

PROJECT REPORT

Project title	Digital Marketing (How To Create A Reel Design using canva)
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INTRODUCTION:

OVERVIEW:

Overall theme of our project is to develop several strategies to connect Our Brand Aloha accessories to our customer using digital marketing tools like Canvas for developing ads campaign and using Instagram, Facebook, YouTube to promote them.

What we Learn to Earn:

- ♦ The global digital advertising industry is worth \$626.86 billion today (and expected to hit over \$835 billion in three years)
- ♦ Use high-quality visuals. Jewelry is a visual product, so it's important to

use high-quality images and videos in ads.

- ♦ Not everyone is interested in high-end jewelry and make sure targeting ads to the right audience so that not wasting money. Partner with influencers. Partnering with influencers is a great way to reach a new audience and generate buzz for brand.

Facebook:

- ♦ Considering that 5-10% of global jewelry market sales occur online, targeting an audience on your Facebook page is, indeed, an effective way to increase e-commerce profits.

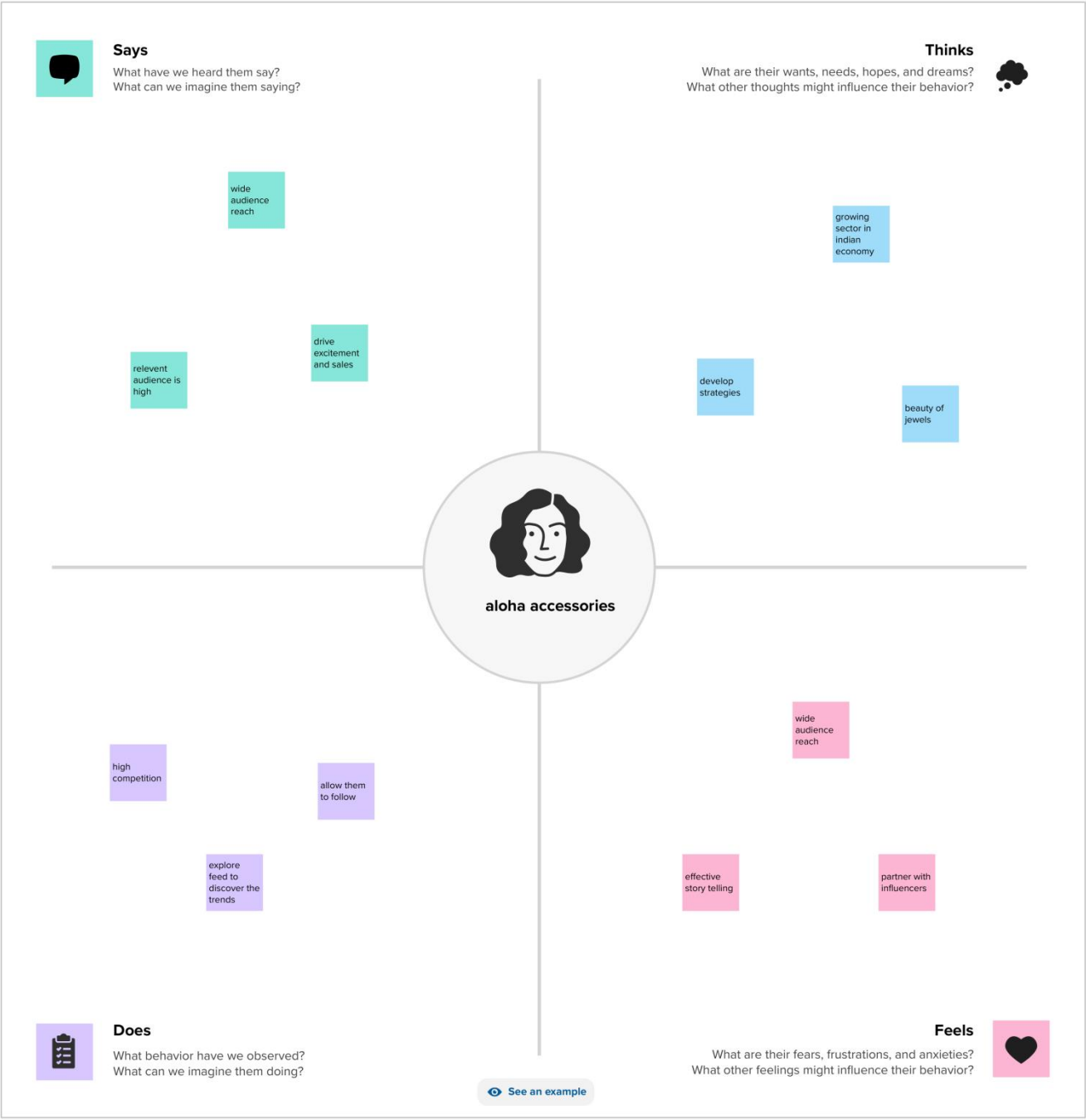
The social impact of the jewels is very crucial I the society.

Instagram:

- ♦ A consistent content strategy is a significant success factor in your jewelry brand. Selling luxury items is all about making your potential customers crave the piece they see. So the winners are the brands with a strong visual game.

PROBLEM DEFINITION AND DESIGN THINKING:

Empathy Map:



The image displays a collection of 12 brainstroming templates, organized into a 3x4 grid. Each template is designed to guide a group through the process of generating and prioritizing ideas. The templates are as follows:

- Template 1 (Top Left):** Features a 'Before you collaborate' section with a goal statement, a 'Define your problem statement' section, a 'Brainstorm' section with a table for recording ideas, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 2 (Top Middle-Left):** Similar to Template 1, but with a different layout for the brainstorming and prioritization sections.
- Template 3 (Top Middle-Right):** Includes a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 4 (Top Right):** Features a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 5 (Middle Left):** Includes a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 6 (Middle Middle-Left):** Similar to Template 5, but with a different layout for the brainstorming and prioritization sections.
- Template 7 (Middle Middle-Right):** Includes a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 8 (Middle Right):** Features a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 9 (Bottom Left):** Includes a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 10 (Bottom Middle-Left):** Similar to Template 9, but with a different layout for the brainstorming and prioritization sections.
- Template 11 (Bottom Middle-Right):** Includes a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.
- Template 12 (Bottom Right):** Features a 'Before you collaborate' section, a 'Define your problem statement' section, a 'Brainstorm' section with a table, a 'Group ideas' section, a 'Prioritize' section with a graph, and an 'After you collaborate' section.

Future scopes

They're perfect for vlogging, announcing sales, introducing a new product line, or just sharing the beauty of your day-to-day experiences.

So make the most Instagram Reels—create beautiful, share-worthy reels using Canva's awesome Instagram reel maker.

ADVANTAGES:

- ♦ Reels allows you to create interactive videos.
- ♦ Add effects and stitch the video together.
- ♦ Wide Audience Reach.
- ♦ Brand Awareness.
- ♦ Flexible Ad Formats.
- ♦ Competitive Advantages.
- ♦ It is a kind of content they liked and engaged with the profile more.
- ♦ Effective Storytelling.
- ♦ Relevant audience is high ,allowing you to acquire them as
- ♦ follows. As an online store reels create a great asset to help you with your customer acquisition.

DISADVANTAGES:

- ♦ High competition.
- ♦ Copyrights of particular ads.
- ♦ Ad blockers.
- ♦ Ad Fatigue.
- ♦ Ad cost.
- ♦ Viewers Skip Ads
- ♦ Brand Safety

Concerns

- ♦ Ad Blocking

Software.

- ♦ You may be the one promoting to the wrong audience.
- ♦ There is no specific algorithm that is correct in this case.
- ♦ Video length

APPLICATIONS:

- ♦ Drive excitement and sales for a new product with compelling video ads.
- ♦ Short form of videos have taken over in Instagram and facebook.so this is harnessed.
- ♦ In particular like accessories shop they prioritise new, creative reels that use their editing tool and filters rather than reposting watermarked.
- ♦ The best way to discover whats trending is on the explore feed.

CONCLUSION:

Jewellery is one of the most important and fast growing sectors in the Indian economy. As per survey done by some big companies branded jewellery accounts for merely 2% to 3% of the retail market in india. We an show our latest jewels collection by reels, also create awareness in your followers about our design if someone likes them ,you hve got a sale. For create a attractive reels we can tell a story,shoot vertically, hop on trends.

How to make a reel

1. Launch Canva. Open Canva and search “Reels” to make IG reels.
2. Choose a reel template. Begin with a free, customizable reel template. ...
3. Upload your videos and photos. Upload the videos and photos you want to include in your Instagram reel. ...
4. Customize your reel. ...
5. Download and share.