



**NANMUDHALVAN PROJECT REPORT– DIGITAL MARKETING**

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**TEAM NO:** 05

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**PROJECT TITLE:** creating a sponsored post for Instagram

**KNOWLEDGE PARTNER:** scopik

**CATEGORY:** Digital marketing

**NM TEAM ID:** NM2023TMID04907

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# HOUSE OF BEAM – INTERIOR STUDIO

## INTRODUCTION:

### 1.1 OVERVIEW:

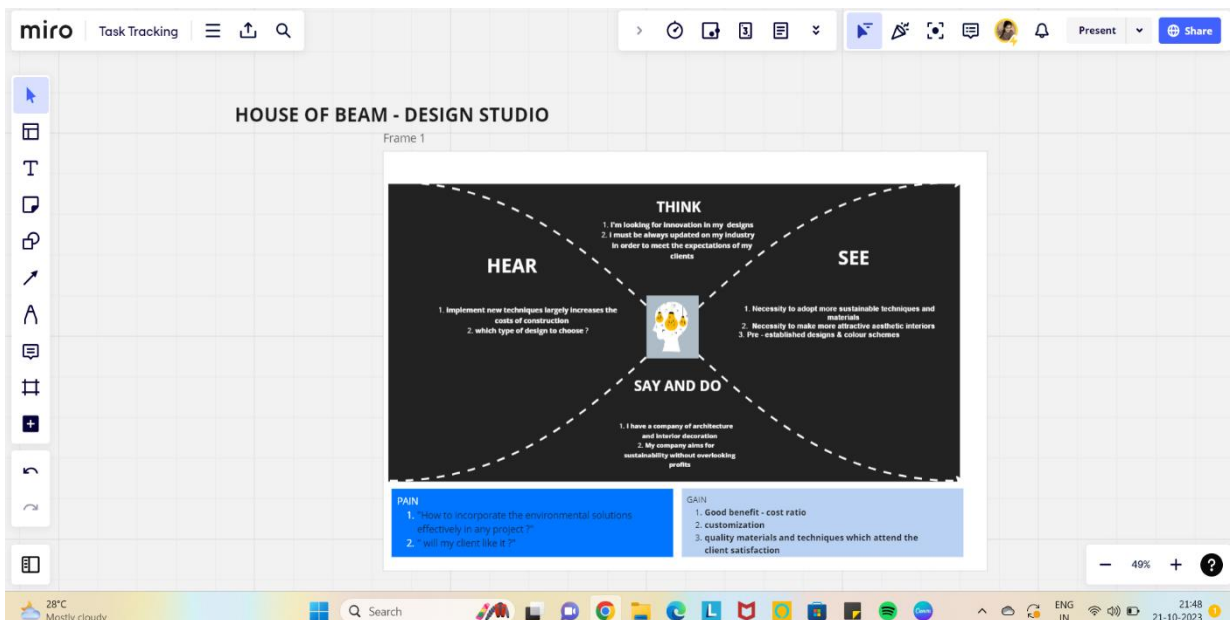
Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact.

### 1.2 PURPOSE:

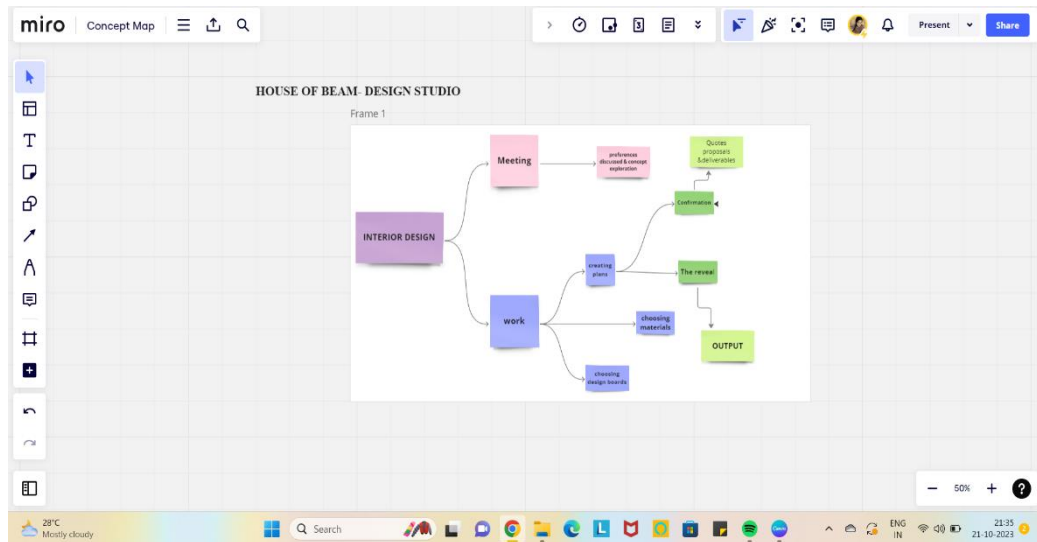
Marketing is crucial in interior design because it helps our organization to showcase our work and reach potential clients easily. The main goal is to improve the effectiveness, accessibility, functionality and aesthetic appeal of an environment which differentiate us from our competitors.

## 2. PROBLEM DEFINITION & DESIGN THINKING:

### 2.1 EMPATHY MAP



## 2.2 IDEATION & BRAINSTORMING MAP:



## 3. RESULT:



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## **4.ADVANTAGES & DISADVANTAGES:**

### **ADVANTAGES:**

1. You can majorly concentrate on your business and client needs easily you can analyse what is needed for you.
2. To be successful in this industry your organization should be showcased to the audience so, this way will help you out to reach the massive audience.
3. Increases brand credibility and conversion rate.

### **DISADVANTAGES:**

1. While you can reach a global audience with in designing through digital form, you are also up against global competition.
2. You will also face security and privacy issues.
3. All your staffs should be skilled and trained effectively.

## **5. APPLICATION:**

Our brand which is named as “HOUSE OF BEAM – INTERIOR STUDIO is majorly advertised through digital marketing by social media (Instagram). So, the major brand ads were created using canvas tool. Canva makes designing beautiful creative assets easy for everyone and it also made easy for our brand too by creating various intents with free readymade canvas – templates which made to reach out to the massive audience.

## **6.CONCLUSION:**

By the end of this project, we learnt how digital marketing plays a major role in the advertising our products we learnt how it reach to the massive audience. And now we are also well versed in using Canva tools because of this work.

This also made us to know about the how the empathy map & ideation map should planned or designed. and finally, we came to know how the digital marketing strives to help the entrepreneurs by creating a massive reach to the audience.

