**Social Media Advertisements**

**Project Purpose**

The primary goal of this project is to **assist companies in advertising on major social media platforms** such as Facebook, Instagram, Twitter, YouTube, and others. **The key feature of this project will be targeted advertisements**, designed according to the specific audience requirements of each client. If successful, this project may be expanded to offer additional services.

**Project Objectives**

Attract more businesses that need social media advertising and help them get more clients.

**Income:** Provide flexibility to increase or decrease the commission based on client needs and preferences, with the standard **fees being 5% for orders over $1000 and 8% for orders below $1000**. May charge extra for designing the advertisement pamphlets.

**Improved customer engagement**: Ensure that the advertisements we help our clients set up lead to increased visibility and customer acquisition.

**Project Scope**

**In-Scope:**

Assisting clients in placing advertisements on various social media platforms.

**Identifying target audiences based on client specifications.**

Tracking and reporting results to ensure new customer acquisition for clients.

**Potential service expansion depends on project success.**

**Out-of-Scope:**

Changing regulations in advertisement industries may affect the Business.

**Key Stakeholders**

**PMO**

**Expert Advertisers Team**: The primary team working on executing the project according to client requirements.

**Clients**: Businesses that engage our services for advertising on social media platforms.

**Compliance Team:** To ensure Advertisements follow the rules and regulations.

**Project Timeline**

**Start Date**: YTD

**Completion Date**: YTD

**Budget**

20K to Develop and Run the advertisement for the business.

**Website:** Will develop a user-friendly website within 10K.

**Advertise** Roughly 2K in an advertisement on Social Media in order to get clients.

**IoT Devices:** 4K for laptops, IP phones, PoS system, office supplies.

**Backup:** 4K

**Team Roles**

**Project Manager**: Responsible for overseeing the project and ensuring deadlines and objectives are met.

**Marketing Specialist**: Handle social media platform integrations, ad placements, and audience targeting.

**Client Relations Manager**: Communicates with clients and addresses their advertising needs.

**Designers:** Graphic designers will help to design pamphlets, videos, etc.

**Risks and Dependencies**

**Social Media Platform Policy Changes**: Any changes to platform policies (e.g., Facebook, Instagram) could impact ad placements.

**Client Satisfaction**: The success of the project heavily depends on meeting client expectations for targeted advertising and customer acquisition.

**Success Metrics**

**Increased Client Base**: Track the number of new clients gained during and after the project.

**Client Retention**: Monitor repeat business from clients.

**Customer Acquisition**: Measure the number of new customers gained by clients through our advertisements.