

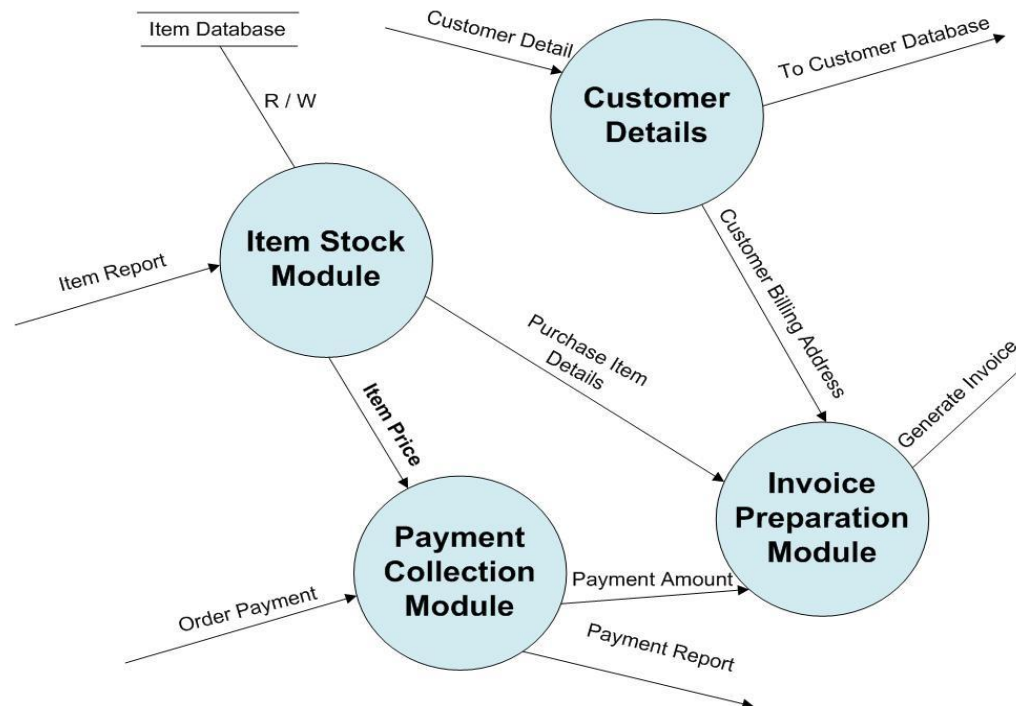
Project Design Phase-II

Data Flow Diagram & User Stories

Date	02 Nov 2023
Team ID	NM2023TMID10144
Project Name	Digital Marketing – How to create a brand promo using canva.

Data Flow Diagram Digital Marketing:

Digital marketing is a powerful strategy to promote products or services using online platforms like social media, search engines, and websites. It involves various techniques such as search engine optimization (SEO), social media marketing, email marketing, content marketing, and more. It allows businesses to reach a wider audience, increase brand awareness, drive traffic, and generate leads.



User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria
Entrepreneurs or small business	Business	USN-1	<ul style="list-style-type: none"> - Create a professional logo for their business. - Design business cards, letterheads, and other stationery. - Develop social media graphics and posts to establish an online presence. - Design promotional materials such as flyers, brochures, and posters. - Customize website banners and graphics for online marketing. 	Clearly state in the official rules and in the presentation of the promotion that it is not sponsored, endorsed, administered. Provide clear and simple instructions for people to participate in the promotion.
Marketing Professionals	Marketing	USN-2	<ul style="list-style-type: none"> - Develop branded marketing materials for campaigns. - Design visually appealing advertisements for social media and online platforms. - Create branded email newsletters and templates for marketing purposes. - Design infographics and data visualizations for content marketing. - Develop cohesive brand guidelines for consistency in marketing efforts. 	Marketing professionals should possess strong analytical skills to interpret data, track campaign performance, and make data-driven decisions. They should be able to think creatively and come up with innovative ideas to engage and attract target audiences in the digital space.
Content Creators and Influencers	Social Media	USN-3	<ul style="list-style-type: none"> - Design eye-catching thumbnails and channel art for YouTube videos. - Create engaging social media posts, stories, and highlight covers. - Develop media kits and promotional materials for potential sponsors. - Design merchandise such as custom T-shirt graphics, stickers, and posters. - Generate unique and branded content templates for consistent branding. 	Be yourself and create content that reflects your unique personality and interests. Regularly post content to keep your audience engaged and interested in what you have to share.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria
Non-Profit Organisations	Donation Management	USN-4	<ul style="list-style-type: none"> - Design impactful visual content for fundraising campaigns. - Create awareness posters, banners, and social media graphics. - Design event invitations and promotional materials. - Develop visually appealing annual reports and presentations. - Design custom thank-you cards and certificates for donors and supporters. 	Ensure that the promotional content clearly communicates the organization's mission, impact, and the specific cause or issue it addresses. Use storytelling techniques to engage and inspire the audience, highlighting the stories of individuals or communities impacted by the organization's work. Utilize visually appealing and high-quality graphics, images, and videos that capture attention and effectively convey the organization's message.
Educators and Students	Educational Organisations	USN-5	<ul style="list-style-type: none"> - Create educational materials and presentations with branded elements. - Design visually engaging classroom resources, worksheets, and posters. - Develop school event invitations and promotional materials. - Create interactive and visually appealing lesson plans and educational content. - Design certificates and awards for students and teachers. 	Ensure that the video provides valuable and relevant information that aligns with the educational goals and objectives of the target audience. The video should clearly communicate the purpose, benefits, and key features of the educational program or resource.
Event Planners and organizers	Program planning	USN-6	<ul style="list-style-type: none"> - Design event invitations, save-the-date cards, and RSVP forms. - Create branded event banners, posters, and signage. - Develop promotional materials for events, workshops, and conferences. - Design event programs, brochures, and information packets. - Create visually appealing photo collages and event highlight reels. 	The video should clearly communicate the event's purpose, theme, and key highlights. Provide essential information such as date, time, location, and any special features or activities.