

## Social Media Project

# Product Launch Campaign

### Objective:

Students gain hands-on experience of launching and promoting products on Meta's platforms (Facebook and Instagram).

### Project Requirements:

1. **Product Selection:** Students choose a product they want to promote. It can be a physical or digital product, but it should be something they are passionate about or have a personal connection to.
2. **Target Audience Identification:** Identify your target audience based on demographics, interests, and behaviours.
3. **Brand Identity Development:** Create a strong brand identity for your product, including a brand name, logo, and tagline.
4. **Content Strategy Creation:** Develop a content calendar with engaging posts, stories, and Reels that showcase the product's benefits and features.
5. **Facebook Page and Instagram Account Setup:** Set up professional Facebook and Instagram pages for your product, if you have already you can use that.
6. **Ad Campaign Development:** Create targeted Facebook and Instagram ad campaigns to reach your target audience and generate interest in the product. You have to add ad campaign details in the project file.
7. **Engagement Strategy:** Plan activities to encourage audience interaction, such as contests, giveaways, and Q&A sessions.
8. **Sales Funnel Implementation in Campaign:** Create a sales funnel to drive potential customers through the buying process.
9. **Campaign Execution:** Implement your campaign, monitoring and analyzing performance throughout. (**optional**)
10. **Campaign Evaluation:** Assess the campaign's effectiveness using relevant metrics (e.g., reach, engagement, conversions, sales). (**optional**)
11. **Presentation:** Highlight key learnings and outcomes in the document

### Assessment Criteria:

- Product selection and branding
- Target audience identification and targeting
- Content quality and relevance
- Ad campaign effectiveness - extra marks for those who execute campaign
- Engagement and results - extra marks for those who share live campaign results
- Sales funnel creation and implementation

**Allah bless you with success**