

PROJECT REPORT ON

CREATING A SOCIAL MEDIA AD CAMPAIGN IN

FACEBOOK

TO

PROFESSIONAL READINESS FOR

INNOVATION,EMPLOYABILITY AND

ENTREPRENEURSHIP

BY

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PROJECT REPORT

1. INTRODUCTION

1.1 Project Overview

In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

1.2 Purpose

Creating a social media ad campaign on Facebook serves various purposes, depending on the specific goals and objectives of your business or organization. Here are some common purposes for running a Facebook ad campaign:

1. Increase Brand Awareness: Social media ad campaigns on Facebook can introduce your brand to a larger audience, making it more recognizable. This is particularly useful for new businesses or products.
2. Drive Website Traffic: Facebook ads can direct users to your website, helping to increase the number of visitors and potentially generate more leads or sales.
3. Generate Leads: Facebook ad campaigns can be designed to capture contact information, such as email addresses, which can be used for future marketing efforts.
4. Boost Sales: For e-commerce businesses, Facebook ads can directly lead to product sales, making it a valuable platform for promoting and selling products.
5. Promote Events: If you're hosting an event or webinar, Facebook ads can help in spreading the word, increasing attendance, and driving registrations.
6. Engage with the Audience: Ad campaigns can encourage users to like, comment, and share your content, thereby increasing engagement and organic reach.
7. Showcase New Products or Services: Use Facebook ads to introduce new products or services to your target audience, creating excitement and demand.
8. Target Specific Audiences: Facebook provides robust targeting options, allowing you to reach a highly specific audience based on demographics, interests, behaviors, and more.
9. Retargeting: Facebook allows you to show ads to users who have already interacted with your brand or visited your website, increasing the chances of conversion.
10. Collect Data and Insights: Ad campaigns provide valuable data and insights about your audience's preferences, behaviors, and engagement with your content, which can inform future marketing strategies.

2. IDEATION & PROPOSED SOLUTION

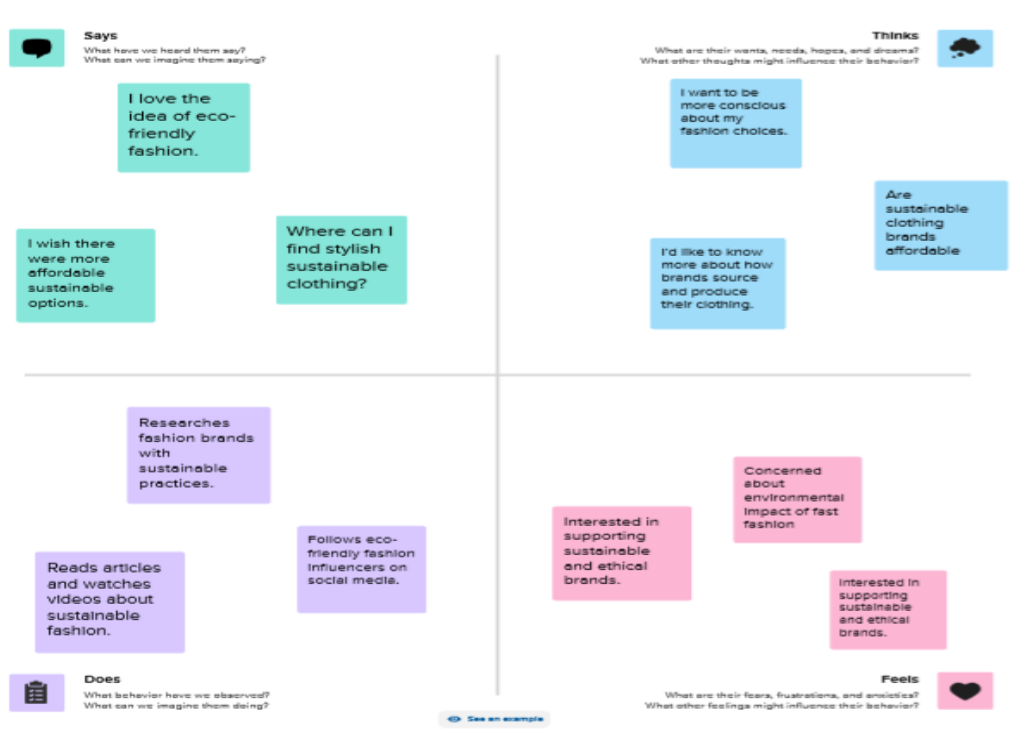
2.1 Problem Statement Definition

"The problem at hand is that our organization currently faces limitations in effectively reaching and engaging our target audience through traditional marketing channels. We have identified a need to establish a stronger online presence and utilize the potential of social media, specifically Facebook, to achieve our marketing and business objectives. The challenge lies in developing and executing a successful Facebook ad campaign that can efficiently raise brand awareness, drive traffic, generate leads, and ultimately increase our conversion rates, all within our allocated budget and resources. Addressing this issue is crucial to remaining competitive in the digital landscape and realizing our marketing goals."

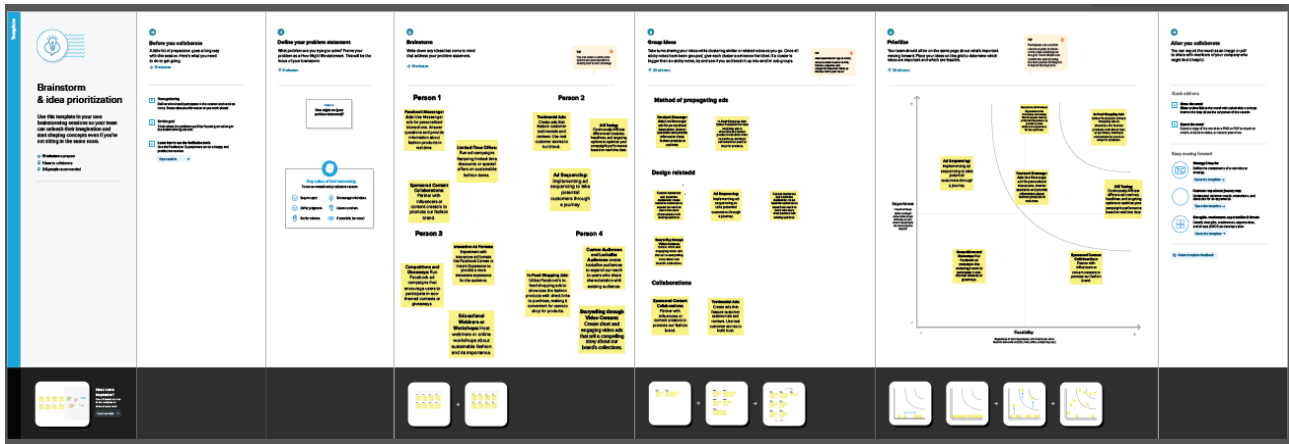
This problem statement outlines the current limitations and the need for a Facebook ad campaign to address these challenges. It provides a clear direction for the campaign's purpose and goals.

2.2 Empathy Map Canvas

An Empathy Map is a simple, easy-to-digest visual that captures knowledge about the User's behavior and attitude. In this empathy map the behavior and attitude of the user is predicted by use and created the empathy map. The empathy map describes how the user feels, says, hear, and see the product. The gain and pain of this product is also described in the empathy map.



2.3 Ideation & Brainstorming



2.4 Proposed Solution

	Parameter	Description
	Problem Statement (Problem to be solved)	A business's success depends upon a lot of factors. It can be their customer relationship, quality of their products and many more. The important driving factor is the customers. But the main problem is that people are not aware of the existence of such brands. The business should outreach to every nook and corner of the world.
	Idea / Solution description	The proposed solution for the problem is advertising the business in well known platforms. Here, Facebook is being used as the outreach will increase when advertised

		in a huge platform.
	Novelty / Uniqueness	It is not like creating any normal business page in Facebook. Instead, Meta Business Suite is being employed to advertise the business. Meta Business Suite has been chosen because they have special features as their in-build functionalities that makes it easy for both the administrator and the user to interact with the environment. It has all the assorted options from collecting the customer database to filter out the target audience.
	Customer Satisfaction	Customer Satisfaction is one of the main factors for a company's success. This project can definitely strengthen the bridge between the customer and business people. The page is very easy to interact with and even a person who is less aware of Facebook can make a purchase and everything. And also in case of any troubleshooting , they are responded immediately.
	Scalability of the Solution	The Facebook feed of a customer is nothing but the reflection of the content they surf through the internet or Facebook itself. It won't be of any use to showcase our ads to the person who isn't interested in our field. For example, if a person is not interested in feeds related to technology it is of no use to target them

		<p>with ads. This can be overcome by the feature called “Demographics, Interests and Behaviour”. This can increase the spectrum of users and can increase the scalability of the ad.</p>
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3. REQUIREMENT ANALYSIS

3.1 Functional Requirement

Following are the functional requirements of the proposed solution.

Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
User Registration	New forms are created using the Meta Business Suite asking their personal details and what kind of fashion they prefer
User Confirmation	Confirmation via Email Confirmation via OTP
Image Upload	Uploaded images in our business page
Accessibility and Multilingual Support	Choosing of preferable language for user by google

3.2 Nonfunctional Requirement

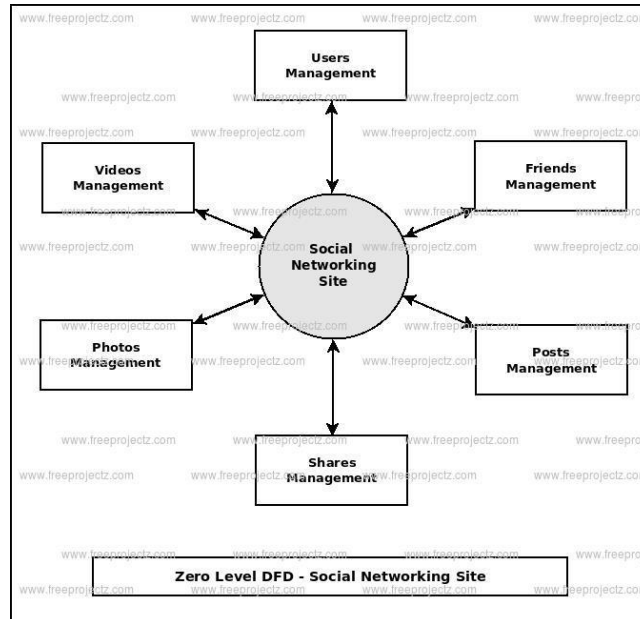
Following are the non-functional requirements of the proposed solution.

Non-Functional Requirement	Description
Usability	The system will have a user-friendly interface that is intuitive, easy to navigate, and requires minimal training for users to use Facebook and access our page

Security	The information entered by the customers are safe and secure and it can be viewed by only authorized people
Reliability	Regular testing and optimization of the business page is the main component in improving the page's reliability
Performance	It assists with issues, questions, or troubleshooting that keeps the businesses' marketing activities running smoothly. Frequent changes and revisions are made in the page
Availability	The user can access the page whenever and wherever want to
Scalability	The system is scalable, allowing it to withstand increasing customer usage without compromising performance.

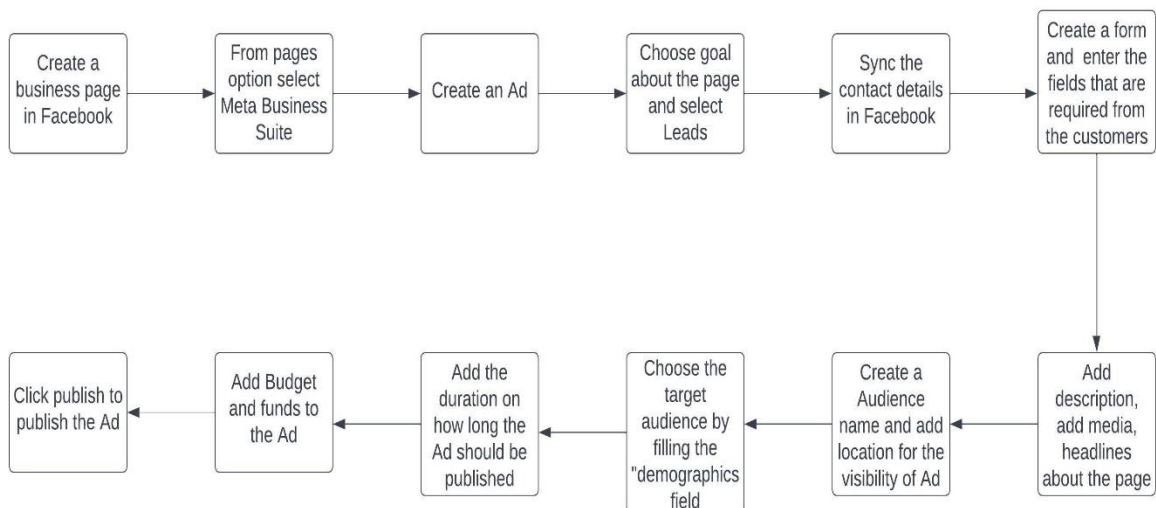
4. PROJECT DESIGN

4.1 Data Flow Diagrams

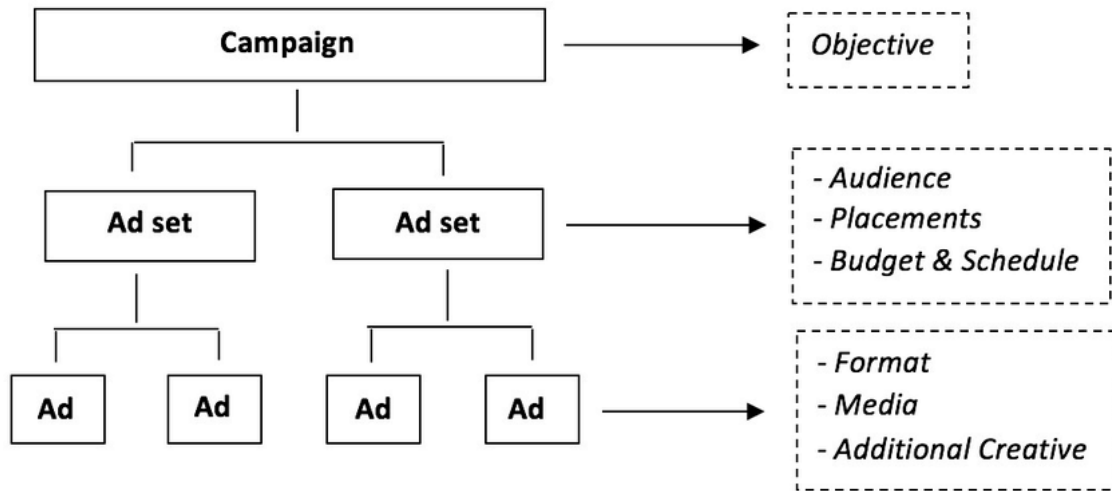


4.2 Solution & Technical Architecture

SOLUTION ARCHITECTURE



TECHNICAL ARCHITECTURE



5. ADVANTAGES & DISADVANTAGES

5.1 Advantages

- Audience Reach Is Massive.
- Narrow Audiences with Demographic and Behavioral Targeting.
- Get More Website Traffic and Leads.
- Provides Objective-Based Measurement.
- Easy to Increase Brand Awareness.
- Ads Increase Social Media Engagement.

5.2 Disadvantages

- ☐Initial cost is high
- ☐Time required for uploading the data to the cloud is more

6. CONCLUSION

Advertising on Facebook is an essential way to expand your reach on the social platform. In addition, Facebook ads play a role in your overall digital marketing by increasing awareness for your brand, attracting leads, and sometimes even converting users into customers.

7. FUTURE SCOPE

Verified businesses can target their ads to specific audiences based on their interests, behaviors, and demographics. This will help businesses reach the right people with their ads and increase the effectiveness of their campaigns

7.1 GitHub Link

Link: <https://github.com/shrinithi05/NAAN-MUDHALVAN-DIGITAL-MARKETING>

7.2 Project Video Demo Link

Link: <https://youtu.be/E1D-K8d5B9M>