Project Development Phase

No. Of Functional Features Included in The Solution

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| Date | 03 Nov 2023 |
| Team ID | NM2023TMID02300 |
| Project Name | Creating an Sponsored Post for Instagram |

**Table:**

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| **S.**  **No** | **Feature** | **Description** |
| 01. | Ad Creative | Describe the ad creative elements, including text, images, videos, or carousel format used in the ad. |
| 02. | Target Audience Selection | Explain how specific demographics, interests, and behaviors are chosen to define the target audience. |
| 03. | Ad Placement | Decide whether you want your ad to appear in users' feeds, stories, or explore pages. You can also target specific demographics and interests. |
| 04. | Ad Scheduling | Choose the best time and days to run your ad based on when your target audience is most active on Instagram |
| 05. | Ad Budget and Bidding Strategy | Set a budget for your campaign, either daily or for the entire campaign duration. |

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| 06. | Call to Action (CTA) Buttons | Clearly tell your audience what you want them to do next. Common CTAs include "Shop Now," "Learn More," "Sign Up," or "Get Started." |
| 07. | Landing Page | Specify the landing page URL where users are directed when they click on the ad. |
| 08. | Conversion Tracking | Explain how conversion tracking is set up to measure ad performance and ROI. |
| 09. | A/B Testing | Detail the A/B testing process, including the variations tested and the metrics being monitored. |
| 10. | Ad Compliance | Ensure that your ad complies with Instagram's advertising policies, including image and content guidelines. |
| 11. | Campaign Reporting and Analysis | Explain the tools and methods used to track and analyze ad campaign performance and results. |
| 12. | Audience Engagement and Interaction | Consider using interactive elements such as polls, questions, or quizzes in Instagram Stories to engage viewers. |
| 13. | Ad Optimization | Once your ad is live, monitor its performance using Instagram Insights or other analytics tools. Make adjustments as needed to improve results. |
| 14. | Scaling the Campaign | Explain the process for scaling the campaign by increasing the budget and expanding reach if it's successful. |