

# INSTAGRAM REEL FOR BUSINESS BRAND

USING CANVA

NAAN MUDHALVAN GROUP ID : NM2023TMID03580

## TEAM MEMBERS:

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## INTRODUCTION:

## PROJECT OVERVIEW:

DETAILS:

BRAND NAME: Tint Boutique

CATEGORY: Clothing Brand

TARGET AUDIENCE: Teenagers

EMAIL: [tintboutiquee@gmail.com](mailto:tintboutiquee@gmail.com)

Insta id: tintint\_\_

ABOUT:

At Tint Boutiquee, we are more than just a clothing brand. We are a reflection of your unique style, a source of confidence, and a statement of individuality. Our journey is rooted in a passion for fashion and a commitment to quality.

This Company is all about our brand Tint Boutiquee which is founded by a team of dedicated fashion enthusiasts, we've curated a collection that embodies the latest trends, timeless classics, and sustainable choices. We believe that clothing should not only make you look good but also feel good. That's why we prioritize comfort, quality, and responsible sourcing in every piece we create.

Discover the latest trends, experience exceptional quality, and be part of a movement that cares. Explore our collection today and become a part of the Tint Boutique family.

## STEPS:

### 1.Create a google account for our brand

Google

Create a Google Account

Enter your name

First name

TINT

Last name (optional)

BOUTIQUE

Next

English (United States) Help Privacy Terms

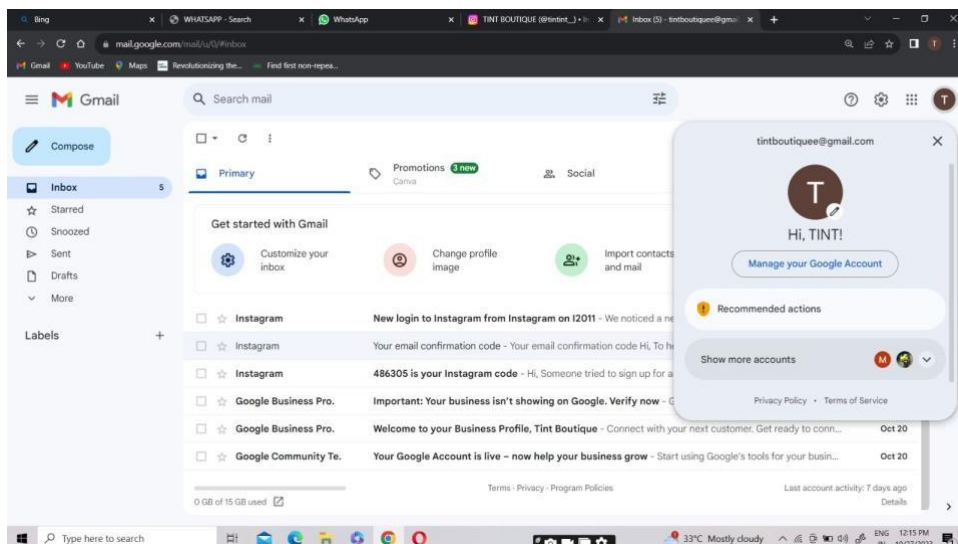
Type here to search

33°C Mostly cloudy ENG IN 12:16 PM 10/27/2023

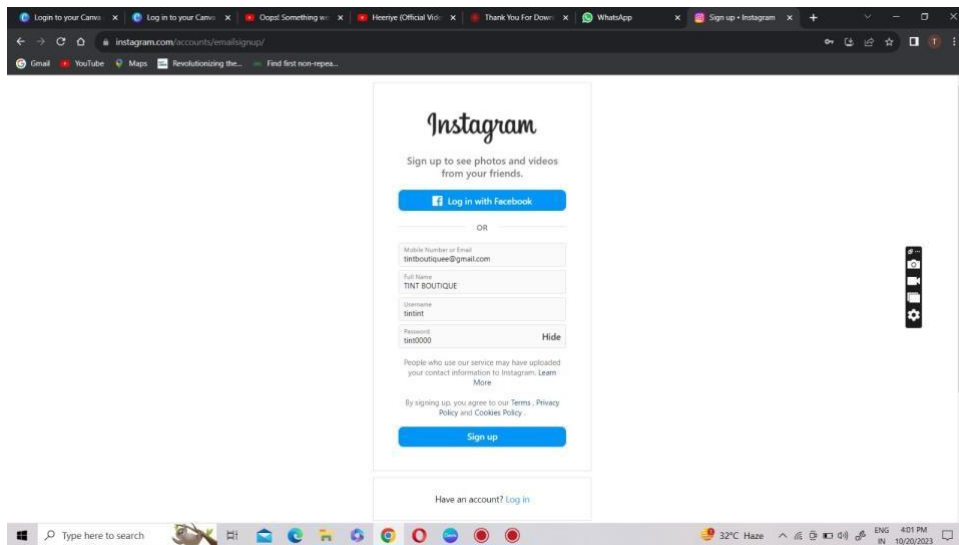
## 2.Fill the basic details for opening the gmail account.

The screenshot shows the Google 'Basic information' form. It asks for 'Enter your birthday and gender'. The birthday is set to April 11, 2003. The gender is set to 'Rather not say'. A 'Next' button is at the bottom right. The browser address bar shows the URL: accounts.google.com/signup/v2/birthdaygender?service=mail&continue=https%3A%2F%2Fmail.google.com%2Fmail%2Fe-11-2d8923741c5040b640925abd2702-8a1218903946a037496703... The taskbar at the bottom shows the Windows search bar and system tray with the date 10/27/2023.

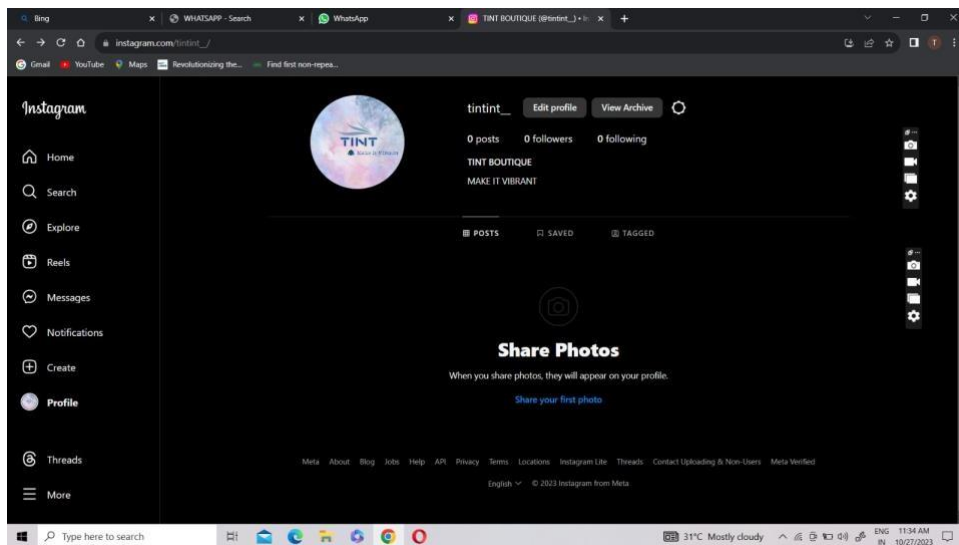
## 3.Check the gmail for instagram account activation



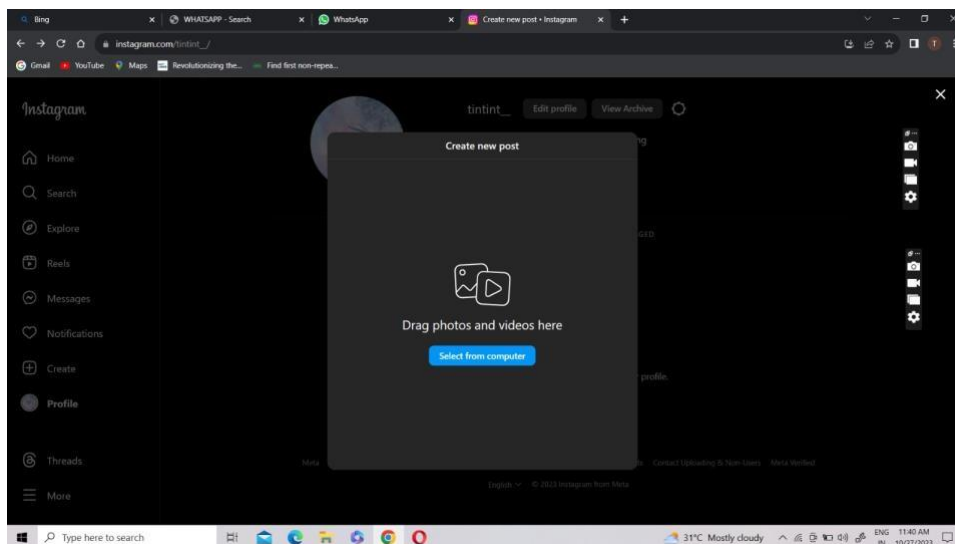
## 4.Create an instagram account for marketing our brand with the created gmail id



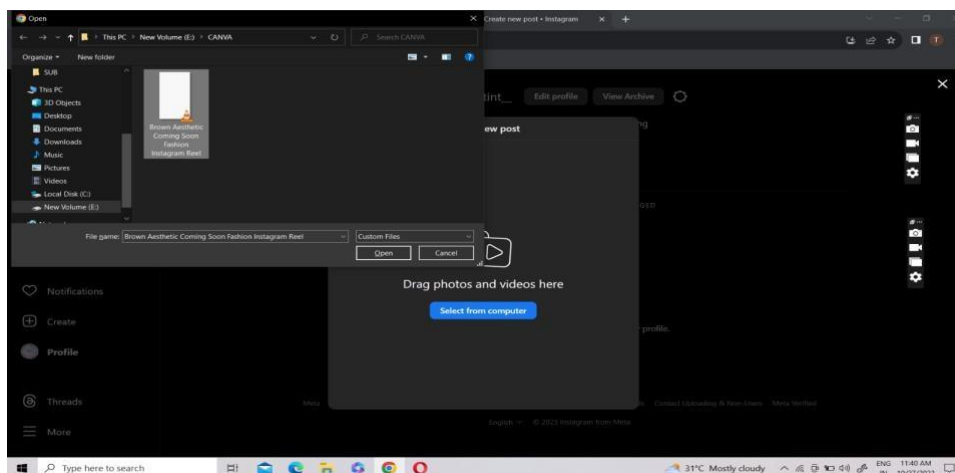
5.After the instagram account activation check the profile for further proceedings



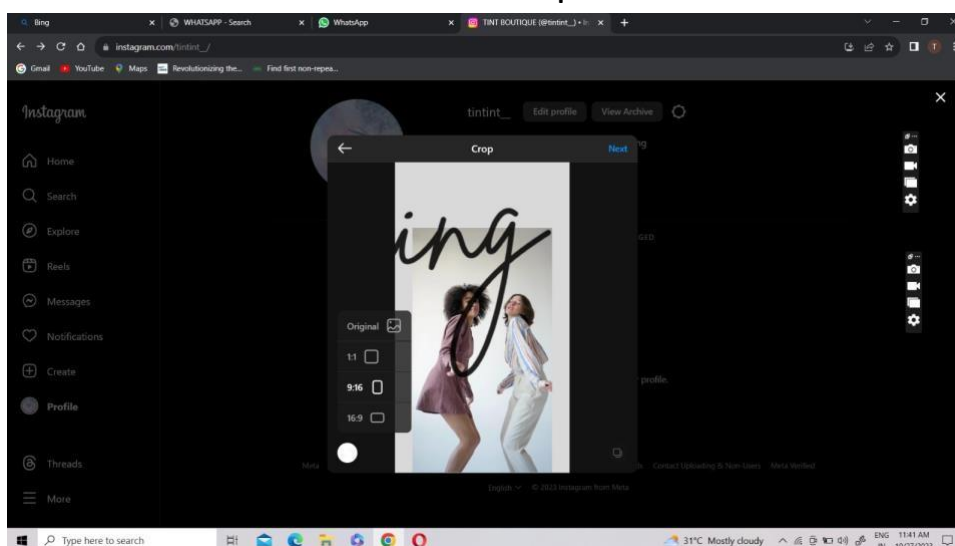
6.Click the upload button on post section.

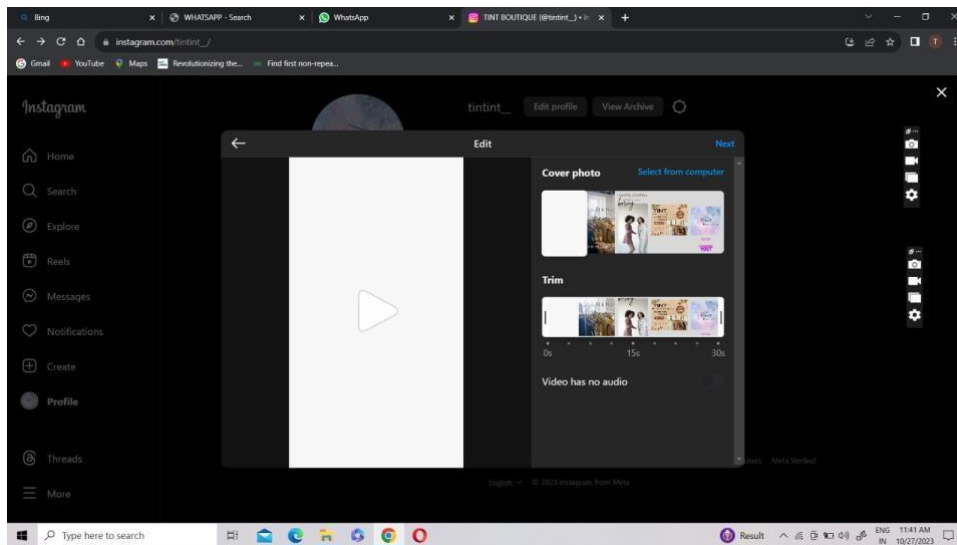


6. Select the reel video for our brand advertisement

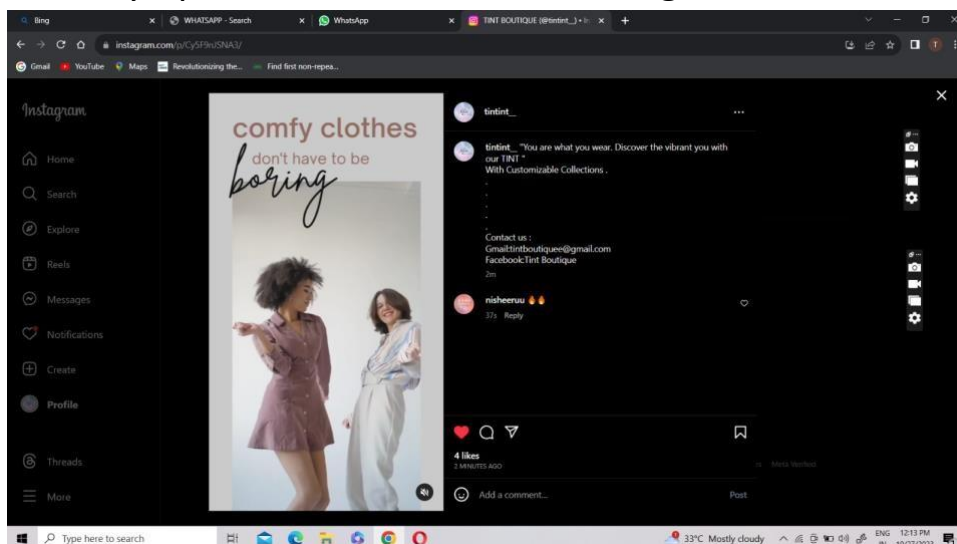


7. Select the ratio for the reel requirement





8.Finally upload the reel video in instagram for Promotion.



## CONCLUSION:

Our clothing brand website is a well-designed, user-friendly, and visually appealing platform that effectively showcases the brand's products and engages visitors. It successfully combines aesthetics with functionality, providing a pleasant shopping experience. To maintain and improve its performance, ongoing monitoring and updates are recommended, along with a continued focus on user feedback and emerging web design trends. This website serves as a valuable asset in the brand's digital presence and contributes to its overall success in the competitive fashion industry.