

## Project Design Phase-II

<b>Date</b>	<b>4 November 2023</b>
<b>Team ID</b>	<b>NM2023TMID10148</b>
<b>Project Name</b>	<b>How to Create a Brand Promo Video using Canva.</b>

### Cloud Deployment

#### **1. Content Creation and Design:**

- a. Graphic Design:** Use cloud-based graphic design tools like Canva or Adobe Creative Cloud, which offer collaborative features for designing promotional materials.
- b. Video Editing:** Cloud-based video editing tools like Adobe Premiere Pro or online platforms like We Video can be used to create promotional videos.

#### **2. Storage and Collaboration:**

- a. Cloud Storage:** Use cloud storage services like Google Drive or Dropbox to store and share promotional assets with your team, ensuring easy access and collaboration.
- b. Collaboration Tools:** Tools like Google Workspace and Microsoft 365 provide real-time collaboration on documents, spreadsheets, and presentations.

#### **3. Marketing and Distribution:**

- a. Email Marketing:** Cloud-based email marketing platforms like Mailchimp or HubSpot can help you create and send promotional emails to your audience.
- b. Social Media Management:** Use cloud-based social media management tools like Hootsuite or Buffer to schedule and analyze social media posts.
- c. Content Management System (CMS):** Deploy a cloud-based CMS, such as WordPress or Shopify, to manage and update your promotional content on your website.

#### **4. Analytics:**

- a. Web Analytics:** Use tools like Google Analytics or Adobe Analytics to track website traffic and user behavior to measure the impact of your promo campaign.
- b. Social Media Analytics:** Leverage built-in analytics provided by social media platforms or use cloud-based social media monitoring tools to track engagement and performance.

#### **5. Customer Relationship Management (CRM):**

- a. Utilize cloud-based CRM software** like Salesforce, HubSpot CRM, or Zoho CRM to manage customer interactions and track the effectiveness of your promo campaign.

#### **6. A/B Testing and Optimization:**

- a. Cloud-based A/B testing tools** like Optimizely or VWO can help you run experiments and optimize your promotional content based on user feedback and data.

#### **7. Security and Data Protection:**

- a. Ensure that your cloud deployment adheres to security best practices**, using encryption and access control to protect sensitive brand assets and customer data.

#### **8. Scalability:**

- a. Cloud deployment allows you to scale your infrastructure and resources up or down based on demand**, ensuring that your brand promo can handle varying levels of traffic and data.

#### **9. Cost Management:**

- a. Monitor and manage your cloud expenses effectively to avoid overspending.** Use cloud cost management tools or services to optimize your budget.