

PROJECT DESIGN PHASE II

TECHNICAL ARCHITECTURE

Date	4 November 2023
Team ID	NM2023TMID01256
Project Name	Creating a social media ad campaign in Facebook

Table-1: Components & Technologies

S. No.	Components	Description	Technology
1	Brand	Creating the brand to create a Facebook page	Brainstorming
2	Design	Design a logo for the brand	Canva
3	Social Media Platform	Creating a Facebook Business account	Facebook
4	Ads	Creating ads in Facebook Ads Centre	Business Meta Suite (Facebook)
5	Media	Selecting post for ad and giving detailed specifications on ad	Canva and Facebook
6	Campaign	Created an ad campaign on Facebook	Facebook

Technical Architecture:

