

Ideation Phase

Define the Problem Statements

Date	3 November 2023
Team ID	NM2023TMID02308
Project Name	Creating an Sponsored post for instagram
Maximum Marks	2 Marks

How to create Sponsored post for instagram

To create a sponsored post on Instagram, first, ensure your Instagram Business account is set up. Then, tap the promote button under your post. Choose your goal (like website visits or profile visits), define your audience (consider demographics, interests), set your budget and duration. Craft compelling content; an engaging caption and eye-catching visuals. Use relevant hashtags and a clear call-to-action (like "Shop Now" or "Learn More"). Preview your ad, ensuring it looks appealing on mobile devices. Once satisfied, click "Create Promotion." Instagram will review your ad, and once approved, it'll reach your target audience, boosting your post's visibility and engagement.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Popular issues	Content creator	Post a video	It encounters less views	The page is not popular.	frustrated
Waste of products	Product Seller	Sell my product	There are limited customer	The page is not yet reached to the people.	Disappointed
Loss	Costume Designer	Work on my new project	It needs collaborative work	It has Limited Customer.	Difficult to contribute