

NAAN MUDHALVAN

DIGITAL MARKETING

PROJECT DOCUMENTATION

TEAM NUMBER - 2

TEAM MEMBERS:

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PROJECT – 9

INSTAGRAM REEL

Create an Instagram reel for your business brand and promote it attract a minimum of 100 Likes

Aim:

To create an Instagram reel for our business brand and promote it attract a minimum of 100 likes.

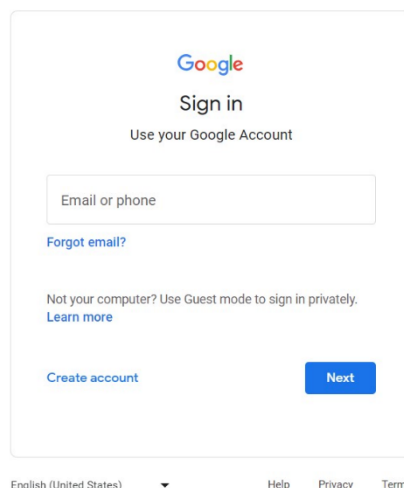
Procedure:

Industry Selection:

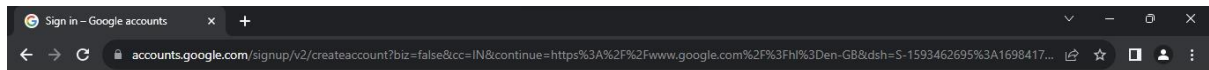
- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

Creating an Email ID:

- Select an email service provider like Gmail, Yahoo, or Outlook.
- Click on add account option for further process.

A screenshot of the Google Sign in page. At the top is the Google logo, followed by the text "Sign in" and "Use your Google Account". Below this is a text input field labeled "Email or phone". Under the field is a link that says "Forgot email?". Further down, there is a line of text: "Not your computer? Use Guest mode to sign in privately." followed by a link "Learn more". At the bottom left is a link "Create account" and at the bottom right is a blue button labeled "Next". At the very bottom of the page, there is a footer with "English (United States)" and a dropdown arrow, followed by links for "Help", "Privacy", and "Terms".

- Click on "Sign Up" or "Create Account" and Fill in your personal information, including your name and preferred email address.



Google

Create a Google Account

Enter your name

First name

Surname (optional)

Next

English (United Kingdom) Help Privacy Terms



Google

Basic information

Enter your birthday and gender

Day

Month

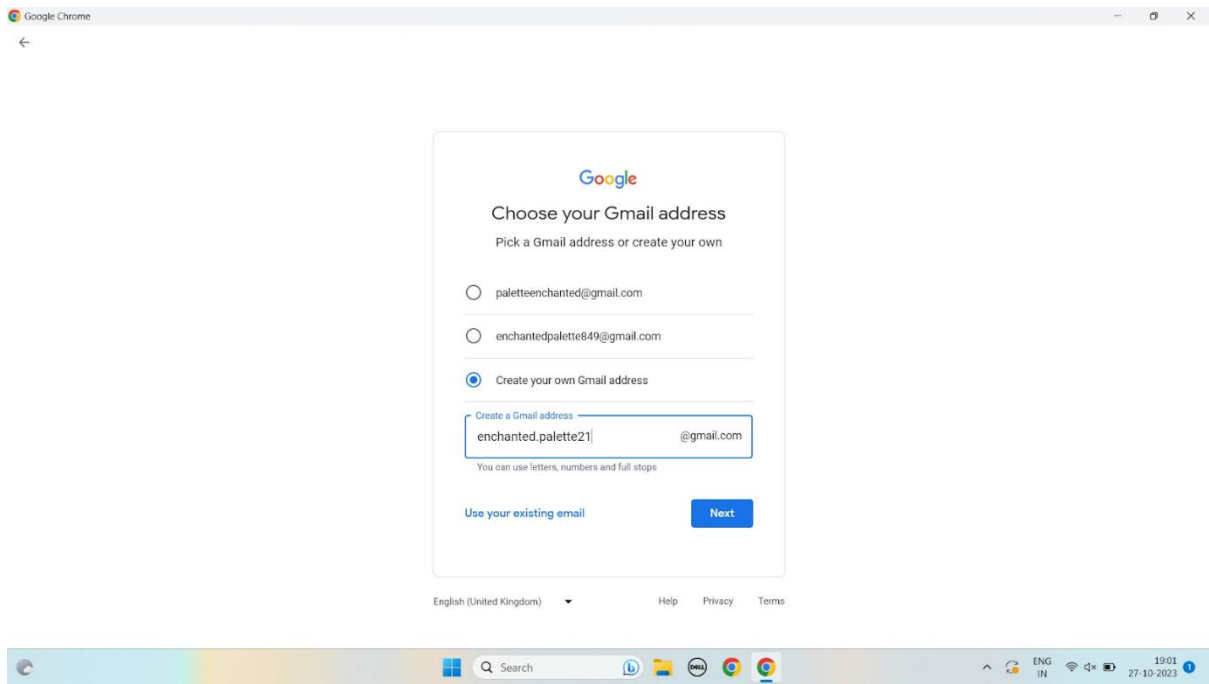
Year

Gender

Next

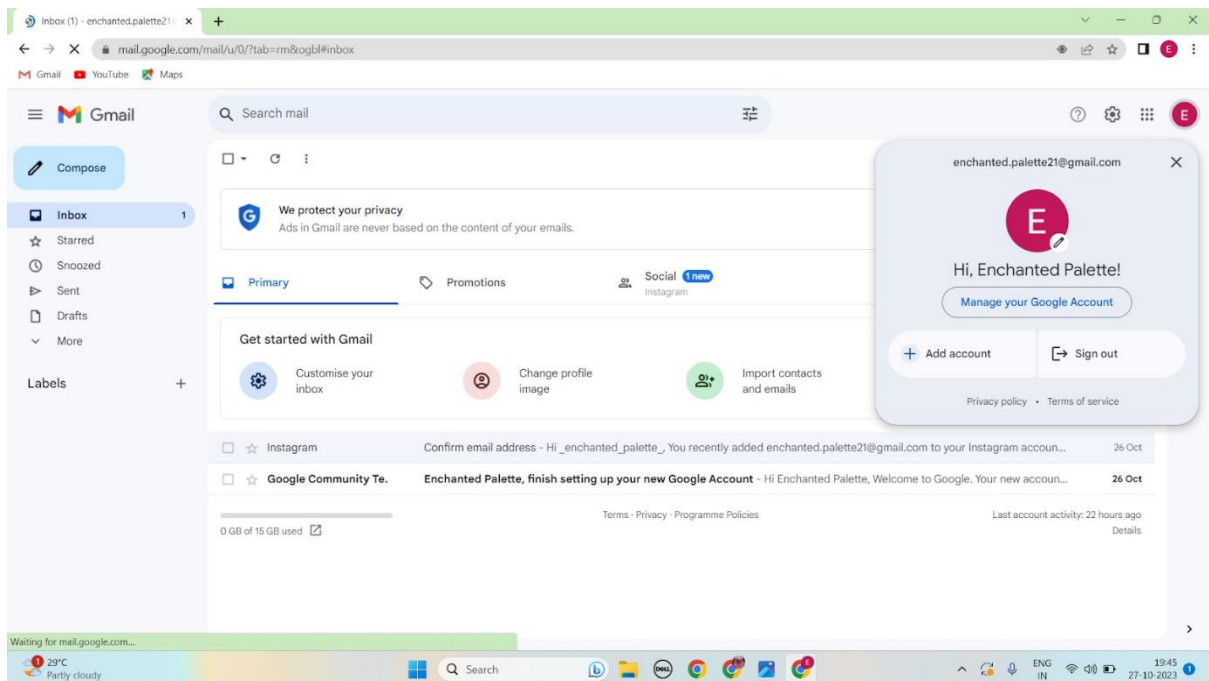
English (United Kingdom) Help Privacy Terms





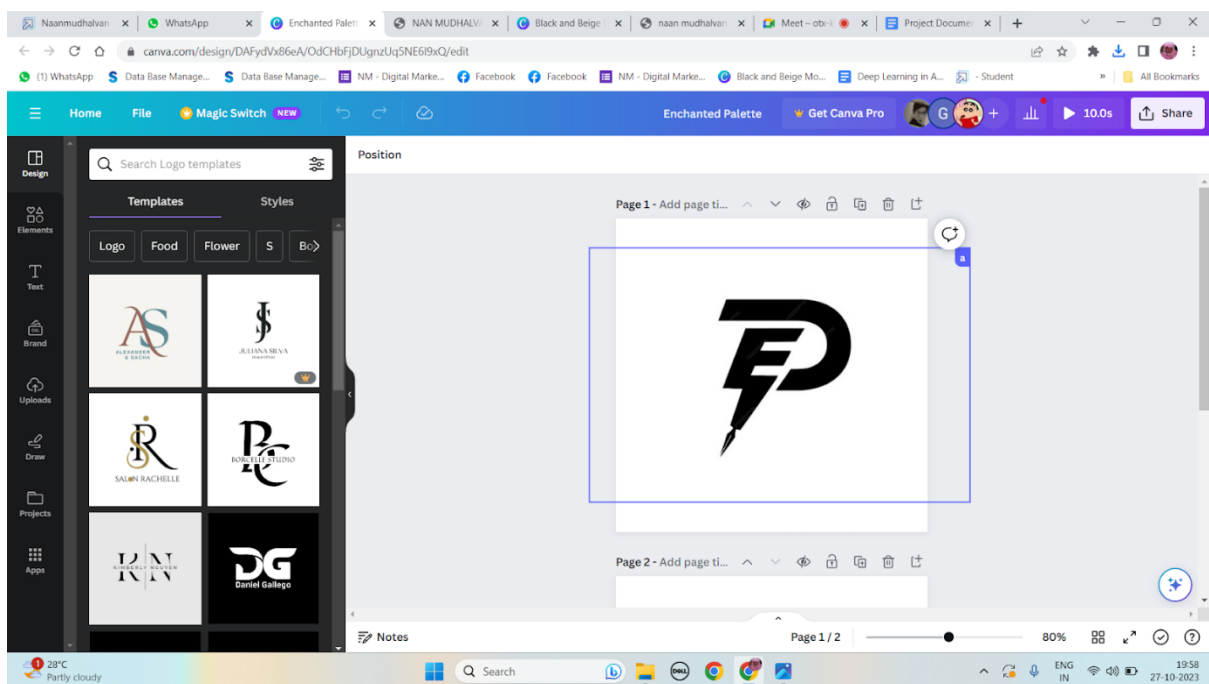
- Sent a secured password and verify your identity through a verification code sent to your phone or another email address and after verification the google account setup is complete.

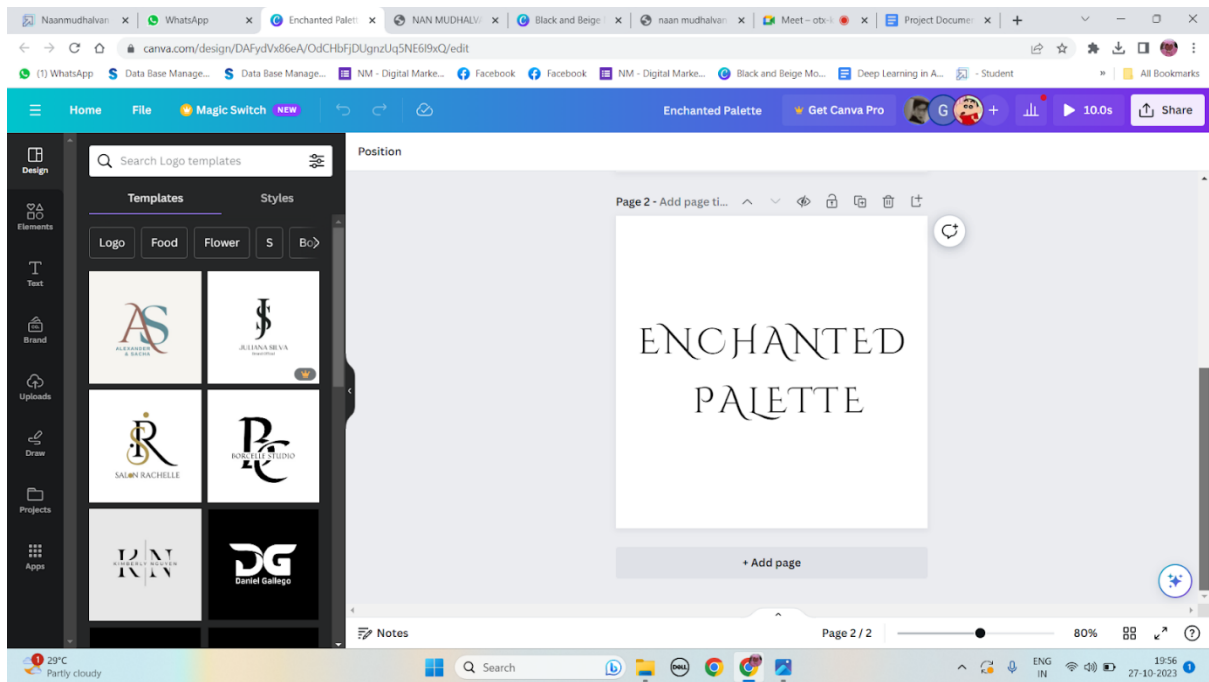
- The email account is created.



Designing a Logo

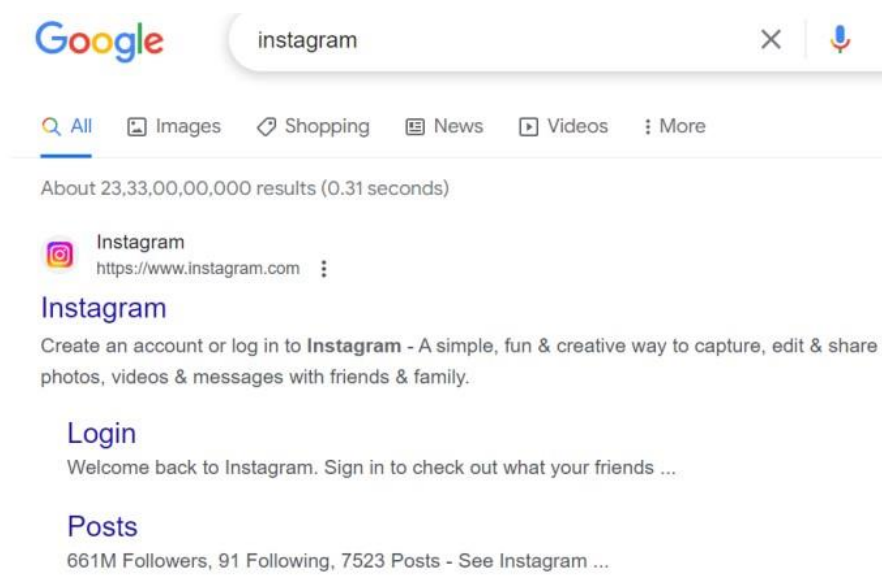
- Create a logo that reflects the brand's identity, values, and target audience.
- Choose a color palette that aligns with your brand and industry.
- Ensure the logo is versatile and looks good in various sizes and formats.

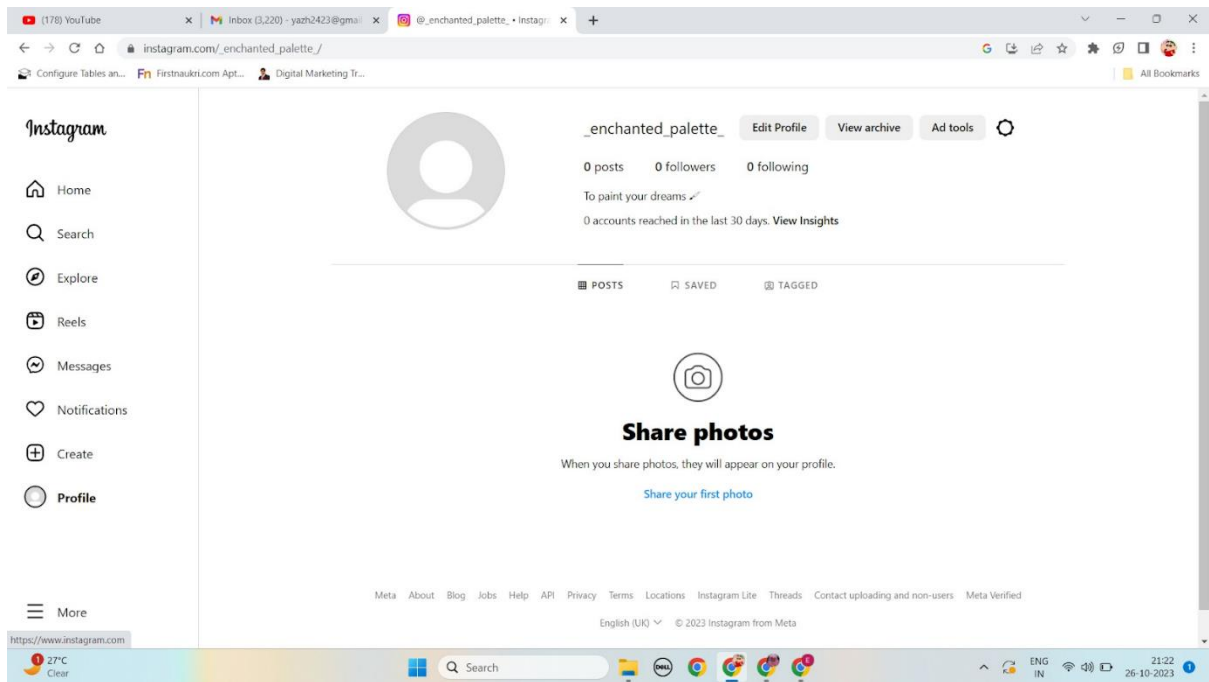




Creating an Instagram Page

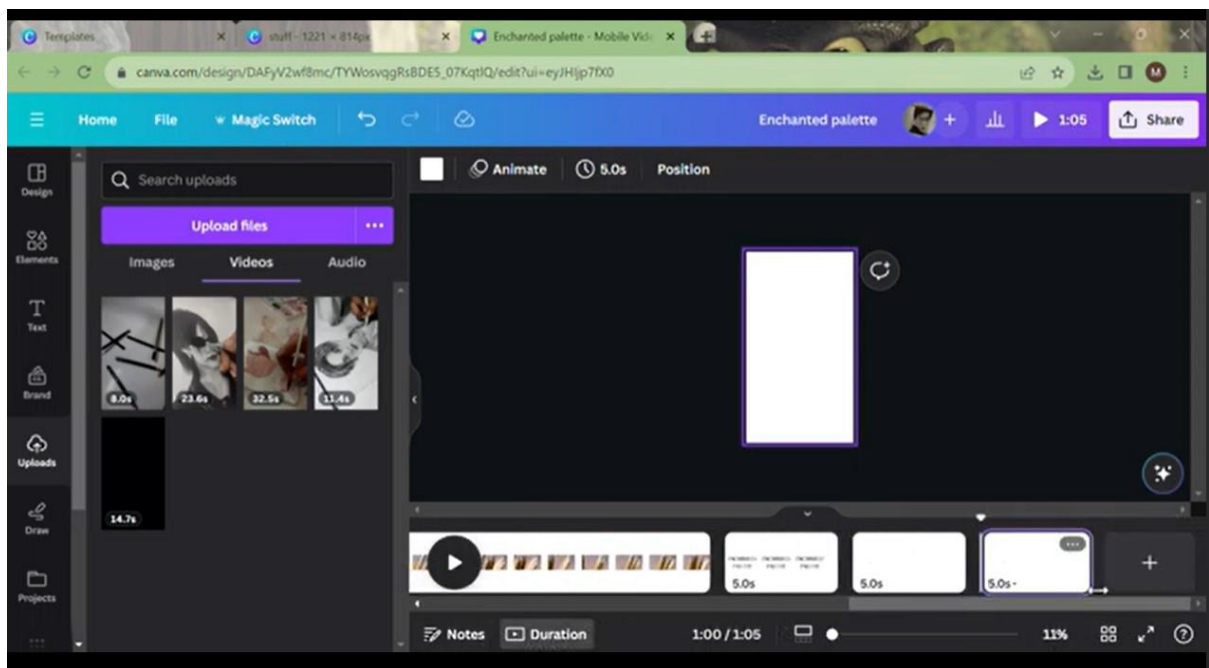
- Download the Instagram app from your smartphone's app store.
- Open the app/website.
 - Sign up for a new account using your brand's name, a profile picture (use your logo), and a bio that describes your athletic wear brand.
- Make your account a professional account.



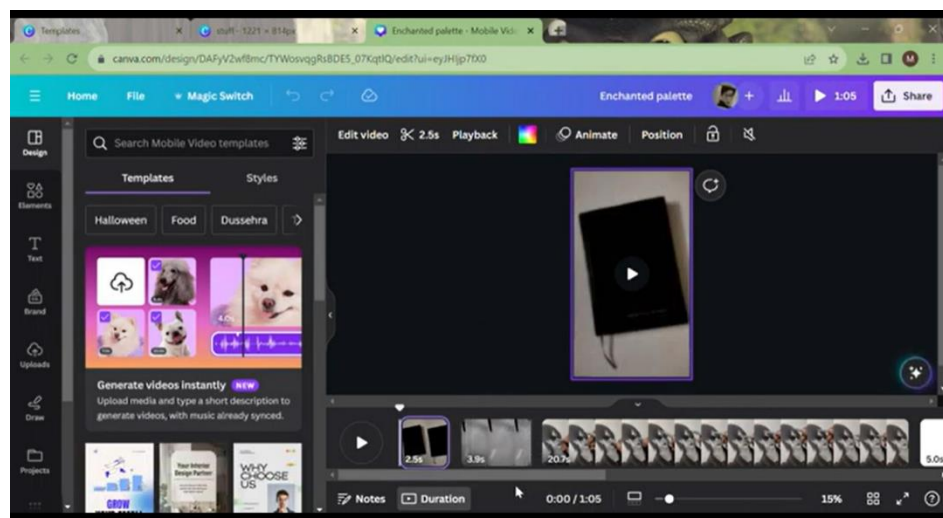
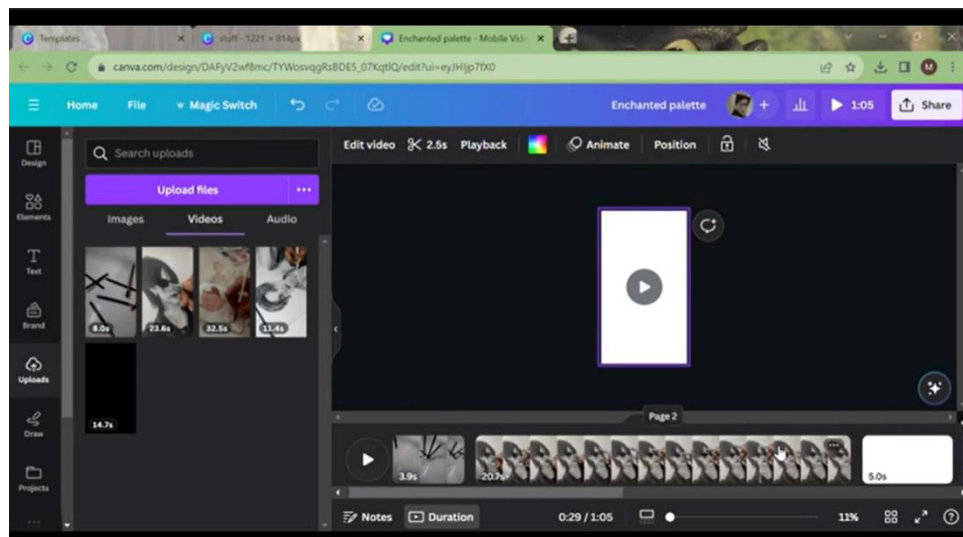
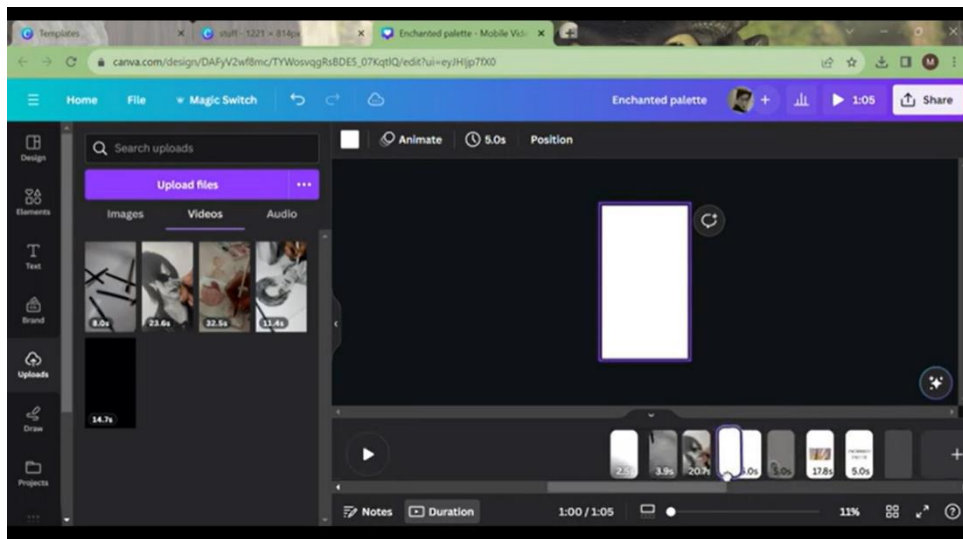


Designing a reel:

- Open canva website and Choose a template for the reel.



- Fetch stock videos and sequence the clips in correct order to design an instagram reel.



OUTPUT :

- **Email Id:**
enchanted.palette21@gmail.com

- **Industry Name:**
ENCHANTED PALETTE

- **Industry Type:**
ART SUPPLIES

- **Instagram Id:**
_enchanted_palette_

Instagram Profile Link:

https://instagram.com/_enchanted_palette_?igshid=OGQ5ZDc2ODk2ZA==

- **Instagram Reel:**
https://www.instagram.com/reel/Cy6WMI_P8yn/?igshid=OGQ5ZDc2ODk2ZA==

- **Drive Link (Screenrecorded Video):**
<https://drive.google.com/file/d/1kKcJThr80hnKxih3-vP4MWax6GBk8nVZ/view?usp=sharing>

- **Canva Reel:**
https://www.canva.com/design/DAFyV2wf8mc/TYWosvqgRsBDE5_07KqtlQ/edit?utm_content=DAFyV2wf8mc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- **Canva Logo:**
https://www.canva.com/design/DAFyVx86eA/OdCHbFjDUgnzUq5NE6I9xQ/edit?utm_content=DAFyVx86eA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton