

Project Design Phase-I
Proposed Solution

Date	03 November 2023
Team ID	NM2023TMID02308
Project Name	Creating an Sponsored post for Instagram
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Instagram is a visual platform, so creating sponsored posts that are visually appealing and engaging is essential. However, it can be difficult to create sponsored posts that are both visually appealing and relevant to the brand's target audience. Additionally, sponsored posts need to be compliant with Instagram's advertising policies.
2.	Idea / Solution description	<p>Sponsored posts should be visually appealing and eye-catching. Use high-quality images and videos that are relevant to your brand and target audience.</p> <p>Sponsored post captions should be informative and engaging. They should clearly state the benefits of the product or service being advertised and encourage users to take action.</p> <p>Hashtags can help your sponsored posts reach a wider audience. Use relevant hashtags that are popular with your target audience.</p>
3.	Novelty / Uniqueness	Influencers have built trust with their audiences, so partnering with them to create sponsored content can be a great way to reach a new audience and create more credible and authentic sponsored posts. When partnering with influencers, be sure to give them the creative freedom to

		create content that is aligned with their own brand and style.
4.	Social Impact / Customer Satisfaction	<p>Increase awareness of important social issues. For example, brands can use sponsored posts to promote causes such as climate change, social justice, and mental health awareness.</p> <p>Support diverse and marginalized communities. Brands can use sponsored posts to partner with creators from diverse backgrounds and to promote products and services that are relevant to these communities.</p> <p>Empower consumers to make more informed choices. For example, brands can use sponsored posts to educate consumers about sustainable practices or to provide information about product safety and efficacy.</p>
5.	Business Model (Revenue Model)	<p>Businesses partner with Instagram influencers to create and promote sponsored posts. Influencers are individuals who have built a large and engaged following on Instagram. They typically have a specific niche or area of expertise, and their followers trust their recommendations.</p> <p>When a business partners with an influencer, they pay them to create and post sponsored content about their product or service. The influencer may simply mention the product or service in their post, or they may create a more in-depth review or testimonial.</p> <p>The cost of influencer marketing can vary depending on the influencer's reach and engagement. However, it can be a very effective way to reach a target audience and generate interest in a product or service.</p>
6.	Scalability of the Solution	<p>The number of users: The solution must be able to handle a large number of users simultaneously, both creators and brands.</p> <p>The volume of posts: The solution must be able to handle a large number of sponsored posts being created and published at any given time.</p>

		<p>The complexity of the posts: The solution must be able to handle sponsored posts of varying complexity, including those with images, videos, and multiple captions.</p> <p>The level of automation: The solution should be able to automate as much of the sponsored post creation process as possible, to reduce the workload on users and improve efficiency.</p>
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