

PROJECT REPORT

SOCIAL MEDIA CAMPAIGN

DATE :	30 OCTOBER 2023
TEAM ID	NM2023TMID09040
TEAM LEAD ID – SAHITHYA MPS	D674C8BBDCD755FB95846E9CF3B89951
TEAM MEMBER 1 - LIKITHA YASHASWINI NALAMOLU	8935492468062668F49432CEE16C879C
TEAM MEMBER 2 - NIYATI JAIN	9AFCE090F5B80C884D24C848A6B9AC44
TEAM MEMBER 3 – KIRUTHI S	CA1DB27885B25F198754C2438D755E54
PROJECT NAME :	SOCIAL MEDIA CAMPAIGN

DEFINE PROBLEM / PROBLEM UNDERSTANDING:

Create a mock Social media campaign - choose the ideal channel (FB, Insta, LinkedIn, Youtube, etc)

BRAND NAME: "THE WARDROBE"

CATEGORY: Clothing Brand

TARGET AUDIENCE: ALL (Men, Woman, Youths, Teens, Kids)

EMAIL ID: wardrobethe27@gmail.com

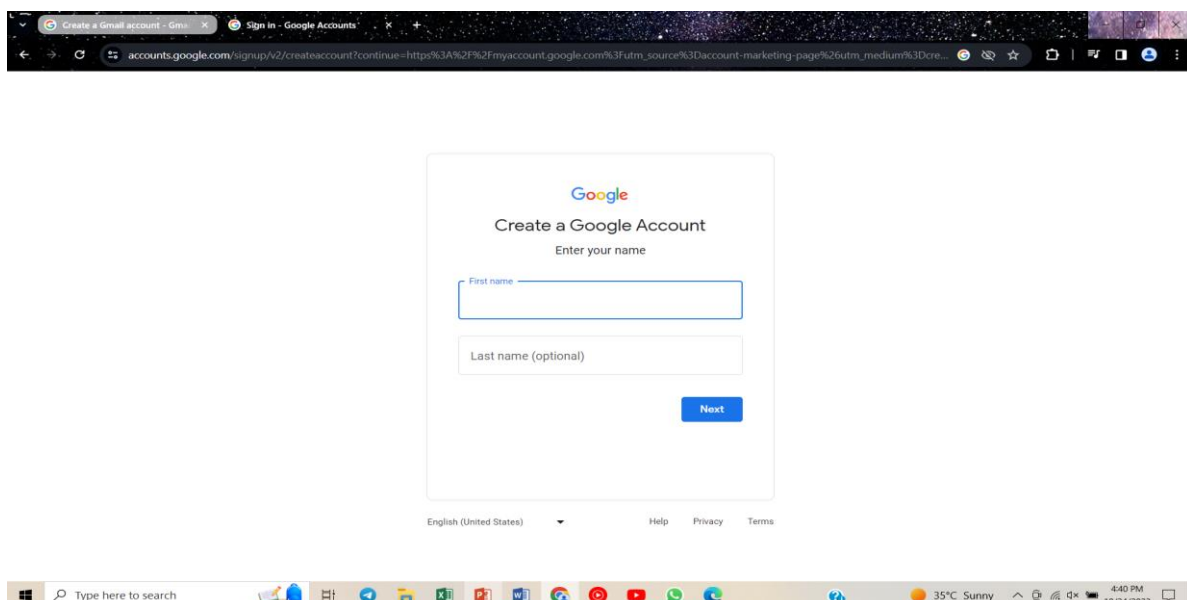
FACEBOOK BUSINESS PAGE:

<https://www.facebook.com/thewardrobeclothing?mibextid=ZbWKwL>

DOCUMENTATION:

1. CREATE A GMAIL ACCOUNT:

Navigate to <https://www.google.com/account/about/> to get a new Gmail account.

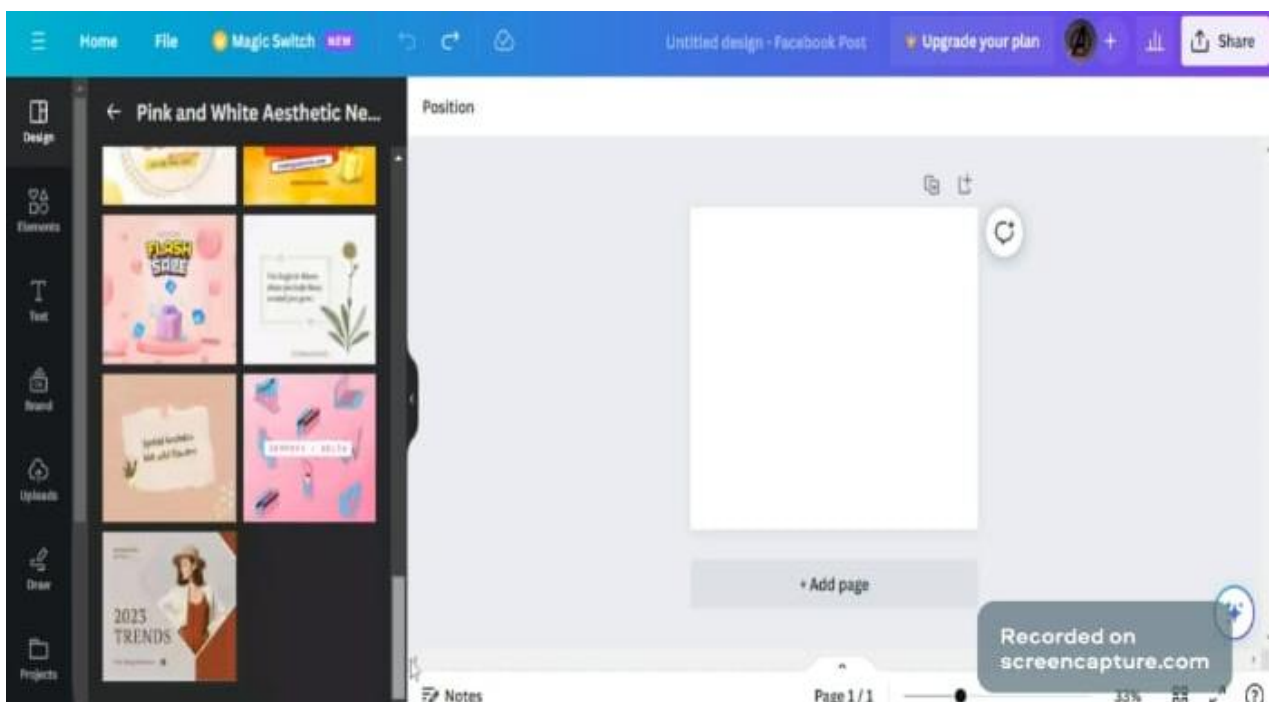


2. CREATING FACEBOOK PAGE:

Navigate to <https://www.facebook.com/home.php> to get a new Facebook page.

The first screenshot shows the 'What's the name of your Page?' step. The user has entered 'The Wardrobe' in the 'Page name' field. A blue 'Next' button is at the bottom. The second screenshot shows the 'Describe what your Page is about' step. The user has entered 'wardrobethe27@gmail.com' in the 'Email' field, which is marked with a green checkmark. There are also fields for 'Website' and 'Phone number'. A 'Page health: fair' indicator is shown with a progress bar. A blue 'Next' button is at the bottom. Both screenshots show a mobile keyboard at the bottom.

3. CREATING POSTERS USING CANVA:





Category ▾



Media ▾

Style



Red Minimalist ...
Poster by Fatih Ka...



Colorful Neon ...
Poster by ArtDingo



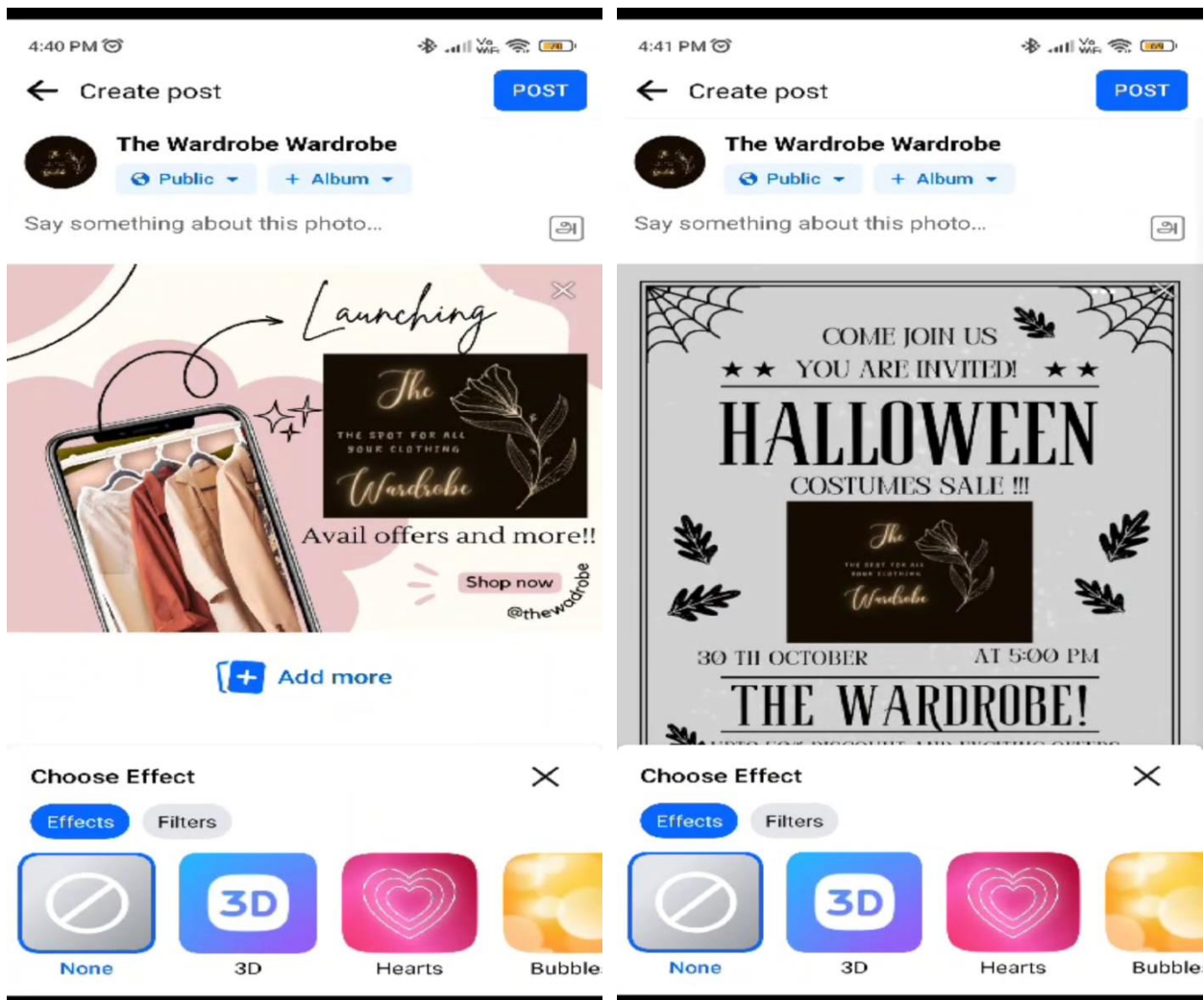
Black and Grey ...
Poster by JM Stud...



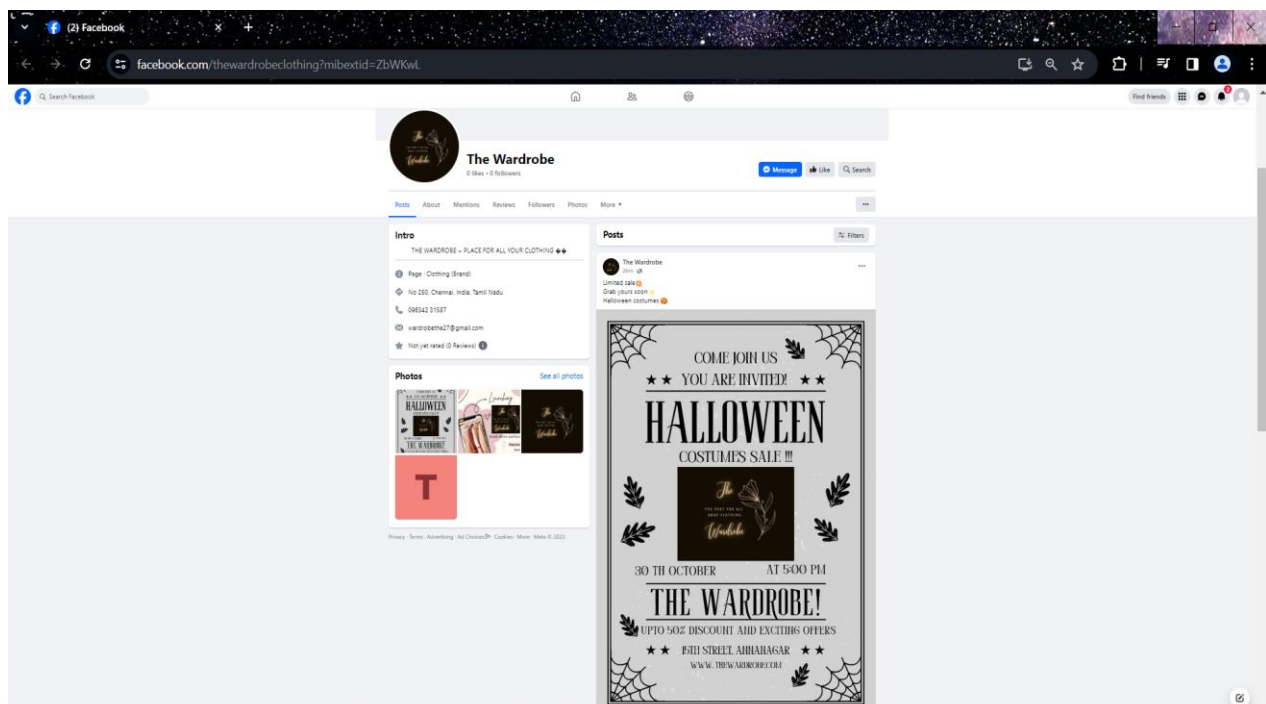
Colorful Classi...
Poster by ArtDingo



4. UPLOADING THESE POSTERS ON THE FACEBOOK PAGE:



5. PUBLISHED POSTERS ARE VISIBLE ON THE FACEBOOK PAGE:



Facebook

facebook.com/thewardrobeclothing?mibextid=ZbWKwL

The Wardrobe

Intro

THE WARDROBE ~ PLACE FOR ALL YOUR CLOTHING

Page · Clothing (Brand)

No 250, Chennai, India, Tamil Nadu

096342 31587

wardrobeta27@gmail.com

Not yet rated (0 Reviews)

Photos

See all photos

Launching

Grab you comfortable clothing at WARDROBE

Avail offers and more!!

Shop now

@thewardrobe

Like Comment Share

Write a comment...

Facebook

facebook.com/thewardrobeclothing?mibextid=ZbWKwL

The Wardrobe

Page · Clothing (Brand)

No 250, Chennai, India, Tamil Nadu

096342 31587

wardrobeta27@gmail.com

Not yet rated (0 Reviews)

Photos

See all photos

The Wardrobe updated their profile picture.

23h ·

The Wardrobe

THE SPOT FOR ALL YOUR CLOTHING

Like Comment Share

Write a comment...

POSTERS DESIGNED:

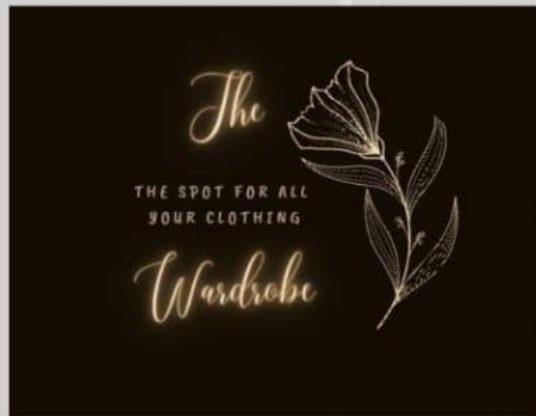


COME JOIN US

★ ★ YOU ARE INVITED! ★ ★

HALLOWEEN

COSTUMES SALE !!!



30 TH OCTOBER

AT 5:00 PM

THE WARDROBE!

★ ★ UPTO 50% DISCOUNT AND EXCITING OFFERS ★ ★

★ ★ 15TH STREET, ANNANAGAR ★ ★

WWW.THEWARDROBE.COM

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GitHub LINK:

<https://github.com/WARDROBETHE/Social-media-campaign/tree/main>

RECORDED VIDEO DRIVE LINK:

https://drive.google.com/file/d/1W_VOnh2489TucxtBfwM64P-DD01-hRDt/view?usp=sharing