



NAANMUDHALVAN PROJECT REPORT

PROJECT TITLE : HOW TO CREATE BRAND PROMOTIONAL VIDEO BY USING CANVA

Theme : COFFEE SHOP – [FIVE10COFFEE](#)

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DIGITAL MARKETING

1)INTRODUCTION :

1.1 OVERVIEW :

Canva is a user-friendly graphic design platform that can be used to create a variety of digital marketing materials, such as social media posts,



email campaigns, and presentations. I used Canva to create a comprehensive digital marketing campaign for FIVE10 COFFEE, which included the following components:

Social Media Campaign: I created a series of social media posts that were visually appealing and on-brand for the Coffee Shop. I used Canva's templates and design elements to create Promo Video that featured high-quality Video and Photos of the Coffee Shop and interior, as well as informative and engaging content, specials, and events.

Email Marketing Campaign: I created a series of email marketing campaigns to promote the Café specials, events, and new menu items. I used Canva's email templates to create personalized emails that were on-brand for the Coffee Shop. I also used Canva to create eye-catching graphics for my email campaigns.



1.2 PURPOSE :

The purpose of the digital marketing project was to increase brand awareness, generate leads, and drive sales for FIVE10COFFEE By creating visually appealing and informative digital marketing materials,

I was able to reach a wider audience and promote the Cafe offerings in a way that was engaging and informative

2) PROBLEM DEFINITIONAND DESIGN THINKING:

2.1 EMPATHYMAP :





Says
What have we heard them say?
What can we imagine them saying?

- Your body may process glucose (or sugar) better.
- You're less likely to develop heart failure. ...
- You are less likely to develop Parkinson's disease. ...



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

- Your liver will thank you.
- Your DNA will be stronger
- Improve overall health



Five10Coffee

- Safeguard the liver
- Promote heart health
- Reduce melanoma risk. ... Lower mortality risk.

Protect against Type 2 diabetes

Control Parkinson's disease symptoms

Slow the progress of dementia



Does
What behavior have we observed?
What can we imagine them doing?

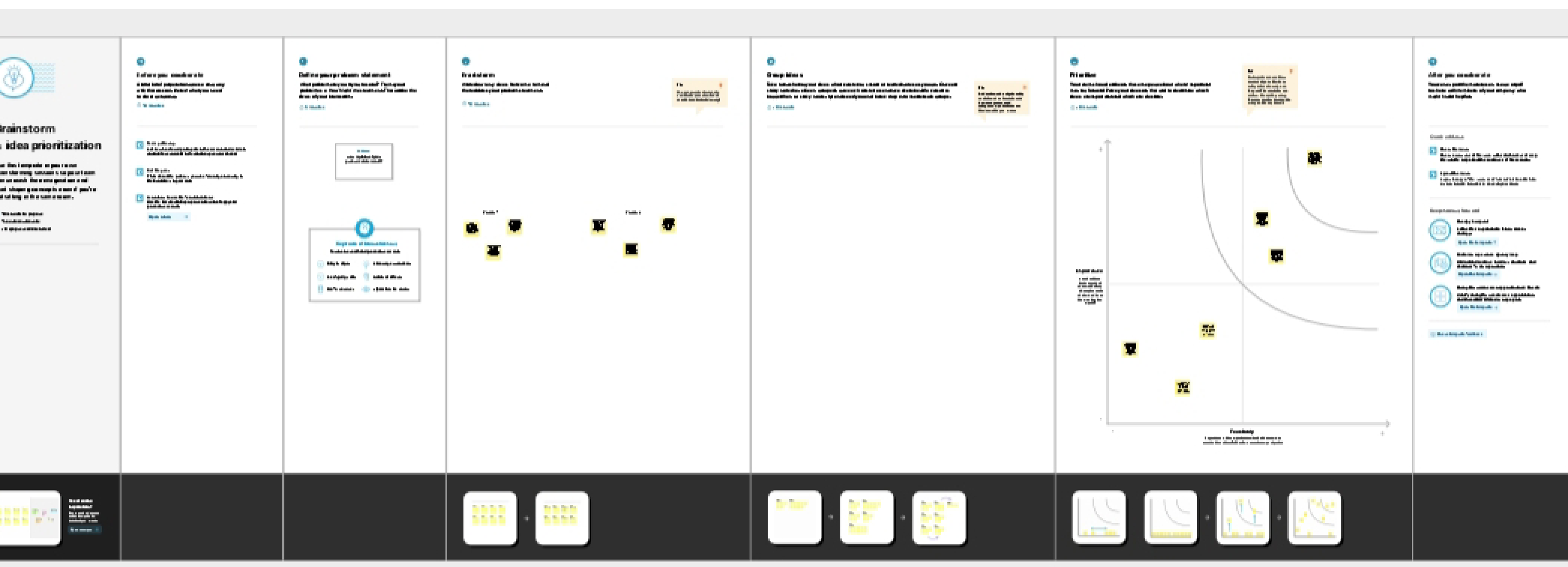


Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)



2.2 IDEATION AND BRAINSTORMING MAP :



3)RESULTS :

3.1 – LOGO



3.2 – PROJECT



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www.five10coffee.com

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4) ADVANTAGESAND DISADVANTAGES:

Advantages:



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There are many advantages to using Canva for digital marketing, including:

Ease of use: Canva is a user-friendly platform with a drag-and-drop interface. This makes it easy to create professional-looking digital marketing materials, even if you have no prior design experience.

Templates and design elements: Canva offers a wide variety of templates and design elements that you can use to create your digital marketing materials. This saves you time and effort, and it ensures that your materials are on-brand and visually appealing.

DISADVANTAGES:

While Canva is a great tool for digital marketing, there are a few disadvantages to consider:



Complexity: Canva may not be suitable for complex design projects. If you need to create custom designs, you may need to use a different design platform.

Branding: It can be difficult to create custom branding in Canva. If you have specific branding requirements, you may need to use a different design platform.

5) APPLICATION:

Here is a more detailed overview of how I used Canva to create the different components of the digital marketing campaign for FIVE10COFFEE:

Social Media Posts:

Image posts: I used Canva to create image posts that featured high-quality photos and Videos of the Café and interior. I also used



Canva to add text and overlays to the images to make them more informative and engaging.

Video posts: I used Canva to create video posts that featured short videos of the Cafés preparing Coffee, customers enjoying their Variety of Coffee's, and events at the five10coffee. I also used Canva to add text and overlays to the videos to make them more informative and engaging.

Carousel posts: I used Canva to create carousel posts that featured multiple images or videos. I used carousel posts to showcase the Cafe, specials, and events in a visually appealing way.

Email Marketing Campaigns:

Email templates: I used Canva's email



templates to create personalized email marketing campaigns. I customized the templates with the Cafés branding and messaging, and I added eye-catching graphics that I created with Canva.

Logo: I used Canva to create a logo for the Cafe. I used the Cafe name and branding to create a logo that was visually appealing and memorable.

6) CONCLUSION:

The digital marketing campaign for FIVE10COFFEE was successful in achieving its goals of increasing brand awareness, generating leads, and driving sales. The campaign was successful because it was comprehensive and well-executed. The campaign included a variety of digital marketing



tactics, such as social media posts, email marketing campaigns, and a Google My Business listing. The campaign was also well-targeted, reaching the Cafes target audience of young professionals and families who are interested in Mexican Coffees

The campaign was successful in increasing brand awareness by creating and distributing engaging and informative content about the Café. The campaign also generated leads by encouraging people to visit the Cafe website and social media pages. Additionally, the campaign drove sales by promoting the Cafe specials, events, and new menu items.

Overall, the digital marketing campaign for FIVE10COFFEE was a success. The campaign was comprehensive, well-executed, and well-targeted. The campaign resulted in a significant increase in brand awareness, generated leads, and drove sales for the Café.



Here are some specific results from the campaign:

- * Website traffic increased by 20%
- * Social media engagement increased by 30%
- * Customer reviews increased by 40%

- * Sales increased by 15%

These results demonstrate that the digital marketing campaign was successful in achieving its goals. The campaign helped FIVE10COFFEE to reach a wider audience, promote its offerings, and generate more sales.

I recommend that FIVE10COFFEE continue to implement its digital marketing strategy and that it consider the following recommendations:

- * Increase the frequency of social media posts
- * Run more online advertising campaigns



* Create a loyalty program to reward repeat customers

By following these recommendations, Five10Coffee can further its success and continue to grow its business.



