

**PROFESSIONAL READINESS FOR INNOVATION, EMPLOYABILITY
AND ENTREPRENEURSHIP**

Presented by

NAAN MUDHALVAN and SMARTBRIDGE

DIGITAL MARKETING

INSTAGRAM REEL

A REPORT

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in partial fulfilment for the award of

the degree of

BACHELOR OF ENGINEERING

In

ELECTRONICS AND COMMUNICATION

ENGINEERING

DEPARTMENT OF ELECTRONICS

ENGINEERING

MADRAS INSTITUTE OF TECHNOLOGY

ANNA UNIVERSITY: CHENNAI 600 044

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1. INTRODUCTION

1.1 Project Overview

The project was initiated to create an Instagram reel for our business brand and promote it to attract a minimum of 100 likes.

Our product is Coffee and our brand name is Morning Lust.

1.2 Purpose

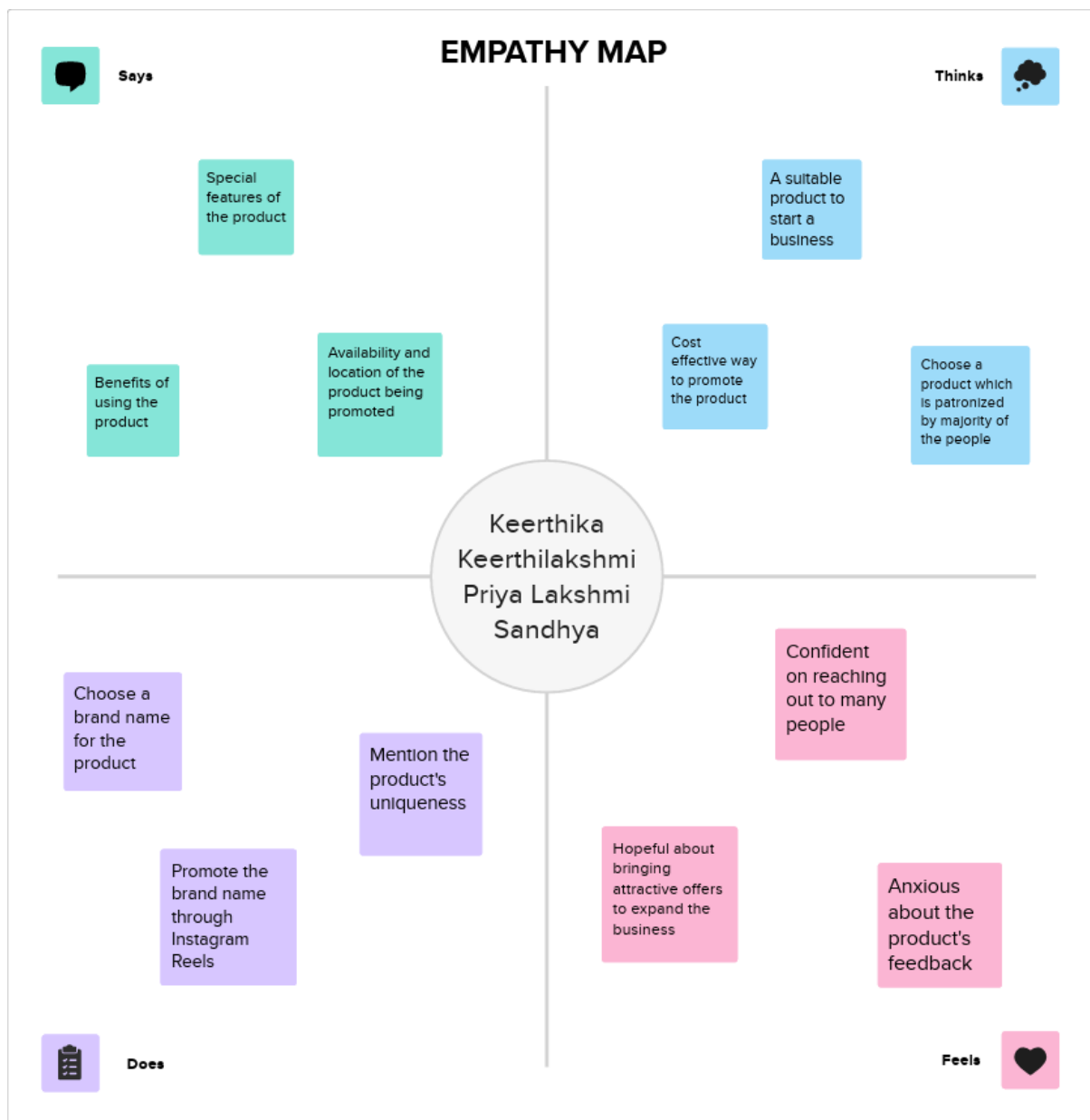
The purpose of the project is to ensure the proper reach of our business brand and idea through a social media platform (Instagram), thereby improving our business.

2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

Create an Instagram reel for your business idea and promote it to attract a minimum of 100 likes.

2.2 Empathy Map Canvas




2.3 Ideation & Brainstorming

Date	OCTOBER 2023
Brand Name	Morning Lust (Coffee Brand)
Project Name	Create an Instagram reel for your business brand and promote it attract a minimum of 100 likes

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

➔

Team gathering

Define who should participate in the session and send an invite. Share relevant information or present a slide.

➔

Set the goal

Think about the problem you'll be focusing on during the brainstorming session.

➔

Learn how to use the facilitation tools

Use this Facilitation 5.0 overview to run a happy and productive session.

[Open article](#) ➔

1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

How might we redesign a social media sharing experience for just what you're looking for? How can we encourage them to share to their network of 100 like-minded friends, and maybe even more? Addressing the challenge means creating a social media and sharing experience that makes it possible for everyone to share what they want to share and manage their content, ideas and insights.

**Key rules of brainstorming**

To run a most fun and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Step- 2: Brainstorm and Idea Listening

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Ensure your Reels content aligns with current trends, popular sounds, and hashtags. Research what's trending within your niche and create content that resonates with your target audience.

Craft compelling and witty captions that encourage viewers to like, comment, and share your Reels. A clever caption can significantly enhance the overall appeal of your content.

Person 2

Invest in good quality visuals, clear audio, and creative editing. High-quality production values make your content visually appealing, increasing the likelihood of viewers engaging with your Reels.

Maintain a consistent posting schedule to keep your audience engaged. Regular posts create anticipation among your followers, increasing the chances of more likes.

Person 3

Incorporate interactive elements like polls, quizzes, or challenges within your Reels. Encouraging viewers to participate can boost engagement, leading to more likes.

Collaborate with other influencers or creators within your niche. Cross-promotion exposes your content to a wider audience, increasing the likelihood of getting more likes.

Person 4

Respond promptly to comments and engage with your followers. Building a community fosters loyalty, and engaged followers are more likely to like and share your content.

Research and use relevant and trending hashtags to improve the discoverability of your Reels, making it easier for potential viewers to find and like your content.

Step -3: Grouping

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Designate specific days where all group members create collaborative Reels content together. This shared effort can attract a wider audience, increasing the chances of more likes for everyone involved.

Organize cross-promotion events where group members promote each other's Reels. This mutual support can lead to increased visibility and engagement, resulting in more likes for everyone's content.

Establish a system where group members like and comment on each other's Reels. Genuine engagement from fellow creators can boost the algorithm's visibility, encouraging more likes from the broader Instagram community.

Plan theme weeks where all group members create Reels around a specific theme. Coordinated themes create a buzz and attract thematic audiences, increasing the likelihood of likes from interested viewers.

Collaboratively create interactive challenges that involve all group members. Encourage followers to participate, like, and share their entries. Interactive challenges enhance engagement and attract more likes as participants invite their networks to view and engage with the content.

Host joint live Q&A sessions where group members answer questions from their followers. Engaging live sessions not only boost followers' connection with the creators but also increase Reels visibility, potentially leading to more likes during and after the session.

Create comment pods where group members support each other by engaging with Reels' comments. Timely responses and discussions within comments can enhance the post's visibility, attracting more likes from active Instagram users.

By engaging in these collaborative activities, the group can collectively increase their Instagram Reels likes, leveraging each other's networks and fostering a supportive community of creators.

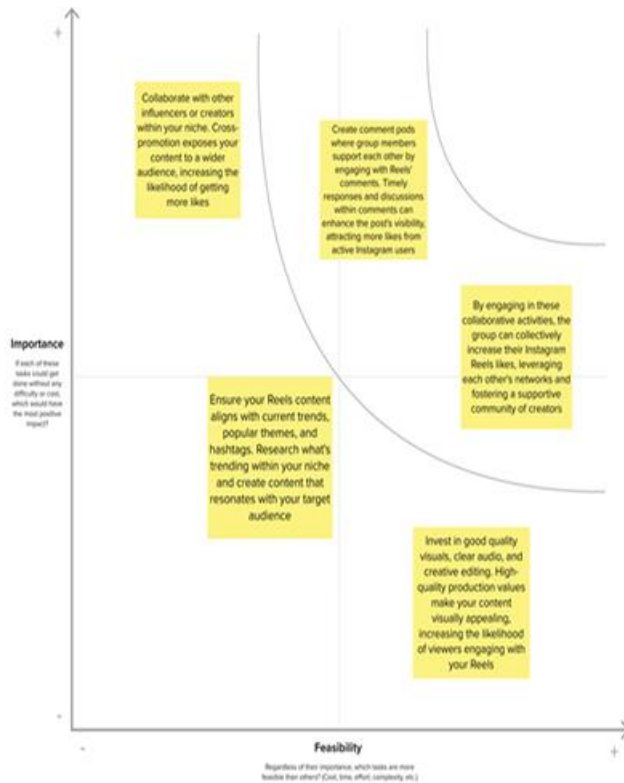
Step – 4: Idea Prioritization

1 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Tip
Participants are their group's poster strategist. Observations would go on the grid. The facilitator can confirm the wall by using the laser pointer holding the # key on the keyboard.



2

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

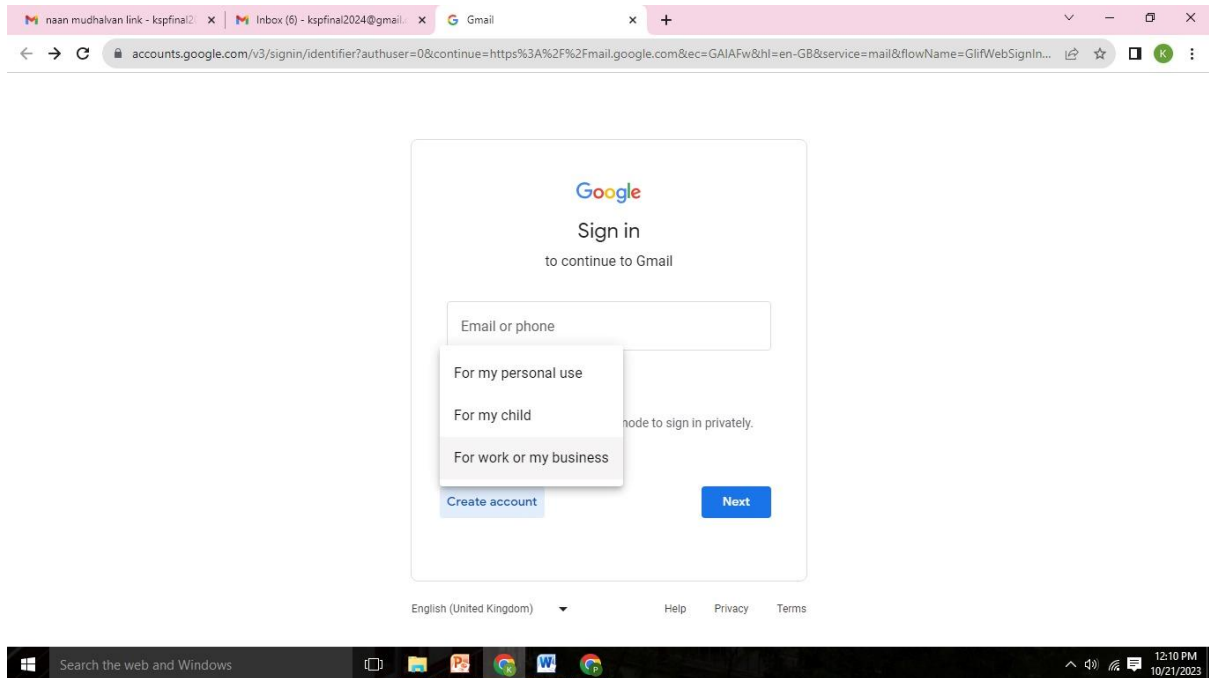
[Share template feedback](#)

2.4 Proposed Solutions

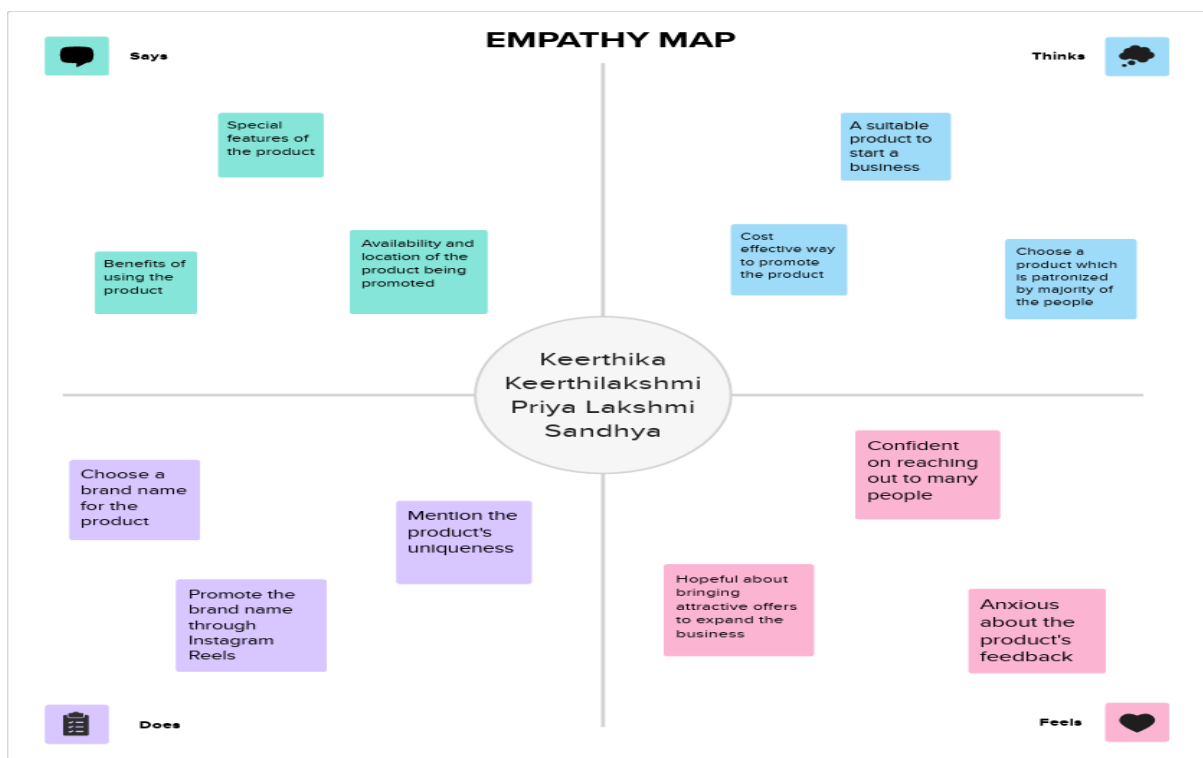
Creation of Instagram reel of our brand 'Morning Lust' and sharing it to public audience to attract customers.

3. RESULTS

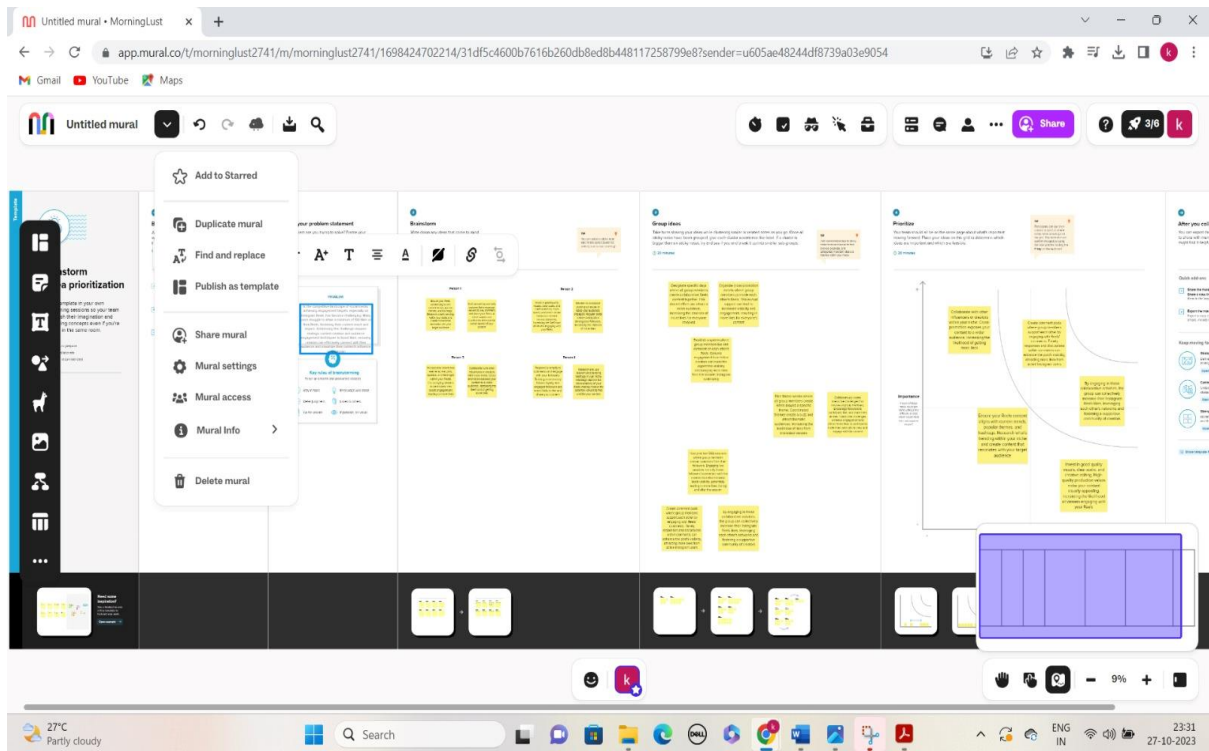
Business account creation in Gmail.



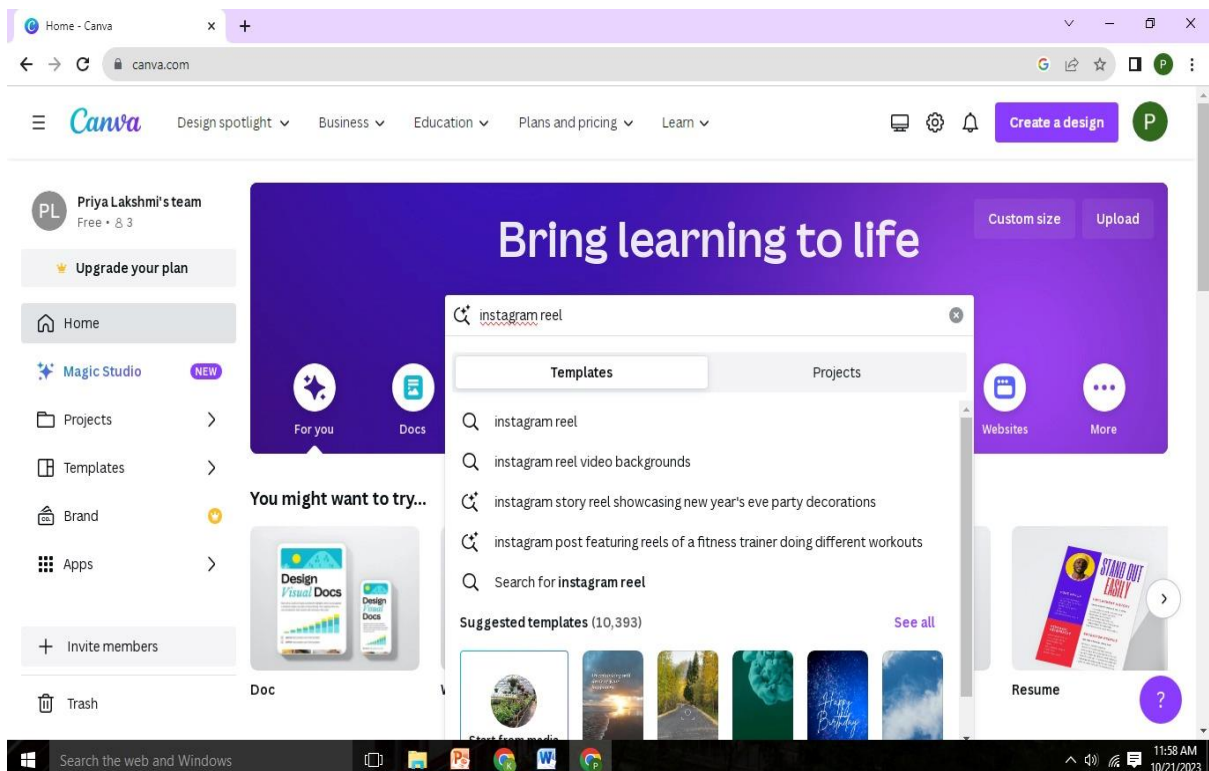
Empathy map development

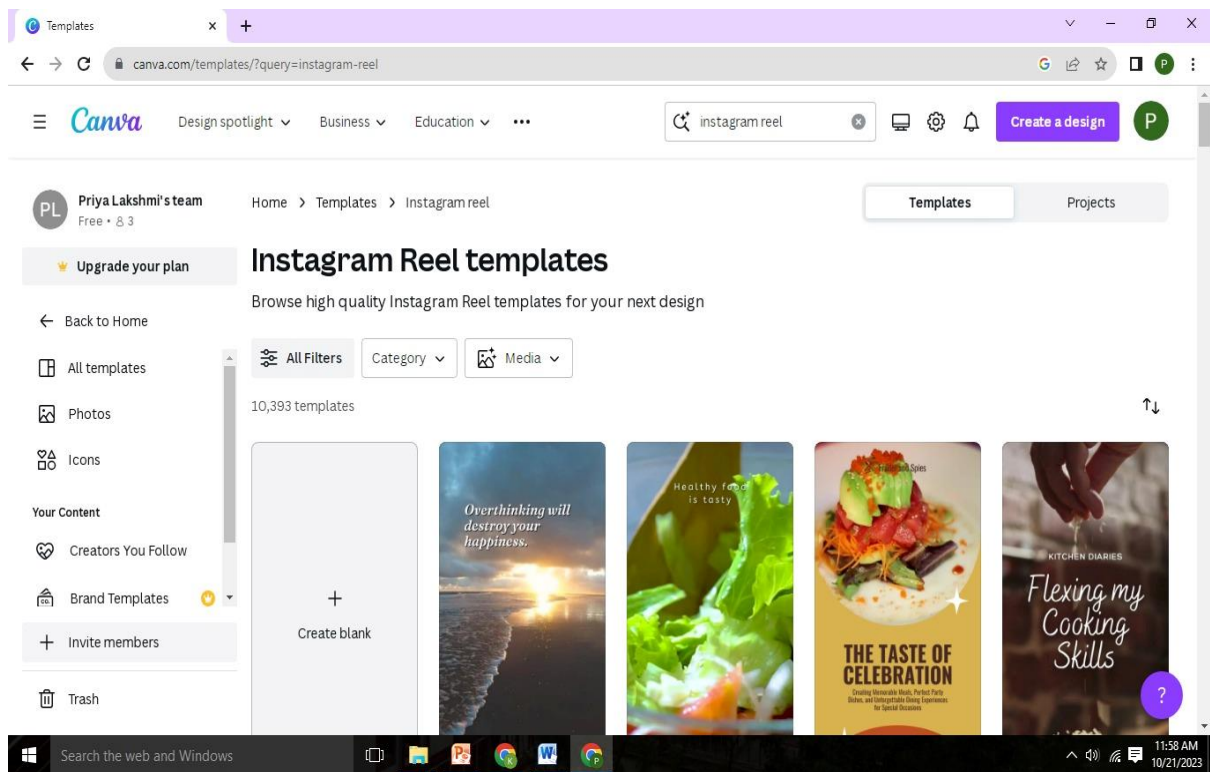


Brainstorming ideas

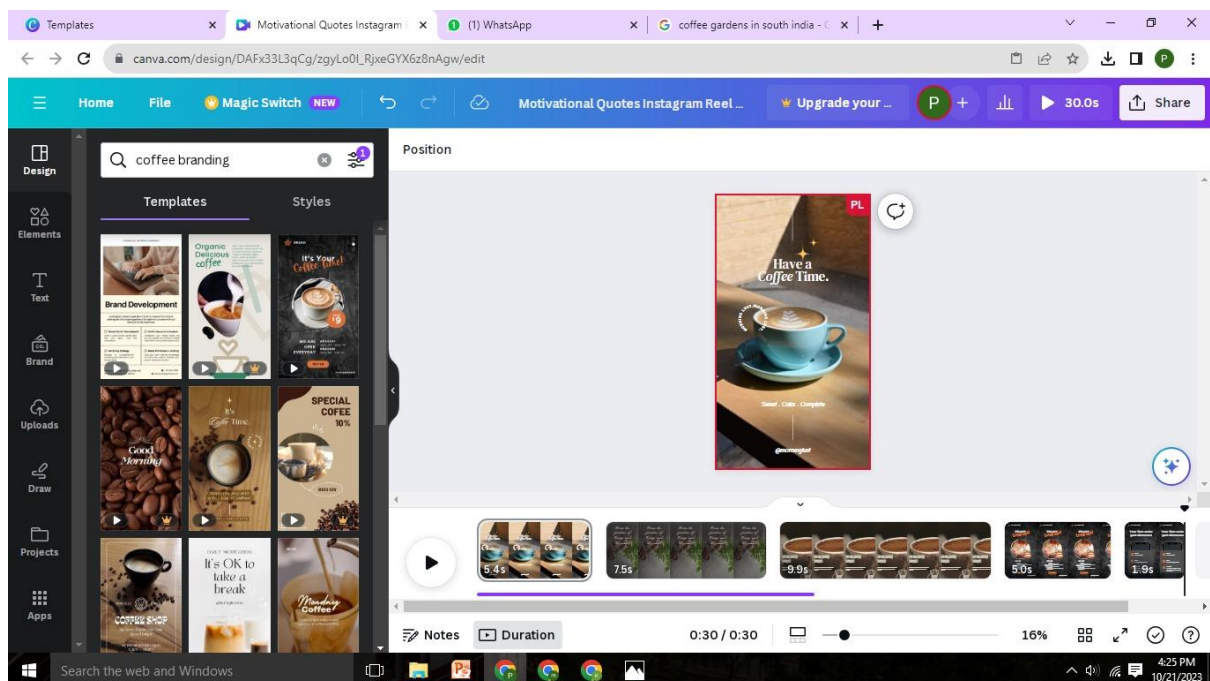


Selecting templates for Instagram reel in Canva.





Creating and editing the reel



4. ADVANTAGES & DISADVANTAGES

Some of the project's advantages are:

1. Minimize human effort
2. Save time
3. Enhanced user availability
4. Efficient resource utilization
5. Reduced use of other electrical equipment

Some of the project's disadvantages are:

1. High dependency on the internet
2. Teething issues

5. CONCLUSION

An Instagram reel was created with relevant and attractive details and description about our brand and product and was posted in the official Instagram page of our brand.

The same was shared with the known contacts to expand the product's reach.

6. FUTURE SCOPE

The business plan can be expanded and more branches and related products such as biscuits and beverages can be added to the brand to support customer expectations.

7. APPENDIX

Instagram reel link:

<https://www.instagram.com/reel/CyqPFJ0PUfR/?igshid=MTc4MmM1YmI2Ng==>

GitHub link:

<https://github.com/Morninglust2023/Instagram-Reel>

Reel video link:

<https://drive.google.com/file/d/1wrSSUXbyunFbFpIPMtBI7-45w5JW-Kz6/view?usp=sharing>

Project Video Demo Link:

https://drive.google.com/file/d/1-6T_bdNChNloDNAkXAcXiKou4WOdyGWr/view?usp=drivesdk