

# **PRATHYUSHA ENGINEERING COLLEGE**

## **NAAN MUDHALVAN – DIGITAL MARKETING**

**ASSIGNMENT:** Create and design a social media advertisement poster using canva

NAME OF THE STUDENT: AKASH PANDE R

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SEM/YEAR: VII SEM/IV YEAR

DEPARTMENT: BIOTECHNOLOGY

THEME NAME: Bio Paradise: Pioneering Bioscience and Biotechnology

### **Brainstorming mapping Idea: Social Media Poster for "Brand Bio Paradise"**

#### **Objective:**

1. Define the main goal of the poster (e.g., brand awareness, product promotion, engagement).
2. Specify the target audience for the poster.

#### **Visual Elements:**

1. Brainstorm ideas for graphics, images, and design elements.
2. Consider the color scheme and typography that align with the brand's identity.

#### **Key Message:**

1. Determine the core message you want to convey.
2. Use keywords related to pioneering bioscience and biotechnology.

#### **Content:**

1. Decide on the content, including headlines, captions, and any supporting text.
2. Ensure that the content is concise and engaging.

#### **Platform Selection:**

1. Identify the social media platforms where the poster will be shared.
2. Consider the optimal dimensions for each platform (e.g., Instagram, Facebook, Twitter).

**Posting Schedule:**

1. Plan the date and time for posting the social media poster.
2. Consider any special events or industry-related dates for relevance.

**Call to Action:**

1. Include a clear call to action (CTA) to encourage user engagement (e.g., "Learn More," "Share," "Comment").
2. Decide on the action you want the audience to take.

**Engagement Strategy:**

1. Explore ideas to foster engagement, such as hashtags, contests, or user-generated content.

**Feedback and Review:**

1. Determine a process for gathering feedback from the team and stakeholders.
2. Set up review milestones to make necessary improvements.

**Success Metrics:**

1. Define the key performance indicators (KPIs) to measure the poster's success.
2. Consider metrics like likes, shares, comments, and website traffic.

This brainstorming map provides a structured approach to plan and create a compelling social media poster for "Brand Bio Paradise: Pioneering Bioscience and Biotechnology."