Team ID	2F472DF44C0DCF19AD0448CA216DB1D3
Project Title	Creating a Sponsored Post for Instagram
Date	3/11/2023

Determine The Requirements (Customer Journey Maps) :

When creating a sponsored post for Instagram, it's essential to meet the requirements and expectations of the customer (the brand or business). These requirements can vary depending on the specific campaign and goals, but here are some common elements and considerations:

1. Brand Guidelines: Customers often have specific brand guidelines and aesthetics that need to be adhered to. This includes using the brand's color scheme, fonts, and style to maintain consistency.

2. Content Goals: Clearly understand the customer's goals for the sponsored post. Are they looking for increased brand awareness, engagement, website traffic, or product sales? The content should align with these objectives.

3. Target Audience: Know the target audience the customer wants to reach. The content should be tailored to appeal to this specific demographic.

4. Message and Key Points: Understand the core message or key points that the customer wants to convey through the post. This might include specific product features, promotions, or branding messages.

5.Visual Elements: The customer may have specific visual elements they want to include, such as logos, images, or videos. Ensure that these are integrated seamlessly into the post.

6. Content Format: Determine the type of content the customer wants. It could be a photo, video, carousel, story, or a combination of these. Each format has its own requirements.

7. Post Caption: Write a compelling and informative caption that aligns with the brand's voice and provides context for the content.

8. Hashtags and Tags: Include any relevant hashtags or accounts that the customer wants to be associated with the post.

9. Disclosure and Compliance: Ensure that the post complies with Instagram's advertising policies, including clear disclosure that it's a sponsored post, as required by regulations.

10. Posting Schedule: Determine the timing and schedule for posting, as this can impact the post's visibility and reach.

11. Budget and Compensation: Clearly define the compensation, including any fees, royalties, or payment structure, and make sure it aligns with the customer's budget for the campaign.

12. Legal Agreements: Depending on the nature of the sponsorship, there may be legal agreements, contracts, or release forms to be signed by both parties.

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

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