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Digital Marketing - Project Report

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Creating a Brand Name, Brand Mail and Brand Logo in Canva

1.INTRODUCTION

1.1 Description:

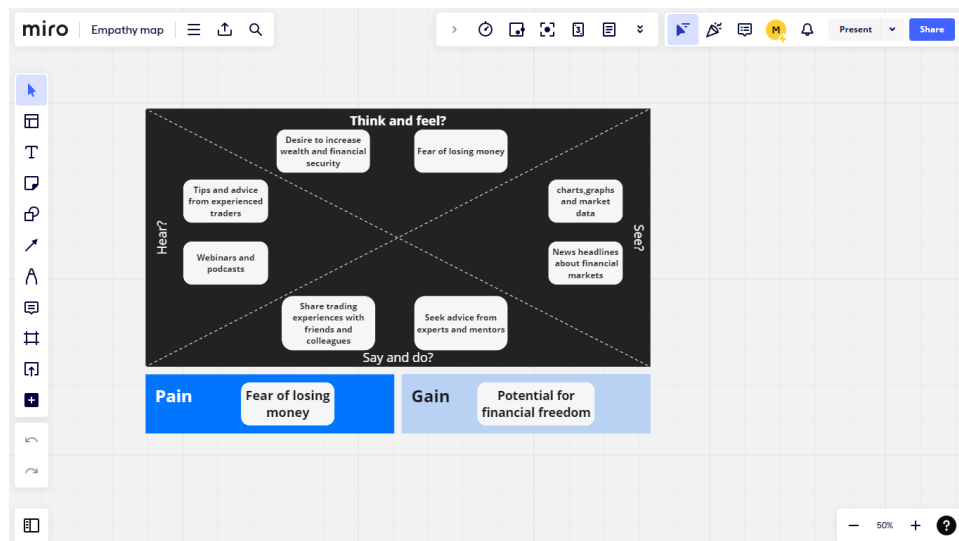
The project aimed to create a strong and memorable brand for digital marketing services, including the development of a unique brand name, brand email, and an eye-catching logo using Canva.

1.2 Purpose:

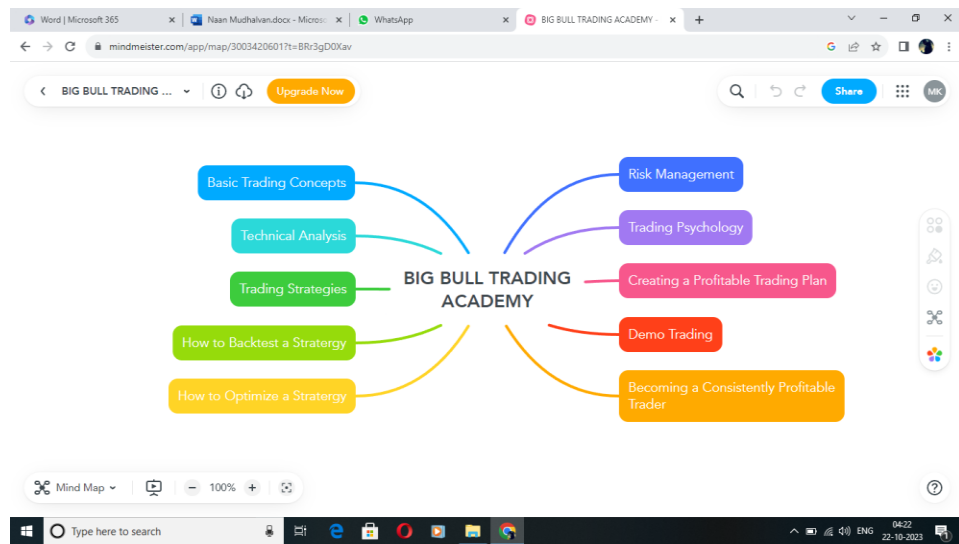
The purpose of this project was to establish a brand identity that embodies the essence of digital marketing, reflecting innovation, creativity, and reliability. It aims to provide comprehensive digital marketing solutions to businesses seeking to thrive in the online world.

2.Problem Definition and Design Thinking

2.1 Empathy Map



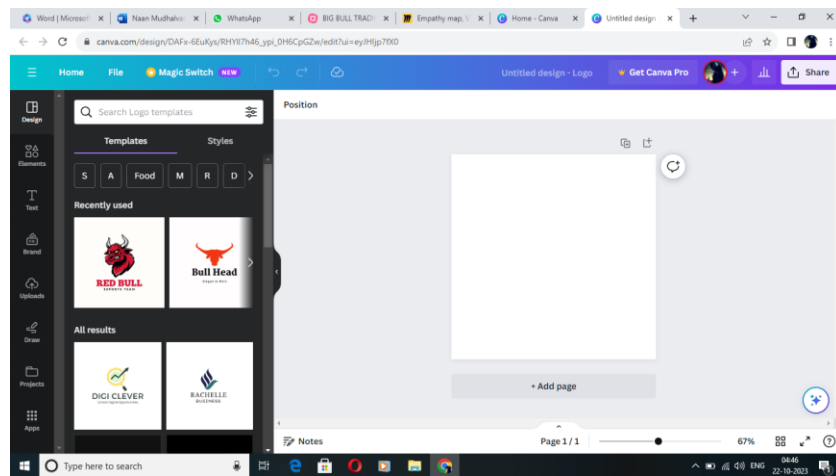
2.2 Ideation & Brainstorming Map



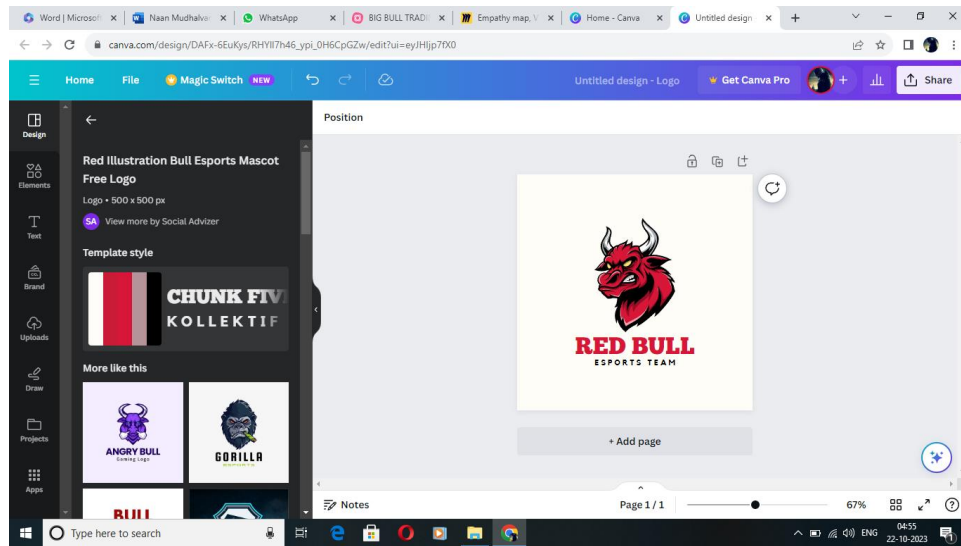
Project Execution:

Steps for Creating a brand Logo

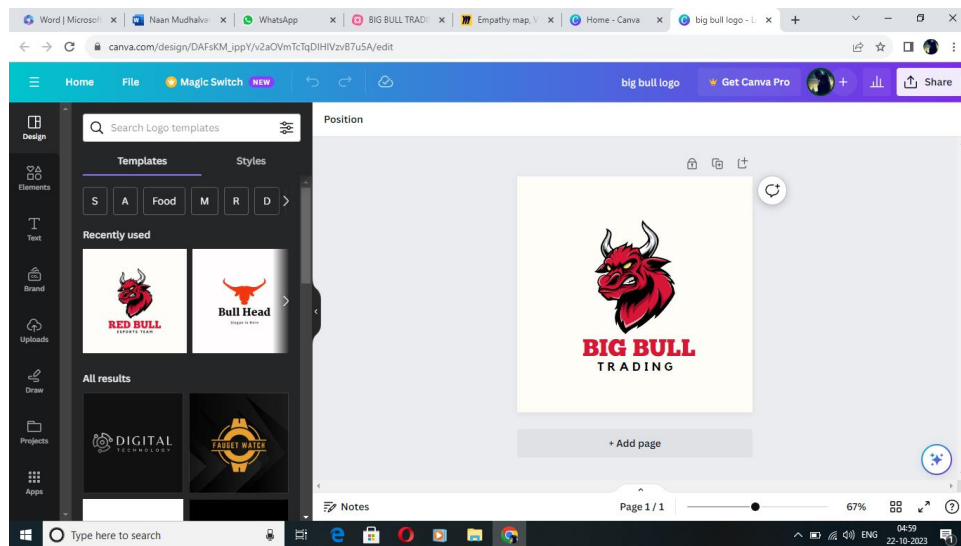
Step 1: Searching for a logo template in Canva



Step 2: Choosing a logo template relevant to my brand name



Step 3: Customizing the template for my brand



3. Result:

Brand Name: Big Bull Trading

Category: Online Financial Market Trading Course

Target Audience: Traders all over the world who are struggling to make money in Share Market.

Email: bullsstocktrading@gmail.com

Brand Logo:



4.(i)Advantages:

Brand Recognition: Big Bull Trading's unique name, email, and logo ensure easy recognition in a crowded digital marketing landscape.

Cohesive Brand Identity: The consistent use of the brand name, email, and logo creates a strong and cohesive brand identity, fostering trust and loyalty.

Memorability: The brand name and logo are designed to be memorable, making it easier for clients to recall and recommend.

Professionalism: The use of a professional email address enhances the brand's credibility and reliability.

(ii)Disadvantages:

Initial Investment: Creating a brand identity, including logo design, may require an initial financial investment.

Market Competition: In a competitive digital marketing industry, standing out may be a challenge even with a strong brand identity.

Brand Evolution: If the brand's focus or services evolve, the brand name and logo might need updates, potentially causing brand confusion.

5.Applications:

Big Bull Trading's brand identity can be applied to various aspects of digital marketing, including but not limited to:

- Website and Social Media Profiles
- Business Cards and Marketing Collateral
- Email Signatures
- Online and Offline Advertising
- Client Communication and Reports

6.Conclusion:

The creation of the brand represents a significant step in establishing a strong and distinctive identity in the digital marketing sector. With a unique brand name, professional email, and an eye-catching logo, the brand is well-positioned to make a lasting impression on clients and stand out in a competitive marketplace.