



NAAN MUDHALVAN



**VIVEKANANDHA COLLEGE OF TECHNOLOGY FOR
WOMEN**

**DEPARTMENT OF COMPUTER SCIENCE AND
ENGINEERING**

NAAN MUDHALVAN PROJECT REPORT

**PROJECT TITLE : CREATING A SOCIAL MEDIA AD
CAMPAIGN IN FACEBOOK**

SUBMITTED BY,

CHANDRIKA .S	613020104012
GOWRI .R	613020104021
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HARSHINI .R	613020104024

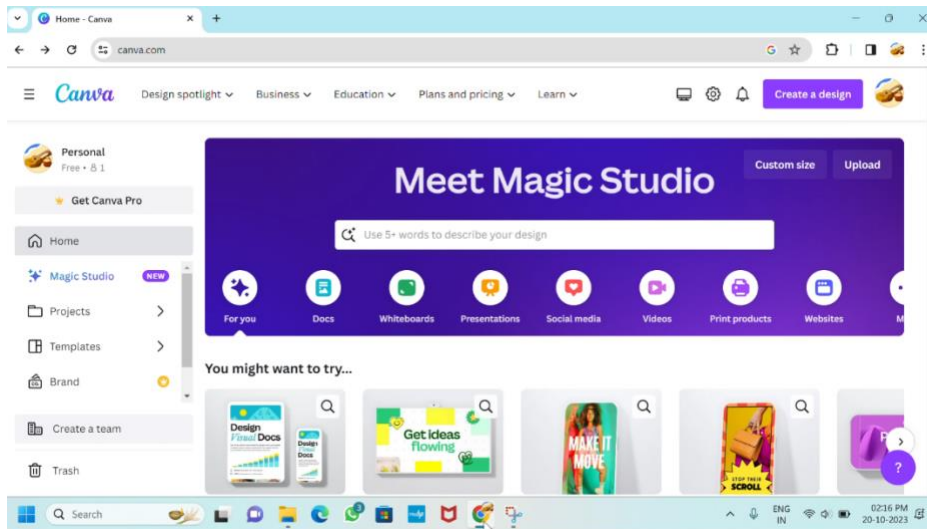
**VIVEKANANDHA COLLEGE OF TECHNOLOGY
FOR WOMEN ELAYAMPALAYAM,
TIRUCHENGODE-637 205**

NAAN MUDHALVAN : DIGITAL MARKETING

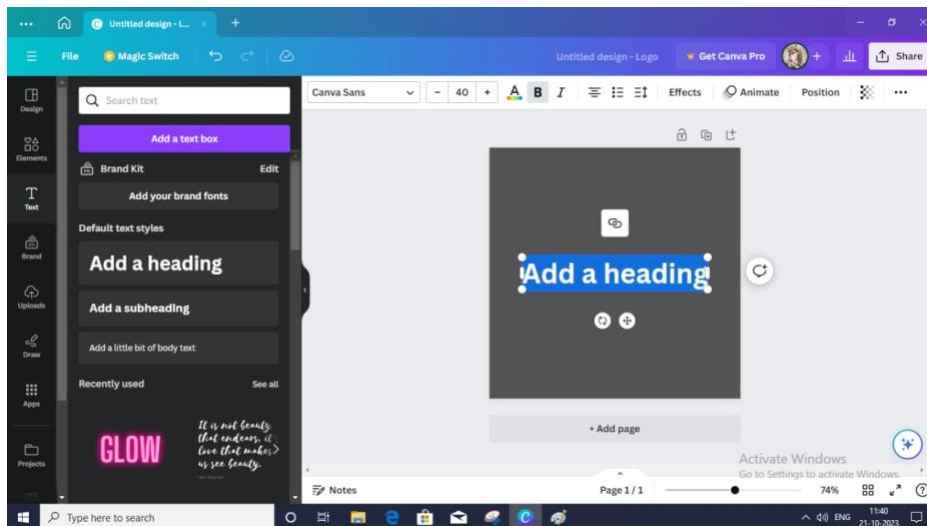
PROJECT TITLE : CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

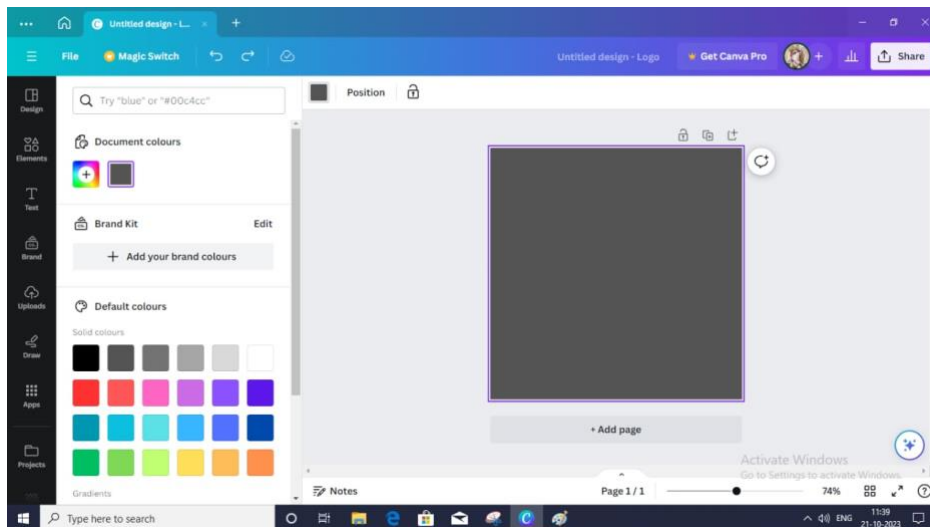
CREATING A LOGO FOR OUR BRAND

STEP 1 : USING CANVA TO CREATE THE LOGO FOR THE BRAND

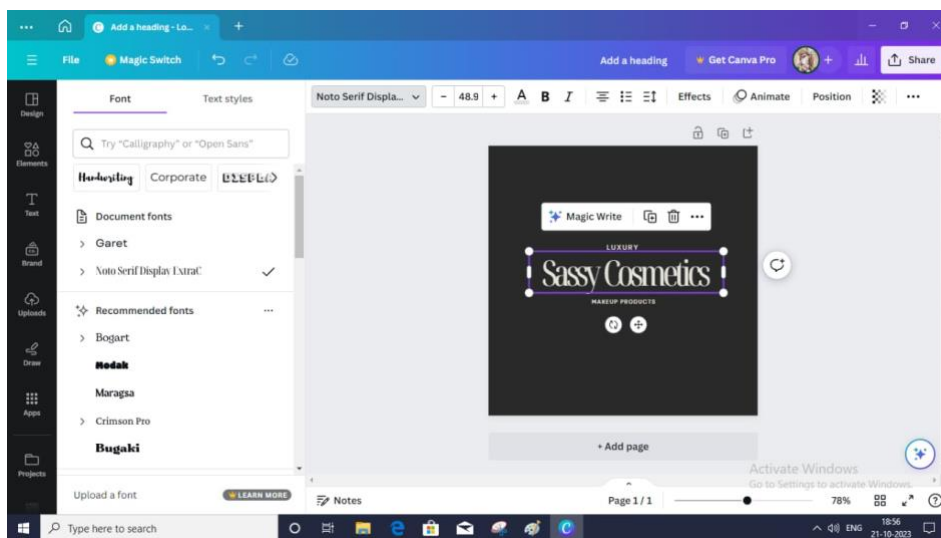


STEP 2 : CUSTOMIZE THE SELECTED TEMPLATE FROM THE CANVA



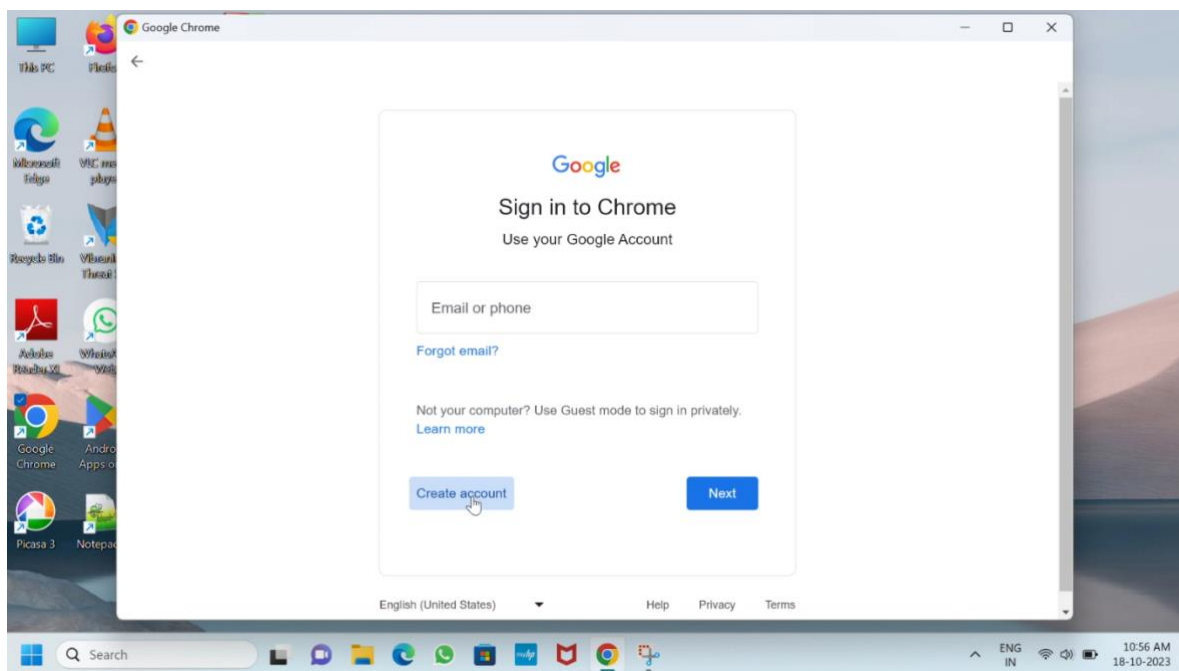
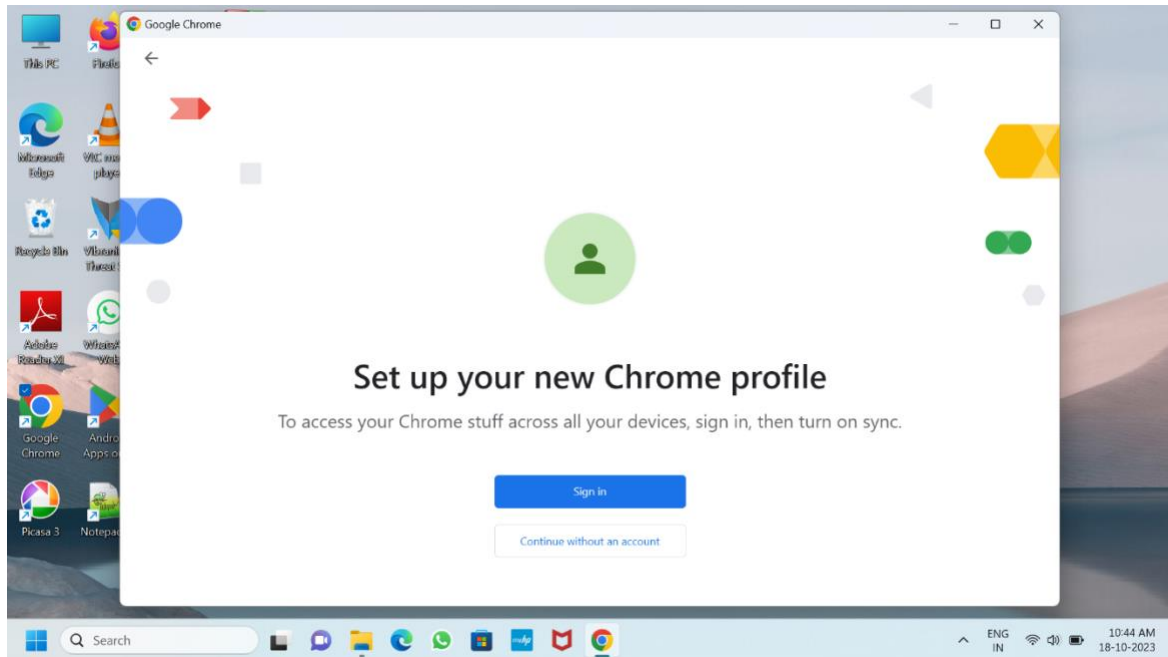


STEP 3 : NOW THE CUSTOMIZED LOGO IS READY

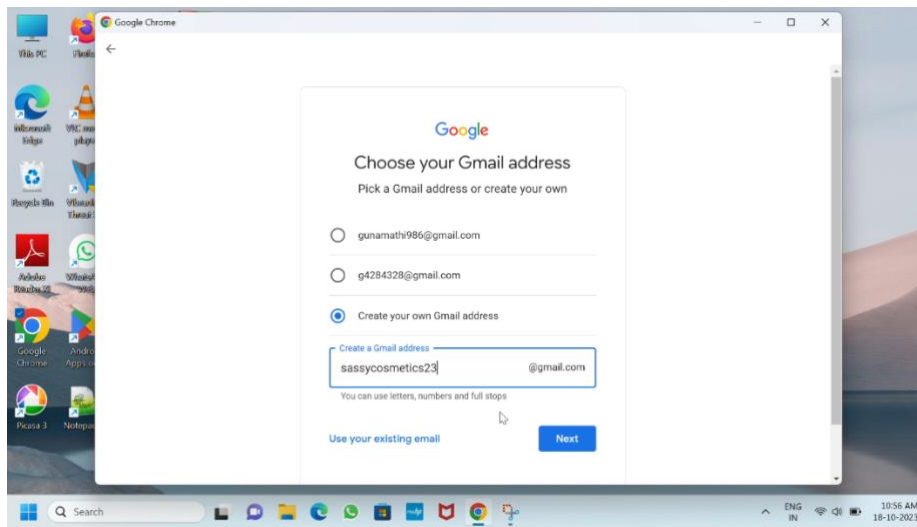


CREATING A GMAIL ACCOUNT FOR THE BRAND

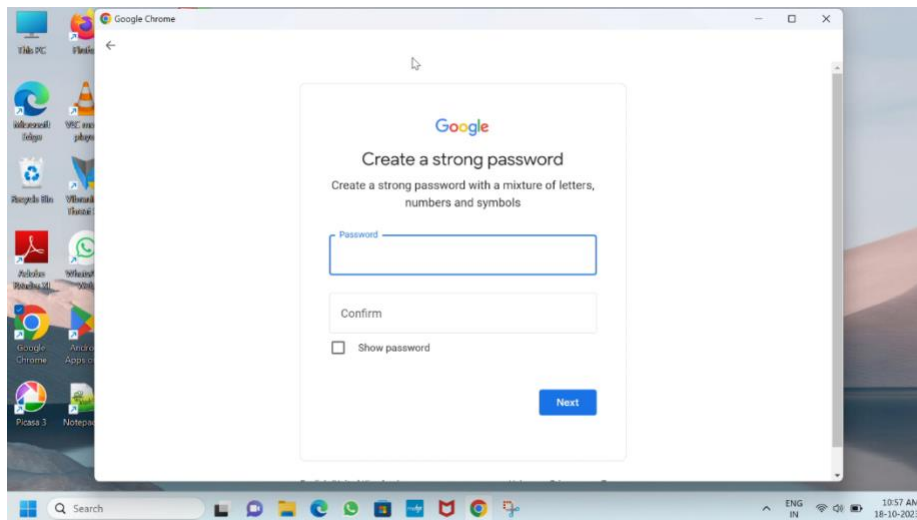
STEP 1 : CREATE A NEW GMAIL ACCOUNT FOR THE BRAND



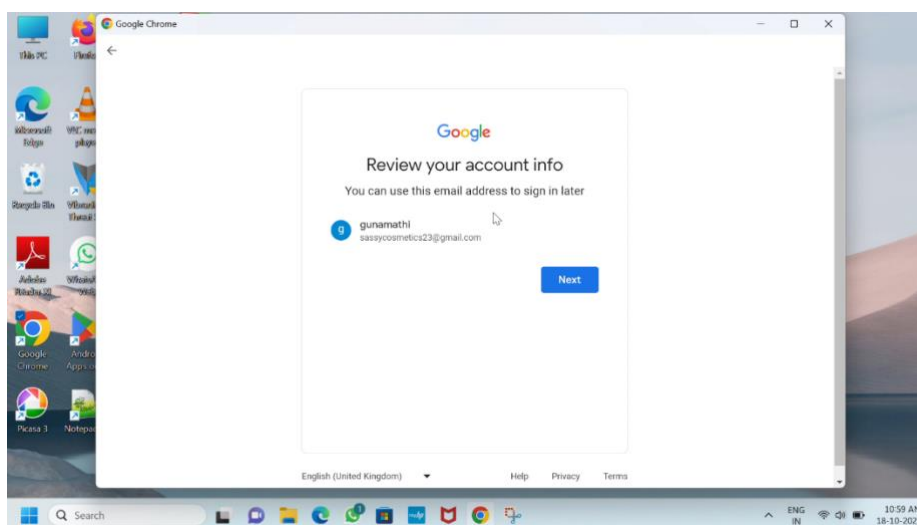
STEP 2 : CUSTOMIZE OUR OWN GMAIL ADDRESS FOR OUR BRAND



STEP 3 : SET PASSWORD FOR THE GMAIL ADDRESS

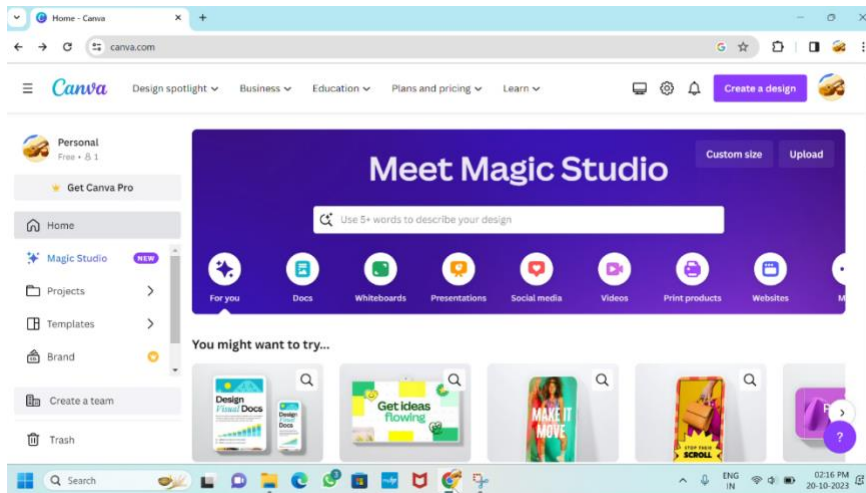


STEP 4 : AFTER VERIFICATION WE CAN USE THE GMAIL ADDRESS

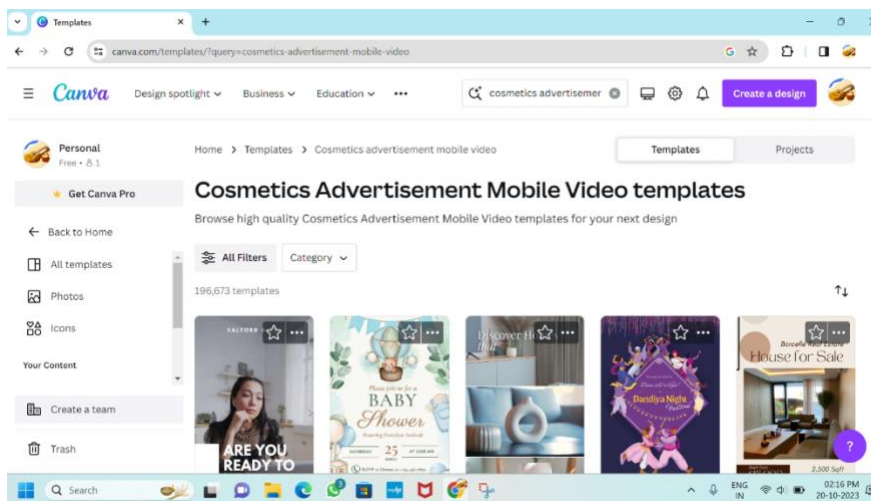


CREATING A ADVERTISEMENT VIDEO FOR POSTING IN FACEBOOK

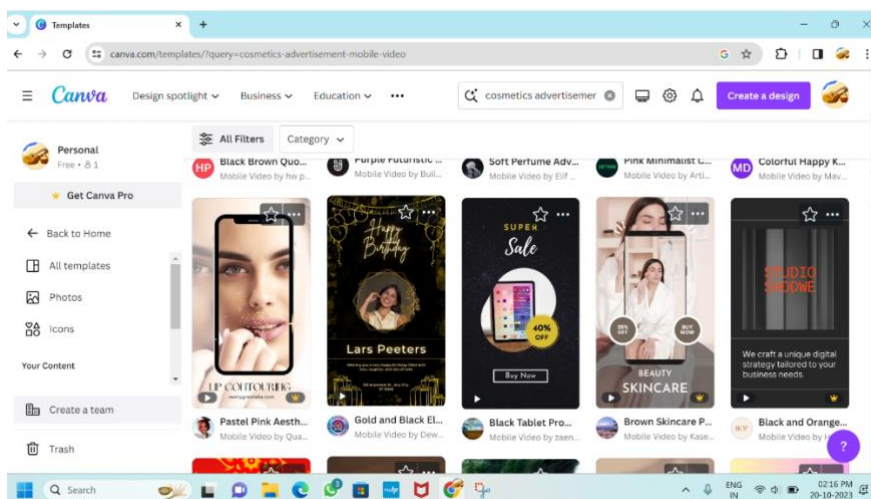
STEP 1: USING CANVA TO CREATE THE ADVERTISEMENT VIDEO



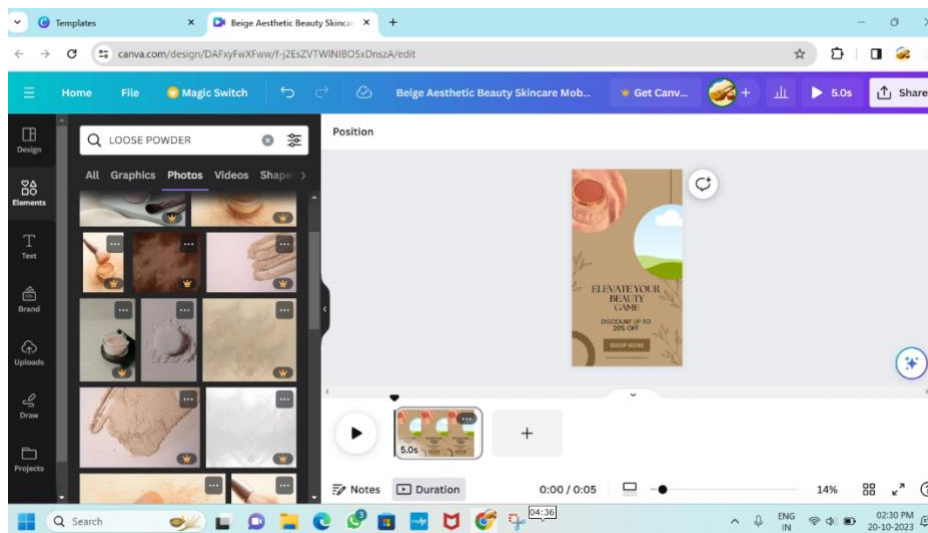
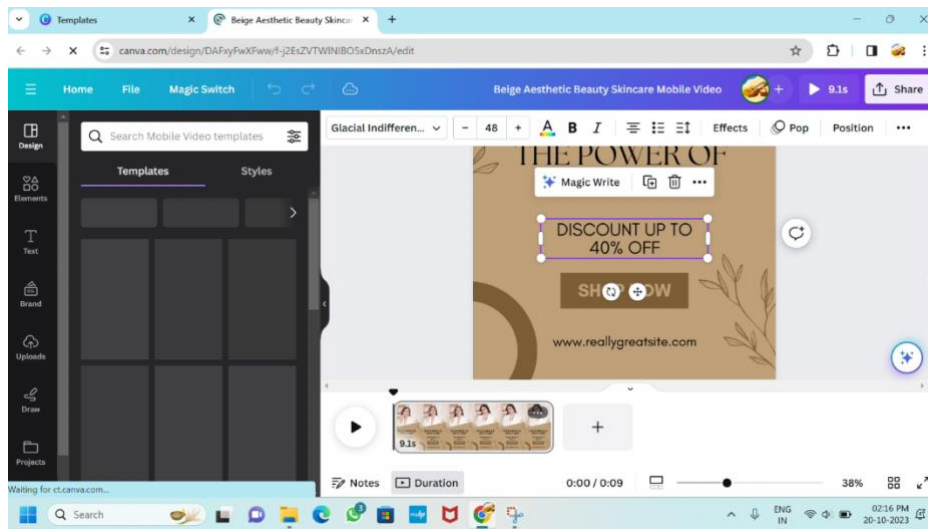
STEP 2: SEARCH THE TEMPLATE FOR YOUR USAGE



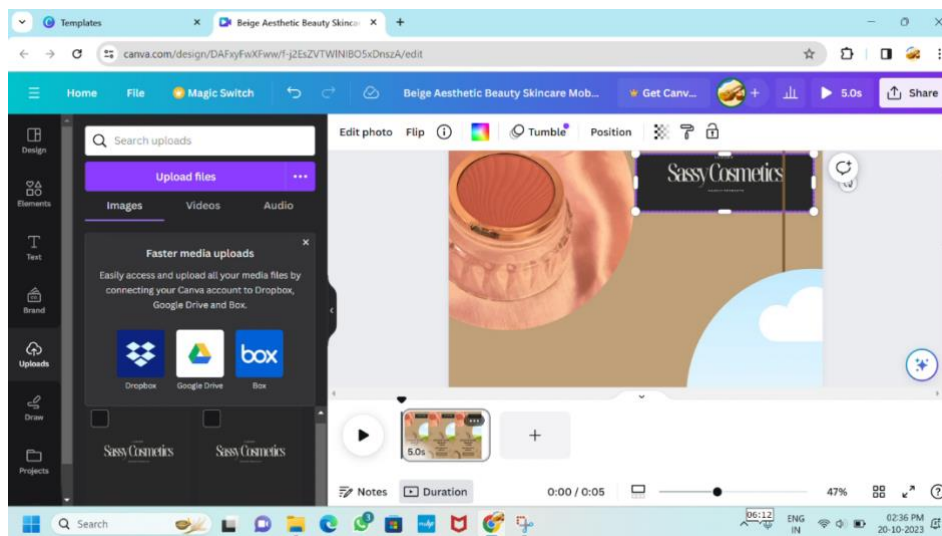
STEP 3: CHOOSE THE TEMPLATE FROM THE CANAVA



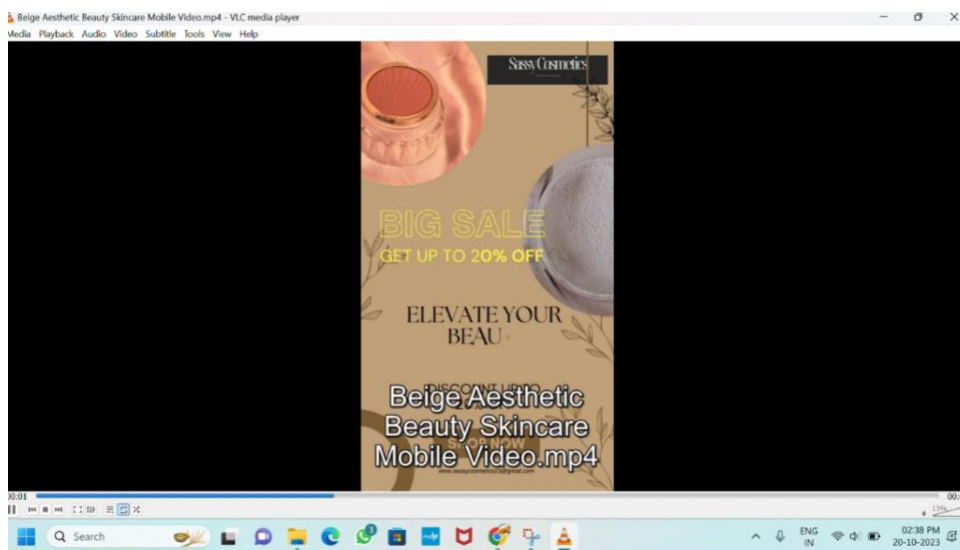
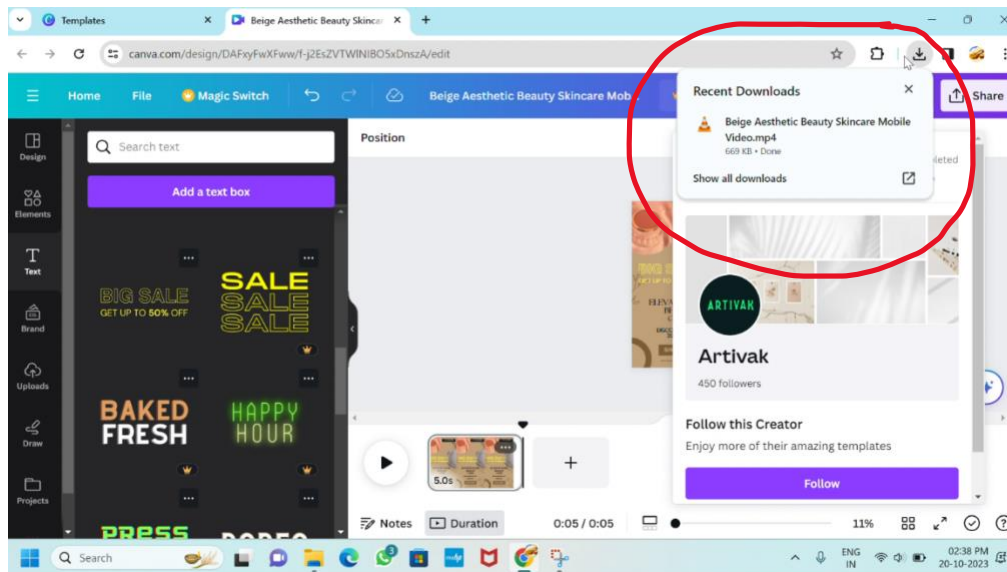
STEP 4: CUSTOMIZE THE CHOSEN TEMPLATE FOR ADVERTISEMENT



STEP 5: INSERT THE BRAND LOGO IN THE VIDEO

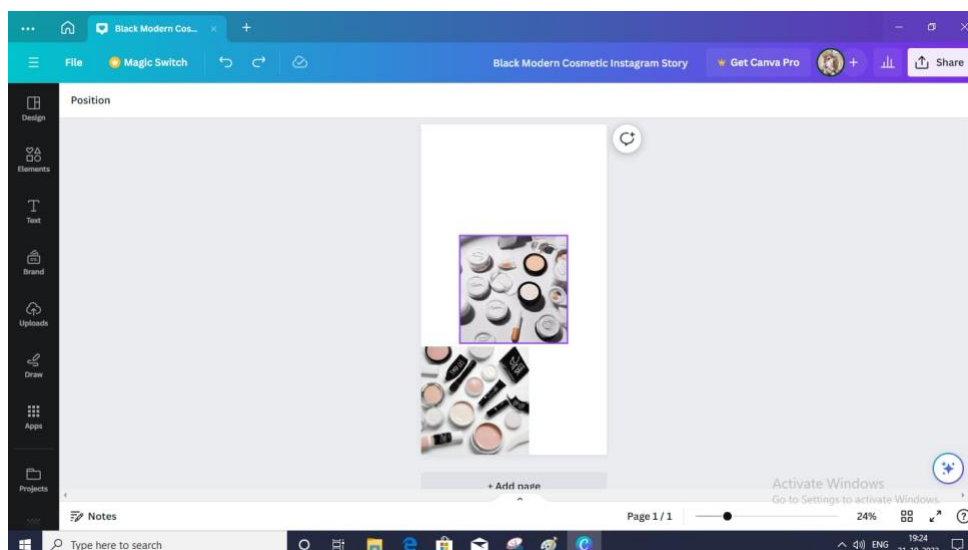


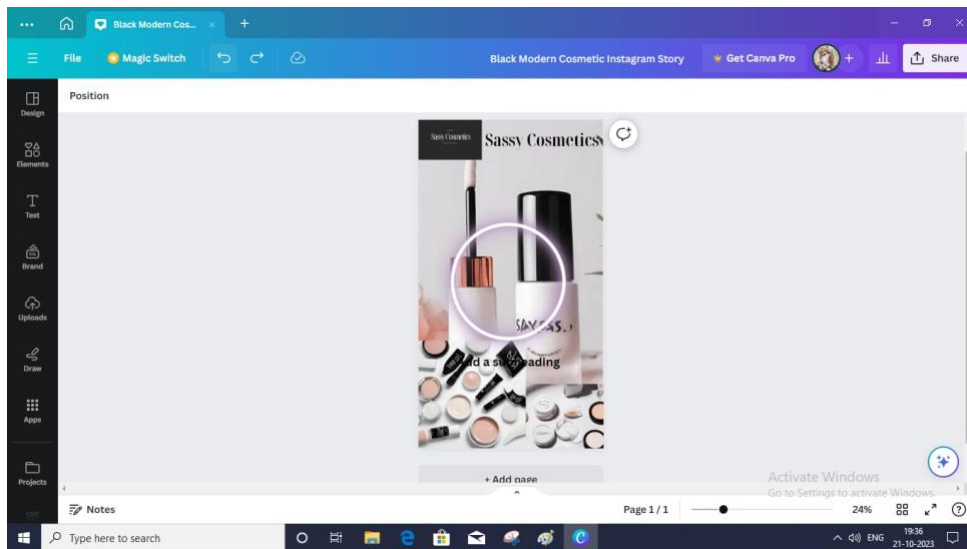
STEP 6: DOWNLOAD THE CUSTOMIZED VIDEO TEMPALTE FROM THE CANVA



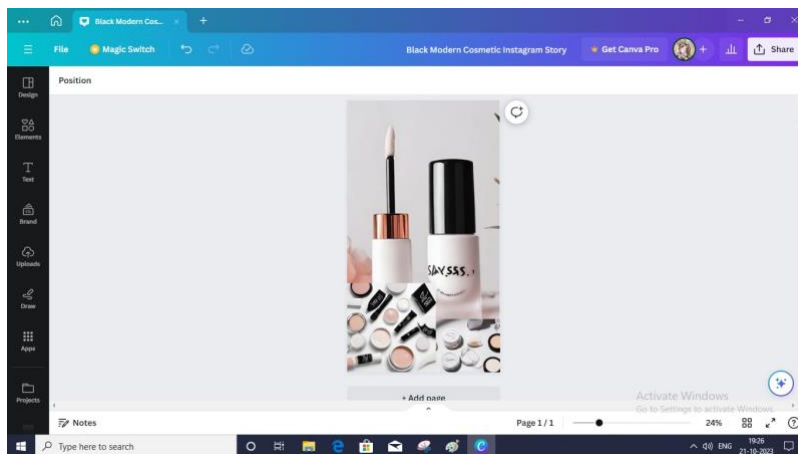
CREATING A ADVERTISEMENT POSTER FOR THE BRAND

STEP 1 : CREATING A ADVERTISEMENT POSTER USING THE CANVA





STEP 2 : CUSTOMIZE THE TEMPLATE FOR OUR PURPOSE



SCREEN SHOTS OF THE UPLOADED ADVERTISEMENT POST OF THE TEAM MEMBERS

S.CHANDRIKA – 613020104012



R.GOWRI – 613020104021



V.S.GUNAMATHI – 613020104022



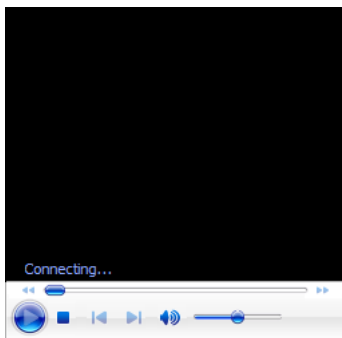
R.HARSHINI – 613020104024



ADVERTISEMENT POSTER DESIGN



VIDEO ADVERTISEMENT POSTER



ATTACHMENT OF THE VIDEO:



Beige Aesthetic Beauty Skincare Mobile Video.mp4