**Project Design Phase-I**

**Proposed Solution Template**

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

**Proposed Solution :**

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| **S.No.** | **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 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. |