

# **NAAN MUDHALVAN**

## **DIGITAL MARKETING**

### **Participants:**

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## PROJECT – 9

### Instagram Reel

**Create an Instagram reel for your business brand and promote it attract a minimum of 100 Likes**

#### Aim:

To create an Instagram reel for our business brand and promote it attract a minimum of 100 likes.

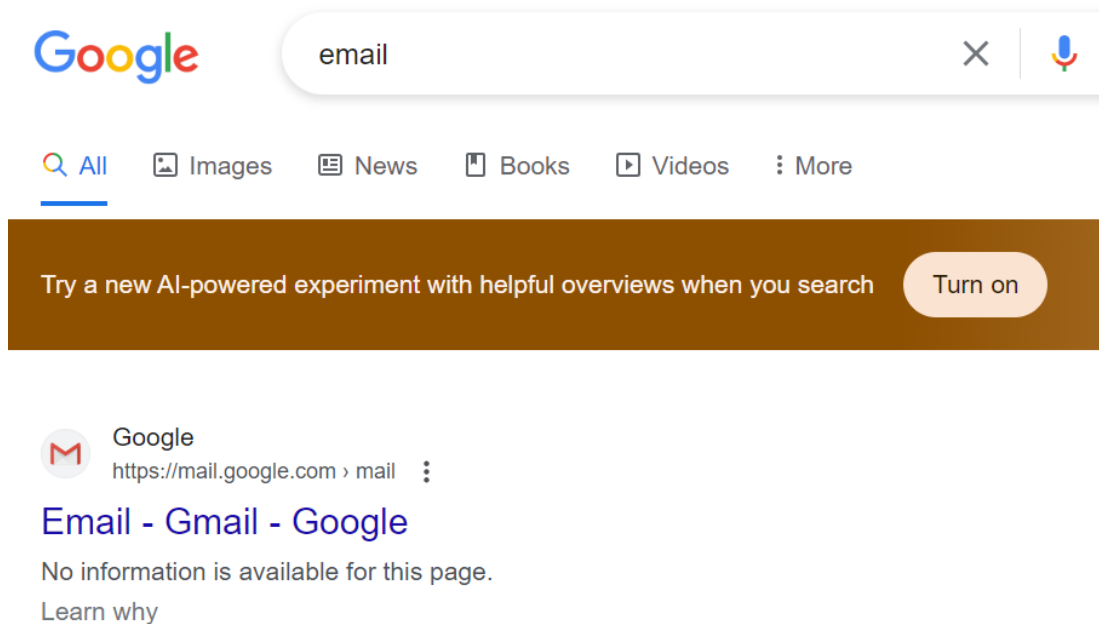
#### Procedure:

##### Industry Selection:

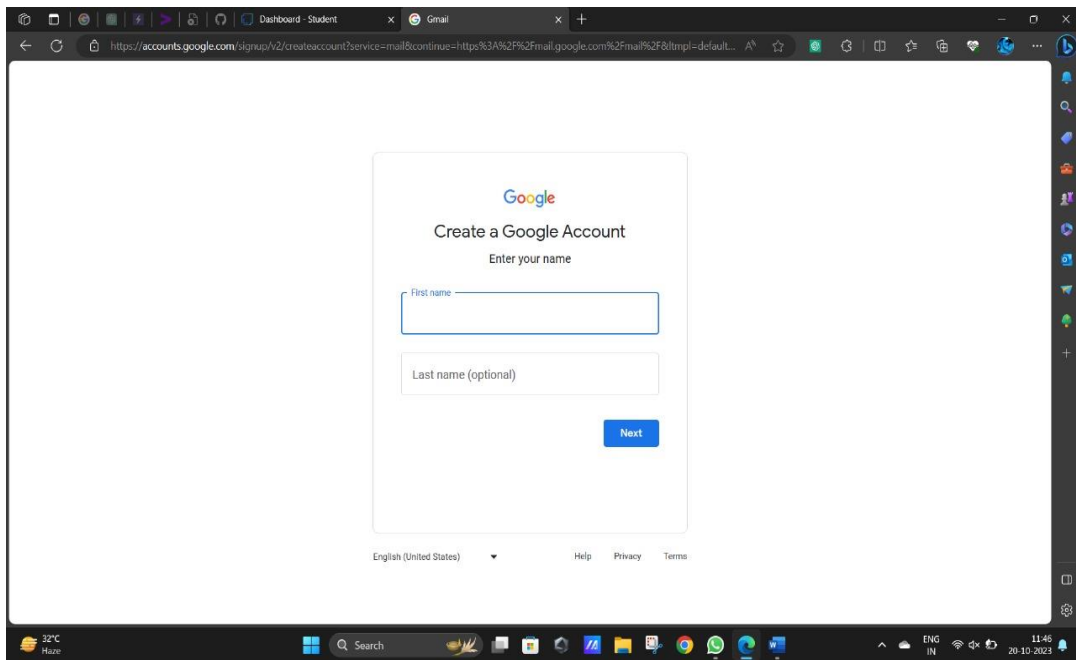
- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

##### Creating an Email ID:

- Select an email service provider like Gmail, Yahoo, or Outlook.
- Visit the chosen provider's website.



- Click on "Sign Up" or "Create Account."



The screenshot shows a web browser window with the Google Account creation interface. The page title is "Create a Google Account" and the subtitle is "Enter your name". There are two input fields: "First name" and "Last name (optional)". A blue "Next" button is located below the fields. At the bottom, there is a language selector set to "English (United States)" and links for "Help", "Privacy", and "Terms". The browser's address bar shows a URL from accounts.google.com. The Windows taskbar at the bottom displays the date as 20-10-2023 and the time as 11:45.

Google

Create a Google Account

Enter your name

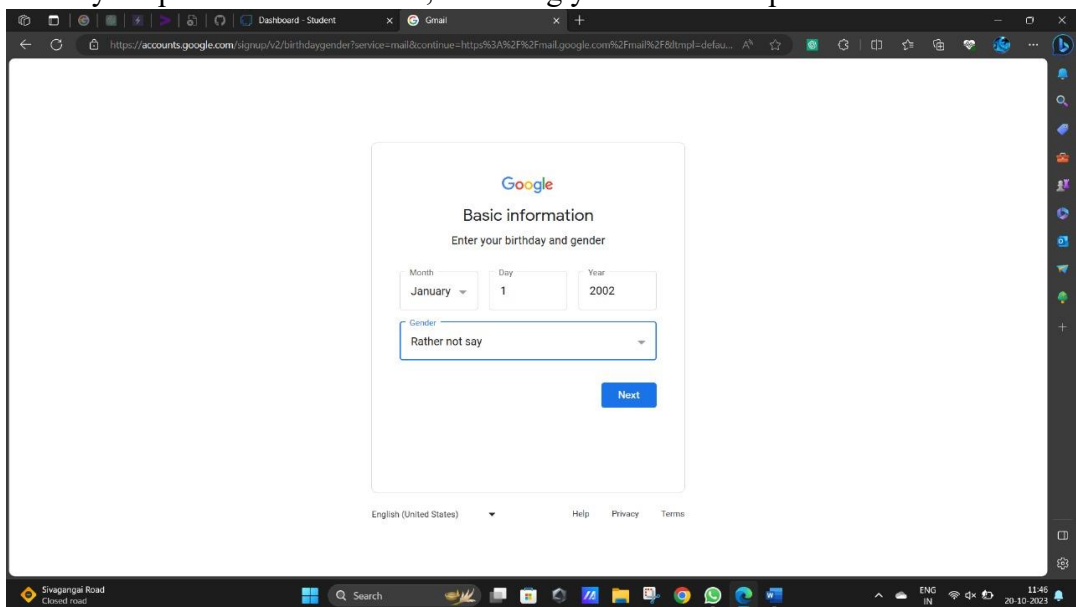
First name

Last name (optional)

Next

English (United States) Help Privacy Terms

- Fill in your personal information, including your name and preferred email address.



The screenshot shows the second step of the Google Account creation process, titled "Basic information" with the subtitle "Enter your birthday and gender". It features three input fields for birthdate: "Month" (a dropdown menu showing "January"), "Day" (a text box with "1"), and "Year" (a text box with "2002"). Below these is a "Gender" dropdown menu with "Rather not say" selected. A blue "Next" button is positioned at the bottom right of the form. The same language and link options as the previous screen are visible at the bottom. The browser's address bar shows a URL with a birthday parameter. The Windows taskbar at the bottom shows the same date and time as the first screenshot.

Google

Basic information

Enter your birthday and gender

Month Day Year

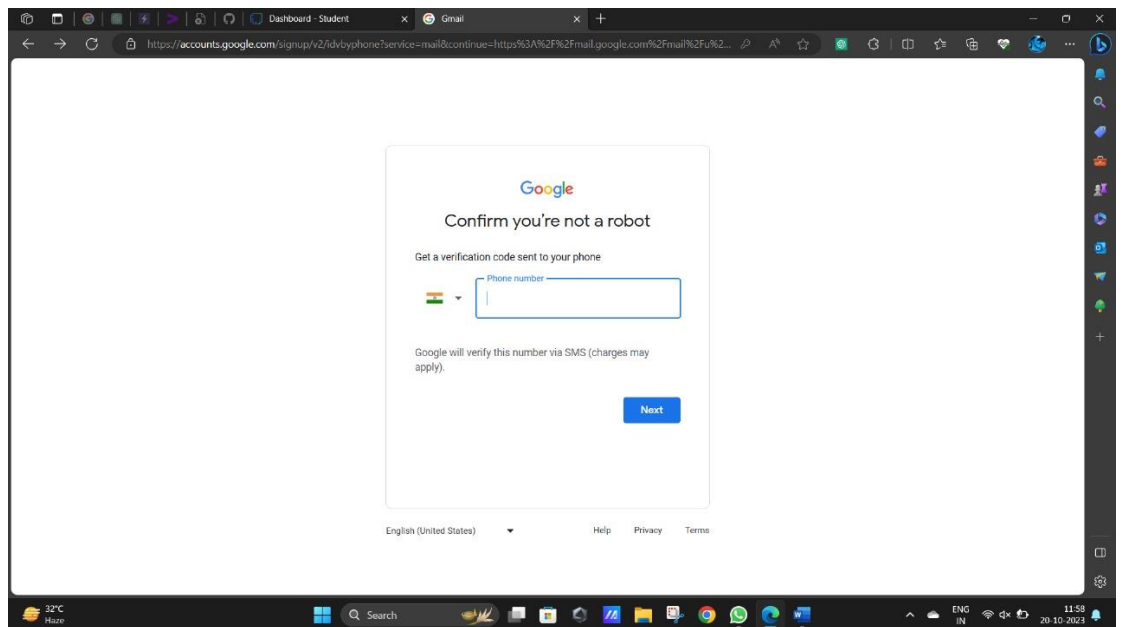
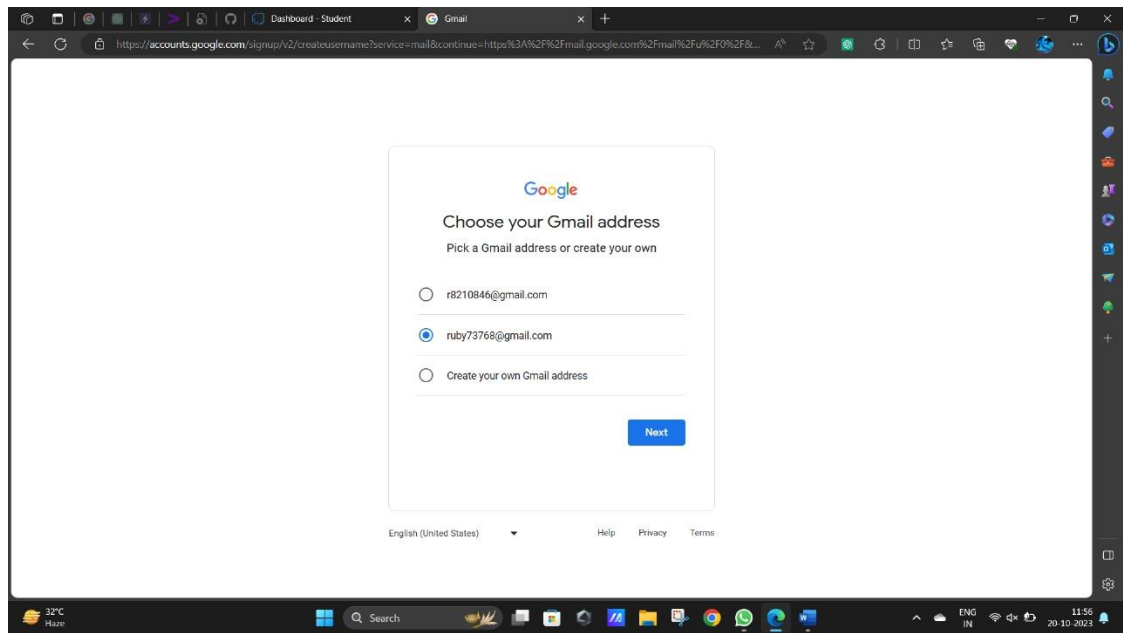
January 1 2002

Gender

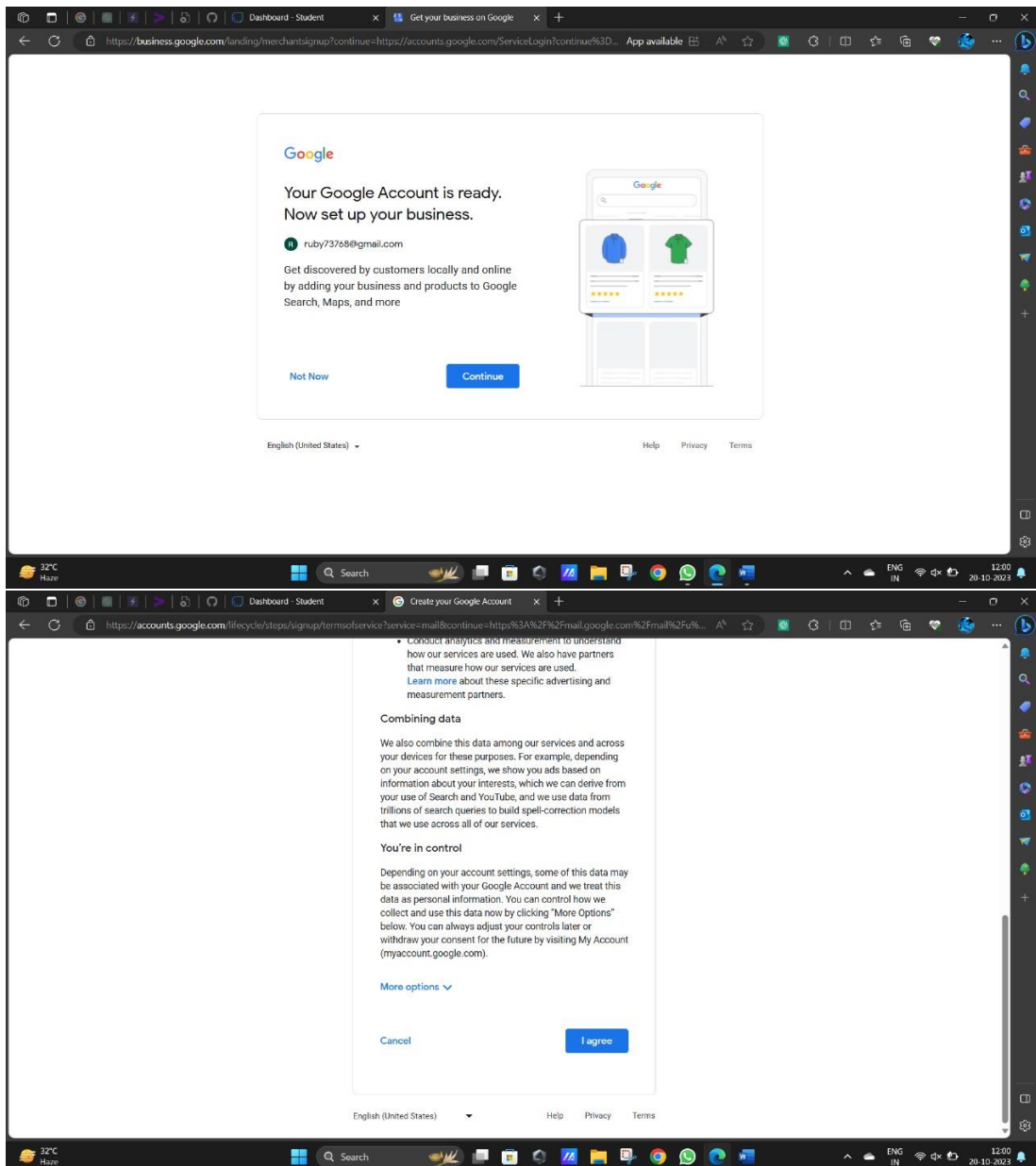
Rather not say

Next

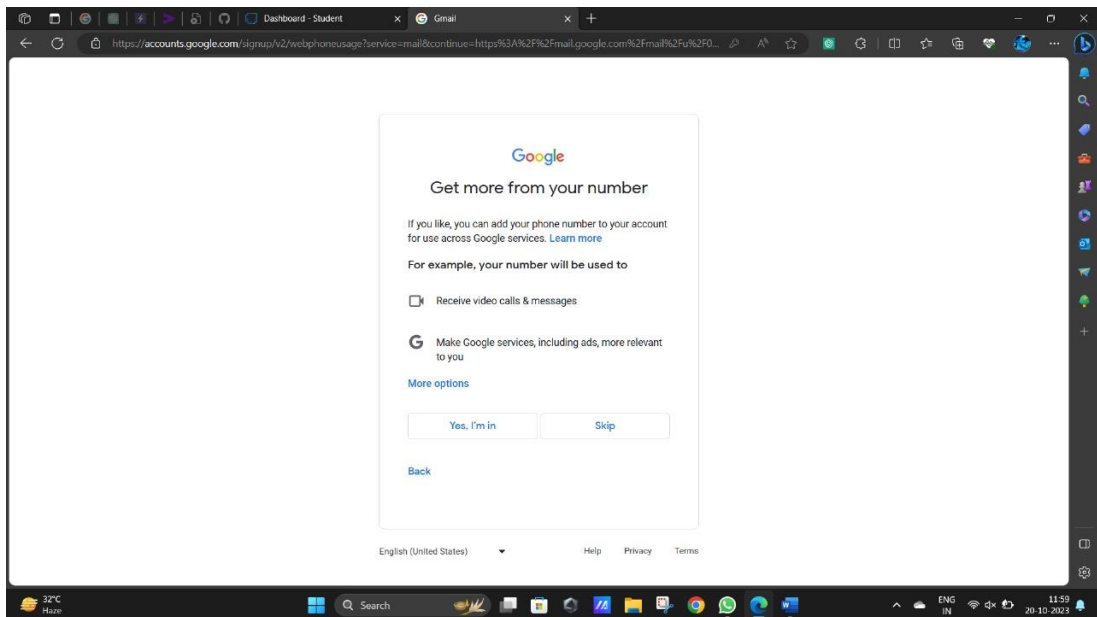
English (United States) Help Privacy Terms



- Set a secure password.
- Verify your identity through a verification code sent to your phone or another email address.

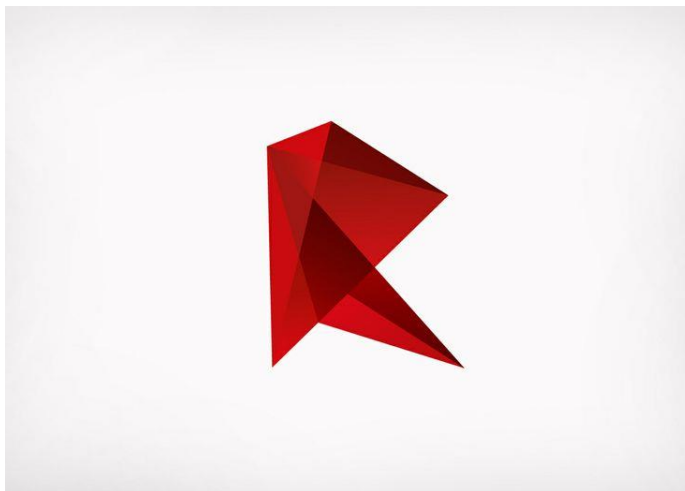


- Your email account is now created.



## **Designing a Logo**

- Create a logo that reflects the brand's identity, values, and target audience.
- Choose a color palette that aligns with your brand and industry.
- Ensure the logo is versatile and looks good in various sizes and formats.

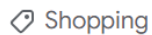


## **Creating an Instagram Page**

- Download the Instagram app from your smartphone's app store.
- Open the app/website.



instagram



About 23,33,00,00,000 results (0.31 seconds)



Instagram

<https://www.instagram.com>

## Instagram

Create an account or log in to **Instagram** - A simple, fun & creative way to capture, edit & share photos, videos & messages with friends & family.

### Login

Welcome back to Instagram. Sign in to check out what your friends ...

### Posts

661M Followers, 91 Following, 7523 Posts - See Instagram ...

### Marketing on Instagram

Over 2 million businesses connect with people on Instagram. Learn ...

### Help Center

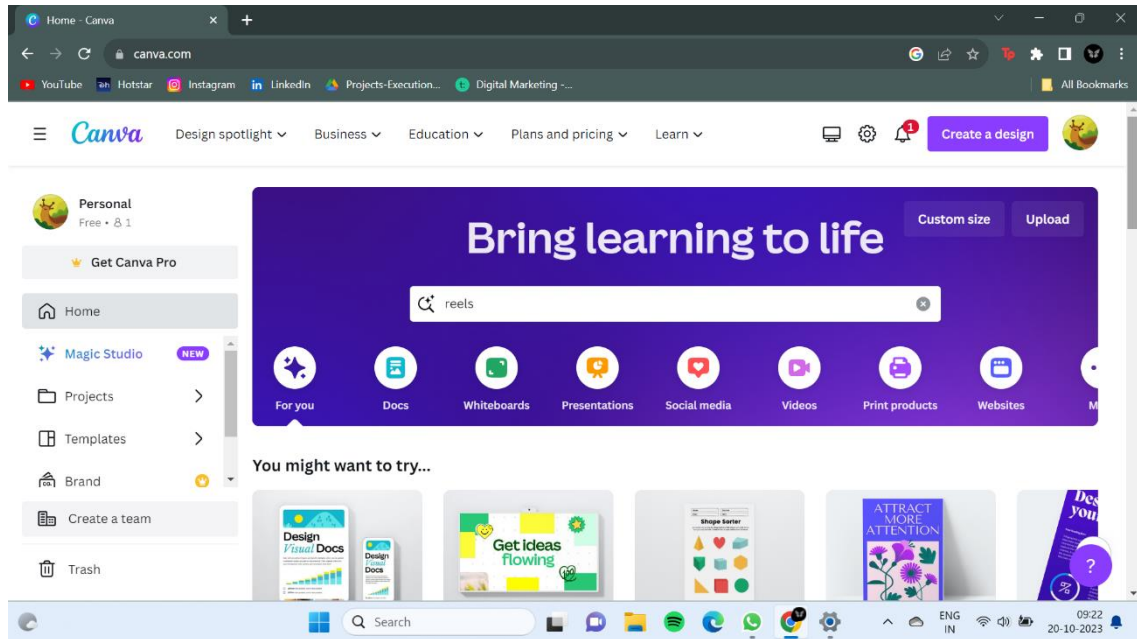
Learn how to use Instagram, fix a problem, and get answers to ...

- Sign up for a new account using your brand's name, a profile picture (use your logo), and a bio that describes your athletic wear brand.

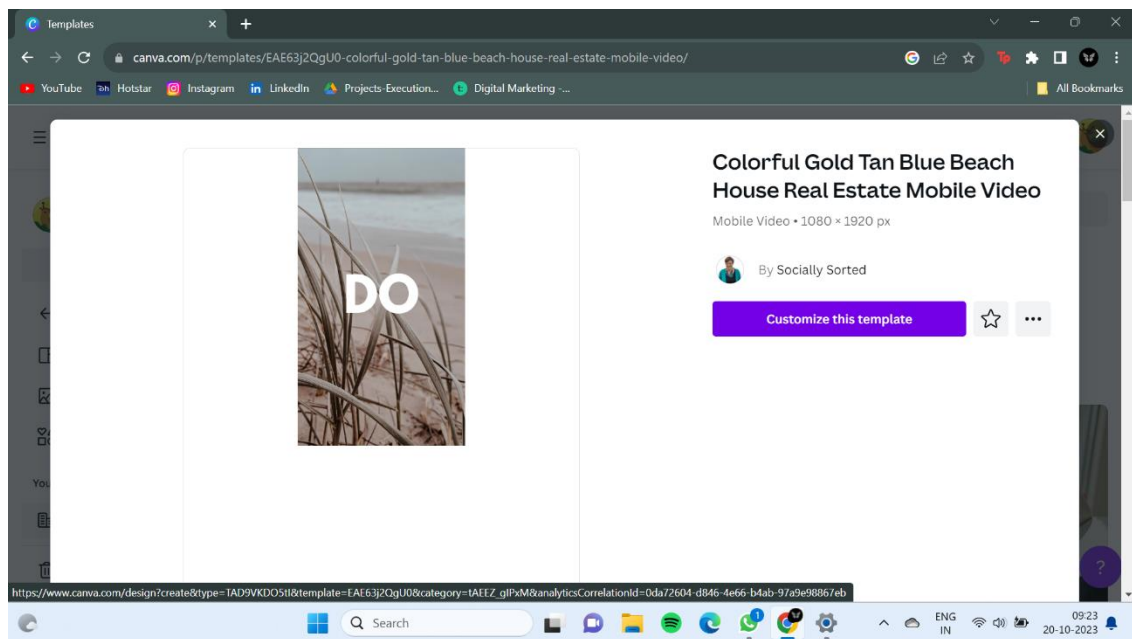
- Make your account public.

## Designing a reel:

- Open canva

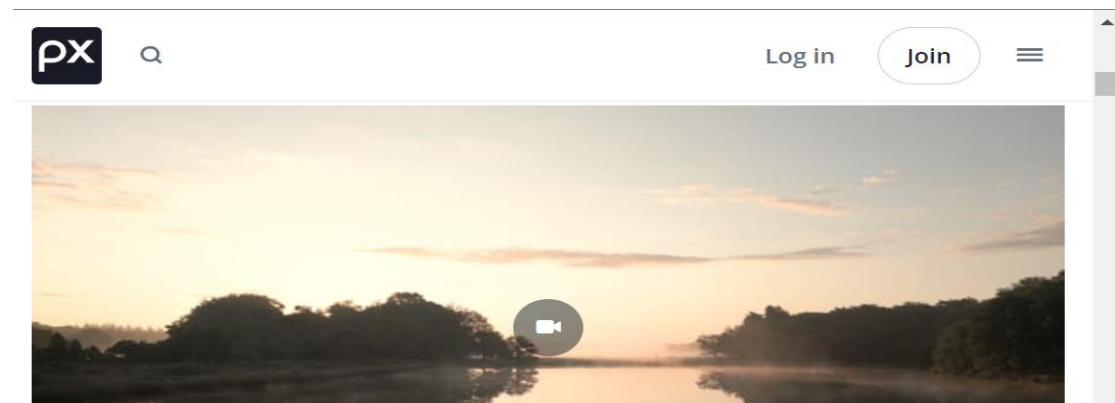


- Choose a template

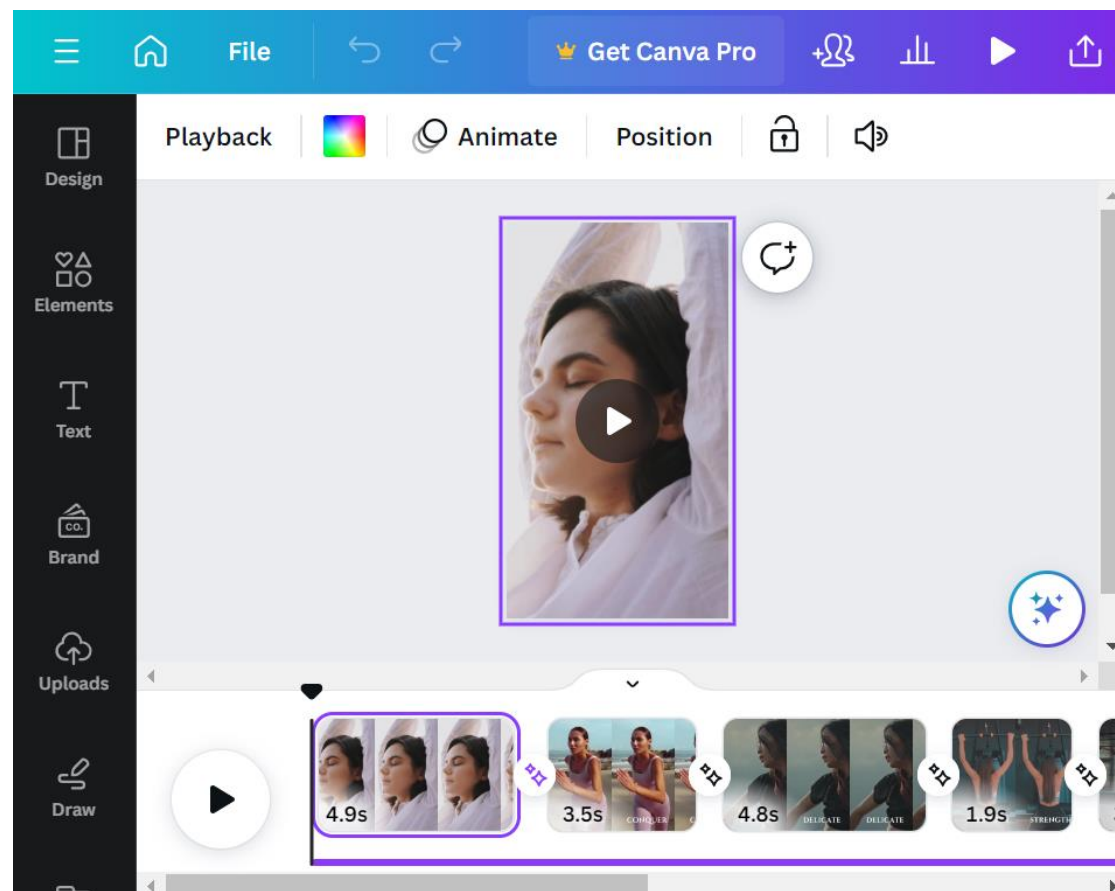




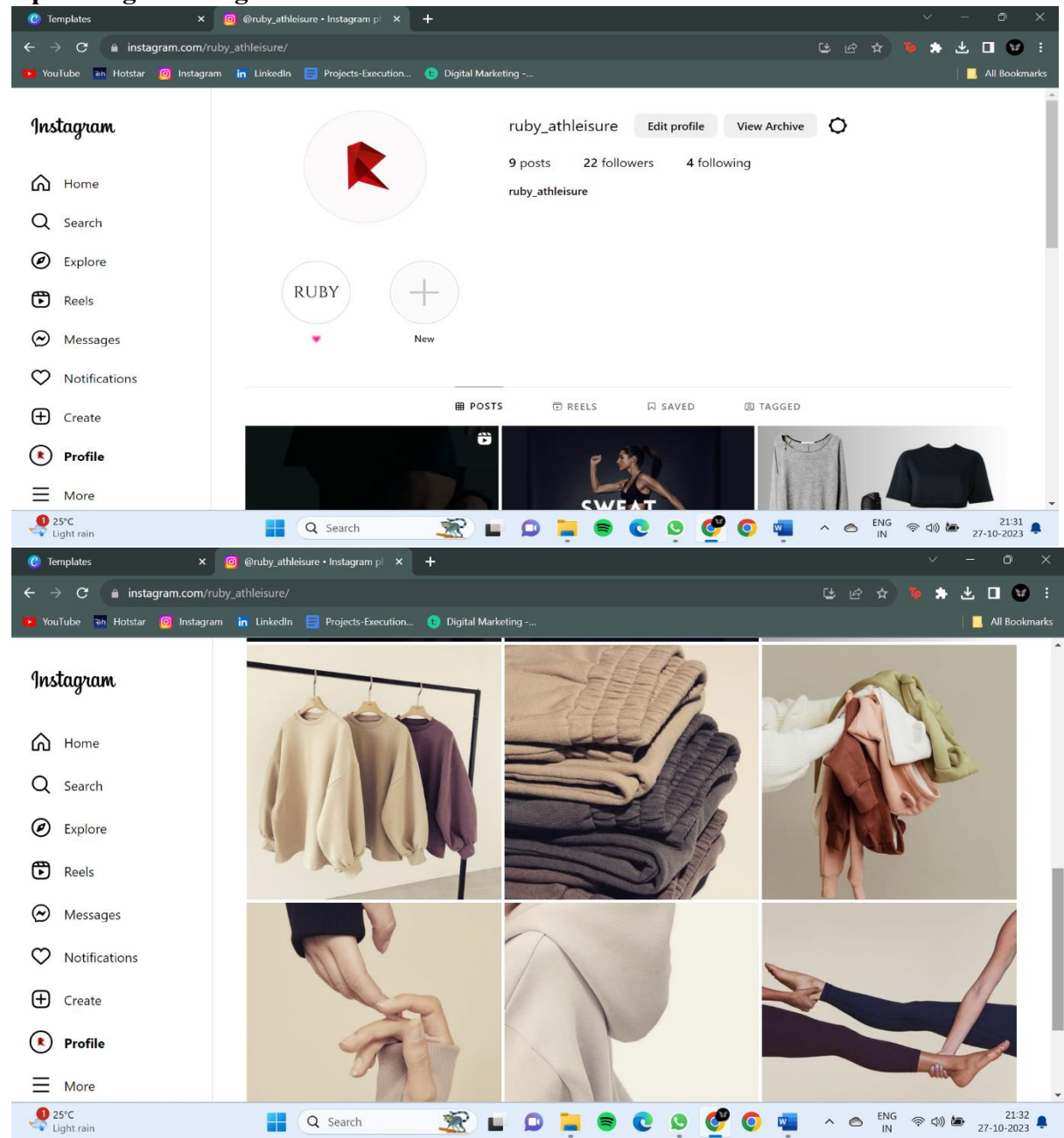
- Fetch stock videos

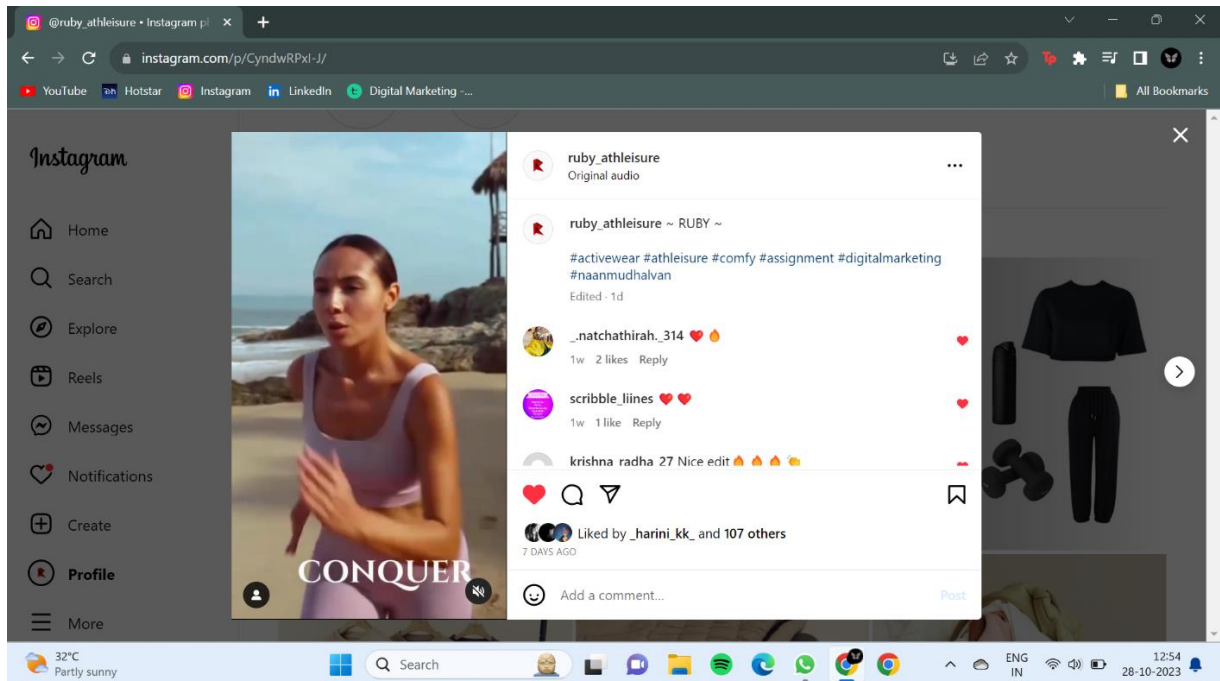
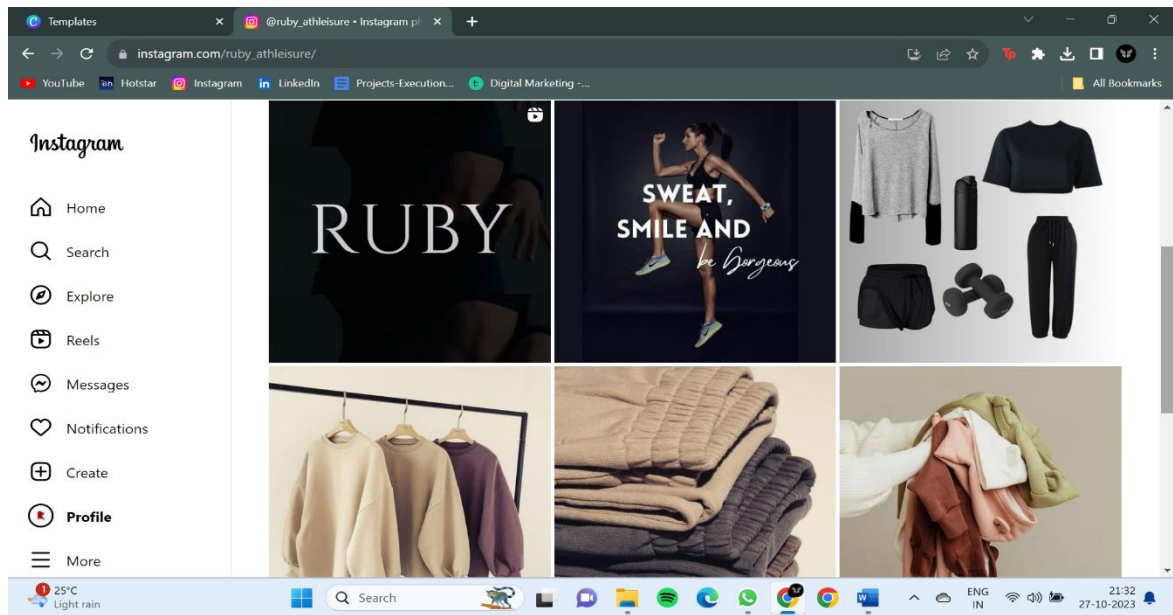


- Design a reel



## Uploading in Instagram:





**Result:**

- **Email Id:**  
[ruby7376@gmail.com](mailto:ruby7376@gmail.com)
- **Industry Name:**  
Ruby
- **Industry Type:**  
Athletic Wear
- **Instagram Id:**  
[ruby\\_athleisure](https://instagram.com/ruby_athleisure?igshid=NzZlODBkYWE4Ng==)  
[https://instagram.com/ruby\\_athleisure?igshid=NzZlODBkYWE4Ng==](https://instagram.com/ruby_athleisure?igshid=NzZlODBkYWE4Ng==)
- **Instagram Reel:**  
<https://www.instagram.com/reel/CyndwRPxI-J/?igshid=MzRIODBiNWFIZA==>
- **Drive Link:**  
[https://drive.google.com/drive/folders/1Ui\\_5indmAoO2wu0iT4Be5XKIyt6dVoJ2?usp=sharing](https://drive.google.com/drive/folders/1Ui_5indmAoO2wu0iT4Be5XKIyt6dVoJ2?usp=sharing)
- **Canva Reel:**  
[https://www.canva.com/design/DAFfw6xD\\_sE/lzrg8ffNzEbKlvUhYovQsg/edit?utm\\_content=DAFfw6xD\\_sE&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFfw6xD_sE/lzrg8ffNzEbKlvUhYovQsg/edit?utm_content=DAFfw6xD_sE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)
- **Canva Logo:**  
[https://www.canva.com/design/DAFxxjlkq20/F0pu97CelrbXcKgXNisKaw/edit?utm\\_content=DAFxxjlkq20&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFxxjlkq20/F0pu97CelrbXcKgXNisKaw/edit?utm_content=DAFxxjlkq20&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)