PRATHYUSHA ENGINEERING COLLEGE

COLLEGE CODE : 1114

A PROJECT REPORT

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DIGITAL MARKETING NAANMUDHALVAN TEAM NUM-06

IN

PRATHYUSHA ENGINEERING COLLEGE

TO

NSE ACADEMY

COURSE ALLOCATED : “ DIGITAL MARKETING ”

NAANMUDHALVAN

**NAANMUDHALVAN PROJECT TITLE** :

SOCIAL ADS : CREATE A MOCK SPONSORED POST FOR FACEBOOK / INSTAGRAM / LINKEDIN.

ANNA UNIVERSITY : CHENNAI 600025

MAY 2023

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PRATHYUSHA ENGINEERING COLLEGE

BONAFIDE CERTIFICATE

Certified that this project report “**SOCIAL ADS : CREATING A MOCK SPONSORED POST FOR FACEBOOK / INSTAGRAM/LINKEDIN** ” is a bonafied work of “**Maddina Khushiram (111421205028) , Marthu Chakri (111421205030), Korrakuti Bhanuprakash (111421205026), Mandagapu Dinesh (111421104051) , and Mansoor Ali A (111421243042**) ” who carried out the project work.

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ABSTRACT

This post aims are provide an overview of digital marketing methods for making effective marketing campaigns. Digital marketing is a constantly evolving field, and the techniques used today are far different from those used just a few years ago. With the rise of social media, search engines, and other digital technologies, marketers now have more tools at their disposal than ever before to reach and engage with their target audience.

This post will cover the key components of digital marketing, including search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, and content marketing. It will also discuss the importance of data analytics in measuring the success of marketing campaigns, and how marketers can use this data to optimize their strategies and improve their ROI.

The post will emphasize the importance of developing a comprehensive digital marketing plan that takes into account the unique characteristics of a business, its target audience, and the competitive landscape. By following the best practices outlined in this post, marketers can create effective digital marketing campaigns that generate leads, increase brand awareness, and drive sales.

INTRODUCTION

In today's digital age, businesses of all sizes are relying on digital marketing to reach their target audience and grow their brand. With the rise of social media, search engines, and other digital technologies, digital marketing has become a crucial component of any comprehensive marketing strategy.

However, with so many different digital marketing methods and platforms available, it can be difficult to know where to start. This post aims to provide a comprehensive overview of the digital marketing process and the different methods that businesses can use to create effective marketing campaigns.

The post will start by outlining the key components of digital marketing, including search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, and content marketing. It will also discuss the importance of data analytics in measuring the success of marketing campaigns and how businesses can use this data to optimize their strategies and improve their ROI.

Next, the post will dive into the process of creating a digital marketing campaign. This will include developing a comprehensive marketing plan that takes into account a business's unique characteristics, target audience, and competitive landscape. It will also cover the process of creating and implementing digital marketing campaigns, including setting goals, creating content, and leveraging different platforms and tools.

Finally, the post will conclude by emphasizing the importance of continuously monitoring and optimizing digital marketing campaigns to ensure that they are generating the desired results. It will also provide tips and best practices for businesses looking to create effective digital marketing campaigns that generate leads, increase brand awareness, and drive sales.

AIM : TO CREATE A MOCK SPONSORED POST FOR SOCIAL ADS FOR POSTING TO INSTAGRAM / FACEBOOK / LINKEDIN.

APPARATUS:

1.MS WORD.

2.INFORMATION ABOUT POST CONTENT.

3.CLARITY PICTURES ABOUT CONTENT.

4.INTERNET.

5.SOCIAL MEDIA.

CONTENT :

The small business owners are struggling for to get their brand noticed online. The Digital Marketing agency can help.

It will specialize in creating targeted social media like Instagram, Facebook , etc., that reach the right customer at right time.

The main for digital marketing is social media . By the help of social media we can post any poster belonging to our needs.

Here , we take one of the chicken hotels present in a town . It is newly placed hotel. But it has many items with best price only.

And also, for post we must and get much information about that hotel like price lists, maintain , offers, free delivery content we add in that post.

By the help of MSWord, we can create a post in perfect manner.

MS Word:

MS Word is the best tool for creating the posts , It will depend on the specific content and the platforms you’re using to publish your content.

While word can be a useful tool for drafting and formatting content it may always be the most appropriate tool for creating social media posts.

However, it’s worth nothing that the term “posts” can refer to the different types of content, depending up on the context.

If we are talking about creating the social media posts. Such as face book , Instagram, twitter, etc., job applications then word may not be the best tool instead of the word we can use the some web based platforms specifically designed for creating and scheduling the social media post.

On the other hand, if we are talking about creating the blogs posts , articles or other long format content . we can use word in various formatting objects ,drafting and formatting content.

Creating heading and subheadings and bullet points and we can add images and other media to increase your content.

Ultimately the best tool for creating the posts will depend on the specific context. And the platforms you are using to publish your content the MS Word is perfect .

POST MAKING PROCESS:

We making post on a startup hotel , the name of the hotel is “KINGS CHICKEN AND DRINKS”. This hotel is located at RLY KODUR , CUDDPAH(DT) , 1/116/C/E,516101,ANDHRAPRADESH.

* For this post we use only the MS word.
* We got true information about hotel.
* We take true billing price details .
* We tag the location for the hotel.
* We shows offers allotted on each item.
* Express that free delivery.
* Contact numbers provided for online door delivery.
* For rating we given like mail for that hotel.
* Shows there is no cheating.

By the help this information we can create a post on MS word by different types of shapes and templates and animations.

s

**KINGS CHICKEN & DRINKS**

THE BEST FOOD IN OUR TOWN AND FAST DELEVARY

Grill chicken :-200/-

Chicken rost :-100/-

Chicken popcorn:-89/-

Chicken lollypop:-299/-

Chicken wings :- 199/-

Ice creams & drinks:-Special icecreams:-99/-Special drinks :-99/-

RLY KODUR, CUDDPAH(DT), MG Road, 1/116/2/3/c, 516101, Andhra Pradesh.

20% off

Best Price In our town

ORDER NOW:-

9087654321

9876543210

Ramkingschicken@gmail.com

POST BY :- MADDINA KHUSHIRAM ,ram123@gmail.com.

POSTING IN INSTAGRAM :

We posting this post in to the Instagram or any other online websites as a story or profiles .

We get the immediate result for this posted hotel , because throughout the Instagram there are so many users are there and also the located area people will see the story and comes to hotel

Then the hotel will grow in short period of time.

Instagram story posting:

Like this we posted the hotel post in Instagram.

The posting result:



The above poster will post 2hours of time . In that time only 142 members are seen to this post . This post will be posted on Instagram. This way we can easily sponsored the hotel. And we can able to increase the brand value in a short period of time.

CONCLUSION:

By posting this post in the online websites like Instagram and face book. The users of face book and Instagram are seen this post because of location tagging.

Or by keeping the story one user to another user the post information will goes to your located people in a short period of time

If the hotel is in good maintenance with good quality food definitely the hotel will grow higher in very short period of time only.

While posting a post in social media for improving the any type of business, that post is known as social ads.

RESULT:

Thus, we created a social ads or mock sponsored post for Facebook , Instagram , Linkedin.