

1. INTRODUCTION

1.1 Project Overview

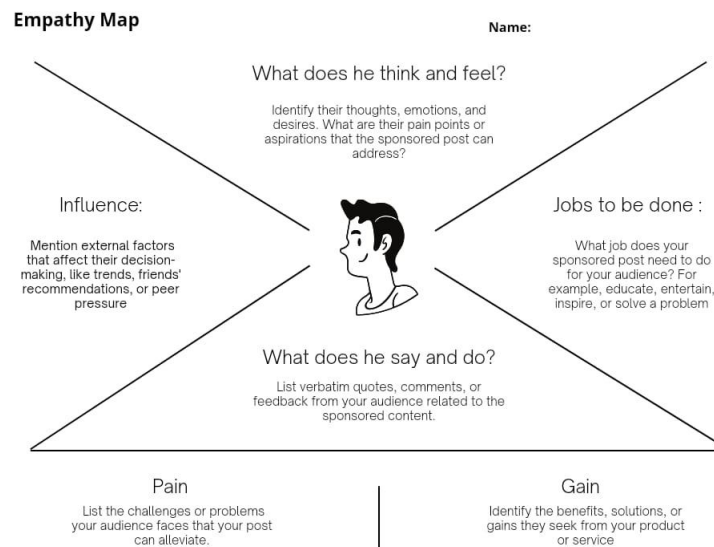
Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact. Let's collaborate and make your Instagram dreams a reality.

1.2 Purpose

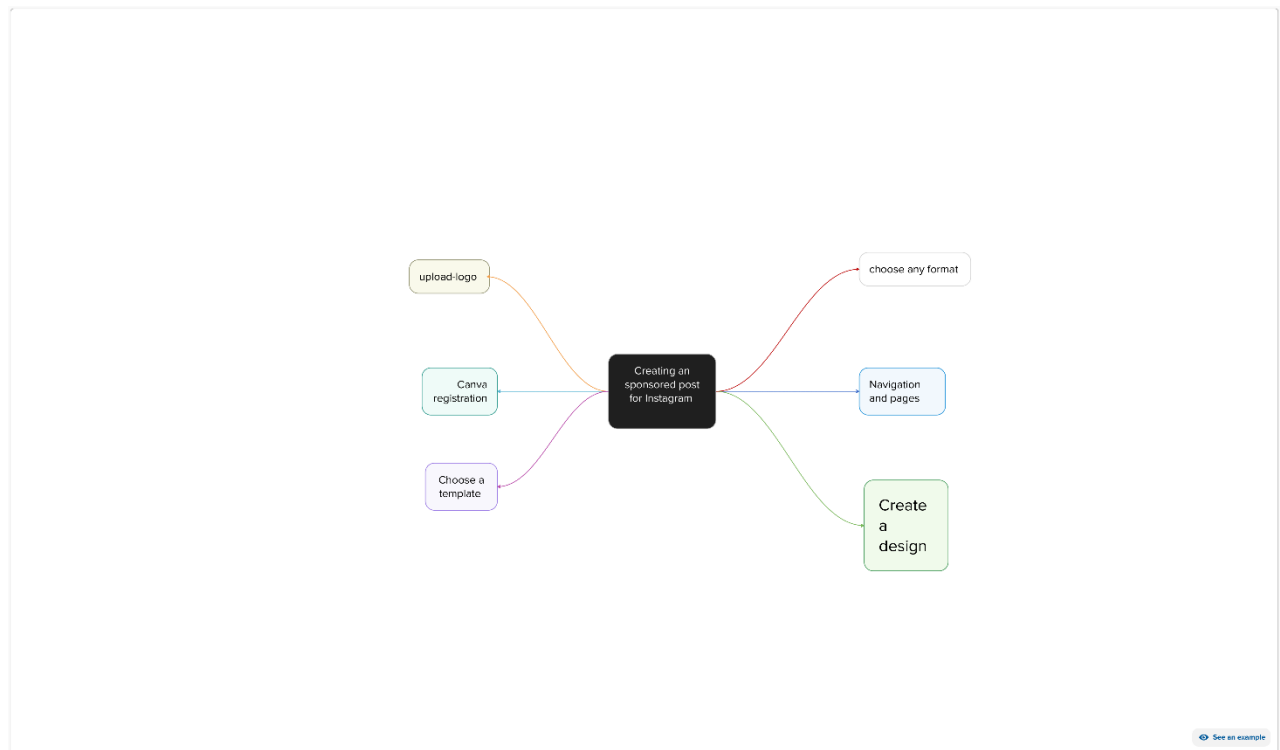
In this project, we can market our brand by doing a sponsored advertisement in Instagram. It plays a vital and major role in the fast developing world, so we are using that platform in a specific manner to boost our promotions and reach the audience through the social media platform. We can reach the maximum peoples through our strong UX/UI designing team. It can easily gather the peoples and they can interest in our products. Through our Sponsorship post, we can collab with our Instagram family also, to get them in touch.

2. PROBLEM DEFINATION & DESIGN THINKING

2.1 Empathy map



2.1 Ideation and Brainstorming map



3. RESULT:



4. Advantage and disadvantage

While doing the Sponsorship post, using canva we can make that post very adorable, and user friendly, using canva is not so tough, its very easy to do all the advertising post. Instagram is a powerful media where every one is active in this passionate and powerful world.

The disadvantage here is, we cant access every template and every actions on canva, which requires premium account.

5.Application

Maximum peoples are using the social media day to day in their leisure time. We can use that for promoting our brands. We don't need any particular expenses for advertising our products we can aware on social media platforms like Instagram, Facebook etc.

Creating using Canva can be a dynamic way to engage and inform various audiences about our product and branding our products.

6.Conclusion

In conclusion, utilizing Canva to create sponsership post for advertising in social media platforms like, Instagram, Facebook etc. Where we can reach maximum number of audience and also we can get our products to be known by everyone easily. We can be in touch by our customers through this platform, and also we can do every templates in Canva for every products we need to create the access and also we can do advertisement of our own product. Which can save our marketing money and also the advertising cost.