Creating A Social Media Ad Campaign in Facebook

Project Description:

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.

Mile stones:

- ❖ Search "Facebook"
- ❖ Meta Business Suite
- ❖ Ads
- ❖ Choose Goal
- ❖ Create Ad
- ❖ Collect Contact in Facebook

- ❖ New Form

- ❖ Add Description

- ❖ Add Media

- ❖ Headline

- ❖ Create Audience

- ❖ Add Location

- ❖ Demographics, Interests, Behaviours

- ❖ Ad Duration

- ❖ Ad Budjet

- ❖ Placements

- ❖ Ideation Phase

- ❖ Project Design Phase - Part 1

- ❖ Project Design Phase - Part 2

- ❖ Project Development Phase

- ❖ Performance & Final Submission Phase

STEPS FOLLOWED:

1. **Search Facebook** - This milestone explains about searching "Facebook".

   ➢ Click "Facebook - log in or sign up".

2. Meta Business Suite – This milestone explains about meta business suite.

> ➢ Click "Meta Business Suite".

3. Ads - This milestone explains about ads.

> ➢ Click "Ads".

4. Create Ad - This milestone explains about creating Ad.

> ➢ Choose your goal according to your need.

> ➢ Click get more leads to get customer details.

5. Collect Contact in Facebook - This milestone explains about collecting contacts in Facebook.

> ➢ Click collect contact information from people on Facebook.

6.New Form - This milestone explains about new form.

> ➢ Click create new form.

> ➢ Add form name and select required details in contact information check box.

> ➢ Click next.

7. Add Description - This milestone explains about adding description.

➢ Add description.

8. Add Media - This milestone explains about adding the media.

➢ Click "Select Media".

➢ Click upload and upload images for your ad.

➢ Click select.

9. Headline - This milestone explains about headline.

➢ Click the headline field and add your headline.

➢ You can check the estimated results on the right side according to the payment.

10. Create Audience - This milestone explains about Creating the Audience.

➢ Click "Create New" for creating audience details.

➢ Create audience name, select gender and age group of hyour audiences.

11. Add Location - This milestone explains about adding the location.

➢ Add location of your audience and you can also change the radi us of everylocation.

➢ Now click browse for detailed targeting. In this you can choose demographics,interests and behaviour of your audiences.

12. Demographics, Interests, Behaviours - This milestone explains about Demographics, Interests, Behaviours.

➢ Choose required details correctly in each category.

13. Ad Duration - This milestone explains about Ad Duration.

➢ Click back button.

➢ Click save audiences.

➢ Select start date and end date for your ad campaign.

14. Ad Budget - This milestone explains about Ad budget.
➢ Now choose budget for your ad . note that ad results will differ according to yourbudget and number of days your ad runs.

15. Placements - This milestone explains about placements.

➢ select placement and choose which platforms for your ad to be published.

16. Previews - This milestone explains about previews.
➢ Click See All Previews and check how your ad is displayed in each platform you choose.
➢ Click Add Funds for ad payment.
➢ Click "Promote Now" button and after few hours of reviewing your ad will bepublished.

17. Ideation Phase - In this milestone you are expected to get started with the Ideation process.

> ➤ Define The Problem Statement - In this Activity, you are expected to refer the phase template, prepare it accordingly and submit.
> ➤ Empathize & Discover - In this milestone, you are expected to work on the Empathy Map, referring to the standard template available om mural.
> ➤ Brainstorm & Prioritize Ideas - In this activity you are expected to work on Brainstorming standard template available on mural.

18. Project Design Phase - Part 1

> ➤ From this milestone you will be starting the project design phase. You are expected to cover the activities given.
> ➤ Proposed Solution - In this activity you are expected to prepare the proposed solution document, which includes the novelty, feasibility of idea, business model, social impact, scalability of solution, etc.
> ➤ Solution Architecture - In this activity you are expected to prepare solution architecture document and submit for review.

19. Project Design Phase - Part 2

> ➤ From this milestone you will be continue working on the project design phase. You are expected to cover the activities given.
> ➤ Determine The Requirements (Customer Journey Maps) - In this activity, you are expected to create customer journey maps to understand the requirements of customer.
> ➤ Requirement Analysis (Functional, Operational, Technical) / Flow Chart - In this activity you are expected to prepare the functional requirement analysis document by referring from the template.

- ➤ Technical Architecture - In this activity you are expected to come up with the technology architecture diagram.
- ➤ Open-Source Frameworks - In this activity, you are expected to add any open-source framework to the project.
- ➤ Third-Party API's - In this Activity, you are expected to mention the Third-party APIs used in your project.
- ➤ Cloud Deployment - In this activity, you are expected to deploy project on Cloud.

20. Project Development Phase

- ➤ In this milestone you will start the project development and expected to perform the coding & solutioning, performance testing submits them.
- ➤ No. Of Functional Features Included in The Solution - In this activity you are expected to work on the functional features included in the solution.
- ➤ Code-Layout, Readability And Reusability - In this activity you are expected to develop & submit the developed code by testing it.
- ➤ Utilization Of Algorithms, Dynamic Programming, Optimal Memory Utilization - In this activity you are expected to develop & submit the developed code by testing it.
- ➤ Debugging & Traceability - In this activity you are expected to develop & submit the developed code by testing it.
- ➤ Exception Handling - In this activity you are expected to develop & submit the developed code by testing it.

21. Performance & Final Submission Phase.