

HOW TO CREATE A BRAND PROMOTIONAL VIDEO USING CANVA

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INTRODUCTION:

(I) DESCRIPTION

In the dynamic world of hospitality marketing, the power of visual storytelling has emerged as a driving force in captivating potential guests and forging lasting impressions. This report delves into the promotional video campaign of "Muya Hotel," a distinguished brand synonymous with luxury and exceptional experiences. This promotional video, crafted with precision and artistry, serves as a compelling testament to the timeless elegance and allure that the Muya Hotel brand promises.

(II) PURPOSE

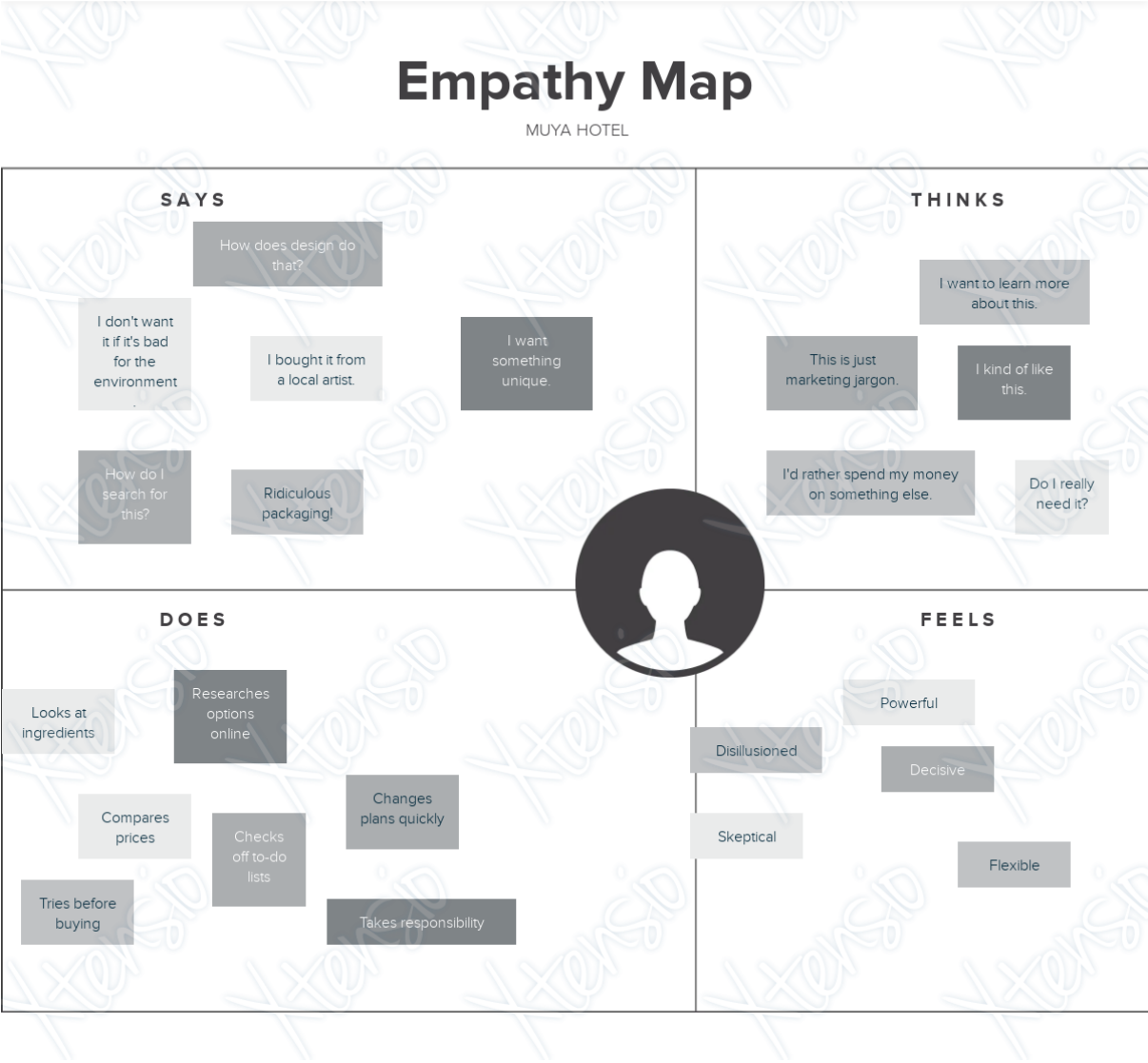
The purpose of your project, based on the context you've provided, seems to be the creation and analysis of a promotional video for "Muya Hotel." The key purposes of this project could include:

1. ***Brand Promotion:*** To enhance the visibility and appeal of the Muya Hotel brand to attract more guests and increase bookings.
2. ***Showcasing Unique Features:*** To highlight the distinctive features, amenities, and experiences that set Muya Hotel apart in the competitive hospitality industry.
3. ***Engaging Potential Guests:*** To capture the attention and interest of potential guests by crafting a compelling visual narrative that resonates with their desires and preferences.
4. ***Building Trust:*** To instill trust and credibility in the Muya Hotel brand by providing an immersive and transparent glimpse into the hotel's offerings.
5. ***Increasing Bookings:*** To drive more reservations and bookings by convincing viewers of the exceptional experiences that await them at Muya Hotel.
6. ***Brand Image Enhancement:*** To reinforce and enhance the luxurious and opulent image associated with Muya Hotel in the minds of the target audience.
7. ***Measuring Effectiveness:*** To analyze the impact and effectiveness of the promotional video in achieving the predefined marketing goals and attracting more guests.
8. ***Competitive Advantage:*** To leverage the promotional video as a tool to gain a competitive edge in the hospitality industry and stand out among other hotels.
9. ***Online Visibility:*** To boost the online presence of Muya Hotel across various digital platforms, including the official website and social media channels.

PROBLEM DEFINITION:

(I)EMPATHY MAP

Xtensio Upgrade your account to remove Xtensio branding and access premium features.



(II) IDEATION



RESULT:

Create a brand name for interest of field

Field of interest: luxury hotel

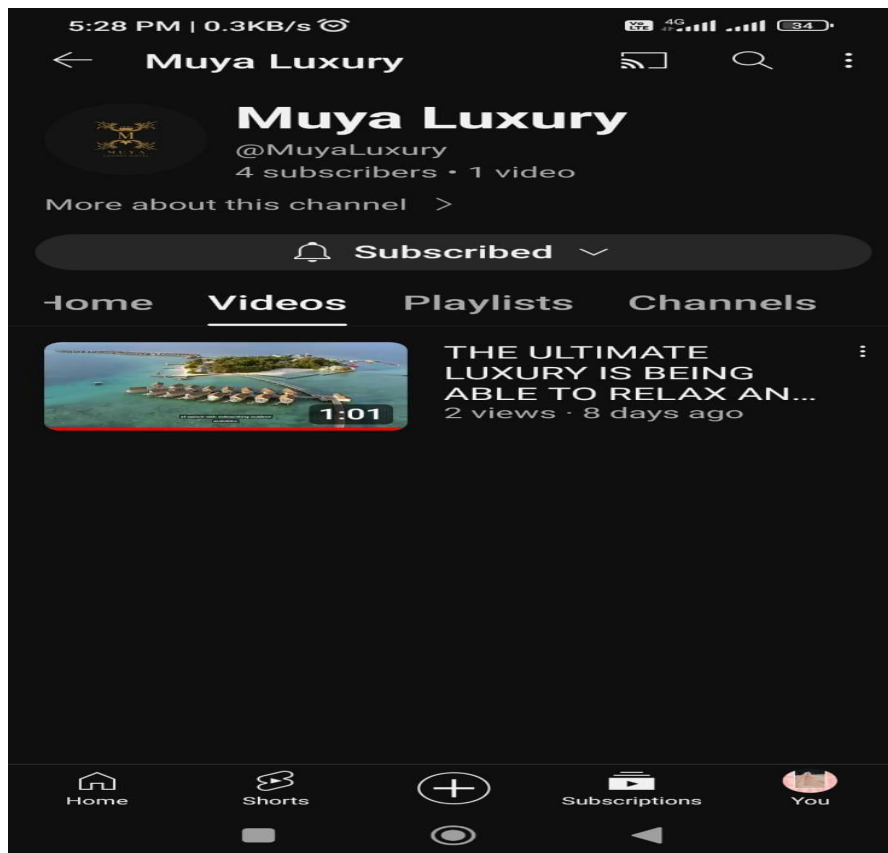
Brand name :MUYA luxury hotel



BRAND PROMOTIONAL VIDEO:

LINK ::

https://drive.google.com/file/d/1swHsJXAW6V9e5JT5ln0_cT5asB857B8v/view?usp=drive_link



ADVANTAGES AND DISADVANTAGES:

Advantages:

Visual Appeal: Video is a highly engaging and visually appealing medium that can captivate the audience and convey the hotel's ambiance effectively.

Emotional Connection: Videos can evoke emotions, helping viewers connect with the brand on a deeper level, making them more likely to remember and choose your hotel.

Comprehensive Information: Videos allow you to showcase multiple aspects of your hotel, from amenities to services, in a short span of time.

Flexible Distribution: Videos can be shared across various digital platforms, reaching a broad audience, including social media, websites, and email marketing.

Showcasing Real Experiences: Customer testimonials and authentic footage can build trust and authenticity, as potential guests see real experiences shared by others.

Measurable Impact: Video performance can be measured using analytics, providing insights into viewer engagement and conversion rates.

SEO Benefits: Video content can improve search engine rankings when optimized properly, increasing the visibility of your hotel.

Increased Booking Rates: Engaging videos can lead to higher conversion rates, translating into more bookings for your hotel.

Brand Recognition: Consistent video marketing helps in building brand recognition and awareness.

Shareable Content: Compelling videos are more likely to be shared by viewers, expanding your reach through user-generated content.

Disadvantages:

Production Costs: High-quality video production can be expensive, requiring investment in equipment, professionals, and post-production editing.

Time-Consuming: Planning, shooting, and editing a video can be time-consuming and may require significant effort.

Competition: The digital landscape is saturated with video content, making it challenging to stand out.

Viewer Attention Span: Online viewers have short attention spans; your video needs to capture their interest quickly.

Technical Challenges: Technical issues such as slow internet connections can affect the viewing experience.

Overproduction: Overly polished and staged videos may come across as inauthentic and fail to resonate with viewers.

Negative Feedback: If the video receives negative feedback, it can harm the hotel's reputation, necessitating careful planning and execution.

Changing Algorithms: Social media platforms and search engines frequently change their algorithms, affecting video visibility.

Lack of SEO Optimization: Without proper SEO optimization, the video may not achieve its full potential in terms of search engine visibility.

Privacy and Permissions: Use of guest images or video footage may require strict privacy and permission considerations.

APPLICATIONS

The proposed solutions for promoting a hotel brand through a video have various applications within your marketing strategy. Here are the applications for each solution:

1. ***Create a Promotional Video:***

- Application: Develop a video that serves as the centerpiece of your marketing efforts, showcasing your hotel's unique offerings.

2. ***Tell a Compelling Story:***

- Application: Craft a narrative that emotionally engages viewers, allowing them to connect with your brand's story and values.

3. ***Highlight Amenities:***

- Application: Showcase your hotel's amenities, rooms, dining options, and recreational facilities, illustrating the guest experience.

4. ***Show Scenic Views and Surroundings:***

- Application: Feature the natural beauty and nearby attractions that guests can enjoy during their stay.

5. ***Incorporate Customer Testimonials:***

- Application: Share authentic testimonials and positive guest experiences to build trust and credibility.

6. ***Offer Virtual Tours:***

- Application: Provide virtual tours of your hotel, giving viewers an immersive look at different areas and accommodations.

7. ***Promote Special Packages and Offers:***

- Application: Create videos for specific promotions, packages, and discounts to encourage bookings.

8. ***Showcase Dining Experiences:***

- Application: Highlight the culinary excellence and diverse dining options available at your hotel.

9. ***Highlight On-Site Activities and Excursions:***

- Application: Illustrate the activities and experiences guests can enjoy on-site or in the surrounding area.

10. *Emphasize Safety and Cleanliness:*

- Application: Address health and safety measures taken by your hotel, assuring potential guests of a secure stay.

11. *Engage Viewers with Narration and Music:*

- Application: Enhance viewer engagement by using a captivating voiceover and background music to set the mood.

12. *Include a Clear Call to Action (CTA):*

- Application: Prompt viewers to take specific actions, such as booking a stay, visiting your website, or contacting your hotel.

13. *Distribute on Multiple Platforms:*

- Application: Share the video across various digital platforms, including your website, social media, YouTube, and email marketing.

14. *Engage with Comments and Questions:*

- Application: Interact with viewers, addressing their comments and questions on the video's platform.

15. *Collect Feedback and Reviews:*

- Application: Encourage viewers to provide feedback and reviews, which can be used for future marketing efforts.

16. *Consider Paid Advertising:*

- Application: Run paid advertising campaigns on platforms like Google Ads and social media to reach a broader audience.

17. *Optimize for Search Engines (SEO):*

- Application: Ensure that your video is SEO-optimized to improve its visibility on search engines, particularly on platforms like YouTube.

18. *Explore Collaborations and Partnerships:*

- Application: Collaborate with local businesses and influencers to create cross-promotional videos, expanding your reach.

19. *Monitor and Analyze Performance:*

- Application: Analyze video performance data to gain insights into viewer engagement and conversion rates.

20. *Continuous Improvement:*

- Application: Use feedback and data to make continuous improvements to your video content and marketing strategy.

These solutions collectively contribute to a comprehensive video marketing strategy that aims to attract, engage, and convert potential guests, thereby promoting your hotel brand effectively

CONCLUSION:

In conclusion, the proposed solutions for promoting a hotel brand through a video offer a dynamic and engaging approach to captivate potential guests and strengthen brand recognition. By crafting compelling narratives, showcasing unique amenities, and engaging viewers emotionally, the video serves as a powerful tool to drive bookings and set your hotel apart in a competitive market. With proper distribution, optimization, and data-driven insights, this video marketing strategy can effectively enhance your hotel's image, creating a lasting impact on your target audience.

