

Social Media Final Project

Design step-by-step online business

Mentor: M Qasim Nadeem

Objective:

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

Project Requirements:

1. **Product Selection:** Choose a product you want to promote. It can be a physical or digital product, but it should be something you are passionate about or have a personal connection to.
2. **Brand Identity Development:** Create a strong brand identity for your product, including a brand name, logo, and tagline.
3. **Target Audience Identification:** Identify your target audience based on demographics, interests, and behaviours.
4. **Content Strategy Creation:** Develop a content strategy for 7 days with engaging posts, stories, and reels that showcase the product's benefits and features (no need of creative creation, just create strategy which includes concept, caption, copy and hashtags)
5. **Engagement Strategy:** Plan activities to encourage audience interaction, such as contests, giveaways, and Q&A sessions.
6. **Ad Campaign Development:** Create sales or lead campaigns for Facebook and Instagram to reach your target audience and encourage them to buy the product. Provide campaign step-by-step screenshots.
7. **Campaign Execution:** Implement your campaign, monitor and analyse performance throughout. **(prefer to run the campaign)**
8. **Campaign Evaluation:** Assess the campaign's effectiveness using relevant metrics (e.g., reach, engagement, conversions, sales share screenshots, **special appreciation for those who share real campaigns screenshots**).
9. **Presentation:** Provide executive summary of complete process from product selection to sales.

Assessment Main Areas:

- Product selection and branding
- Target audience identification and targeting
- Content strategy
- Ad campaign execution - extra marks for those who execute campaign
- Campaign results - extra marks for those who share live campaign results

Allah bless you with success