



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



ERODE: 638 316

Electrical and Electronics Engineering

NAAN MUDHALVAN

TEAM ID: NM2023TMID04013

SB8056- Digital Marketing

by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: SPONSORED POST FOR INSTAGRAM

BRAND NAME: AAPS TOURISM

CATEGORY: ELECTONICS

TEAM MEMBERS

REGISTER NUMBER	NAME	NAAN MUDHALVAN ID
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731120105030	SELVAKUMAR S	6A77D3562A777629D004FC87F25E88E3

SPONSORED POST FOR INSTAGRAM

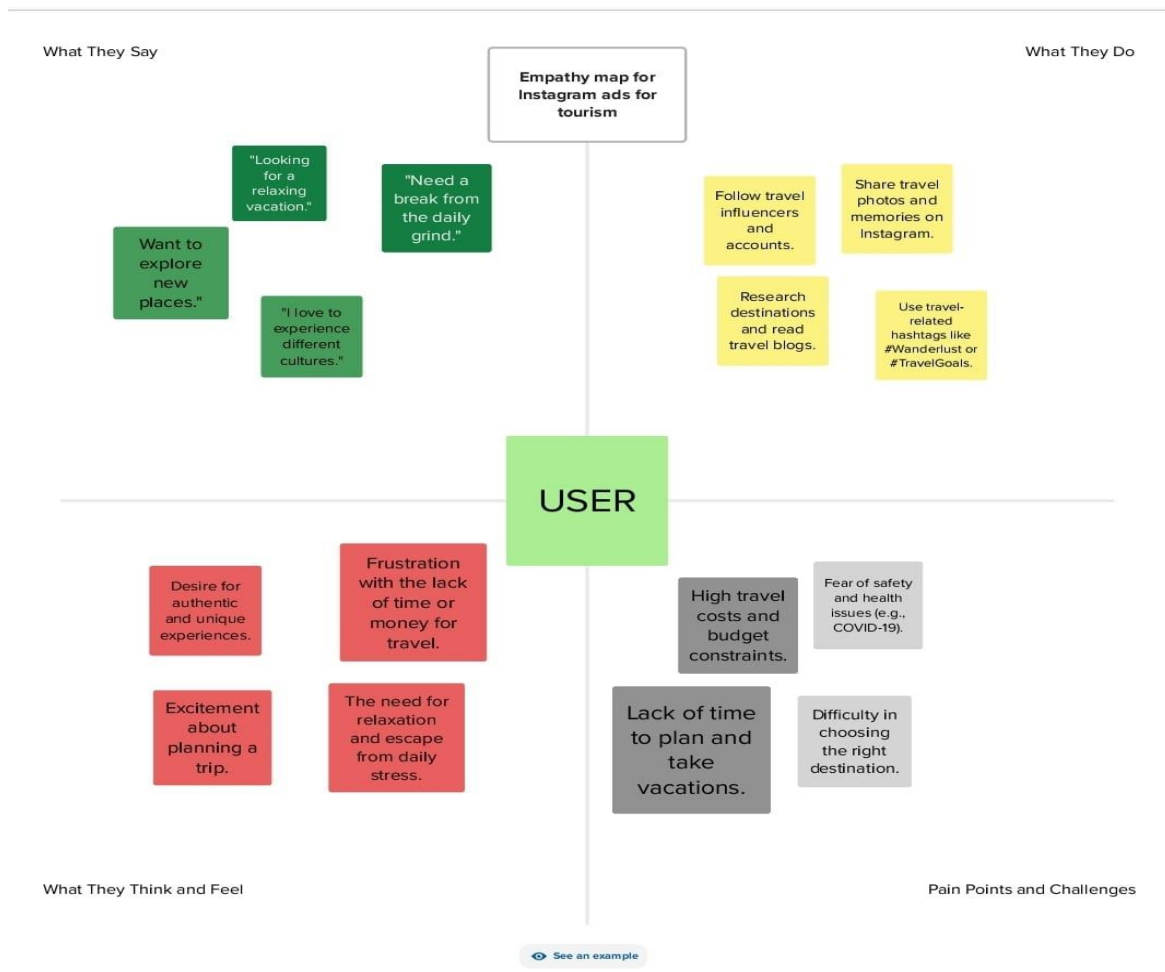
INTRODUCTION

Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact. Let's collaborate and make your Instagram dreams a reality.

PURPOSE

This project is used to provide a attractive advertisement for Instagram

EMPATHY MAP



IDEATION & BRAINSTORM

The screenshot displays a Mural workspace with a brainstorming template. The interface includes a top toolbar with icons for navigation and editing, and a right-hand sidebar with an 'Outline' panel.

Left Panel: Preparation and Problem Statement

- Before you get started:** A section with three steps: 1. Get the group's attention, 2. Set the goal, and 3. Explain the problem. It includes a 'Start session' button.
- Problem statement:** A section with a 'PROBLEM' box containing a text area for defining the problem and a 'Key rules of brainstorming' box with four rules: 1. No criticism, 2. Encourage wild ideas, 3. Build on others, and 4. Go for quantity.

Center Panel: Brainstorming Grid

The grid is organized by person and time. It features a header row for 'Person 1' through 'Person 4' and a second row for 'Person 5' through 'Person 8'. Each cell contains a yellow sticky note with a timer icon, indicating a 5-minute brainstorming period for each person.

Right Panel: Outline

- 1 Brainstorm & ide...**: A section with a sub-header 'Use this template in your own brainstorming sessions so your team' and a link to 'Download this template'.
- 2 Before you collab...**: A section with a sub-header 'A little bit of preparation goes a long' and a link to 'Download this template'.

Bottom Panel: Navigation and Zoom

The bottom panel includes a navigation bar with icons for home, search, and zoom. The zoom level is set to 12%.

RESULT :





JULY PROMO

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Adventure
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ADVANTAGE & DISADVANTAGE

- This design helps to visualize the idea
- Feels attractive and cool
- Simple and efficient
-

APPLICATIONS

This design is use to advertise the laptop service center

CONCLUSION

We have learned the use of canva tool and other to provide an attractive dlook to the things that we wish to present.