PROJECT DESIGN PHASE I

SOLUTION ARCHITECTURE

Date	3 November 2023
Team ID	NM2023TMID01256
Project Name	Creating a social media ad campaign in Facebook

Solution Architecture:

The solution architecture for a social media ad campaign on Facebook encompasses a comprehensive strategy to maximize advertising effectiveness. It begins with clear campaign objectives, which guide decisions related to audience targeting, ad creatives, budget allocation, and scheduling. The ad creatives, including images, videos, and ad copy, are meticulously designed to resonate with the target audience and align with campaign goals. To ensure a seamless user journey, a well-optimized landing page is created on your website.

Advanced tracking mechanisms, such as Facebook Pixel, are implemented to monitor ad performance and measure conversions accurately. A/B testing is conducted to fine-tune ad elements and targeting, resulting in data-driven optimizations. The selection of ad formats and placements, which can span Facebook, Instagram, and its partner networks, is made based on audience preferences and the campaign's objectives.

Throughout the campaign, budget scaling is considered for high-performing components, and security measures are implemented to protect sensitive data and ad accounts. Compliance with Facebook's advertising policies is rigorously upheld to prevent ad rejections, while legal and copyright considerations are addressed to prevent potential issues.

Documentation of the campaign's architecture, strategies, and settings provides valuable insights and serves as a reference for future campaigns. Continuous monitoring and optimization, coupled with staying informed about the latest trends and platform changes, are fundamental to maintaining a successful social media ad campaign on Facebook.

User → **Create a fb business page** → **Create Ads in Ads Manager** → **Collect contact information using form**

Using Canva design brand logo and ad

Give the detailed targeted audience

Publish the ad on Facebook ← **Select the poster to create an ad** ← **Set the budget and no. of days ad runs**