NAAN MUDHAVAN

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

PROJECT TITLE : CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

PROJECT TEAM ID : NM2023TMID05689

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PASSWORD : ComputerzUlagam

FACEBOOK PAGE LINK : https://www.facebook.com/computerzzworld

DRIVE LINK :
https://drive.google.com/drive/folders/1x4S9hSeNkz6uOBfUZkJerofWNVzQPx15?usp=share_link

BRAND LOGO

CATEGORY : Computer Sales & Services

TARGET AUDIENCE : Students, Employees, Developers

BRAINSTORMING

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 5 minutes

PROBLEM

How might we effectively guide and support customers through the process of computer sales and services to alleviate their fears, frustrations, and anxieties and ensure a positive experience?

Key rules of brainstorming
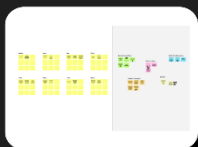To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

🕐 10 minutes

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GOKUL M - TEAM LEADER

SREYA R

RANJITH M

RANKESH N

SANJAY V

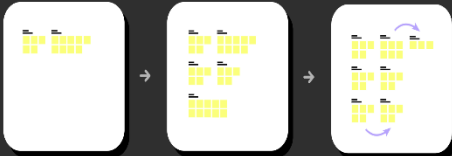|							
simplify the computer selection process to reduce customer frustration	Develop an effective digital marketing strategy	Build a responsive chatbot for immediate responses to inquiries	Provide options for custom-built computers	Implement a loyalty program for repeat customers	Offer remote technical support for customer convenience	Offer financing options for computer purchases	Create engaging social media content showcasing computer technology
Offer comprehensive maintenance and repair services	Develop a mobile app for service requests and updates	Provide on-site computer repair and troubleshooting	Collaborate with local schools and businesses for bulk purchases	Provide software and hardware upgrades	Offer guided tours and demonstrations in physical stores	Offer data backup and recovery services	Offer a user guide that explains technical terms in plain language.
24/7 customer support for technical assistance	Offer a wide range of computer brands and models	Provide options for secure data disposal and recycling	Implement robust data security measures	Collaborate with local schools and nonprofits to provide affordable computers to students	Run online ads to reach a wider audience	Create awareness about the importance of cybersecurity	Establish partnerships with software providers for exclusive deals
Implement an email newsletter for product updates and promotions	Provide secure data backup solutions	Establish partnerships with local repair shops for servicing	Ensure multilingual support to serve a diverse customer base	Introduce energy-saving features in computer setup	Collaborate with tech influencers and bloggers for reviews and recommendations	Provide personalized assistance to help customers make informed decisions	Offer a knowledge base with troubleshooting tips and FAQs.
Implement a customer feedback system for service improvement	Maintain an up-to-date inventory of the latest technology.	Ensure that customer data is handled with the utmost privacy and security	Create a FAQ section on the website for quick problem-solving	Ensure a responsive and user-friendly website for service inquiries			

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all
sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is
bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
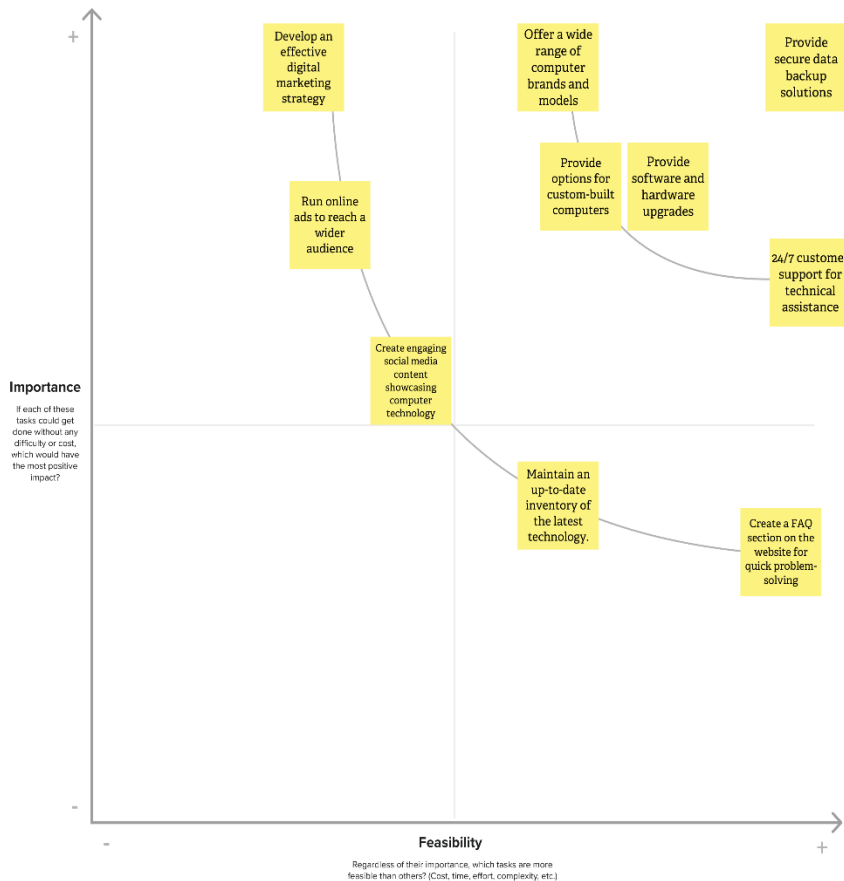
🕐 20 minutes

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

TIP 💡

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Develop an effective digital marketing strategy

Offer a wide range of computer brands and models

Provide secure data backup solutions

Run online ads to reach a wider audience

Provide options for custom-built computers

Provide software and hardware upgrades

24/7 customer support for technical assistance

Create engaging social media content showcasing computer technology

Maintain an up-to-date inventory of the latest technology.

Create a FAQ section on the website for quick problem-solving

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
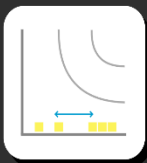Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
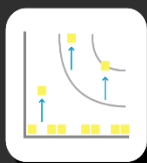Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

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