PROJECT FINAL REPORT

DIGITAL MARKETING (**Naan mudhalvan**)

TITLE: YOUTUBE AD CAMPAIGN

NAAN MUDHALVAN GROUP ID: NM2023TMID03540

TEAM MEMBERS:

1.Hope Angeline Medha. C (Team Leader) (Reg.no:810020106029)

2.Kaviyalagan.A   (Reg.no:810020106705)

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INTRODUCTION:

In an era where the digital landscape is at its zenith, we embarked on a journey to harness the immense potential of YouTube Advertising. This project stands as a testament to our dedication, innovation, and expertise in the realm of digital marketing. As we delve into the depths of our YouTube Ad Campaign, you'll uncover the strategies, insights, and achievements that propelled us to the forefront of the online advertising world. Join us in this exploration of the powerful, captivating, and results-driven realm of YouTube Ads.

PROJECT OVERVIEW:

Introducing 'The Pastry Palace' YouTube Ad Campaign. Join us on a delectable journey into the world of exquisite pastries and culinary artistry. Our YouTube ad is a mouthwatering showcase of what makes 'The Pastry Palace' a confectionery haven. From delectable pastries to stunning custom cakes, we'll unveil the art, passion, and dedication that go into every creation. Through engaging visuals and tantalizing descriptions, this ad is your passport to explore our sweet and Savory wonders. Get ready to embark on a delicious adventure with 'The Pastry Palace' - where every bite is a masterpiece.

PURPOSE:

Some concise purposes for "The Pastry Palace" YouTube ad campaign:

Brand Awareness: Introduce and make the audience familiar with The Pastry Palace.

Product Promotion: Showcase their pastries and custom cakes to entice potential customers.

Engagement: Connect emotionally with viewers through visual appeal.

Drive Website Traffic: Encourage website visits to explore offerings.

Increase Food Traffic: Attract local customers to visit the storefront.

Social Media Engagement: Grow social media following for updates.

**Online Orders:** Promote convenient online ordering.

**Show Expertise:** Establish credibility as a confectionery expert.

REQUIREMENT ANALYSIS:

Requirement analysis is the process of identifying and documenting the needs of stakeholders for a project. This involves gathering and prioritizing requirements, ensuring their clarity and feasibility, and linking them to the project's objectives. Once approved, these requirements serve as the basis for project planning and development. Effective communication, documentation, and change control are essential throughout the process to ensure the project aligns with stakeholder expectations and delivers the desired outcomes.
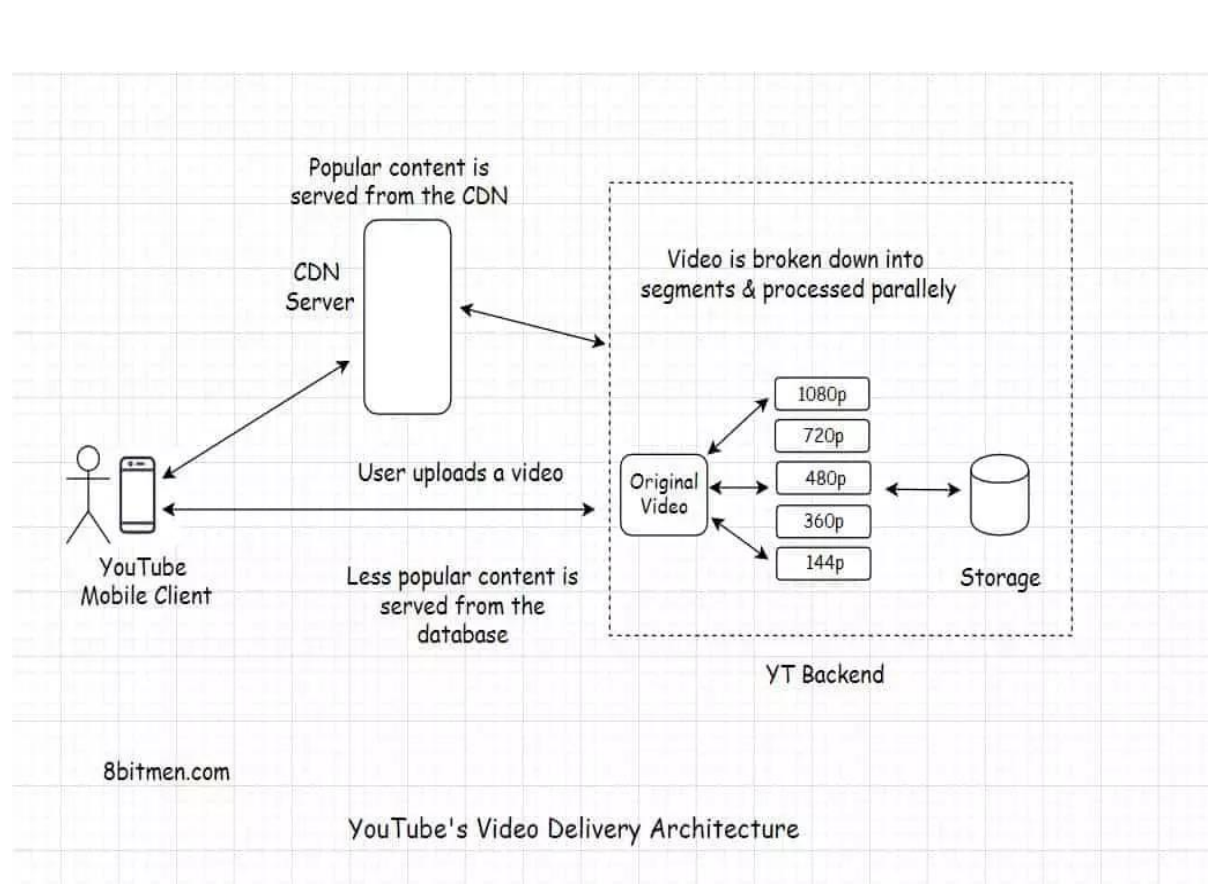
PROJECT DESIGN:

DIGITAL ADVERTISING STRATEGY FLOWCHAT:

YOUTUBE ARCHITECTURE:
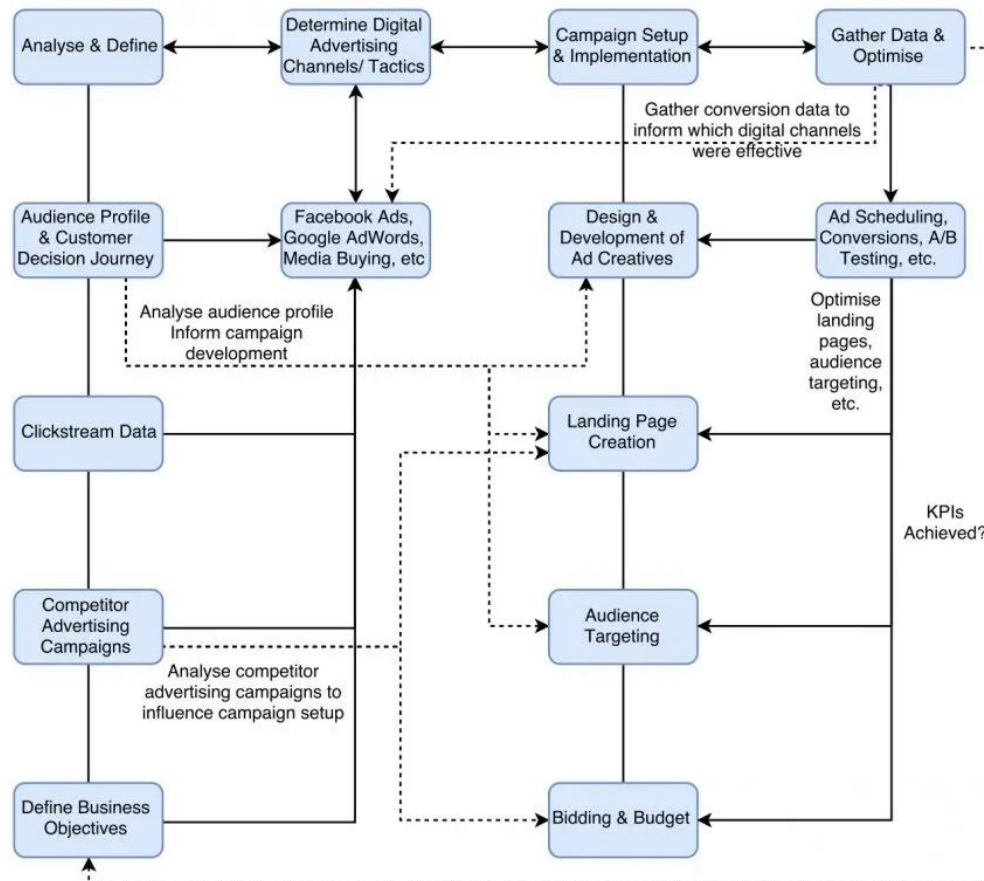
YouTube Architecture
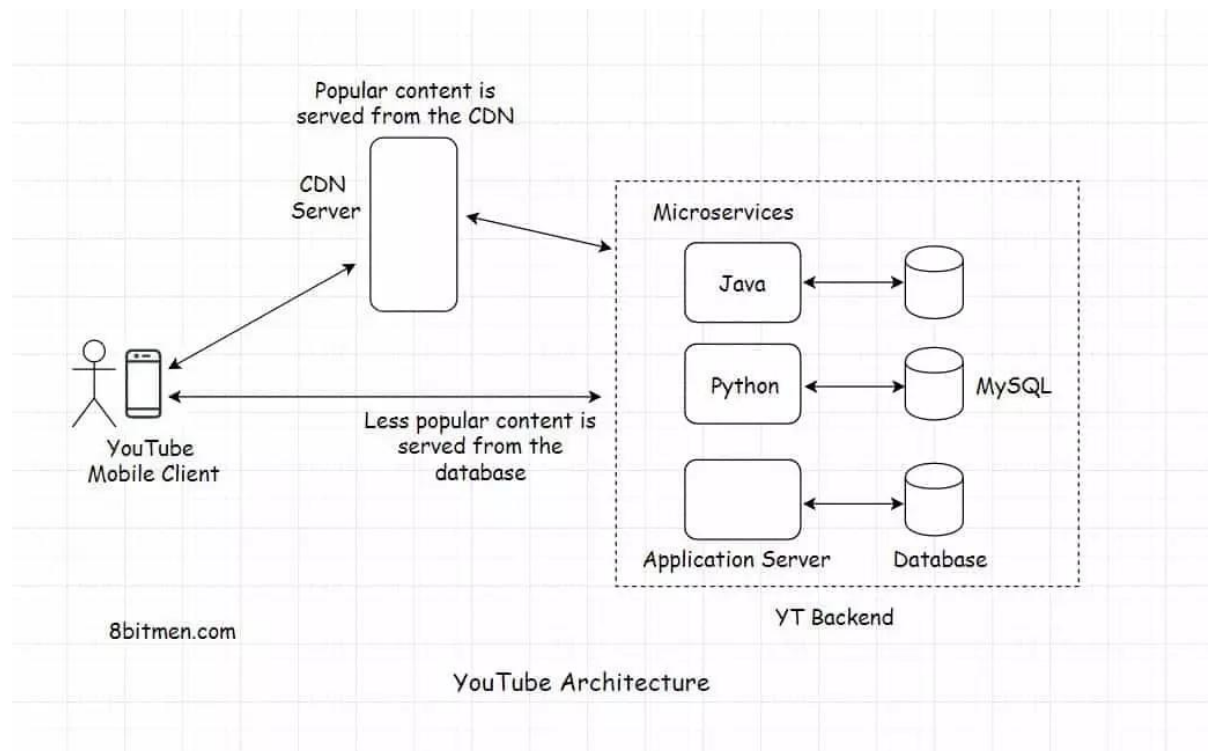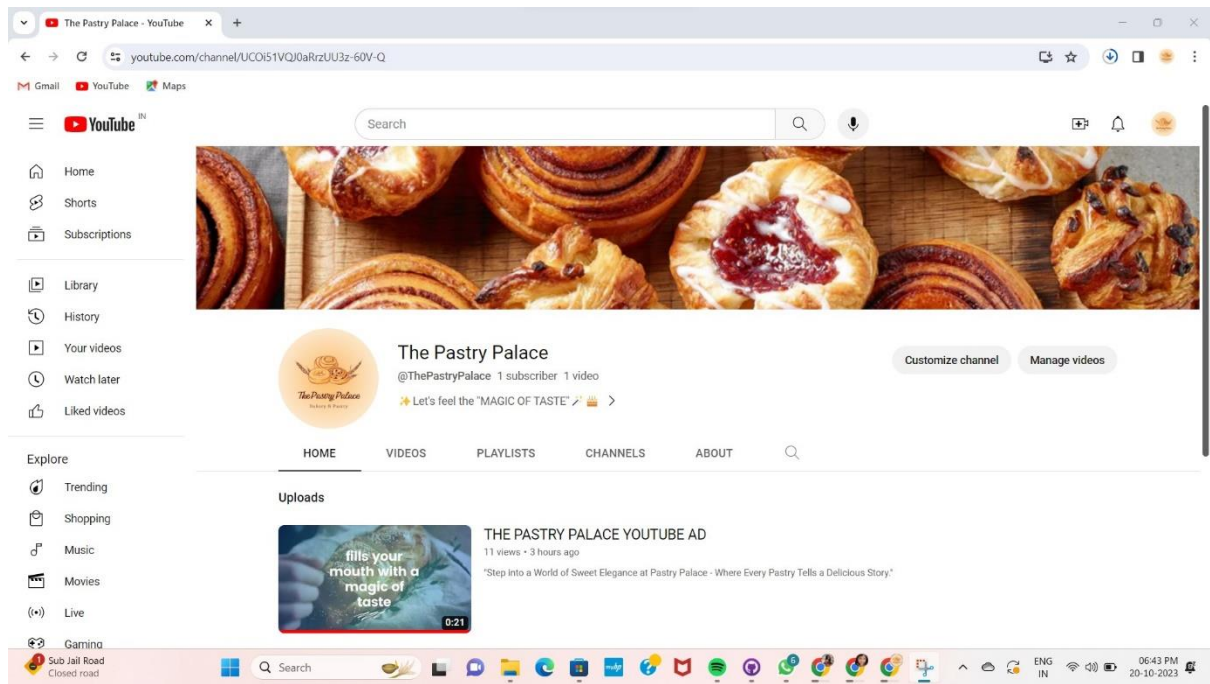
YOUTUBE VIDEO DELIVERY ARCHITECTURE:

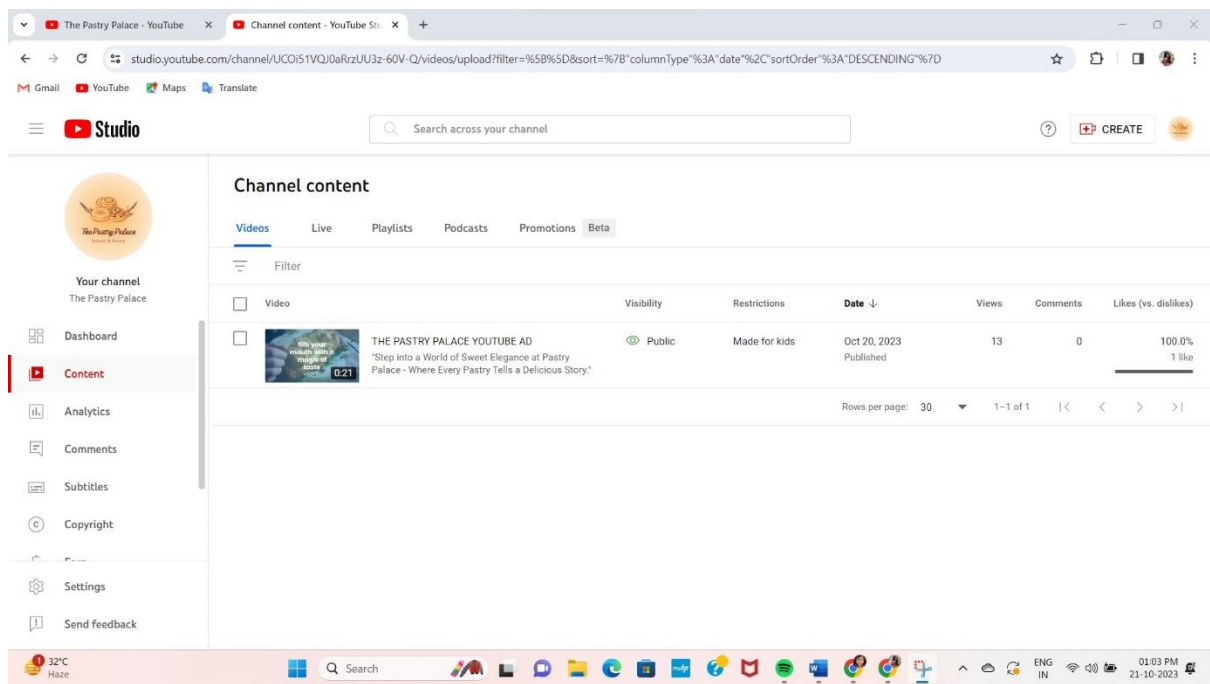YouTube's Video Delivery Architecture

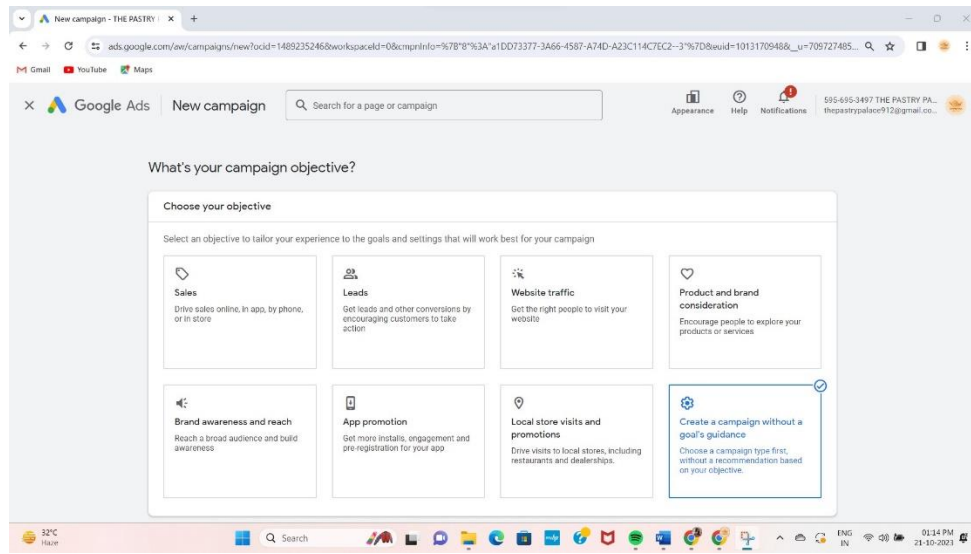# STEPS INVOLVED IN MAKING YOUTUBE AD CAMPAIGN:

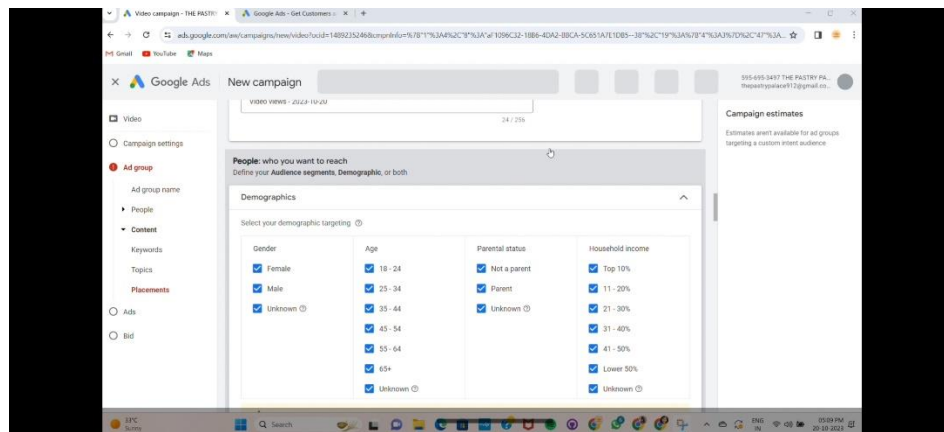## 1.CREATE A YOUTUBE CHANNEL:

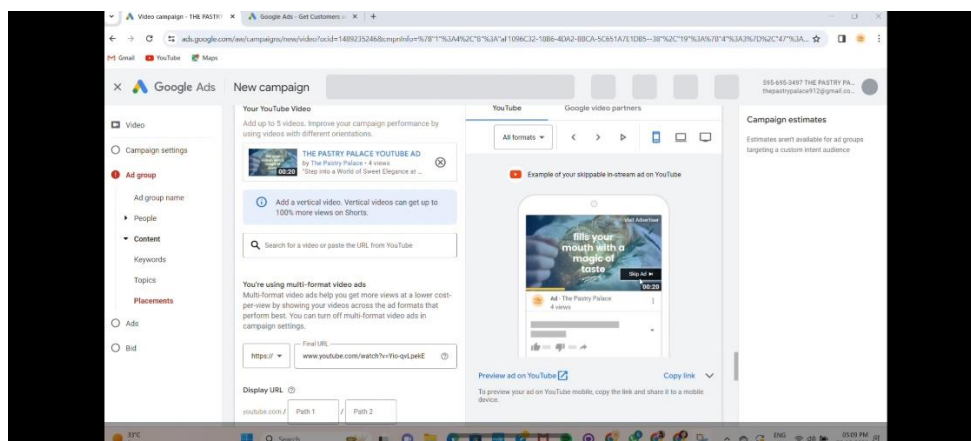## 2.CREATE AN AD VIDEO AND POST IT IN YOUR YOUTUBE CHANNEL:

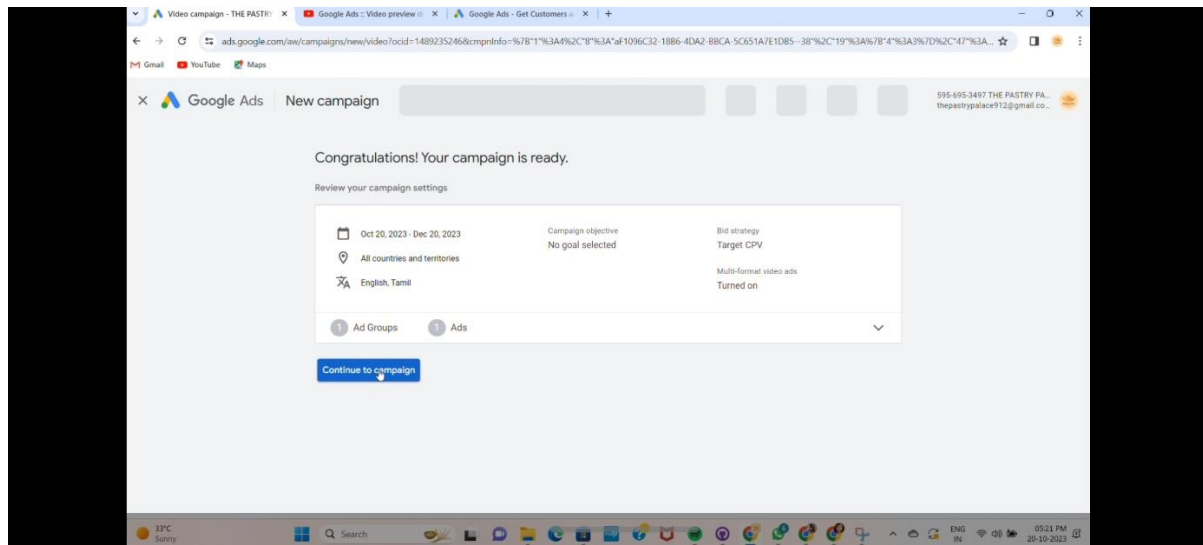## 3.CREATE A GOOGLE AD ACCOUNT FOR OUR CAMPAING AND MAKE CAMPAING:
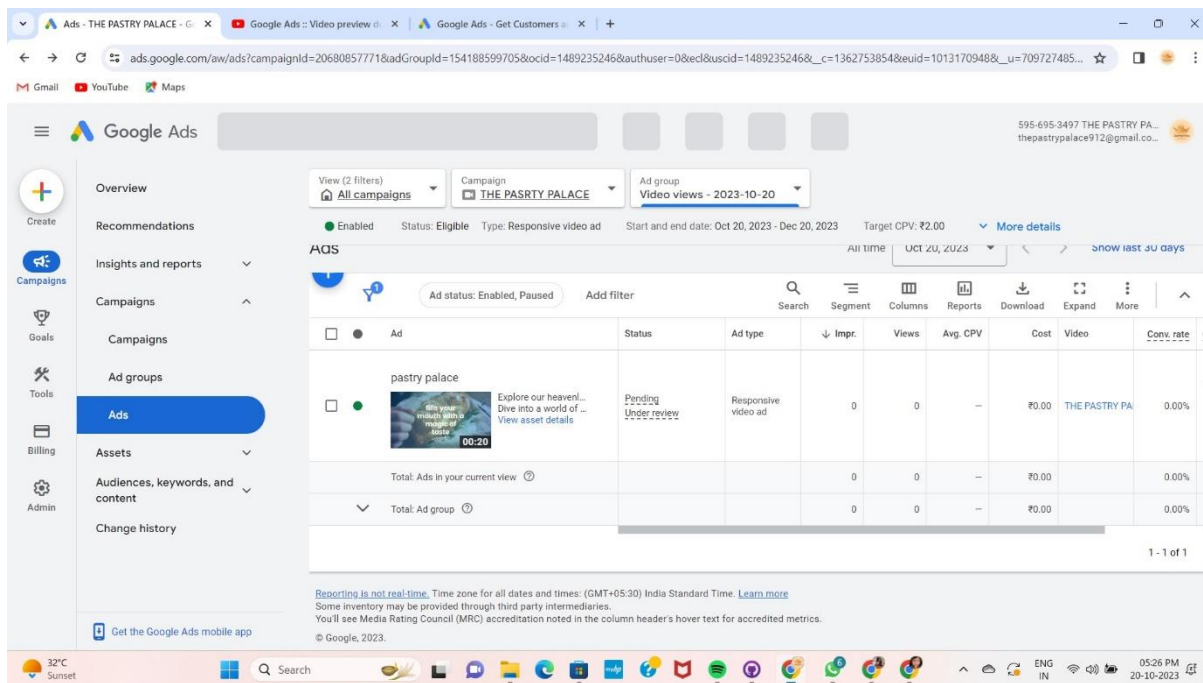

CHOOSE AUDIENCE FOR OUR AD:
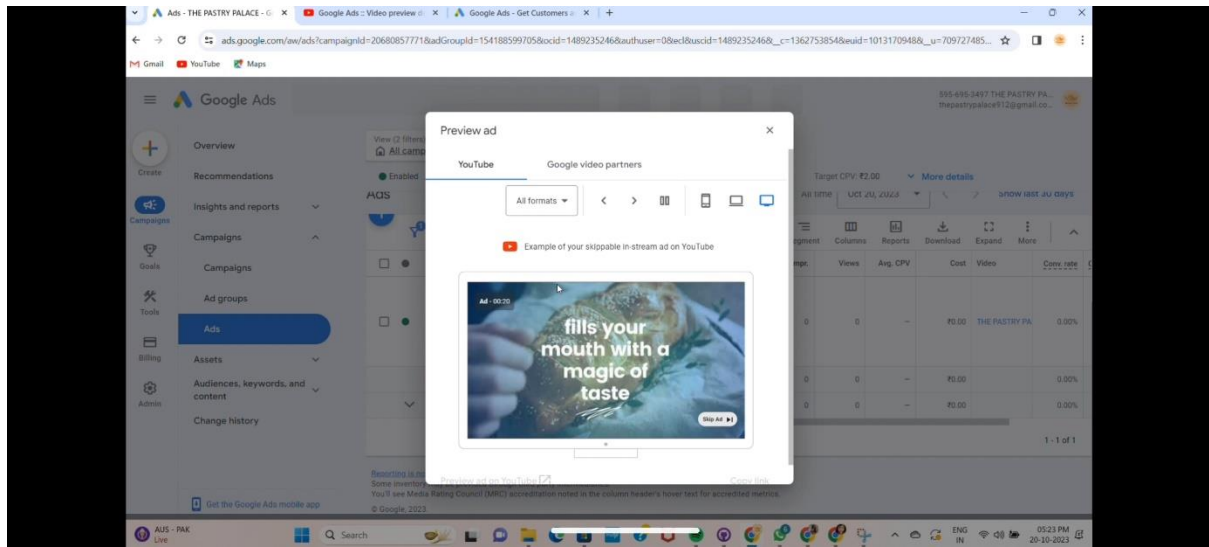

PREVIEW AD ON YOUTUBE:

YOUTUBE AD CAMPAIGN SUBMITTED:
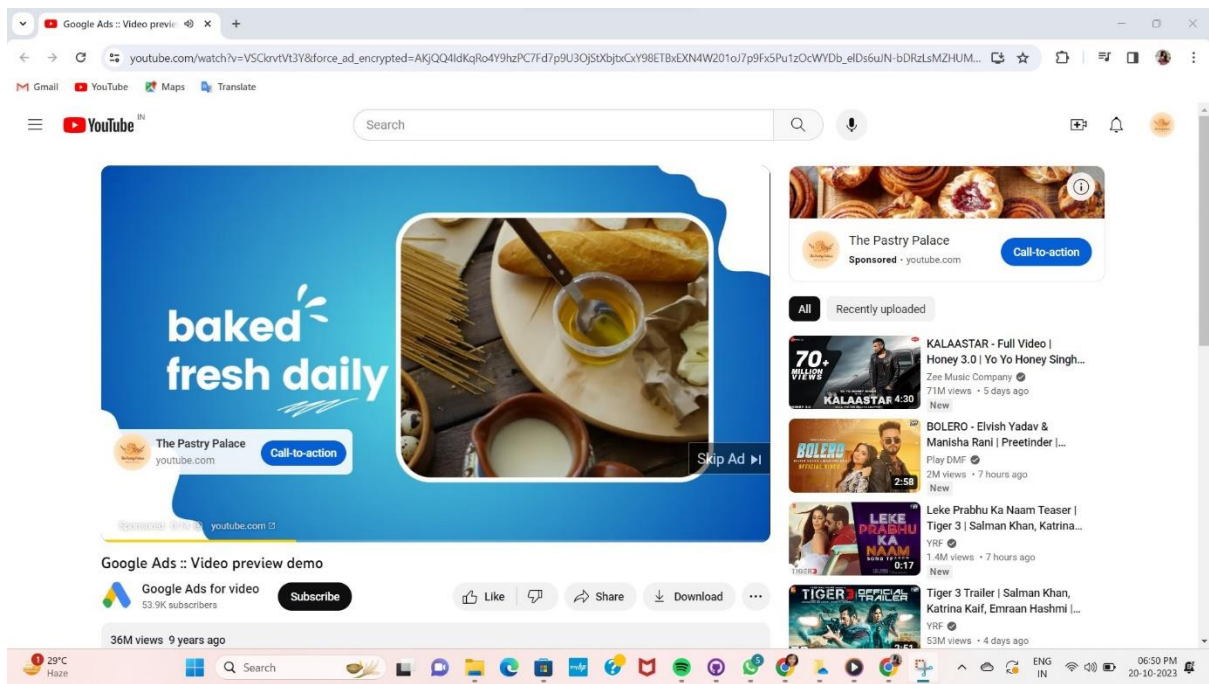

YOUTUBE AD CAMPAIGN:
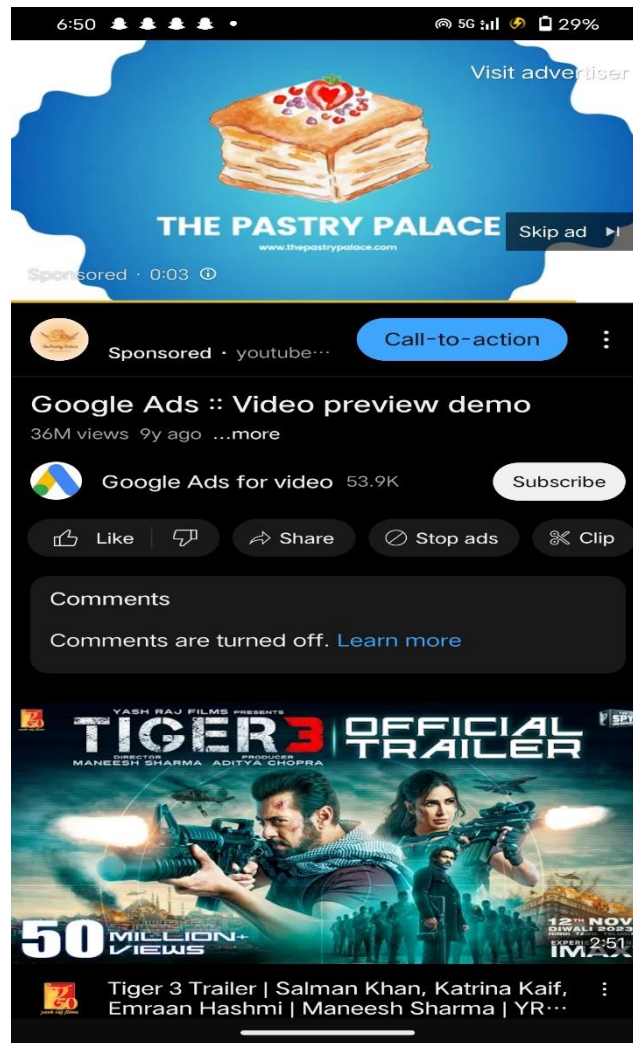
PREVIEW AD:

RESULTS:

YOUTUBE AD PLAYING IN WINDOWS:

YOUTUBE AD PLAYING IN MOBILE PHONE:

ADVANTAGES:

Efficiency: Technology streamlines tasks and processes, making them faster and more efficient.

Convenience: It offers convenience through online shopping, digital communication, and smart devices.

Globalization: The internet connects people and markets worldwide, expanding opportunities.

Entertainment: It provides on-demand entertainment options and interactive experiences

Social Connection: Social media fosters connections and community building.

CONCLUSION:

In summary, YouTube ad campaigns offer a broad reach, targeted marketing, engaging content, and cost control. They enhance brand visibility, drive website traffic, and provide creative storytelling opportunities. Effective execution and data-driven adjustments are key to success in using YouTube ads for marketing.

PROJECT DETAILS:

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2.Kaviyalagan.A   (NM ID: 73AA495E15943C4809F43AC658CA8498)

3.Kavya.R   (NM ID: 7DB9BF8AE9FCB70B0F041A0CCFBA8FE4)

4.Pousika.D   (NM ID: 289E3462083D842A9F643016A7F1C27E)

GITHUB LINK:

https://github.com/Hopeangeline19/NM2023TMID03540-DIGITAL-MARKETING-PROJECT-FINAL

DEMO LINK:

https://drive.google.com/file/d/185RkC_3EDPBtMFlKD95F4FJtw_mTthJD/view?usp=sharing

AD VIDEO LINK:

https://drive.google.com/file/d/19iqYYrTfpRvh079VWF8VJbvhwfmNjQGt/view?usp=sharing

********* END OF REPORT *********