**Naan Mudhalvan Project**

**Digital Marketing**

By :Sakunthaladevi.M

Uma.P

Dhivakar.K

Esanamoorthi.M

**Brand Name :** Firelyshoes

**Category :** Sports equipment

**Target Audience :** All ( Men , Women and Kids )

**Email:** firelyshoes018@gmail.com

**Instagram page url :**

https://instagram.com/firelyshoes?igshid=NGVhN2U2NjQ0Yg==

**YouTube Channel Name :** Firely Shoes018

Screen recordings of my project is uploaded in this YouTube channel.

**Link (**https://youtube.com/@FirelyShoes018-rj8ll?feature=shared **)**

**Procedure**

**Creating Instagram Reels using Canva:**

1. Design Your Content:

- Open Canva and choose the appropriate template or create a custom design for your Instagram Reel content. Reels are typically in a vertical format (9:16 aspect ratio).

2. Add Text, Images, and Effects:

- Customize your design with text, images, stickers, and effects. Canva offers a wide range of elements to enhance your content.

3. Add Animations:

- Canva provides animation features that can be used to create dynamic and engaging content for your Instagram Reels.

4. Export Your Content:

- Once your design is ready, export it from Canva. Choose a high-resolution export option for the best quality.

5. Transfer to Your Mobile Device:

- Transfer the exported file to your mobile device. You can do this through email, cloud storage, or other file transfer methods

6. Upload to Instagram:

* Open the Instagram app on your mobile device.
* Tap the "+" icon to create a new post.
* Swipe to the "Reels" option and select your video file.
* Add captions, hashtags, and any desired settings.
* Tap the "Share" button to publish your Instagram Reel.

  

  

  

