

Project Design Phase-I

Proposed Solution Template

Date	3 NOV 2023
Team ID	NM2023TMID01256
Project Name	Creating a Social Media Ad Campaign in Facebook
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.NO.	Parameter	Description
1.	Problem Statement(Problem to be solved)	Audience Targeting: Identifying and reaching the right target audience is essential for a successful Facebook ad campaign. We need to ensure that our ads are seen by individuals who are most likely to engage with our brand and convert into customers. Ad Testing: Conducting A/B testing for ad creatives, copy, and audience segments to refine our approach and maximize ad performance. Ad Optimization: Continuously monitoring and refining our ad campaign to adapt to changing market conditions and improve results.
2.	Idea / Solution description	Call-to-Action (CTA): Include clear and compelling CTAs in our ads to encourage users to take the desired action, whether it's making a purchase, signing up for a newsletter, or downloading an app. Engagement and Interaction: Respond promptly to comments and messages from users on our ads, fostering engagement and building relationships with the audience.
3.	Novelty / Uniqueness	Augmented Reality (AR) Ads: Incorporate AR elements into your ads, allowing users to interact with your products or experience your brand in a fun and immersive way. Interactive Shoppable Augmented Reality (AR) Ads: Integrate AR technology into ads, enabling users to virtually try products or experience services before making a purchase.

4.	Social Impact / Customer Satisfaction	<p>Customer Feedback Integration: Encourage customers to provide feedback, suggestions, and testimonials. Actively listen to their input and use it to improve the products or services, demonstrating a genuine commitment to customer satisfaction.</p> <p>Social Responsibility Reports: Share reports and updates about the brand's social and environmental responsibility efforts. Inform customers about sustainability initiatives, ethical sourcing, and environmental practices to demonstrate commitment to a better world.</p>
5.	Business Model (Revenue Model)	<p>Ad Spend Model: Revenue Source: Charging advertisers for the placement of ads on the Facebook platform. Pricing: Advertisers pay based on various pricing models, including cost per click (CPC), cost per mille (CPM), cost per acquisition (CPA), or cost per video view (CPV).</p> <p>Training and Workshops: Revenue Source: Offering training sessions and workshops to educate businesses and marketing professionals on best practices for Facebook ad campaigns. Pricing: Charging participants a fee for training programs.</p>
6.	Scalability of the Solution	<p>Scalable Pricing Models: Offer flexible pricing models that allow clients to scale their campaigns and services up or down as needed. This encourages long-term client relationships and accommodates different budget levels.</p> <p>Quality Control: Maintain strict quality control measures to ensure that the quality of work remains consistent as the scale increases, preserving client satisfaction.</p>