A PROJECT REPORT ON

Creating An Sponsored Post For Instagram Using Canva

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report **" Creating An Sponsored Post For Instagram Using Canva "** is the bonafide work of **S.Harini** (421320106014)**, M.Lavanya**(421320106020), **S.Nivedha**(421320106025), **M.Sarany**a(421320106031) who carried out the project under my supervision.

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1 . INTRODUCTION ABOUT DIGITAL MARKETING

The term digital marketing refers to the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s. Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges.

1.1. OBJECTIVES

- ➢ Digital marketing promotes products and services through channels such as websites, mobile devices, and social media platforms.
- ➢ Digital marketers have a number of tools to measure the effectiveness of their campaigns.
- ➢ One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital ads and other distractions.

1.2. APPLICATIONS

Digital marketing comprises all marketing efforts that use the Internet. These include digital channels such as search engines, email, websites, social media, etc., that can be used to connect with current and prospective customers.

2. PROJECT DESCRIPTION:

In this project, we aim to create a storm with your attention-grabbing sponsored post using canva. In this project, we will create the instagram business page for promoting our brand . And also describe the instagram uses. This instagram page will serve as a platform to share valuable information about our brand, engage with the followers, and establishing our business in a good way.

2.1. INTRODUCTION ABOUT INSTAGRAM:

INSTAGRAM, online social media platform and social network service for photograph and video sharing. The App was launched in 2010 by cofounders Kevin Systrom and Mike Krieger, and it is now owned by Meta Platforms Inc., the parent company of Face Book. One of the biggest social media platforms in the world ,Instagram surpassed two billion monthly active users in 2022. The company's headquarters are in Menlo Park, California.

Instagram's service is relatively straightforward. It focuses on posts containing images and/or short-form videos. These posts are contained within a user's profile and may be displayed publicly within Instagram or privately to the user's followers. There are two main channels for posting: into the user's permanent feed or into their "Stories," a special section where content remains for 24 hours before disappearing (unless specifically archived). It is also possible to go "live," streaming video directly from a camera to the platform.

Users may connect with each other via private message (known as a direct message [DM]), where they can share permanent photos or videos or vanishing photos or videos (similar to Snapchat). Users are able to "follow" each other, with all of the accounts one is following being aggregated into a single feed. The platform also allows for browsing by topic or hashtag, and a user can view a random mix of popular posts.

Instagram includes the ability to take photographs or videos in-app and also to edit new or existing photos or videos with the use of text, gifs, icons, and filters that add various lighting effects, distortions, or other features, including hats or cat ears. Images were originally required to be square, 640 by 640 pixels to fit the width of the iPhone. However, in 2015 size restrictions were expanded to 1080 pixels.

3. IMPLEMENTATION OF THE CREATION OF INSTAGRAM REEL USING CANVA
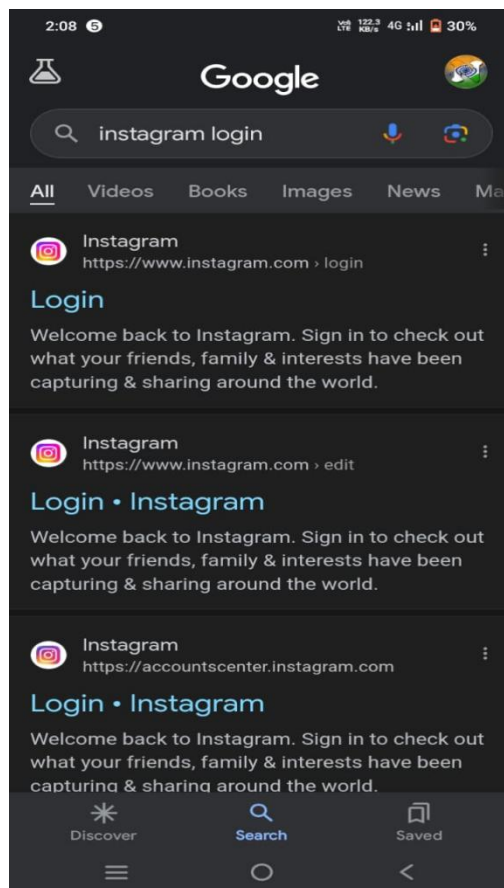
3.1. NAVIGATION AND SEARCH CANVA ON GOOGLE
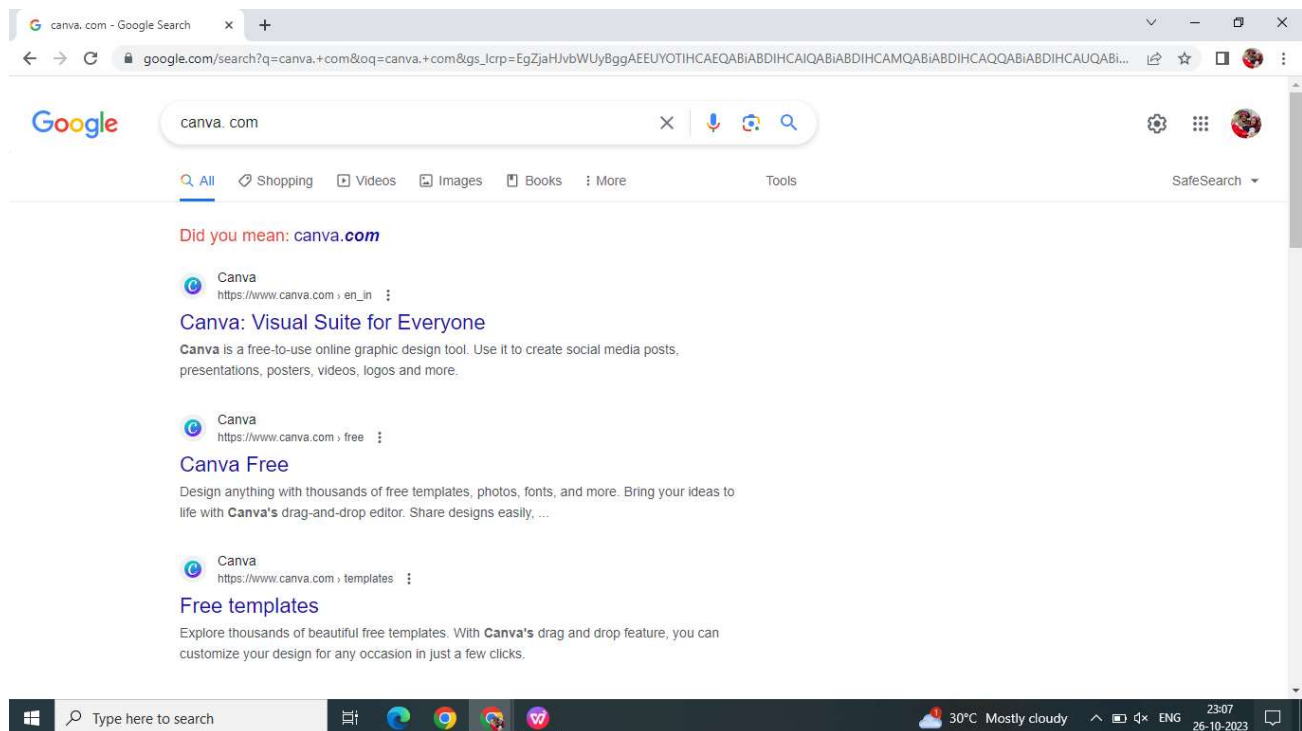
3.2. LOGO CREATION

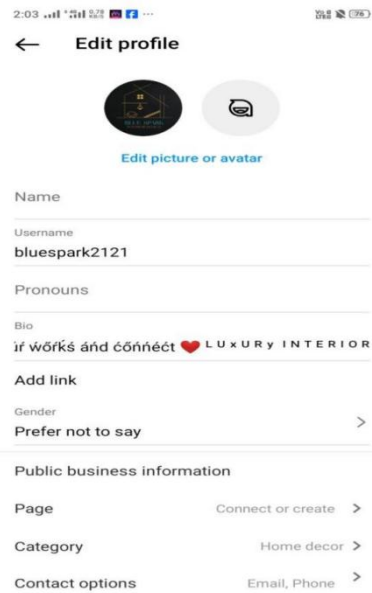## 3.3. CREATE A EMAILID FOR THE BRAND (bluesparkinterior@gmail.com)

3.4. SEARCH INSTAGRAM LOGIN IN GOOGLE

3.5. SIGN UP INSTAGRAM

3.6. INSTAGRAM PROFILE EDIT

←   ✨   **Next**

BLUE SPARK
INTERIOR DESIGN

mal   Paris   Los Angeles   Oslo

FILTER   EDIT

2:03

←   **Edit profile**

Edit picture or avatar

Name

Username
bluespark2121

Pronouns

Bio
if works and connect ❤️ L U x U R y I N T E R I O R

Add link

Gender
Prefer not to say   >

Public business information

Page   Connect or create >

Category   Home decor >

Contact options   Email, Phone >
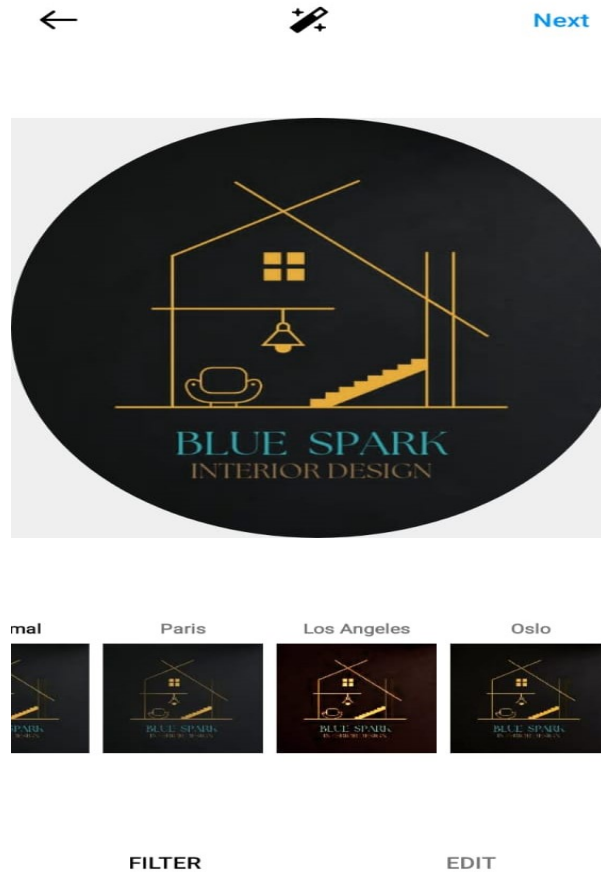
3.7. INSTAGRAM BUSINESS PAGE CREATION FOR THE BRAND
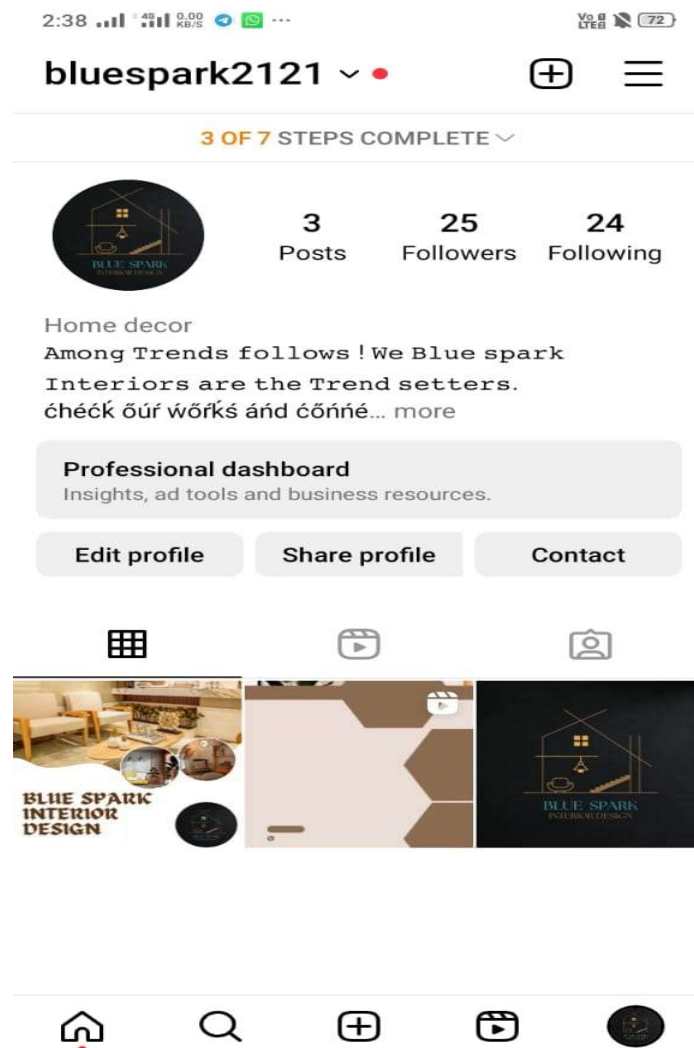
3.8. CREATING INSTAGRAM REEL POSTER USING CANVA
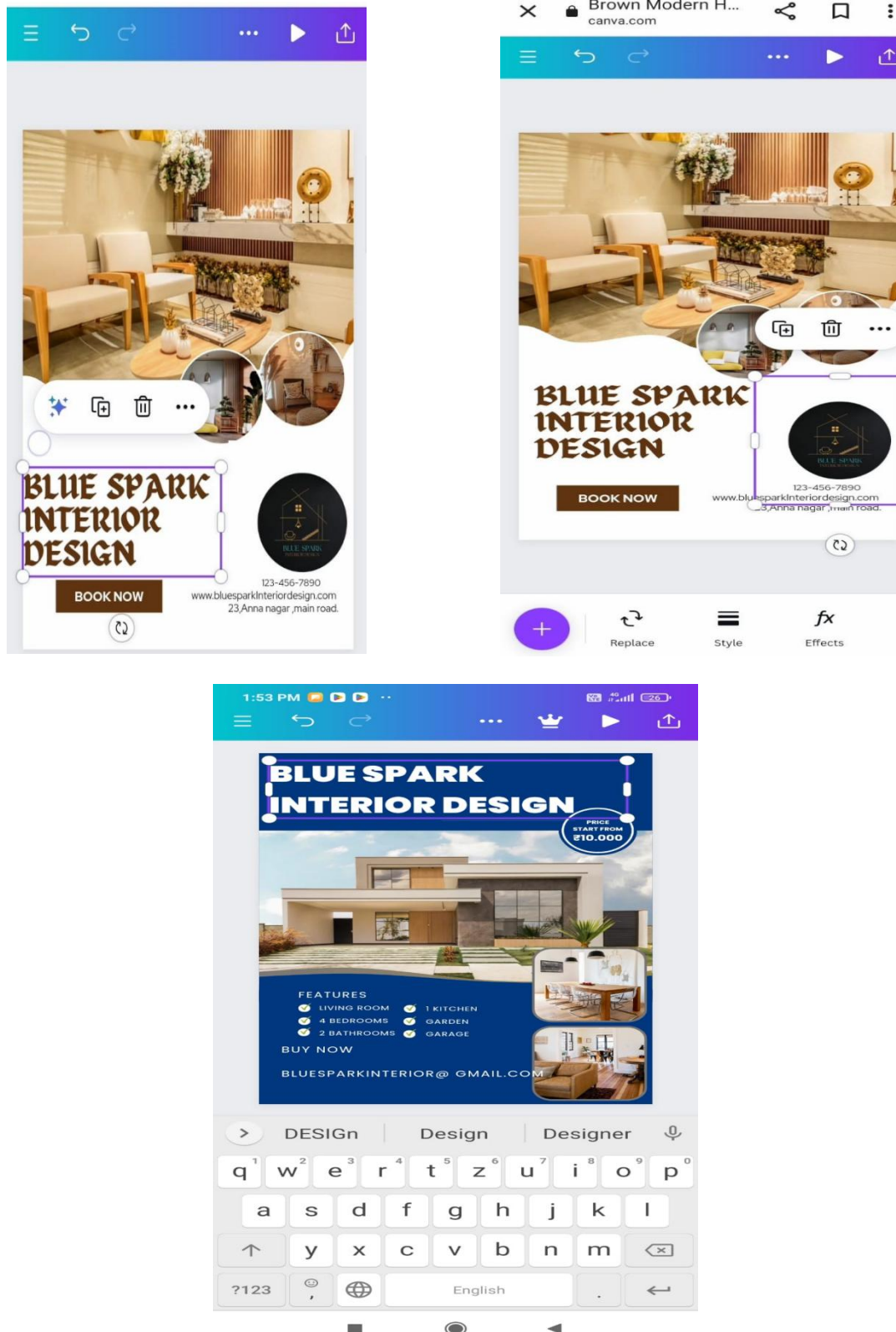
3.9. ANIMATION EDITING

3.10. FONT EDITING

3.11. EDITING COLOUR FOR INSTAGRAM REEL ON CANVA
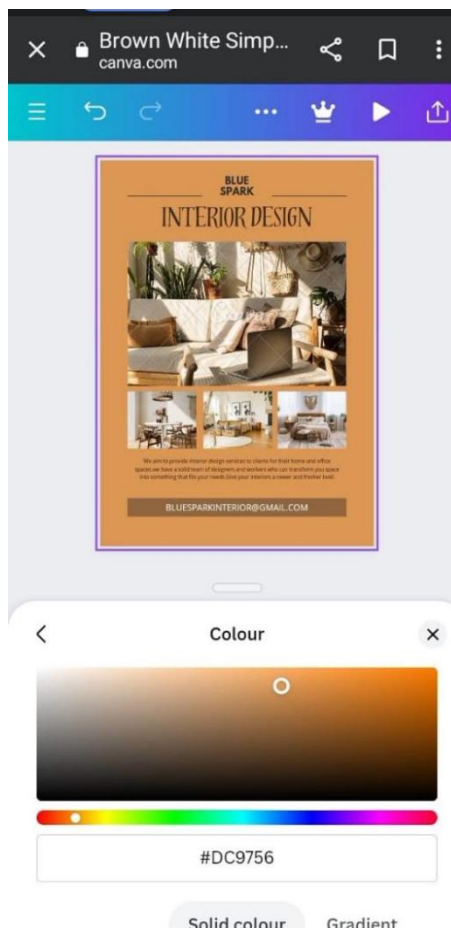
3.12. DOWNLOAD FINAL VIDEO PROCESSING
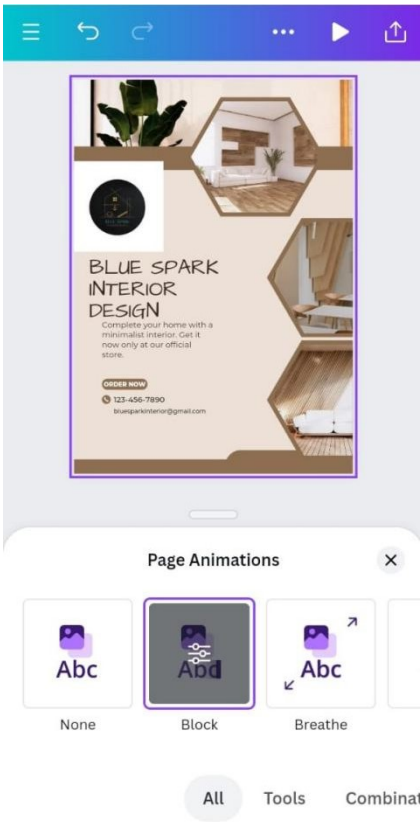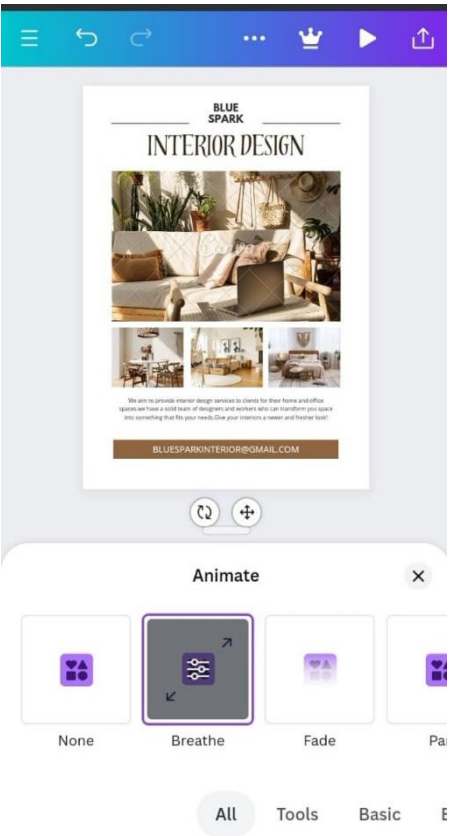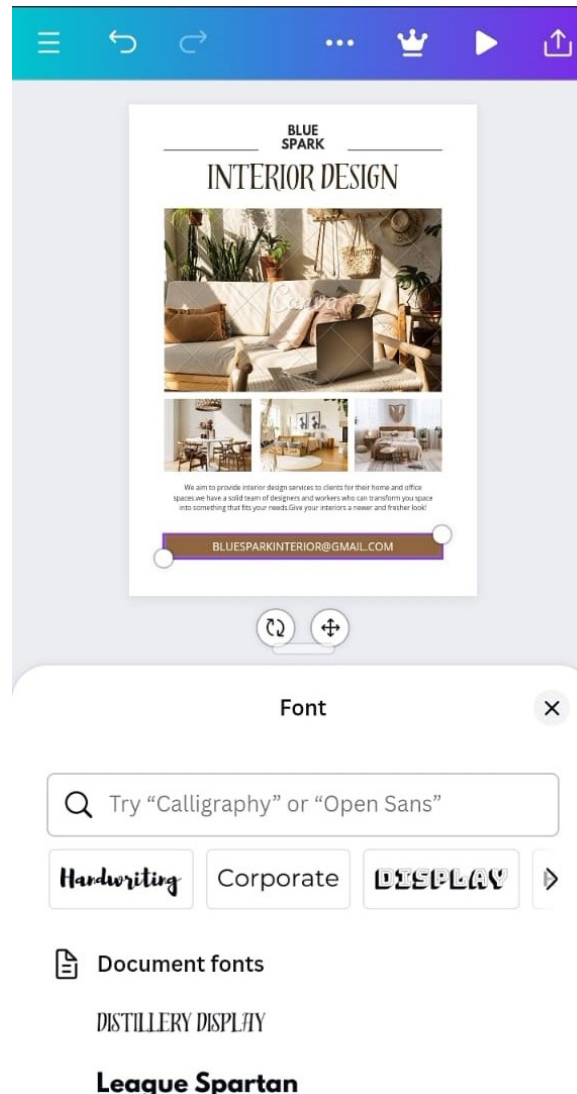
BLUE SPARK

INTERIOR DESIGN

We aim to provide interior design services to clients for their home and office spaces we have a solid team of designers and workers who can transform you space into something that fits your needs Give your interiors a newer and fresher look!

BLUESPARKINTERIOR@GMAIL.COM

Preparing your design...

Making the magic happen 😎

Cancel
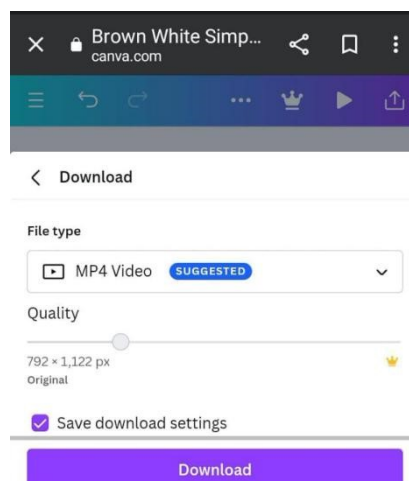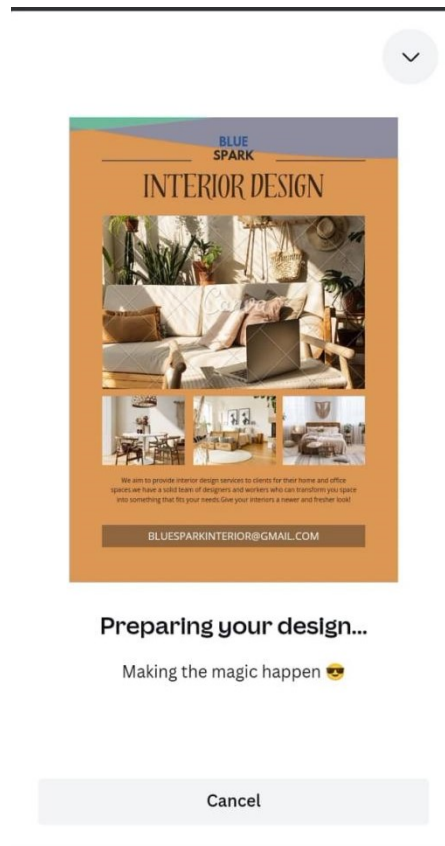
3.13. POSTING REEL ON INSTAGRAM BUSINESS PAGE

← New post

Preview

Edit cover

Write a caption...

Your reel will be shared with your followers in their feeds and can be seen on your profile. It may also appear in places like Reels, where anyone can see it.

👤 Tag people >

Add topics >

📍 Add location >

Save draft | Share
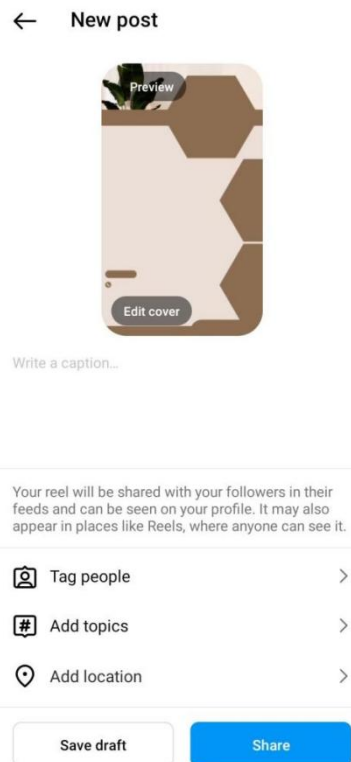
3.14. OUR INSTAGRAM POST IMPRESSION WITH'135' LIKES
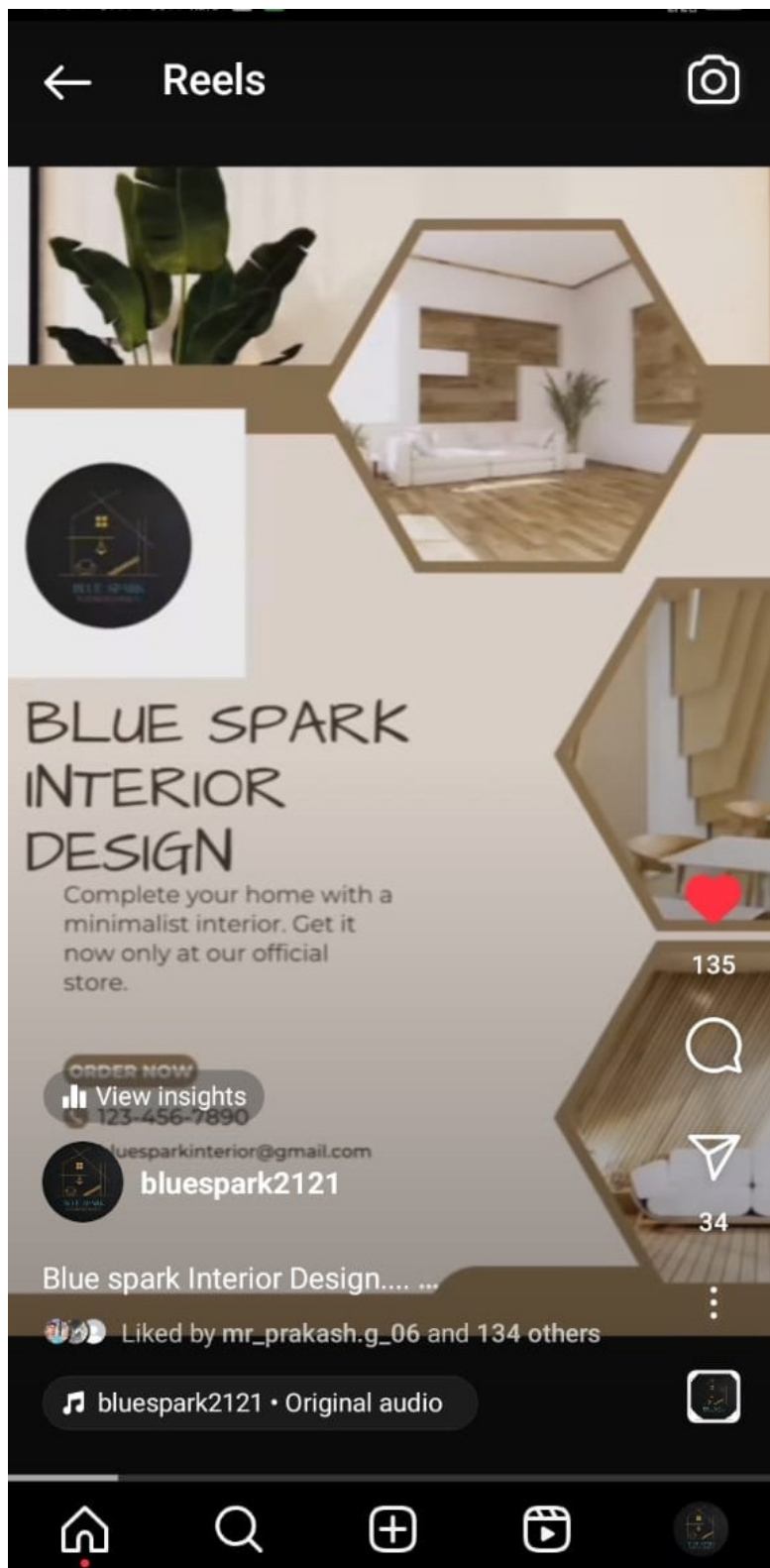
4. OUR BRAND WRITEUP

<u>Bluespark Interior Design</u>

Whether the aim is to uplift well-being, create efficiencies, or inspire individuals, our experience and industry knowledge of interior design and fit-out helps us to add value over and above our client's expectations. Thousands of locals and ex-pats call Bluespark home; it is a bustling metropolis with numerous architectural wonders.

As the need for livable spaces grows, competent architects are needed to meet the market's massive demand. Numerous crucial considerations must be made when developing something. The structural elements are the formation of the shell and core. Interior fit-out, which involves several types of specialist technical work, is necessary once the architectural shell is finished to make any space acceptable for residents or commercial. Therefore, the transformation of a building's structure into a space fit for habitation requires the design, construction, and execution of creative concepts. Professional fit-out consultants offer style and construction services for interior spaces. This includes putting in floors, ceilings, and walls as well the fitting and installing fixtures for wires, connections, and other things.

Offering cutting-edge fit-outs and effectively completing eclectic projects for commercial, residential, hospitality and other similar projects, a top-ranked fit-out company operates and competes with the fit-out agencies in Bluespark. We have developed a reputation for introducing new transitions to the fit-out business throughout the years. For restaurants, homes, and other settings, our fit-out contractors in Bluespark concentrate on constructing aesthetically beautiful interior architectural projects.

Furthermore, as a renowned fit-out company operating in Bluespark, we offer all sorts of furnishing solutions, including furniture, fittings, and other decorative accessories such as curtains, upholstery, and carpets/rugs, for a house or room or villa refurbishment. We aim to deliver our clients something new and enlightening that is hard to find with the traditional fit-out service in Bluespark. Fit-out firms in Bluespark, help you design your home, workplace, or commercial space, or completely transform an outdated area. We source the best designers and contractors from across the country. Request a price quote!

Here are some of the things that set Bluespark apart from another interior design brands:

QUALITY:

We are committed to providing ours customers with the highest quality interior designing is possible.

CREATIVITY:

We will transform ordinary spaces into extraordinary ones by manipulating color,texture,light,and forms.We provide most designing,it will be memorable for people.And we have a lot of skills for designing home.

CREATIVITY INTERIOR DESIGN IDEAS:

◆ Gilt

◆ Her Tea Leaves

◆ Aquarium Bed

◆ Googles Images

◆ A coffee cabinet

◆ Los Angeles Vacation Rentals

◆ Bare stone walls in the bathroom

◆ Hose of Tulips

4.1. BRAND PROMOTING IDEAS

Optimize Your Instagram Profile:

➢ Use a recognizable profile picture, such as your brand logo.

➢ Write a compelling and concise bio that clearly describes your brand.

➢ Include a link to your website or a specific landing page.

Create High-Quality Content:

➢ Share visually appealing: photos and videos that align with your brand identity.

➢ Maintain a consistent aesthetic to create a cohesive feed.

➢ Use captions effectively to tell your brand story or engage your audience.

Use Hashtags Strategically:

➢ Research and use relevant and popular hashtags in your niche.

➢ Create a branded hashtag unique to your business.

➢ Encourage followers to use your binded hashtag when posting about your products or services.

Engage with Your Audience:

➢ Respond to comments on your posts and engage with your followers.

➢ Like and comment on posts from other accounts in your industry.

➢ Run contests or giveaways to encourage user participation.

Instagram Stories and Reels:

➢ Utilize Instagram Stories and Reels to share behind-the-scenes content, promotions, or product demonstrations.

➢ Use interactive features like polls, quizzes, and questions to engage your audience.

Collaborate with Influencers:

➢ Partner with influencers who align with your brand to reach a larger audience.

➢ Influencers can create content featuring your products or services, providing social proof.

Run Instagram Ads:

➢ Create targeted Instagram ads to reach specific demographics.

➢ Use Instagram's ad formats, such as photo ads, video ads, carousel ads, and story ads.

Analytics and Insights:

➢ Regularly review Instagram Insights to understand your audience and the performance of your content.

➢ Adjust your strategy based on what works best for your brand.

Cross-Promotion:

➢ Promote your Instagram account on your other social media platforms and vice versa.

➢ Collaborate with other businesses for cross-promotion.

Consistent Posting Schedule:

➢ Develop a consistent posting schedule to keep your audience engaged.

➢ Use scheduling tools to plan and automate posts

4.2. RUNNING A BUSINESS ON INSTAGRAM

Contest and Giveaway:

➢ Run contests or giveaways to encourage user engagement and increase your reach.

➢ Use entry requirements that promote sharing and following your account.

Instagram Analytics:

➢ Use Instagram Insights to analyze the performance of your posts and understand your audience.

➢ Adjust your strategy based on data, focusing on content that resonates with your audience.

Stories and Reels:

➢ Utilize Instagram Stories for behind-the-scenes content, limited-time offers, and announcements.

➢ Create engaging Reels to showcase products or share entertaining content.

User-Generated Content:

➢ Encourage customers to share their experiences with your products or services.

➢ Repost user-generated content to build trust and authenticity.

Cross-Promotion:

➢ Promote your Instagram account on other social media platforms and vice versa.

➢ Collaborate with complementary businesses for cross-promotion.

Consistent Posting Schedule:

➢ Develop a consistent posting schedule to keep your audience engaged.

➢ Use scheduling tools to plan and automate posts.

Overview:

➢ Briefly introduce your project and its purpose. Describe the main theme or concept behind your Instagram Reel.

Inspiration:

➢ Share the inspiration behind your project. What motivated you to create this Instagram Reel? Include any relevant anecdotes or experiences that influenced your creative process.

Content:

➢ Outline the content of your Instagram Reel. Highlight the key scenes, messages, or visuals that make your project unique. Provide a brief description of each element.

Creative Process:

➤ Discuss the steps you took to bring your idea to life. This could include brainstorming, planning, shooting, and editing. Mention any challenges you faced and how you overcame them.

Behind the Scenes:

➤ Give your audience a glimpse behind the scenes. Share interesting or funny moments that happened during the making of your Instagram Reel. This adds a personal touch and makes your content more relatable.

Music Choice:

➤ Explain your choice of music for the Reel. How does it complement the visuals and enhance the overall experience? If applicable, mention any copyright-free music sources you used.

Editing Techniques:

➤ If you employed specific editing techniques, filters, or effects, describe them briefly. Mention any apps or software you used to edit the Reel.

Credits:

➤ Acknowledge anyone who contributed to the project, whether it's collaborators, friends, or the creators of any resources you used.

Call to Action:

➤ Encourage your audience to engage with your Instagram Reel. This could include liking, sharing, commenting, or following your account. Provide any relevant hashtags or prompts to boost interaction.

Conclusion:

➢ Sum up your project and express any feelings or insights you gained from creating it. End with a positive and inviting message to encourage your audience to check out your Instagram Reel.Feel free to customize this template to fit the specifics of your project. Adding visuals or screenshots can also enhance your writeup and make it more appealing to your audience.

5. APPENDIX:

5.1 INSTAGRAM URL:

https://instagram.com/bluespark2121?igshid=OGQ5ZDc2ODk2ZA==

5.2 DEMO LINK:

https://www.instagram.com/reel/Cyp4LqCBrsD/?igshid=MTc4MmM1YmI2Ng==

5.3 GITHUB LINK:

https://github.com/Nivedha319/NM-DIGITALMARKETING

5.4 GMAIL :

bluesparkinterior@gmail.com