Project Design Phase-III
No. Of Functional Features Included in The Solution

Date	03 Nov 2023
Team ID	NM2023TMID01362
Project Name	Creating a Social Media Ad Campaign in Facebook

Table:

S. No	Feature	Description
01.	Ad Creative	Describe the ad creative elements, including text, images, videos, or carousel format used in the ad.
02.	Target Audience Selection	Explain how specific demographics, interests, and behaviors are chosen to define the target audience.
03.	Ad Placement	Detail the selected ad placements, such as Facebook News Feed, Instagram, Audience Network, etc.
04.	Ad Scheduling	Describe how the campaign's ad schedule is configured, specifying when the ads are displayed.
05.	Ad Budget and Bidding Strategy	Explain how the ad budget is allocated and the chosen bidding strategy for the campaign.

06.	Call to Action (CTA) Buttons	Define the CTAs used in the ads, guiding users on what action to take (e.g., "Learn More," "Shop Now").
07.	Landing Page	Specify the landing page URL where users are directed when they click on the ad.
08.	Conversion Tracking	Explain how conversion tracking is set up to measure ad performance and ROI.
09.	A/B Testing	Detail the A/B testing process, including the variations tested and the metrics being monitored.
10.	Ad Compliance	Describe how the ads adhere to Facebook's advertising guidelines and ensure they meet policy standards.
11.	Campaign Reporting and Analysis	Explain the tools and methods used to track and analyze ad campaign performance and results.
12.	Audience Engagement and Interaction	Outline strategies for engaging with the audience through comments, messages, and social interactions.
13.	Ad Optimization	Describe how the campaign is optimized based on performance data and insights gained during the campaign.
14.	Scaling the Campaign	Explain the process for scaling the campaign by increasing the budget and expanding reach if it's successful.