

PROJECT PROPOSAL

Sponsored Instagram post using canva

1.INTRODUCTION:

OVERVIEW:

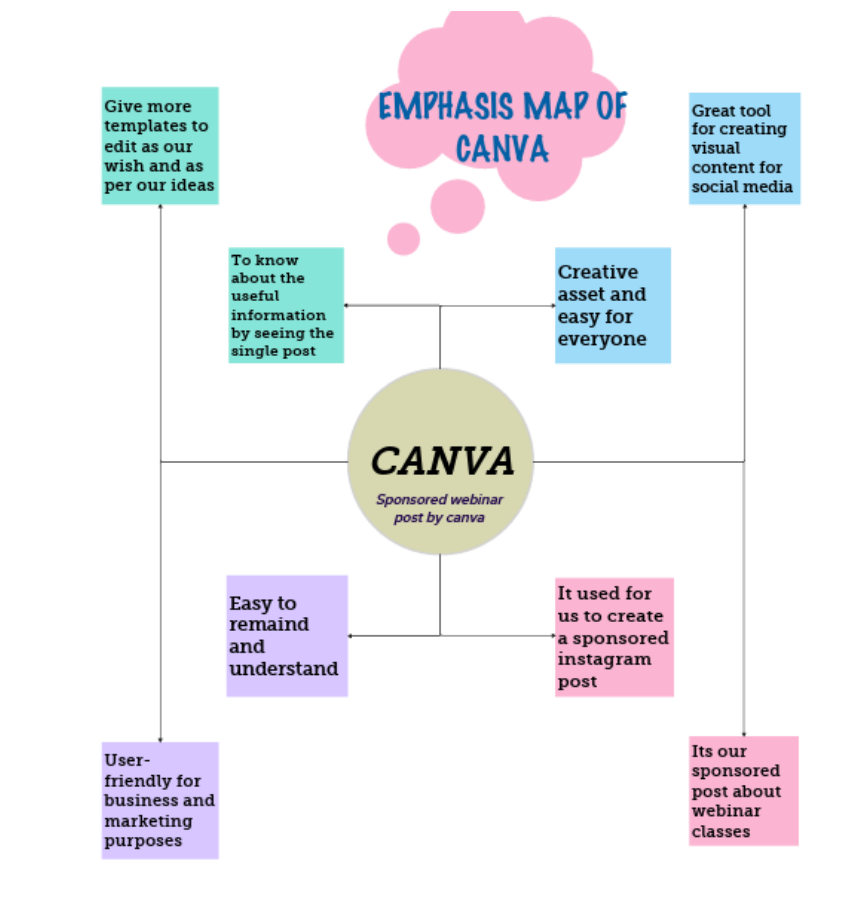
A brand creates a post and pays Instagram for access to a custom audience, and a brand that pays an influencer or creator to share content that features the brand/business in some way.

PURPOSE:

To reach new customers by promoting specific products or services. Sponsored posts are a great tool to help businesses increase their sales and continue to grow. Some other reasons you may choose to sponsor a post on Instagram include to Increase brand awareness.

PROBLEM DEFINITION AND DESIGN THINKING:

EMPHASIS MAP:



RESULTS:

Sponsored instagram post using canva:



ADVANTAGES:

It helps to reach more people easily through the internet and it attracts more customers for our institution.

DISADVANTAGES:

Though it is an education institution , this is also one kind of business. So the advertisement is more important .

APPLICATIONS: - CANVA

Canva is an invaluable tool for helping you level up your design skills, even if you're just getting started.

CONCLUSION:

Canva is a great tool for creating stunning visuals without graphic design expertise. With Canva, you can create anything from social media posts. It helps us to do our project very easily.