Project Design Phase-I
Proposed Solution

Date	03 November 2023
Team ID	NM2023TMID001224
Project Name	How to create a reel design using Canva

Proposed Solution Template:

S. No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The cafe may struggle to connect with a broader audience, especially younger demographics who rely heavily on digital platforms for information and recommendations. This can result in missed opportunities for attracting new customers and building a loyal customer base.
2.	Idea / Solution description	Promoting brand through digital marketing allows cafes to build a community of loyal customers, fostering a sense of connection and anticipation that goes beyond the immediate dining experience. By harnessing the power of various online platforms, cafes can craft a distinct identity that goes beyond the traditional confines of a physical space.
3.	Novelty / Uniqueness	The uniqueness of branding a cafe using digital marketing is the fusion of the physical and virtual worlds, creating a compelling, ever-evolving narrative that keeps customers coming back for more. This two-way interaction fosters trust and a sense of belonging, enhancing the overall customer experience.

4.	Social Impact / Customer Satisfaction	Customer satisfaction plays a pivotal role in branding a cafe using digital marketing. Digital marketing enables cafes to engage with customers through social media, respond to feedback, and build a loyal community. Real-time feedback and reviews allow cafes to continuously improve, ensuring that the quality of service and products align with customer expectations. As happy customers share their positive experiences online, it helps in creating a strong and favorable brand image, attracting more patrons and building a loyal customer base.
5.	Business Model (Revenue Model)	The business model for branding a cafe using digital marketing involves leveraging online channels to establish a strong brand presence and attract a larger customer base. This approach starts with creating an appealing through consistent online engagement, the cafe can foster a sense of community and customer loyalty. Digital marketing provides a cost-effective promotion, as it allows for data-driven decision-making, enabling the cafe to adapt its branding strategy based on real-time feedback. Website and engaging social media profiles showcase the cafe's unique identity, menu offerings, and ambiance.
6.	Scalability	The scalability of a digital marketing solution for branding a cafe is a key advantage in today's dynamic business environment. Whether it's expanding to new locations, introducing new menu items, or targeting a broader customer base, digital marketing

		allows for seamless scalability. Increasing your online advertising budget, creating additional content, and expand your social media presence help to capture a larger audience. This flexibility and adaptability make digital marketing an ideal solution for cafes looking to grow and establish a strong brand presence.