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DIGITAL MARKETING

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INTERNAL INCHARGE

HEAD OF DEPARMENT

PROMO VIDEO USING CANVA

1. INTRODUCTION

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1.INTRODUCTION

1.1 OVER VIEW

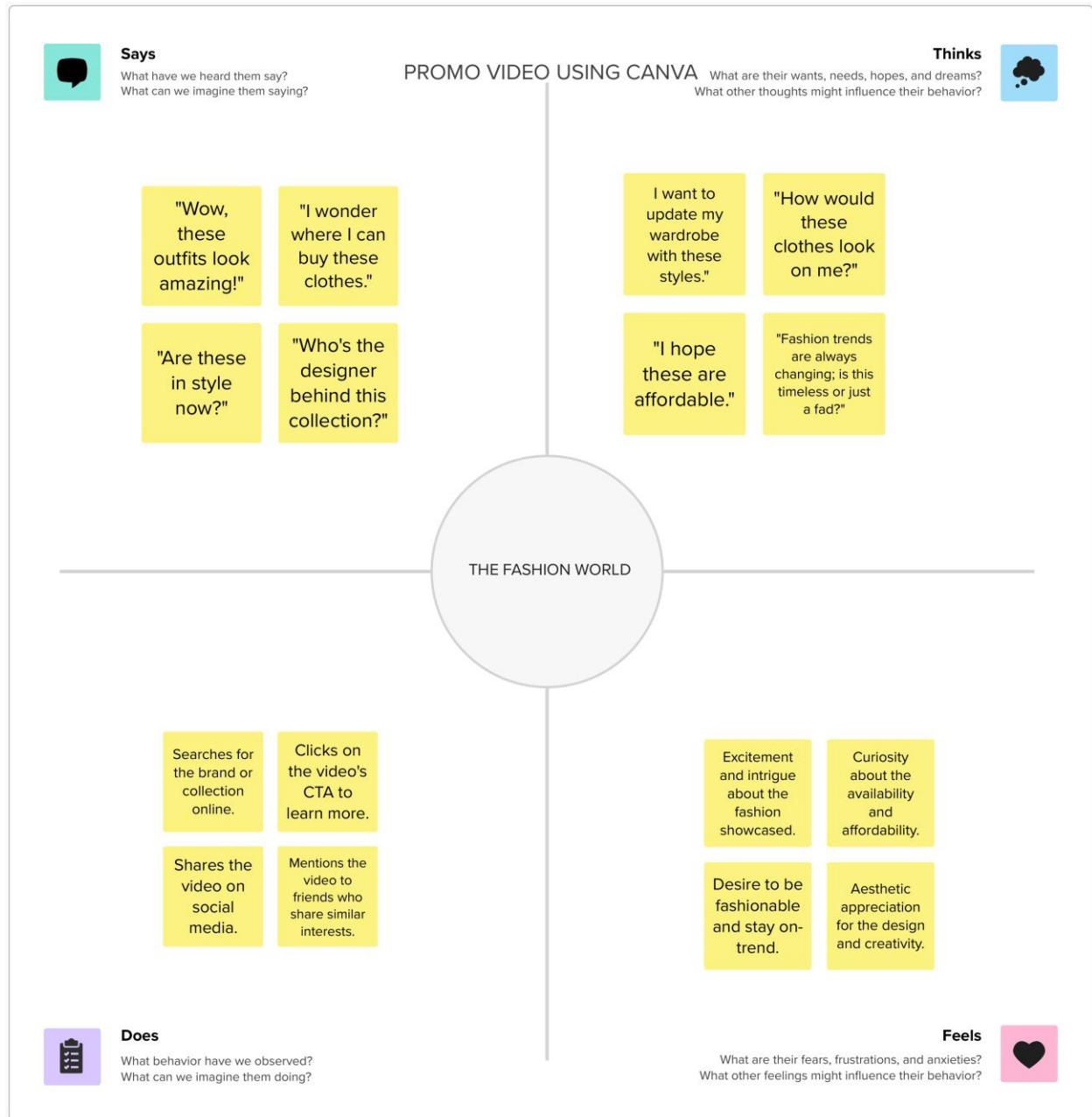
"In today's digital age, creating a powerful brand promo video is essential for capturing your audience's attention. With Canva's user-friendly platform, you can effortlessly design and customize every aspect of your video, from stunning visuals and animations to captivating text and music. Canva offers a vast library of templates and elements, ensuring that your brand message shines through with creativity and professionalism. Whether you're a seasoned designer or a beginner, Canva simplifies the process, allowing you to produce a compelling brand promo video that resonates with your audience and boosts your brand's visibility in no time."

1.2. PURPOSE

Promo videos are important because they clarify the value of products and services and help drive sales. They are also a useful way to increase brand awareness and communicate new and updated product offerings.

PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP

2.2.1 IDEATION OF THE PROJECT

1. Start with a free Canva account and search for “PROMO VIDEO” on the homepage.
2. Select a VIDEO template from the available options and open it in the editor.
3. Customize your site by changing the text, photos, colors, fonts, and logos. You can also add content from Canva’s libraries by clicking the different tabs on the editor side panel.
4. Publish your design as a video by clicking the Publish button. Canva will display your video link, which you can share with others.
5. To create a link in github, you need to navigate to the main page of the repository.
6. Locate the code you'd like to link to.
7. Choose whether to select a single line or a range.
8. Navigate to the conversation where you want to link to the code snippet.

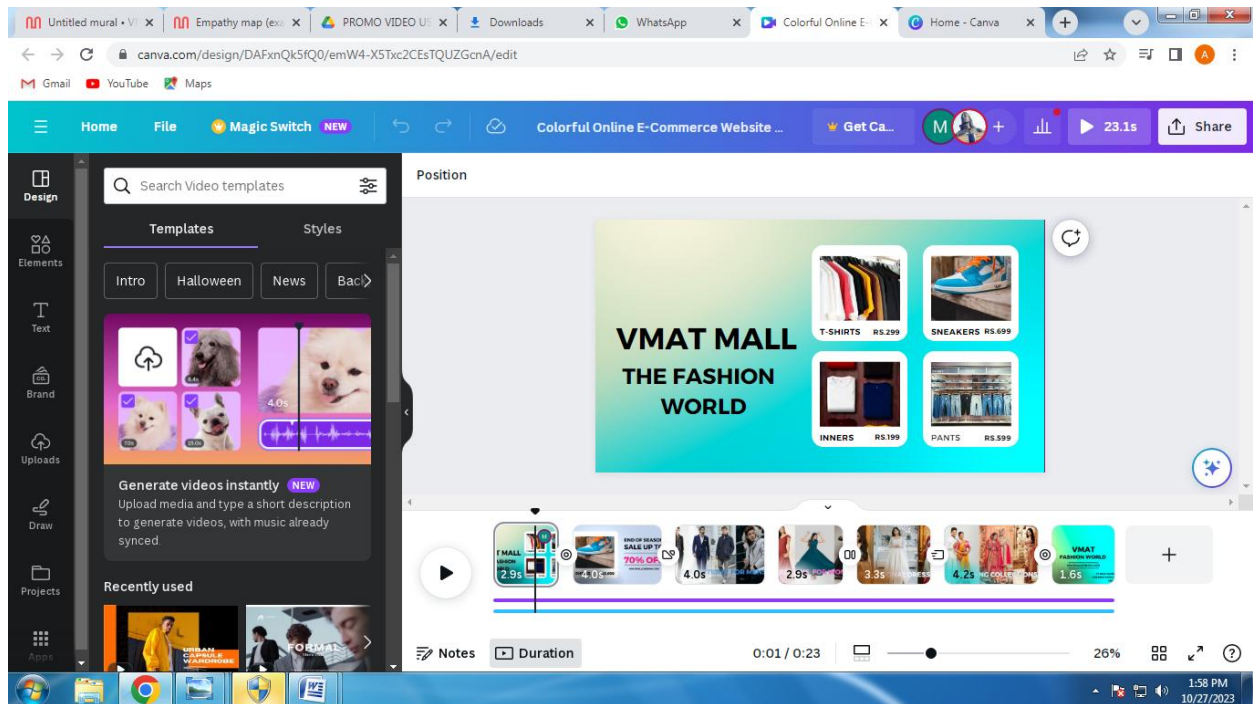
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2.2.2 BRAINSTORMING MAP

[illegible]

1.3 BUILD A PROMO VIDEO USING CANVA

- To register a account in canva platform with sign in to confirmation of your account
- Create a design and to search video in search engine

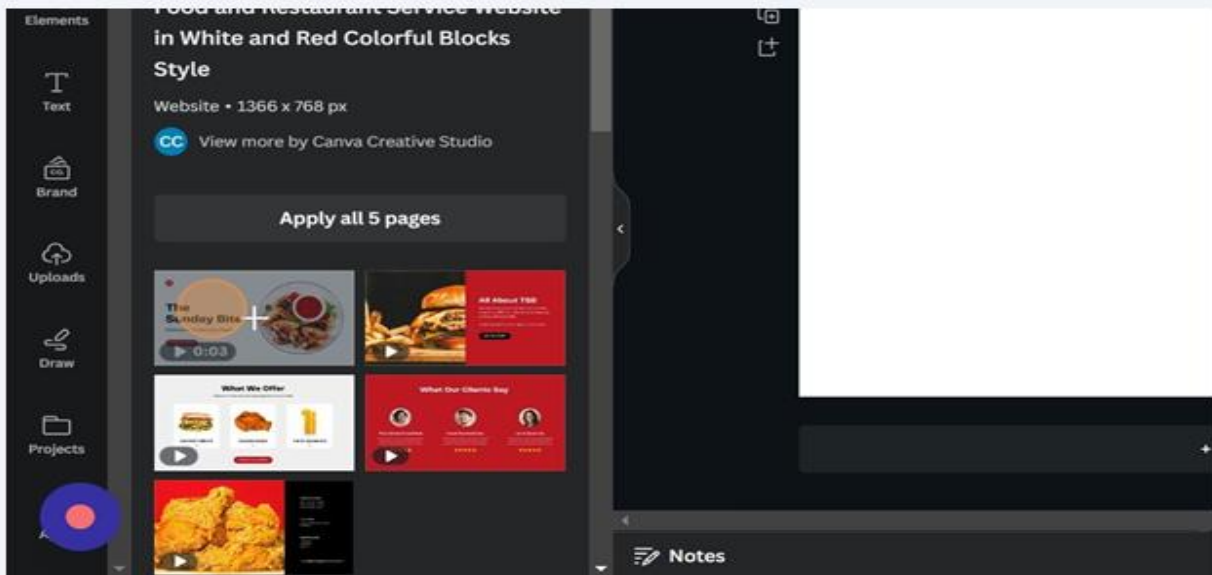


Link by canva as <http://www.canva.com/>

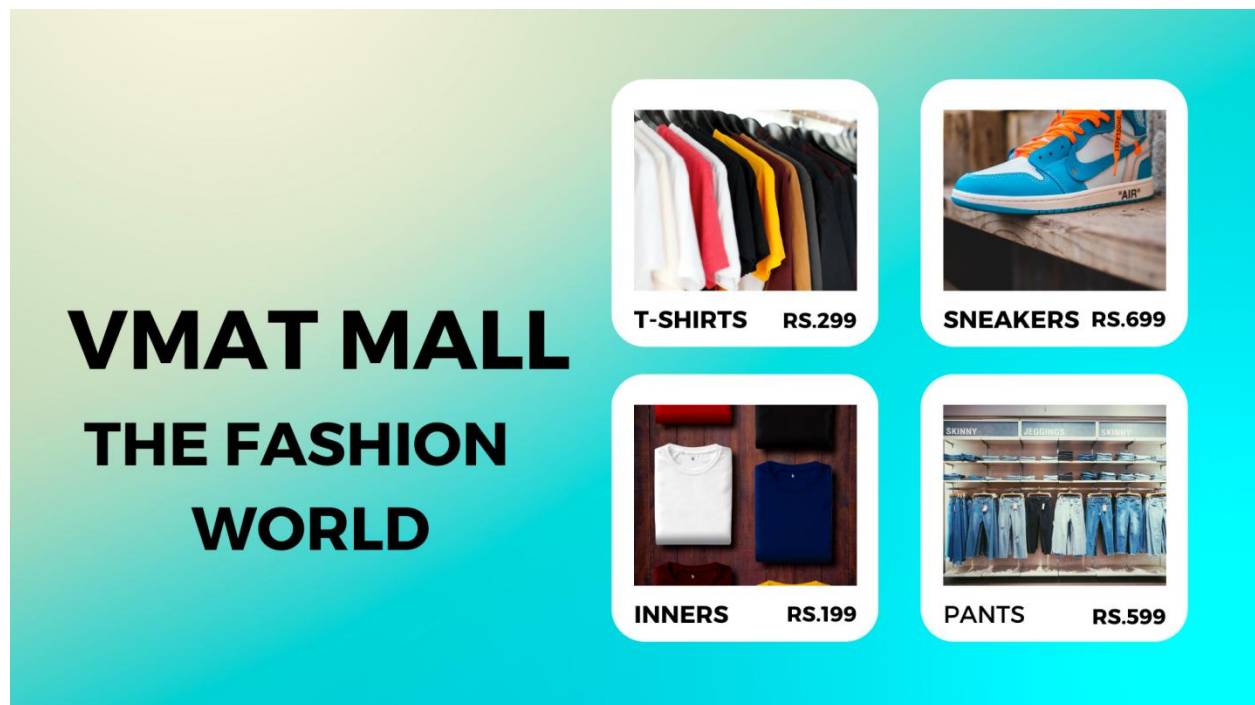
- Search and click online store
- Choosing design
- Change the background colour
- To changes the design on desired model and a develop a VIDEO name as a “VMAT FASHION WORLD”

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After entering online store choose a design u like and click on it. select additional templates if you need.



3.RESULT





SHOES

RS.699

**END OF SEASON
SALE UP TO**

70% OFF

VMATMALLCHENNAI.COM





COLLECTIONS FOR WOMENS



TRADITIONAL DRESSES



WEDDING COLLECTIONS

VMAT FASHION WORLD

VMATMALLCHENNAI.COM

77 NEW MARKET STREET
CHENNAI, TAMIL NADU, 641-604
INDIA

4.ADVANTAGES & DISADVANTAGES

ADVANTAGES

- Boost conversion and sales
- Show great ROI
- Great addition to E – Mail Marketing Campaigns
- Promote Trust
- Improve Brand Recall
- Improve Google Rankings
- Appeal to Mobile Users
- Video Can Explain Everything

DISADVANTAGES

- Costly overloaded
- Time – consumption production
- Short attention spans
- Difficult to make changes

5.APPLICATIONS

- Serve as a bridge between potential customers and your product
- Grab attention in the first scene
- Present the problem and solution in the first 5 seconds
- Keep it short, usually under a minute
- Include captions so people can watch without sound
- Include a call-to-action

6. CONCLUSION

In conclusion, Canva can be a useful tool for creating promo video. However, if you're looking to create a more attractable videos,we can use the canva.