



## **Creating an Sponsored Post for Instagram**

### **PROJECT REPORT**

*Submitted by*

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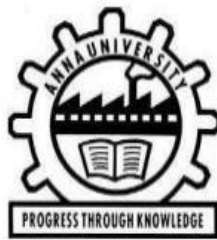
*In partial fulfillment of the requirements for the course*

**Digital Marketing**

**Conducted by**

**Smart Internz**

**Under Naan Mudalvan Scheme**



**DEPARTMENT OF  
ELECTRONICS AND COMMUNICATION ENGINEERING  
ANNA UNIVERSITY REGIONAL CAMPUS TIRUNELVELI  
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**November 2023**

# **Social Ads: Create a mock sponsored post for Facebook/ Instagram/Linkedin**

**Brand Name:** Bluewater Delight

**Category:** A beach restaurant

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

**Facebook Business Page :** <https://www.facebook.com/bluewaterdelight>

**Instagram Business Page:**

[https://instagram.com/blue\\_water\\_delight?igshid=NGVhN2U2NjQ0Yg==](https://instagram.com/blue_water_delight?igshid=NGVhN2U2NjQ0Yg==)

## **BRAND LOGO:**



The Bluewater delight is a beach restaurant.

The partners associated with this are #tinymeetbookspot; #cherryncake;

## POSTERS/ADS:



**RESTAURANT**  
**BLUEWATER DELIGHT**  
EST. 2023

# BLUEWATER DELIGHT

A beach restaurant

*A special offer going for weekend. Pair delectable cuisine with entertaining games, a novel combination of delight.*

*Enjoy our exclusive April-May weekend offer from 3pm*

Dive into delicious dishes and make a splash with our exciting water games, all thanks to our fantastic sponsor! 🏊‍♂️ 🌊 #BeachsideFun

*Sponsored By*

**MOUNT FRANKLIN**  
SANGUMAL BEACH RAMESHWARAM

**isklar**

**For more Details**  
🌐 [www.bluewaterdelight.com](http://www.bluewaterdelight.com)  
📞 9894180872  
📍 Sangumal Beach Rameshwaram  
📞 9894180872  
🌐 [www.pineapplebeachresort.com](http://www.pineapplebeachresort.com)  
**For more Details**

Summer Special offer provided by Bluewater Delight restaurant.

**"Indulge your senses in a culinary journey where flavors dance and memories are savored. Welcome to a gastronomic paradise, where every bite tells a story. #Bluewater Delight 🍴🌊 #beachsidefun"**



## Diwali Special

*Games*

*Food*

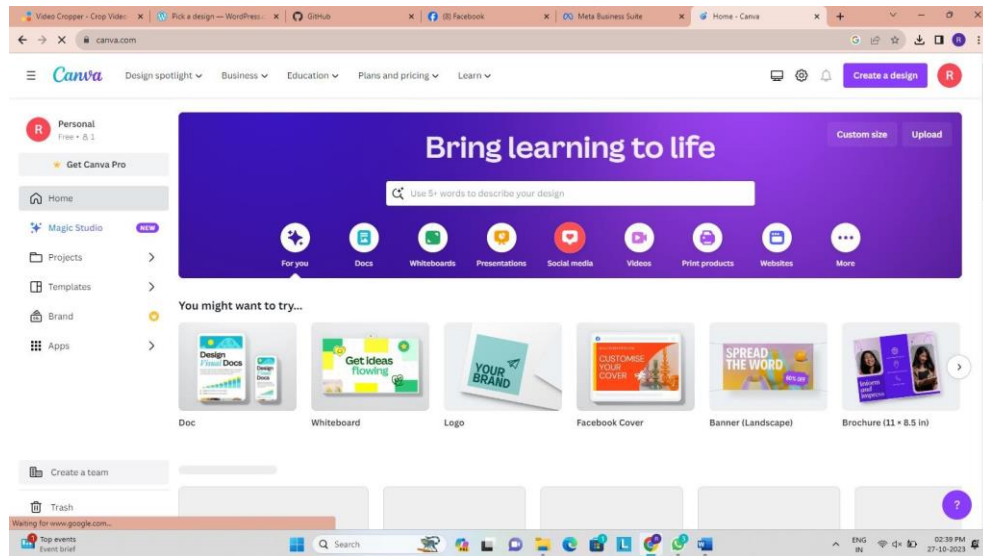
*Fun!*

## Video Link:

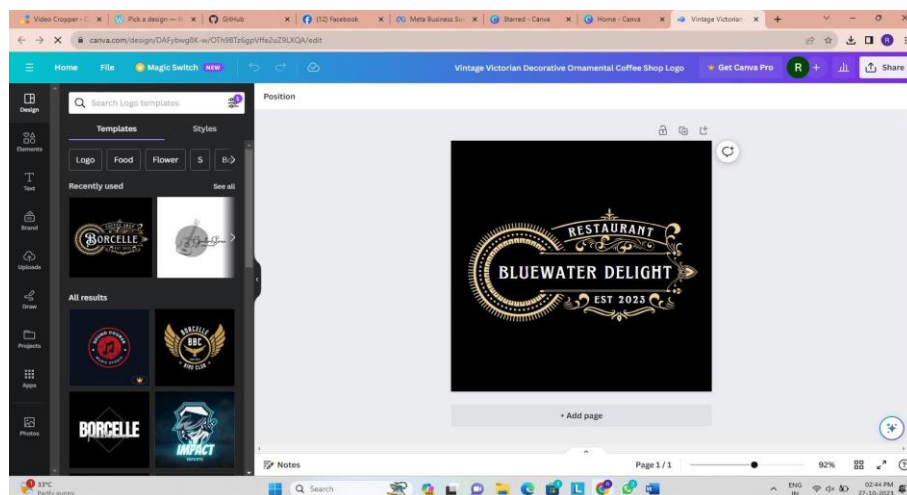
[https://drive.google.com/file/d/1Nazl8XO3wg3rflwMy8P8aAqU1-\\_L2m9s/view?usp=drivesdk](https://drive.google.com/file/d/1Nazl8XO3wg3rflwMy8P8aAqU1-_L2m9s/view?usp=drivesdk)

# PROCEDURES:

## 1. Login to Canva

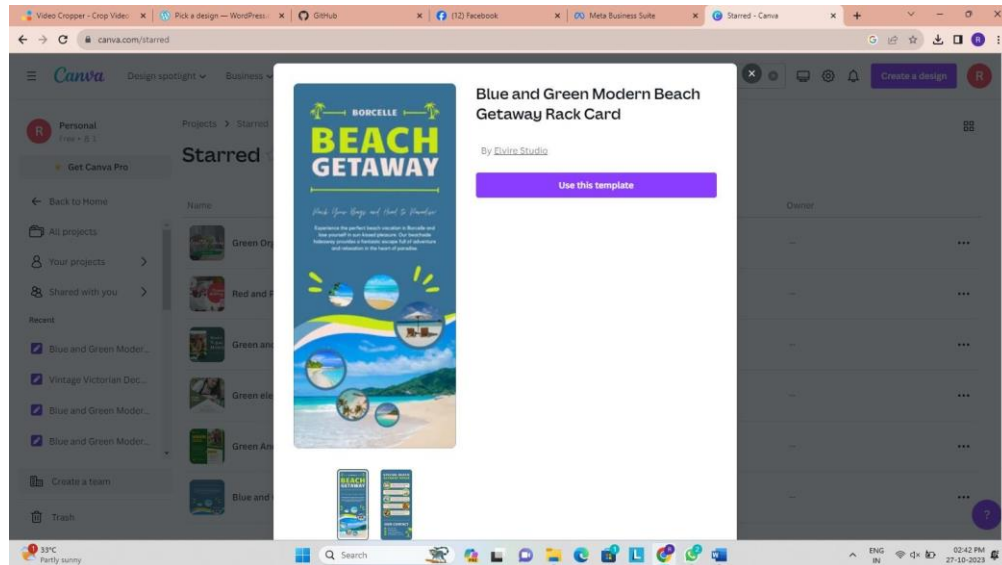


## 2. Choose a template and create the brand logo

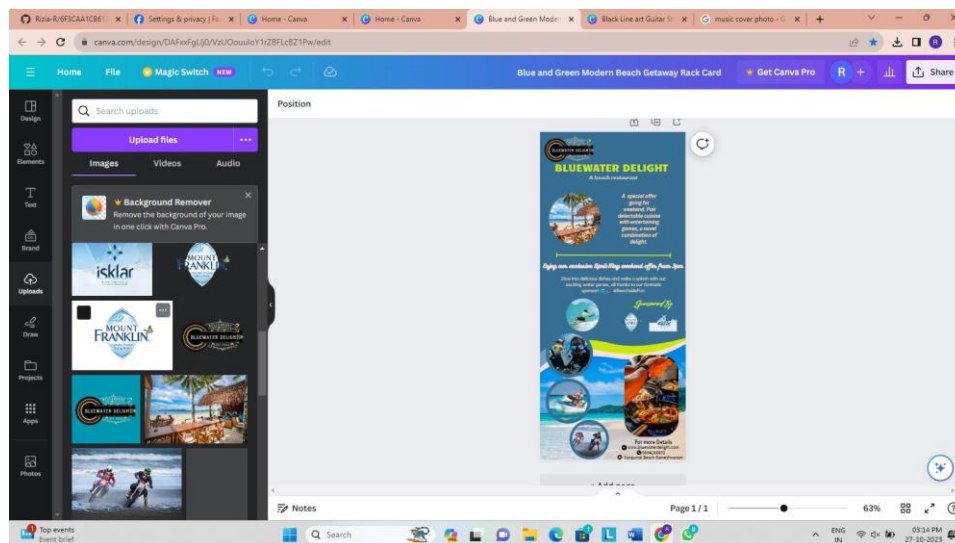




### 3. Create a Sponser post templates



### 4. Custamize it according to product and download it.



5. Create a business page in Instagram/Facebook and upload our posters.

