Project Design Phase-**||**

Determine The Requirements (Customer Journey Maps)

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| PROJECT NAME | How To Create A Brand Promo Video Using Canva |

key steps for creating a landing page in HubSpot with a focus on incorporating customer journey mapping:

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| S.NO | **STEP** | **DESCRIPTION** |
| 1. | Define Your Audience | **Identify key touchpoints and emotional triggers.** |
| 2. | Define Your Video's Goal | Determine the specific objective of your brand promo video. |
| 3. | Script Your Story: | devlope a script match out of customers journey stage |
| 4. | Storyboard the Video | Create a visual storyboard that aligns with the script. |
| 5. | Design in Canva | Use Canva to design the visuals for your video |
| 6. | Choose the Right Template: | Canva offers video templates Customized that |
| 7. | Incorporate Text and Graphics | Add text and graphics that narrate the customer's experience and journey |
| 8. | Visualize Pain Points and Solutions | Emphasize the pain points and how your product |
| 9. | Highlight Customer Feedback: | If applicable, include customer testimonials or reviews that |
| 10. | Use Transitions: | Incorporate smooth transitions between scenes to guide viewers |
| 11. | Add a Voiceover or Captions | Use voiceover narration or captions to articulate the story |
| 12. | Include a Call to Action | At the end of the video, insert a clear CTA that encourages viewers |
| 13. | Optimize for Mobile and Web | Ensure that your video is mobile-friendly and web-optimized |
| 14. | Test and Review | Preview the video and gather feedback from colleagues. |
| 15. | Measure and Analyze | After the video is live, monitor its performance. |