**PROJECT DESIGN PHASE -ll**

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| Date | 01 November 2023 |
| Team ID | NM2023TMID08494 |
| Project Name | Creating a social media Ad campaign in Facebook |

**Determine the requuirement**

**Clear Objective:** Define your campaign goal (e.g., brand awareness, lead generation, sales).

**Target Audience**: Understand who your audience is and tailor content to their preferences and demographics.

**Compelling Content**: Engaging visuals (images/videos), catchy ad copy, and a clear call-to-action.

**Budget and Schedule**: Determine how much you're willing to spend and the duration of the campaign.

**Ad Placement**: Choose where your ads will be displayed within Facebook (feed, stories, messenger, etc.).

**Monitoring and Optimization**: Plan how you'll track performance and make necessary adjustments to optimize the campaign.

**Compliance:** Ensure your content complies with Facebook's ad policies and guideline.

**Requirement Analaysis /Flow chart**

**Technical Architecture**

**Social Media Ad Campaign: Project Open Source Framework**

Ad Set 1: Awareness Campaign

Ad Copy 1:

"Join the Open Source Movement! Discover the power of collaboration with Project Open Source Framework. Contribute to a community of innovation and shared knowledge."

Ad Copy 2:

"Empower innovation, contribute to a brighter future. Project Open Source Framework invites you to join hands with developers, creators, and enthusiasts worldwide."

Ad Set 2: Feature Highlight Campaign

Ad Copy 1:

"Explore the possibilities with Project Open Source Framework. Customizable, scalable, and built for innovation. Join us to unlock its potential!"

Ad Copy 2:

"From flexibility to seamless integration, Project Open Source Framework is your key to developing cutting-edge solutions. Start creating today!"

Ad Set 3: Success Stories Campaign

Ad Copy 1:

"See how Project Open Source Framework transformed businesses and projects. Dive into success stories that inspire innovation and growth."

Ad Copy 2:

"Real people, real impact. Discover how Project Open Source Framework has fueled success. Learn from the journeys of our vibrant community."

Visual Elements

Eye-catching Imagery: Showcase diverse developers collaborating, lines of code, and community engagement.

Branded Graphics: Incorporate the Project Open Source Framework logo and colors to ensure brand recognition.

Carousel or Video Format: Create a carousel or video highlighting features, success stories, and the community.

Target Audience

Developers & Programmers: Target individuals with interests in programming, software development, and open-source projects.

Tech Enthusiasts: Reach out to those enthusiastic about tech innovations and community-driven projects.

Businesses/Startups: Engage with businesses or startups aiming for scalable and innovative solutions.

CTA (Call-to-Action)

"Join Now," "Learn More," or "Contribute Today" for various ad sets to encourage engagement.

Campaign Monitoring

Regularly track engagement metrics: click-through rates, shares, comments, and conversions to understand the campaign's performance.

Adjust ad sets based on performance to optimize results.

Landing Page/Website Integration

Ensure a seamless experience by directing users to a dedicated landing page or the official Project Open Source Framework website to encourage further engagement or sign-ups.

Budget & Schedule

Allocate a budget for each ad set to test their performance.

Schedule the campaign for peak engagement times and analyze the results for potential adjustments.

**Social Media Ad Campaign: Exploring Third-Party API’s**

Ad Set 1: API Variety Showcase

Ad Copy 1:

"Unleash unlimited potential! Explore a world of APIs through our platform. From payment gateways to AI integration, discover a myriad of possibilities!"

Ad Copy 2:

"Empower your applications with ease. Our platform offers a diverse range of third-party APIs. Choose from our curated selection and elevate your projects."\

Ad Set 2: Developer-Focused Campaign

Ad Copy 1:

"Calling all developers! Embrace innovation with our extensive library of APIs. Simplify development and let creativity thrive."

Ad Copy 2:

"Developers, this is your toolkit for success! Explore, integrate, and innovate with our seamless third-party API integration platform."

Ad Set 3: Success Stories & Testimonials Campaign

Ad Copy 1:

"Real success, real stories. See how businesses transformed with our third-party APIs. Join the league of success stories today!"

Ad Copy 2:

"Discover what users say about our APIs. Testimonials that speak volumes about the impact and reliability of our platform."

Visual Elements

Captivating Images: Showcase a variety of APIs in action, developers coding, and businesses benefiting from API integrations.

Branded Graphics: Use the platform's logo and colors to maintain brand consistency.

Video Demonstrations: Create short videos showing how easy it is to integrate and the benefits of using various APIs.

Target Audience

Developers & Programmers: Aim at developers looking for solutions to simplify their work and enhance their projects.

Tech Entrepreneurs/Startups: Reach out to business-minded individuals seeking scalable solutions to improve their services/products.

Businesses Seeking Innovation: Target companies interested in implementing innovative technology solutions.

Call-to-Action (CTA)

"Explore Now," "Get Started," or "See More" to encourage users to engage and discover more about the platform and its offerings.

Campaign Monitoring

Regularly track engagement metrics like click-through rates, conversions, and user interactions to assess the campaign's performance.

Modify ad sets based on their performance to optimize the results.

Landing Page/Website Integration

Ensure a seamless experience by directing users to a dedicated landing page or the platform's website to encourage further exploration or sign-ups.

Budget & Schedule

Allocate a budget for each ad set to test their performance and impact.

Schedule the campaign during peak engagement times and adjust based on analytics.