**GRAPHICS DESIGN USING CANVA**

1. **INTRODUCTION**
   1. Overview

Social media marketing can help increase brand awareness, brand recognition, and sales while improving your relationships with customers.

* 1. Purpose

A quality social media content plan can help you earn more followers and reach more people.

1. **PROBLEM DEFINTION**
   1. Empathy Map

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* 1. Brainstorming Map

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1. **RESULT**

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1. **ADVANTAGES & DISADVANTAGES**

i) Allows for dissent i) Lead Attentation

ii) Educational tool ii) Increase Strees

1. **APPLICATIONS**

We us CANVA application to desing a social media post

1. **CONCLUSION**

Every post you create is a new opportunity to advertise your business, but your content plan should include a healthy mix of promotional and educational or engaging posts that can attract more customers

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