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DIGITAL MARKETING

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INTERNAL INCHARGE

HEAD OF DEPARMENT

SPONSORED POST FOR INSTAGRAM

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1.INTRODUCTION

1.1 OVER VIEW

Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact. Let's collaborate and make your Instagram dreams a reality.

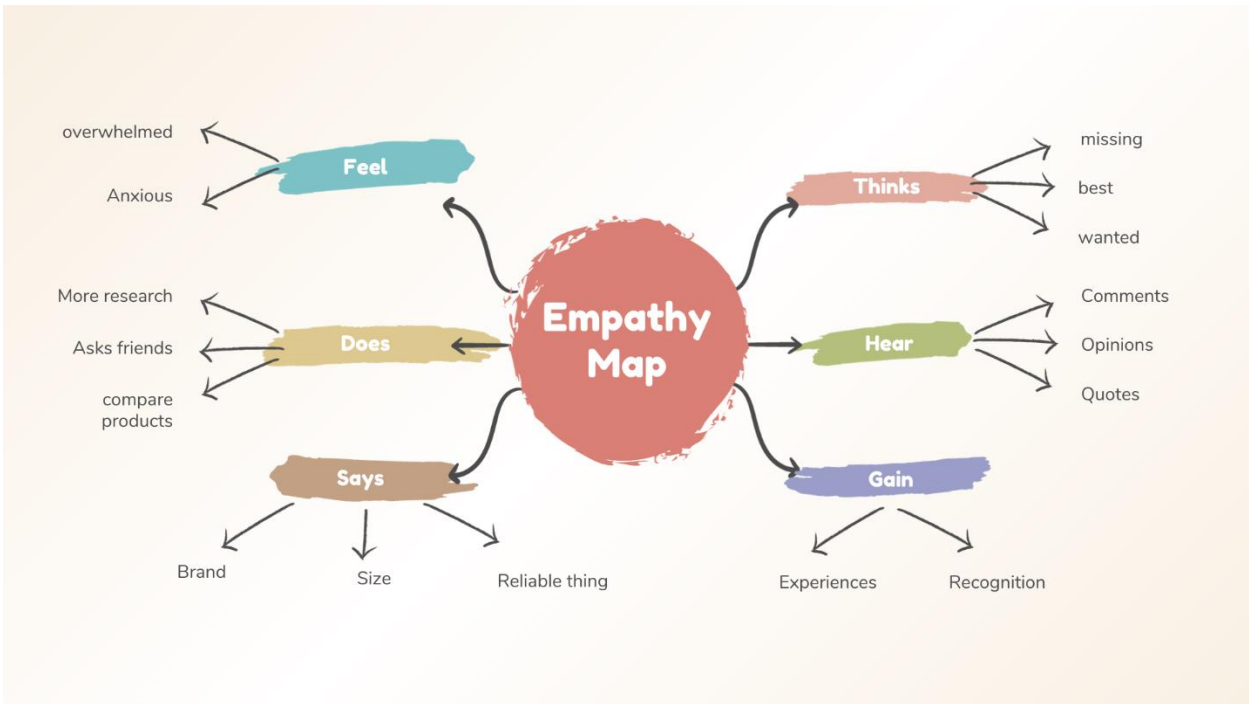
1.2. PURPOSE

Promo A sponsored post on Instagram is a type of ad that allows businesses to reach a wider audience than they might otherwise be able to through organic posts. The main reason marketers sponsor posts on Instagram is to reach new customers by promoting specific products or services

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PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP

2.2.1 IDEATION OF THE PROJECT

1. Start with a free Canva account and search for "POST" on the homepage.
2. Select a template from the available options and open it in the editor.

3. Customize your site by changing the text, photos, colors, fonts, and logos. You can also add content from Canva's libraries by clicking the different tabs on the editor side panel.
4. Publish your design as a POST by clicking the Publish button. Canva will display your post link, which you can share with others.
5. To create a link in github, you need to navigate to the main page of the repository.
6. Locate the code you'd like to link to.
7. Choose whether to select a single line or a range.
8. Navigate to the conversation where you want to link to the code snippet.

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2.2.2 BRAINSTORMING MAP



2.2.3 CREATE A SPONSORED POST FOR INSTAGRAM

- To register a account in canva platform with sign in to confirmation of your account
- Create a design and to search POST in search engine

Link by canva as <http://www.canva.com/>

- Search and click online store
- Choosing design
- Change the background colour
- To changes the design on desired model and a develop a POST name as a “CAR SALES”

3.RESULT



4.ADVANTAGES & DISADVANTAGES

ADVANTAGES

- Increase visibility
- Target advertising
- Increase engagement
- Improve brand trust
- Generate leads
- Improve website traffic

DISADVANTAGES

- Influencers can be expensive
- 20% of influencers buy fake followers
- Short attention spans
- Difficult to make changes

5.APPLICATIONS

- Promote specific product
- Increase brand awareness
- Increase visibility
- Get paid
- Create better experience for your audience

7.CONCLUSION

In conclusion, Canva can be a useful tool for creating Instagram post. However, if you're looking to create a more attractable posts ,we can use a canva.