

**Project Design Phase-I**  
**Proposed Solution Template**

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| DATE         | 02 November 2023                                |
| NM ID        | B2DF7E4FB2160FDA23848332D658AAE7                |
| PROJECT NAME | Creating a social media ad campaign in facebook |

**Proposed Solution Template:**

| S.No. | Parameter                                | Description   |
|-------|--|---|
| 1     | Problem Statement (Problem to be solved) | The brand has observed a significant drop in likes, comments, and shares on its Facebook posts, leading to reduced organic reach and diminished brand visibility.Despite a sizable Facebook following, the brand is facing a decrease in the conversion rates from its social media ads, resulting in lower sales and revenue generation.   |
| 2     | Idea / Solution description              | Implement more refined audience segmentation to target specific demographics, interests, and behaviors. Utilize Facebook’s audience insights and create custom audiences to reach potential customers more effectively.Create a sense of urgency and excitement by offering limited-time promotions, discounts, or exclusive offers to Facebook followers. This can stimulate sales and engagement.   |
| 3     | Novelty / Uniqueness                     | Host virtual fashion shows or live runway events on Facebook. This innovative approach allows customers to experience the brand’s clothing in an interactiv. Introduce limited edition collections or collaborations with artists or designers. These unique and exclusive offerings can generate excitement and a sense of urgency.  |
| 4     | Social Impact / Customer Satisfaction    | .By showcasing diverse models and encouraging customers to express their unique styles, the brand can empower individuals to embrace their individuality and express themselves through fashion.If the brand collaborates with local artisans or communities, it can provide economic support and promote traditional craftsmanship, preserving cultural heritage.Celebrating cultural diversity by incorporating global fashion influences can foster cross-cultural understanding and appreciation. |
| 5     | Business Model (Revenue Model)           | The primary source of revenue comes from selling clothing items directly to customers. This can include a wide range of clothing, from casual wear to formal attire.Offer a subscription-based model where customers pay a regular fee (monthly or annually) to receive exclusive discounts, early access to new  |

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|   |                             | collections, and personalized styling recommendations.  |
| 6 | Scalability of the Solution | Implement automated advertising tools and algorithms to efficiently manage and scale ad campaigns. This includes using Facebook's ad management features, such as automated bidding and audience optimization. Ensure the e-commerce platform is scalable to handle increased traffic and sales. Choose a platform that can accommodate growth and allows for easy integration of additional features. Implement scalable customer support solutions, such as chatbots or customer relationship management (CRM) systems, to efficiently handle inquiries as the customer base grows. |

