**PROJECT DESIGN PHASE-1**

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

**Proposed solution Template**

**Project Overview:**

**Objective:** The primary goal of this campaign is to increase brand awareness and drive engagement for **mobilestrore2knewlife.**

**Target Audience**: Define the target audience based on demographics, interests, behaviors, and location.

**Budget Allocation**: Set a clear budget for the campaign and allocate it across various ad formats and stages of the campaign.

**Content Strategy:**

Ad Creatives: Develop engaging visuals and videos that resonate with the target audience, highlighting unique selling points and brand identity.

**Ad Copy**: Craft compelling ad copy that conveys the brand message, promotes a call to action, and encourages user interaction.

**Ad Formats:** Utilize a variety of formats (carousel, video, slideshow, etc.) to diversify content and cater to different audience preferences.

**Campaign Structure:**

Campaign Objectives: Select appropriate objectives based on the campaign goals, such as reach, engagement, conversions, etc.

**Ad Sets:** Create multiple ad sets to test different audience segments, placements, and demographics for better targeting and optimization.

**Ad Scheduling:** Set specific dates and times to run the campaign for better reach and engagement.

**Measurement and Analysis:**

Key Performance Indicators (KPIs): Define KPIs like click-through rates, conversion rates, engagement metrics, etc., to measure the success of the campaign.

**Tools and Analytics**: Use Facebook Ads Manager and other analytics tools to track performance and make data-driven decisions for optimization.

**Reporting:** Regularly analyze and report campaign performance to understand what's working and make adjustments if necessary.

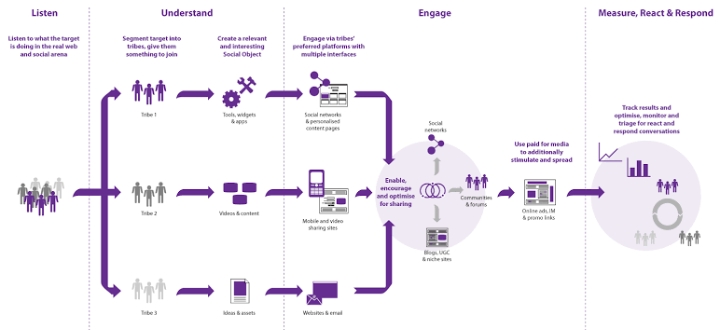
**Risk Mitigation:**

Identify potential risks such as overspending, low engagement, or negative feedback. Have contingency plans to address these issues effectively.

**Timeline:**

Develop a timeline that includes all phases of the campaign - from content creation to execution and analysis.

**Solution Architecture**

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