



# CREATE A REEL

USING CANVA

Prepared For  
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# Digital Marketing project submission



*A Project entitled*

## “CREATE A REEL USING CANVA”

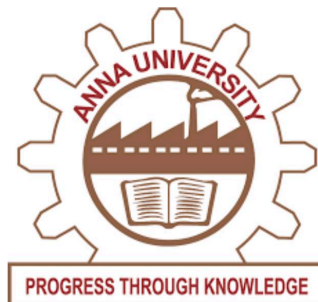
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620 024

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# CREATING A REEL USING CANVA

## Introduction:

The foundation for modern company expansion is digital marketing, which uses the expansive online space to engage with a worldwide audience. Promo films are one of its most effective weapons; they truly change the game. In a world full of information, these movies provide a clear, eye-catching means of getting your point across. They draw in viewers, hold their interest, and make an impact. Their reach is further increased by their shareability on websites, email campaigns, and social media. Promo videos are the foundation of effective marketing in the age of digital dominance. They help brands reach new heights and stay visible in the digital rush.

## Digital Marketing:

Digital marketing is a broad approach that uses internet channels to advertise goods, services, or brands. It includes a lot of different things, such content production, email campaigns, social media marketing, SEO, and more. Establishing a connection with the target audience, increasing brand awareness, and promoting digital conversions are its main goals. Digital marketing makes it possible to target specific audiences, track the effectiveness of campaigns, and make real-time strategy adjustments by utilizing data and analytics. It has completely changed the advertising industry by providing scalable, affordable, and extremely trackable strategies that are vital for companies looking to gain a competitive advantage in the ever changing internet market.

## Benefits of Digital Marketing:

1. **Global Reach:** Digital marketing allows businesses to reach a global audience, breaking down geographical barriers.
2. **Cost-Effective:** Many digital marketing strategies are cost-effective compared to traditional advertising methods.
3. **Targeted Advertising:** Digital marketing provides precise targeting options, ensuring your message reaches the right audience.
4. **Measurable Results:** It's easy to track and measure the performance of digital marketing campaigns, allowing for adjustments and improvements.
5. **Interactivity:** Digital marketing encourages two-way communication with customers, fostering engagement and brand loyalty.
6. **RealTime Engagement:** Businesses can engage with their audience in real-time, addressing concerns and inquiries promptly.
7. **Flexibility:** Digital marketing campaigns can be adjusted quickly in response to changing market conditions.

## PROJECT DETAILS:

Let us create a reel using canva.

Brand name: Spuke

Brand poster:



Category: For promotion

Email :[spukiedk@gmail.com](mailto:spukiedk@gmail.com)

Demo link: <https://drive.google.com/file/d/10urLpCYnz3LOVnIckxE4RPKJkuEIrbM-/view?usp=drivesdk>

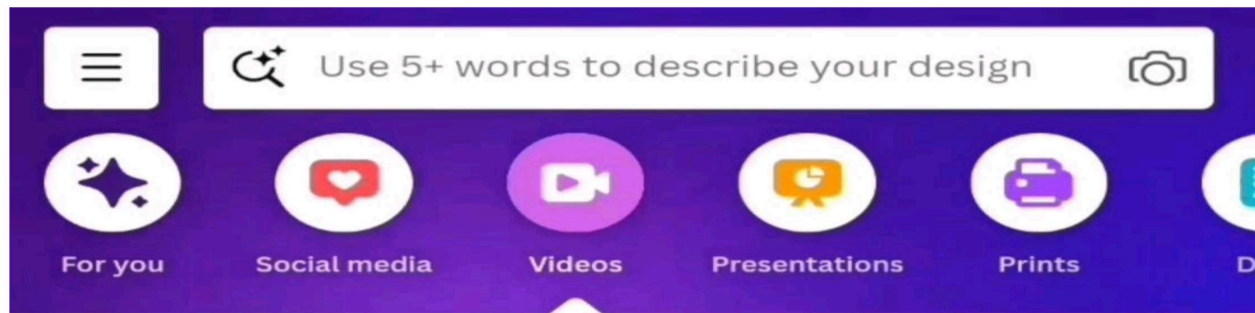
Instagram reel link: <https://www.instagram.com/reel/Cy-KTF9y3eG/?igshid=MTc4MmM1YmI2Ng==>

## Project implementation:

Step 1: open canva.



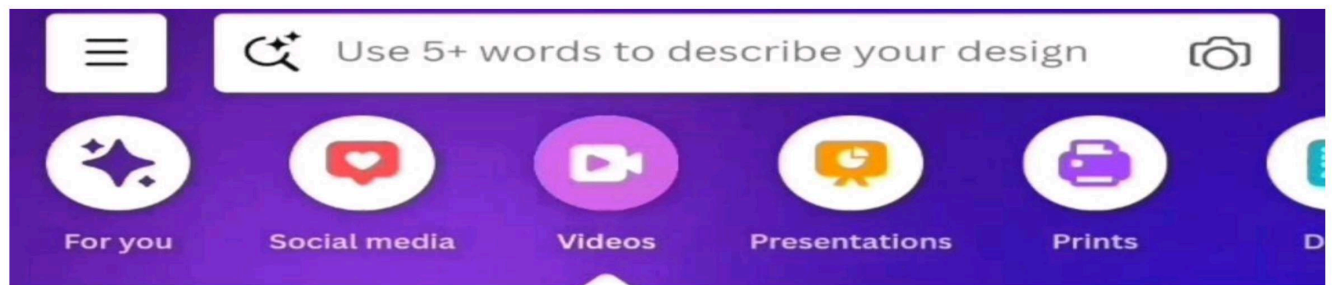
Step 2: select video section in home page.



### Easy-to-assemble videos



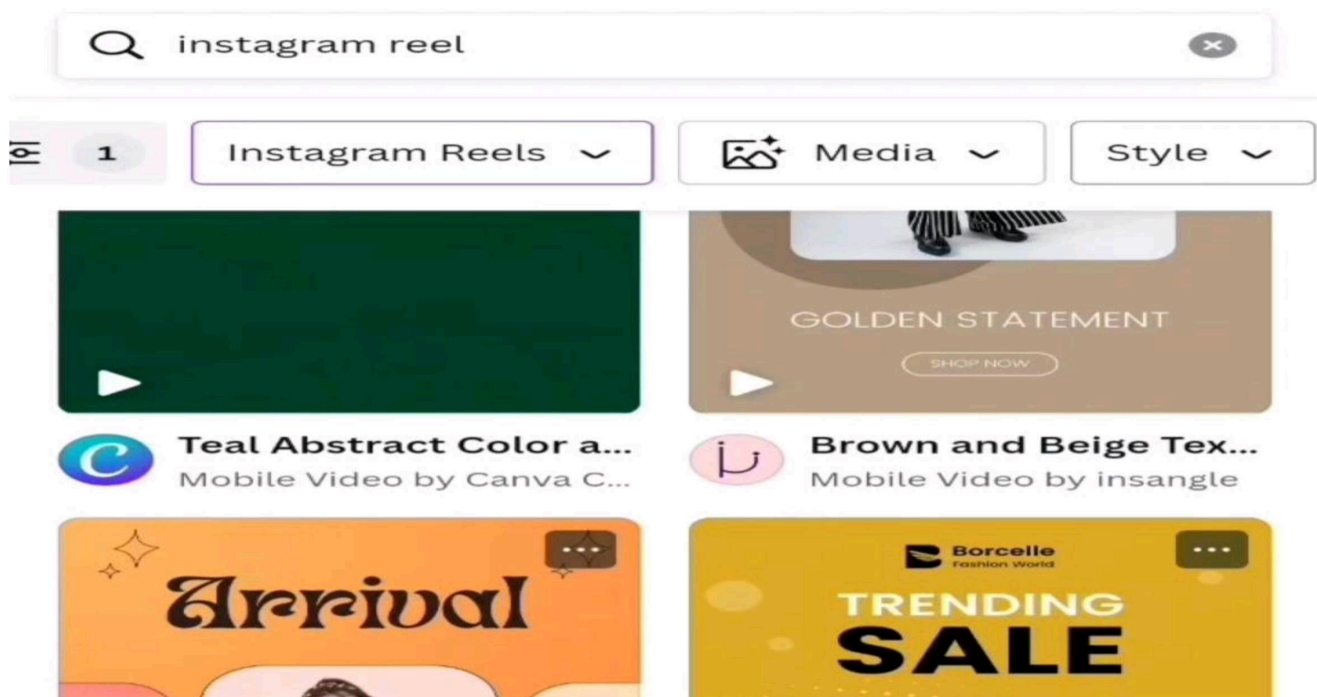
Step 3: select instagram reels.



### Easy-to-assemble videos

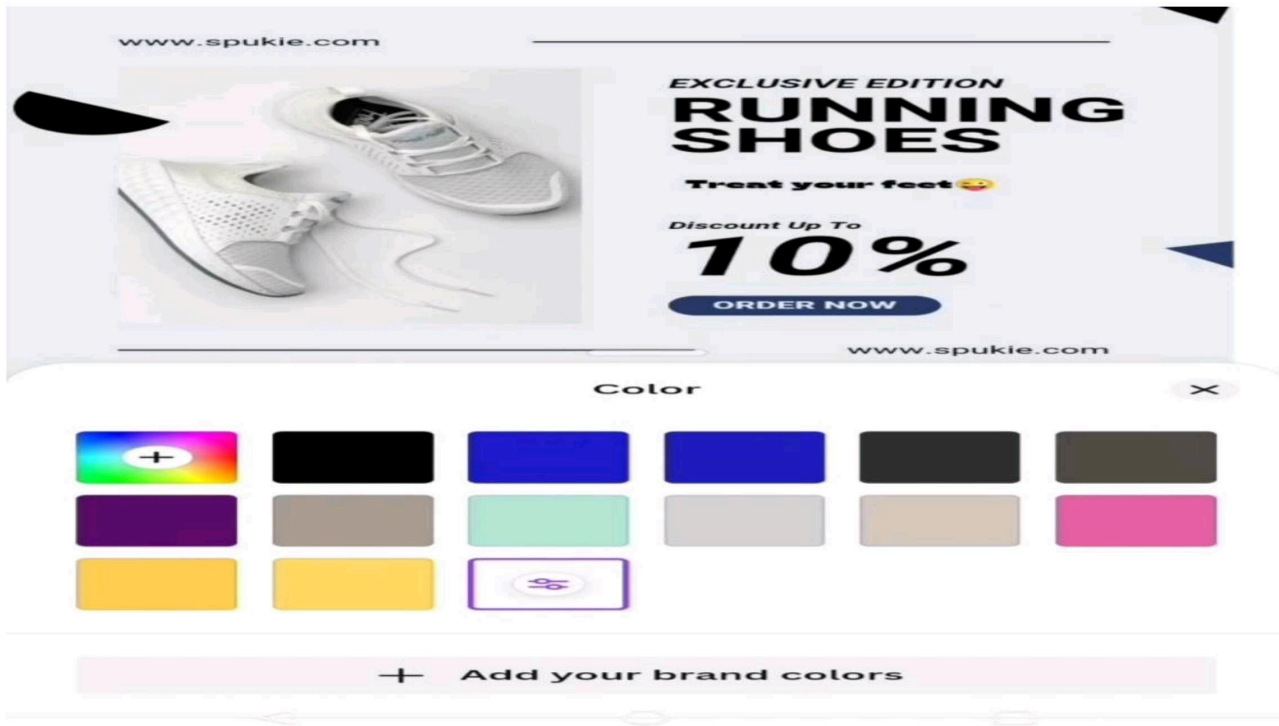


Step 4: download the templatess as per need.

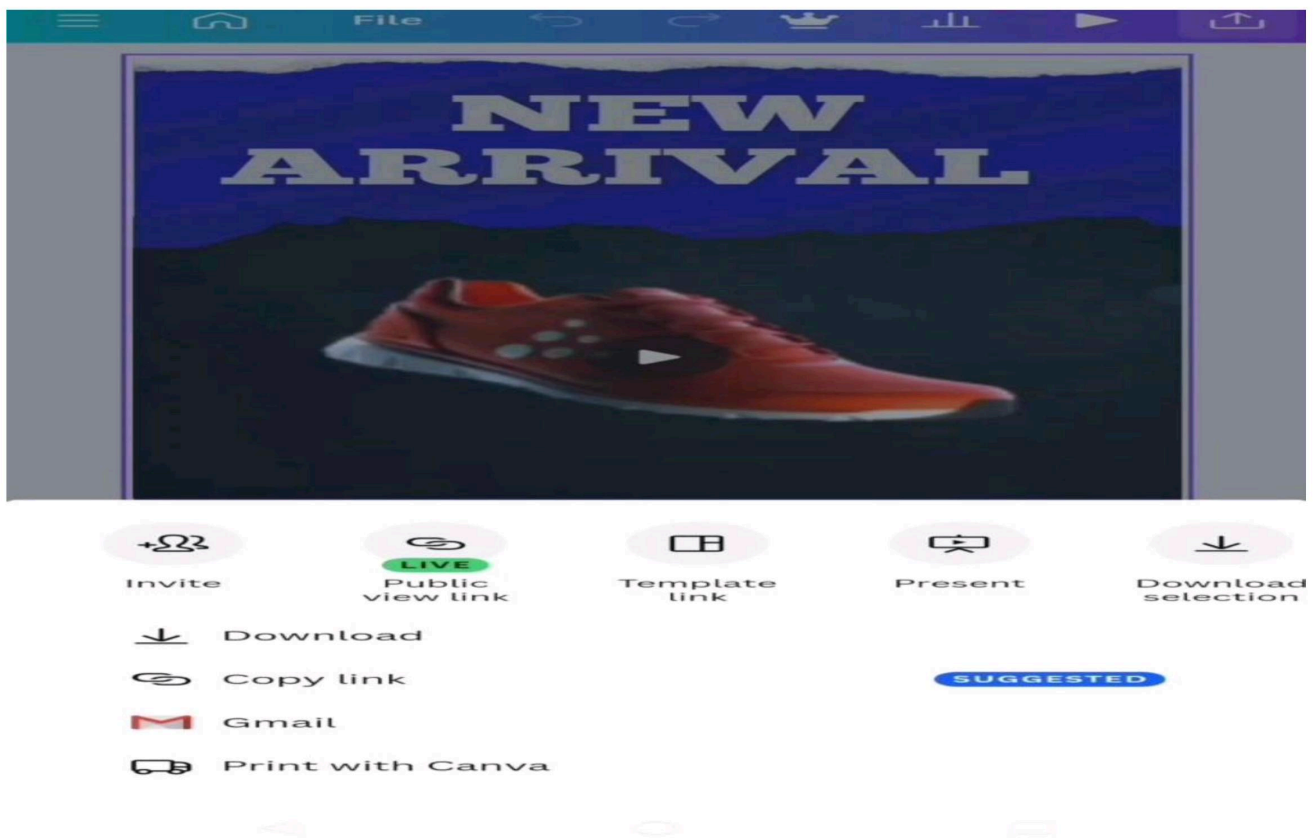


Step 5: In the project section start editing the vedio by using saved templates and insert images, change fornts, apply transactions, apply colour etc.





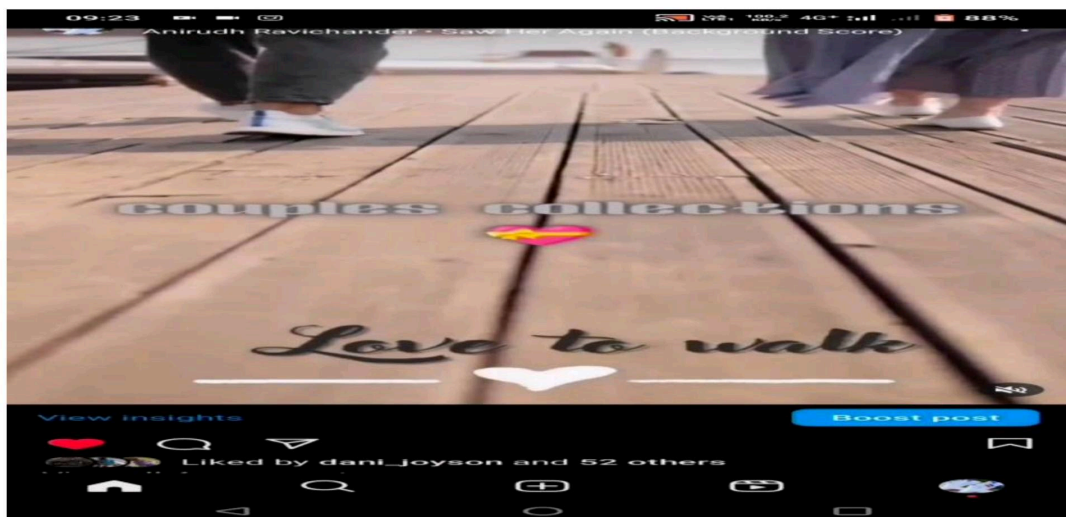
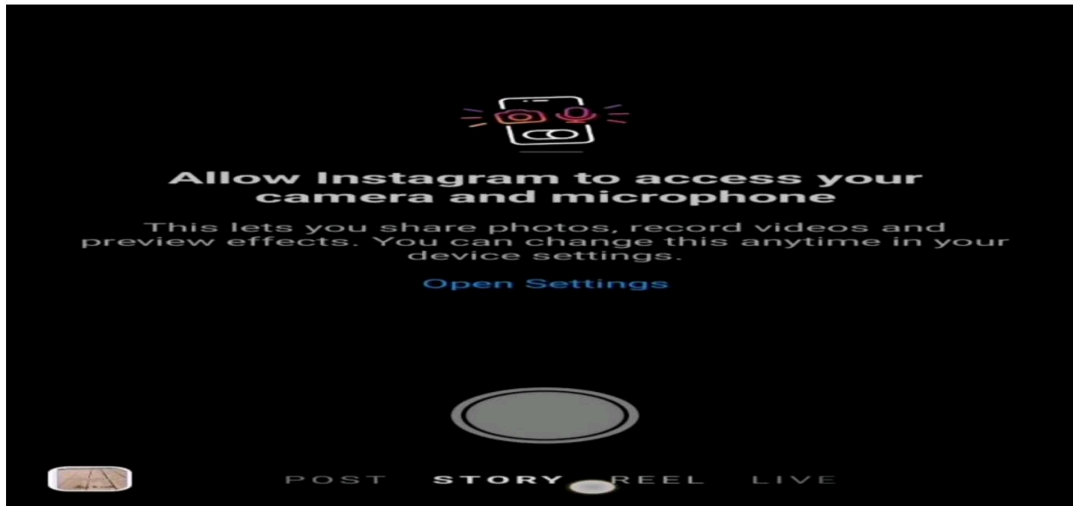
Step 6: after completion download reel.





## Step 6: instagram upload

Create an Instagram account for your brand and post your reels to attract audience



## Conclusion:

Thus our reel is use to promote our brand and to get reach.