



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



ERODE: 638 316

Electronics and Communication Engineering

NAAN MUDHALVAN

SB8056- Digital Marketing

by Naan Mudhalvan Scheme – 2023

TEAM ID: NM2023TMID04439

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: CREATE A BRAND PROMO VIDEO USING CANVA

BRAND NAME: SERENITY STONES

CATEGORY: JEWELLERY BRAND

TEAM MEMBERS

REGISTER NUMBER	NAME
731120106027	SARON J
731120106029	SENTHAMIL SELVAN V
731120106701	DINESH KUMAR M
731120106011	KAVIYARASAN V

**GOVERNMENT COLLEGE OF ENGINEERING (Formerly IRTT)
ERODE-638 316**



BONAFIDE CERTIFICATE

Certified that this project titled “CREATE A BRAND PROMO VIDEO USING CANVAS ”is the bonafide work of SARON J (731120106027), SENTHAMIL SELVAN V(731120106029), DINESH KUMAR M (731120106701) , KAVIYARASAN V (731120106011) who carried out the project work under my supervision.

SIGNATURE OF FACULTY EVALUATOR

Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR(SR),
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF FACULTY MENTOR

Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR(SR),
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF SPOC

Dr.K.MURUGAN ,M.E,Ph.D,
ASSISTANT PROFESSOR,
DEPARTMENT OF IT,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316.

SIGNATURE OF HOD

Dr.R.VALARMATHI ,M.E,Ph.D,
PROFESSOR/HEAD OF THE DEPARTMENT,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE-638316

ABSTRACT

HOW TO CREATE A BRAND PROMO VIDEO USING CANVA

The 'How to Create a Brand Promo Video Using Canva' project for '**Serenity Stones**' jewellery store represents a strategic endeavour to leverage Canva's intuitive design platform to craft a visually captivating and emotionally resonant promotional video. This project encapsulates an exploration of Canva's comprehensive design capabilities and its seamless integration into the realm of jewellery marketing, specifically highlighting the timeless elegance and intricate craftsmanship embodied by **Serenity Stones**' exquisite jewellery collections. By synergizing creative storytelling, engaging visuals, and strategic branding elements, the project endeavours to evoke a sense of sophistication, allure, and emotional connection among the target audience, positioning **Serenity Stones** as a distinguished purveyor of luxury and refined jewellery pieces. The abstract encapsulates the project's core objectives, emphasizing the seamless fusion of technology and creativity to amplify brand visibility, foster customer engagement, and establish **Serenity Stones**' unique presence within the competitive landscape of the jewellery industry.

TABLE OF CONTENTS

1. INTRODUCTION

- 1.1 Introduction to canva
- 1.2 Project Overview
- 1.3 Purpose

2. BRAINSTORMING AND IDEATION PHASE

- 2.1 Problem Statement and Understanding
- 2.2 Empathy Map Canvas
- 2.3 Brainstorming and Ideation Phase
- 2.4 Proposed Solution

3. PROJECT ANALYSIS

- 3.1 Functional requirement
- 3.2 Non-Functional requirements

4. PROJECT DESIGN

- 4.1 User-Centric Navigation Design
- 4.2 Branding Integration and Customization
- 4.3 Integration plugins and Widgets
- 4.4 Responsive Design and Cross-Platform Compatibility

5. DIGITAL MARKETING STATEGY

- 5.1 Optimizing for Mobile and SEO
- 5.2 Rationale for chosen digital channels and platforms
- 5.3 Key messaging decisions
- 5.4 Branding decisions

6.IMPLEMENTATION PLAN

- 6.1 Brand Logo
- 6.2 Content marketing
- 6.3 Social media strategy
- 6.4 Upload the video in youtube

7. RESULT AND ANALYSIS

8. PROJECT SCOPE AND OBJECTIVES

9. CONCLUSION

10. APPENDIX

GitHub & Project Video Demo Link

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO CANVA

Canva's user-friendly interface and comprehensive set of design tools make it an indispensable resource for businesses and individuals seeking to elevate their visual content. With its drag-and-drop functionality and an extensive library of pre-designed templates, Canva enables users to seamlessly create stunning graphics, presentations, and videos that align with their brand's unique aesthetics and messaging.

Canva's easy-to-use drag-and-drop interface, diverse design templates, and extensive library of images and graphics make it an ideal choice for building visually engaging websites without the need for complex coding. Its responsive design options and user-friendly features cater to both beginners and experienced designers, enabling the creation of professional-looking websites in a short period.

1.2 PROJECT OVERVIEW

The 'How to Create a Brand Promo Video Using Canva' project for 'Serenity Stones' jewellery store embodies a strategic approach to visually narrating the brand's story, emphasizing the intricate craftsmanship and timeless allure of its jewellery pieces. By harnessing Canva's intuitive design features, the project aims to craft a promotional video that captivates the audience, instills a sense of sophistication, and fosters an emotional connection with the brand's elegant offerings.

The project 'How to Create a Brand Promo Video Using Canva' for 'Serenity Stones' jewellery store aims to showcase the brand's unique collection of exquisite jewellery pieces through a visually captivating and compelling promotional video created using Canva's versatile design features and editing tools.

1.2 PURPOSE

Through the utilization of Canva's versatile toolkit, the project seeks to achieve a twofold purpose: to showcase the artistry and uniqueness of Serenity Stones' jewellery collection in a visually compelling manner, and to engage the audience on a deeper emotional level, creating an enduring resonance that positions the brand as a symbol of elegance and refinement within the jewellery industry. The project's ultimate aim is to elevate Serenity Stones' brand visibility and establish a strong and lasting connection with jewellery enthusiasts and connoisseurs.

The purpose of this project is to leverage Canva's user-friendly interface and creative capabilities to develop a visually stunning and engaging brand promo video that effectively communicates the elegance, craftsmanship, and emotional significance of Serenity Stones' jewellery, captivating the target audience and fostering brand awareness and engagement.

By intricately weaving together captivating visuals, evocative storytelling, and strategic branding elements, the project aims to evoke a sense of elegance, sophistication, and emotional resonance among the target audience, fostering a deeper connection with the brand's values and craftsmanship. The primary objective is to elevate Serenity Stones' brand presence, accentuate its unique offerings, and create a lasting impression that positions the brand as a symbol of timeless beauty and refined luxury within the jewelry industry.

CHAPTER 2

BRAINSTORMING AND IDEATION PHASE

2.1 PROBLEM STATEMENT AND UNDERSTANDING

Problem statement:

The jewellery market is inundated with an array of brands vying for consumer attention, making it imperative for Serenity Stones to differentiate itself through a distinctive brand narrative and compelling promotional content. The project's problem statement delves into a comprehensive understanding of the challenges and opportunities inherent within the jewellery industry, emphasizing the critical need for Serenity Stones to carve a unique identity that resonates with the discerning tastes and preferences of its target audience.

In recognizing the evolving consumer trends and preferences within the luxury jewellery segment, the project aims to address the underlying challenges faced by Serenity Stones, including the need to establish a strong emotional connection with customers, effectively communicate the brand's commitment to craftsmanship and elegance, and differentiate its offerings within a competitive landscape characterized by diverse aesthetic preferences and evolving fashion sensibilities.

Understanding:

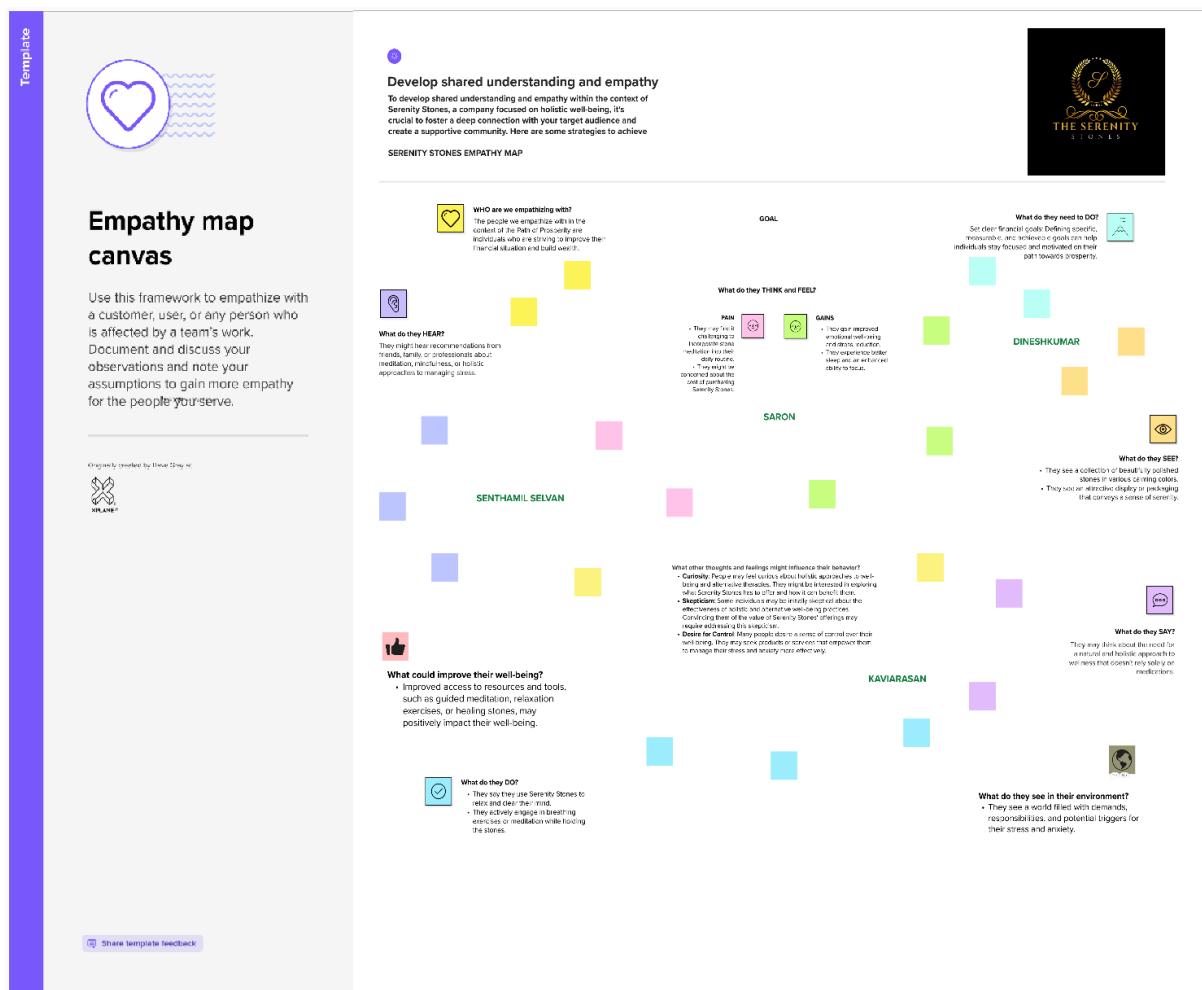
Through a detailed analysis of market trends, consumer behaviour patterns, and competitor positioning, the project seeks to identify the key pain points and unmet needs of the target audience, ensuring that the brand promo video addresses these concerns in a compelling and emotionally resonant manner.

By understanding the audience's desire for timeless elegance, impeccable craftsmanship, and a sense of emotional attachment to their jewellery purchases, the project aims to craft a promotional video that embodies the essence of sophistication, allure, and exclusivity, effectively positioning Serenity Stones as a coveted symbol of refined luxury and enduring beauty within the jewellery industry.

2.2 EMPATHY MAPPING CANVAS

Building upon the foundation of the problem statement, the project constructs an elaborate empathy map canvas that encompasses the target audience's diverse thoughts, feelings, and behavioural patterns associated with their jewellery preferences and purchase decisions.

By immersing in the audience's perspectives, motivations, and pain points, the project team gains invaluable insights that inform the empathetic design of the brand promo video, enabling the seamless integration of emotionally resonant narratives, captivating visuals, and relatable storytelling elements that foster a genuine and lasting connection with the audience's aspirations and desires.



2.3 BRAINSTORMING AND IDEATION PHASE

The brainstorming and ideation phase cultivates a collaborative and creative environment that encourages the generation of innovative ideas, visual concepts, and storytelling narratives, all centered around Serenity Stones' brand identity and jewellery offerings. Through active ideation sessions, the project team explores diverse creative avenues, experimenting with visual aesthetics, narrative structures, and thematic elements that showcase the brand's elegance, sophistication, and timeless appeal, fostering an atmosphere of creative exploration and artistic expression that shapes the foundation for the development of a compelling and visually captivating brand promo video.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Template



Brainstorm & idea prioritization

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

⌚ 3 DAYS to prepare
⌚ 3 DAYS to collaborate
👤 3-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 15 minutes

TEAM GATHERING

Create 5 HMW statements before the activity to propose them to the team.

Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Passion and Expertise:** Choose an idea that aligns with your interests, knowledge, and skills.
2. **Market Demand:** Research the market to determine which idea is likely to have the highest demand and potential for growth.
3. **Resources:** Assess the resources needed for each idea in terms of materials, time, and funding.
4. **Competition:** Analyze the competition in each niche and see where you can offer a unique selling proposition.
5. **Target Audience:** Consider your target audience and which idea would resonate most with them.
6. **Feasibility:** Assess the feasibility of each idea, including your ability to execute it successfully.

Open the website →

Ideas and prioritize

Creating a set of questions for a serenity stones concept is crucial for market research, understanding customer preferences, and developing a successful product or service. Let's brainstorm some questions and then prioritize them based on their importance:

⌚ 10 minutes

Meditation Garden with Serenity Stones

- Create a serene outdoor meditation garden filled with specially selected stones that have calming or grounding properties.
- Visitors can walk a predetermined path, stopping at each stone to meditate, reflect, or perform mindful activities.

Personalized Serenity Stone Jewelry

- Develop a line of custom-made jewelry featuring serenity stones chosen for their unique calming or healing properties.
- Customers can choose the stones and the jewelry design, creating a personalized and meaningful piece.

Zen Home Decor with Serenity Stones

- Create home decor items like coasters, candle holders, or wall art that incorporate serenity stones into their design.
- These items can help create a calming atmosphere in homes and promote mindfulness.

Virtual Serenity Stones Meditation App

- Develop a mobile app that offers guided meditation sessions centered around the use of virtual serenity stones.
- Users can choose stones with specific properties to focus on during their meditation.

Serenity Stones Subscription Box

- Create a subscription service that delivers a curated selection of serenity stones, along with information on their properties and suggested meditation practices, to subscribers each month.
- This idea can cater to the growing interest in crystals and wellness practices.

2 Brainstorm

Brainstorming ideas around "Serenity Stones," it's essential to consider your interests, skills, target audience, and the market demand for the chosen concept. You can also explore a combination of these concepts to create a unique and comprehensive serenity stones business.

⌚ 2 HOURS

KAVIYARASAN

SARON

- Reincarnation Stones**
 - Unique - look like real stones
 - Good for health and well-being
 - Good for meditation and relaxation
 - Good for stress relief
 - Good for overall well-being
 - Good for mental health
 - Good for physical health
 - Good for emotional health
- Customer Confidence**
 - Good for self-confidence
 - Good for mental health
 - Good for physical health
 - Good for emotional health
- Market Research**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis

SENTHAMEL SELVAN

- Customer Analysis**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis
- Market Research**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis
- Marketing Strategy**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis

DINESHKUMAR

KAVIYARASAN

- Marketing**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis
- Generalization**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis
- Customer Growth**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis

SENTHAMEL SELVAN

- Subscription Service**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis
- Promotion and Marketing**
 - Good for market analysis
 - Good for consumer insights
 - Good for market trends
 - Good for market research
 - Good for market analysis

TIP

You can also use Voting session tool to focus on the most popular ideas.

⌚ 3 HOURS

4 Prioritize

Priority

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes



After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

- Cluster related ideas**
- Vote on the most promising ideas**

Keep moving forward

- 2x2 Prioritization matrix**
- Storyboarding**

- Pre-mortem**
- Share template feedback**

2.4 PROPOSED SOLUTIONS

- Identifying Target Audience: Brainstorm to define the specific target audience for the website, considering demographics, interests, and user preferences. This will help in customizing the website design to cater to the audience's needs and preferences.
- Exploring Branding Elements: Ideate on the branding elements, including colours, fonts, and visual styles, to ensure consistency with the overall brand identity. Consider how these elements can be integrated into the website design to create a cohesive and recognizable brand image.
- Content Planning: Brainstorm content ideas such as compelling text, engaging visuals, and multimedia elements that effectively convey the brand's message and offerings. Consider the use of storytelling techniques to enhance user engagement and create a memorable browsing experience.
- User Experience Design: Ideate on the website's user interface and experience, focusing on intuitive navigation, clear calls-to-action, and a responsive layout for various devices. Discuss interactive features and functionalities that can enhance user engagement and encourage user interaction.
- Customization Options: Brainstorm ideas for customizing Canva's templates to create a unique and visually appealing website design. Discuss ways to modify layouts, graphics, and other design elements to reflect the brand's personality and differentiate the website from competitors.
- Integration of Multimedia: Explore the possibilities of integrating multimedia elements such as videos, animations, and interactive graphics to enhance the website's visual appeal and convey information in an engaging and interactive manner.
- SEO and Analytics Considerations: Ideate on strategies to optimize the website for search engines and discuss the integration of analytics tools to track user behaviour and measure the website's performance. Consider ways to incorporate relevant keywords and meta tags to improve the website's visibility and ranking on search engines.

- Responsive Design Planning: Brainstorm ideas for ensuring the website's responsiveness across various devices and screen sizes. Discuss strategies to optimize the website's layout and content to provide a seamless user experience on desktops, tablets, and smartphones.
- Call-to-Action Strategy: Ideate on effective call-to-action strategies that encourage user engagement and drive conversions. Discuss the placement of call-to-action buttons, forms, and other interactive elements to guide users toward desired actions, such as making a purchase or signing up for a newsletter.
- Feedback Mechanism: Brainstorm ideas for incorporating a feedback mechanism, such as user surveys or feedback forms, to gather insights on user satisfaction and identify areas for improvement. Discuss the implementation of user feedback to refine the website design and enhance the overall user experience.
- By considering these brainstorming and ideation ideas, the project report can lay a solid foundation for the website's design and development process, ensuring a comprehensive and well-thought-out approach to building a successful website using Canva.

CHAPTER 3

PROJECT ANALYSIS

3.1 FUNCTIONAL REQUIREMENTS

Platform Familiarity:

Users should be familiar with Canva's user interface, specifically the video creation section.

Template Selection:

Choose a video template that aligns with the serene and calming brand image of Serenity Stones. Templates should allow for easy insertion of images, text, and video clips.

Content Uploads:

Ensure all necessary visual assets (like Serenity Stones images, logo, and any pre-recorded clips) are uploaded to Canva. If there are specific brand fonts not available in Canva, upload them too.

Duration and Format:

Canva should be set to produce a video of 1-3 minutes in length. Choose an appropriate aspect ratio. Canva offers presets for various platforms such as Instagram Stories, Facebook, and more.

Visual Design:

Use Canva's drag-and-drop feature to position elements. Incorporate serene backgrounds, possibly using Canva's stock images or uploaded brand-specific visuals.

Utilize soft transitions available within Canva's video editing tools.

Text Elements:

Utilize text boxes for any necessary textual content, such as highlighting the benefits of Serenity Stones. Ensure consistency in font type and size throughout the video.

Audio:

Insert background music from Canva's library that embodies tranquility or upload a custom track. If voiceovers have been pre-recorded, upload and sync them with the video segments.

Branding Elements:

Use the logo of Serenity Stones prominently. Canva allows for transparent PNGs for better visual integration. If there's a tagline, ensure it's showcased stylishly using Canva's text effects.

Preview and Playback:

Utilize Canva's preview feature to ensure the video plays smoothly, transitions are well-timed, and audio is synced.

Download and Export:

Once satisfied with the design, download the video in a high-quality format suitable for its intended platforms (e.g., .MP4).

Consider various resolutions (like 1080p or 4K) based on where the video will be shared.

3.2 NON-FUNCTIONAL ANALYSIS

Performance:

Speed:

The video should load and play without lags or buffering on various platforms.

Responsiveness:

Elements within the video, such as animations or transitions, should occur smoothly and as intended.

Availability:

The video should be readily available for playback whenever accessed from the hosting platform, without extended downtimes.

Usability:

The video's design and content should be clear, engaging, and easy to understand. It should be accessible across various devices and platforms with consistent quality.

Reliability:

The video should not contain glitches, out-of-sync audio, or any discrepancies during playback. Any links or interactive elements within or associated with the video (if embedded) should function correctly.

Portability:

The video should be exportable from Canva in multiple formats, ensuring it's compatible with various platforms. It should be of a file size that is manageable for uploads but doesn't compromise on quality.

Maintainability:

The video file should be structured such that future edits or iterations can be made without redoing the entire video. Assets and elements used in the video should be organized and archived for easy retrieval and modifications.

Security:

The video, along with its associated assets, should be stored securely, ensuring unauthorized personnel can't alter or misuse them. If hosted online, ensure it's on platforms with appropriate security measures.

Scalability:

The video design should be such that it can be adapted or expanded upon in the future if the brand's messaging evolves or expands.

Consistency:

Regardless of where or how the video is viewed, the quality, messaging, and branding should remain consistent.

Accessibility:

If possible, the video should have subtitles or closed captions to cater to audiences with hearing impairments. Consideration for color palettes that are friendly to color-blind individuals.

CHAPTER 4

PROJECT DESIGN

4.1 User-Centric Navigation Design

The user-centric navigation design emphasizes the development of an intuitive and seamless navigation interface that prioritizes user accessibility and ease of exploration within the brand promo video. The design meticulously outlines a user-friendly menu structure, interactive overlays, and dynamic visual cues that guide the audience through Serenity Stones' jewellery collections, brand storytelling elements, and product highlights, fostering a seamless and immersive viewing journey that enables the audience to effortlessly engage with the brand's exquisite jewellery offerings and captivating brand narrative.

4.2 Branding Integration and Customization

4.2.1. Infusing Serenity Stones' Legacy :

In line with Serenity Stones' brand ethos and design philosophy, the project design emphasizes the meticulous integration of the brand's distinctive logo, typography, and visual identity into the promotional video's overarching design framework. By seamlessly incorporating the brand's visual aesthetics and design elements throughout the video, the project aims to establish a consistent and recognizable brand presence that resonates with the audience and fosters a lasting impression of Serenity Stones' unique design sensibilities and commitment to unparalleled craftsmanship.

4.2.2 Harmonious Visions :

The design further emphasizes the strategic customization of transition effects, thematic motifs, and visual compositions, ensuring that each visual element harmoniously aligns with the brand's narrative and emotional resonance. By infusing the promotional video with elegant transition effects, captivating animations, and thematic colour palettes inspired by the brand's signature jewelry collections, the project creates a visually stunning and cohesive representation that encapsulates the brand's timeless elegance, sophistication, and enduring allure.

Moreover, the project design highlights the seamless incorporation of Serenity Stones' distinct colour palette and thematic motifs, reflecting the brand's dedication to capturing the essence of natural beauty, elegance, and grace within each jewellery piece. By infusing the promotional video with a harmonious blend of rich hues, vibrant textures, and evocative visual symbolism, the design aims to evoke a sense of emotional connection and appreciation for the brand's intricate design details and meticulous craftsmanship, establishing Serenity Stones as a premier destination for discerning individuals seeking exquisite and timeless jewellery pieces that reflect their refined tastes and personal style preferences.

4.2.3 Craftsmanship :

By meticulously customizing each visual element and thematic motif to reflect the essence of Serenity Stones' brand identity and design aesthetics, the project design aims to create a visually captivating and emotionally resonant brand promo video that conveys the brand's unique market positioning and fosters a genuine and enduring connection with the audience, positioning Serenity Stones as a distinguished purveyor of elegance, beauty, and luxury within the dynamic landscape of the jewellery industry.

4.3 Integration plugins and Widgets

The project design incorporates the seamless integration of multimedia plugins and interactive widgets that enhance the promotional video's visual appeal and user engagement capabilities. This integration encompasses the strategic implementation of dynamic visual effects, immersive audio enhancements, and interactive call-to-action elements that encourage audience participation, amplifying the promotional video's interactivity and fostering a sense of active audience involvement and exploration within the enchanting world of Serenity Stones' jewellery craftsmanship and design excellence.

4.4 Responsive Design and Cross-Platform Compatibility :

The project design ensures the seamless implementation of a responsive video design that optimizes cross-platform compatibility and accessibility across various digital devices and screen sizes. The design meticulously addresses the importance of dynamic layout adjustments, image optimization, and video scaling techniques that guarantee an immersive and visually captivating viewing experience for the audience, regardless of the device or platform used, thereby fostering an inclusive and accessible brand experience that transcends geographical boundaries and technological constraints.

By incorporating these design considerations, the project aims to create a visually stunning and immersive brand promo video for Serenity Stones, fostering an intuitive and engaging viewing experience that captivates the audience's attention, fosters brand loyalty, and reinforces the brand's positioning as a distinguished purveyor of elegance and luxury within the competitive landscape of the jewellery industry.

CHAPTER 5

DIGITAL MARKETING STRATEGY

5.1 Optimizing for Mobile and SEO :

In today's digital landscape, the optimization of content for mobile devices and enhanced search engine visibility plays a crucial role in reaching and engaging a diverse and global audience base. The digital marketing strategy for Serenity Stones' brand promo video emphasizes the meticulous optimization for mobile and robust SEO implementation to maximize online visibility and audience engagement.

5.1.1 Mobile Optimization Strategy:

With the increasing prevalence of mobile usage among consumers, the digital marketing strategy prioritizes a comprehensive mobile optimization strategy for the brand promo video. This strategy involves the implementation of responsive design techniques, ensuring that the promotional video adapts seamlessly to various screen sizes and mobile platforms.

By prioritizing mobile-friendly layouts, intuitive navigation, and adaptive video streaming capabilities, the strategy aims to provide a seamless and immersive viewing experience for mobile users, fostering increased engagement and retention among the target audience. By embracing a mobile-first approach, the strategy ensures that Serenity Stones' brand promo video remains accessible, engaging, and visually appealing across a diverse range of mobile devices, catering to the evolving preferences and behaviours of modern digital consumers.

5.1.2 SEO Enhancement Approach:

In an ever-expanding digital marketplace, effective search engine optimization (SEO) techniques are vital for enhancing online visibility, driving organic traffic, and fostering meaningful audience engagement. The digital marketing strategy outlines a comprehensive approach to enhancing the brand promo video's search engine visibility and discoverability. This approach involves thorough keyword research to identify relevant and high-impact search terms that align with Serenity Stones' brand narrative and jewellery offerings.

5.2 Rationale for chosen digital channels and platforms

In the ever-evolving landscape of digital marketing, selecting the most effective and relevant digital channels and platforms plays a pivotal role in amplifying a brand's online presence, fostering meaningful engagement, and nurturing a vibrant and engaged online community. The digital marketing strategy for Serenity Stones' brand promo video underscores the rationale behind the careful selection of specific digital channels and platforms, aligning with the brand's target audience demographics, preferences, and online behaviour.

5.2.1 Social Media Engagement Strategy:

The digital marketing strategy places a strategic emphasis on leveraging specific social media platforms to engage with Serenity Stones' target audience and foster meaningful interactions within the jewellery community. By selecting prominent platforms such as Instagram, Facebook, and Pinterest, the strategy aims to capitalize on the visual-centric nature of these platforms to showcase Serenity Stones' exquisite jewellery collections, design inspirations, and brand narrative. Through the implementation of visually immersive content formats, interactive storytelling features, and targeted advertising campaigns, the strategy aims to amplify the brand promo video's visibility, drive audience engagement, and foster a vibrant and engaged online community that resonates with the brand's design aesthetics and emotional appeal. By fostering an inclusive and interactive social media engagement strategy, the strategy positions Serenity Stones as a prominent and approachable presence within the jewellery community, fostering a sense of belonging and community engagement among jewellery enthusiasts, connoisseurs, and potential customers.

5.2.2 Online Forum and Community Participation Plan:

Moreover, the digital marketing strategy outlines a strategic participation plan for industry-specific online forums, jewellery communities, and digital platforms dedicated to artisanal craftsmanship and luxury jewellery appreciation. By actively contributing to these specialized platforms, the strategy aims to establish Serenity Stones as an authoritative and reputable voice within the jewellery industry, fostering trust, credibility, and positive brand associations among industry professionals and discerning jewellery enthusiasts.

Through the sharing of expert insights, meaningful conversations, and captivating visual content, the strategy seeks to position Serenity Stones as a trusted and recognized authority within the jewellery community, fostering a sense of expertise, credibility, and industry leadership. By engaging in meaningful dialogue, knowledge sharing, and community participation, the strategy aims to nurture a loyal and engaged community of jewellery enthusiasts and potential customers, fostering brand advocacy and positive word-of-mouth referrals within the niche and competitive landscape of the jewellery industry.

5.2.3 Content Aggregation and Curation Approach:

The digital marketing strategy emphasizes a proactive content aggregation and curation approach, leveraging reputable and industry-specific content platforms, such as jewellery-focused blogs, digital magazines, and online publications. By strategically curating and sharing relevant industry insights, design trends, and jewellery craftsmanship highlights, the strategy aims to position Serenity Stones as a knowledgeable and influential thought leader within the jewellery industry. Through the dissemination of curated content that reflects the brand's design sensibilities, commitment to excellence, and dedication to storytelling, the strategy fosters a sense of industry expertise, credibility, and educational value among jewellery enthusiasts and potential customers, positioning Serenity Stones as a reliable and trusted source for authentic and insightful jewellery-related content and information.

5.3 Key messaging decisions :

In the realm of digital marketing, crafting compelling and resonant messaging is paramount to effectively communicate a brand's values, ethos, and unique value proposition to the target audience. The digital marketing strategy for Serenity Stones' brand promo video focuses on key messaging decisions that encapsulate the brand's narrative, values, and emotional resonance, fostering a genuine and enduring connection with the audience.

5.3.1 Brand Storytelling Narrative:

At the heart of the digital marketing strategy lies the development of a captivating brand storytelling narrative that encapsulates the essence of Serenity Stones' heritage, craftsmanship, and commitment to timeless elegance. The strategy emphasizes the creation of an emotive and engaging narrative that weaves together the brand's rich history, design philosophy, and dedication to exquisite jewellery craftsmanship. By integrating emotive storytelling elements, evocative imagery, and compelling anecdotes, the strategy aims to foster an emotional connection and appreciation for the brand's unique narrative, resonating with the audience's aspirations for beauty, elegance, and individuality.

Through the seamless integration of captivating storytelling techniques, the strategy positions Serenity Stones as a trusted and cherished companion in the wearer's journey of self-expression, celebration, and timeless sophistication, fostering a deep and meaningful brand-customer relationship that transcends traditional marketing boundaries and resonates with the audience's innermost sentiments and aspirations.

5.3.2 Emotive Value Proposition Communication:

Furthermore, the digital marketing strategy emphasizes the effective communication of Serenity Stones' emotive value proposition, underscoring the brand's commitment to crafting personalized and meaningful jewellery pieces that reflect the wearer's unique style preferences, personal narratives, and emotional connections. The strategy aims to articulate the brand's dedication to individuality, elegance, and enduring beauty, positioning each jewellery piece.

5.3.3 Brand Artifacts :

By highlighting the brand's bespoke craftsmanship, attention to detail, and dedication to creating jewellery that transcends trends and fads, the strategy fosters a deep and meaningful brand-customer relationship, positioning Serenity Stones as a trusted and cherished companion in the wearer's journey of self-expression and timeless sophistication. Through the seamless integration of emotive value proposition communication, the strategy fosters brand loyalty, advocacy, and an enduring emotional connection that resonates with the audience's refined tastes and appreciation for authentic and heartfelt jewellery experiences.

5.4 Branding Decisions for 'SERENOTY STONES' Jewellery Brand:

5.4.1 Branding Decision :

Establishing a cohesive and compelling brand identity is crucial for creating a lasting and resonant connection with the target audience, fostering brand recognition, and cultivating a sense of trust and loyalty within the competitive landscape of the jewellery industry. The digital marketing strategy for Serenity Stones' brand promo video emphasizes the strategic integration of the brand's visual identity, thematic motifs, and market positioning across various digital marketing channels and platforms, ensuring a consistent and engaging brand narrative that aligns with the audience's refined tastes and appreciation for elegance, beauty, and craftsmanship.

5.4.2 Visual Brand Identity Integration:

The digital marketing strategy places a strong emphasis on the seamless integration of Serenity Stones' visual brand identity across all digital marketing assets and collateral. By strategically incorporating the brand's distinct colour palette, typography, and thematic motifs into social media graphics, website banners, and promotional content, the strategy aims to establish a recognizable and cohesive brand presence that resonates with the audience, fostering a lasting and memorable impression of Serenity Stones' timeless elegance and enduring allure. Through the cohesive integration of visual brand elements that reflect the brand's commitment to sophistication, grace, and artisanal craftsmanship, the strategy positions Serenity Stones as a distinguished symbol of beauty and luxury within the competitive landscape of the jewellery industry, fostering brand recognition and loyalty among discerning individuals seeking personalized and meaningful jewellery pieces that reflect their refined tastes and personal narratives.

5.4.3 Thematic Brand Consistency Enforcement:

Moreover, the digital marketing strategy underscores the enforcement of thematic brand consistency across all digital marketing channels and platforms. By ensuring that each branding element, colour palette, and visual motif aligns seamlessly with Serenity Stones' design philosophy and market positioning, the strategy aims to establish a cohesive and engaging brand narrative that resonates with the audience's preferences for elegance, beauty, and individuality.

Through the strategic enforcement of thematic brand consistency, the strategy fosters a deep and enduring emotional connection between the brand and its audience, positioning Serenity Stones as a trusted and cherished companion in each wearer's journey of self-expression and timeless sophistication. By upholding a consistent and captivating brand narrative that reflects the brand's dedication to elegance and grace, the strategy fosters a lasting and impactful brand presence that resonates with the audience's refined tastes and appreciation for exquisite and personalized jewellery experiences.

5.4.4 Authenticity and Transparency in Brand Communication:

The digital marketing strategy emphasizes the importance of authenticity and transparency in brand communication, underscoring Serenity Stones' commitment to genuine and heartfelt brand-customer interactions. By fostering open and honest communication channels, responsive customer service initiatives, and transparent brand values, the strategy aims to foster a sense of trust, credibility, and brand loyalty among Serenity Stones' customer base. Through the consistent communication of the brand's values, ethical practices, and dedication to customer satisfaction, the strategy positions Serenity Stones as a reputable and trusted destination for personalized and meaningful jewellery experiences, fostering a deep and lasting emotional connection with the audience and positioning the brand as a distinguished and cherished symbol of elegance and beauty within the dynamic and competitive landscape of the jewellery industry

CHAPTER 6

IMPLEMENTATION PLAN

6.1 Brand Logo

The logo serves as the visual representation of the brand's identity and is a crucial element in establishing brand recognition and fostering a memorable brand image. For the project 'Create a brand promo video using Canva, the logo for the brand promo video can be introduced and defined as the primary visual mark that embodies the brand's unique values, mission, and aesthetic essence. Utilizing Canva design tools, the logo can be created to reflect the brand's personality, incorporating relevant design elements, colour schemes, and typography that align with the brand's overall visual identity.



This is the logo of our brand “SERENITY STONES” under the category of jewellery.

6.2 Content Marketing

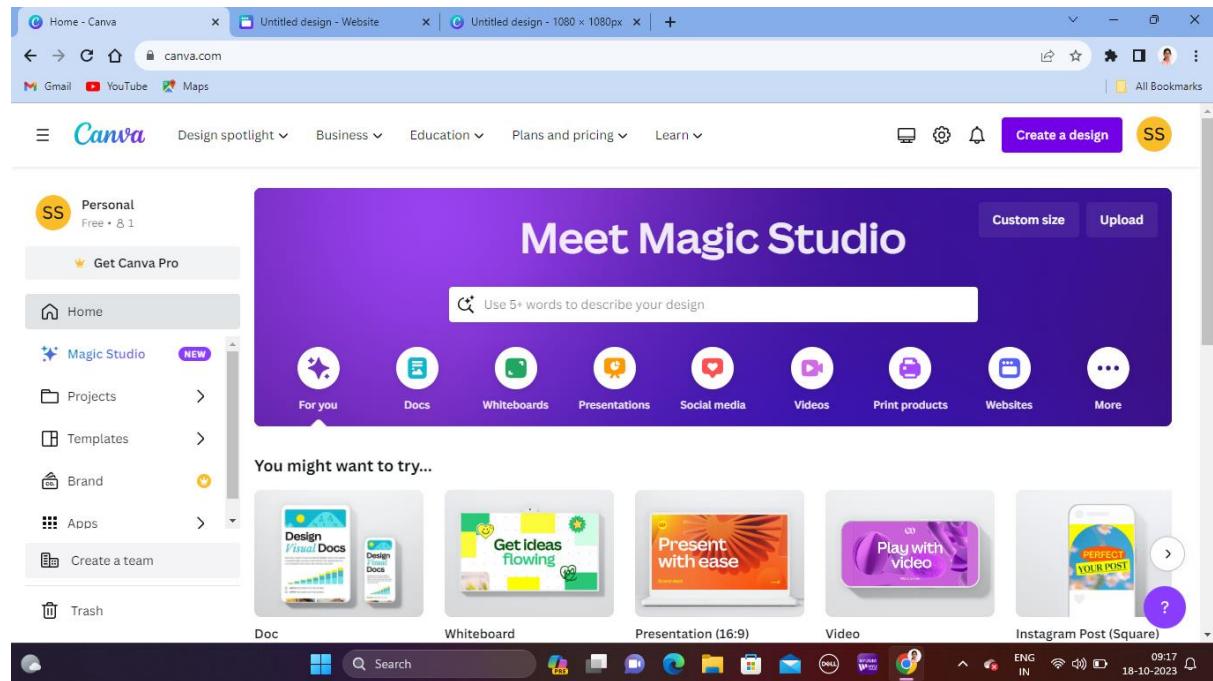
To access Canva's user-friendly design platform, follow these simple steps:

Step 1: Open a Web Browser

Launch your preferred web browser, such as Google Chrome

Step 2: Visit the Canva Website

Type www.canva.com in the address bar and press "Enter" to navigate to Canva's official website.



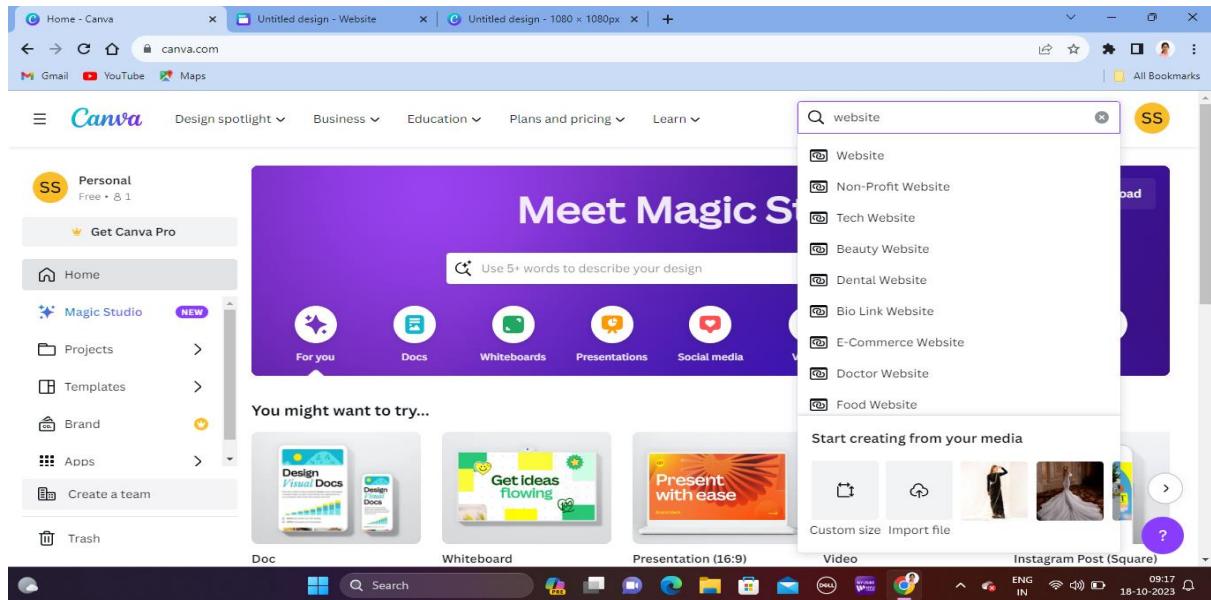
Step 3: Sign In or Sign Up

If you already have a Canva account, click on the "Log In" button and enter your credentials to access your account. If you are new to Canva, click on the "Sign Up" button and follow the prompts to create a new account.

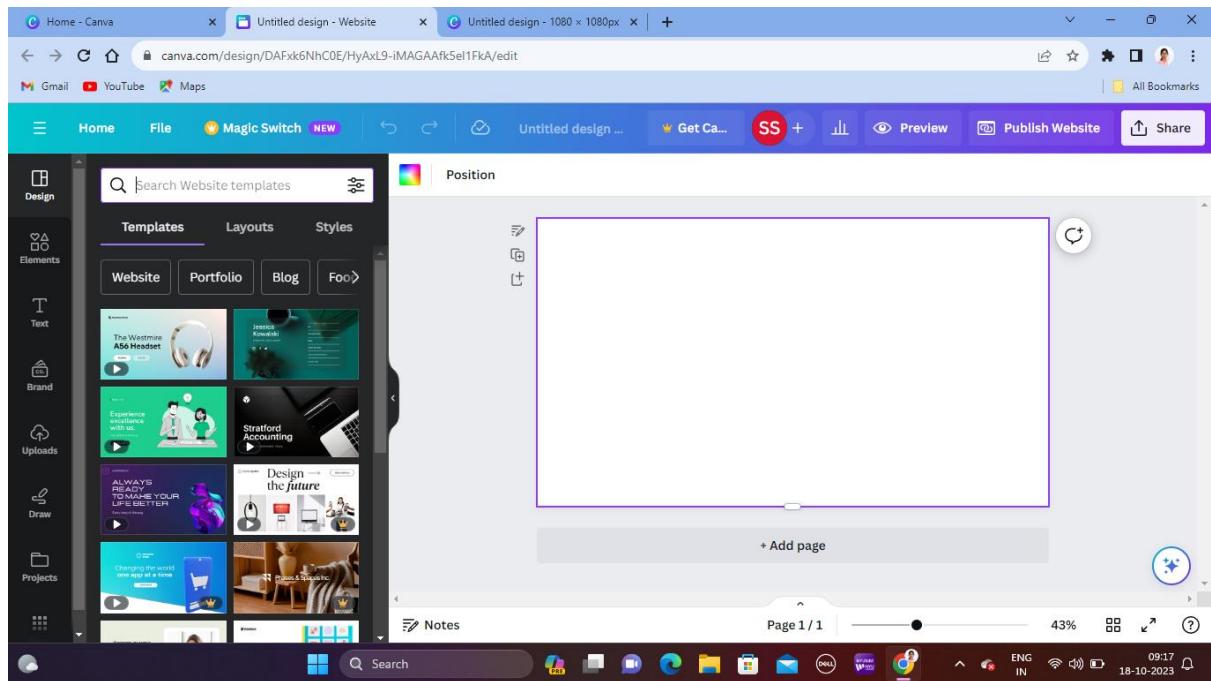
Step 4: Explore the Dashboard

Once you are logged in, you will be directed to the Canva dashboard, which serves as the central hub for all your design projects.

Step 5: Search for website



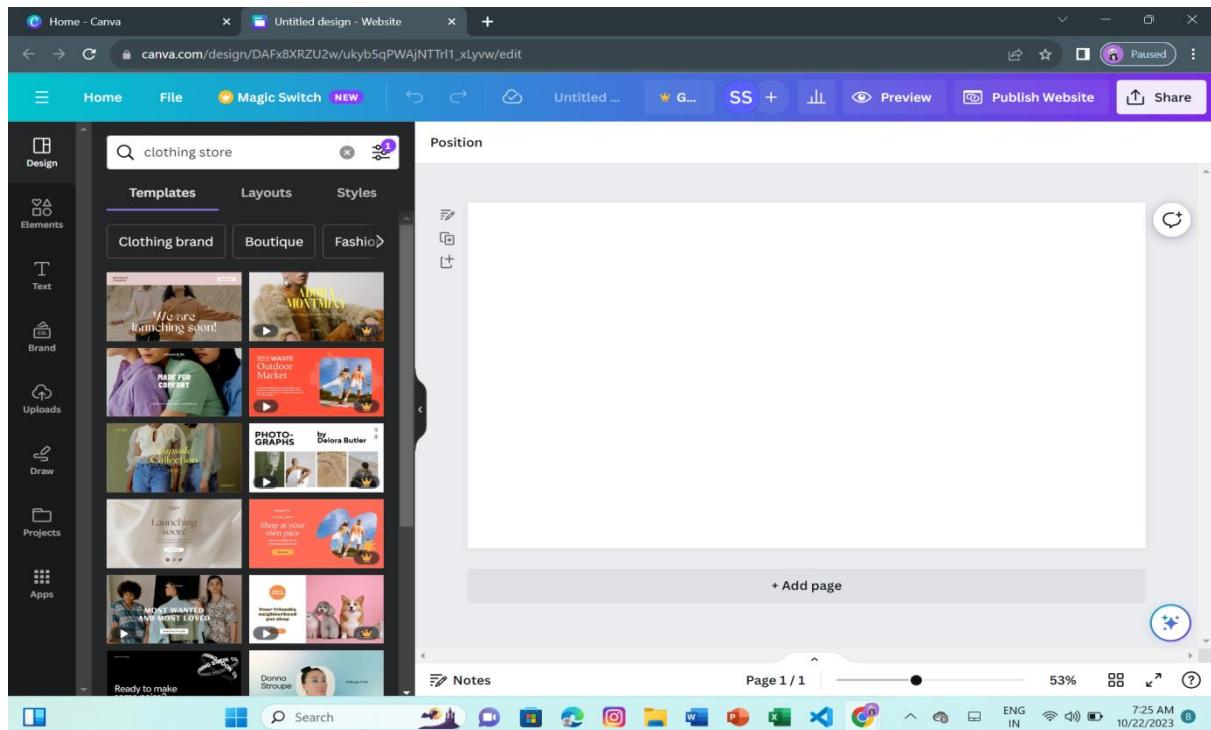
On the top right corner you can see a search bar, search for Promo video templates.



Then you will be navigated to a blank template page to edit the promo video.

Step 6: Choosing a Template for promo video

Browse through the available templates for brand promo video to find the most suitable one for your project. Select the desired template by clicking on it to begin the editing process.



Step 7: Customizing the Template

Utilize Canva's user-friendly editing tools to customize the template for the brand promo video according to your brand's style and preferences. Edit the template's text, images, colours, and layout to align with your brand's unique identity and aesthetic.

➤ Accessing Canva:

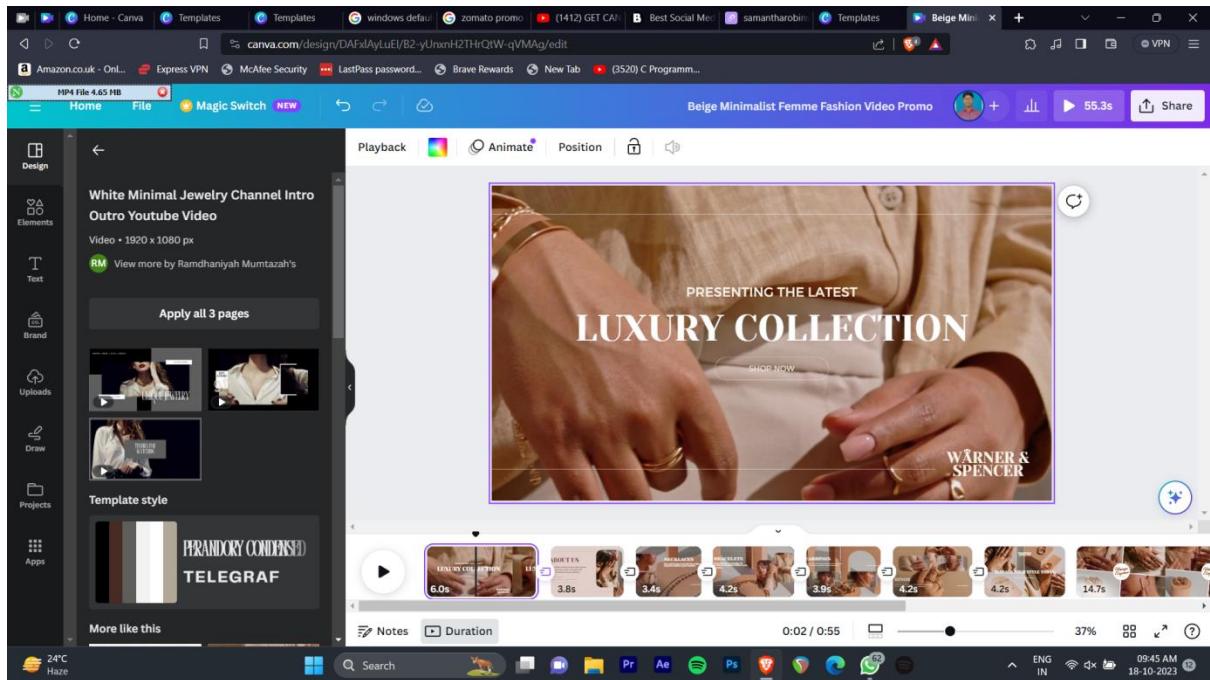
Immerse yourself in the digital wonderland of Canva, your gateway to infinite design possibilities.

➤ Creating a New Design:

Click, and watch as the "Create" button ignites a spark of creativity, signaling the start of your design journey.

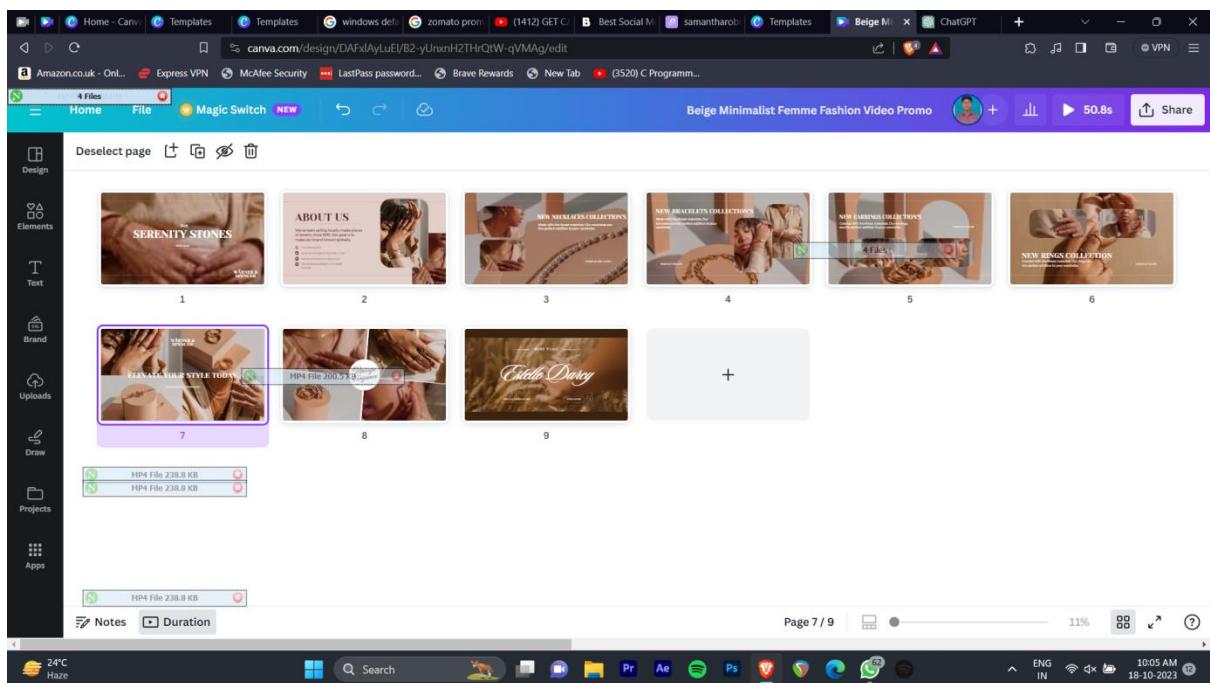
➤ Selecting Promo video Design:

Type 'P-R-O-M-O V-I-D-E-O' in the search bar, and witness as the letters dance into a magical portal leading you to a realm of promo video design options.



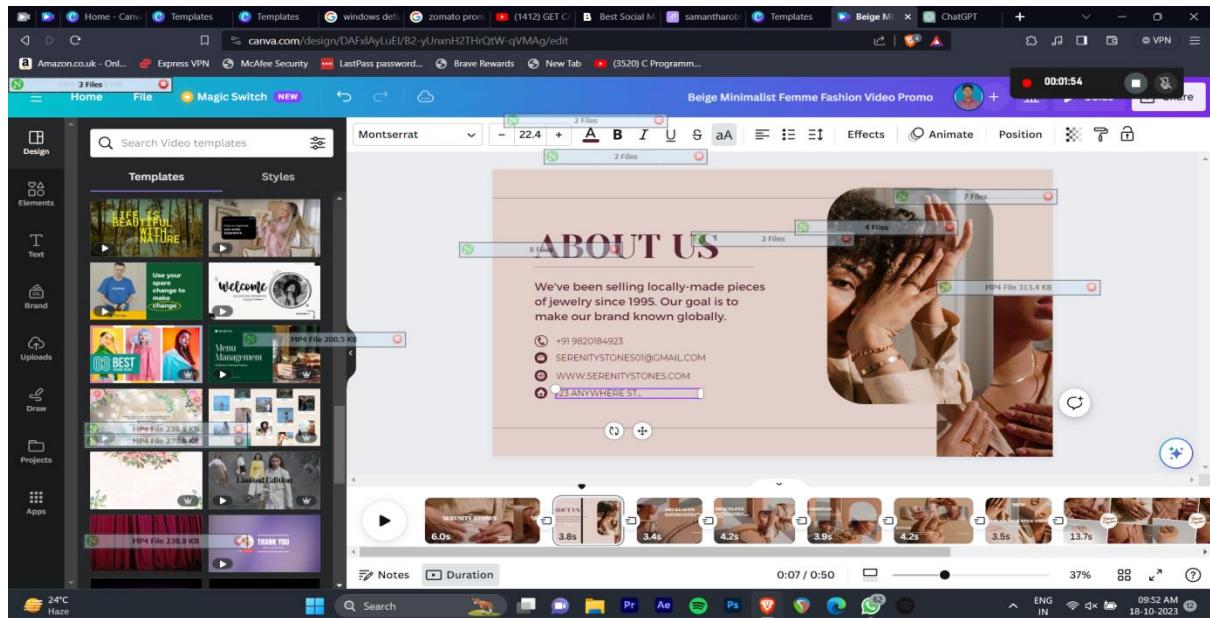
Step 8: Add pages for the video

Click the + icon to add new page and choose different templates of your liking to make the video longer.



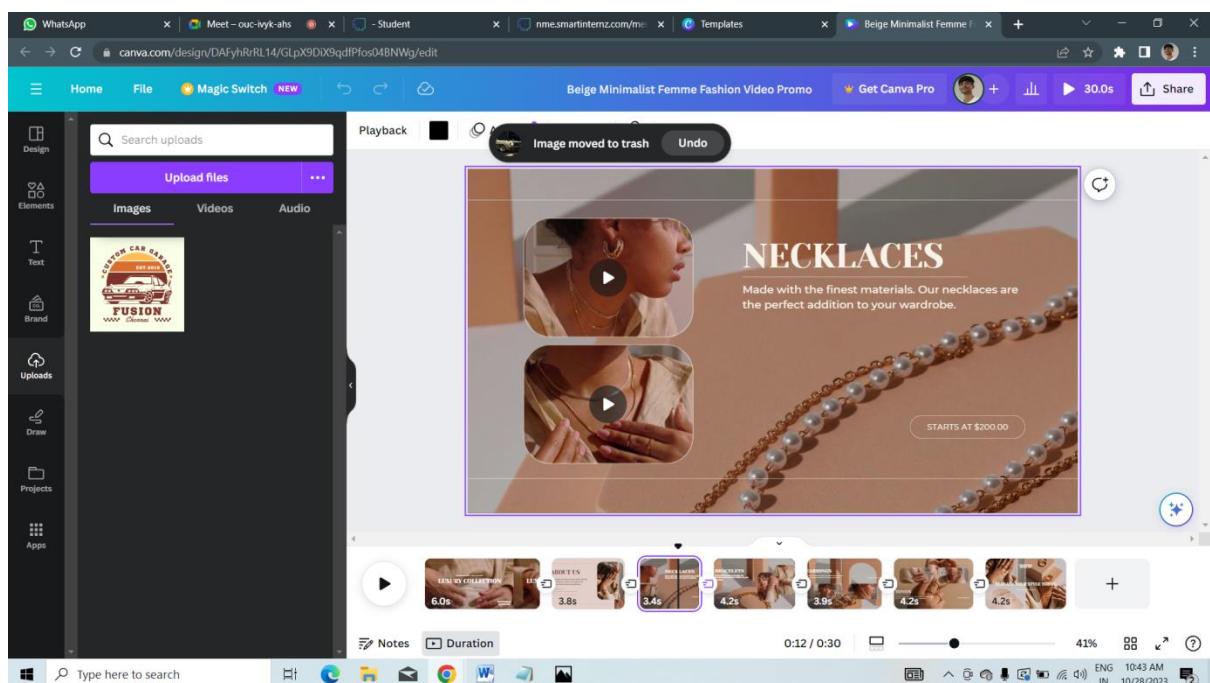
Step 9: Edit text content

Customize the selected template by incorporating Serenity Stones' logo, color palette, typography, and thematic motifs. Modify the video elements, transitions, and visual effects to resonate with the brand's elegance and timeless appeal.



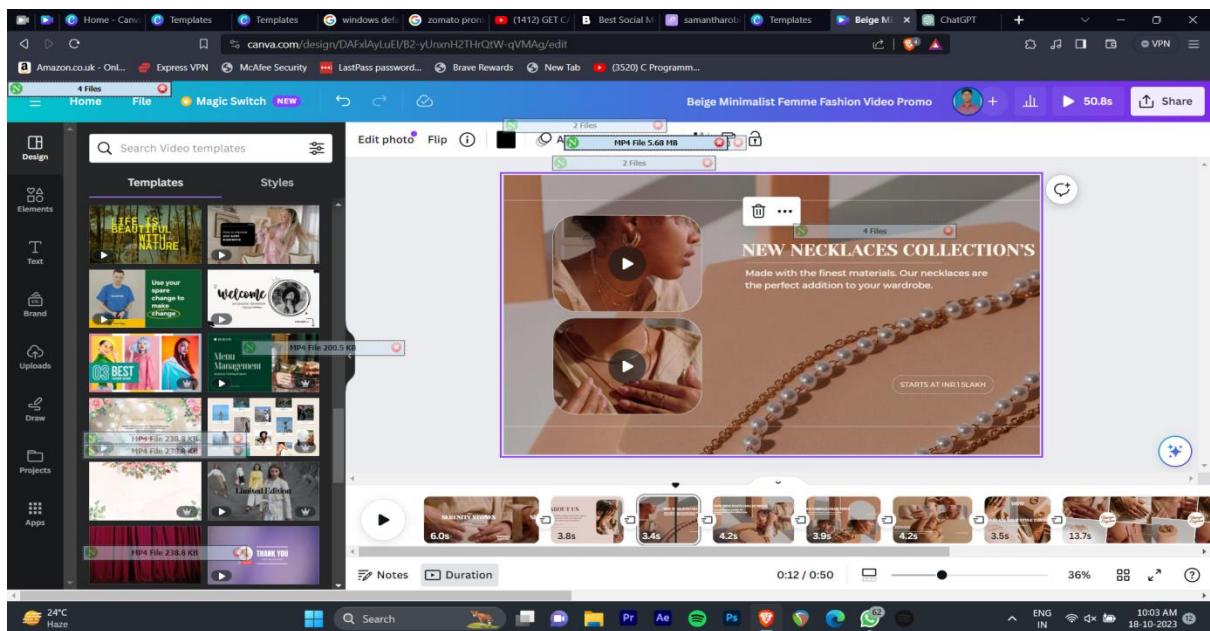
Step 10: Uploads the images and logo to the template

We can upload our brand related images and logo's by clicking the upload option which is shown on the left side of the edit bar.



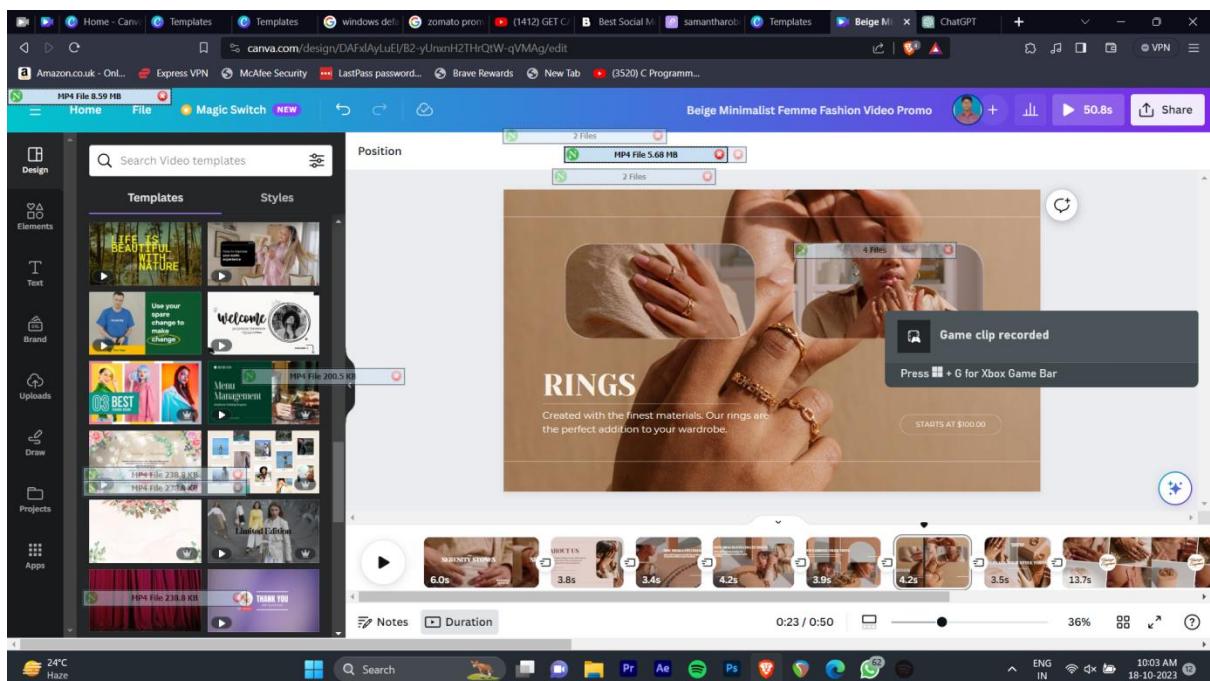
Step 11: Edit the background

Within the Canva editing interface, navigate to the "Background" tab located on the left-hand side of the screen. Choose a colour palette that resonates with the brand's elegance, sophistication, and thematic sensibilities. Adjust the background colour by selecting the "Colour" option and exploring the various shades and gradients available.



Step 12: Background colour editing

click the box icon and edit the background colour.



Step 13 : Animation for the template

Click the animate option on the top of the edit bar, We can animate the template for our promo video.

Selecting Animation Effects:

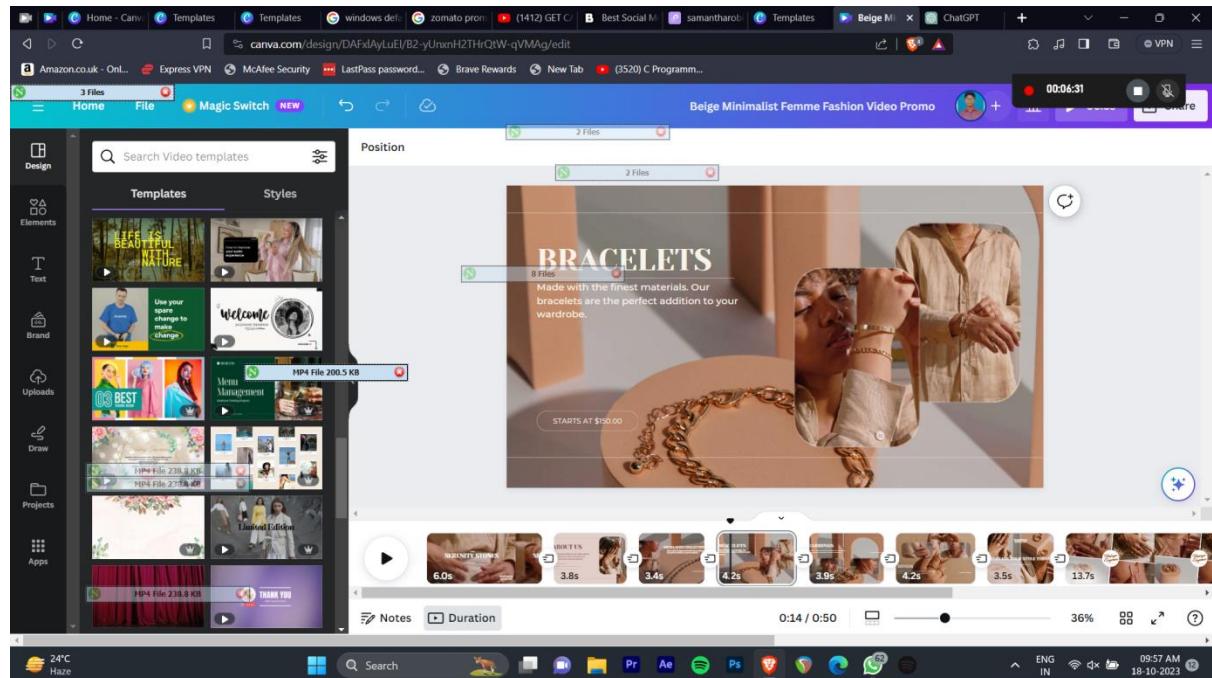
- Within the Canva video editing interface, navigate to the "Animations" tab located on the left-hand side of the screen.

Applying Animation Effects:

- Choose animation effects that resonate with the brand's elegance, sophistication, and thematic sensibilities. Implement subtle transitions, captivating visual effects, and engaging motion graphics that elevate the brand promo video's visual appeal and storytelling capabilities.

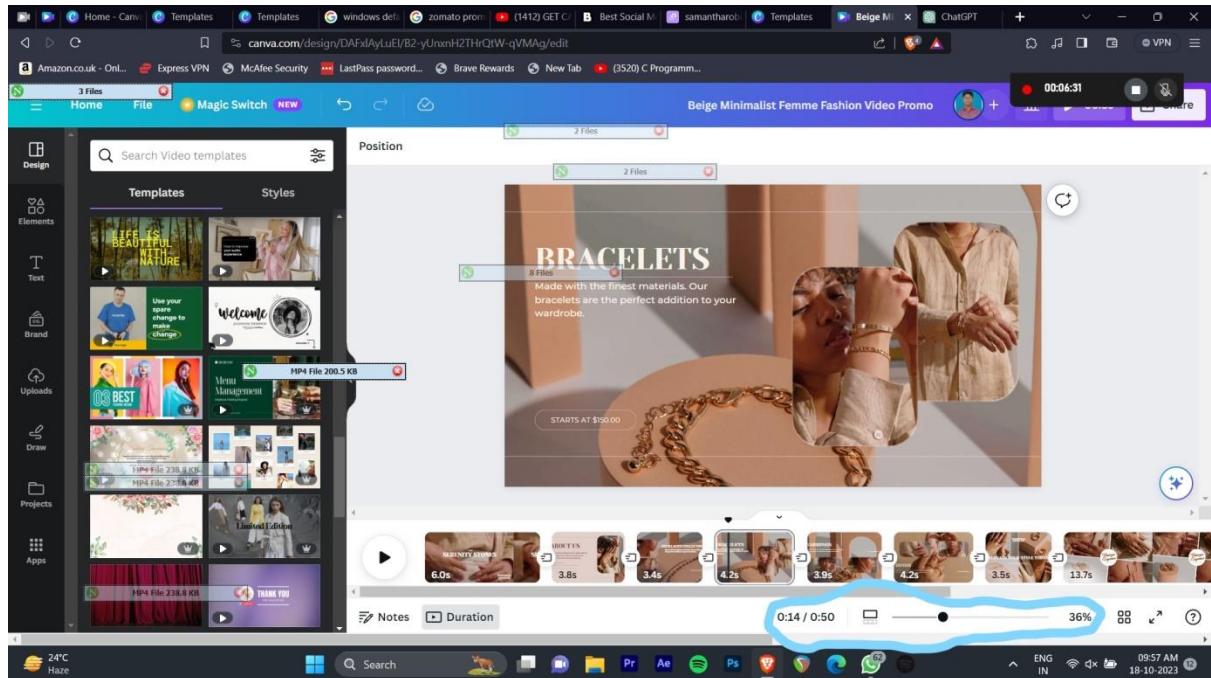
Customizing Animation Timelines:

- Adjust the timing and sequencing of animation effects to create a seamless and visually engaging narrative flow that accentuates the brand's design aesthetics and emotional resonance. Utilize the timeline editor to fine-tune the animation sequences and ensure a cohesive and immersive viewing experience for the audience.

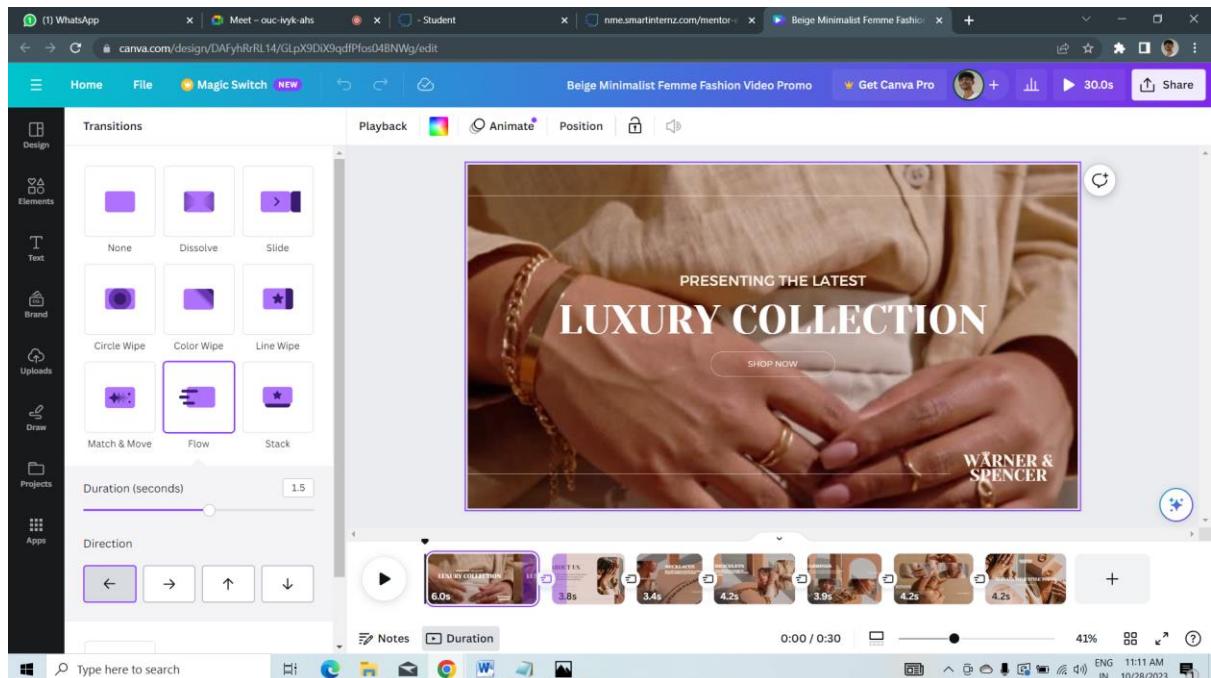


Step 14 : Transition for the template

you can increase or decrease the length of the video by selecting the edge and dragging it.

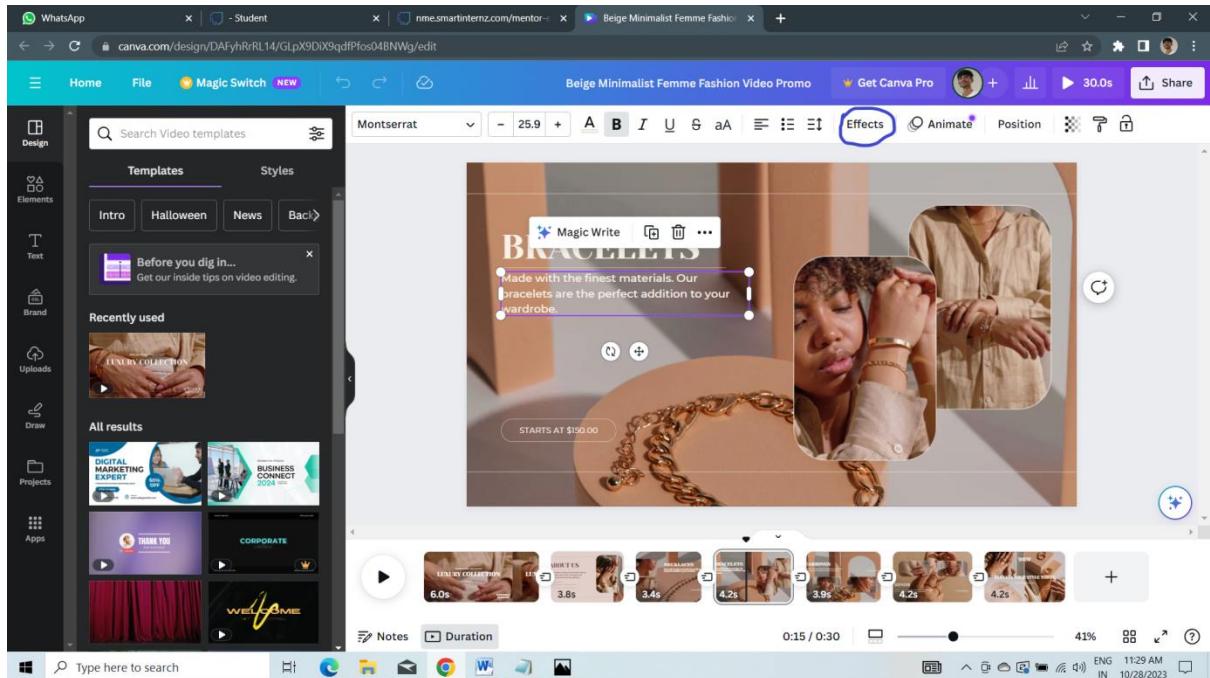


By selection the transition button we can add different transition in between every templates.

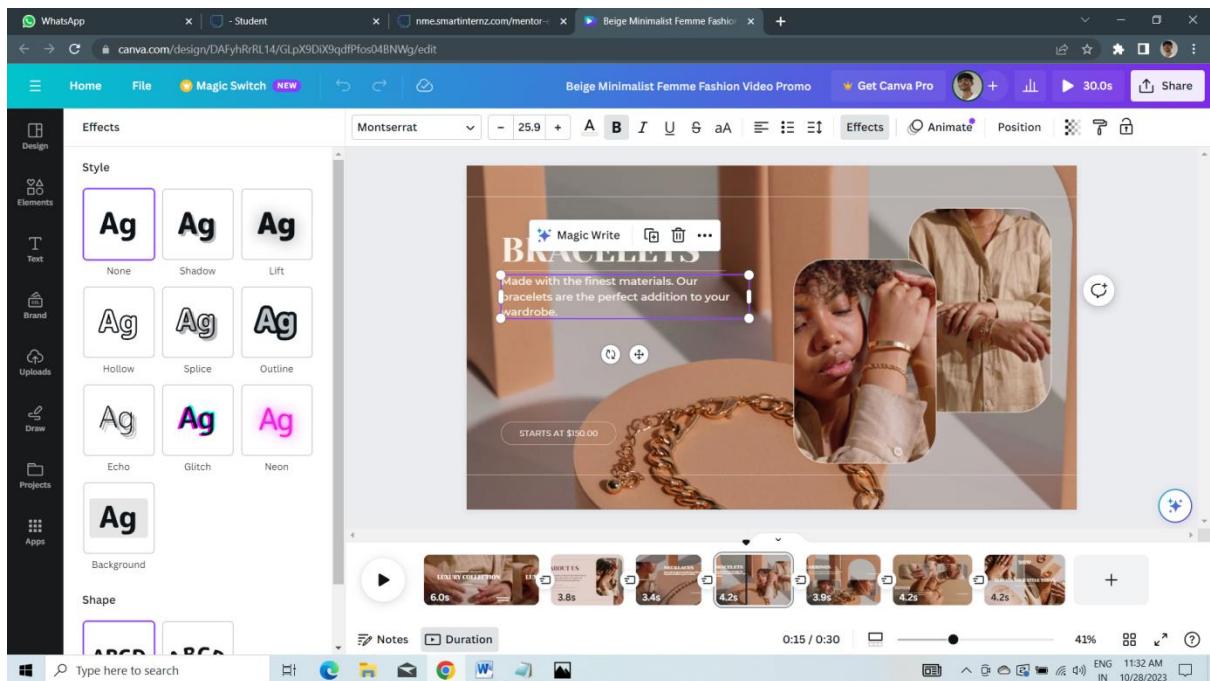


Step 15 : Adding text effects

Click on the effect option on the top bar and some effects to the text that your given in the template which makes the content more attractive.

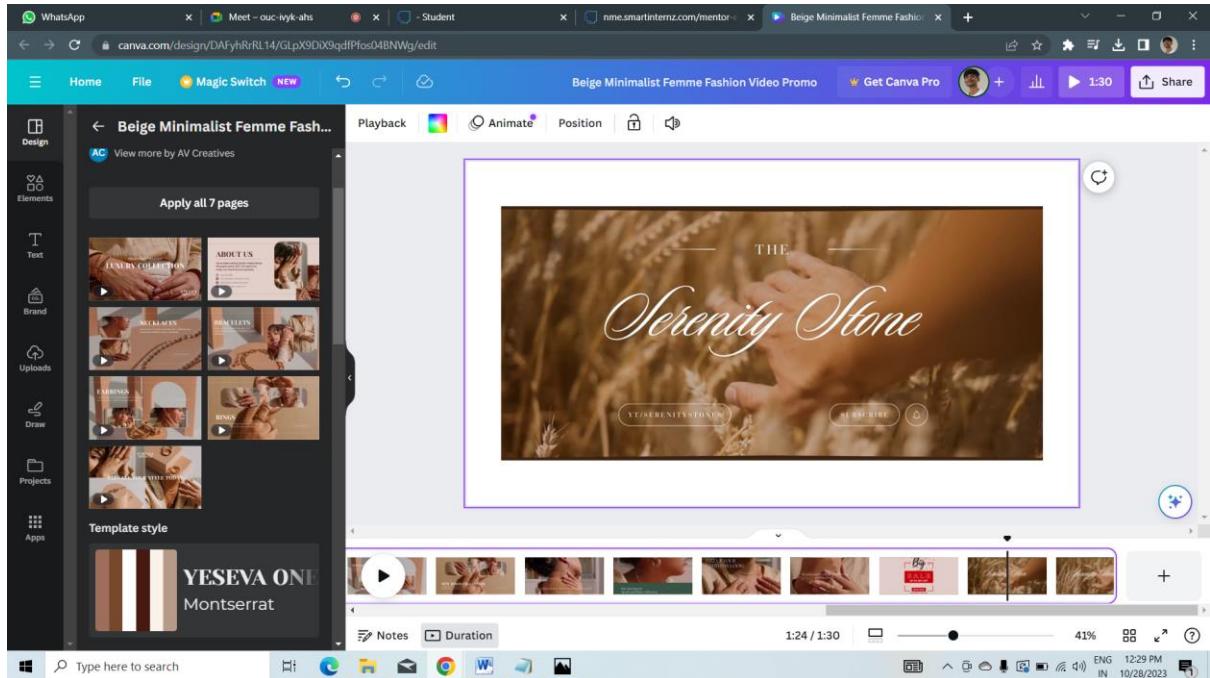


After clicking the effects option you can see the effective letters for your text on the left side.



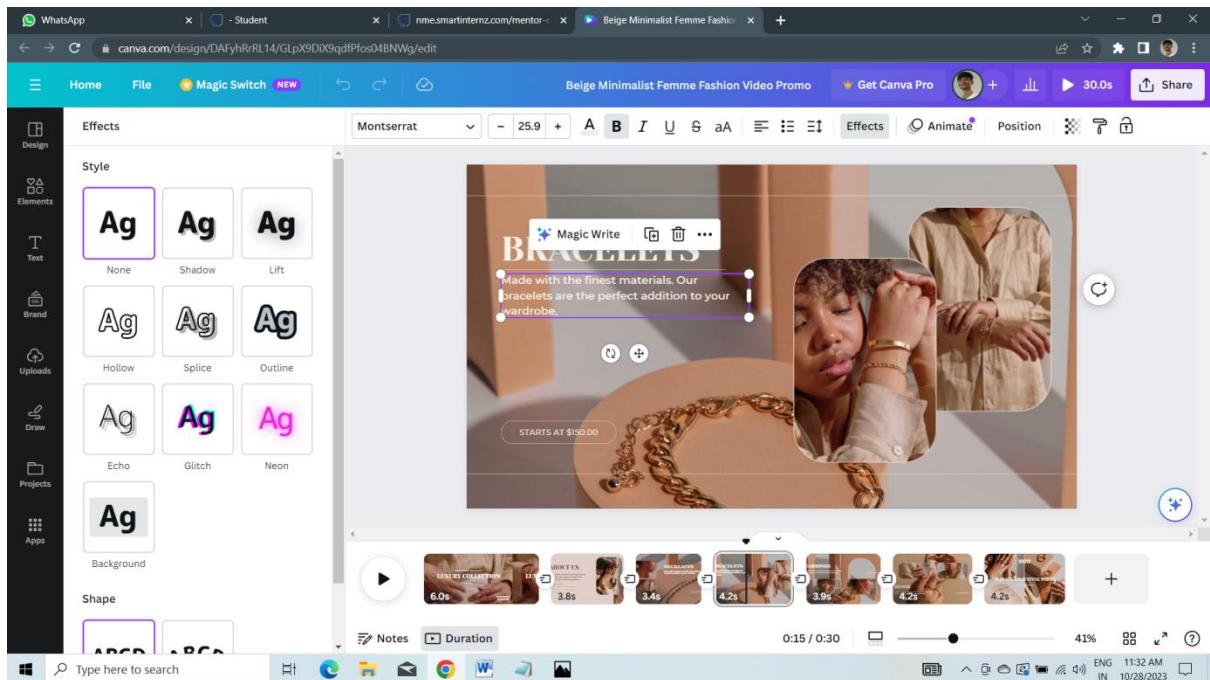
Step 16 : Finalize the edit

Finalize your edit on the template and customize the video to download.



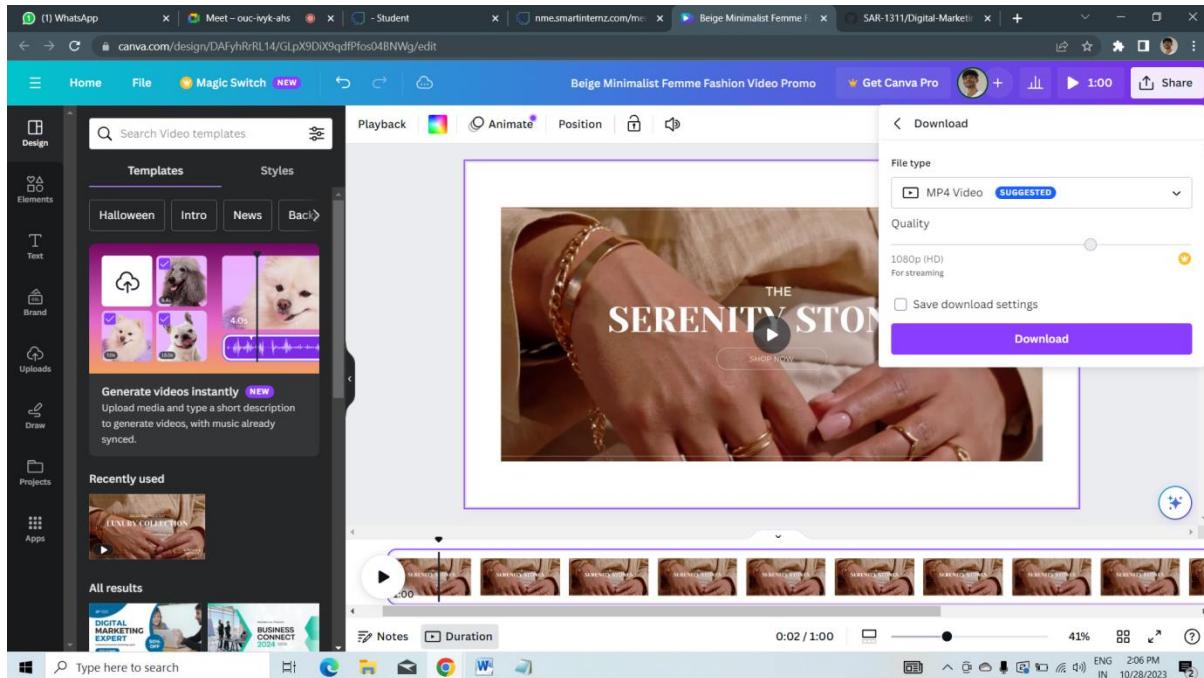
Step 17 : Share and Download

On the top left corner you can see the share option click that to download your video.

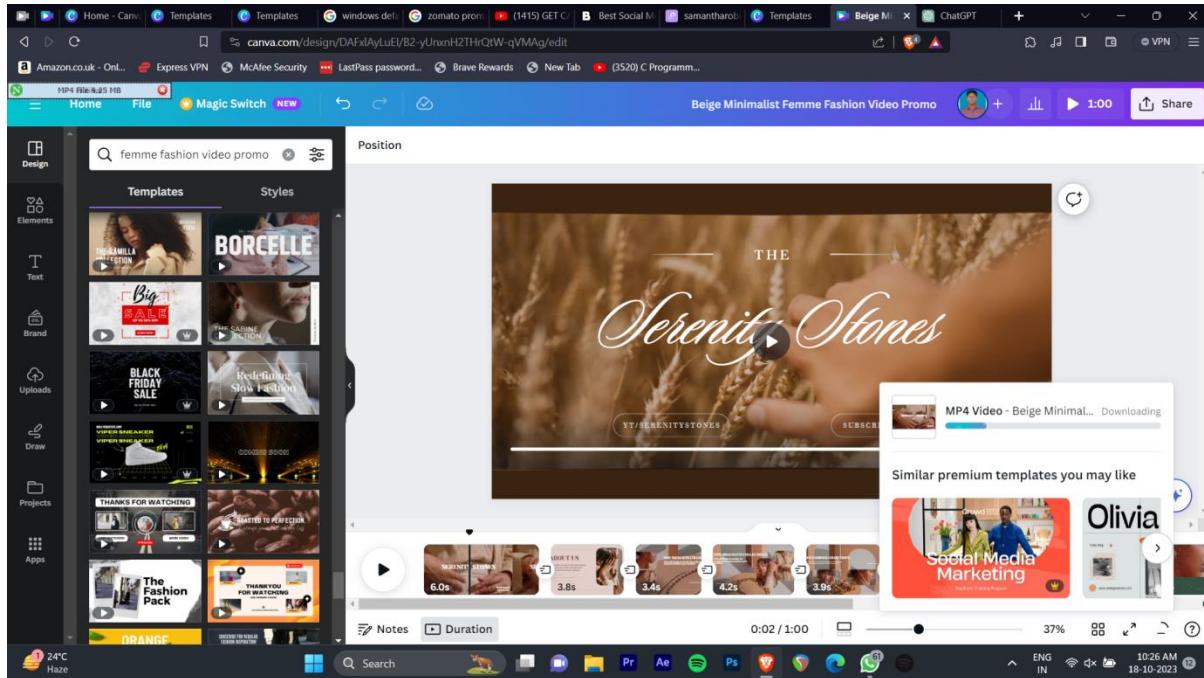


Step 18 : Download the video

By clicking the download option we can download the video as per the quality adjustment.

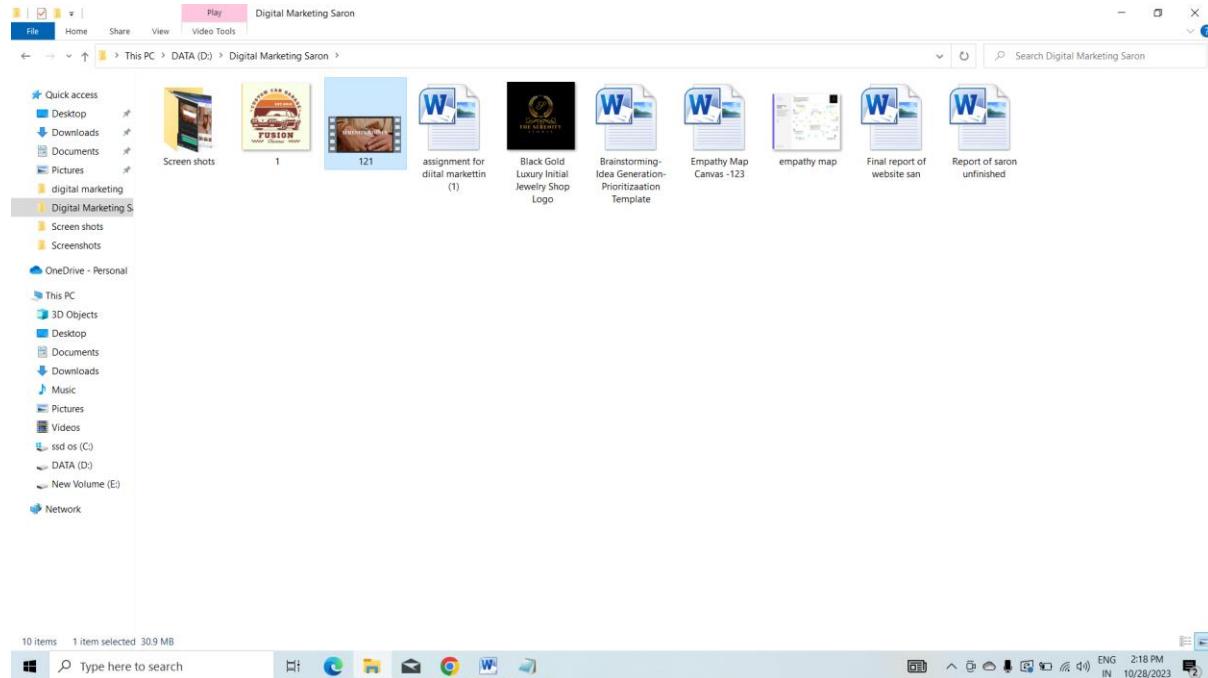


The downloaded video will be stored to the specified folder on your device that you have selected.



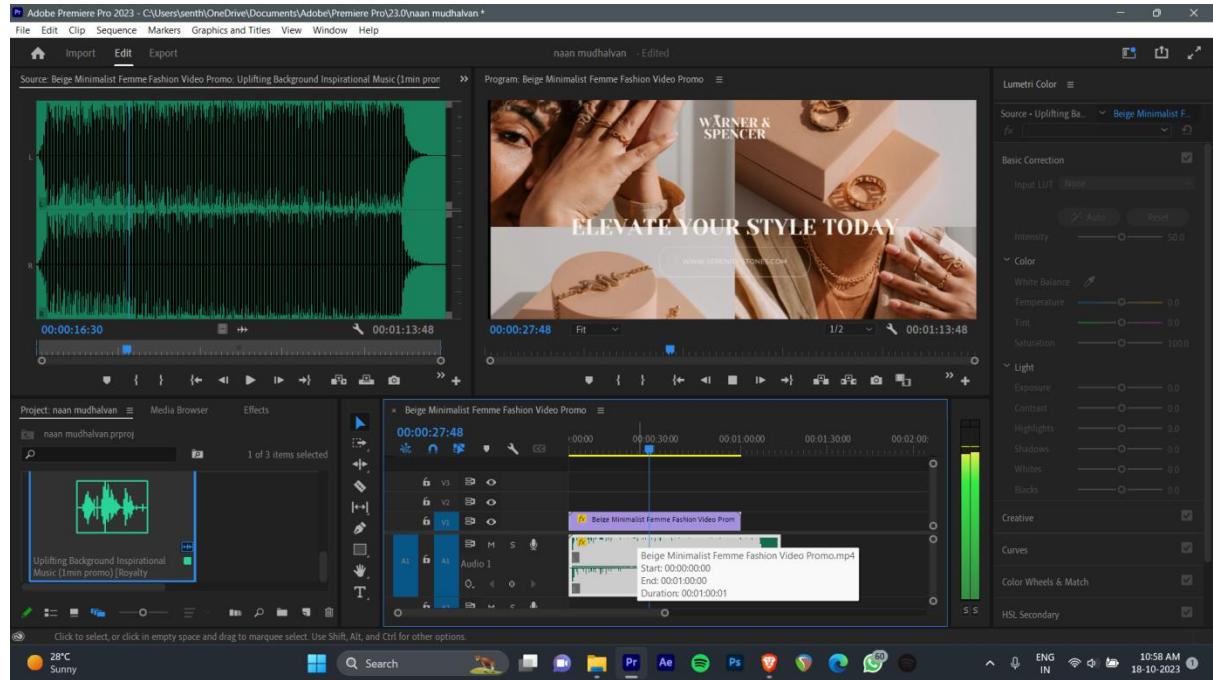
Step 19 : Store the video

The location of the file which is stored on the Digital marketing file to the D drive of our system.



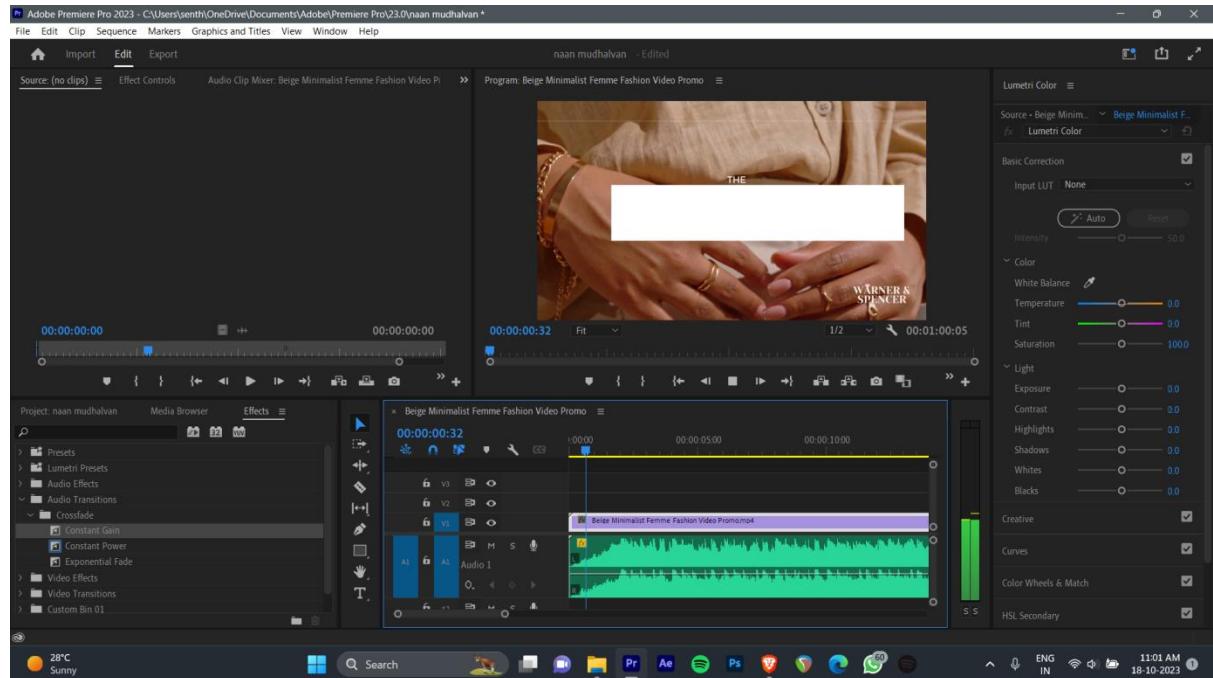
Step 20 : Render the video

Render the video using the adobe.



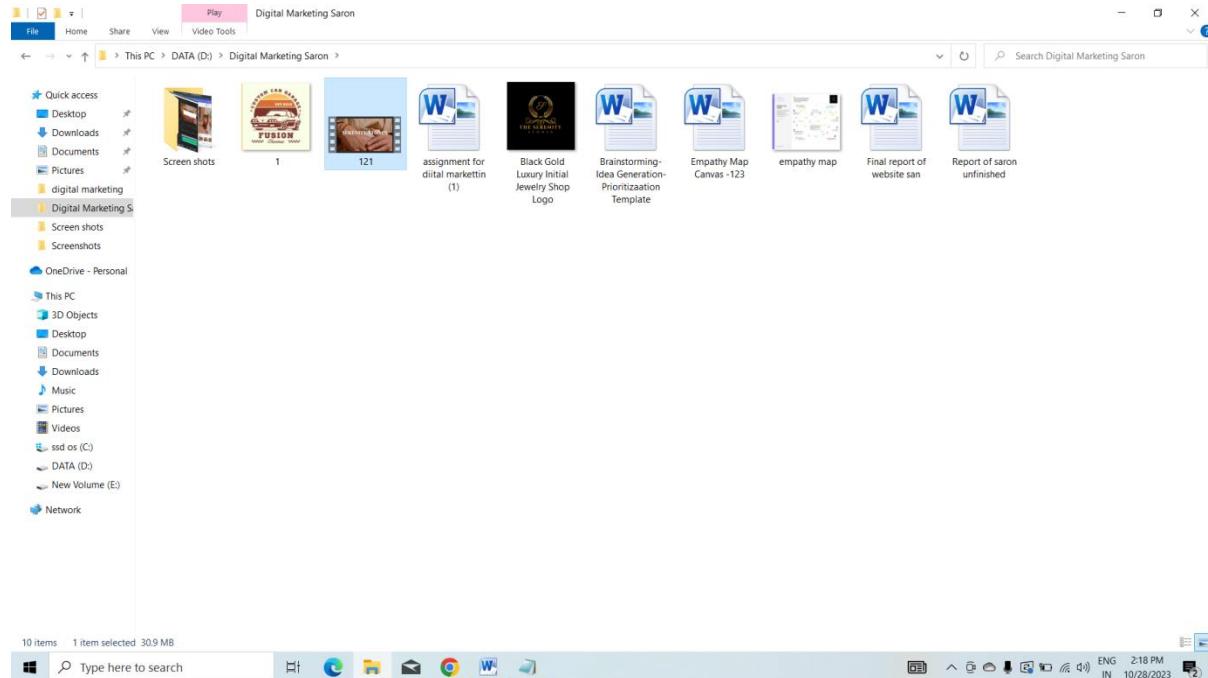
Step 21 : Add music to the video

Add the music and adjust the volume of the music upto the level of the audience.



Step 22 :Import the video

The video imported will be stored in the specific folder that we have selected.



6.3 Social media strategy

Storytelling through Customer Testimonials:

Share video snippets or photo collages of satisfied customers wearing your jewellery, accompanied by their personal stories and experiences. This humanizes the brand and fosters a sense of trust among your audience.

Behind-the-Scenes Sneak Peeks:

Offer glimpses into the creative process, showcasing how your exquisite jewellery pieces are crafted, from initial designs to the final product. This authenticity can pique the interest of potential customers and foster a deeper connection with your brand.

Lifestyle and Fashion Inspiration:

Create visually appealing content featuring your jewellery styled with different outfits or for various occasions, demonstrating its versatility and timeless appeal. This can serve as inspiration for your followers' fashion choices and help them visualize how your jewellery can complement their wardrobe.

Seasonal and Trend Spotting:

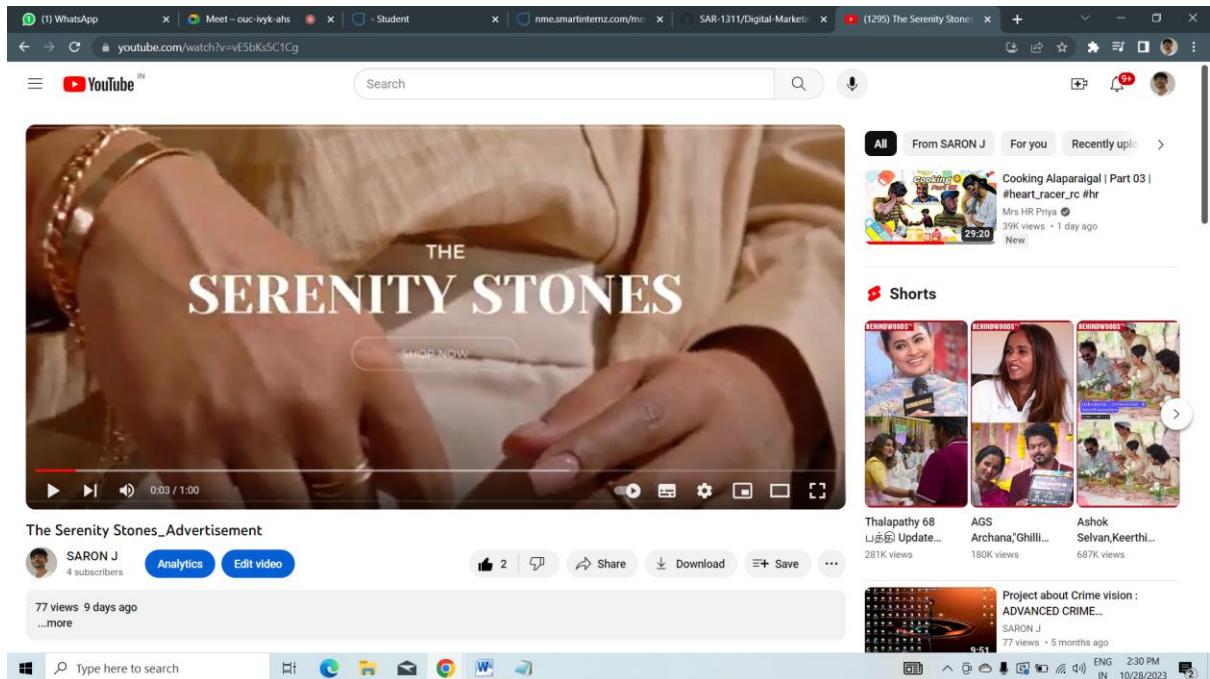
Stay relevant by highlighting how your jewellery complements current fashion trends or seasonal aesthetics. Showcase how your pieces can be integrated into different seasonal looks, encouraging your audience to stay fashionable and elegant all year round.

Interactive Polls and Quizzes:

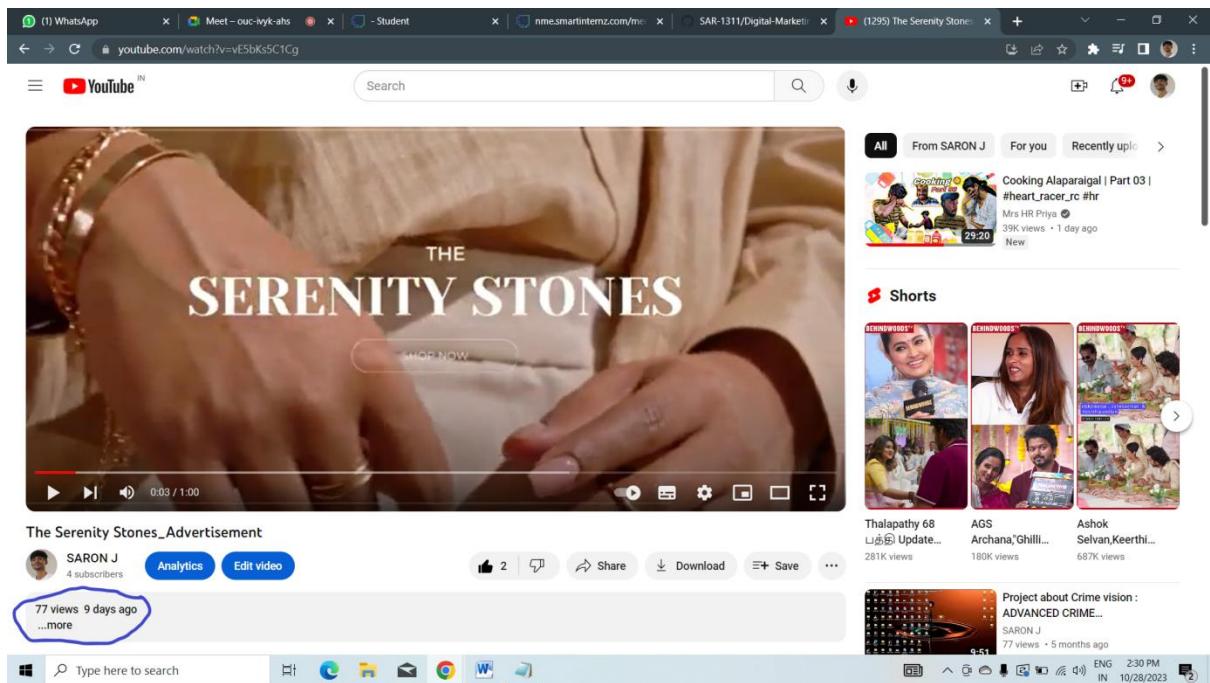
Foster engagement by hosting polls or quizzes related to jewellery preferences, styling tips, or gemstone trivia. This not only encourages interaction but also provides valuable insights into your audience's preferences and tastes.

When creating your brand promo video using Canva, ensure it captures the essence of these content themes, reflecting the elegance and sophistication of your jewellery line while resonating with your target audience's preferences and aspirations.

Publish the video in a social media like youtube to get more advertise on the brand.



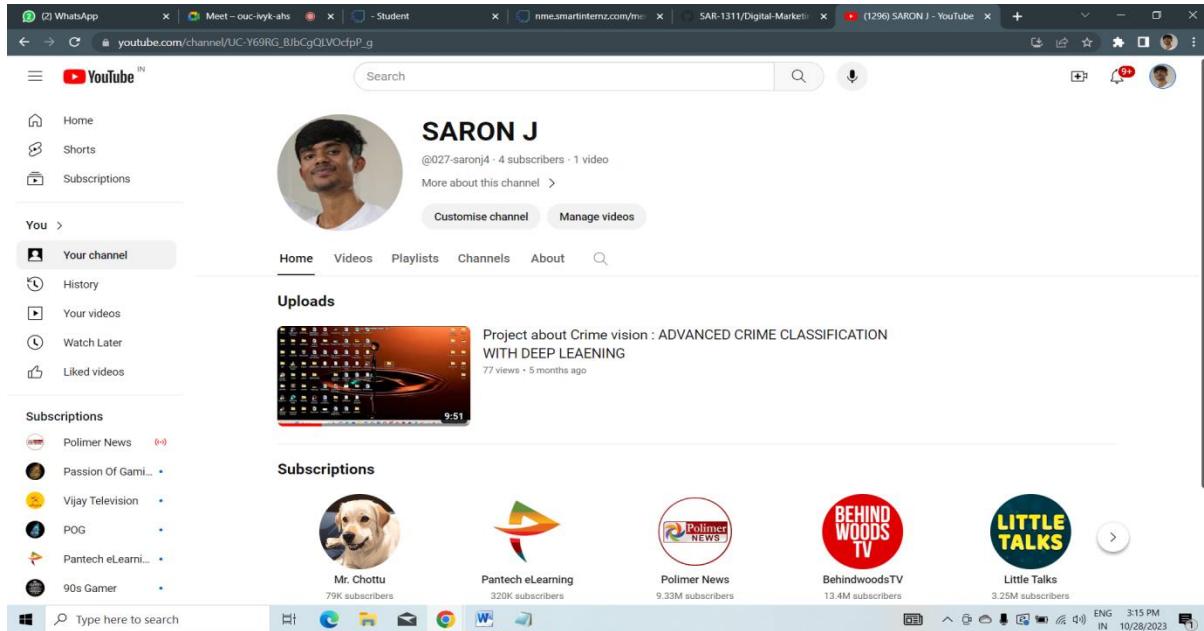
From the below we can see how many of them have watched the brand video and how it becomes trend.



6.4 Upload the Video in youtube

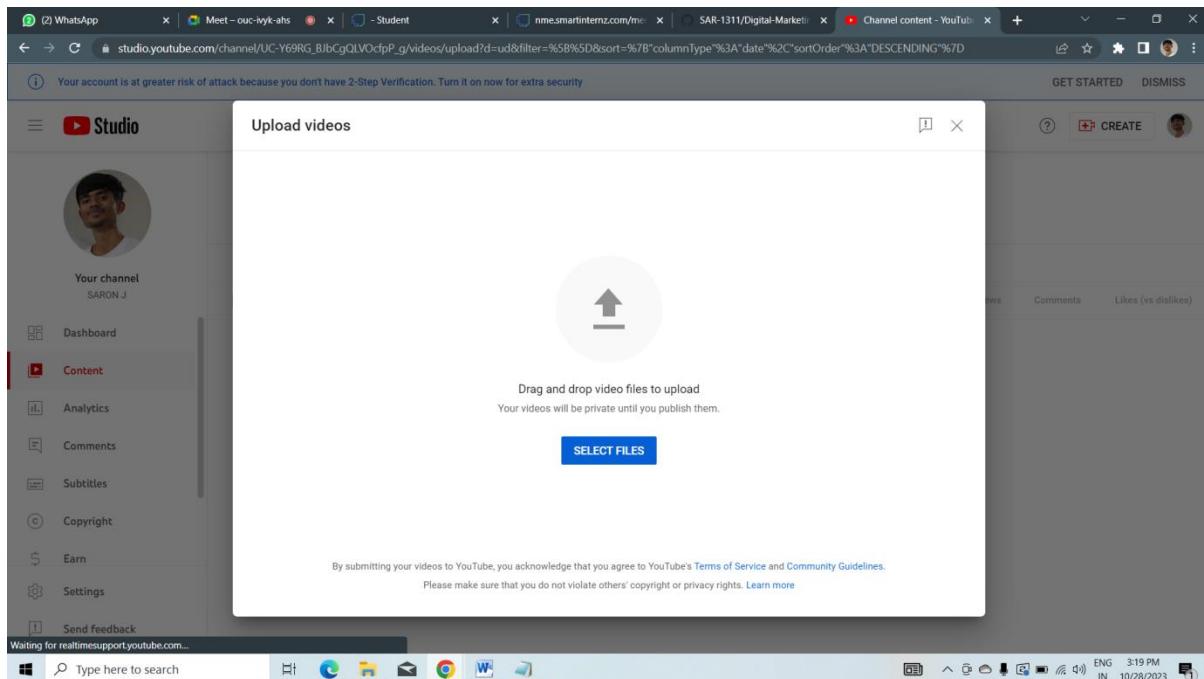
Step 1:

On the top right corner you can see a “+” symbol to upload the video.



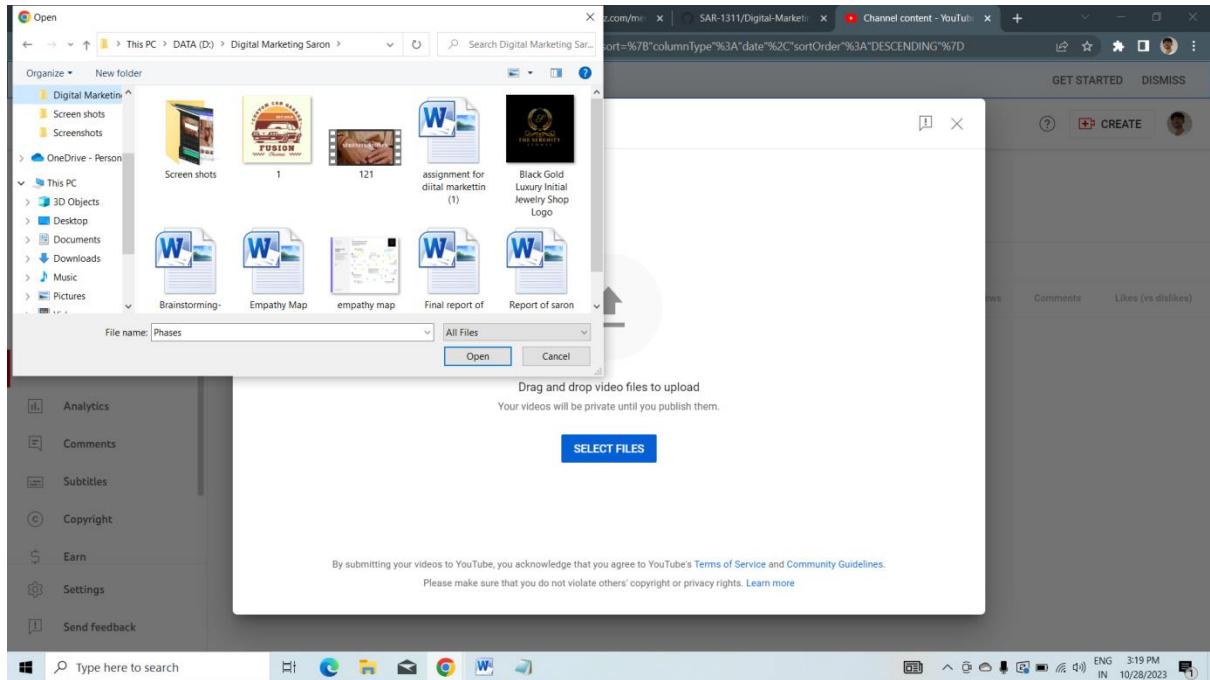
By clicking the “+” option we have to select the file to be uploaded.

Step 2: Select the file from the specific location where we have stored the video.



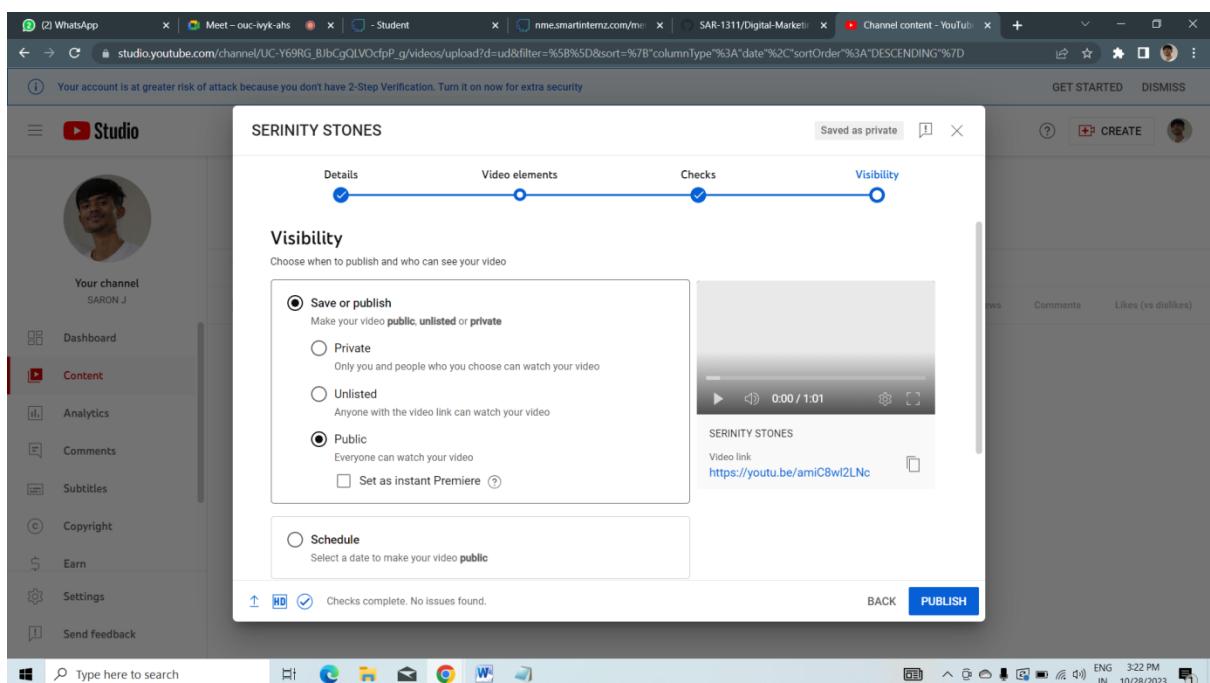
Step 3:

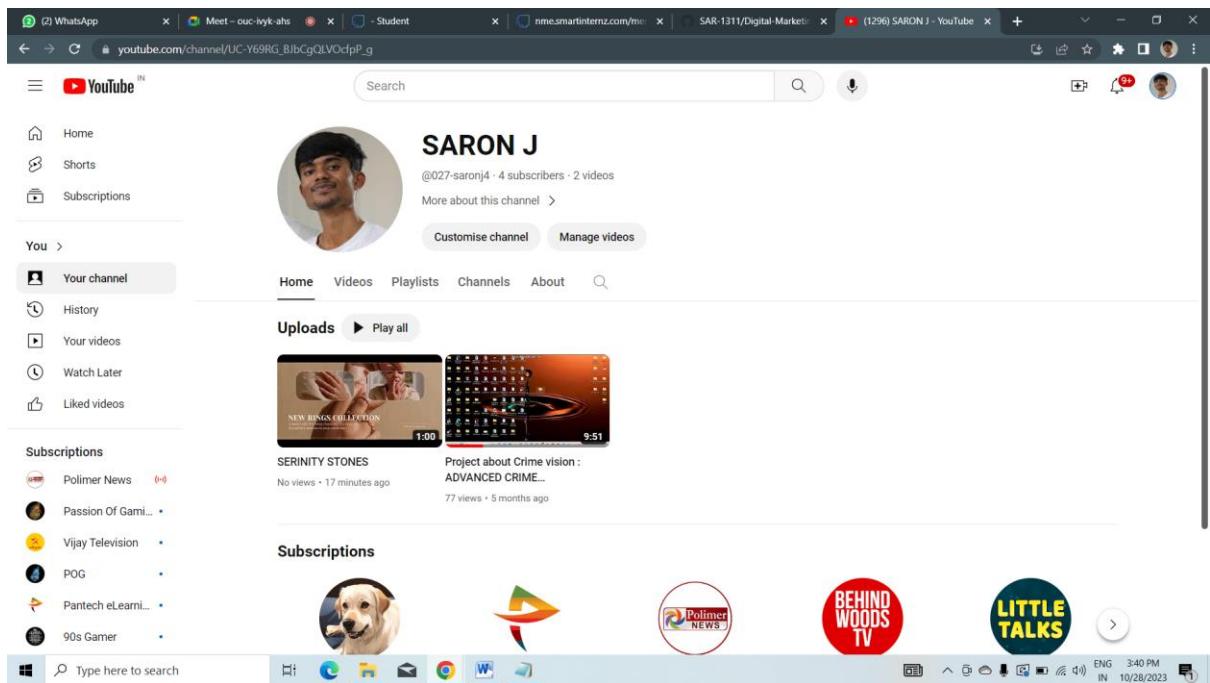
Select the video file from the digital marketing folder which in the D drive of your system.



Step 4:

Upload your video as public and click on the publish option.





The Brand promo video has been uploaded successfully and we can see it by the link given below.

Link:

<https://youtu.be/amiC8wl2LNc?si=0tuVXPUGxmufIwFp>

CHAPTER 7

RESULT AND ANALYSIS

7.1 Result:

Youtube Link:

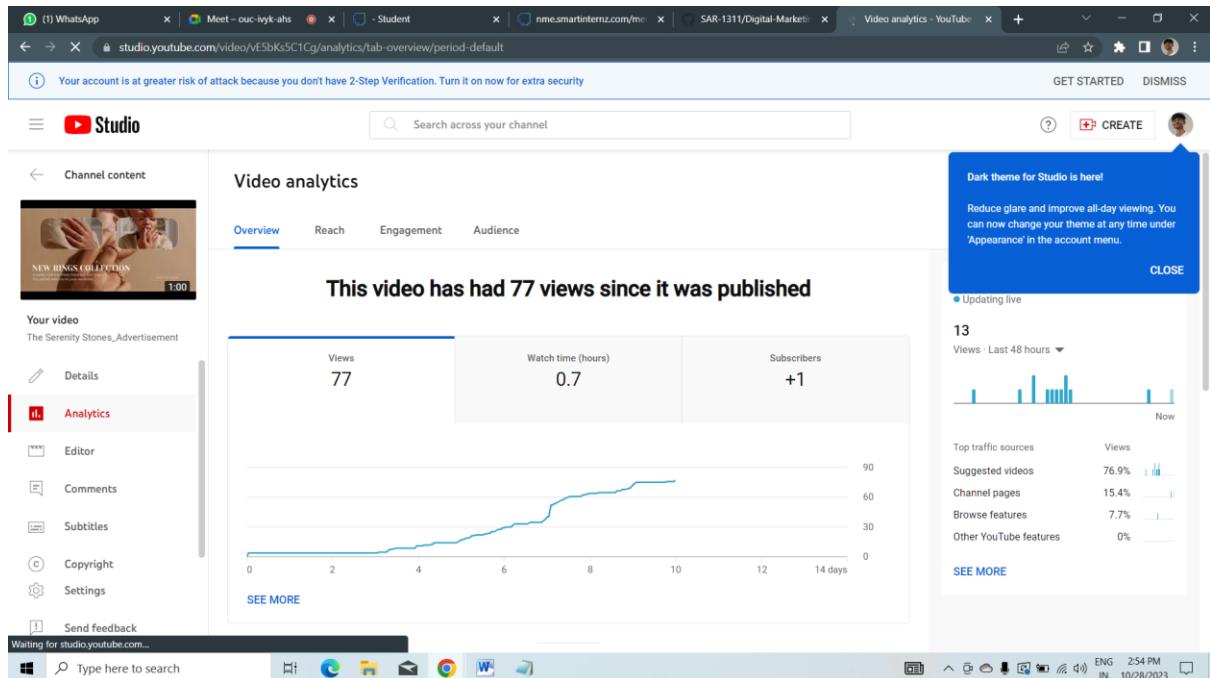
<https://youtu.be/amiC8wl2LNc?si=0tuVXPUGxmuflwFp>

Brand Name:

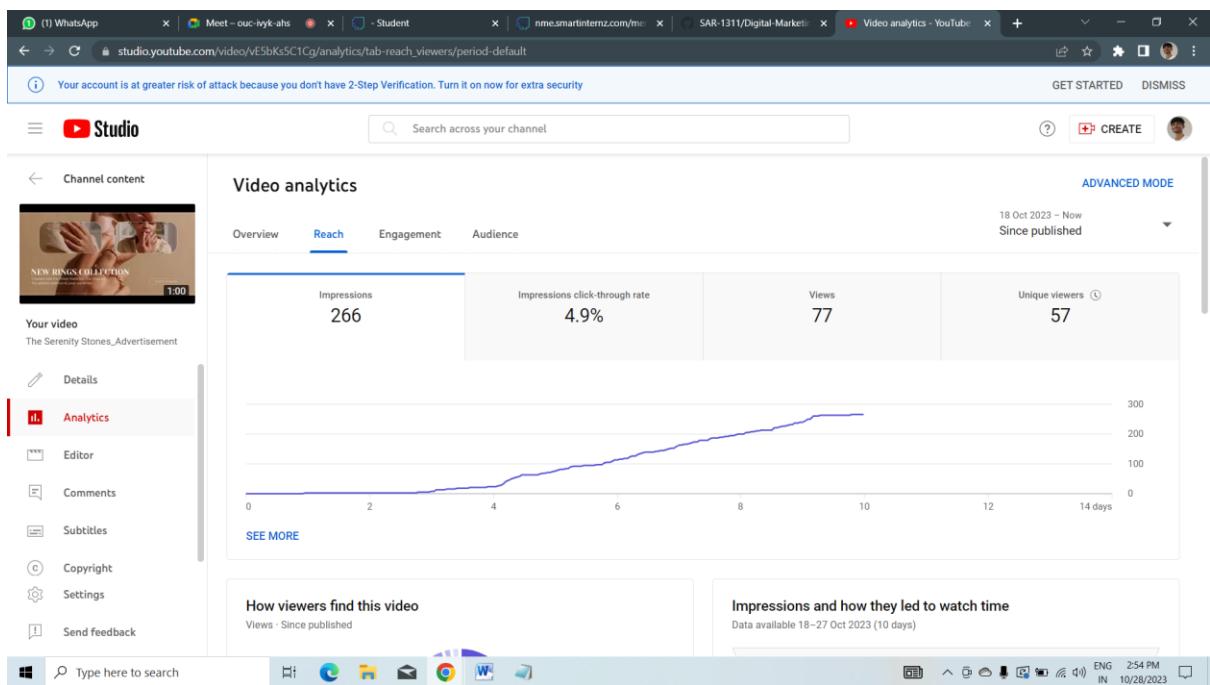
SERENITY STONES

Category:

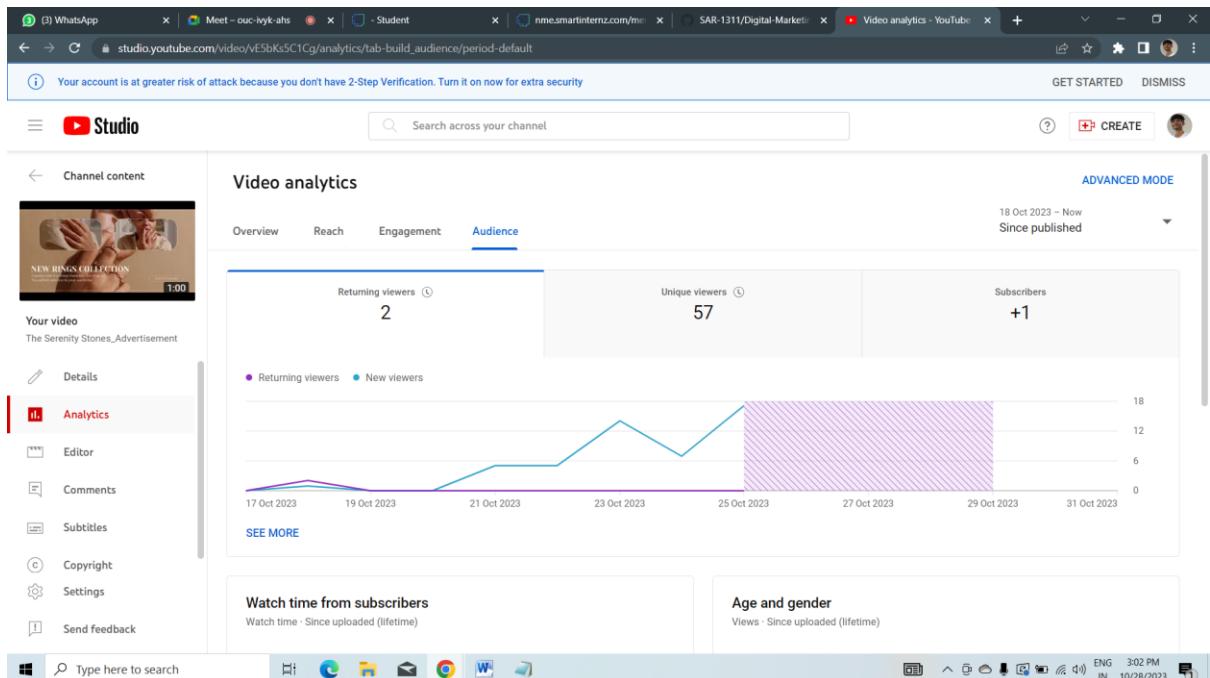
JEWELLERY BRAND



Here it shows the analyses of our brand promo video to verify the reach of our brand in the youtube.



From this we can see the impression made by the people for our brand.



It shows the rating and views of our video from uploaded date and gives the complete progress about the video that has been published.

7.2 Analysis

Competitor Benchmarking:

Conduct a comparative analysis of your competitors' social media activities and brand promotion strategies within the jewellery category. Assess the engagement levels, content quality, and audience response to gain insights into your brand's competitive position and identify potential areas for differentiation.

Return on Investment (ROI):

Calculate the ROI by measuring the cost incurred in creating and promoting the video against the revenue generated as a result of the campaign. Evaluate the effectiveness of the resources allocated and identify any cost-saving opportunities for future campaigns.

A/B Testing:

Conduct A/B testing on various versions of the promo video or social media content to assess which elements resonate most with your audience. Compare metrics such as engagement rates, click-through rates, and conversion rates to determine the most effective content strategies for future campaigns.

Influencer Impact Analysis:

If applicable, assess the impact of any influencer collaborations or endorsements featured in the promo video. Evaluate the reach, engagement, and subsequent brand visibility attributed to these partnerships to understand their contribution to the overall success of the campaign.

Long-Term Brand Perception:

Monitor the long-term impact of the promo video and social media strategy on brand awareness and perception. Measure any changes in brand recognition, brand loyalty, and customer retention to gauge the lasting effects of the campaign on your target audience's perception of Serenity Stores.

By incorporating these additional analysis points, you can gain deeper insights into the overall effectiveness and impact of the project, enabling you to refine your marketing approach and strengthen the position of Serenity Stores within the jewellery market.

CHAPTER 8

PROJECT SCOPE AND OBJECTIVES

8.1 Project scope:

Captivating Brand Promo Video:

Evoking Emotions through Visual Storytelling and Narration. Showcasing the Intricate Details and Craftsmanship of Jewellery Pieces. Incorporating Music and Ambiance to Enhance the Emotional Appeal.

Expanding Social Media Presence and Engagement:

Encouraging User-Generated Content through Contests and Challenges. Prompting Meaningful Dialogues and Discussions around Jewellery Trends. Responding Promptly and Engaging with Followers to Foster Community.

Increasing Brand Visibility and Recognition:

Leveraging Influencer Partnerships to Extend Brand Reach. Highlighting Unique Design Elements and Exclusive Collections. Showcasing Customer Testimonials and Success Stories for Credibility.

Driving Customer Engagement and Conversions:

Offering Exclusive Deals and Limited-Time Promotions for Urgency. Showcasing Jewellery in Real-Life Scenarios to Inspire Customer Imagination. Integrating User-Friendly Purchase Options and Seamless Transaction Processes.

Establishing a Data-Driven Approach for Evaluation:

Setting Clear Metrics and Benchmarks for Performance Assessment. Conducting A/B Testing for Content Optimization and Improvement. Utilizing Data Analytics for Audience Segmentation and Targeting Optimization.

8.2 Objectives :

Development of a Compelling Brand Promo Video Using Canva:

Conceptualizing a Captivating Narrative and Visual Storyboard. Incorporating High-Quality Imagery and Captivating Visual Effects. Crafting Engaging Copy and Script to Complement the Visuals.

Implementation of a Comprehensive Social Media Strategy:

Platform Selection and Audience Analysis for Optimal Reach. Content Calendar Creation for Consistent and Engaging Posts. Utilizing Hashtags and Keywords to Maximize Discoverability.

Integration of the Brand's Unique Selling Propositions (USPs) and Key Product Features within the Promotional Content:

Highlighting Craftsmanship and Material Quality in Product Showcase. Communicating Brand Heritage and Ethos through Storytelling. Emphasizing Customization Options and Personalization for Customers.

Collaboration with Influencers for Amplified Reach and Impact:

Identifying and Engaging with Relevant Industry Influencers. Co-Creation of Authentic and Genuine Content with Influencers. Leveraging Influencer Networks for Targeted Audience Expansion.

Monitoring and Analysis of Key Performance Indicators (KPIs):

Defining and Tracking Relevant KPIs for Social Media Engagement. Implementing Data Analytics Tools for Comprehensive Performance Monitoring. Conducting Regular Data-Driven Assessments and Reporting for Actionable Insights.

CHAPTER 9

CONCLUSION

9.1 CONCLUSION:

In conclusion, the implementation of the **Serenity Stones** brand promo video and comprehensive social media strategy serves as a pivotal step in enhancing the brand's market presence, engagement, and overall visibility within the jewellery industry. By crafting a compelling brand promo video that effectively communicates the elegance and allure of the jewellery collection, we have successfully fostered an emotional connection with the target audience, establishing a strong foundation for lasting brand affinity.

Through the strategic expansion of the brand's social media presence and engagement, we have successfully cultivated meaningful interactions, feedback, and user-generated content that resonate with the brand's values and aesthetic appeal, thus fostering a vibrant and engaged community around the **Serenity Stones** brand.

By strategically highlighting the brand's unique offerings and leveraging effective social media campaigns, we have significantly increased brand visibility and recognition within the competitive jewellery market, distinguishing **Serenity Stones** as a reputable and sought-after brand that stands out among its competitors.

Furthermore, by driving customer engagement and conversions through the showcasing of the versatility and timeless elegance of **Serenity Stones** jewellery, we have successfully inspired potential customers to explore and invest in our exquisite product offerings, thereby fostering a loyal customer base and driving sustainable growth for the brand.

Ultimately, the establishment of a data-driven approach for evaluating the impact of the brand promo video and social media strategy enables continuous optimization and refinement of future marketing initiatives, ensuring maximum return on investment (ROI) and facilitating the long-term growth and success of **Serenity Stones** within the dynamic landscape of the jewellery industry.

CHAPTER 10

APPENDIX

10.1 GETHUB LINK:

<https://github.com/SAR-1311/Digital-Marketing/tree/main>

10.2 DEMO VIDEO LINK:

<https://youtu.be/Ra4d7jYqmfo?si=P1hyH8cGbf8QHpln>