DIGITAL MARKETING

Presented by

NAAN MUDHALVAN and SMARTBRIDGE

INSTAGRAM REEL

A REPORT

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in partial fulfilment for the award of

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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.
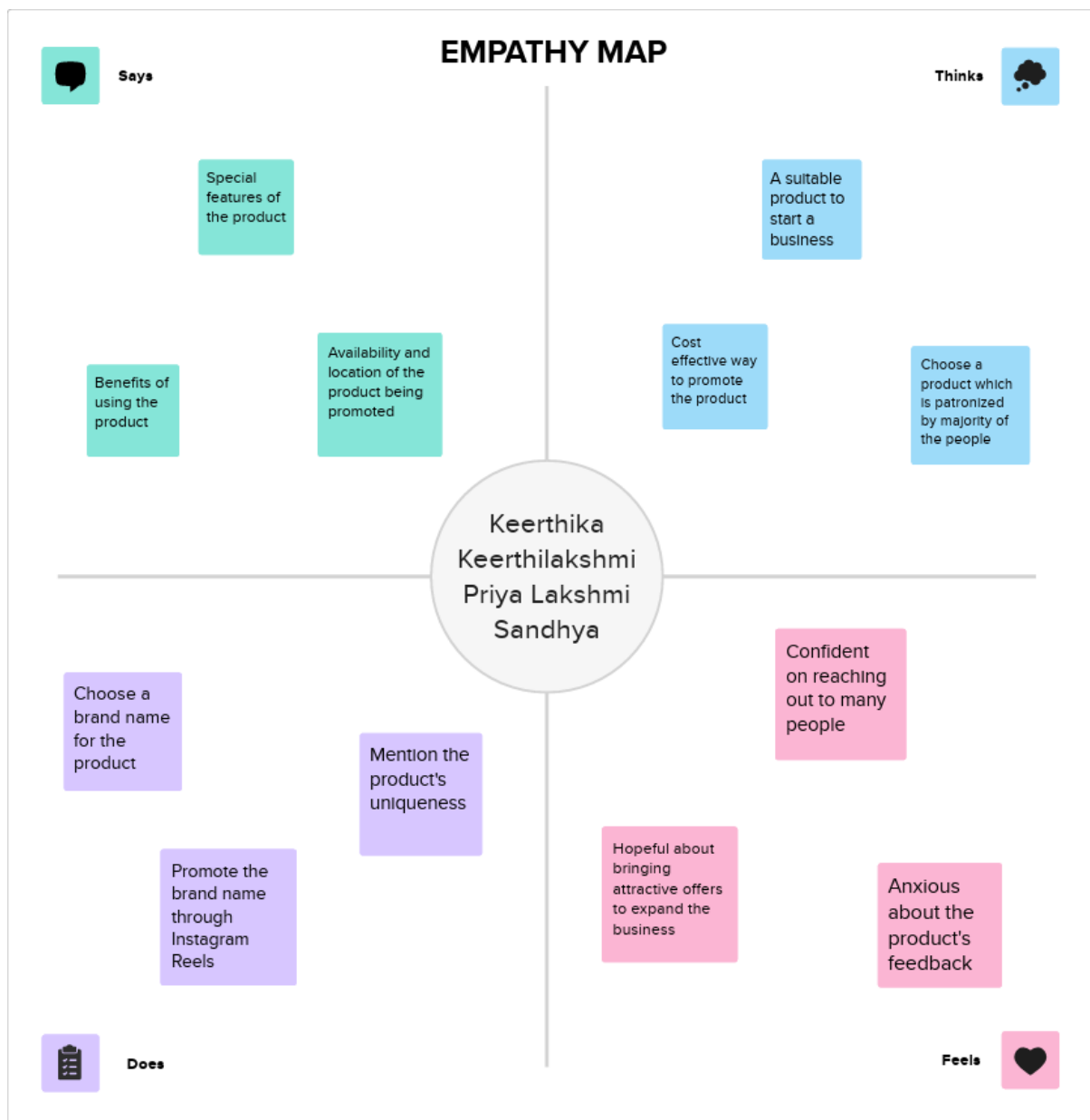
1.2 Purpose

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

EMPATHY MAP

Says

Special features of the product

Benefits of using the product

Availability and location of the product being promoted

Thinks

A suitable product to start a business

Cost effective way to promote the product

Choose a product which is patronized by majority of the people

Keerthika
Keerthilakshmi
Priya Lakshmi
Sandhya

Choose a brand name for the product

Mention the product's uniqueness

Promote the brand name through Instagram Reels

Confident on reaching out to many people

Hopeful about bringing attractive offers to expand the business

Anxious about the product's feedback

Does

Feels

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

Step- 2: Brainstorm and Idea Listening

2

Brainstorm

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

⏱ 10 minutes

Person 1

> Ensure your Reels content aligns with current trends, popular themes, 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 in your niche. Hashtags 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 and break it up into smaller sub-groups.

⏱ 20 minutes

> 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
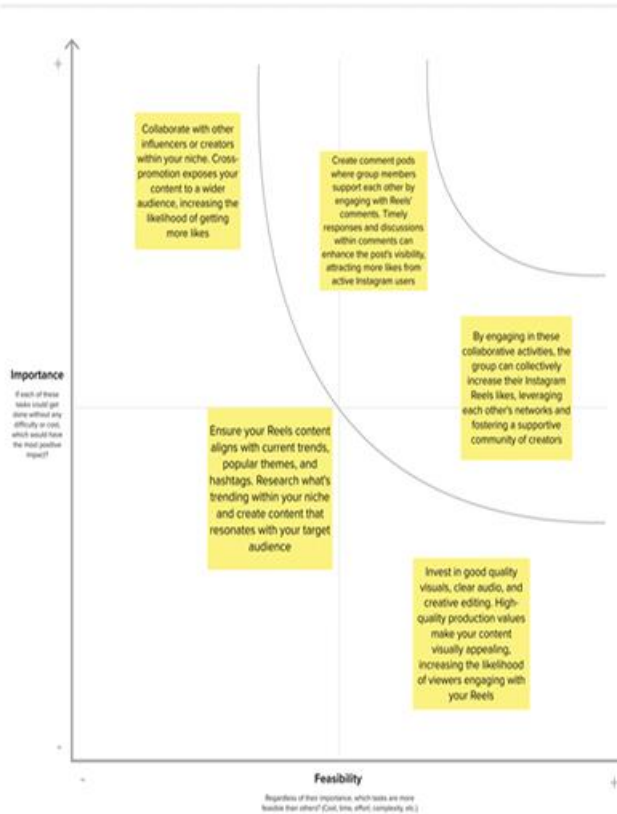
Step – 4: Idea Prioritization

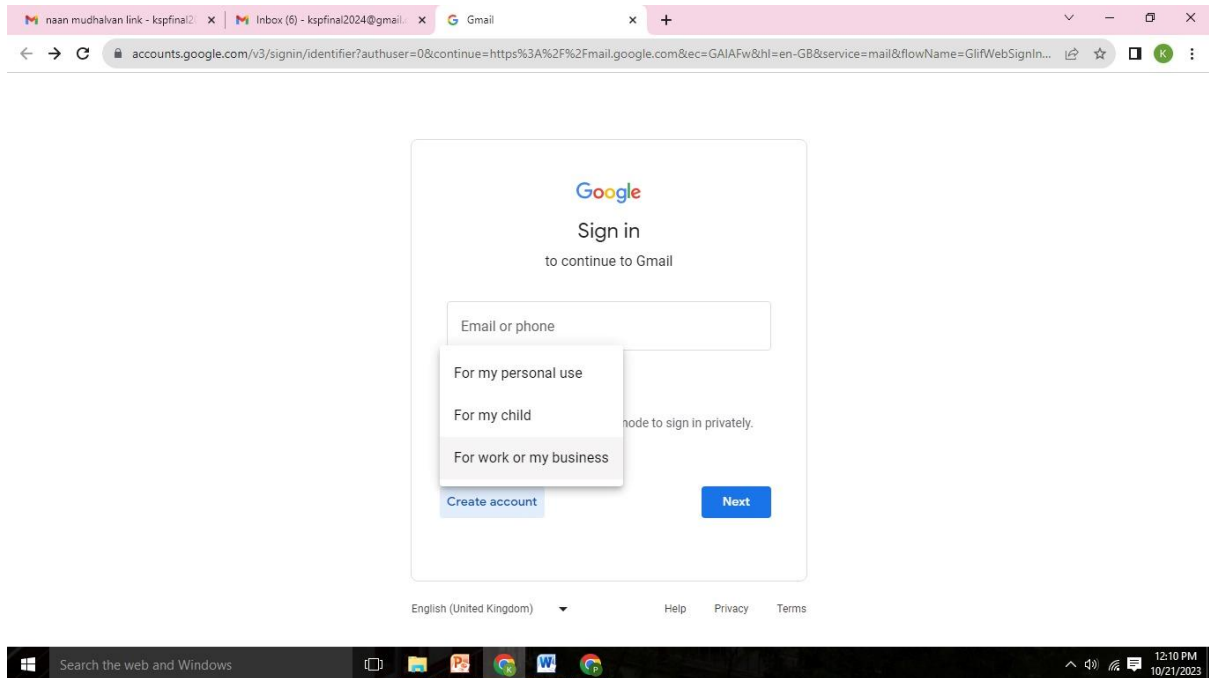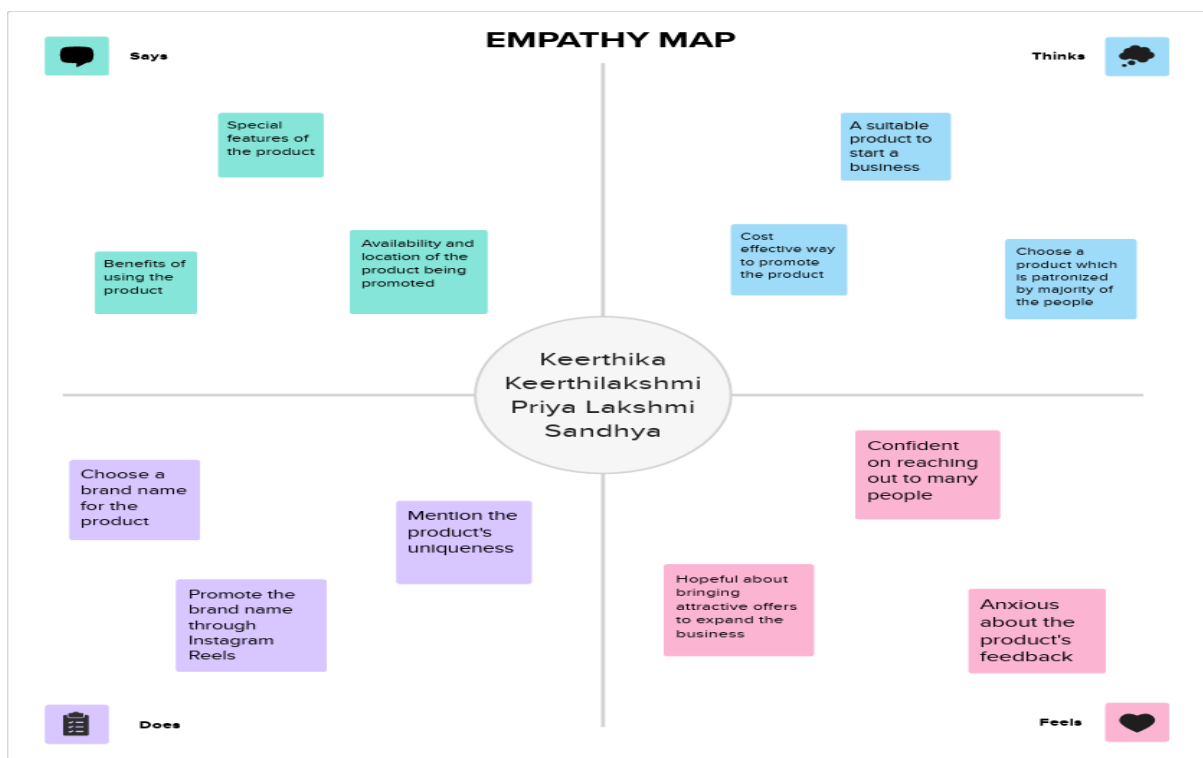## 2.4 Proposed Solutions

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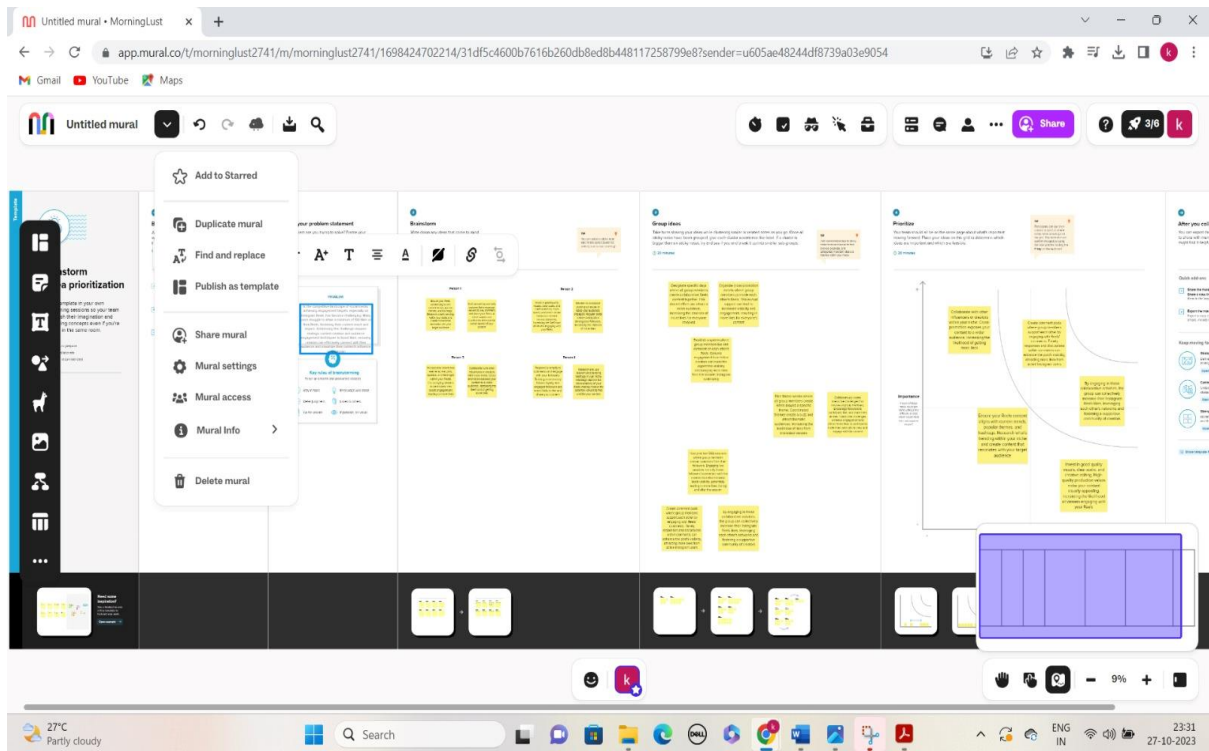
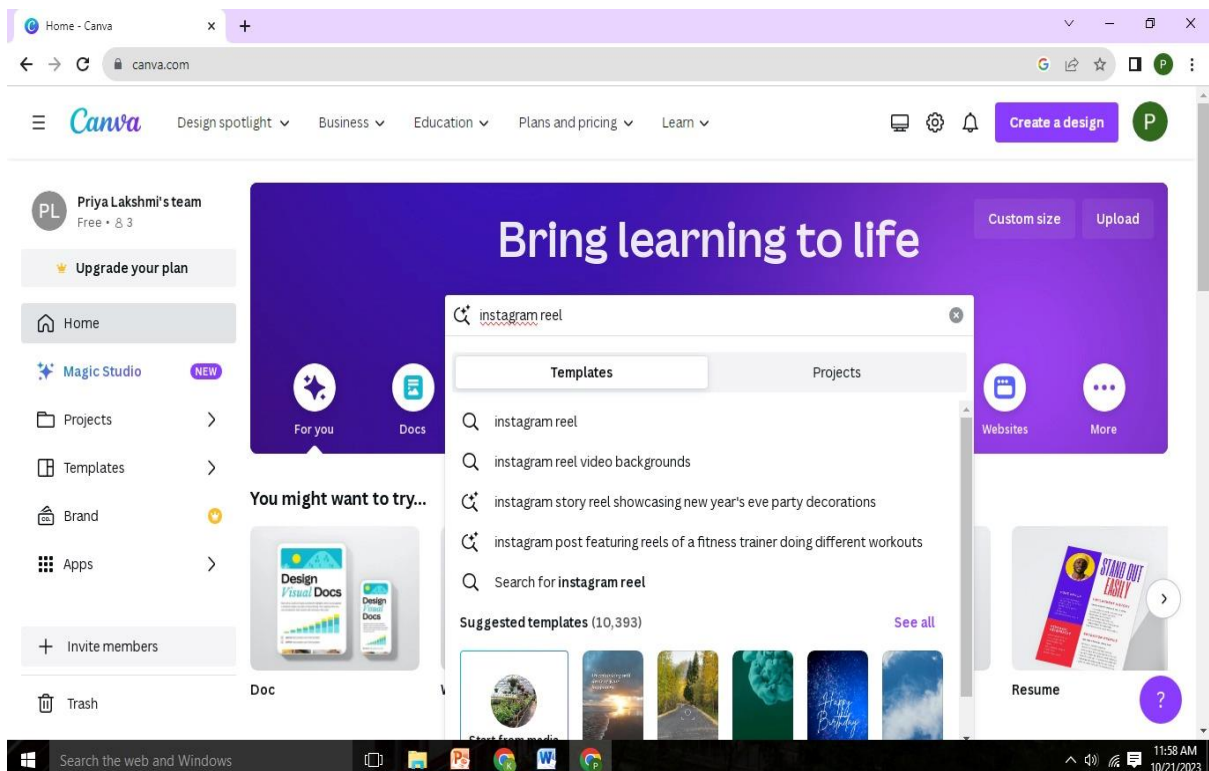# 3. RESULTS

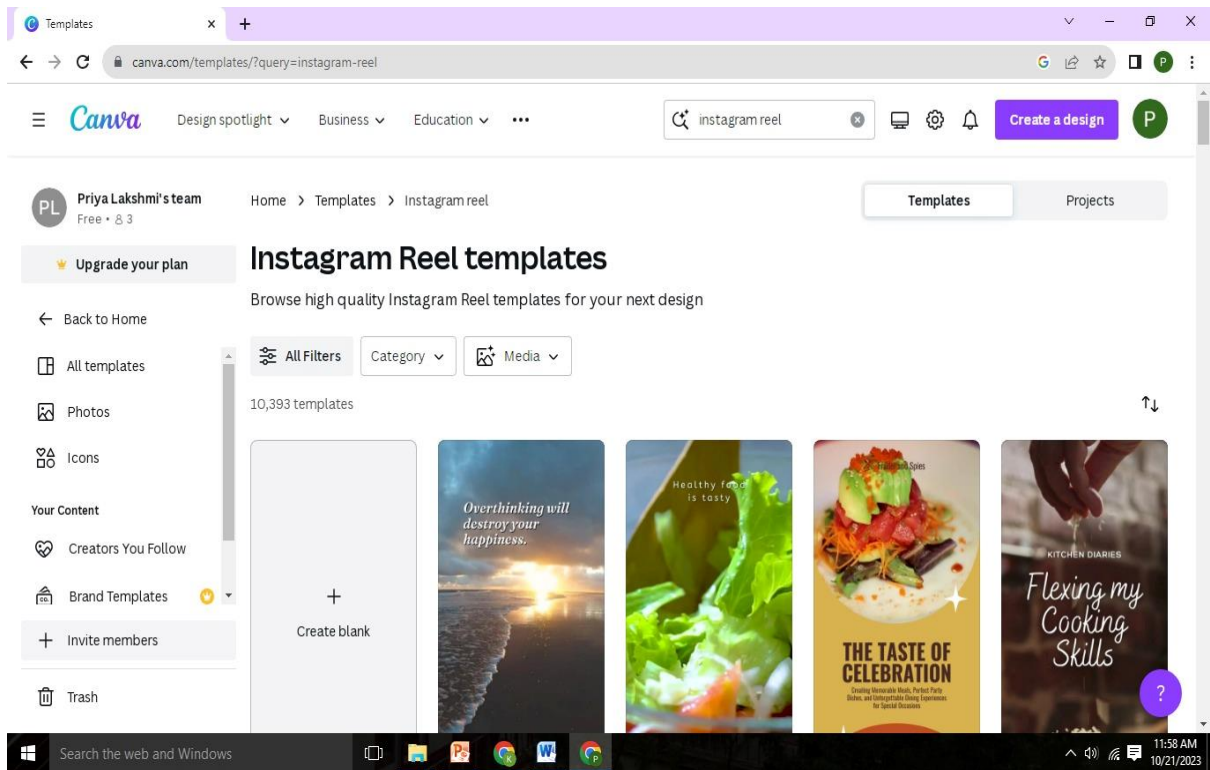## Business account creation in Gmail.

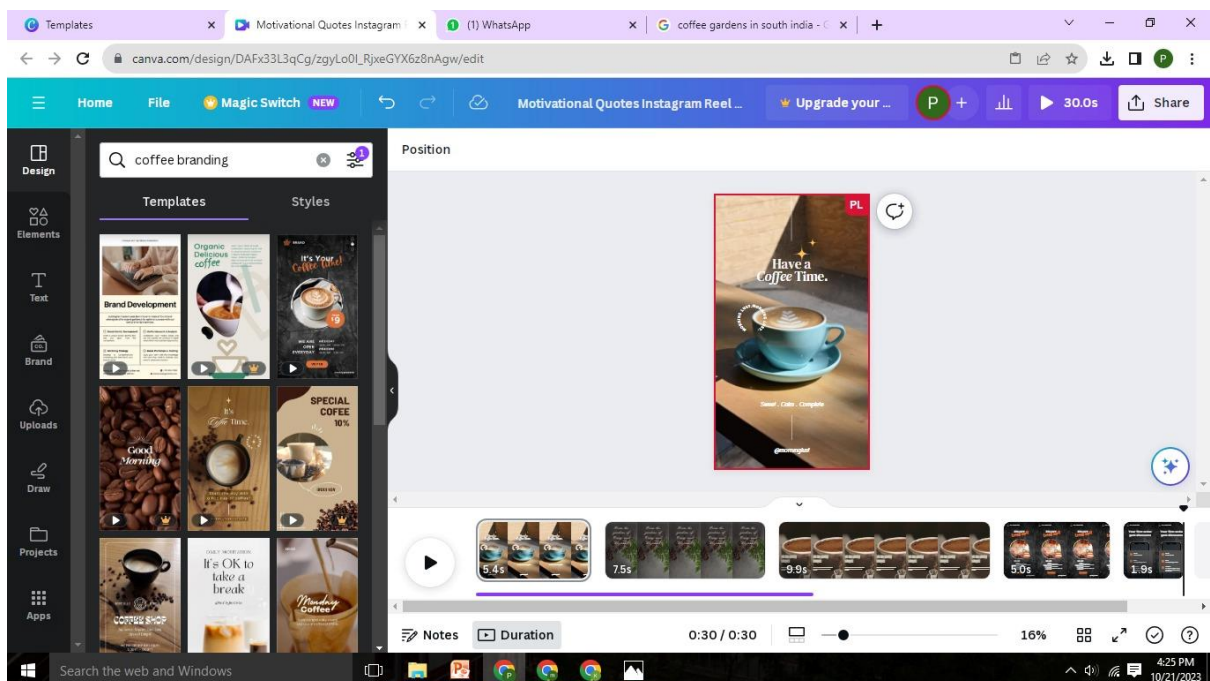## Empathy map development

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