provide a summary of the entire project, highlighting the main findings and the success (or shortcomings) of the ad campaign. It should also reiterate the project's objectives and purpose.

FUTURE SCOPE

- In this section, you can discuss potential enhancements or improvements that can be made in the future. This might include adapting to changes in Facebook's advertising platform, exploring new ad formats, or expanding the campaign to additional social media platforms.