

# HOW TO CREATE BRAND PROMO VIDEO USING CANVA

**Brand Name: Get-Together**

**Category: Event Organizer**

**Target Audience: All (Men, Women and Kids)**

**Email : [gettogether0707@gmail.com](mailto:gettogether0707@gmail.com)**



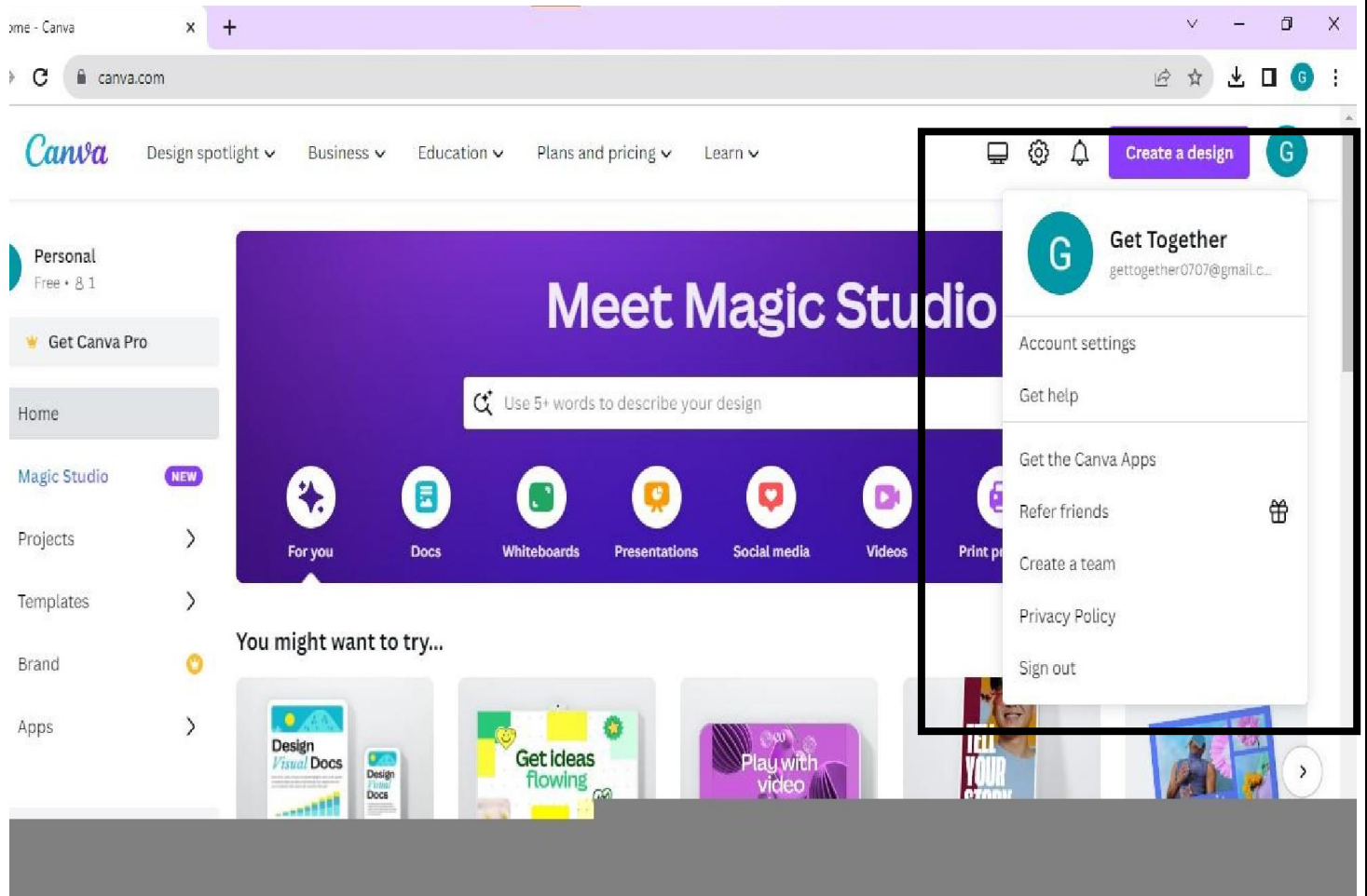
# Documentation - With Attached Screenshots for Video Creation

## Introduction

Welcome to the documentation for creating a brand promo video for Get-Together, your event organising brand, using Canva. In this guide, we will walk you through the steps to design an engaging and impactful promotional video. This document will include a step-by-step walkthrough, screenshots, and tips to help you get started.

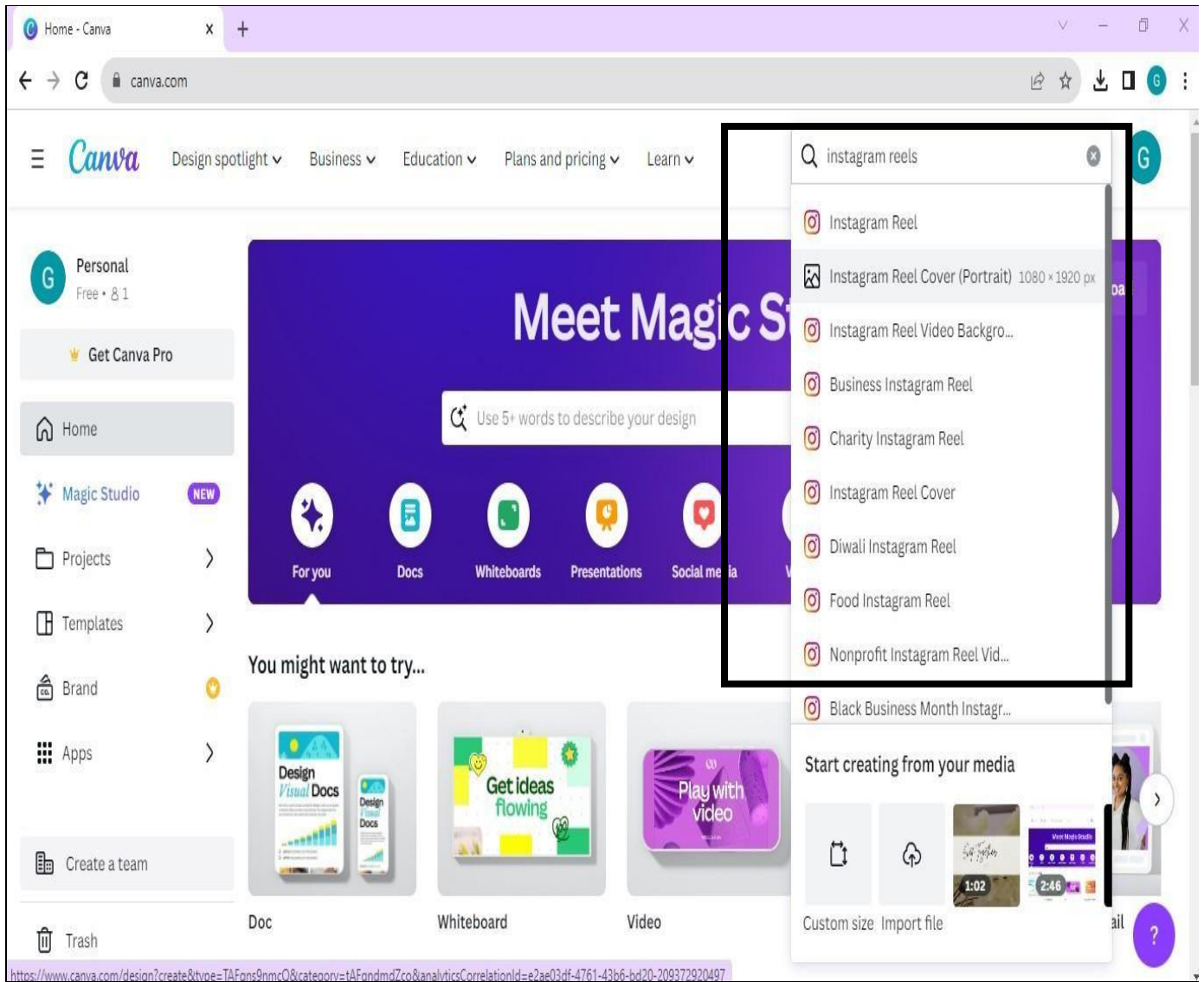
## Step 1: Sign up for Canva

- Go to the Canva website (<https://www.canva.com>).
- Sign up for a Canva account using your email address.



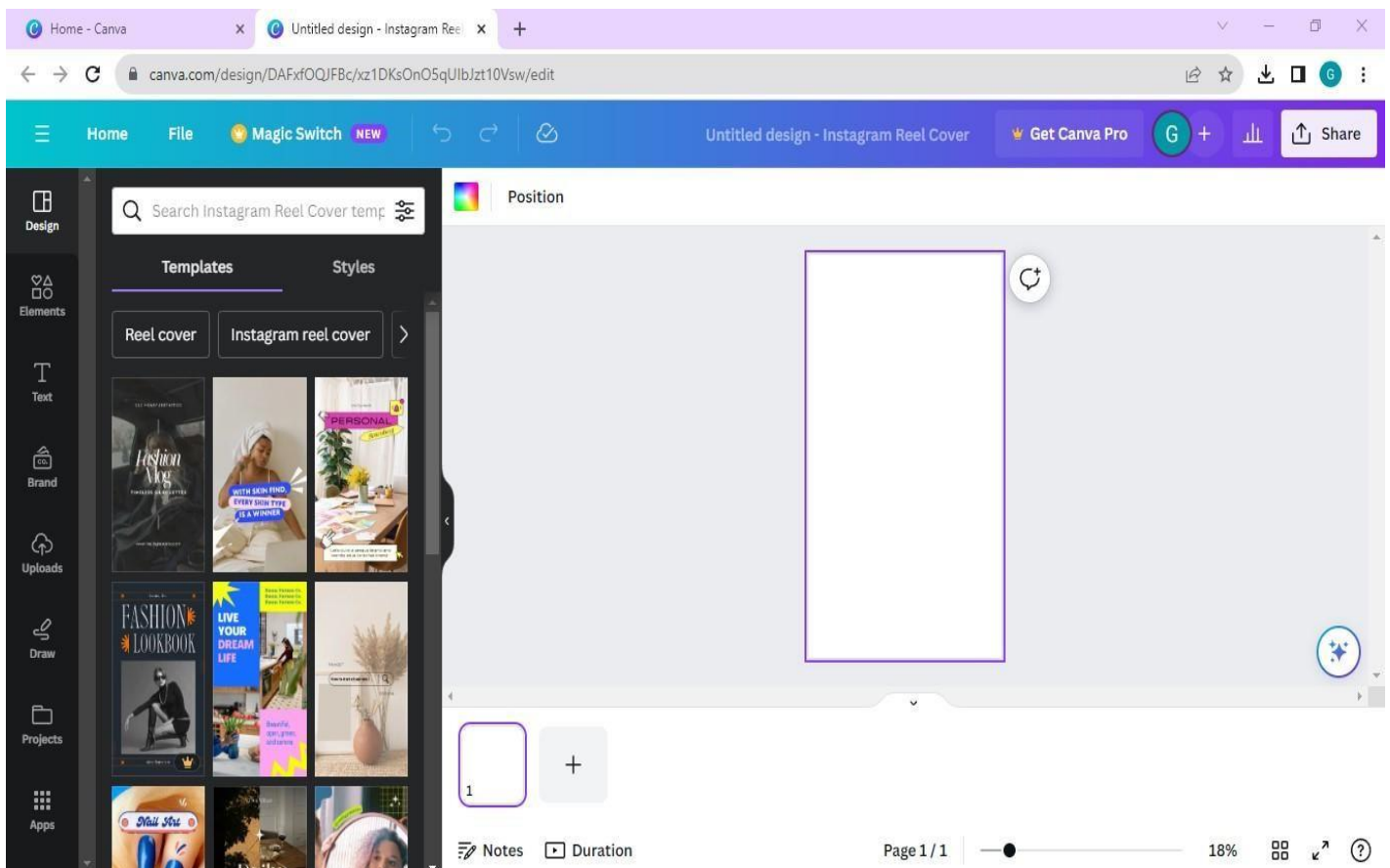
## Step 2: Access Canva's Video Maker

- Once you're logged in, click on "Create a design" and select "Video"



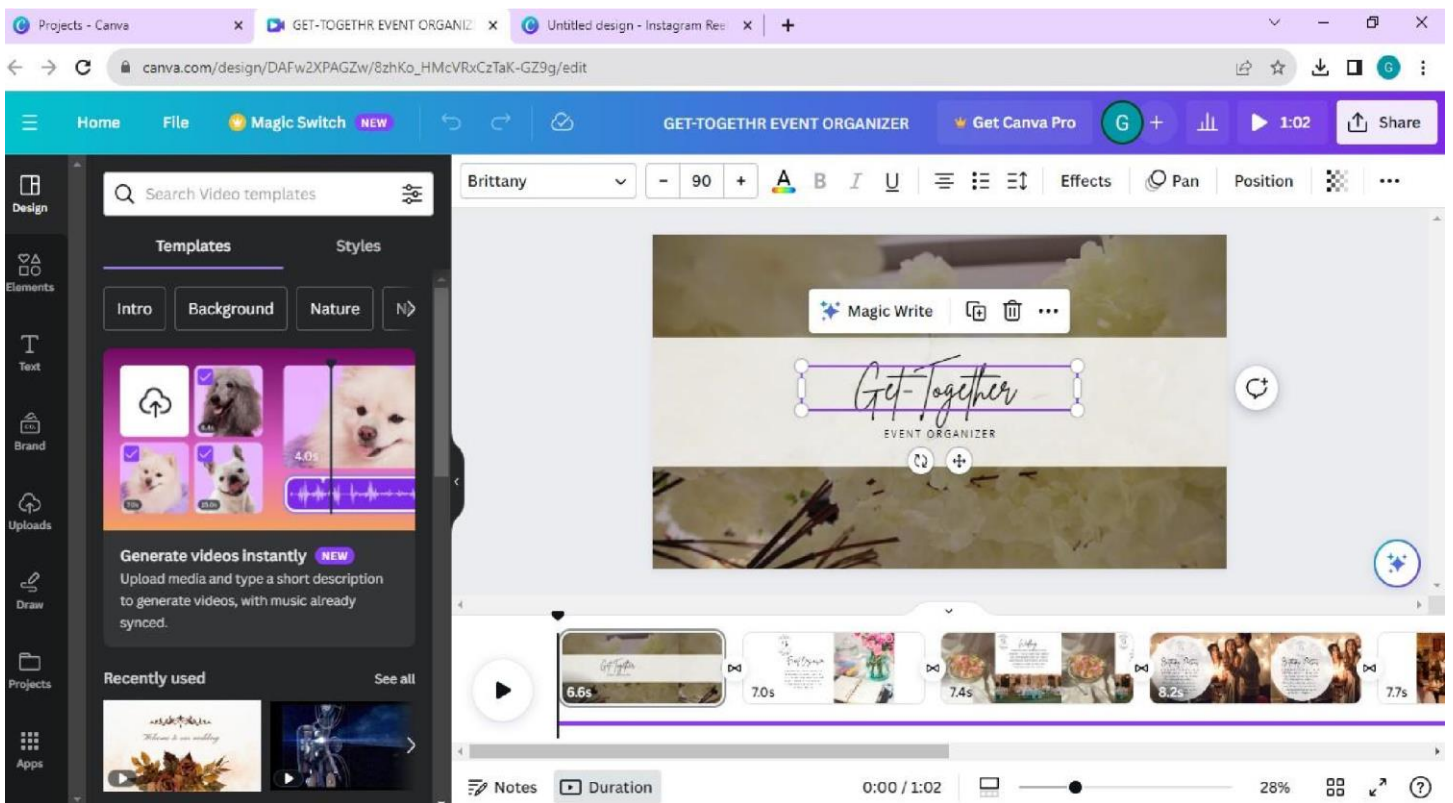
### Step 3: Choose a Video Template

- Browse through Canva's collection of video templates. You can search for templates related to event organizing and branding.
- Select a template that suits your promotional message.



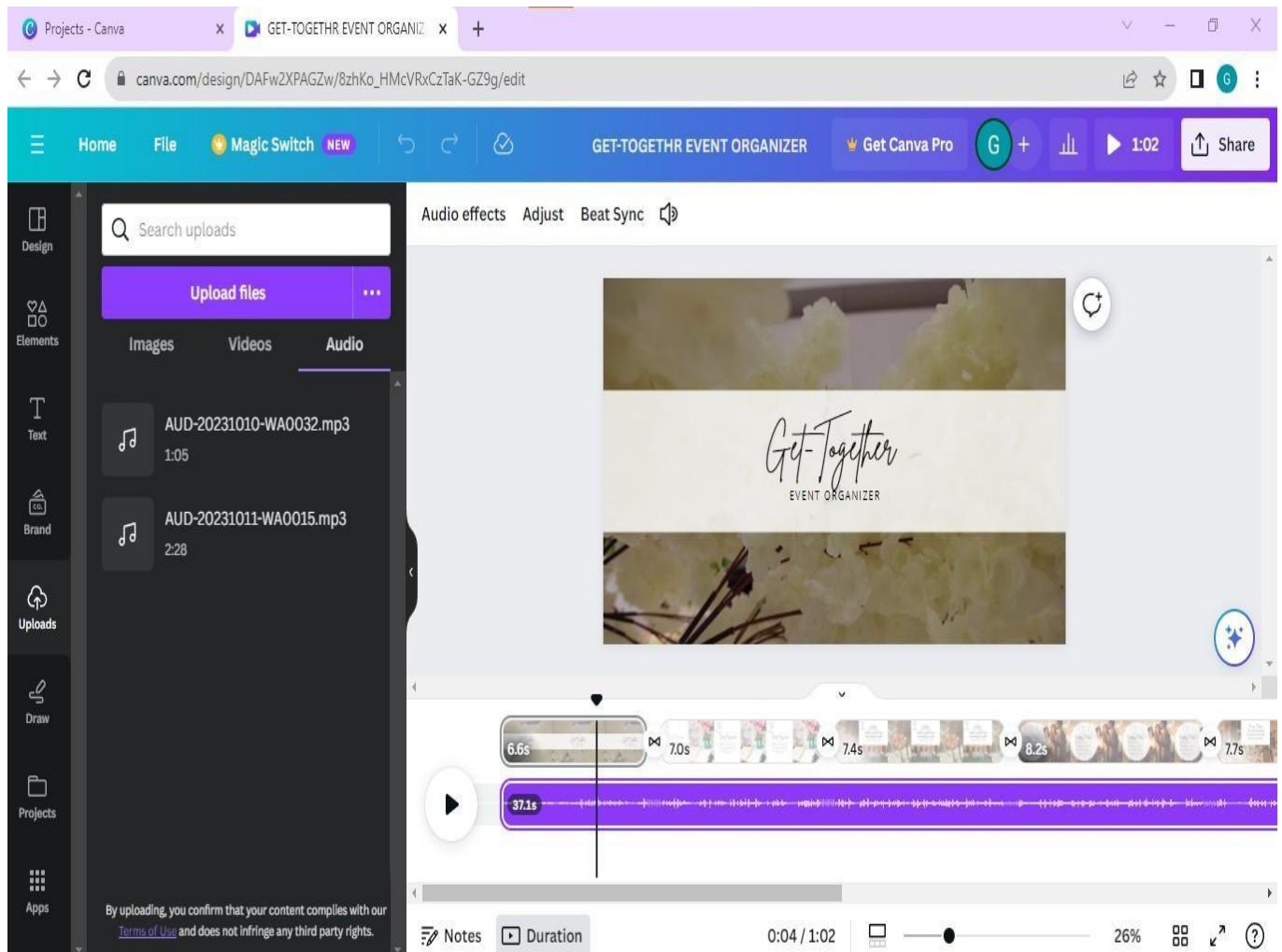
## Step 4: Customize Your Video

- Use Canva's user-friendly video editor to personalize the template.
- Replace sample text with your brand's message and add visuals related to your event organizing services.
- Adjust fonts, colors, and transitions to match your brand's style.



## Step 5: Add Background Music

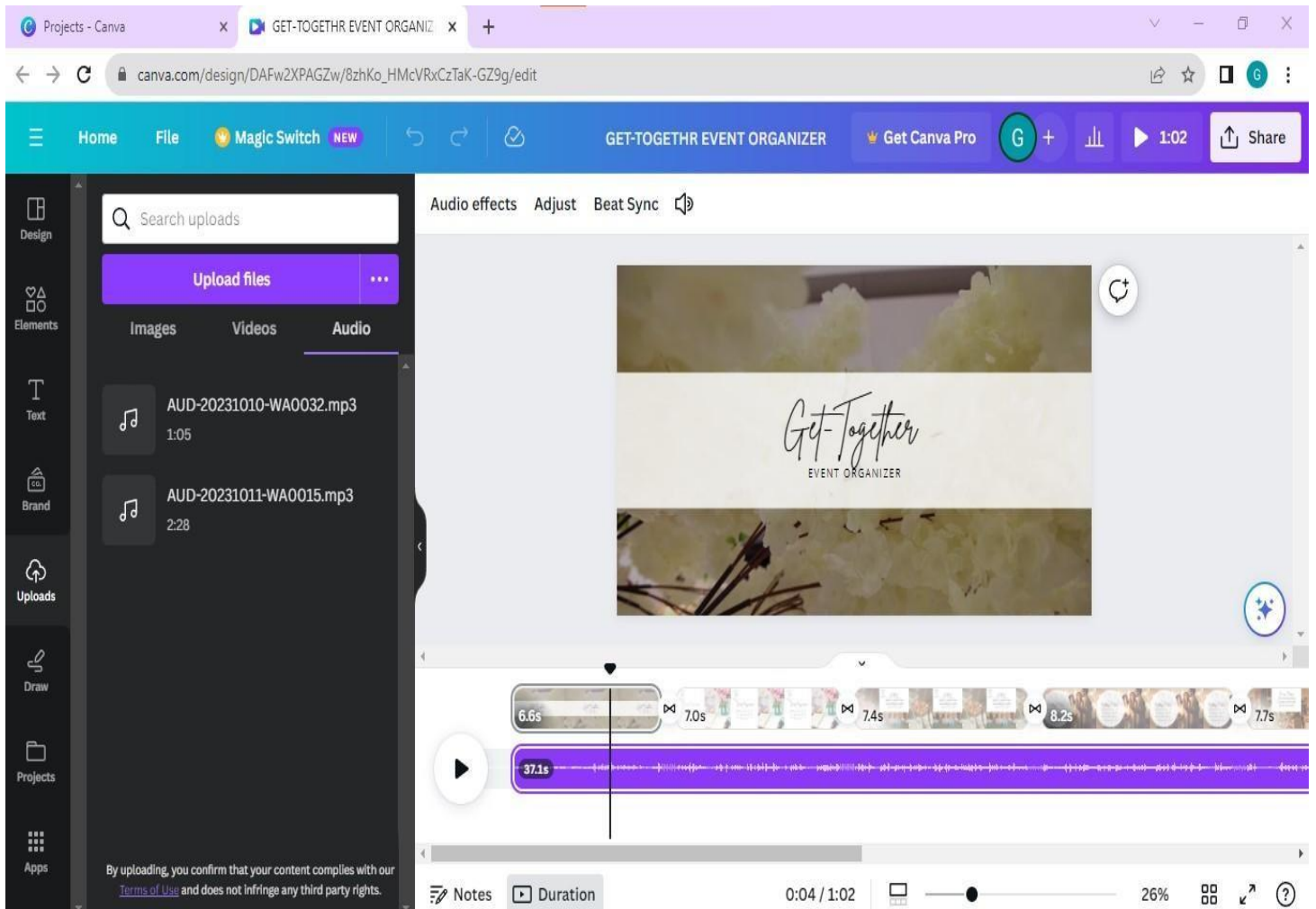
- Enhance the impact of your promo video by adding background music.
- Canva offers a library of music and sound effects that you can use.





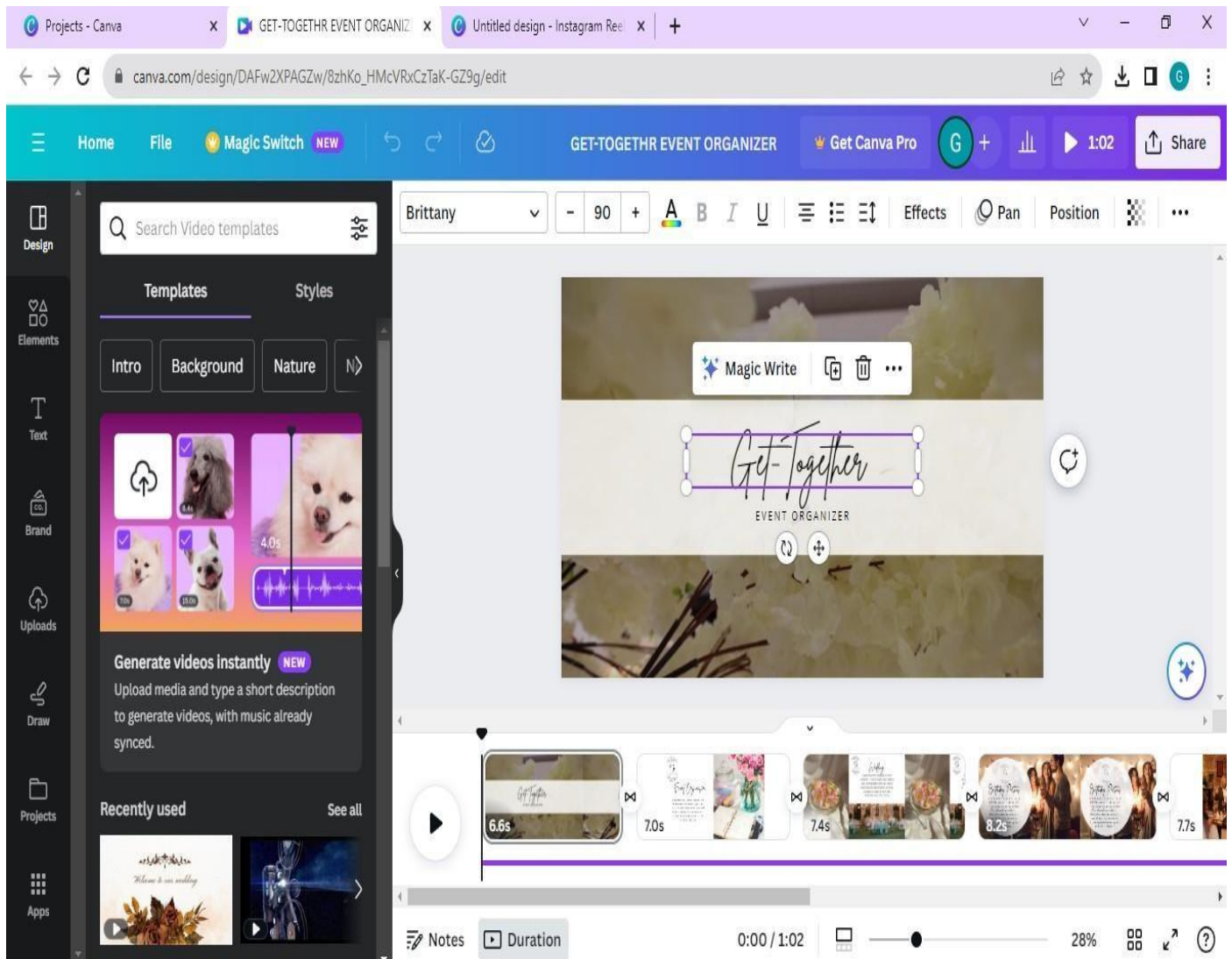
## Step 6: Add Voiceover (Optional)

- If you want to include a voiceover, you can record and add it directly in Canva.
- Ensure the voiceover complements your brand's message.



## Step 7: Preview Your Video

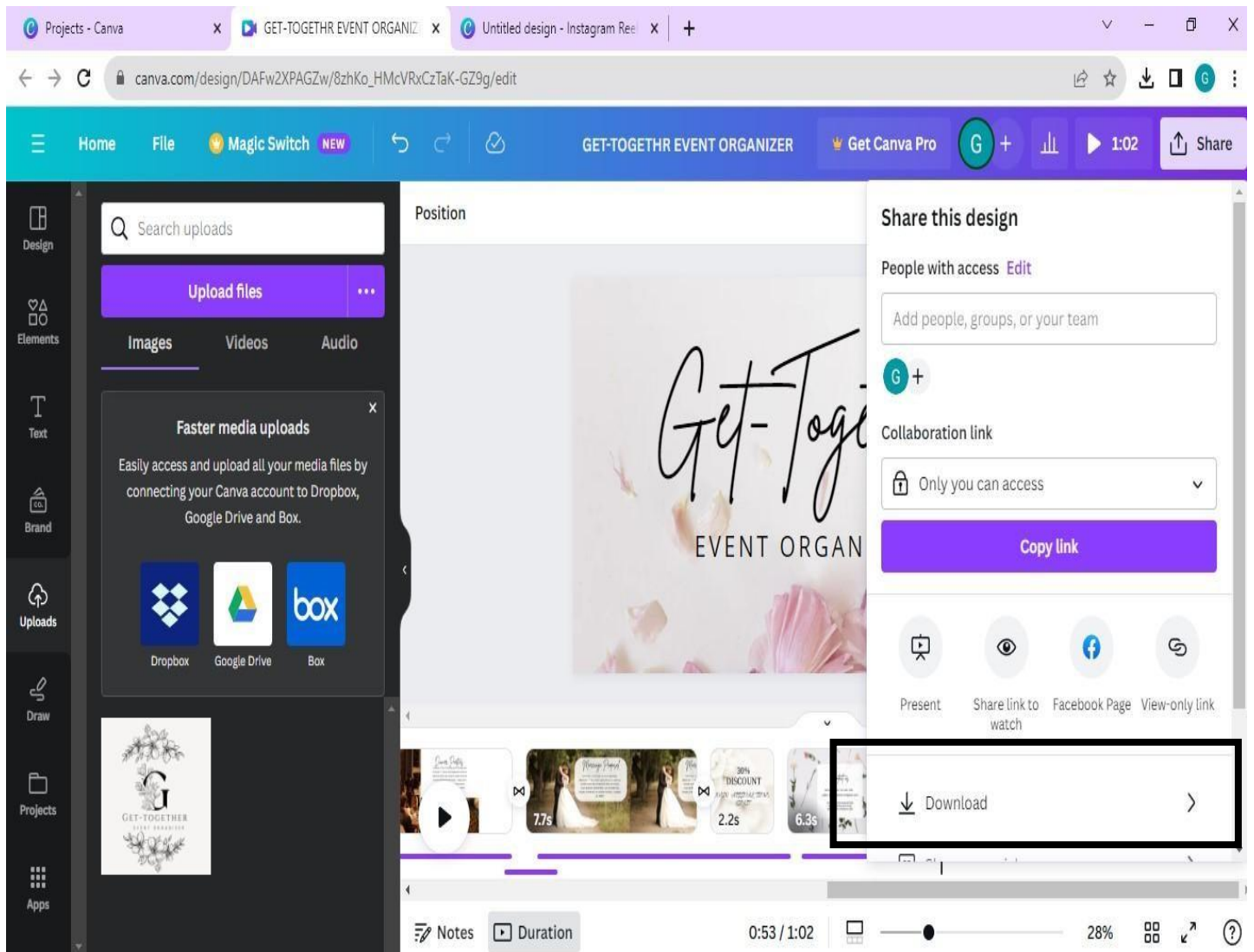
- Before finalizing, preview your video to check for any issues or inconsistencies.
- Make sure that the timing, visuals, and audio are all aligned with your brand's message.





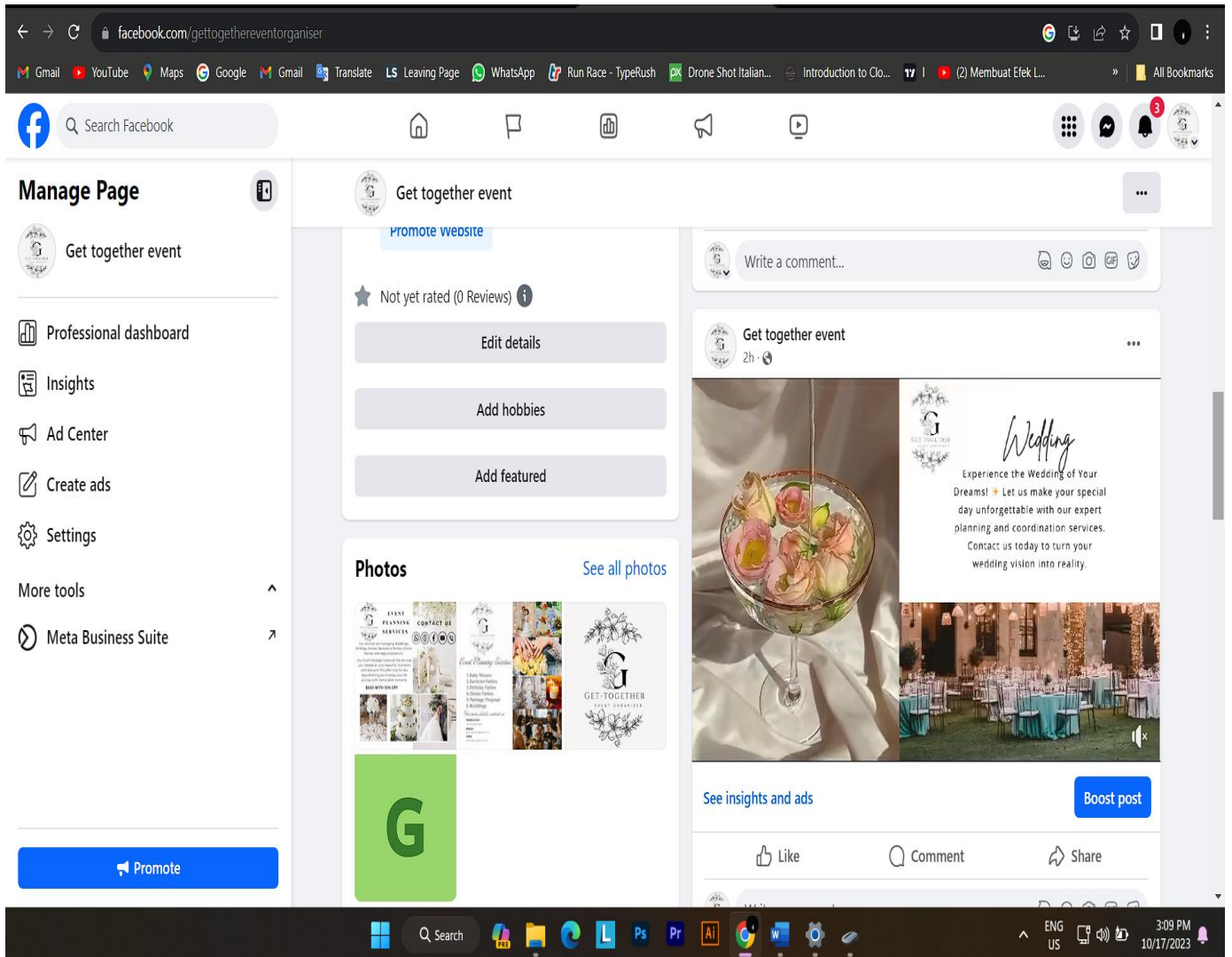
## Step 8: Export Your Video

- Once you are satisfied with your promo video, click the "Export" button within Canva.
- Choose the appropriate video quality settings.



## Step 9: Share Your Video

- You can share your video directly from Canva to social media, email, or other platforms.
- Promote your brand effectively by reaching your target audience through various channels.



## OUR PROJECT LINKS

FACEBOOK LINK: <https://www.facebook.com/gettogethereventorganiser>

BLOGGER.COM LINK: <https://eventorganising-gettogether.blogspot.com>

GITHUB LINK: <https://github.com/DRishika07/Digital-marketing>

PROMO VIDEO LINK:

[https://drive.google.com/file/d/13rLHPFd3JvLfOWhoZsK-OLPmITXy89Bh/view?usp=drive\\_link](https://drive.google.com/file/d/13rLHPFd3JvLfOWhoZsK-OLPmITXy89Bh/view?usp=drive_link)

DEMO LINK:

[https://drive.google.com/file/d/12vggXOVunw39ne-V5PJ2\\_1f8lsAed4-f/view?usp=drive\\_link](https://drive.google.com/file/d/12vggXOVunw39ne-V5PJ2_1f8lsAed4-f/view?usp=drive_link)