



A PROJECT REPORT ON

Creating An Sponsored Post For Instagram Using Canva

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY**

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.Saranya**(421320106031) who carried out the project under my supervision.

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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.

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.

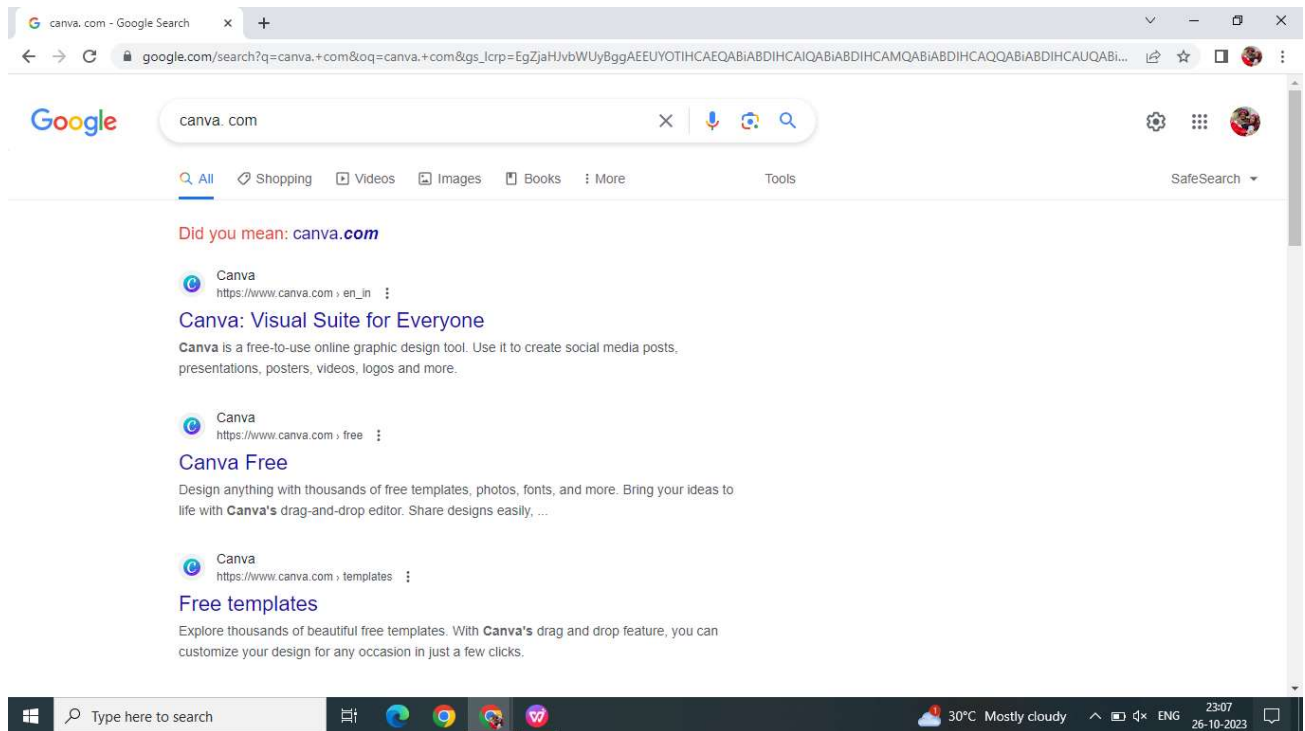
Users may connect with each other via private message (known as a direct message [DM]), where they can share permanent photos or videos or vanishing photos or videos (similar to Snapchat). Users are able to "follow" each other, with all of the accounts one is following being aggregated into a single 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.

IMPLEMENTATION OF THE CREATION OF INSTAGRAM REEL USING CANVA

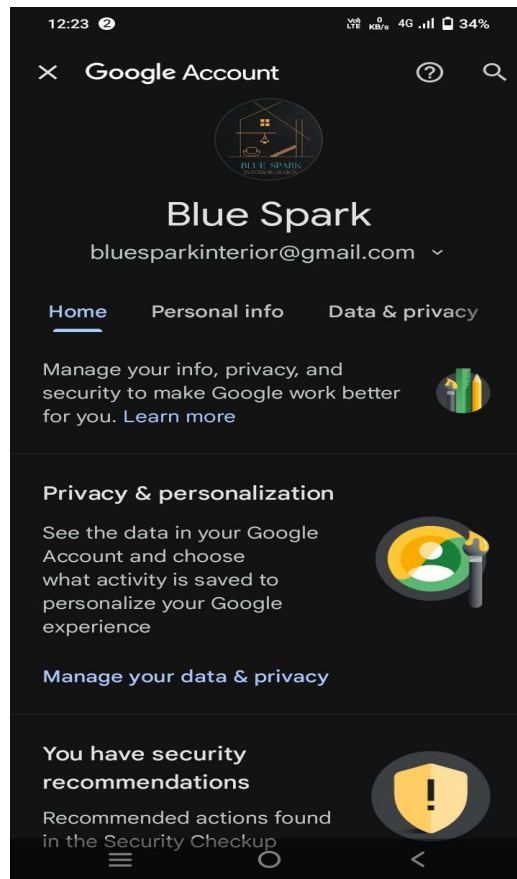
Step 1: NAVIGATION AND SEARCH CANVA ON GOOGLE



Step 2: LOGO CREATION



Step 3: CREATE A EMAILID FOR THE BRAND (bluesparkinterior@gmail.com)



Step 4: SEARCH INSTAGRAM LOGIN IN GOOGLE



Step 5: SIGN UP INSTAGRAM

2:10 PM 🔔 📧 🎮 ⋮

🏠

instagram.com/account

🔊

84

🔴

English (UK) ▾

Instagram

Continue Using Facebook

OR

Phone number, username or email address

bluespark 2121

Password

.....

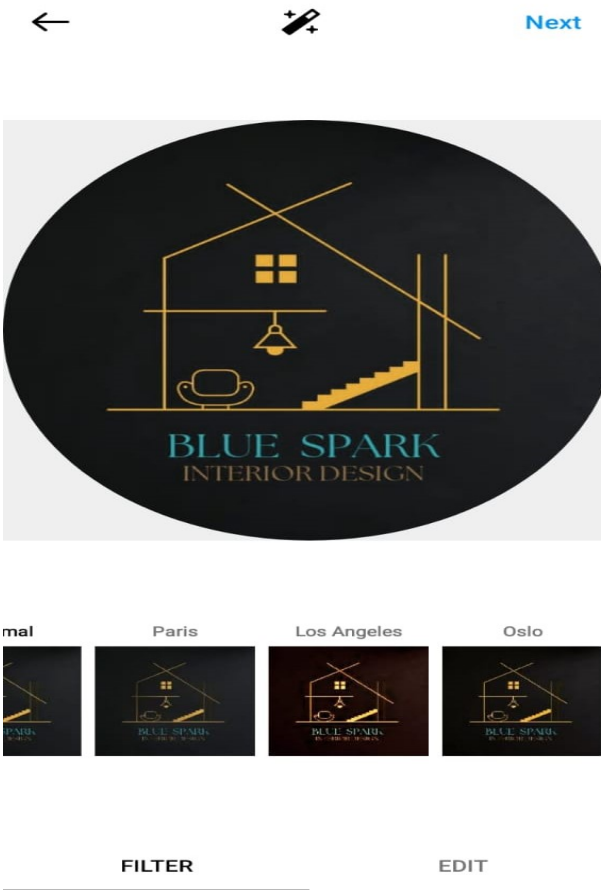
Show

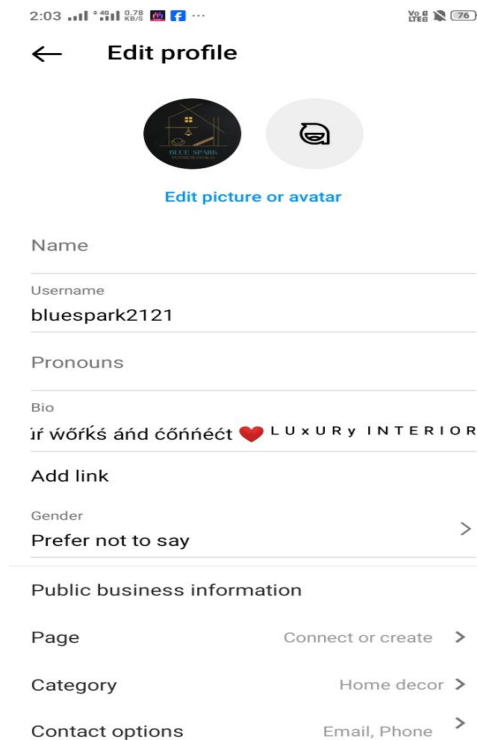
Forgotten your password?

Log in

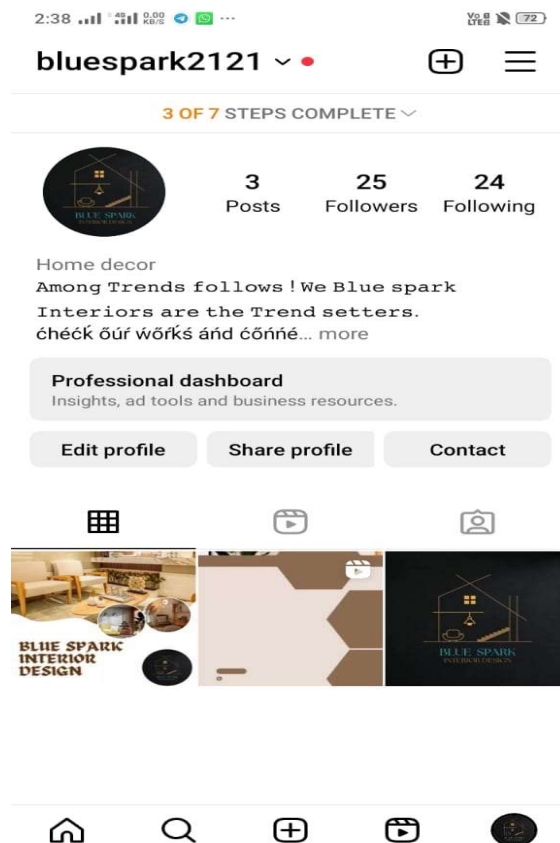
Don't have an account? [Sign up](#)

Step 6: INSTAGRAM PROFILE EDIT

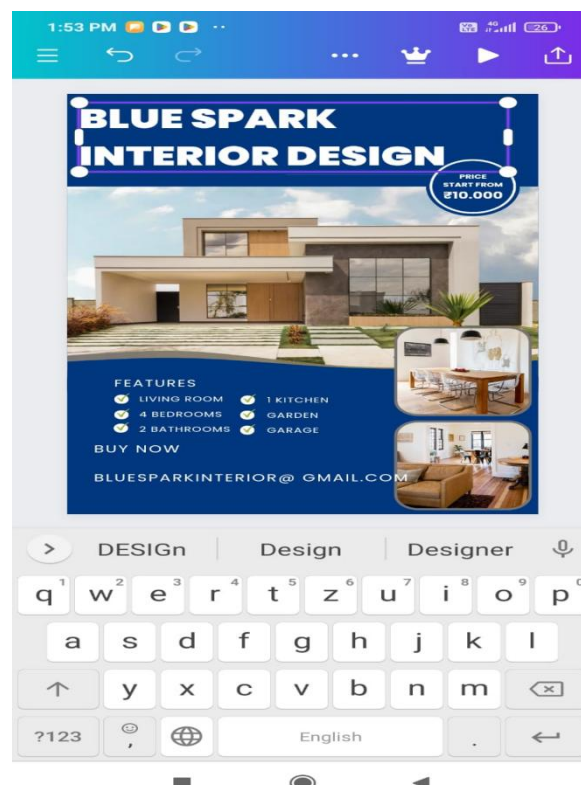
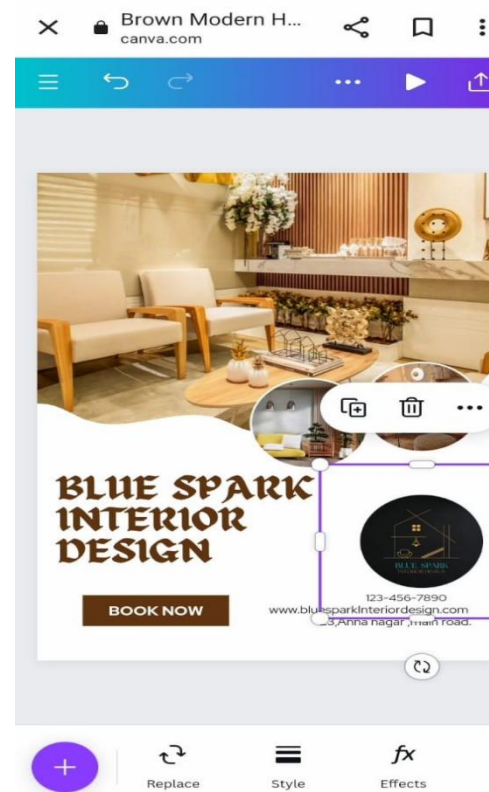
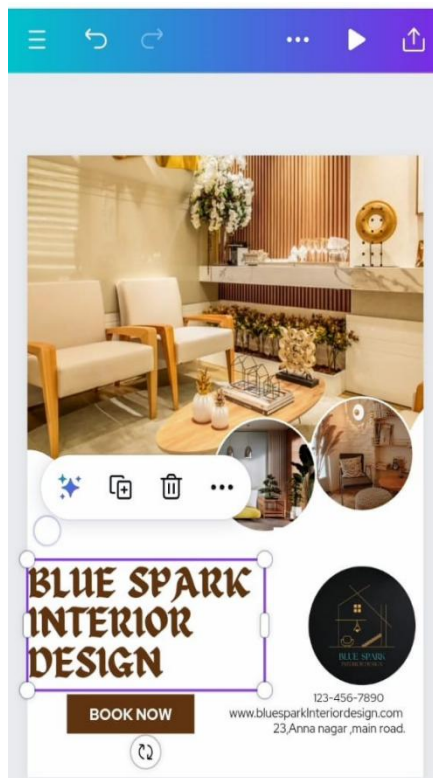




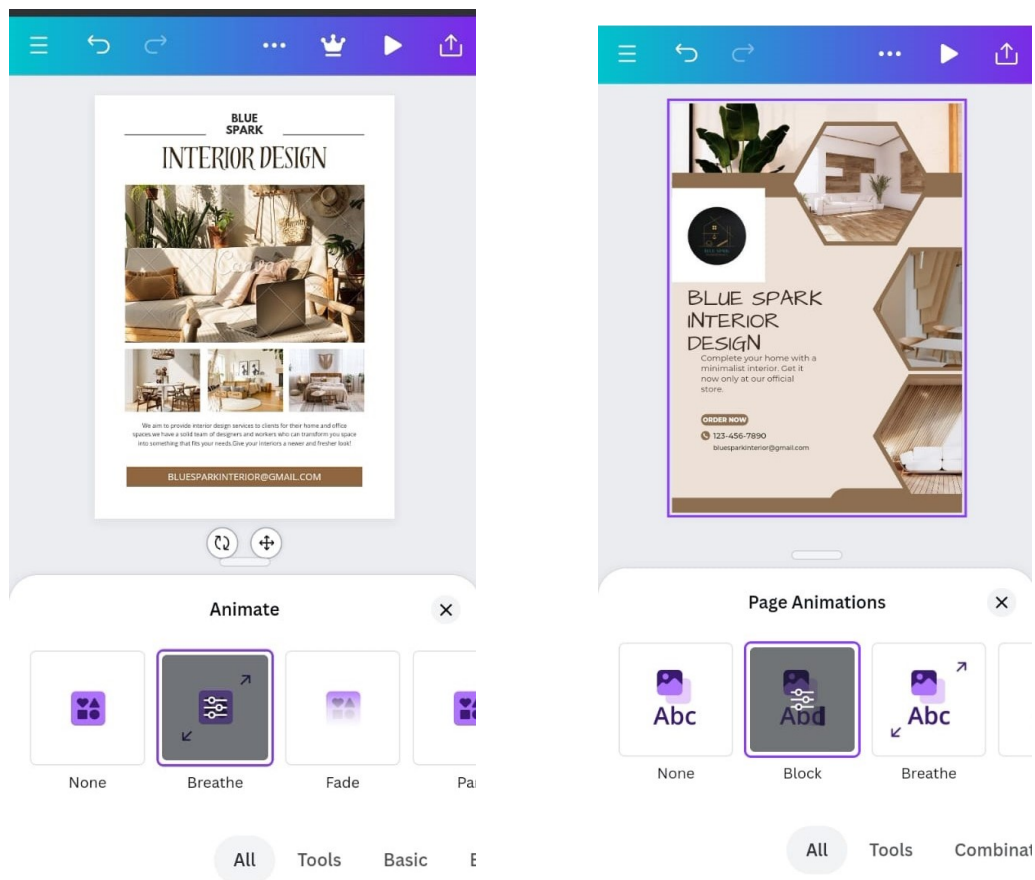
Step 7: INSTAGRAM BUSINESS PAGE CREATION FOR THE BRAND



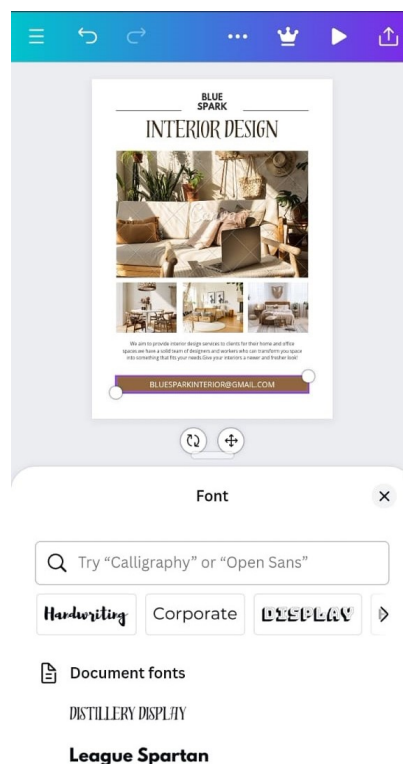
Step 8: CREATING INSTAGRAM REEL POSTER USING CANVA



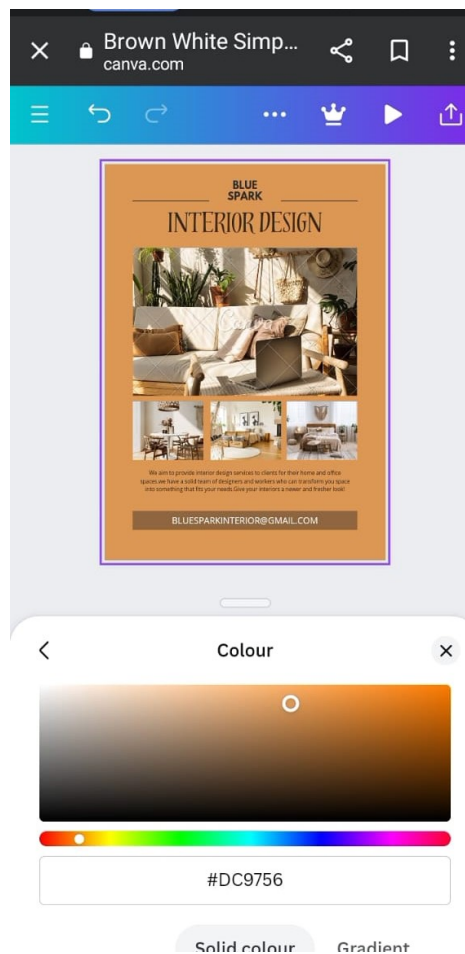
Step 9: ANIMATION EDITING



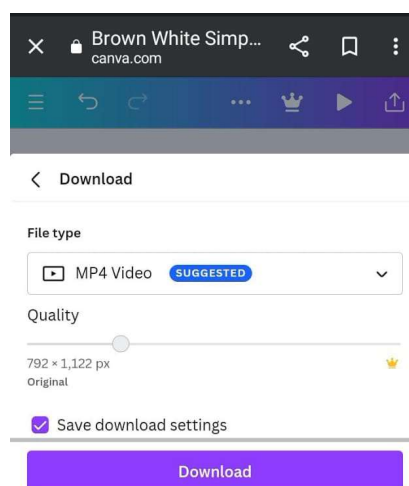
Step 10: FONT EDITING



Step 11: EDITING COLOUR FOR INSTAGRAM REEL ON CANVA



Step 12: DOWNLOAD FINAL VIDEO PROCESSING





Preparing your design...

Making the magic happen 🧙

Cancel




Step 13: POSTING REEL ON INSTAGRAM BUSINESS PAGE

← New post



Write a caption...

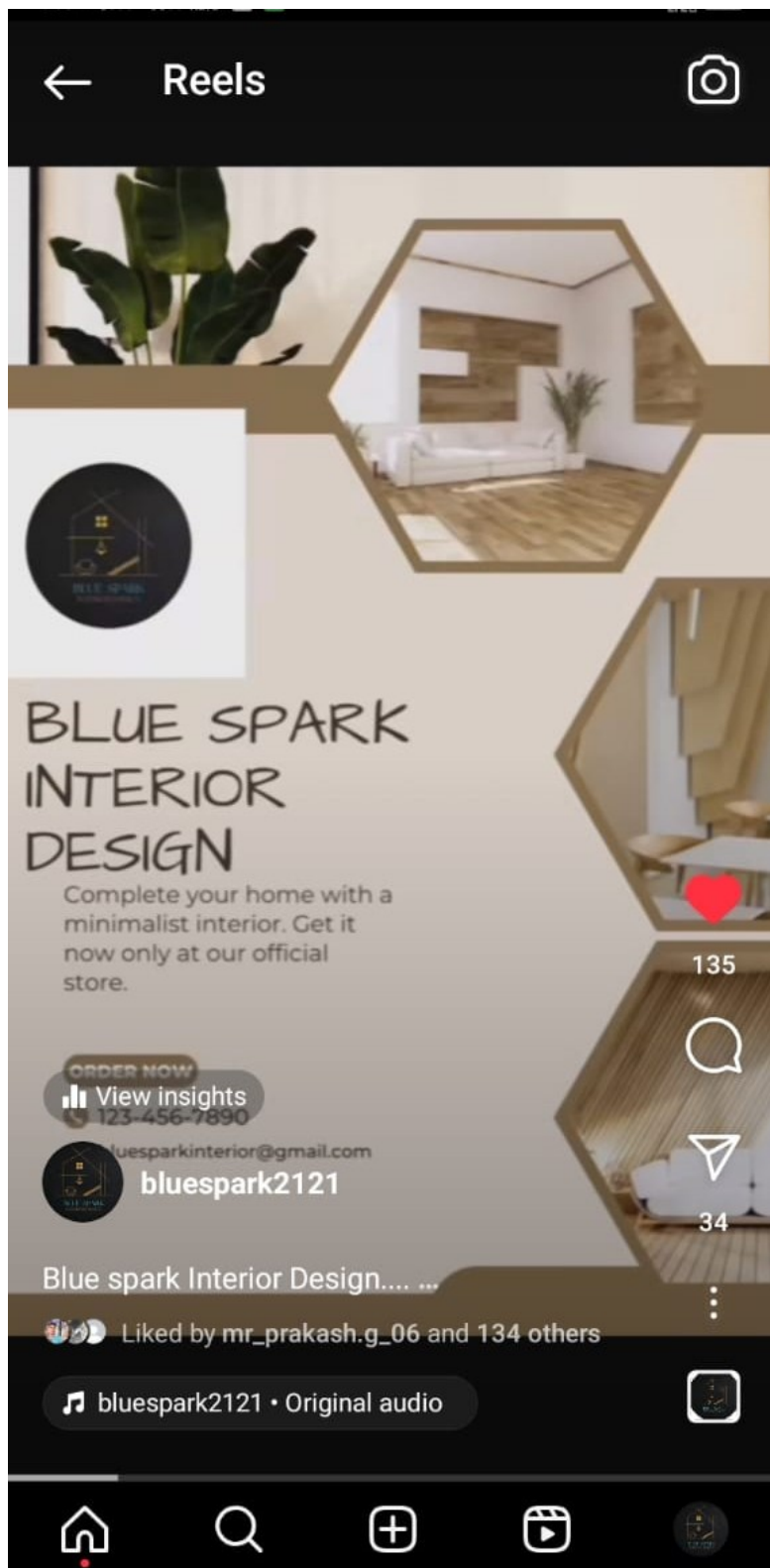
Your reel will be shared with your followers in their feeds and can be seen on your profile. It may also appear in places like Reels, where anyone can see it.

-  Tag people >
-  Add topics >
-  Add location >

Save draft

Share

Step 14: OUR INSTAGRAM POST IMPRESSION WITH '135' LIKES



OUR BRAND WRITEUP

Bluespark Interior Design

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 as 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 our 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

APPENDIX:

1) INSTAGRAM

URL: <https://instagram.com/bluespark2121?igshid=OGQ5ZDc2ODk2ZA==>

2) DEMO

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

3) GITHUB LINK: <https://github.com/Nivedha319/NM-DIGITALMARKETING>

4) GMAIL : bluesparkinterior@gmail.com