



## GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



ERODE: 638 316

### Electronics and Communication Engineering

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TEAM ID: NM2023TMID00125

*SB8056- Digital Marketting*

*by Naan Mudhalvan Scheme – 2023*

**PROJECT DOMAIN: DIGITAL MARKETING**

**PROJECT TITLE: SPONSORED POST FOR INSTAGRAM**

**BRAND NAME: LAPTOP LOGIC CORNER**

**CATEGORY: ELECTONICS**

### TEAM MEMBERS

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731120105324	VIMAL M A	08AB9DA52930B6584324C36619ECB7EA
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# SPONSORED POST FOR INSTAGRAM

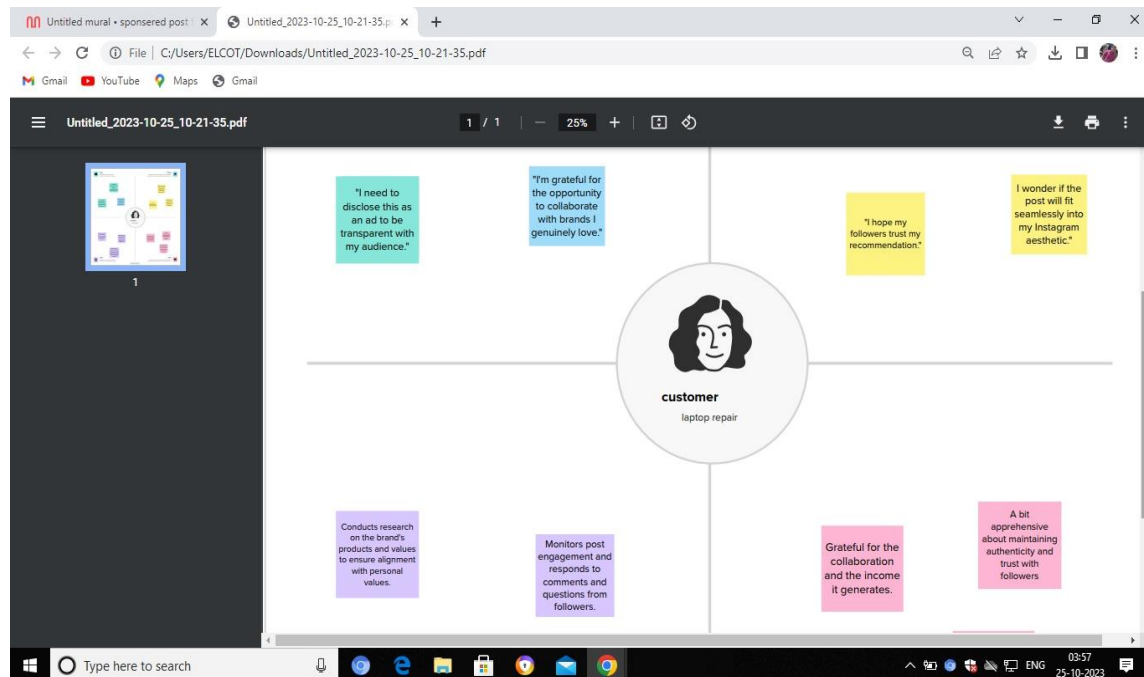
## INTRODUCTION

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.

## PURPOSE

This project is used to provide a attractive advertisement for Instagram

## EMPATHY MAP



# IDEATION & BRAINSTORM

The image shows a Mural workspace titled "Untitled mural" with a toolbar at the top. The workspace is divided into three main sections: "Learn to grow your brainstorming", "Review your problem statement", and "Brainstorm".

**Learn to grow your brainstorming** (5 minutes):

- 1. **Warm-up**: Write one of your ideas on a sticky note and place it on the wall. Share relevant information on your sticky note.
- 2. **Set the goal**: Write a goal for your brainstorming session. Share relevant information on your sticky note.
- 3. **Brainstorming rules**: Write the rules for your brainstorming session. Share relevant information on your sticky note.

**Review your problem statement** (5 minutes):

**PROBLEM**

What problem are you trying to solve? Frame your problem in a clear, specific statement. This will be the focus of your brainstorming.

**Key rules of brainstorming**

- 1. Stay focused.
- 2. Encourage wild ideas.
- 3. Build on others' ideas.
- 4. Stay positive.
- 5. Encourage the group.

**Brainstorm** (10 minutes):

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

**Outline**

1. **Brainstorm & ideate**  
Use this template in your own brainstorming sessions so your team can get the most out of your session.
2. **Before you collaborate**  
A little bit of preparation goes a long way.

The "Brainstorm" section features a grid for participants to write their ideas. The grid is organized by person (Person 1 to Person 8) and time (10 minutes). The "Outline" section on the right provides a structured overview of the session, including a timeline and a list of topics to discuss.

## RESULT



## ADVANTAGE & DISADVANTAGE

- This design helps to visualize the idea
- Feels attractive and cool
- Simple and efficient
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## APPLICATIONS

This design is use to advertise the laptop service center

## CONCLUSION

We have learned the use of canva tool and other to provide an attractive dlook to the things that we wish to present.