

PROJECT REPORT
DIGITAL MARKETING

Project title:

Create a sponsored post for Instagram

Team members :

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ZONE-1

Create a sponsored post for Instagram

Project description:

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.

Steps for creating a sponsored post for Instagram

Step 1:

Crete a Brand Name

Brand Name: MEDTAB

Step 2:

Create a Brand logo

Procedure:

The 7 steps to designing a logo are:

- **Conduct research.**
- **Determine your design style.**
- **Choose the right color palette.**
- **Select the right typography.**
- **Sketch your ideas.**
- **Create digital drafts.**
- **Refine and finalize your design.**



Step 3:

Create a sponsored post using canva

Procedure:

- **Get started on Canva.**
- **Open up Canva and search for “Poster” to start designing.**
- **Choose a template.**
- **Personalize your poster design.**
- **Get even more creative with more design features.**

- Order your prints.



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our priority "*



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and anywhere with our
specialist doctors*

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Step 4:

Create an instagram account

Procedure:

Learn how to:

- Create an Instagram account and update your profile information.
- Navigate the app.
- Find people you know or people you might like to follow.
- Set your account to private.
- Connect your Instagram account to your Facebook account.

🔒 med_tab_dm ▾ ●



1
Posts

0
Followers

0
Following

Digital marketing
Naan mudhalvan

Edit profile

Share profile



Discover people

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FILMYGYAN ✓

Instagram recommended

Follow



ZARA Official ✓

Instagram recommended

Follow



Step 5:

And finally create a sponsored post for Instagram

Procedure:

How to get a sponsored post on Instagram

- **Define your niche and brand.**
- **Understand your audience.**
- **Post consistently.**
- **Use hashtags.**
- **Tag brands in your Instagram posts.**
- **Include your contact info in your bio.**
- **Pitch paid sponsorships.**
- **Charge what you're worth.**

OUTPUT:

This is the final output .




Posts



med_tab_dm
Sponsored





*"Your health is
our priority "*







*Ask your health anytime
and anywhere with our
specialist doctors*

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8 hours ago

