Project Design Phase-I Proposed Solution Template

|  |  |
| --- | --- |
| Team ID | 88A47BC9080CDE499E844AF1A08CEE03 |
| Project Name | Creating an sponsored post for Instagram |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Create an engaging sponsored post for Instagram to promote a new fitness product, targeting young adults. The post should highlight the product's unique features, include relevant hashtags, and encourage user interaction. The goal is to increase brand visibility and drive sales through compelling visuals and persuasive captions. |
| 2. | Idea/Solution description | Create an engaging sponsored post for Instagram by combining captivating visuals, concise, relatable copy, and strategic use of relevant hashtags. Ensure the content seamlessly integrates the product or service you're promoting, making it feel authentic to your audience. Finally, leverage Instagram's targeted ad options to reach your desired audience for maximum impact. |
| 3. | Novelty/Uniqueness | Incorporate novelty into your sponsored Instagram post by crafting a creative and relatable story around the product, showcasing its unique features in a fun and unexpected way. Experiment with fresh visual formats, such as cinema graphs or carousel ads, to capture your audience's attention and stand out in their feeds. By fostering a sense of curiosity and excitement, your sponsored post will pique interest and drive higher engagement. |
| 4. | Social Impact /Customer Satisfaction | Elevate the impact of your sponsored Instagram post by highlighting the positive change the promoted product or service brings to people's lives or the environment. Share authentic testimonials or stories from satisfied customers to establish trust and credibility, emphasizing how it solves real problems. Encourage user-generated content with a dedicated hashtag to foster a sense of community and customer satisfaction, fostering a lasting connection with your brand. |
| 5. | Business Model (Revenue Model) | Leverage your sponsored Instagram post to drive revenue by focusing on a performance-based model, tracking conversions and ROI meticulously to ensure the ad spend directly correlates with sales. Consider partnering with influencers who align with your brand to amplify reach, utilizing their audience to boost revenue streams. Implement strategic call-to-action elements and promotional codes to encourage direct purchases and measure the post's contribution to your business model. |
| 6. | Scalability of the Solution | Craft an Instagram sponsored post that emphasizes the scalability of your solution, demonstrating its ability to cater to various customer segments and expand into new markets. Showcase how your product or service can effortlessly adapt to changing demands, offering a sustainable, long-term value to a growing audience. Use compelling visuals and clear messaging to convey the solution's limitless potential and widespread applicability, capturing the attention of a broad spectrum of potential customers. |