

# **PROJECT REPORT**

## **CREATE A SPONSORED POST FOR INSTAGRAM**

**COURSE: DIGITAL MARKETING**

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# **1. INTRODUCTION**

## **1.1 OVERVIEW:**

**1.2** Jema Footwear is a brand dedicated to providing stylish and comfortable footwear options. With a strong focus on sustainability, we strive to make a positive impact on the environment. Our shoes are designed to offer not only fashion but also long-lasting comfort for everyday wear. We believe in combining style, comfort, and eco-consciousness to create a unique footwear experience. At Jema, we prioritize the use of responsible materials and manufacturing processes to minimize our ecological footprint. Our designs cater to a wide range of tastes, from casual to formal occasions. Join our community and step into a world of quality, craftsmanship, and conscientious choices. Discover your perfect pair and make every step a stylish and sustainable one. Visit our website or stores today to experience Jema Footwear

### **Prioritize Comfort:**

The brand is dedicated to ensuring that every pair of shoes it produces provides superior comfort, making them suitable for all-day wear.

### **Promote Sustainability:**

Jema Footwear places a strong emphasis on eco-consciousness, using responsible materials and manufacturing processes to reduce the environmental impact of its products..

### **Create Quality Products:**

Jema is committed to producing high-quality footwear, emphasizing craftsmanship,durability,longevity.

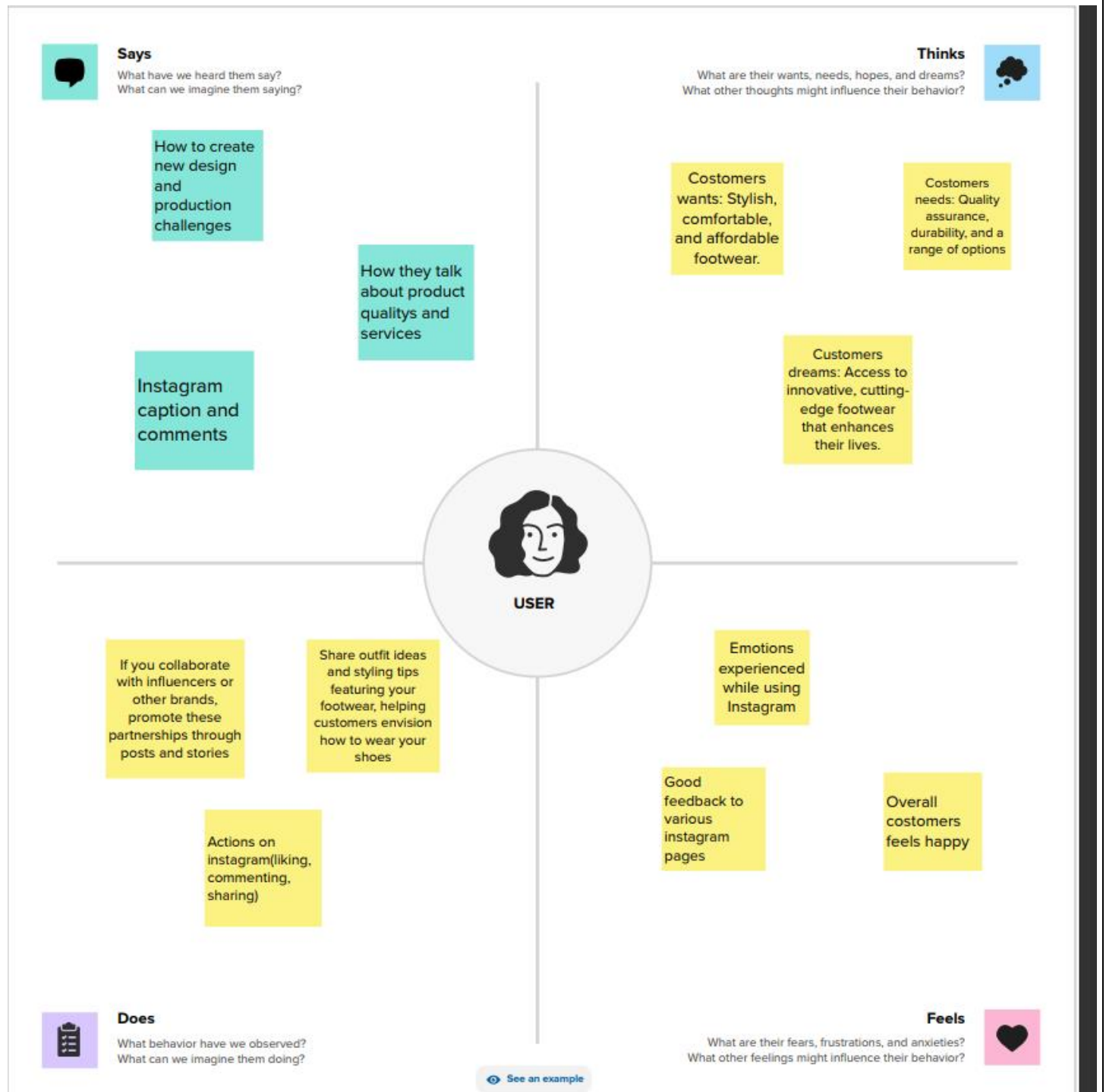
### **Offer Versatility:**

The purpose of Jema Footwear is to provide versatile options that cater to a wide range of occasions, from casual wear to formal events.

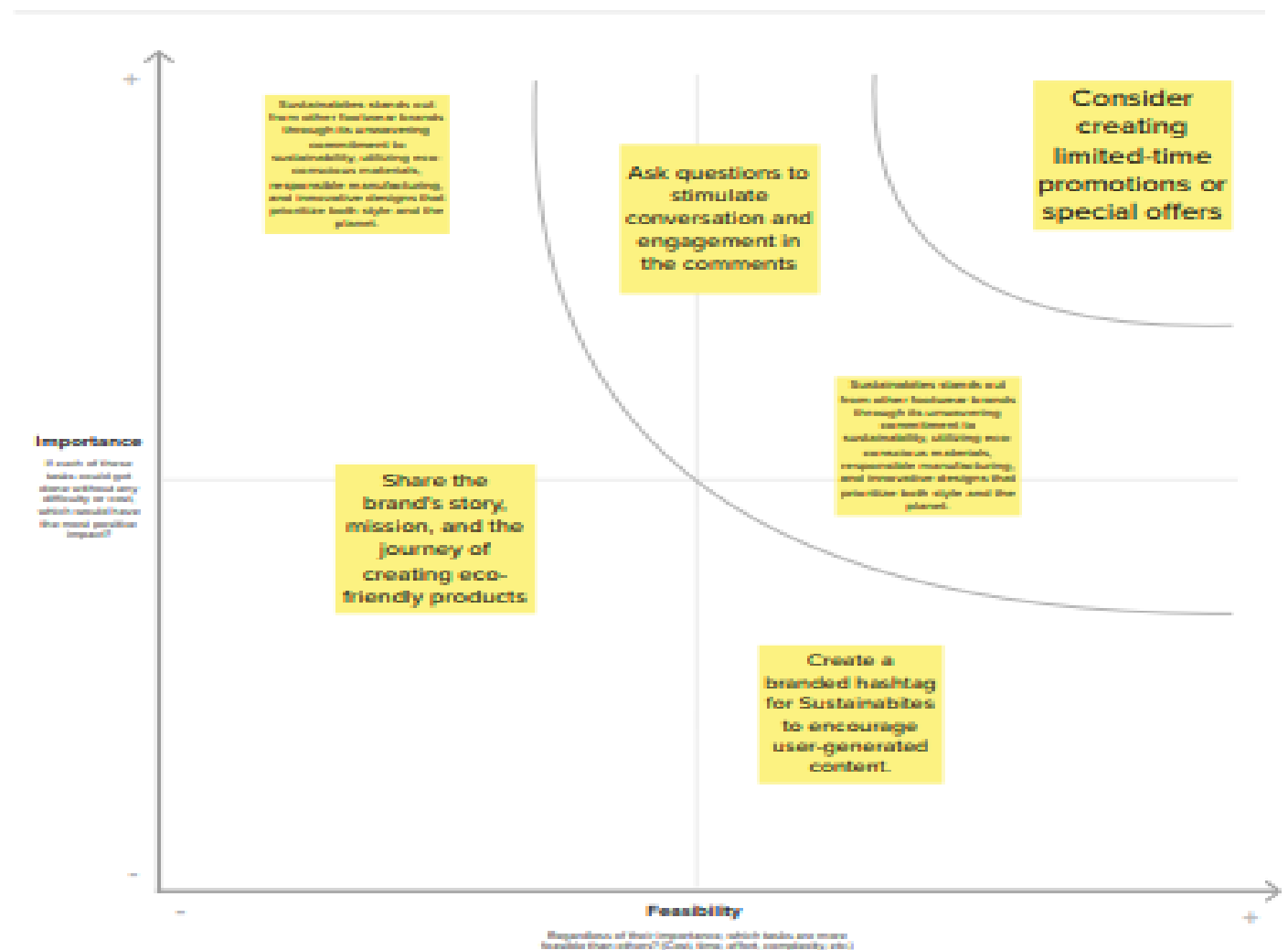
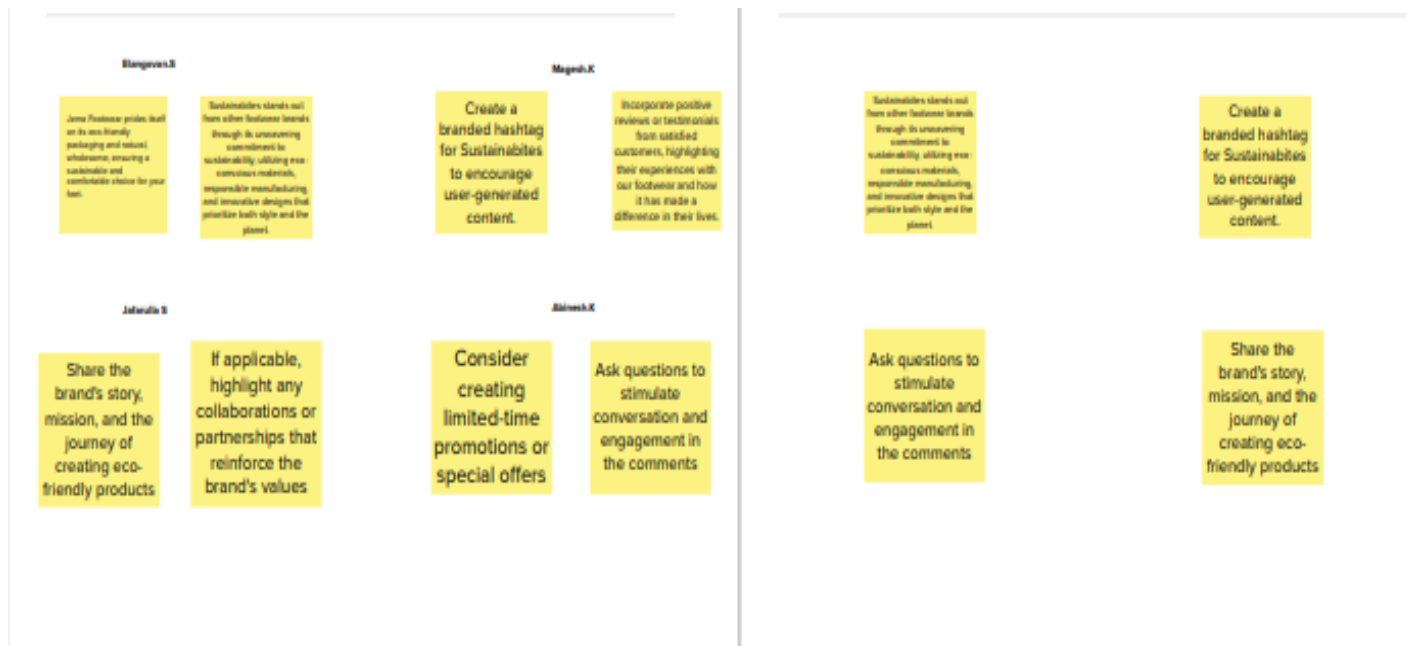
In essence, Jema Footwear's purpose is to offer footwear that not only enhances style and comfort but also aligns with the values of sustainability and quality.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 EMPATHY MAP



## 2.2 BRAINSTORMING



### 3. RESULT

#### Instagram profile link:

[https://www.instagram.com/jema\\_footwears](https://www.instagram.com/jema_footwears)

**Demo video link:** [https://drive.google.com/file/d/1Wfc3bgvIT7XQuar\\_1-gjBcweLHqyI2G-/view?usp=drivesdk](https://drive.google.com/file/d/1Wfc3bgvIT7XQuar_1-gjBcweLHqyI2G-/view?usp=drivesdk)

#### DESIGN 1:



UP TO  
**50%**  
OFF!

LIMITED OFFER

**JEMA FOOTWEAR'S**  
*Sale*

Give yourself a comfortable step with our comfortable shoes...

**SHOP NOW!**

[www.jema.com/shop](http://www.jema.com/shop)

The advertisement features a pair of brown and grey sneakers with a thick sole, positioned diagonally. The background is black with white dashed lines forming a grid pattern. The text is in white and yellow, with a white button for 'SHOP NOW!'.

## DESIGN 2:

# JEMA FOOTWEAR

UP TO  
**50**  
% OFF



**SHOP NOW**

[www.jemafoots.com](http://www.jemafoots.com)

#### 4. Advantages

1. **\*Style and Fashion:\*** Jema Footwear provides a wide range of stylish designs, allowing customers to express their personal fashion preferences.
2. **\*Comfort:\*** The brand prioritizes comfort, ensuring that each pair of shoes is designed for all-day wear without compromising on style.
3. **\*Sustainability:\*** Jema Footwear is committed to eco-friendly practices, using responsible materials and manufacturing processes to reduce its environmental footprint.

4. **\*Quality and Durability:\*** Jema produces high-quality footwear known for its craftsmanship, ensuring longevity and durability

### **Disadvantages**

1. **Ad Saturation:** Instagram users are exposed to numerous sponsored posts, increasing competition for attention. Crafting a post that stands out is essential.
2. **Ad Blocking:** Some users employ ad-blocking tools, potentially limiting the reach of the sponsored post.
3. **Costs:** While Instagram advertising can be effective, there are associated costs. Effective budget management is crucial for maximizing return on investment.

### **5. Applications**

The sponsored post for Sustainabites can be applied in various scenarios:

1. **Product Launch:** Introduce new products or product lines to the Instagram audience.
2. **Promotions and Discounts:** Advertise special promotions or discounts to drive sales and create a sense of urgency.
3. **Brand Awareness:** Build and reinforce brand awareness by showcasing Sustainabites' values, mission, and commitment to sustainability.

### **6. Conclusion**

In conclusion, Jema Footwear is your gateway to a world where fashion meets comfort and sustainability. Our brand is defined by its commitment to delivering stylish, eco-conscious footwear that prioritizes your well-being and the health of our planet. With a diverse range of designs, unbeatable comfort, and a strong sustainability ethos, Jema Footwear is more than just shoes; it's a statement of responsible fashion. Join our community and be part of the movement towards a greener, more stylish future. Take that step today, and together, let's make a positive impact—one stylish, comfortable, and sustainable pair of shoes at a time. 🍌 🌱 ☀️ #JemaFootwear #StyleComfortSustainability