



Digital Marketing project submission



A Project entitled

“BRAND PROMO VIDEO”

Submitted by

DINESHPRABH A – 810020106021

DONISHA K - 810020106022

LAVANYA V - 810020106044

LOGANAYAGI S - 810020106045



DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

UNIVERSITY COLLEGE OF ENGINEERING (BIT CAMPUS)

ANNA UNIVERSITY, TIRUCHIRAPPALLI

620 024

OCTOBER 2023

Project type:

Brand promo video : To create a brand promo video

Project name:

DL Seed Store

Department:

B.E – Electronics and Communication Engineering

Team Details:

Name	Registration Number	Naanmudhalvan Id
Dineshprabhu A	810020106021	15092C28D5D6979AB1D4D59829E6EEBB
Donisha k	810020106022	11B86691252382C831141875DFEB6A17
Lavanya v	810020106044	E0FC712B75EDE35B5D34D554A6A6C68D
Loganayagi s	810020106045	93B867718EA5C50AEFB435BD966CDF38

Brand Name: DL Seed Store

Github : https://github.com/dineshprabhu-a/NaanMudhalvan_Digital-marketing_BrandPromoVideo

Category : Agriculture

Target Audience : Farmers

Email : dlseedstore@gmail.com

BRAND PROMO VIDEO

Abstract:

In a world where digital content rules, promo videos are now the key to successful marketing and user engagement. This tutorial on developing promotional videos walks you through the process of crafting captivating, eye-catching videos that attract viewers and effectively communicate your message. Learn the essential components, resources, and methods that turn your concepts into eye-catching images so you can market your company, goods, or services like an expert. Come along on this imaginative journey and discover the possibilities of creating advertising videos right now!

Unlock the Power of Visual Storytelling with our Promo Video Making!

Introduction:

The foundation for modern company expansion is digital marketing, which uses the expansive online space to engage with a worldwide audience. Promo films are one of its most effective weapons; they truly change the game. In a world full of information, these movies provide a clear, eye-catching means of getting your point across. They draw in viewers, hold their interest, and make an impact. Their reach is further increased by their shareability on websites, email campaigns, and social media. Promo videos are the foundation of effective marketing in the age of digital dominance. They help brands reach new heights and stay visible in the digital rush.

Digital Marketing:

Digital marketing is a broad approach that uses internet channels to advertise goods, services, or brands. It includes a lot of different things, such content production, email campaigns, social media marketing, SEO, and more. Establishing a connection with the target audience, increasing brand awareness, and promoting digital conversions are its main goals. Digital marketing makes it possible to target specific audiences, track the effectiveness of campaigns, and make real-time strategy adjustments by utilizing data and analytics. It has completely changed the advertising industry by providing scalable, affordable, and extremely trackable strategies that are vital for companies looking to gain a competitive advantage in the ever changing internet market.

Benefits of Digital Marketing:

Many benefits come with digital marketing, such as low costs, worldwide reach, focused advertising, quantifiable outcomes, increased customer involvement, stronger brand awareness, flexible campaign design, increased conversion rates, competitive advantage, customer insights, 24/7 accessibility, and environmental sustainability. These advantages enable companies to successfully market their goods and services in the digital era, fostering expansion and success.

Digital Revolution:

The digital revolution has completely changed the marketing environment and pushed companies into a time of unheard-of innovation and potential. Since the introduction of digital technologies, marketing has changed to take advantage of data, automation, and online platforms, revolutionizing the way that brands interact with their target markets and accomplish outstanding results.

Importance of promo video in Digital Marketing:

For a number of reasons, promotional videos are essential to digital marketing. They draw viewers' attention in a crowded online space by condensing complex messages into visually captivating and easily digestible content. They facilitate audience connection by quickly communicating brand identity and values. Promo videos have a high degree of social media shareability, which raises the possibility of virality and broadens audience. Additionally, because videos have a strong effect on purchasing decisions, they increase conversions. Promo videos are an indispensable tool in the toolbox of a digital marketer, helping to shape user perceptions, build brand loyalty, and ultimately increase return on investment (ROI) in light of the growing popularity of video platforms and consumer preferences for visual content.

Our Project :

The making of promotional videos is the main goal of our digital marketing project, with a focus on the seedstore. We've been successful in creating a captivating advertisement specifically designed to highlight the seedstore. In line with our goals for digital marketing, this video aims to clearly convey the special qualities and worth of the seedstore. It is an effective tool for interacting with our target market, increasing conversion rates and brand awareness. Our constant dedication to producing top-notch promotional content is indicative of our commitment to succeeding in this venture with digital marketing.

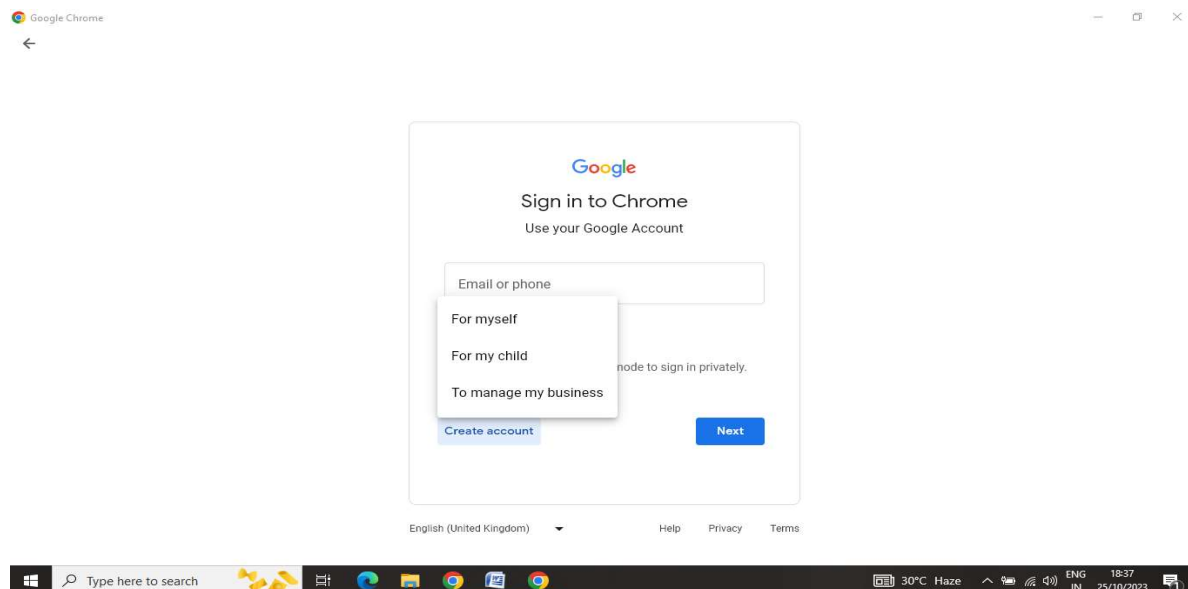
We created the brand name as “DL SEED STORE” and our brand logo is given below



Steps involved in our promo video making:

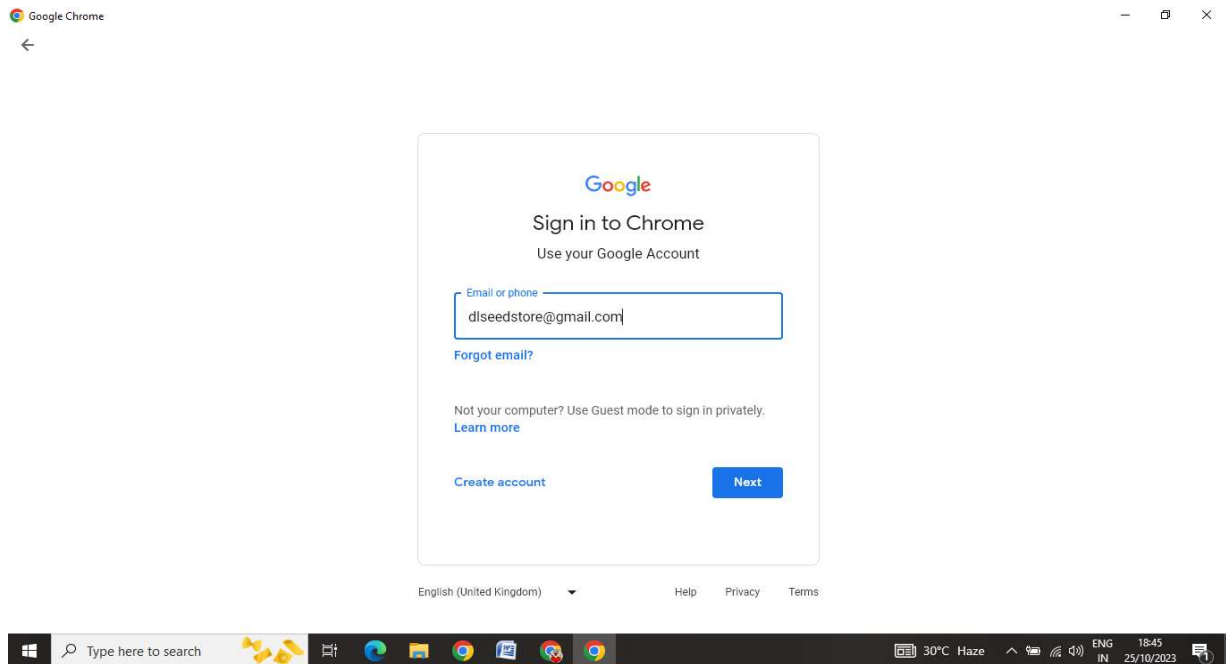
Step 1:

Initially, we set up a Google account specifically for our project especially it is a business account.



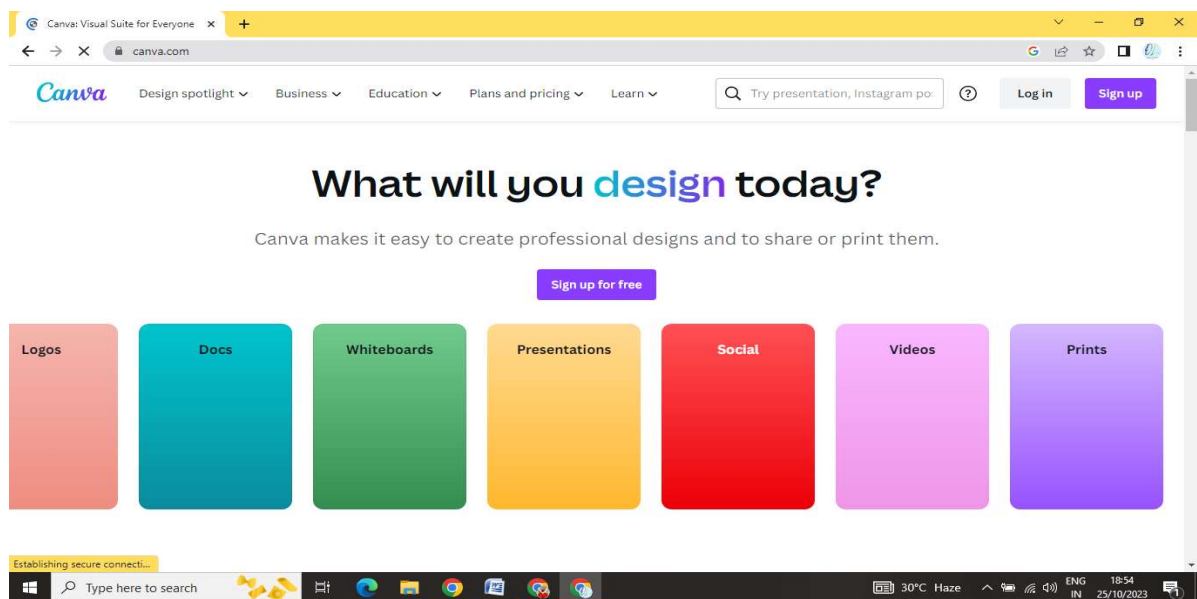
Step 2:

Let's log in to our accounts after creating a Google account.



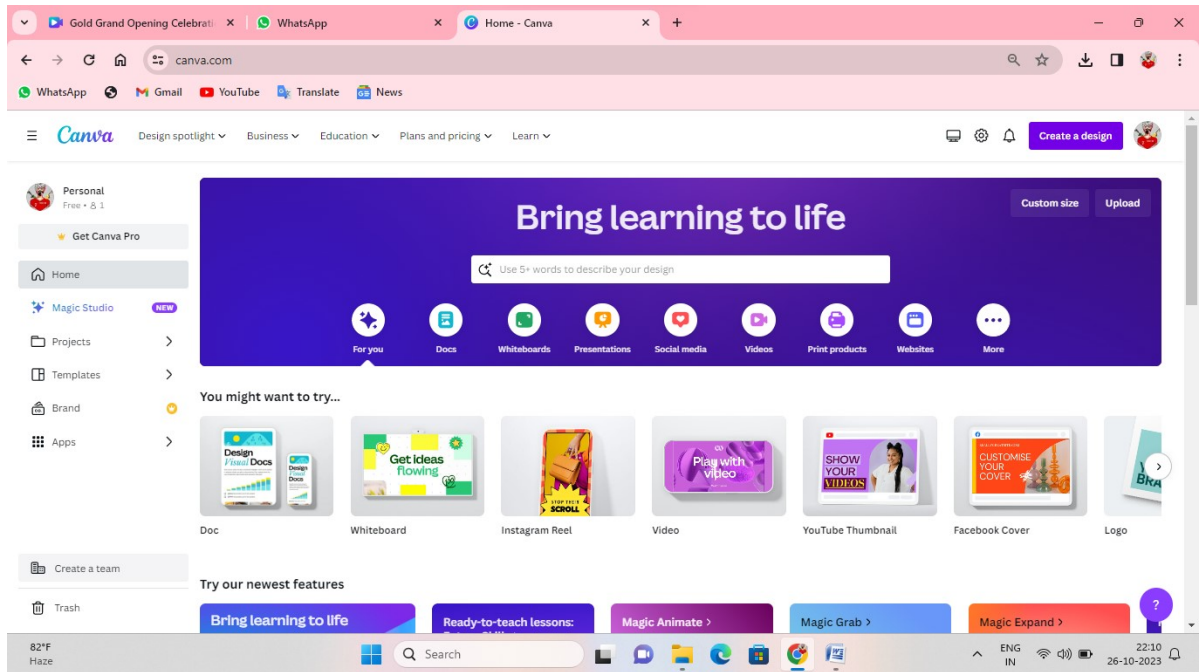
Step 3:

Let's access the Canva website and register for an account.



Step 4:

Just click the 'Create a design' button on the dashboard after logging into Canva.



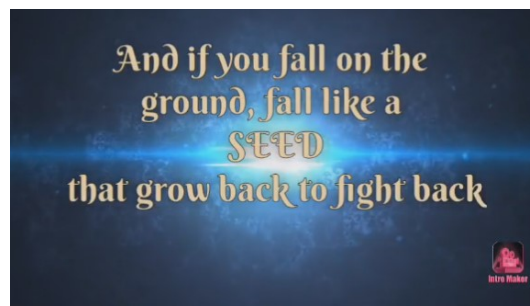
Step5:

We use search terms like "promo video" to locate templates that work for your project. We check the options carefully and select the template that most closely resembles the theme and style of your project.

We may create this template by utilizing the "Canva" tool.

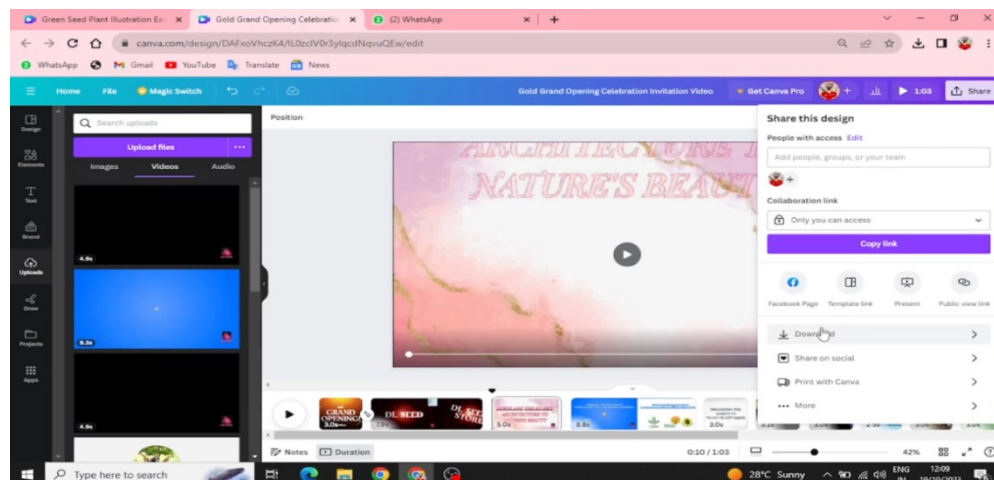


We can create this template by utilizing the "Intro Maker" tool.



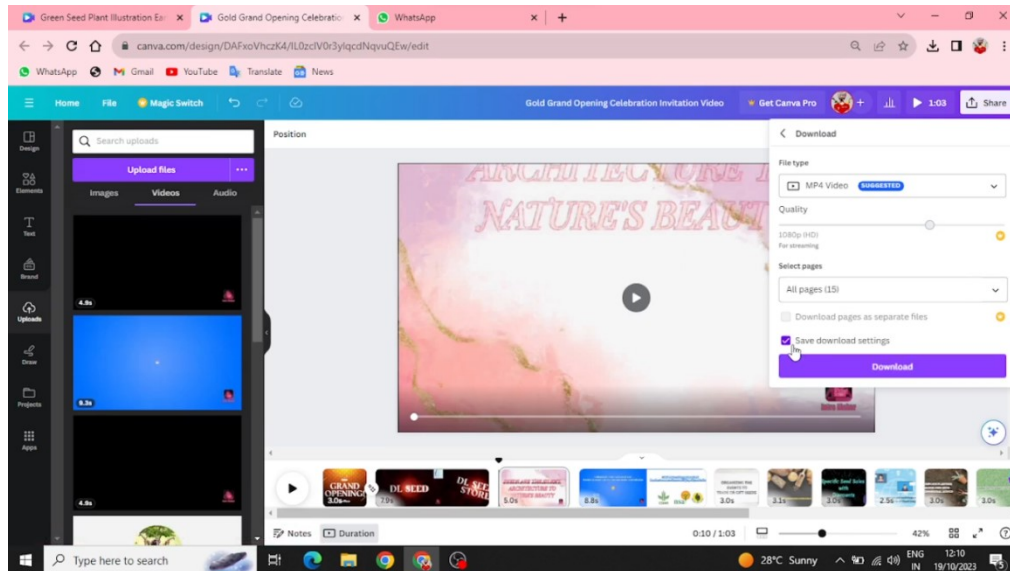
Step 6:

Click the download button after that, followed by the share button.



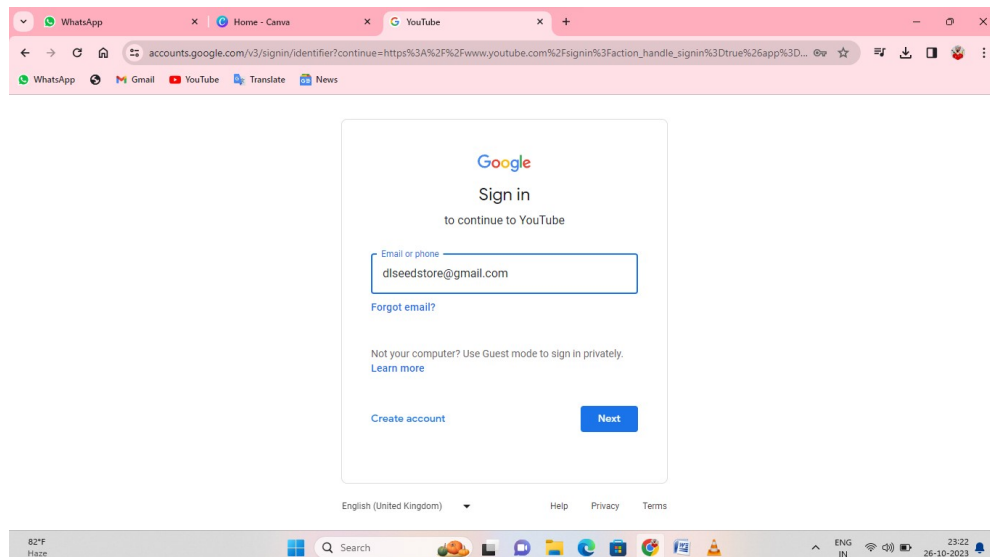
Step 7:

Canva provides a variety of download options, including resolutions and video formats. To customize your choices, click "Save Download Settings" and then "Download".



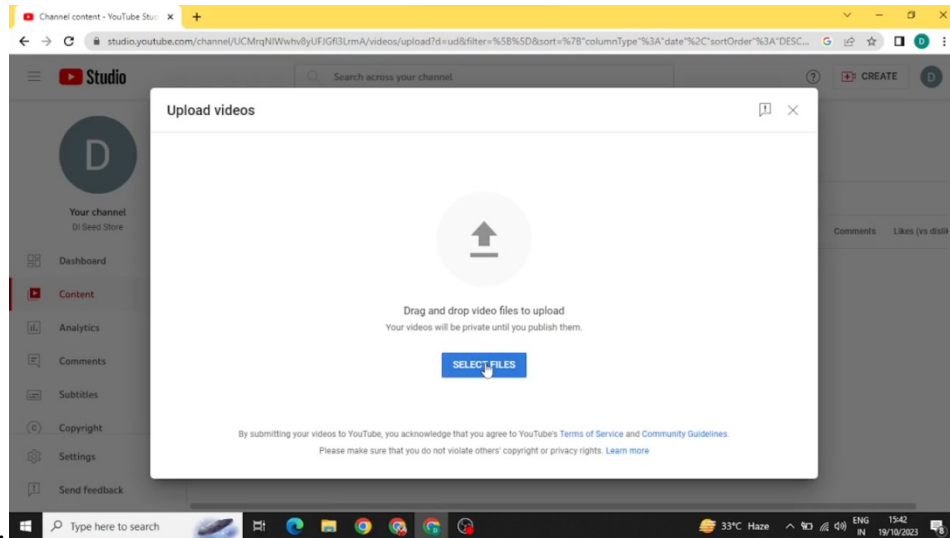
Step 8:

Let's sign into our YouTube Google account.



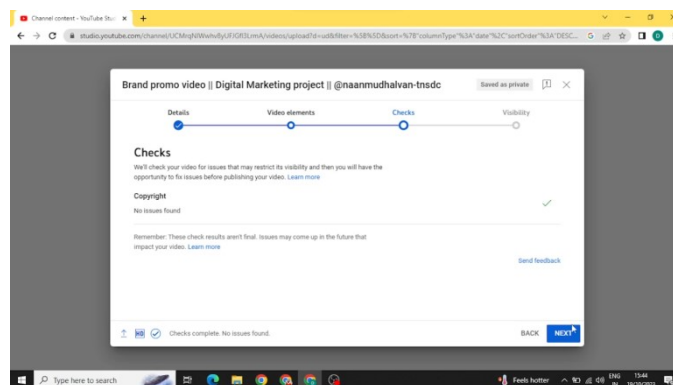
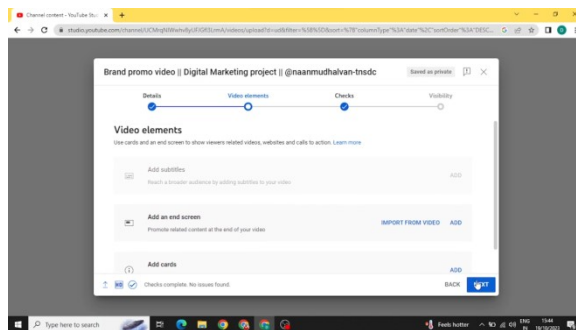
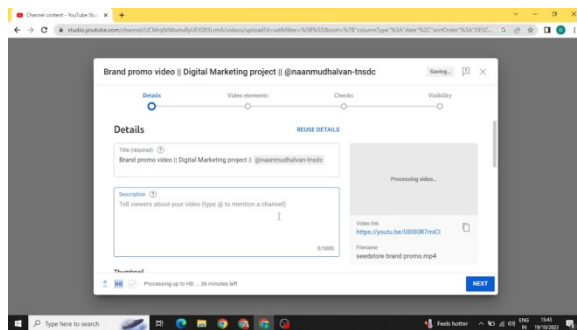
Step 9:

Click "Upload" and use the "Select Files" option to choose the file



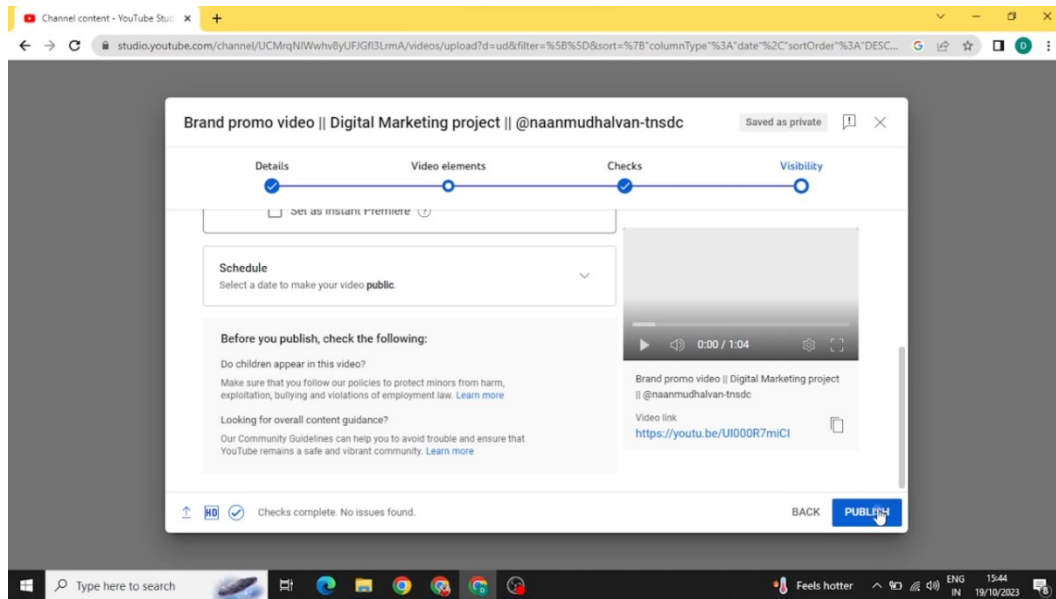
Step 10:

Complete the details after upload the file.



Step 11:

Next, we utilize the publish option to add the description and make the "Brand Promo Video" in public.



Conclusion:

Canva has been a great help along the way for our "Naan Mudhalvan" digital marketing project. With the help of its many creative resources, intuitive UI, and adaptable tools, we were able to produce engaging promo videos that successfully engaged the viewer. We've used the power of Canva to create promotional content that resonates with our brand identity and our target audience through careful template modification, fluid video editing, and the freedom to select several download options. When we reflect on the project, we realize how important Canva was to our success with digital marketing, and we can't wait to use this tool moving future.

Reference Link:

DL SeedStore brand promo video:

<https://youtu.be/UI000R7miCI?si=bHBUdaEu6Z2x4VFg>

Making of brand promo video:

<https://youtu.be/689nrkuHLmM?si=ROiUhdIPAPu8C8Ch>