Ideation Phase
Define the Problem Statement

Date	3 November 2023
Team ID	NM2023TMID03736
Project Name	Creating a Social media Ad Campaign in Facebook

Problem Statement:

The problem statement for this project revolves around the need to create an effective Facebook social media ad campaign that can achieve specific digital marketing objectives. The challenge is to leverage the power of Facebook's advertising platform to increase brand awareness, drive website traffic, generate leads or sales, and foster engagement among a target audience. To do so, the campaign must be meticulously planned, taking into account various factors such as defining the target audience, allocating an appropriate budget, setting a schedule, and crafting compelling ad creatives. Furthermore, the campaign's success relies on structuring it within Facebook's Ads Manager, creating ad sets based on different audience segments, and optimizing the performance by monitoring and adjusting the campaign based on real-time data and insights.

In essence, the problem statement is about navigating the complexities of digital marketing on Facebook, harnessing the platform's tools and capabilities to meet specific business objectives, and continuously iterating to ensure the campaign's success in a dynamic online environment. It necessitates a deep understanding of both the digital marketing landscape and the unique features and algorithms of the Facebook advertising platform to develop a strategic and data-driven approach for a successful ad campaign.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Business Owner	Promote my Business.	Customer reach is low.	Awareness about our brand is low.	Discontented