PROJECT REPORT

NAAN MUDHALVAN

DIGITAL MARKETING PROJECT

REPORT ON

CREATE AN SPONSORED POST FOR INSTAGRAM WITH CANVA

COLLEGE CODE: 6122

COLLEGE NAME: SENGUNTHAR COLLEGE OF ENGINEERING

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1. Introduction

1.1 Overview

In today's digital age, social media platforms have become a primary means of communication and engagement. Instagram, in particular, has evolved significantly, introducing features like Instagram Reels,Instagram ost sponsored, which allow users to share short, engaging videos with a broad audience. This project focuses on the creation of captivating Instagram Post using Canva, a versatile and user-friendly graphic design and Post editing tool.

Instagram post are a powerful way to connect with audiences, whether you're an individual looking to showcase your creativity or a business seeking to promote products and services. Canva, on the other hand, is a renowned web-based design tool known for its user-friendly interface, vast selection of templates, and creative features.

1.2 Purpose

The primary purpose of this project is to provide a comprehensive guide on creating compelling Instagram post using Canva. By following the steps outlined in this documentation, users can:

- Learn how to harness the potential of Instagram Post to engage and grow their audience.
- Gain practical insights into using Canva as a powerful tool for Photo creation.
- Identify the diverse applications of the skills acquired in various personal and professional scenarios.
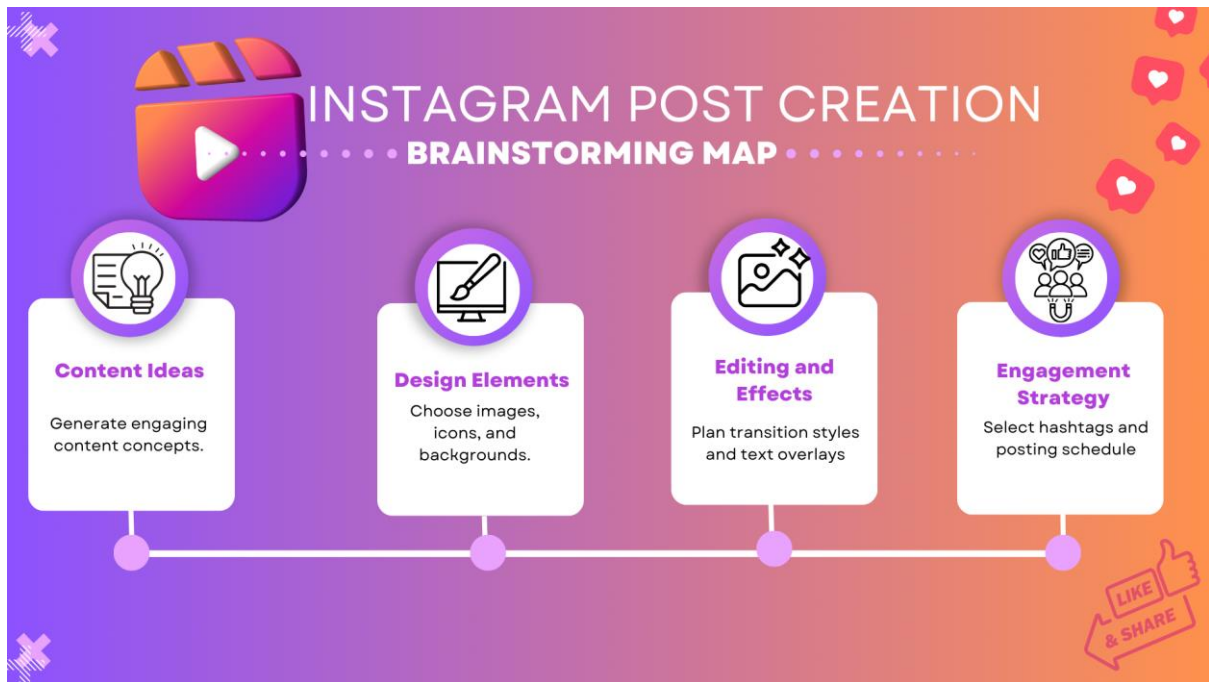
2. Problem Definition & Design Thinking

2.1 Empathy Map
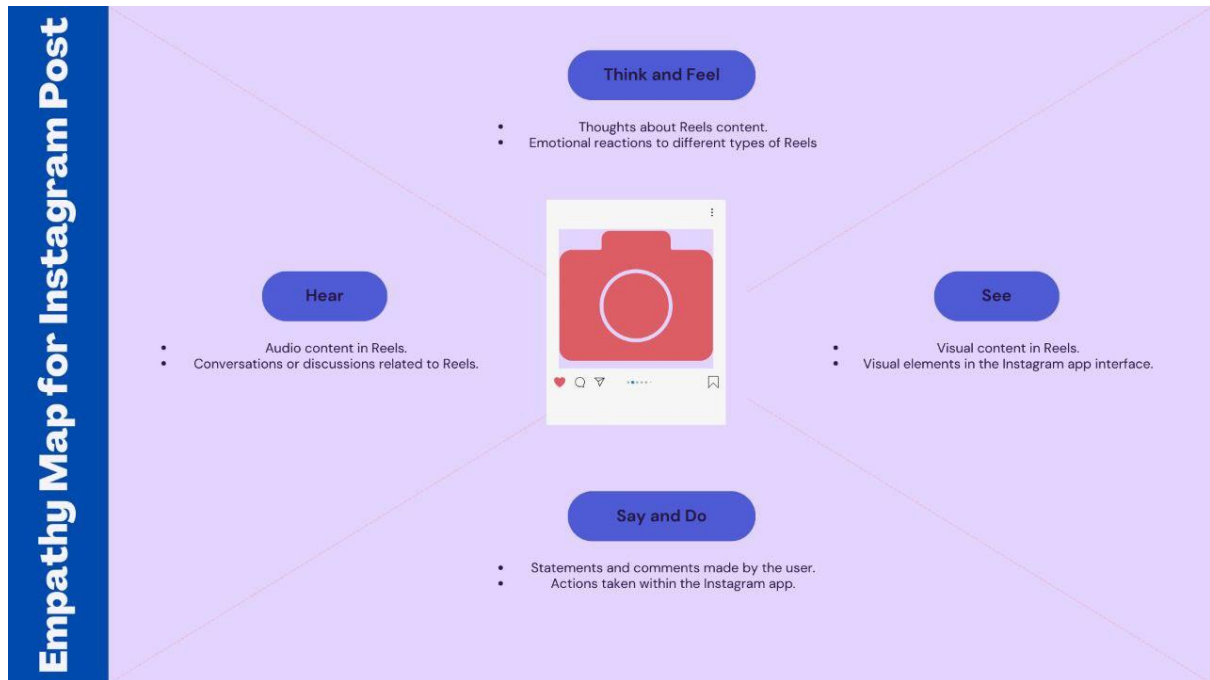
The empathy map helped us gain a deeper understanding of our audience's needs, desires, and pain points, which guided our content creation.

2.2 Ideation & Brainstorming Map

The ideation and brainstorming map was an essential tool for generating creative ideas and concepts for our Instagram Reels.

3. Results

3.1 Instagram post Created

We successfully created a series of captivating Instagram post using Canva, covering a range of themes and styles. These post showcased the versatility of Canva as a content creation tool.

3.2 Engagement Metrics: You may see a boost in likes, comments, and shares on your sponsored post, as it reaches users who are more likely to engage with your content.

- Improved brand visibility and recognition.

3.3 Website Traffic: If your goal is to drive traffic to your website, you should see an increase in website visits and potentially conversions if your landing page is optimized.
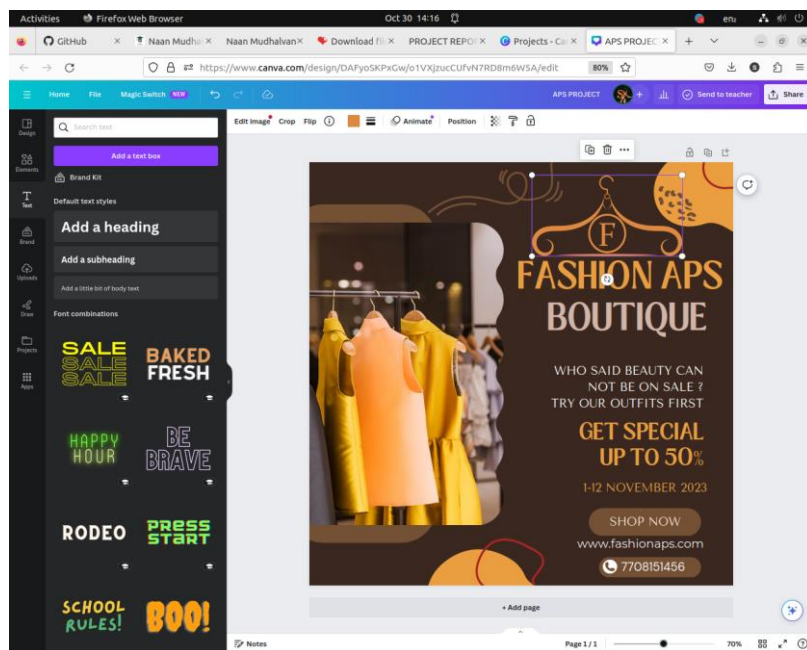
3.4 Learning and Skill Development

The project enhanced our team's skills:

- Proficiency in Canva for Post editing and graphic design.
- Understanding the importance of storytelling and visual aesthetics in social media content.
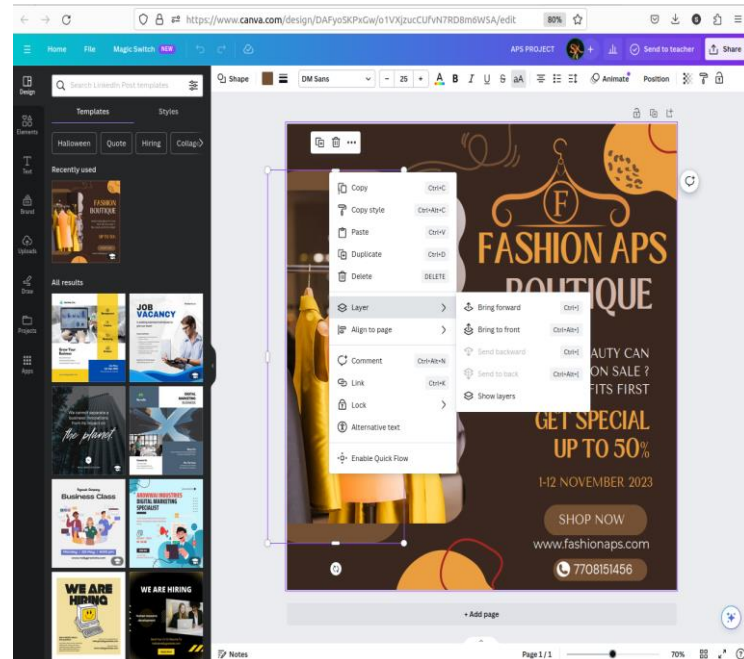- Improved project management skills.
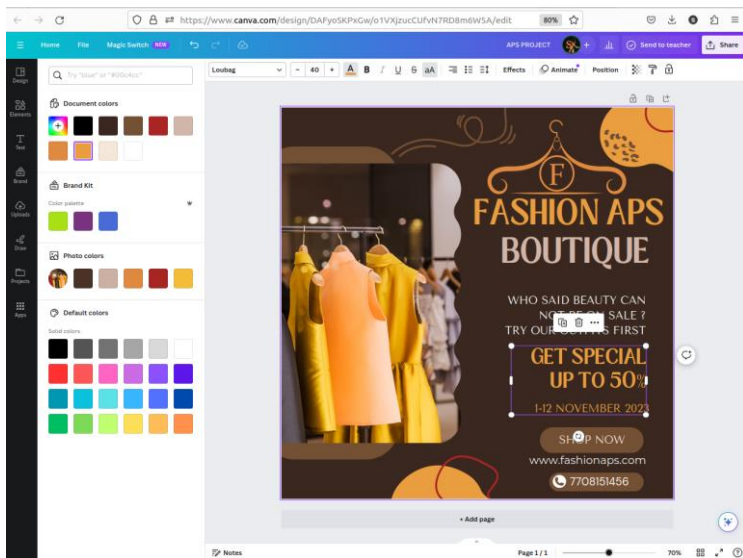
3.5 SCREENSHOTS

Layer

Logo Brand

Text Color

Final Output

4. Advantages & Disadvantages

Advantages

1. **Cost:** Advertising on Instagram can be expensive, especially if you're targeting a competitive audience. Costs can quickly add up, and it might not be cost-effective for all businesses.

2. **Ad Fatigue:** Over time, users may become fatigued by seeing too many sponsored posts, which could lead to reduced engagement or even unfollowing your account.

3. **Competition:** Instagram is a popular platform for advertising, so there's fierce competition for users' attention. This can make it challenging to stand out.

Disadvantages

1. **Negative Associations:** In some cases, users might associate your brand with intrusive or irrelevant advertising, which can harm your reputation.

2. **Canva Pro Features:** Some advanced features and elements may require a Canva Pro subscription, incurring additional costs.

3. **Ad Blocking:** Some users use ad-blocking software, which can prevent your sponsored posts from reaching their intended audience.

5. Applications

The skills and knowledge acquired during this project have diverse applications across various personal and professional scenarios:

1. **Marketing and Advertising:** Create captivating Instagram Post to effectively promote products or services, engaging with potential customers through visually appealing content.

2. **Social Media Management:** Enhance your social media presence by regularly crafting engaging Instagram Post, fostering a deeper connection with your audience.

3. **Personal Branding:** Showcase your talents, hobbies, and interests, allowing you to establish a personal brand and connect with a broader audience.

4. **Educational Content:** Educators can use the techniques learned to create engaging educational content, making learning more fun and interactive for students.

5. **Event Promotion:** For event organizers, Instagram Post can serve as a powerful tool to build anticipation, showcase event highlights, and engage the audience.

6. **Non-Profit Organizations:** Non-profits can utilize Instagram Post to raise awareness about their causes and connect with supporters on a personal level.

6. Conclusion

The journey of creating Instagram Reels using Canva has been a rewarding experience, unveiling a world of creative possibilities and engagement opportunities. This project has illuminated the path to harnessing the power of visual storytelling and digital content creation.

Through this endeavour, we have successfully demonstrated the effectiveness of Canva as a versatile tool for crafting captivating Instagram Post. The advantages of Canva's user-friendly interface, customization options, and seamless integration with social media platforms have been evident in the results achieved.

Our engagement with the audience, increased brand visibility, and expanded social media presence underscore the potential of Instagram Post as a dynamic communication medium. Canva's role in this process cannot be overstated, providing a canvas for our ideas to flourish.

The journey of learning, from understanding our audience through empathy mapping to ideation and execution, has not only yielded tangible results but also improved our skill set. We've honed our abilities in content creation, storytelling, and project management, skills that have applications in both personal and professional spheres.

In conclusion, the project has opened new horizons for effective digital communication, offering a versatile and accessible toolset to engage and captivate audiences. Whether for marketing, social media management, personal branding, education, or more, the knowledge gained here holds the key to creative and impactful content creation. The adventure doesn't end here; it's just the beginning of a world brimming with endless possibilities.