

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

REG NO: 111420214003

SEM/YEAR: VII SEM/IV YEAR

DEPARTMENT: BIOTECHNOLOGY

THEME NAME: Bio Paradise: Pioneering Bioscience and Biotechnology

REPORT

Project Report on Creation of Social Media Poster

Project Title: Design and Promotion of a Social Media Poster for "Brand Bio Paradise: Pioneering Bioscience and Biotechnology"

Executive Summary:

The objective of this project was to design and promote a captivating social media poster for "Brand Bio Paradise," a leading company in the field of bioscience and biotechnology. The poster aims to highlight the brand's innovative work and attract the target audience's attention on various social media platforms.

Project Phases:

Research and Planning:

- ✓ We conducted market research to understand the biotechnology industry and its competitors.
- ✓ Defined the target audience and their preferences.
- ✓ Established key messages and goals for the poster.

Design:

- ✓ Collaborated with the graphic designer to create visually appealing graphics and visuals.
- ✓ Incorporated the brand's logo and color scheme for consistency.
- ✓ Ensured the poster's aesthetics aligned with the brand's identity.

Content Creation:

- ✓ The content writer crafted a concise and impactful message.
- ✓ Utilized keywords such as "Cutting-edge," "Pioneering," and "Revolutionizing."
- ✓ Ensured the text complements the visuals effectively.

Promotion:

- ✓ Developed a promotion plan for different social media platforms, including Facebook, Twitter, and Instagram.
- ✓ Scheduled posts for optimal engagement times.
- ✓ Encouraged user interactions through calls to action.

Monitoring and Evaluation:

- ✓ Utilized analytics tools to track the poster's performance.
- ✓ Analyzed engagement, likes, shares, and comments.
- ✓ Made adjustments based on the data to optimize the poster's impact.

Results and Conclusion:

The social media poster for "Brand Bio Paradise" was successfully designed and promoted. It received positive engagement on various platforms, effectively showcasing the brand's innovative work in bioscience and biotechnology. The project met its goals of raising awareness and engagement among the target audience.



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