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1. INTRODUCTION

1.1 OVERVIEW:

Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

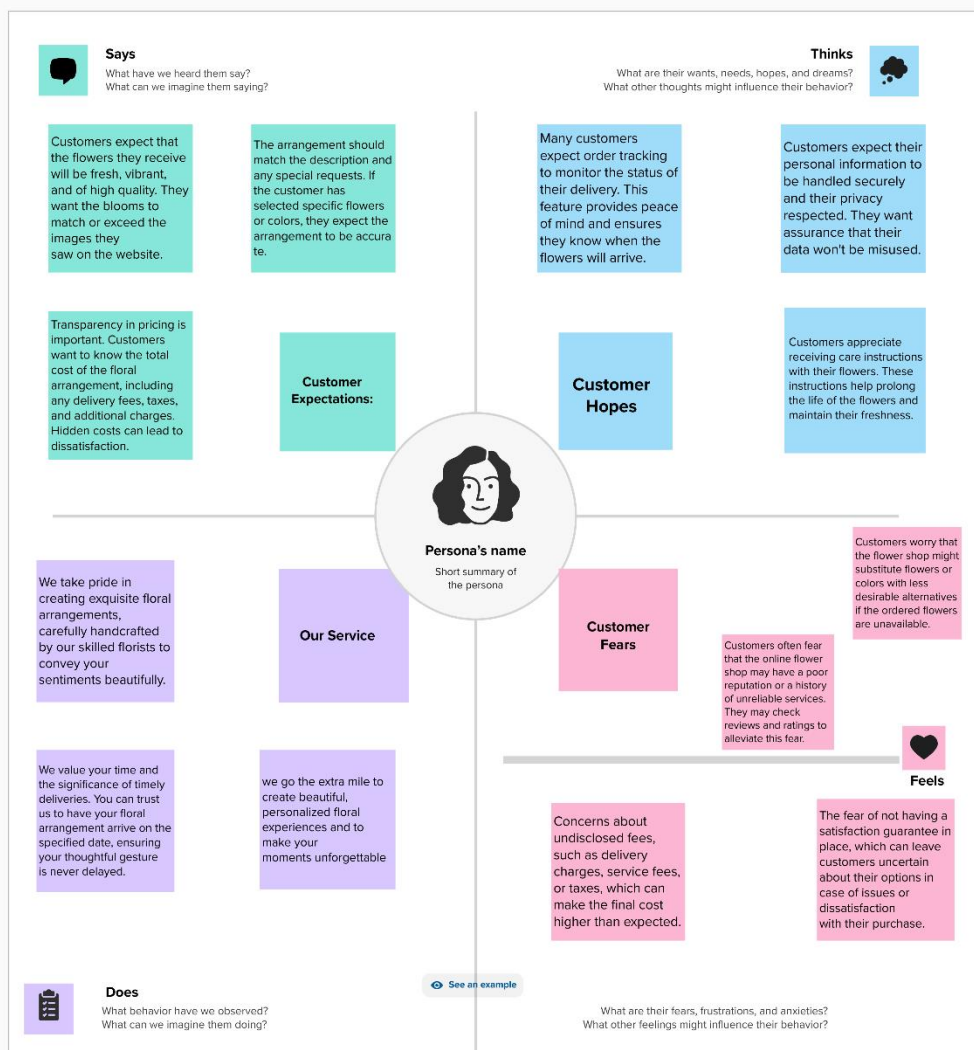
1.2 PURPOSE:

The purpose of our website for Blossoms Emporium is to enhance our flower shop's online presence, attract a broader customer base, and drive growth. Through strategic online marketing, we aim to increase website traffic, boost sales, and build brand loyalty. Our goal is to provide convenience, showcase our expertise, and offer customers a delightful and seamless online shopping experience, ultimately strengthening our reputation as a trusted source for beautiful floral arrangements and gifts.

By developing a website for Blossoms Emporium with Canva, you can establish a professional and visually appealing online presence that aligns with your business's branding and objectives. It's a cost-effective and user-friendly solution to enhance your flower shop's reach and impact in the online marketplace.


2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP:






2.2 IDEATION AND BRAINSTORMING MAP:


Template



Brainstorm & idea prioritization


Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools


Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →


1

Define your problem statement

What problem are you trying to solve


 5 minutes


Many businesses struggle with limited online visibility and engagement, hampering their ability to reach a wider audience. Effective website marketing solutions are in demand to address this challenge and drive growth.





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil icon to switch from text to drawing!

issha Yoga Deepika

Send out regular newsletters with promotions, flower care tips, and seasonal offers.

Implement automated email sequences for occasions like birthdays and anniversaries.

Share high-quality images and videos of floral arrangements.

Use appropriate hashtags and encourage user-generated content.

Ponpriya Dharshini

Build a mailing list of customers interested in flowers.

Babu Vignesh

Build quality backlinks from local directories and partners.

Run engaging social media contests, such as "Guess the Flower" or "Best Flower Arrangement of the Month."

Optimize your website for relevant keywords like "local flower delivery" or "wedding flower arrangements."

Create a blog with informative content about flowers, floral care, and event decoration.

Siva Sri

Collaborate with local event planners, wedding photographers, or gift shops.

Offer discounts or cross-promotions to customers referred by these partners.

Run Google Ads campaigns to promote the flower shop for specific keywords.

Use geo-targeting to focus on the local audience.

Establish strong relationships with potential partners. Attend local business networking events and get to know other entrepreneurs in your community.

Set up retargeting campaigns to capture visitors who didn't make a purchase.

Muthu Ganesh

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP

Add color-coded tags to sticky notes to reveal patterns to find, review, organize, and categorize important ideas as they surface your mind.

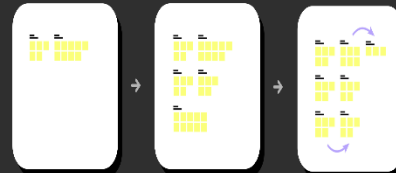
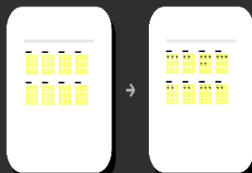
Create a team responsible for generating regular blog posts, articles, and other content related to flowers, floral care, event decoration, and more. This team can also manage social media content.

Develop email marketing campaigns that include newsletters, promotions, and customer engagement initiatives. This team can segment the email list and track email campaign performance.

Track website traffic, user behavior, and campaign performance using analytics tools like Google Analytics. Use data-driven insights to optimize marketing efforts.

Optimize your website and Google My Business listing for local searches, making sure you're easily found by potential customers in your area.

Write online press releases, seek guest blogging opportunities, and engage in media outreach to enhance your online reputation. Host online webinars and workshops related to flowers, floral design, and event decoration.



4

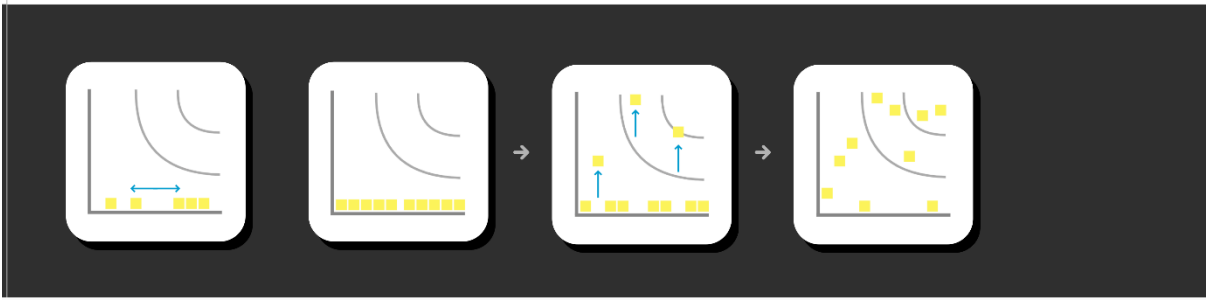
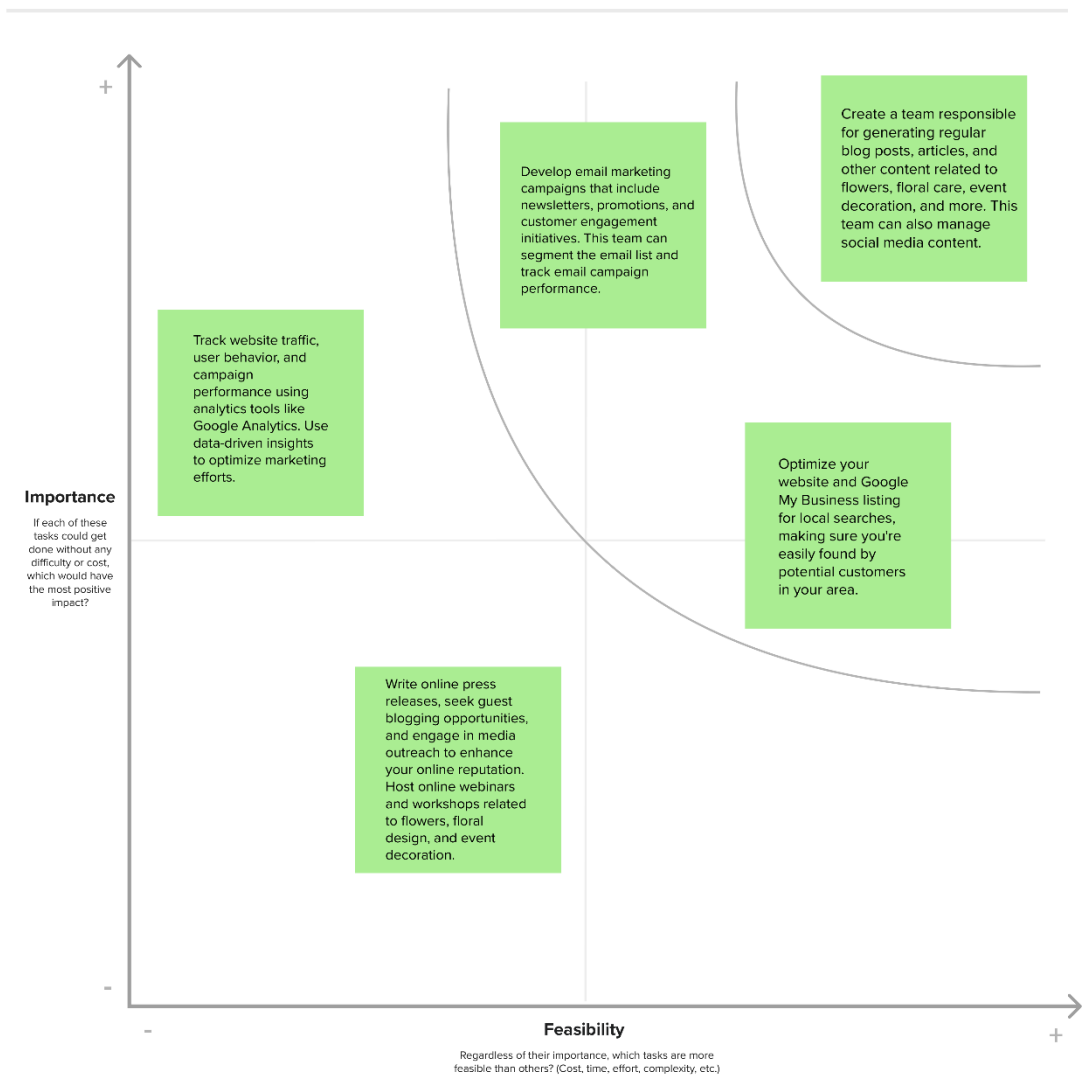
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



3. RESULT

Build a Website using Canva

BLOSSOMS EMPORIUM



Step into the World of Blooms at Our Blossoms Emporium

Where Floral Dreams Come to Life. Our enchanting garden of petals and colors awaits, ready to brighten your moments and celebrations. With a passion for artistry and an eye for detail, we transform nature's gifts into mesmerizing creations. Discover the magic of our flowers, and let them tell your story. Come, explore, and let the beauty of blooms captivate your senses."

Our Projects



Baby Photoshoot Magic-‘Blooming Beginnings’



Bouquet of flowers-‘Crafting Beauty’



Wedding Stage Decorations-‘Stage of Dreams’

Events Collection



Wedding Garland-‘Blossoms of Love’



A Christian Bride's Bouquet-‘Heavenly Blossoms’



Floral Sale- 'Creating your Dream Home'

SERVICES



HOME DELIVERY- 'Bringing Blooms into your Doorstep'



Hanging Flower Pot- 'Elevate Your Greenery'



Quality Pesticides Available Here-‘Guarding Your Green World’

***YOUR FLORAL JOURNEY BEGINS HERE.
CONTACT WITH US FOR FRAGRANT
SURPRISES***

emporiumblossoms@gmail.com
196, South Car Street,
1235896356

4. ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- **Increased Visibility:** Website marketing can improve your flower shop's online visibility, making it easier for potential customers to find you through search engines and social media.
- **Wider Customer Reach:** It allows you to reach a broader audience, not limited to your local area, expanding your customer base and potentially attracting customers from different regions.
- **Convenience:** Customers can browse and order floral arrangements from the comfort of their homes or on the go, making the shopping process convenient and accessible 24/7.
- **Brand Building:** Website marketing helps strengthen your brand's online presence and reputation, positioning your flower shop as a trusted and go-to source for floral arrangements.

DISADVANTAGES:

- **Marketing Costs:** While online marketing can be cost-effective, it still requires an advertising budget for initiatives such as pay-per-click (PPC) campaigns or social media advertising.
- **Time-Consuming:** Effective website marketing can be time-consuming. Managing online content, social media accounts and marketing campaigns may divert your attention from other aspects of your business.
- **Dependency on Online Platforms:** Relying on online platforms like social media or third-party e-commerce platforms can expose your business to changes in their policies and algorithms.

5. APPLICATIONS

- **Online Store:** Create an e-commerce platform on your website to showcase and sell your floral products, making it convenient for customers to browse, select, and purchase arrangements online.
- **Social Media Integration:** Link your website with your social media accounts to engage with your audience on platforms like Facebook, Instagram, and Pinterest, and encourage sharing and interaction.
- **Search Engine Optimization (SEO):** Optimize your website for search engines to improve its visibility in search results, attracting more organic traffic from people searching for flower-related terms.
- **Customer Reviews and Testimonials:** Include a section on your website for customer reviews and testimonials to build trust and showcase your shop's reputation.
- **Online Booking and Reservations:** If you offer services like event decoration or flower delivery, incorporate an online booking system, allowing customers to schedule and reserve your services through your website.
- **Image Galleries:** Create visually appealing image galleries displaying your floral arrangements for various occasions, inspiring customers and showcasing your expertise in floral design.
- **Contact Forms:** Provide easy-to-use contact forms for inquiries, order customization requests, and feedback, ensuring customers can easily reach you through your website.
- **Event Promotion:** If you host floral workshops, events, or sales, use your website to promote these activities and allow customers to register or purchase tickets online.

6. CONCLUSION

We'll gain proficiency in various digital marketing techniques, including search engine optimization (SEO), social media marketing, email marketing, and content creation. We'll develop an understanding of website development tools and platforms, such as Canva, and learn how to create and maintain a functional and visually appealing website. These will not only benefit your flower shop's online presence but can also be applied to other aspects of your business and future entrepreneurial endeavors. Website marketing skills are increasingly valuable in today's digital age, and the knowledge gained from this project can be a valuable asset for your professional growth.

Project Video Link:

https://drive.google.com/file/d/10rZESBMI3g0KTyCO2tsprAhP1iElwmXB/view?usp=drive_link