

A PROJECT REPORT ON

**Create an Instagram reel for your Bussiness Brand and Promote it attracts a minimum of
100 Likes**

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report “**Create an Instagram reel for your Bussiness Brand and Promote it attracts a minimum of 100 Likes**” is the bonafide work of **E. Charumathi** (421320106008), **J. Hemalatha**(421320106015), **J. Jayasri**(421320106018), **N. Ragavi** (421320106027) who carried out the project under my supervision.

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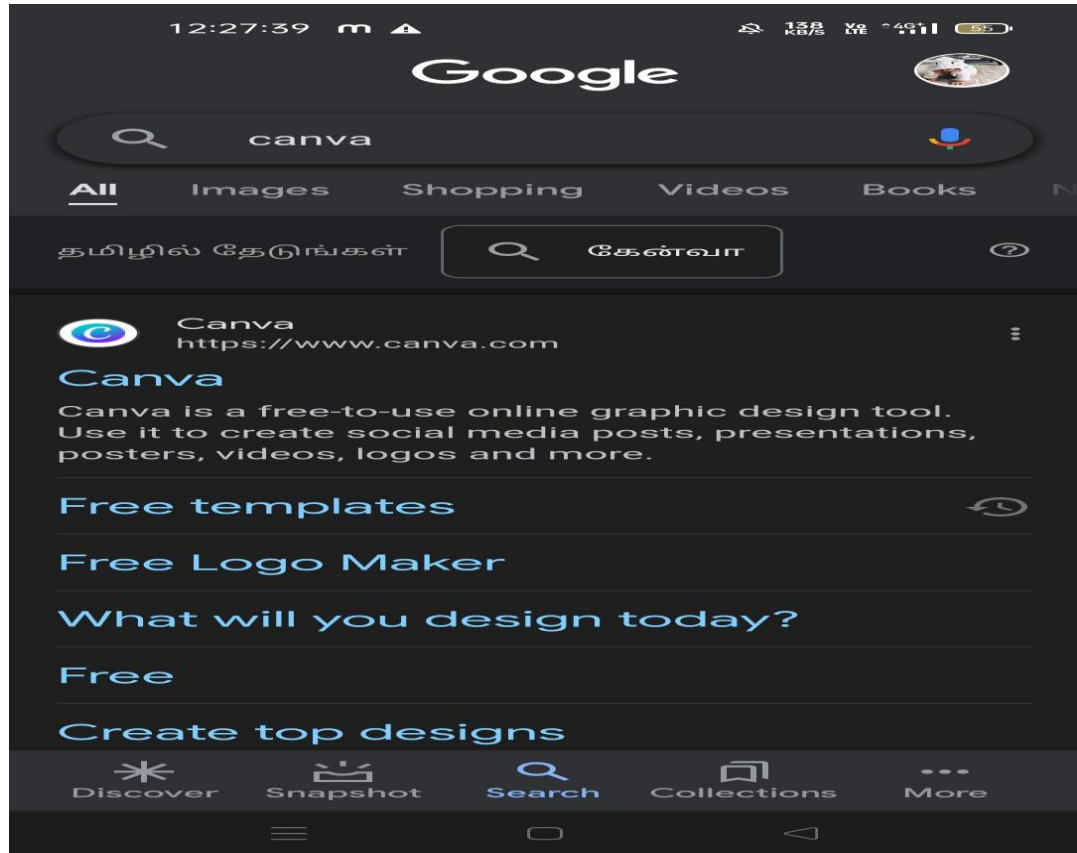
Krishnasamy College of Engineering &

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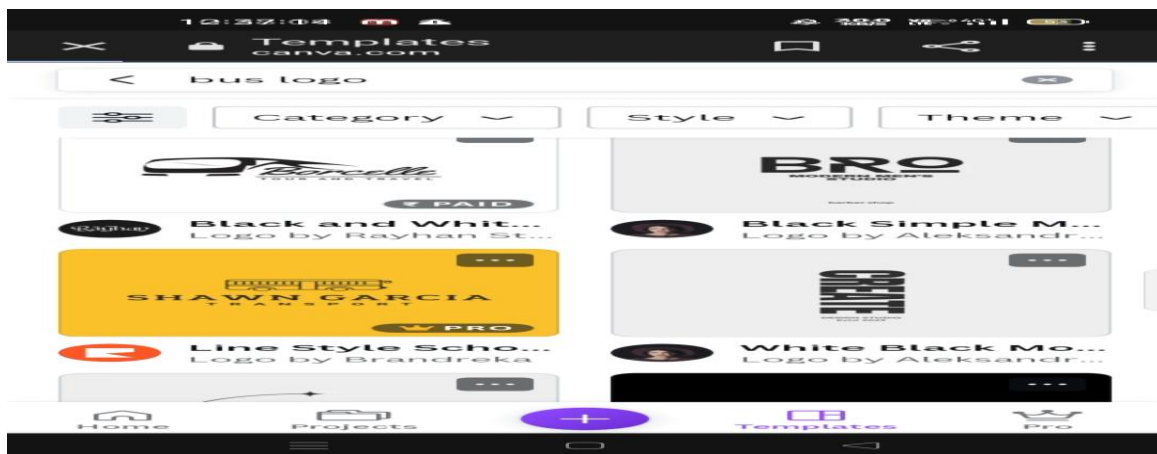
Cuddalore – 607109.

IMPLEMENTATION OF THE CREATION OF INSTAGRAM REEL FOR OUR BUSINESS

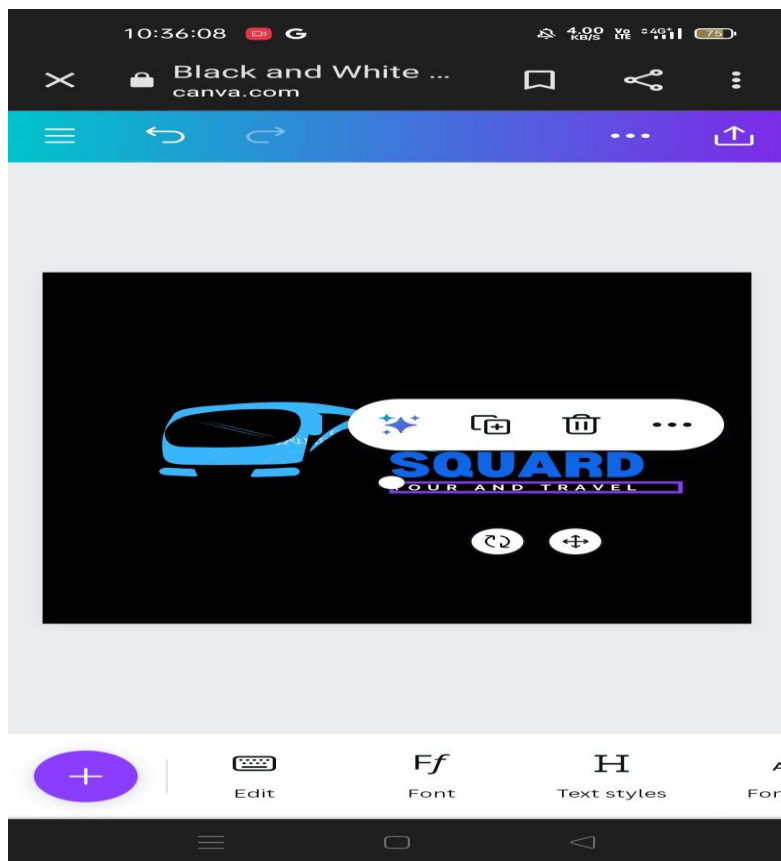
1. NAVIGATION AND SEARCH CANVA SITE ON GOOGLE



2. SELECT TEMPLATES FOR LOGO CREATION



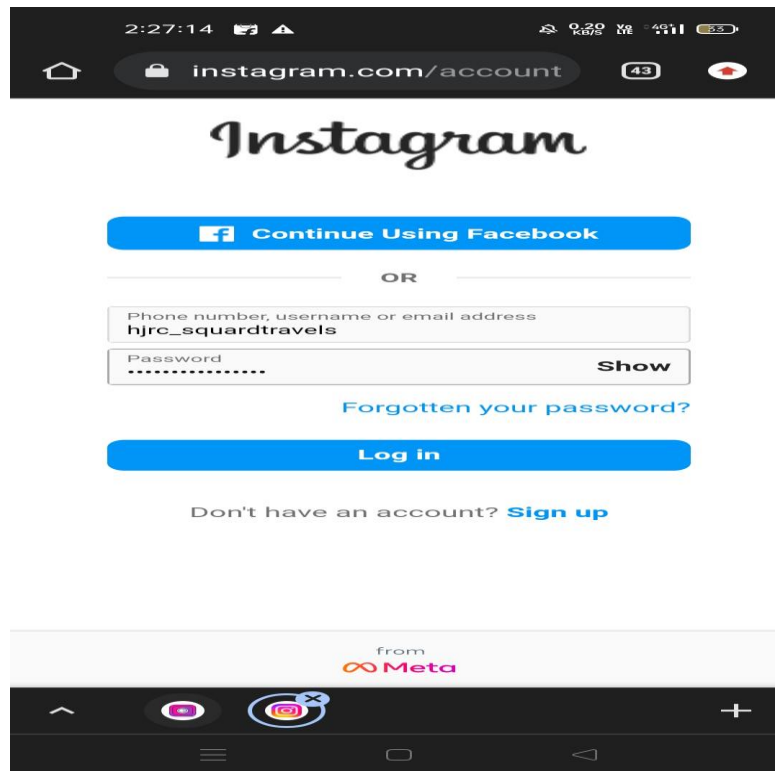
3. LOGO CREATION



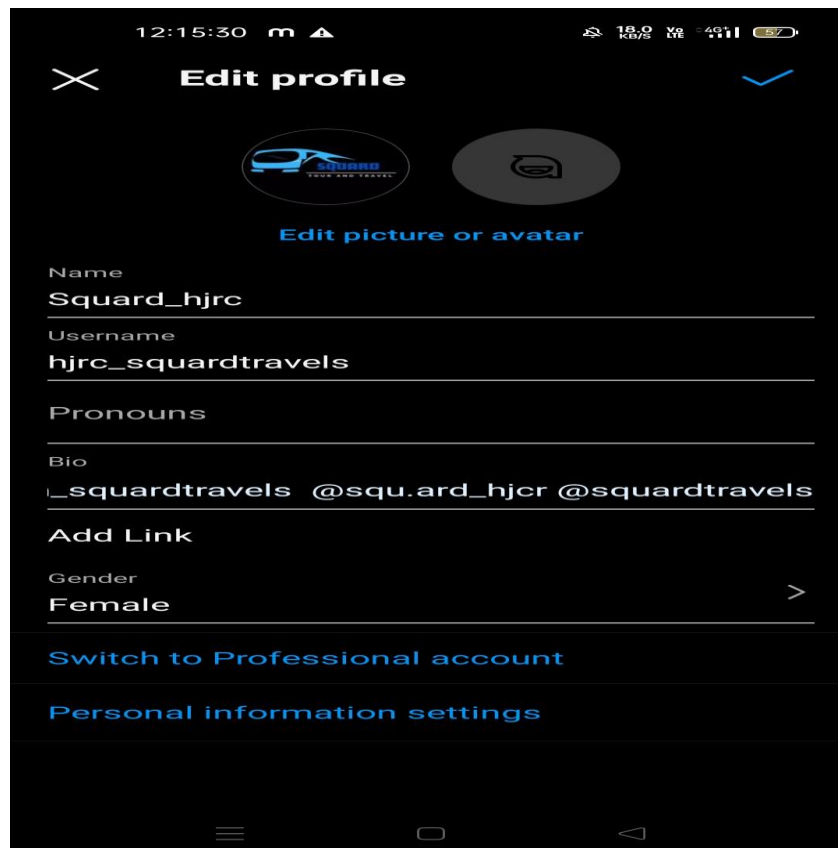
4. OUR PROJECT LOGO



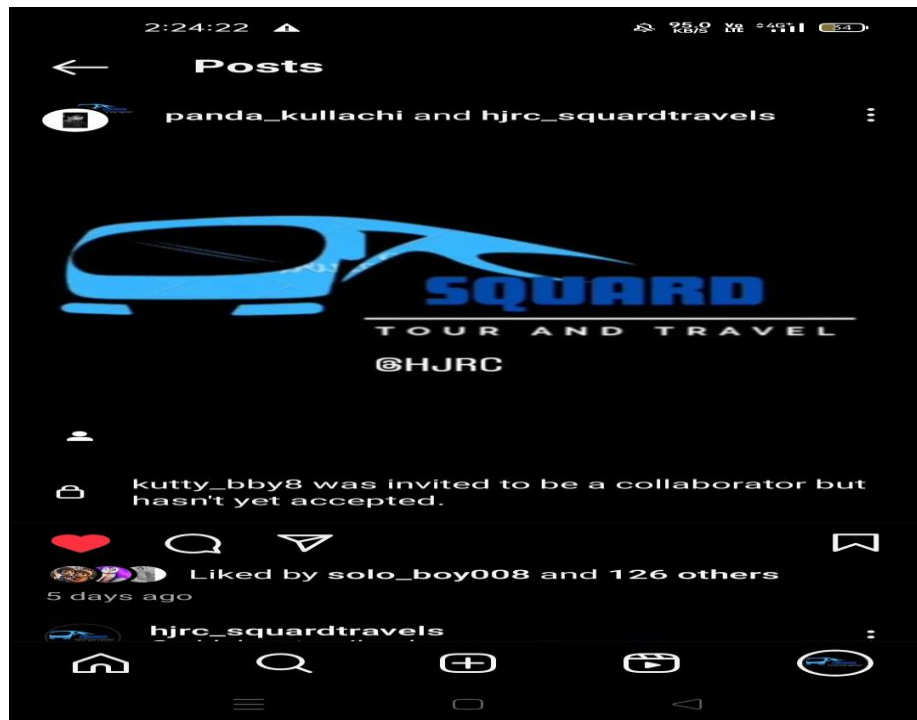
5. LAUNCH SITE



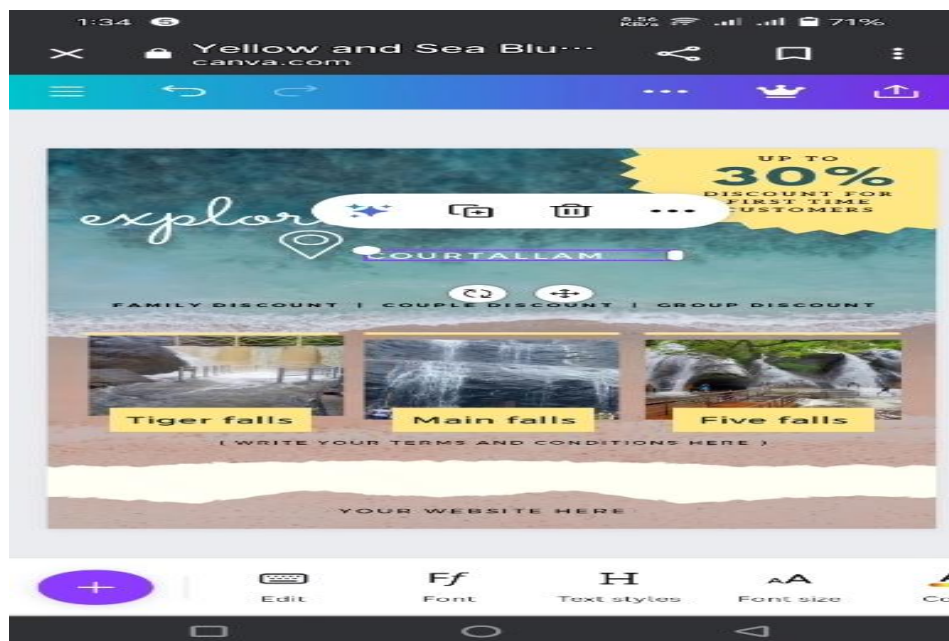
6. INSTAGRAM PROFILE



7. POSTED LOGO



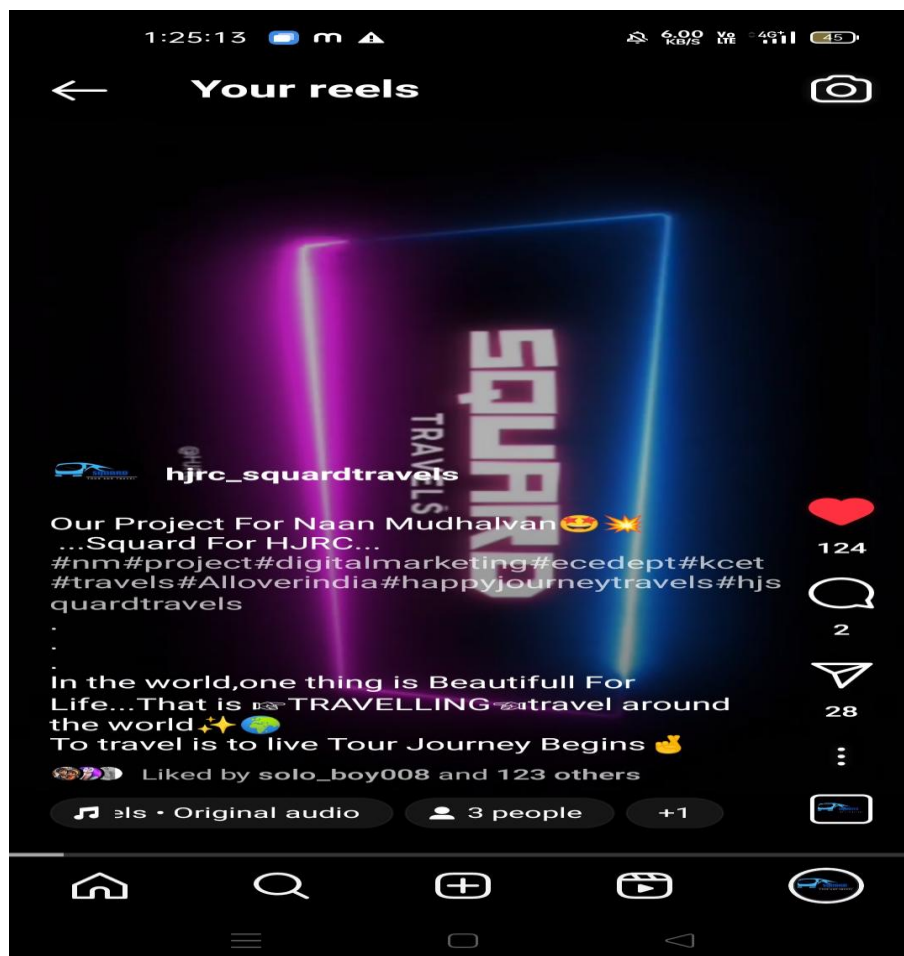
8. VIDEO CREATION



9. PROMOTING OUR BUSINESS PAGE IN INSTAGRAM PAGE



10. ACHIEVED 100 LIKES



11. PROJECT DESCRIPTION:

Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact. Let's collaborate and make your Instagram dreams a reality.

INSTAGRAM WRITEUP:

INSTAGRAM, online social media platform and social network service for photograph and video sharing. The App was launched in 2010 by cofounders Kevin Systrom and Mike Krieger, and it is now owned by Meta Platforms Inc., the parent company of Face Book. One of the biggest social media platforms in the world ,Instagram surpassed two billion monthly active users in 2022. The company's headquarters are in Menlo Park, California.

Instagram's service is relatively straightforward. It focuses on posts containing images and/or short-form videos. These posts are contained within a user's profile and may be displayed publicly within Instagram or privately to the user's followers. There are two main channels for posting: into the user's permanent feed or into their "Stories," a special section where content remains for 24 hours before disappearing (unless specifically archived). It is also possible to go "live," streaming video directly from a camera to the platform.

Users may connect with each other via private message (known as a direct message [DM]), where they can share permanent photos or videos or vanishing photos or videos (similar to Snapchat). Users are able to "follow" each other, with all of the accounts one is following being aggregated into a single feed. The platform also allows for browsing by topic or hashtag, and a user can view a random mix of popular posts.

Instagram includes the ability to take photographs or videos in-app and also to edit new or existing photos or videos with the use of text, gifs, icons, and filters that add various lighting

effects, distortions, or other features, including hats or cat ears. Images were originally required to be square, 640 by 640 pixels to fit the width of the iPhone. However, in 2015 size restrictions were expanded to 1080 pixels.

ABOUT TRAVELS FOR TOURISM:

Looking for an exciting summer holiday? This summer plan a trip with us like never before to Kullu Manali, one of India's top tourist spots. We have an interesting deal for you with a week package of just Rs.14,999/- for two adults and one child below 12 years. Rs.1,000 extra for every additional child and Rs.500/- per child. The fair includes your travel charges and food & accommodation charges for the entire stay. Offer valid only till June 30, 2019.

People who like travelling enjoy it as an adventure. Whether it's to a nearby city or the other side of the world, getting out and seeing the world can be an incredibly rewarding experience. From experiencing new cultures and cuisines, to making life-long friendships, there are countless reasons to get out and explore.

Get Results With Social Media:

Start your Travel Agent social media with a profile on the main channels like Facebook, Twitter, Instagram, and Pinterest. And remember to include a video! Just like YouTube, you can use these profiles as another way for people to get to know you better. It is also an opportunity for them to see what life is like working with you or planning their next vacation with you.

Travel Agency Website:

The Travel Agent website should be like an online :

hjrc_squardtravels this is our Instagram page we will exposure more amaging place.

holiday packages Starting from Rs.8 550.00 only Tamilnadu Tour Packages More than 645 packages live on the portal spread across Tamilnadu , kerala , ooty and courtralam Starting from

Rs.11 999.00 Honeymoon Packages Get set for a perfect paradise honeymoon Best price for Tamilnadu Honeymoon Destinations Cruise Tour Packages Luxury Cruises Experience Best deals on India & Cruise Packages Exchange Buy, Sell, Reload & Remittance Best Rate, No convenience fee, Security Flights Great deals on Tmailnadu Flights Best prices for One Way & Return Flights Hotels Great deals on Tamilnadu Hotels Best Prices on All Star Hotels Travel Insurance Secure yourself on vacations - Overseas Travel Insurance, Travel Insurance, Senior Citizen Travel Insurance, Student Travel Insurance Medical Expenses, Dental Expenses, Loss of Checked-in Baggage, Personal Accident Gift Card Gift a Holiday to Someone Special Instant Delivery.

What Education Does a Travel Agent Need?

A bachelor's degree in business management is a great starting place for those interested in becoming a travel agent. This type of degree will give you experience and knowledge in finances, marketing, organization, and strategy. This is key for those who are working with multiple clients, vendors, handling budgets, and marketing themselves to clients. A bachelor's degree can help you stand out from other candidates in working for larger companies and organizations as well. Best Degree for a Travel Agent .

The Ministry of Tourism has a scheme for granting approval to hotel projects from the point of view of this suitability for international tourists. A classification committee set up by the Ministry classifies the functioning hotels under the star system into six categories from star one to five star deluxe. Similarly, the Ministry has a scheme of approving Travel Agents.

Apply online for E-Recognition of Travel Trade Service Providers The Ministry of Tourism has a scheme for granting approval to hotel projects from the point of view of this suitability for international tourists. A classification committee set up by the Ministry classifies the functioning hotels under the star system into six categories from star one to five star deluxe. Similarly, the Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India. This is a voluntary scheme

open to all bonafide agencies. Travel Agents A Travel Agent is one who makes arrangements of tickets for travel by air, rail, ship, passport, visa, etc. It may also arrange accommodation, tours, entertainment and other tourism related services. Inbound Tour Operators An Inbound tour operator is one who makes arrangements for transport.

12. APPENDIX

i. DEMO LINK

<https://www.instagram.com/reel/CysDqjbp5pt/?igshid=MzRIODBiNWFIZA=K>

ii. INSTAGRAM URL

https://www.instagram.com/hjrc_squardtravels/?igshid=MzMMyNGUyNmU2YQ%3D%3D

iii. GITHUB LINK

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