

Create a Design



Canva

SmartAds

Integrated Marketing Communications Plan



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Gender - Female

Age - 32 year

Marital Status - Married

Country - Canada

Occupation - Marketing Manager at a small tech start-up

Background:

Taylor has been working in marketing for the past seven years, specialising in digital marketing and content creation. She holds a degree in BCom from York University with a specialisation in Digital Marketing. Sarah is passionate about leveraging creative visuals to engage and attract her target audience. She's always looking for ways to streamline her design process and produce high-quality graphics quickly.

Skills:

- Digital marketing
- Content creation
- Social media management
- Basic graphic design
- Project management

Executive Summary and Introduction



Critical Issues:

- **Market Competition**
- **Technical Complexity**
- **Data privacy and security**

Product Description:

- **Innovative AI-powered graphic design platform**

Target Market:

- **small and medium-sized enterprises (SMEs), marketing agencies, e-commerce businesses, and large corporations**

Market Size:

- **projected to reach \$455.30 billion by 2026,**

Financial Highlights:

- **presents substantial revenue potential through subscription-based pricing models and premium features**

Canva's Mission

Democratic Design

Diverse User Base

Global Accessibility

Customer Benefits

Canva's Corporate Goals

Foster Global Creativity

Promote Inclusivity and Accessibility

**Drive Innovation in Design
Technology**

Prioritize User Experience Excellence

Sustain Organizational Excellence

Cultivate Strategic Partnerships



Canva's Core Values



Creativity

- Encouraging all forms of creativity as a driving force behind innovation.
- Belief in everyone's ability to express themselves authentically through design.

Empowerment

- Enabling individuals and teams to reach their full potential through tools, resources, and support.
- Fostering an empowered atmosphere that encourages risk-taking and pushing boundaries.



Integrity

- Adherence to the highest levels of integrity, honesty, and transparency.
- Commitment to doing the right thing, even in challenging situations, and taking responsibility for actions.

Collaboration

- Belief in the power of collaboration and working together for a common objective.
- Promoting open communication, respect for diverse perspectives, and a collaborative culture.



Continuous Improvement:

- Dedication to continual learning, growth, and innovation.
- Embracing change as an opportunity for growth and adaptation, never content with the status quo.

Impactful Principles

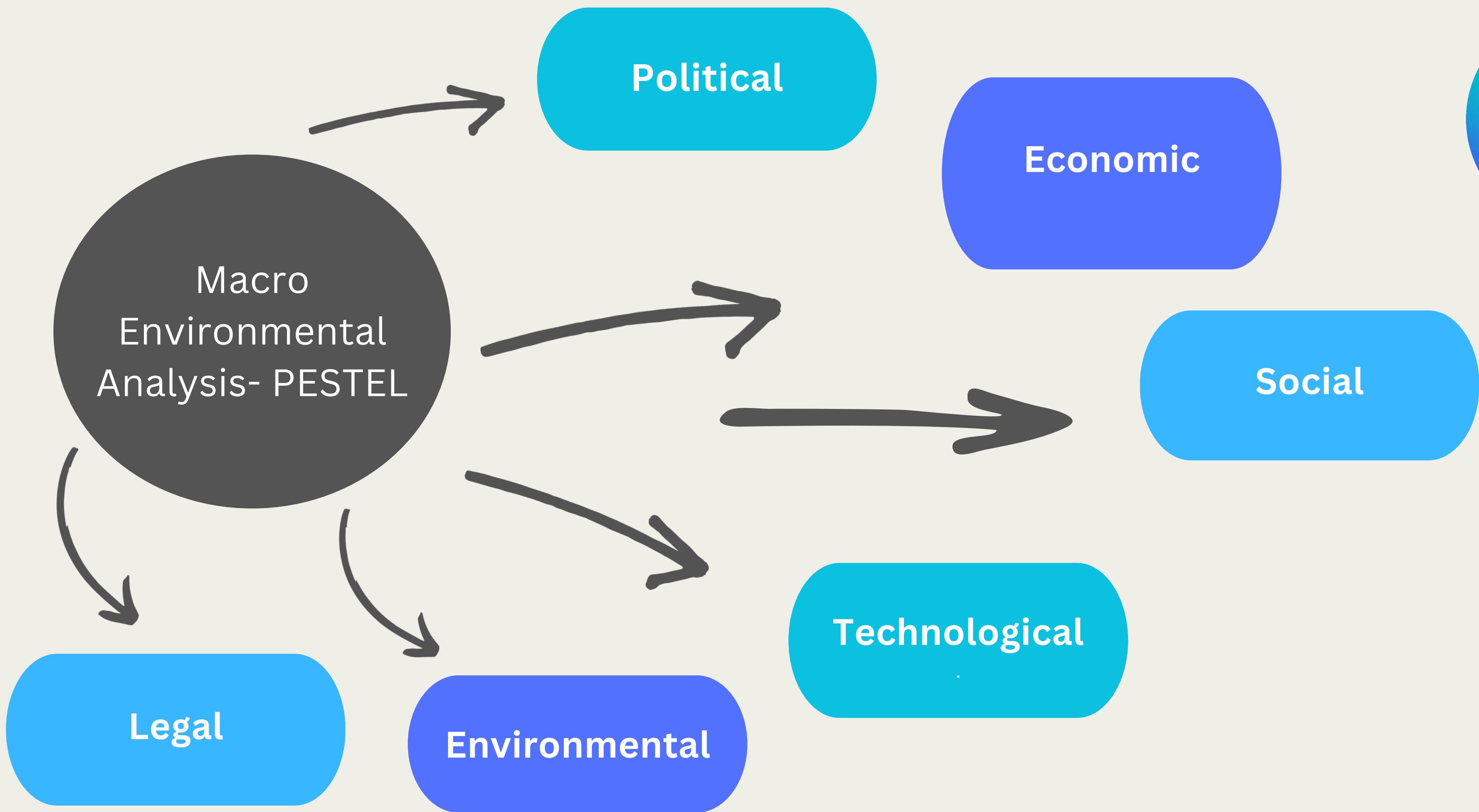
- These values aren't just words; they shape Canva's culture, guide actions, and inspire a positive impact on the world.

Canva



Accessibility

- Design should be accessible to everyone, irrespective of background, skill level, or resources.
- Canva's platform promotes inclusivity, removing barriers for creative engagement.



Competitor Analysis



PIXLR

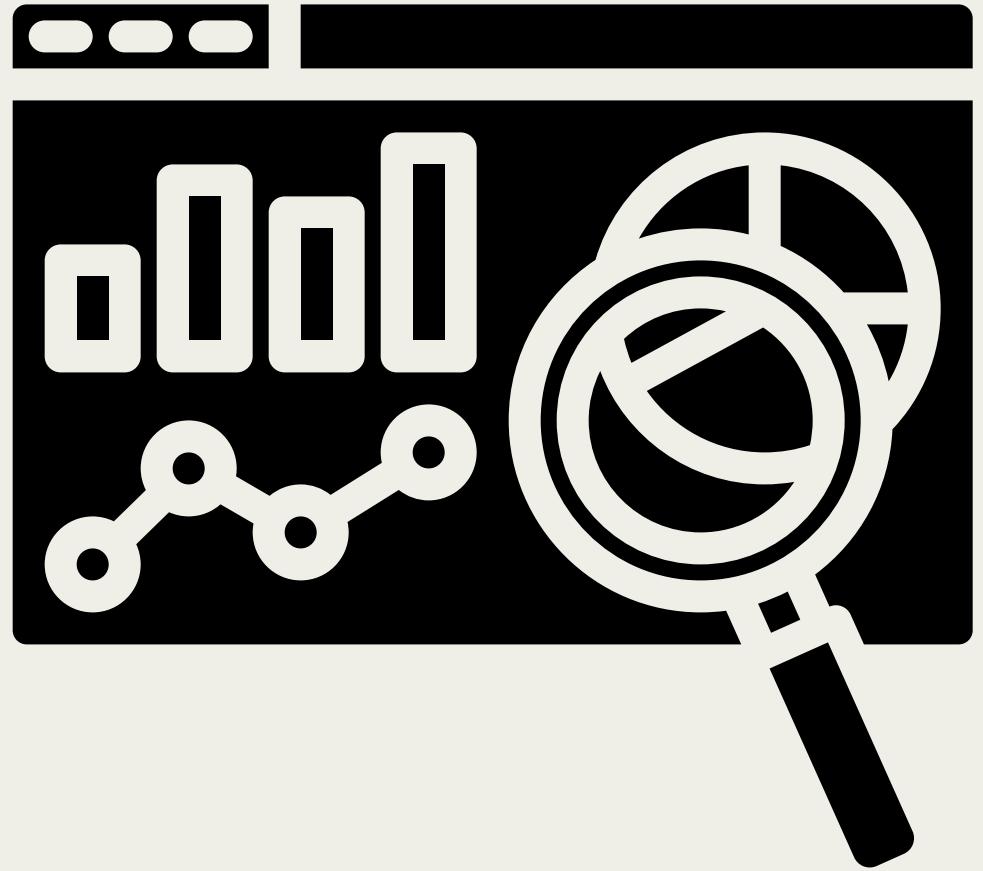


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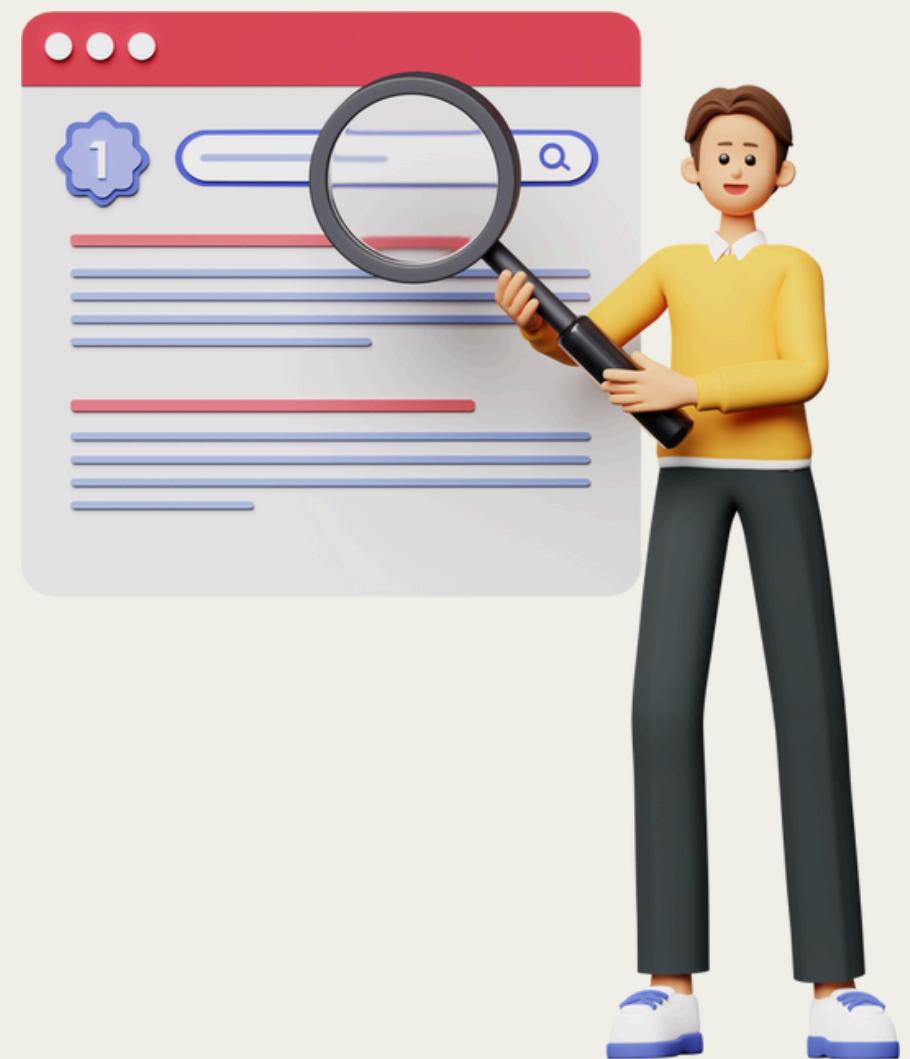


**ADOBE
ADVERTISING
CLOUD**





Market Analysis





Product Description

Product Mix

New product development requirements

Core Benefits

Market Constraints

Website Development

Promotion Mix

Brand and Image Building

Promotion Mix

Objective

Positioning Statement

Objectives

Placement Mix

Types of Channels

Coordination in Channels

Cost of Production

Price Mix

Subscription Revenue

Budget

Thank You

**Fun Fact - We made this presentation in
Canva!
[And maybe so did you ;)]**