

A PROJECT REPORT ON

BRAND PROMO VIDEO

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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BONAFIDE CERTIFICATE

Certified this project report “**Brand Promo Video**” is the bonafide work of **J.AMOHA** (421320106004),**K. ABINAYA**(421320106001), **M.GEETHA**(421320106012), **S.ANITHA**(LATERAL ENTRY) who carried out the project under my supervision.

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1. PROJECT DESCRIPTION:

In this project, we aim to create a Brand promo video using canva. Our goal is to create a video for the New brand for very short duration to promote the business. This Creation of promo video will enhance the business by short term video advertisement in a digital platform and business in a effective manner. A promotional video is without a doubt one of the most effective ways to market and sell your brand.83% of marketers say promotional videos give them a positive ROI, and 68% of consumers say they prefer to learn about a product or service by watching a promo video.

2. INTRODUCTION ABOUT PROMO VIDEO:

A **promotional video** or promo video is a video used for the express purpose of promoting a specific marketing initiative, sale, or event. Promos are often similar in style and tone to a teaser video, where you grab your audience's attention and draw them in to learn more. This video for Amazon's Leadership Essentials workshops is an effective example.

Another example: You have an upcoming promotion for 50 percent off your lawn and garden furniture over Labor Day Weekend – so you create a simple promo video to highlight your offer, including the details and dates of the sale.

In both instances, you aren't trying to sell a particular product like you are in a product video, or promoting your brand, like you would with a brand video. Instead, your goal is to draw the viewer in to find out more – like a [teaser trailer](#) does for a movie.

3. WHEN SHOULD I USE A PROMO VIDEO?

Promo videos are great for **attracting new visitors** by building awareness online for upcoming events and promotions. If your viewers are new to your brand, a promo video can

introduce them to your company by piquing their interest with your current promotion. For those who *do* know your brand, you can also **engage current and recurring visitors** by drawing them back in and giving them another reason to consider doing business with your company. Here's a good example – say a potential client or customer is on your site and has been considering your product or service for awhile now. By sharing a promo video with them for an upcoming promotion, you can provide additional value and one more reason for them to say yes.

4. WHY SHOULD I USE PROMO VIDEOS?

The short answer? Because promotions work. Sometimes, all a future customer or prospective client needs is that extra push to take the leap and try out your product or service. Studies have even shown that certain promotions, like offering coupons or discounts, can [lead to a rise in oxytocin levels](#), making people happier and more likely to buy.

You likely already know how well this works with limited-time discounts – creating a promo video for your events or promotions just helps get the word out in a form that your followers want to see. Customers actually *prefer* watching videos from the brands they follow, as it makes information easy to digest and remember.

5. WHAT MAKES A GOOD PROMO VIDEO?

The promo video may seem simple in concept, but there are definitely a few key elements you don't want to leave out when you're creating your own.

- **Think like a teaser.** The goal of your promo video isn't to take a deep-dive on your product or services. It's a quick, attention-grabbing trailer to highlight a promotion or event, so use fast cuts in your edit, as well as catchy sound bites or titles.

- **Stay focused.** If you're [promoting an event](#), keep your promo video all about the event details. What will the guests experience there? What vendors will be there? And most importantly, when is it all going down?
- **Don't overlook graphics.** You're going to want to include a [visual call to action](#), whether it's a discount code for a percent off or a time and date for an event or promotional period ending. Use visual titles to help the viewer focus on what you want them to remember.
- **Create multiple versions for social.** You're going to want to use your promo videos a lot—especially for time-sensitive promotions. Try creating a handful of alternate edits of your promo videos so your [social feeds](#) don't get too repetitive!
- **You can use promos for your business.** Don't feel like you *have* to have a deal to make a promo video. You can use a promo video just to tease or highlight an aspect of your business in the same way you would a timed promotion or event.

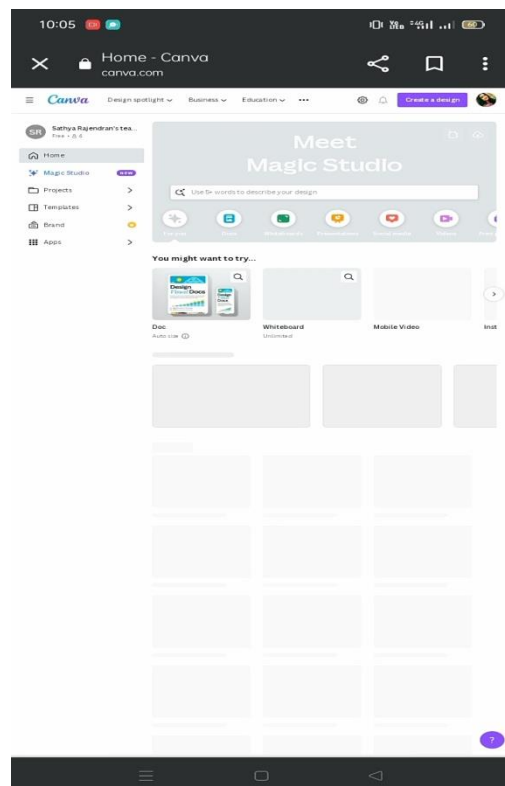
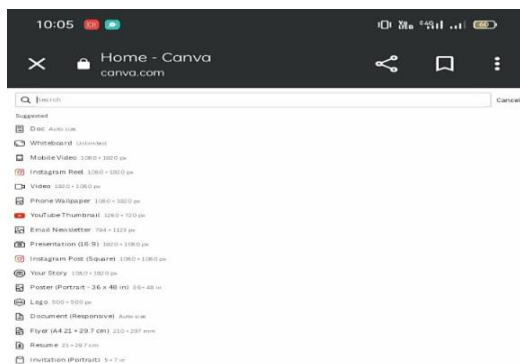
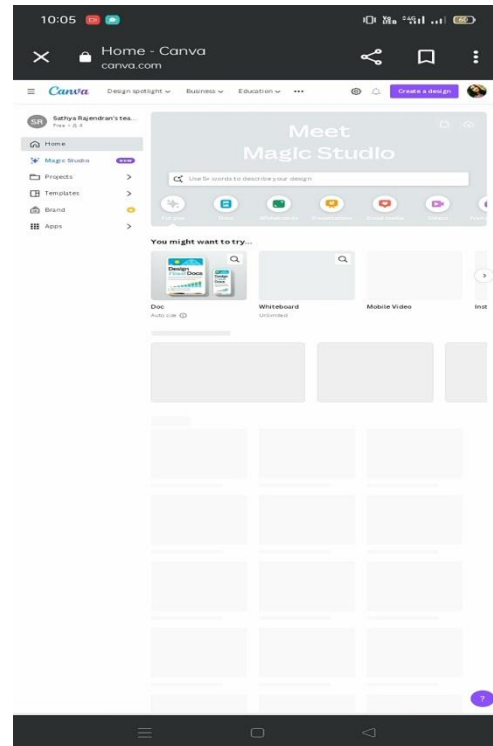
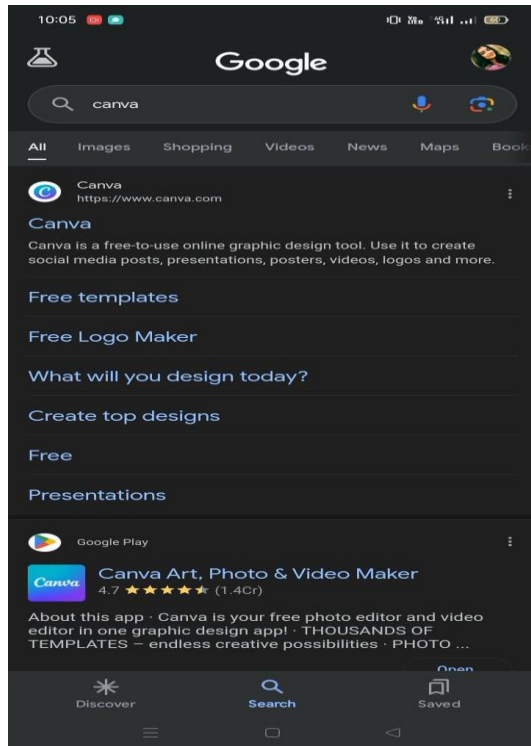
6. How to Make a Promo Video

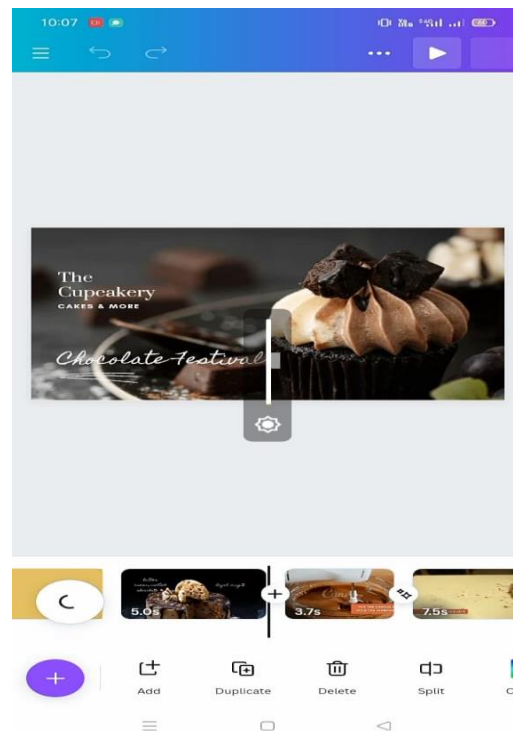
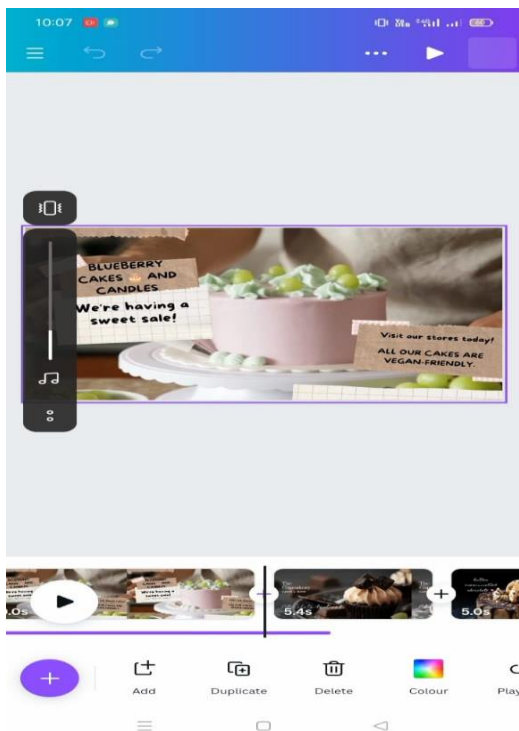
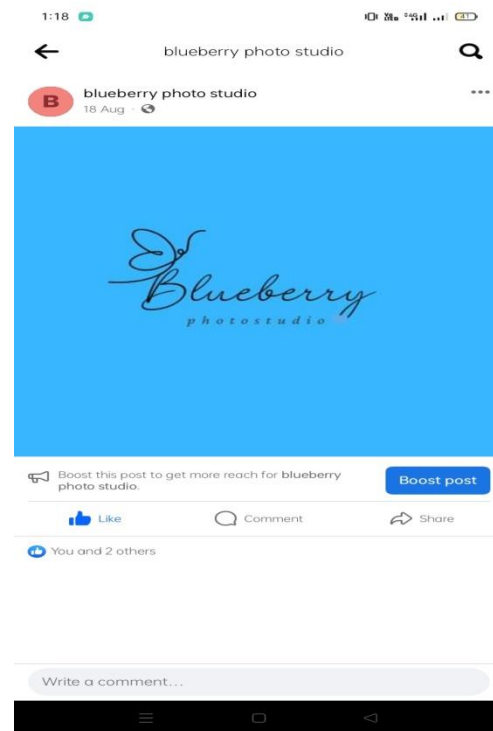
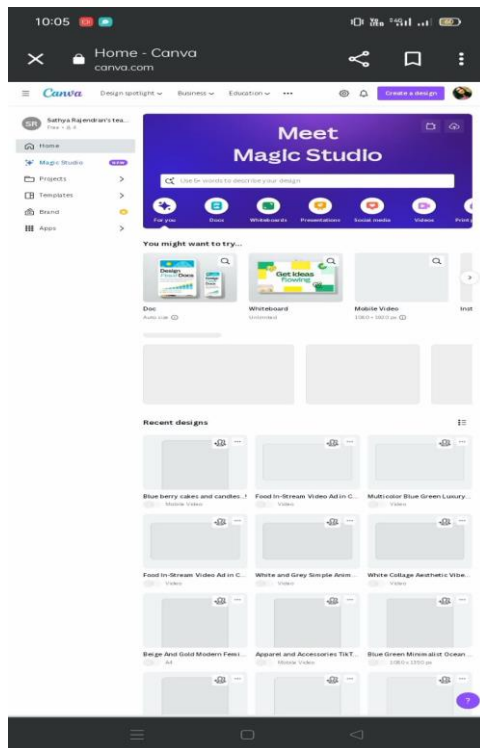
There are many ways to create a promo video, but they all follow the same basic steps. Here are our basic guidelines for getting started. First, we'll give an overview of the tips, and then dive deeper into each one

7. Steps to Make a Promo Video

1. Script it out.
2. Storyboard your vision.
3. Produce your video.
4. Assemble your video edit.
5. Promote your promo video.

8. IMPLEMENTATION STEPS TO CREATE PROMO VIDEO





9.PROMOTIONAL VIDEO GUIDE:

6 Best Promotional Video Examples (& Steps to Creating One)

A promotional video is without a doubt one of the most effective ways to market and sell your brand.83% of marketers say promotional videos give them a positive ROI, and 68% of consumers say they prefer to learn about a product or service by watching a promo video.

But the process of creating a good promotional video can be tiresome and complicated. That's why I've created this 3k-word article in which I'll show you everything you need to know about promotional videos, from its meaning, examples, and ideas, to the steps needed to create one yourself.

I've left no stone unturned. This is by far the most complete guide on promotional videos ever. Put your seatbelt on, because it's going to be a long ride. Here's everything I'm going to cover, feel free to jump around: One of the most critical elements in a promo video is sharing vital information, like discount codes, dates and times for events, or deadlines for the end of a sale. Make sure you include that information visually with graphics and title cards so your audience doesn't miss out.

10. OVERVIEW OF OUR PROJECT:

A promotional video or promo video is a video used for the express purpose of promoting a specific marketing initiative, sale, or event. Promos are often similar in style and tone to a teaser video, where you grab your audience's attention and draw them in to content promotion is the process of distributing blog posts and other resources via both paid and organic channels, which may include pay-per-click advertising, influencer outreach, PR, social media, email marketing, and syndication.

11. APPENDIX

11.1 FACEBOOK URL:

<https://www.facebook.com/profile.php?id=61550646052160&mibextid=ZbWKwL>

11.2 INSTAGRAM URL:

<https://www.instagram.com/p/Cy4-F5uynPW/?igshid=MzRIODBiNWFIZA==>

11.3 DEMO VIDEO LINK:

https://www.canva.com/design/DAFxxOaRFio/Sokwo9t-TxBiGoyfCtl5SA/watch?utm_content=DAFxxOaRFio&utm_campaign=designshare&utm_medium=link&utm_source=editor

11.4 GITHUB LINK:

<https://github.com/Geetha298/Geetha298/settings/access>