Expert advertising

*Business Requirement Document*



***Prepared by: Manish Tamang***

***October 07, 2024***

**Table of Contents**

1. Project Overview………………………………………………………………………… 3
   1. Project Name…………………………………………………………………………3
   2. Project Purpose……………………………………………………………………….3
2. Business Need……………………………………………………………………………..3
3. Goals and Objectives………………………………………………………………………4
4. Project Scope………………………………………………………………………………4
   1. In-Scope………………………………………………………………………………4
   2. Our-of-Scope…………………………………………………………………………5
5. Customer and Primary Stakeholders………………………………………………………5
   1. Customer……………………………………………………………………………...5
   2. Primary Stakeholders………………………………………………………………….5
   3. Secondary Stakeholders……………………………………………………………….6
6. Business Requirements……………………………………………………………………..6
   1. Functional Requirements………………………………………………………………7
   2. Non-Functional Requirements…………………………………………………………8
   3. User Stories and Acceptance Criteria…………………………………………………10
7. Prototype……………………………………………………………………………………11
   1. Home…………………………………………………………………………………..12
   2. Contact Us……………………………………………………………………………..13
   3. About Us………………………………………………………………………………14
   4. Login Page…………………………………………………………………………….15
   5. Register Page………………………………………………………………………….16
8. Use Case Diagram………………………………………………………………………….17
9. Activity Diagram…………………………………………………………………………...18
10. Assumptions………………………………………………………………………………...19
11. Constraints…………………………………………………………………………………..20
12. Risk and Dependencies……………………………………………………………………...21
13. Success Metrics……………………………………………………………………………...22
14. Budget………………………………………………………………………………………..23

Approval and Sign-off……………………………………………………………………………25

**Document Information**

**Document History**

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Description | Author |
| 10/07/2024 | 1.0 | Initial Draft | Manish |
| 10/13/2024 | 1.1 | Under Writing | Manish |
| 10/16/2024 | 1.2 | Final BRD | Manish |
|  |  |  |  |
|  |  |  |  |

**Acronyms, and Abbreviations**

|  |  |
| --- | --- |
| Terms | Explanation |
| BRD | Business Requirements Documents |
| API | Application Programming Interface |
| CTR | Click-Through Rate |
| CPR | Cost-Per-Click |
| ROI | Return of Investment |
| CAC | Customer Acquisition Cost |
| ROAS | Return on Ad Spend |
| GDPR | General Data Protection Regulations |
| CSAT | Customer Satisfaction Score |
| NPS | Net Promoter Score |
| NFR | Non-Functional Requirement |
| FR | Functional Requirement |
| US | User Story |

1. **Project Overview**
   1. **Project Name**

Expert Advertising

* 1. **Project Purpose**

The Social Media Advertising project aims to help businesses effectively advertise their products and services on major social media platforms such as Facebook, Instagram, Twitter, YouTube, and social media influencers. The project focuses on creating targeted advertisements that cater to specific audience demographics based on each client’s unique business needs. By offering tailored advertising strategies, Expert Advertisers seeks to enhance client visibility, boost customer engagement, and ultimately drive sales through well-optimized social media campaigns.

This project also allows flexibility in its commission structure, charging a flat 5% fee for advertising orders over $1000 and 8% for orders below $1000, with potential for adjustments based on the client’s requirements on various social media platforms whereas commission may increase if the client wants to sponsor social media influencers according to their needs.

1. **Business Need**

With the growing influence of social media, businesses, today face increasing pressure to effectively reach their target audience through online platforms such as Facebook, Instagram, Twitter, and YouTube. However, many companies lack the expertise, time, or resources required to develop and manage effective advertising campaigns on these platforms. This gap presents a significant opportunity for Expert Advertisers to provide a service that helps businesses create, target, and manage social media ads that drive customer acquisition and sales.

The need for this project arises from:

* Lack of in-house expertise: Many small to medium-sized businesses do not have the necessary skills to create targeted ad campaigns.
* Increasing Competition: Businesses require more sophisticated and data-driven advertising to stand out on crowded social media platforms.
* Time and resource constraints: Companies often need external support to handle the full lifecycle of an ad campaign, from creation to performance tracking.

By addressing these needs, Expert Advertisers will enable businesses to expand their reach, increase brand visibility, and improve customer acquisition through expertly designed and managed social media advertisements.

1. **Goals and Objectives**

The Social Media Advertisements project is focused on helping businesses reach their target audiences and acquire new customers through effective advertising on social media platforms. The Project aims to achieve the following key objectives:

|  |  |
| --- | --- |
| Increase Client Base | Expand the number of businesses utilizing Expert Advertisers' services by offering tailored, audience-targeted advertising solutions. |
| Optimize Ad Performance | Ensure that the ads placed for clients are optimized for maximum engagement and customer acquisition, thereby delivering a measurable return on investment. |
| Provide Flexibility in Commission Structure | Offer clients the flexibility to adjust their commission structure based on their advertising budget, starting at 5% for orders over $1000 and 8% for orders below $1000, with potential adjustments based on client needs. |
| Client Satisfaction through Reporting | Provide detailed ad performance report to clients, ensuring transparency and enhancing satisfaction by showing how their campaigns are driving customer engagement. |

1. **Project Scope**

The scope defines what is included and excluded from the Social Media Advertisement project. It establishes the boundaries of the project to ensure that all stakeholders have a clear understanding of what the project will deliver.

* 1. **In-Scope**

As described above, Expert Advertising's need for businesses encompasses multiple capabilities, including systems/solutions and services. The below adds detail to the capabilities briefly described above in the overview:

1. **Social Media Ad Placement**

Expert Advertisers will assist clients in placing ads on major social media platforms such as Facebook, Instagram, Twitter, and YouTube. This includes providing clients with designs and various tools to help understand the data flow of advertisements as well as optimizing ads based on the client’s target audience.

1. **Audience Targeting**

The project will focus on helping clients define and reach specific audience demographics, interests, and behaviors to ensure the effectiveness of the advertising campaign.

1. **Ad Performance Tracking and Reporting**

The system will track ad performance metrics, such as click-through rates (CTR) and customer acquisition, and provide clients with detailed reports on how their ads are performing.

1. **Flexible Commission Structure**

Clients will have the flexibility to adjust the commission rates based on their ad budget. The standard structure is a 5% commission for orders over $1000 and 8% for orders below $1000.

* 1. **Out-of-Scope**

The following activities are outside the scope of the project

1. **Non-Digital Advertising**

Traditional advertising methods, such as print or television ads, and pamphlets, are not part of this project.

1. **Advertising on Non-Social Media Platforms**

This project focuses solely on social media platforms. Any ad placements on non-social media channels such as Google Ads or other online networks, will not be covered by Expert Advertising.

1. **Customer and Primary Stakeholders**

This section identifies the key individuals and groups involved in the project, along with their roles and responsibilities. It ensures that all relevant parties are clearly defined and included in the planning and execution of the Social Media Advertisements project.

**5.1 Customers**

Clients (Businesses)

The primary customers are businesses that seek to advertise their products and services on social media platforms. They rely on Expert Advertisers to create and manage effective ad campaigns, targeting the right audiences and driving customer acquisition. Their needs include flexibility in budget and commission rates, as well as performance tracking for their advertisements.

**5.2 Primary Stakeholders**

**1.** **Expert Advertisers Team**

This team is responsible for executing the project. Key roles include:

* Marketing Specialists: These specialists work with clients to understand their audience and create targeted ad campaigns.
* Ad Campaign Managers: Manage and optimize the advertisements across platforms, ensuring maximum engagement and client satisfaction.
* Client Relations Manager: Acts as the primary point of contact for clients, addressing their concerns, managing expectations, and ensuring that client requirements are met throughout the campaign process.

**2.** **Social Media Platforms (Facebook, Instagram, Twitter, YouTube)**

* These are external platforms where the advertisements will be placed. They play a critical role in enabling ad placements and ensuring compliance with their advertising guidelines.

**5.3 Secondary Stakeholders**

Technical Support Team is Responsible for ensuring that the platform used to manage ad placements and tracking is functional and secure. They will address any technical issues and assist with platform integrations as needed.

1. **Business Requirements**

**6.1. Functional Requirements**

The functional requirements outline the core capabilities and features that the Social Media Advertisements system must provide to meet business objectives.

|  |  |  |
| --- | --- | --- |
| ID | Functional Requirement | Description |
| FR001 | Ad Campaign Submission | Clients must be able to submit ad requests, specifying target demographics, budget, and schedule. |
| FR002 | Ad Campaign Creation | The system must allow marketing specialists to create and customize campaigns based on client requests. |
| FR003 | Social Media Integration | The system must be integrated with Facebook, Instagram, Twitter, and YouTube to place ads. |
| FR004 | Ad Performance Tracking | The system must track key performance metrics (CTR, CPC, customer acquisitions) for all active ads. |
| FR005 | Client Dashboard | Clients must have access to a dashboard to view campaign statuses and performance reports. |
| FR006 | Real-Time Campaign Adjustments | The system must allow marketing specialists to modify live ad campaigns based on performance metrics. |
| FR007 | Performance Report Generation | The system must generate detailed performance reports for clients, including ROI analysis. |
| FR008 | Flexible Pricing Options | The system must provide flexible commission structures based on the client’s ad budget. |
| FR009 | Campaign Status Notifications | Clients must receive automated notifications when campaigns go live or are paused |
| FR010 | User Authentication and Access Control | The system must allow for secure login and role-based access for different users (clients, specialists). |

1. **Ad Campaign Creation**

* The system must allow clients to submit advertising requests specifying their target audience demographics, including age, location, interests, and behaviors.
* Expert Advertisers must process these requests and create customized ad campaigns on social media platforms such as Facebook, Instagram, Twitter, and YouTube.

1. **Ad Placement Management**

* The system must integrate with social media platforms to place advertisements automatically based on the campaign specifications provided by clients.
* The system must allow for real-time monitoring and adjustments to live ad campaigns to optimize performance.

1. **Performance Tracking and Reporting**

* The system must track the performance of advertisements, including metrics such as click-through rates (CTR), impressions, cost-per-click (CPC), and customer acquisitions.
* The system must generate detailed reports for clients, allowing them to assess the success of their campaigns and make data-driven decisions for future campaigns

1. **Flexible Pricing and Commission Structure**

* The system must enable flexible pricing for advertising orders, with a default commission rate of 5% for orders over $1000 and 8% for orders below $1000.
* The clients must have the ability to request adjustments to the commission structure based on their budgetary needs.

1. **Client Dashboard**

* The system must provide a user-friendly dashboard where clients can view the status of their active campaigns, performance reports, and billing information.
* Clients should be able to request new campaigns, pause or stop existing ones, and communicate with Expert Advertisers through the dashboard.

**6.2 Non-Functional Requirements**

The non-functional requirements define the system’s quality attributes and constraints.

|  |  |  |
| --- | --- | --- |
| ID | Non-Functional Requirement | Description |
| NFR001 | Security | The system must comply with industry-standard encryption protocols to protect client data. |
| NFR002 | Scalability | The system must be able to scale to accommodate an increasing number of clients and ad campaigns. |
| NFR003 | Availability | The system must ensure 99.9% uptime, with minimal downtime for maintenance. |
| NFR004 | Usability | The user interface must be intuitive and easy to navigate for all user types (clients, specialists). |
| NFR005 | Performance | Ad performance data must be processed and displayed within 30 minutes of an event. |
| NFR006 | Compliance | The system must adhere to GDPR and CCPA data privacy regulations when handling client information. |
| NFR007 | Response Time | Reports must be generated within 5 seconds for standard performance metrics |
| NFR008 | Reliability | The system must be reliable, with mechanisms in place for rapid recovery in case of system failures. |
| NFR009 | Compatibility | The system must work across various devices, including desktops, tablets, and smartphones |
| NFR010 | Maintainability | The system must be easy to maintain, allowing for updates without impacting existing functionality. |

1. **Security**

* The system must adhere to industry-standard security protocols to protect client data and ensure the safe handling of sensitive information, such as billing details and advertising data.
* All client interactions and data exchanges with third-party social media platforms must be secured using encryption.

1. **Scalability**

* The system must be scalable to handle an increasing number of clients and ad campaigns without compromising performance or response times.
* The system should be capable of managing high traffic loads, especially during peak hours when multiple clients may be submitting or managing campaigns simultaneously.

1. **Availability**

* The system must be available 99.9% of the time, with downtime for maintenance occurring outside of regular business hours.
* The system must ensure minimal downtime during maintenance windows and be able to recover quickly from any unexpected outages.

1. **Usability**

* The system interface must be user-friendly and intuitive, allowing clients to easily navigate through the dashboard, submit ad requests, and view performance reports.
* The system must provide clients with clear guidance and support for using the platform, including tutorials and FAQs.

1. **Performance**

* The system must process and display performance data for active campaigns in near real-time, with a maximum delay of 30 minutes.
* All reporting features must generate reports within 5 seconds for standard metrics (CTR, impressions, etc.)

**6.3 User Stories and Acceptance Criteria**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| USER STORY ID | AS A | I WANT TO | SO THAT I CAN | ACCEPTANCE CRITERIA |
| US001 | Client | Submit an online Ad Request. | Start my Advertising Campaign. | The System must allow Clients to submit ad requests with demographics and budget details. |
| US002 | View my Ad Performance. | Know how well my advertisement is going. | The system must display key performance metrics (CTR, impressions) on the dashboard. |
| US003 | Receive Campaign Reports. | Analyze my business performance after advertising. | The system must generate a detailed performance report after a campaign ends. |
| US004 | Adjust my budget. | Spend more or less depending on my budget. | The system must allow clients to adjust their ad campaign budgets in real time. |
| US005 | Receive notification. | Know about the campaign status. | The system must send email notifications when campaigns go live, are paused, or are completed. |
| US006 | Securely access my campaign dashboard. | Analyze budget, campaign performance, etc. | The system must provide secure login with encryption for all client and marketing specialist accounts. |
| US007 | Enter my information. | To register the account. | The system must allow the registration of new accounts. |
| US008 | Cancel all campaigns. | Choose not to do business with Expert Advertisers. | The system must allow clients to cancel campaign within two business days. |
| US009 | Marketing Specialist | Create Ads. | For my clients. | The system must allow specialists to create and customize ads based on client inputs. |
| US010 | Modify campaigns. | Satisfy my client’s expectations. | The system must allow specialists to modify ongoing ad campaigns based on real-time metrics. |
| US011 | Receive customer’s input from the beginning. | Understand client’s needs. | The system must send the client’s input to marketing specialists. |
| US012 | Collaboration with Campaign Managers. | Be ahead of time. | The system must allow specific campaign managers and marketing specialists to collaborate. |
| US013 | Generate automated reports at the end of each campaign. | Get the detailed performance of the campaign. | The system must allow marketing specialists to generate performance reports. |
| US14 | Campaign Manager | Receive real-time alerts if the campaign is underperforming. | Take action to adjust the strategy and improve the result. | The system must send real-time alerts to the campaign manager if the campaign is underperforming. |
| US15 | Monitor campaigns. | Provide suggestions. | The system must allow managers to monitor the live performance of campaigns and suggest optimizations. |
| US16 | Track budget across all campaigns. | Adjust if necessary. | The system should send alerts if the targeted budget approaches the limit. |
| US17 | Collaborate with Marketing Specialist in real-time. | Suggest immediate changes based on performance metrics. | The system must allow all campaign managers and marketing specialists to collaborate. |
| US18 | Start, Pause, or Stop underperforming campaigns. | Prevent budget waste and redirect resources to better-performing ads. | The system must allow Campaign Managers to Start, Stop, or Pause campaigns. |
| US19 | Receive campaign request from clients. | Start collaboration with Marketing Specialists and Clients at the same time. | The system must allow Campaign managers to receive campaign request from clients. |
| US20 | Schedule a periodic review of campaign performance. | Make strategic adjustments at key intervals. | The system must allow Campaign Managers to review performances. |

**7. Prototype**

**Home Page**

**A screenshot of a cell phone

Description automatically generated**

**Contact Us Page**

**A screenshot of a computer

Description automatically generated**

**About Us Page**

**A screenshot of a computer

Description automatically generated**

**Login Page**

**A screenshot of a computer

Description automatically generated**

**Register Page**

**A screenshot of a computer

Description automatically generated**

**8. Use Case Diagram**

A black background with circles and a white circle

Description automatically generated

**9. Activity Diagram**

**A diagram of a diagram

Description automatically generated**

**9. Assumptions**

The following assumptions have been made in developing the Social Media Advertisements project. These assumptions are critical to the project's success and should be validated as the project progresses:

1. **Stable Access to Social Media Platforms:**

It is assumed that social media platforms such as Facebook, Instagram, Twitter, and YouTube will continue to provide stable and reliable access to their advertising APIs. Any significant changes or disruptions in these platforms could affect ad placements and performance tracking.

1. **Clients Provide Accurate Targeting Information:**

It is assumed that clients will provide accurate and complete details regarding their target audience, including demographics, interests, and behaviors. This accuracy is critical to the success of ad campaigns and their ability to generate results

1. **Adequate Client Budgets for Campaigns:**

It is assumed that clients will have sufficient advertising budgets to run effective campaigns and generate meaningful performance metrics. Campaign performance could be compromised if budget constraints are too tight.

1. **Timely Response from Social Media Platforms:**

It is assumed that all third-party platforms (social media) will process ad placements and performance data in a timely manner, without significant delays.

1. **Access to Technical Resources:**

It is assumed that Expert Advertisers will have access to the necessary technical resources and support staff to manage and maintain the platform, ensuring smooth ad placements and system operations.

1. **No major Changes in Platform Advertising Policies:**

It is assumed that social media platforms will not make significant policy changes regarding advertising that could impact on how ads are created, displayed, or tracked. If such changes occur, the system may require adjustments.

1. **Client Engagement and Feedback:**

It is assumed that clients will actively engage with Expert Advertisers, providing feedback on ad performance, and making timely decisions about campaign adjustments.

**9. Constraints**

The following constraints are factors that limit or impact the scope, execution, or performance of the Social Media Advertisements project. These constraints must be considered and managed throughout the project lifecycle.

1. **Dependence on Social Media Platforms:**

The project is heavily dependent on third-party social media platforms (e.g., Facebook, Instagram, Twitter, YouTube) for ad placements and performance tracking. Any changes in these platforms’ APIs, policies, or availability could significantly affect the project’s functionality and timeline.

1. **Limited Budget for Clients:**

Some clients may have limited advertising budgets, which could constrain the effectiveness of their ad campaigns. This may result in lower performance metrics and a reduced ability to meet client expectations

1. **Commission Structure:**

The commission structure of 5% for orders over $1000 and 8% for orders below $1000 is fixed, with only minor flexibility based on client needs. This constraint may affect the ability to offer further price adjustments for clients with unique budgetary requirements.

1. **Compliance with Platform Advertising Policies:**

All advertisements must comply with the policies and guidelines of the respective social media platforms. Failure to comply may result in ad rejections, delays, or account suspensions, which could impact the overall success of the project.

1. **System Availability and Downtime:**

The system must maintain 99.9% uptime, with limited downtime allowed for maintenance. Unplanned outages or significant downtime could disrupt ad campaigns and negatively affect client satisfaction.

1. **Data Security and Privacy Regulations:**

The system must comply with industry standards for data security and privacy, particularly when handling sensitive client information and payment data. This may limit certain functionalities or require additional resources to ensure compliance.

1. **Limited Customization for Small Campaigns:**

Smaller advertising orders may not allow for extensive customization or advanced targeting features due to budget constraints, limiting the impact of these campaigns.

1. **Internal Resource Limitations:**

The project is constrained by the availability of internal technical and marketing resources. Any delays or shortages in staffing could affect project timelines and deliverables.

**10. Risk and Dependencies**

This section outlines the potential risks and dependencies that could impact the Social Media Advertisements project. Identifying these early helps to manage and mitigate potential issues.

**10.1 Risks**

|  |  |  |
| --- | --- | --- |
| Title | Risk | Mitigation |
| Platform API Changes | Social media platforms may change their APIs or advertising policies, which could disrupt the ability to place ads or track performance effectively. | Regular monitoring of platform updates and maintaining flexibility in the system to adapt to changes quickly. |
| Client Budget Limitations | Some clients may have limited budgets, resulting in campaigns that underperform or fail to meet expectations. | Set realistic expectations with clients based on their budget and offer optimized solutions within those constraints. |
| Data Security Breaches | A breach in the security of client data or platform access could compromise sensitive information, resulting in legal and reputational damage | Implement industry-standard encryption, regular security audits, and strict access controls to minimize the risk of breaches |
| System Downtime | Unplanned downtime or extended maintenance periods could disrupt ongoing ad campaigns, leading to client dissatisfaction and revenue loss | Ensure 24/7 monitoring of system performance, maintain redundancy, and have a rapid response plan for system recovery. |
| Client Dissatisfaction Due to Poor Ad Performance | If ad campaigns do not perform well, clients may be dissatisfied and seek services elsewhere. | Provide regular performance reports, offer optimizations, and maintain clear communication with clients about potential campaign improvements. |

**10.2 Dependencies**

1. **Dependence on Social Media Platforms:**

* The success of this project is dependent on the continued availability and functionality of third-party social media platforms (Facebook, Instagram, Twitter, YouTube). Any changes to their policies, APIs, or system availability could affect the ad campaigns managed by Expert Advertisers.

1. **External Data Sources:**

* The project relies on data from social media platforms for ad placements and performance tracking. Any delays or errors in data transfer could impact the timely execution and reporting of campaigns.

1. **Client Provided Data:**

* The accuracy of client-provided data (e.g., target audience, budget) is crucial for the success of ad campaigns. Inaccurate or incomplete data could lead to poor performance, limiting the effectiveness of advertisements.

1. **Internal Technical Resources:**

* The project depends on the availability of internal technical resources to ensure that the system is maintained, updated, and operational. Limited technical resources could delay implementation or issue resolution.

1. **Compliance with Data Privacy Regulations:**

* The project must comply with data privacy and security regulations, including GDPR or CCPA, if applicable. Any changes to these regulations may require adjustments to the system and processes.

**11. Success Metrics**

The success of the Social Media Advertisements project will be measured through key performance indicators (KPIs) and metrics that align with the project’s goals and objectives. These metrics will track the performance of both the system and the campaigns, ensuring that client expectations are met and business goals are achieved.

**11.1 Client Acquisition and Retention**

1. **Increase in Client Base:**

* Metric: Monitor the number of new clients who enroll for Expert Advertisers’ services within a specific period (monthly or quarterly).
* Target: Attain a 15% increase in new client acquisitions within the first six months of the project launch.

1. **Client Retention Rate**

* Metric: Assess the percentage of clients who continue to use Expert Advertisers’ services after their initial campaigns.
* Target: Achieve a retention rate of at least 80% of clients renewing for additional campaigns.
  1. **Ad Campaign Performance**

1. **Click-Through Rate (CTR):**

* Metric: Evaluate the percentage of ad impressions that lead to clicks (CTR).
* Target: Achieve an average CTR of 2% across all client campaigns within the first three months of launch.

1. **Customer Acquisition Cost (CAC):**

* Metric: Calculate the cost of acquiring new customers for each client through their advertising campaigns.
* Target: Maintain a CAC that is within the client’s budget while ensuring a positive return on investment (ROI).

1. **Return on Ad Spend (ROAS):**

* Metric: Track the revenue generated for every dollar spent on ads.
* Target: Ensure that clients achieve a minimum ROAS of 3:1 (three dollars in revenue for every dollar spent on ads).
  1. **System Performance**

1. **System Uptime:**

* Metric: Measure the availability of the platform (percent uptime).
* Target: Maintain 99.9% uptime, with minimal service interruptions or downtime.

1. **Report Generation Time:**

* Metric: Calculate the time it takes for the system to generate ad performance reports for clients.
* Target: Ensure that reports are generated within 5 seconds for standard metrics.
  1. **Client Satisfaction**

1. **Client Satisfaction Score (CSAT)**

* Metric: Conduct client satisfaction surveys after the completion of each campaign, using a scale of 1 to 5 to measure satisfaction.
* Target: Achieve an average client satisfaction score of 4.5 or higher.

1. **Net Promoter Score (NPS)**

* Metric: Measure the likelihood of clients recommending Expert Advertisers to others, using the Net Promoter Score.
* Target: Achieve an NPS of 70 or higher, indicating strong client loyalty and satisfaction.
  1. **Revenue Growth**

1. **Increase in Revenue:**

* Metric: Measure the overall revenue generated by Expert Advertisers through commission from client ad campaigns.
* Target: Achieve a 20% increase in revenue from ad campaigns within the first year of the project.

**11. Budget**

The budget for the Social Media Advertisements project details the approximate expenses linked to the creation, execution, and continuous management of the advertising services. This budget is crucial to ensure the project's financial feasibility while delivering value to clients. The budget encompasses the following components:

**11.1 Initial Setup Costs**

Platform Development: Expenses related to constructing or integrating the advertising management platform.

Estimated Cost: $3000

Technology Infrastructure: Costs for servers, hosting, software licenses, and tools necessary for platform operation.

Estimated Cost: $2000

**11.2 Operational Costs**

Marketing and Promotion: Budget allotted for promoting the Expert Advertisers service to attract new clients.

Estimated Monthly Cost: YTD

Client Support and Management: Salaries and benefits for the team responsible for managing client relationships and support.

Estimated Annual Cost: YTD

**11.3 Advertising Costs**

Ad Placement Fees: Expenses incurred for placing advertisements on social media platforms, which may fluctuate based on client budgets.

Estimated Variable Cost: YTD per campaign

Commission Structure: Revenue model that includes a 5% commission on orders over $1000 and an 8% commission on orders below $1000.

**11.4 Performance Monitoring and Reporting**

Analytics Tools: Budget for tools or software used to track ad performance, generate reports, and provide analytics to clients.

Estimated Cost: YTD

**11.5 Contingency Fund**

Reserve Fund: A percentage of the total budget set aside for unexpected expenses or cost overruns.

Estimated Amount: 10% of the total project budget.

**11.6 Total Estimated Budget**

Total Initial Setup Cost: YTD

Total Operational Cost: $ annually

Total Advertising Cost: Variable based on client campaigns

Total Performance Monitoring Cost: YTD

Total Contingency Fund: YTD

**11.7 Budget Approval**

This budget will undergo review and approval by key stakeholders before implementation, ensuring alignment with the overall business strategy and financial goals of Expert Advertisers**.**

1. **Approval and Sign-off**

This section provides a formal mechanism for stakeholders to approve and sign off on the Business Requirements Document (BRD) for the Social Media Advertisements project. By signing this document, stakeholders confirm their agreement with the requirements outlined herein and their commitment to the project.

* 1. **Sign-off Table**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Signature** | **Date** |
| Chandra Mukhi | Project Manager | ChandraMUKHI | 10/09/2024 |
| Kantara | Marketing Director | Kantara | 10/09/2024 |
| Jaani Dushman | Technical Lead | Jaani Dushman | 10/09/2024 |
| Stri | Client Relation Manager | Stri | 10/09/2024 |
| Raaz | Client | Razz | 10/09/2024 |

* 1. **Acknowledgement**

By signing this document, the undersigned stakeholders acknowledge that they have reviewed and understood the requirements set forth in this BRD and agree to the project as defined. They commit to providing the necessary resources and support to ensure the successful implementation of the Social Media Advertisements project.