

# Ideation Phase

## Empathize & Discover

|               |  |
|---------------|--|
| Date          | October 30,2023                                      |
| Team ID       | NM2023TMID01999                                      |
| Project Name  | How to Create a Facebook Ads Campaign for your brand |
| Maximum Marks | 4 marks  |

## Empathy map

Reference:

<https://app.mural.co/t/facebookads0941/m/facebookads0941/1698648877080/791559d31ac119643d10d18ca62961aacf5ad540?sender=u110ce50882b43195c9494220>

