PROJECT REPORT

DIGITAL MARKETING

Project title:

Create a sponsored post for Instagram

Team members:

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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

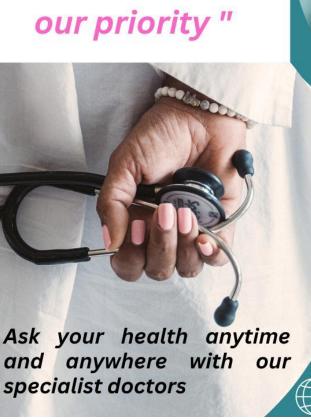
Procedure:

- 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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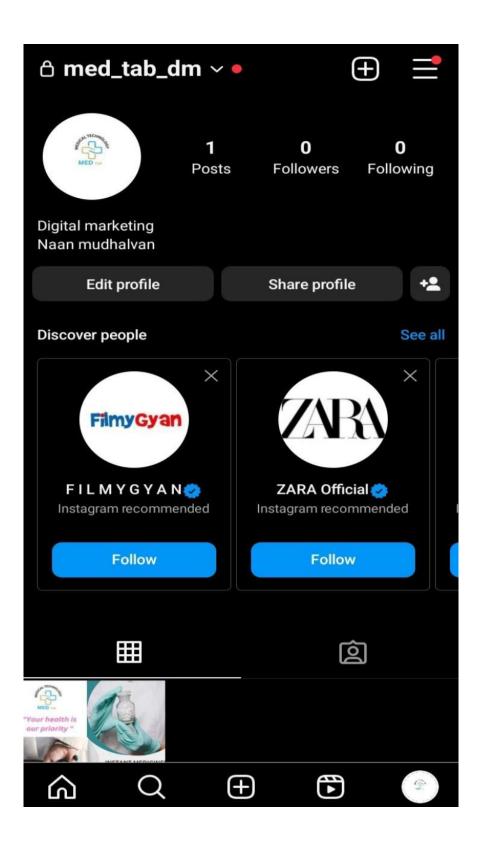
Step 4:

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.



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.

