

**Project Design Phase-I**  
**Proposed Solution Template**

Date	02 NOVEMBER,2023
Team ID	NM2023TMID03246
Project Name	Creating an Sponsored Post for Instagram

**Proposed Solution Template:**

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Creating a sponsored Instagram post that engages the target audience, aligns with the brand, and complies with policies while driving results.
2.	Idea / Solution description	Define the specific objectives for your sponsored post, whether it's to increase brand awareness, drive website traffic, boost sales, or promote a new product/service. Ensure your post aligns with your brand's image, values, and messaging. Consistency is key to maintaining trust with your followers.
3.	Novelty / Uniqueness	Develop posts with interactive elements such as polls, quizzes, or challenges. Encourage users to participate, comment, and engage with your content, creating a memorable experience.
4.	Social Impact / Customer Satisfaction	Showcase your collaboration with a nonprofit organization or charity. Explain how a portion of your sales or the actions taken from the sponsored post will go toward supporting a worthy cause.
5.	Business Model (Revenue Model)	As an influencer or content creator, your primary role is to produce high-quality and engaging content for your Instagram account. This content can include photos, videos, stories, and more
6.	Scalability of the Solution	As your Instagram following grows, so does your potential reach and influence. A larger audience can attract more brands and advertisers seeking exposure.Focus on increasing your engagement rate by building a dedicated and active audience. Engaged followers are more appealing to advertisers.