



**Smart
Internz**



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DIGITAL MARKETING

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INTERNALINCHARGE

HEADOFDEPARTMEMT

CREATING AN SPONSORED POST FOR INSTAGRAM

1. INTRODUCTION

1.1 OVER VIEW

1.2 PURPOSE

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

2.2 IDEATION AND BRAINSTORMING MAP

2.3 TO GENERATE GITHUB LINK

3. RESULT

4. ADVANTAGES AND DISADVANTAGES

5. APPLICATION

6.CONCLUSION

1. INTRODUCTION

1.1 Overview

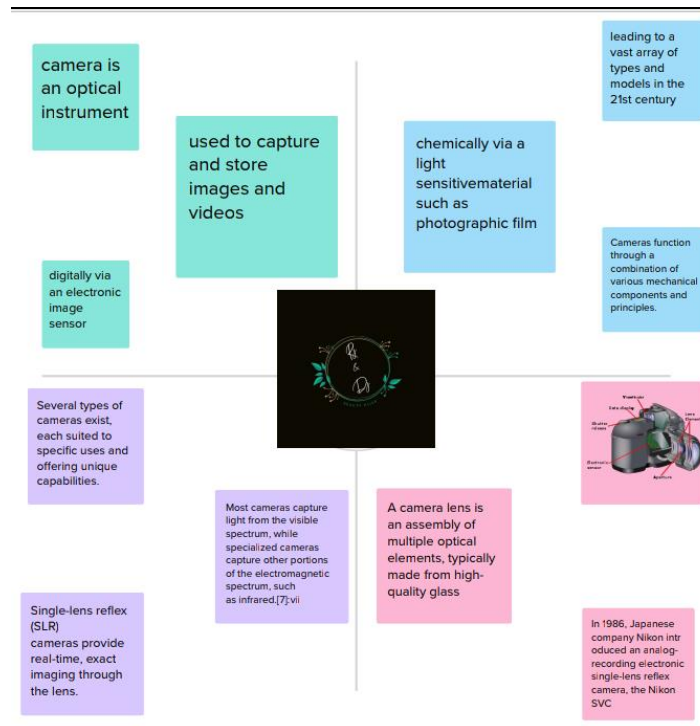
Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact. Let's collaborate and make your Instagram dreams a reality.

1.2 Purpose

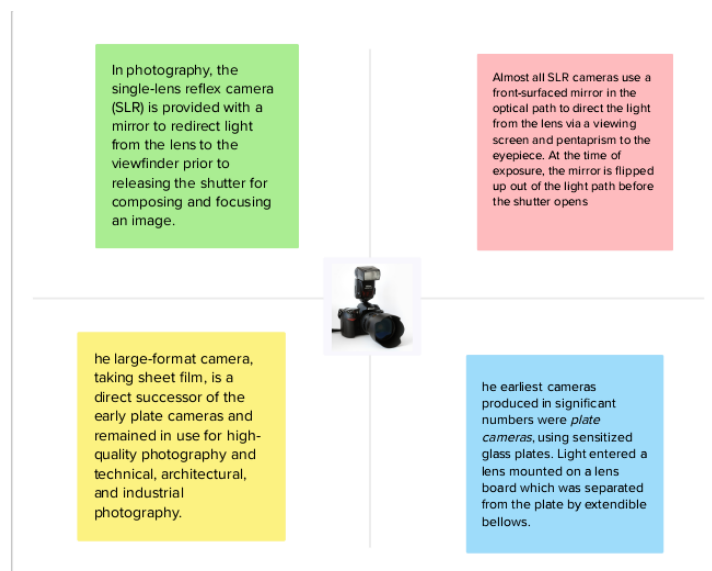
To demonstrate the idea of an all-electronic camera that didn't use any consumables in the capturing and display of still photographic images.”

2 . Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & brainstorming map



3.RESULT



Camera Software



4K HD Quality



Optical and Electronics Quality



Perfect Resolution

4 . ADVANTAGES & DISADVANTAGES

ADVANTAGES :

- LCD screens
- Multiple functions
- Video camera
- Easy to share
- Smaller and lighter
- Easy editing
- Cheaper
- High image quality

DISADVANTAGES :

- Photo File Management Difficulties.
- Computer Skills Required.
- Too Many Functions.
- Too Many Photos Taken.
- Film Photography Is More Forgiving.
- Digital Cameras Use More Battery Power.
- Digital cameras Can Be More Expensive.
- More Sensitive to Heat, Cold and Moisture.

5 APPLICATION :

- Use the Grid Guide.
- Enable Quick Launch.
- Quickly share and edit.
- Enable Pro mode.
- Turn on automatic HDR.
- Film in Slo-Mo.
- Use 10-Bit color.
- Use Portrait mode.

6 . CONCLUSION :

In conclusion digital photography has had a huge impact on today society, it has opened more job opportunities and careers and also made them easier whether they be, professional fashion photographer, professional wedding photographer or even professional sports photographer..