PROJECT DOCUMENT

HOW TO CREATE A PROMO VIDEO USING CANVA

TEAM ID: NM2023TMID03749

CONTENT

INTRODUCTION

In today's digital age, visual content is a powerful tool for businesses and individuals alike to convey their messages and capture the attention of their target audience. Brand promo videos, in particular, have become a highly effective way to showcase your brand's identity, products, or services in a compelling and engaging manner. Canva, a versatile online design tool, provides an accessible platform for creating professional-quality videos without the need for extensive video editing skills.

Project Objectives:

Through this project, our primary objectives are:
1. **Educational Guidance:** To provide clear and comprehensive guidance to individuals and businesses interested in creating brand promo videos using Canva, with a focus on users of varying experience levels, from beginners to intermediate.
2. **Empowerment:** To empower users with the knowledge and skills needed to create engaging and effective brand promo videos independently, reducing the dependency on professional video production services.
3. **Promotion of Visual Marketing:** To promote the use of visual marketing strategies, especially brand promo videos, as a powerful means of conveying brand messages, connecting with the target audience, and achieving marketing goals.
4. **Cost-Efficiency:** To highlight the cost-effective nature of using Canva for video creation, enabling businesses with limited budgets to produce high-quality promotional content.
5. **Brand Consistency:** To emphasize the importance of maintaining brand consistency throughout the video creation process, ensuring that the final product aligns with the brand's identity, colours, and messaging.
6. **Creativity and Innovation:** To encourage users to think creatively and innovate in their brand promo videos, using Canva's features for text, animations, and media to craft unique and compelling content.
7. **Multichannel Utilization:** To equip users with the ability to share their brand promo videos on various digital platforms, including social media, websites, and email campaigns, maximizing the reach and impact of their promotional efforts.
8. **Measurable Results:** To help users understand how to track and measure the effectiveness of their brand promo videos, enabling them to make data-driven improvements and adjustments for future campaigns.
9. **Increased Engagement:** To guide users in creating brand promo videos that captivate and engage their target audience, ultimately driving higher conversion rates and customer engagement.
10. **Self-Reliance:** To promote self-reliance and independence in video content creation, allowing users to respond quickly to marketing needs and opportunities.

By achieving these objectives, this project aims to provide a comprehensive and practical resource that empowers users to create brand promo videos that are not only visually appealing but also highly effective in promoting their brands and achieving marketing objectives.

Audience:

The goal of this project is to provide you with the knowledge and tools needed to create a brand promo video that not only stands out but also resonates with your target audience. We'll emphasize the importance of maintaining consistency with your brand's style, colors, and messaging throughout the video creation process. By the end of this project, you'll be well-equipped to produce a compelling brand promo video using Canva, opening up new possibilities for promoting your brand, products, or services across various digital platforms.

So, let's embark on this creative journey together and learn how to leverage Canva's capabilities to produce a brand promo video that leaves a lasting impact on your audience.

IDEATION PHASE

2.1. Problem Statement

"To design and produce an engaging brand promo video using Canva, catering to our target audience, showcasing our unique value proposition, and adhering to our brand identity guidelines while maximizing the use of Canva's features and tools for a cost-effective and efficient video creation process."

This problem statement outlines the key objectives and constraints for creating a brand promo video using Canva, including the need to connect with the target audience, highlight the brand's unique selling points, maintain brand consistency, and leverage Canva's resources effectively.
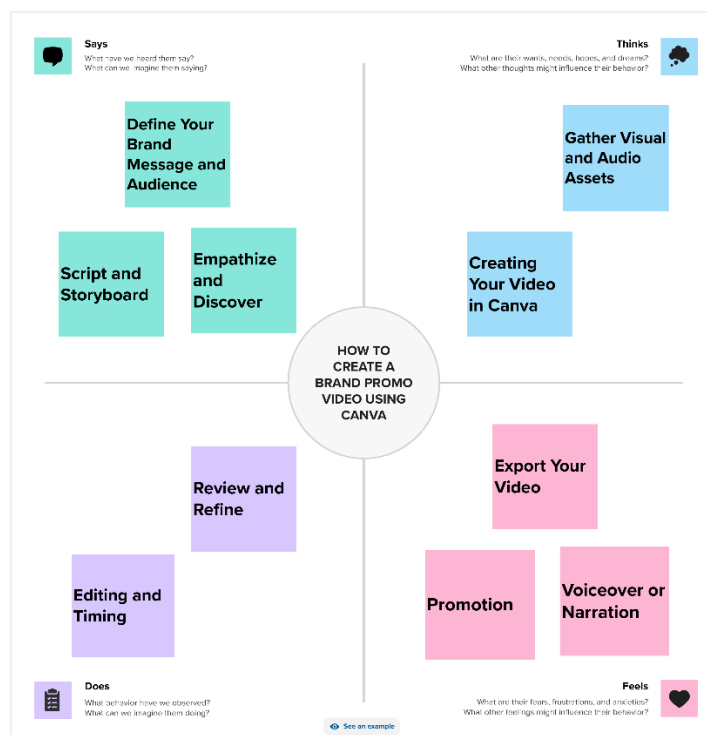
2.1. Empathize & Discover

figure: Empathy mapping & discover

Reference link:

https://app.mural.co/t/ramyabharathi4536/m/ramyabharathi4536/1698986495569/e5844a8837aa0f019c1bd9ba9446c87 1d084dd86?sender=ua067dc13fa98d8168b396522
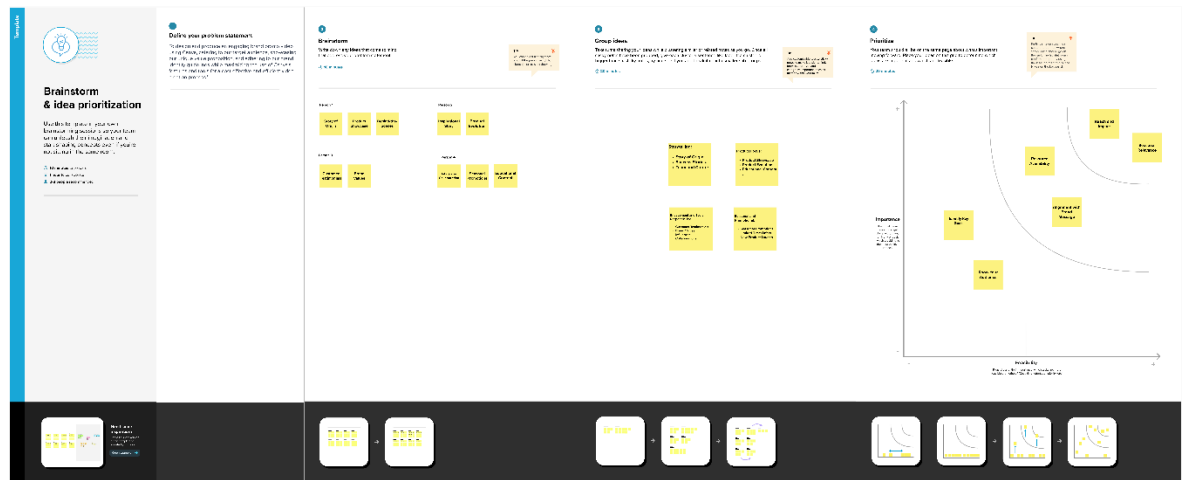
2.1.Brainstorm And Idea Prioritization

figure: brainstorming and idea prioritization

Reference link:
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PROJECT DESIGN PHASE - PART 1

3.1. Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to besolved)	Many businesses and individuals lack the knowledge and skills required to create effective brand promo videos. Traditional video production can be time-consuming and costly, making it inaccessible to many. This knowledge gap poses a challenge for those seeking to promote their brands effectively through video content.
2.	Idea / Solution description	Our project aims to address this problem by providing a comprehensive guide on creating brand promo videos using Canva, a user-friendly online design tool. The solution will cover planning, content creation, design, editing, and distribution of these videos, catering to a wide range of users with varying levels of expertise.
3.	Novelty / Uniqueness	The novelty of our solution lies in its focus on using Canva, a widely accessible and affordable platform. Canva is not commonly associated with video creation, making this approach unique. Additionally, our project will provide a structured and user-friendly tutorial that simplifies the video creation process.
4.	Social Impact / Customer Satisfaction	By empowering individuals and businesses with the knowledge and tools to create brand promo videos, our solution contributes to improved digital marketing and communication strategies. This, in turn, can lead to increased customer engagement and satisfaction. Users will be more confident in their ability to create compelling video content.
5.	Business Model (Revenue ModEl)	To support the project, we can consider various business models, such as offering premium tutorial content or one-on-one coaching sessions for those who require more personalized assistance. Additionally, affiliate marketing partnerships with Canva or related services can generate revenue.

6.	Scalability of the Solution	The solution's scalability is high because it leverages widely available tools and platforms. It can reach a global audience and cater to both individuals and businesses of all sizes. Expanding the solution may involve creating more advanced courses or offering specialized industry-focused tutorials.

3.1.Solution Architecture

1. User Interface (UI):

   - Web-based interface for project accessibility.
   - User registration and login system.

2. Content Delivery:

   - Organized and structured content delivery for step-by-step guidance.

3. Media Library:

   - Integration with Canva's library of design assets.
   - Access to stock images, videos, and audio for users.

4. User Accounts and Progress Tracking:

   - User profiles to track progress.
   - Save and access previous projects.

5. Analytics and Reporting:

   - Monitor user engagement with the project content.
   - Gather data on the project's impact.

6. Monetization:

   - Integration of premium content or subscription models for advanced tutorials.
   - Affiliate marketing partnerships for potential revenue.

7. Scalability:

   - Cloud-based infrastructure for scalability.
   - Ability to add more advanced courses or specialized content in the future.

8. Security:

- Implement security measures to protect user data and project content.

9. Feedback and Support:

- Include a feedback mechanism for users to provide input.
- Offer user support through a help center or chat support.

This architecture outlines the key components and functionalities required to create an online platform for guiding users in creating brand promo videos using Canva. It covers user interface, content delivery, modules, user accounts, monetization options, scalability, security, and support.

PROJECT DESIGN PHASE - PART 2

4.1. Customer Journey Map

Determine The Requirements (Customer Journey Maps):

- Awareness: Customers are aware of Canva and its ability to create brand promo videos.

- Consideration: Customers are learning more about how to use Canva to create brand promo videos.

- Decision: Customers are convinced that Canva is the right tool for creating their brand promo video.

- Purchase: Customers create their brand promo video using Canva.

- Post-Purchase: Customers download and share their brand promo video, and track its performance.

Customer Needs and Pain Points:

- Need to create a professional and high-quality brand promo video.

- May be intimidated by video editing software.

- Short on time.

- Unsure of how to create a visually appealing and engaging video.

- On a budget.

How Canva Meets Customer Needs:

- Provides templates, stock footage, and graphics for professional-looking videos.

- Simple video editing tools for beginners.

- Affordable pricing plans, including a free plan.

• Variety of tutorials and resources.

Customer Success Metrics:

• Number of videos created using Canva.

• Customer satisfaction with Canva.

• Customer engagement with Canva videos.

• Number of leads and sales generated from Canva videos.

4.2. Requirement Analysis
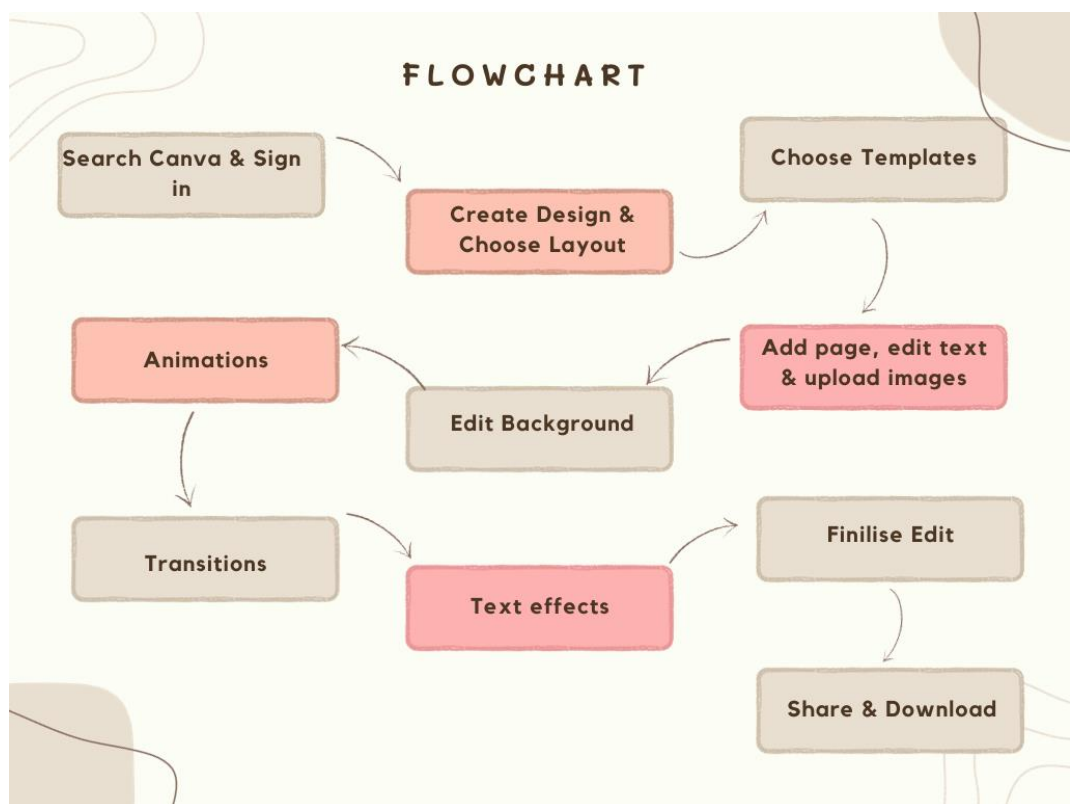
4.3. Technical Architecture

Technical Architecture:
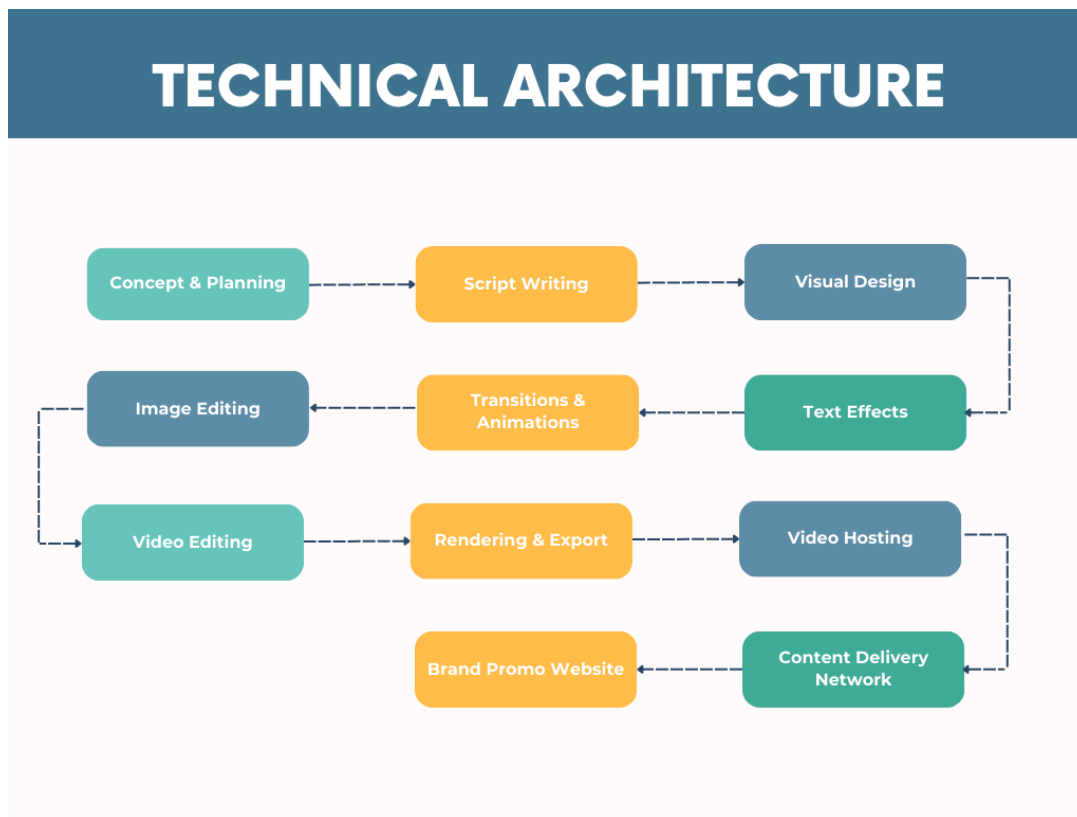
4.4. Third Part API's

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for third party API's

4.5. Open-Source Framework

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for open source frame work

4.6. Cloud Deployment

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for Cloud deployment.

PROJECT DEVELOPMENT PHASE

5.1. FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

Canva offers a range of video editing functional features that make it a popular tool for creating and editing videos. Here are some of the key features:

1. Video Trimming: Easily trim the length of video clips to remove unwanted sections.

2. Video Splitting: Divide a video into smaller segments for more precise editing.

3. Text and Typography: Add text overlays, choose from a variety of fonts, and apply animations to text.

4. Transitions: Apply smooth transitions between video clips to improve flow.

5. Filters and Effects: Enhance video quality with filters, color correction, and visual effects.

6. Audio: Add background music, voiceovers, or sound effects to videos.

7. Animations: Create animations, including animated stickers and elements.

8. Collaboration: Collaborate with team members in real-time on video projects.

9. Templates: Utilize pre-designed video templates for quick and professional results.

10. Resize and Crop: Adjust video dimensions and crop to fit various social media platforms.

11. Export Options: Export videos in different formats and resolutions.

12. Stock Media: Access Canva's library of stock photos, videos, and audio for content enhancement.

13. Speed Control: Adjust the playback speed of video clips for slow motion or fast-forward effects.

14. Background Removal: Remove or replace the background in video clips.

15. Customizable Elements: Add shapes, icons, and other design elements to videos.

16. Voiceover Recording: Record and overlay voice narration directly onto the video.

17. Collaboration and Sharing: Collaborate with team members and share videos easily.

Canva's video editing features are user-friendly and cater to a wide range of video creation and editing needs, making it a versatile tool for both beginners and experienced video editors.

5.2. CODE-LAYOUT, READABILITY AND REUSABILITY

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for code – layout, readability and reusability.

5.3. EXCEPTION HANDLING

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for exception handling

5.4. UTILIZATION OF ALGORITHMS, DYNAMIC PROGRAMMING, OPTIMAL MEMORY UTILISATION

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for utilization of algorithms, dynamic programming, optimal memory utilisation

DEBUGGING AND TRACEABILITY

As we are doing project on "How to create a Brand Promo Video using Canva", there is no need for debugging and traceability

MODEL PERFORMANCE METRICS

For a project titled "How to Create a Brand Promo Video Using Canva," measuring the success and performance of the project can be crucial to determine its impact and effectiveness. Here are some key performance metrics to consider:

1. **Engagement Metrics:**
   - **View Count:** Measure the total number of views your tutorial or guide receives on various platforms (e.g., YouTube, website, social media).
   - **Watch Time:** Track the total minutes users spend watching your video, which indicates audience engagement.
2. **Audience Feedback:**
   - **Likes, Dislikes, and Comments:** Monitor the number of likes, dislikes, and comments to gauge audience sentiment and interaction with your content.
   - **Subscriber Growth:** If you have a YouTube channel or a newsletter, track the increase in subscribers or followers resulting from your video content.
3. **Conversion Metrics:**
   - **Click-Through Rate (CTR):** If you include links or calls to action, measure the CTR to determine how effective your video is at driving traffic to your website or landing pages.
   - **Conversion Rate:** Calculate the percentage of viewers who take the desired action, such as signing up for a newsletter or making a purchase.
4. **Reach and Exposure:**
   - **Impressions:** Track the number of times your video is displayed to users on platforms like YouTube or social media.
   - **Shares:** Measure how often your video is shared, indicating its reach beyond your immediate audience.
5. **SEO Performance:**
   - **Ranking for Relevant Keywords:** Check your video's ranking for keywords related to creating brand promo videos using Canva in search engines and on YouTube.
   - **Click-Through from Search Results:** Monitor how often users click on your video when it appears in search results.
6. **Engagement Duration:**
   - **Average Watch Time:** Evaluate the average duration viewers watch your video, which helps identify engaging or less engaging sections.
7. **Retention Metrics:**
   - **Audience Retention:** Analyze how well your video maintains viewer interest over time, helping you identify drop-off points and areas for improvement.
8. **Social Media Metrics:**
   - **Engagement on Social Platforms:** Track likes, shares, and comments on social media posts promoting your video.
   - **Follower Growth:** Measure increases in followers or subscribers on your social media accounts as a result of video promotion.
9. **User Satisfaction:**
   - **Surveys or Feedback:** Collect direct feedback through surveys or comments to understand user satisfaction, and use this information for future improvements.
10. **Conversion Funnel Metrics:**
    - **Conversion Funnel Tracking:** If you have a multi-step process (e.g., sign-up, purchase), monitor each stage's conversion rates to identify bottlenecks.
11. **Traffic Sources:**
    - **Source Analytics:** Understand where your viewers are coming from, such as direct traffic, search, social media, or referrals.

12. **Revenue Metrics (if applicable):**
    - **Return on Investment (ROI):** Calculate the revenue generated compared to the costs associated with creating and promoting the video.
13. **Competitive Analysis:**
    - **Benchmarking:** Compare your video's performance metrics with those of similar tutorials or guides in your niche.
14. **Content Iteration:**
    - **A/B Testing:** Experiment with variations of your video content and compare the performance of different elements to optimize for better results.
15. **Long-Term Performance:**
    - **Evergreen Content:** Monitor how your video continues to perform over time and whether it remains relevant and valuable to your audience.

By measuring these performance metrics, you can gain insights into the effectiveness of your brand promo video created using Canva and make data-driven decisions to improve future content and marketing strategies.

PROJECT DEMONSTRATION

DRIVE LINK:

https://drive.google.com/file/d/1NIo8fPZNBKqPttXyuFss5u53inmF-6zW/view?usp=drivesdk

Project Summary (Group Project – How to add a website to GoogleAnalytics):

The title "How to Create a Brand Promo Video Using Canva" suggests a step-by-step guide on leveraging Canva, a graphic design tool, to produce a promotional video for a brand. The process includes conceptualization, scriptwriting, visual design using Canva, optional audio and video editing, and the use of Canva's audio and video export features. The final video is typically hosted on platforms like YouTube or Vimeo, and a brand promo website may be created to showcase the video. While Canva is primarily known for design, this title emphasizes its versatility in creating multimedia content, enabling users to produce compelling brand promotional videos without extensive video editing skills.

PROJECT MEMBERS DETAILS

PROJECT NAME	How to create a brand promo using canva
TEAM ID	NM2023TMID03749
TEAM LEADER ID	9625CC7E29CE30C838B49FCFCE9CEF6F
TEAM MEMBER 1	400DE820B4B304F872C42148B150C145
TEAM MEMBER 2	E38852A5D70B7FAB25B421A51CD465F2
TEAM MEMBER 3	7E0B9735100ADD1B2C141FFF69866F0C