

DESCRIPTION

Brand Promo Video: Create a 60 sec promo video for your brand - using Canva, Camtasia etc and it should be a explainer video. To achieve this first write your script, then storyboard it, followed by creating an instructional design and then finally create your explainer video

Project Goal:

The goal of this project is to increase the online visibility, traffic, and sales of a stationary store through effective digital marketing and promotional strategies.

Project Components: canva

Website Optimization: instagram

Ensure the website is user-friendly, mobile-responsive, and easy to navigate.

Optimize product listings with high-quality images, detailed descriptions, and pricing information.

Content Creation:

Develop high-quality, engaging content such as blog posts, articles, and product descriptions to attract and inform customers.

Utilize social media platforms to share content and engage with the audience.

Social Media Marketing:

Create and maintain social media profiles on platforms like Facebook, Instagram, and Twitter.

Regularly post updates, promotions, and engage with the audience through comments and direct messages.

Key Performance Indicators (KPIs):

Increase in website traffic and unique visitors.

Improvement in search engine rankings.

Growth in social media followers and engagement.

Increase in email subscribers and open rates.

Growth in online sales and revenue.

By implementing these strategies and monitoring the results, the stationary store can effectively promote its online shopping website and increase its digital presence.