

**Skill Course: Digital Marketing.**

**College Name: Jaya Engineering College-1108**

**Department: Textile Technology**

S. No	Students Name	Reg. No	Nm Id	Role	Year/ Semester	Task
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**Description:**

To create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. Simultaneously, consider your project's core purpose and what sets it apart from others. Once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.

**Identify your target audience:**

Identifying your target audience means defining your main customer group by analyzing demographics and psychographics. Use fictional personas, collect data from customers, conduct market research, and analyze competitors and digital analytics to pinpoint your audience.

Our target audience are taxpayers, company owners, landlords, etc.

**Brand personality:**

The brand should be trustworthy by looking itself. Everyone should get attracted at the first impression.

**List Of Ideas Of Names For Brand:**

- Creditable financial.
- Titan financial.
- Financiistic.
- Macro financial.
- Finacin.
- Direct financial.
- Assist services.
- Equity financial.
- Ark financial.
- Grincotts financial services.
- Profit financial.
- Smart financial.
- Fund services.

**By narrowing the list:**

- Titan financial.
- Equity financial.
- Ark financial.
- Grincotts financial services.
- Profit financial.
- Fund services.

**After checking availability:**

- Equity financial.
- Grincotts financial services.
- Ark financial.
- Fund services.

## The shortlisted potential brand names (in ascending order)

- Grincotts financial services
- Ark financial
- Equity financial

Final name of brand is: **Grincotts financial services**

## CREATING A BRAND EMAIL:

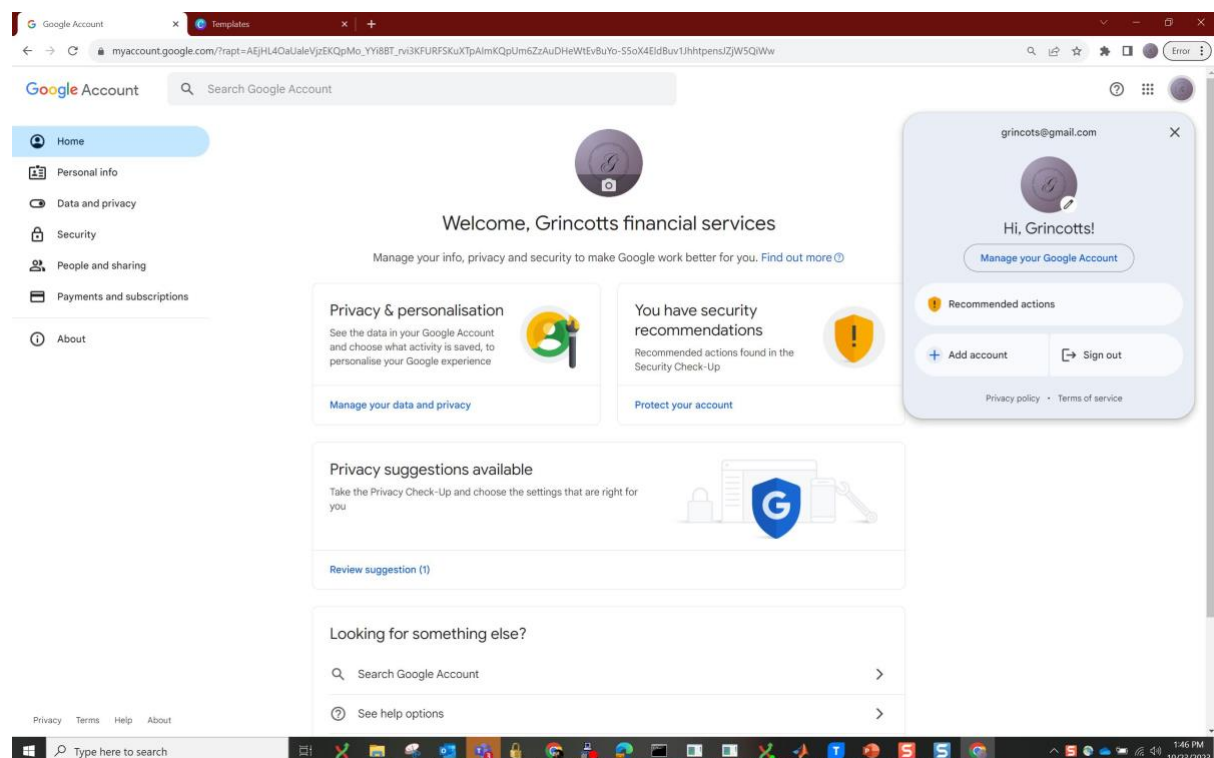
Steps for creating a brand email:

- Choose your email host.
- Connect your email to an email client.
- Connect your email to your marketing automation software.

The brand email we have created is: [grincots@gmail.com](mailto:grincots@gmail.com)

Their password is grincotts@digitalmarketing .

The brand email page is shown below:



## **CREATING BRAND LOGO USING CANVA:**

### **Step 1:**

Navigation:

The URL for the canva website is: <https://www.canva.com/>

### **Step 2:**

Design picking:

Pick the design according to the choice since in my brand is grincotts financial services, we chose the design according to it.

### **Step 3:**

Select different styles and choose it.

The logo we designed using canva for our “grincotts financial services” brand is:



### **Conclusion:**

Thus Brand Name, Brand Mail And Brand Logo are created by using Canva