

# PROJECT REPORT

## ON

### Creating a Sponsored Post for Instagram

#### Category: Digital Marketing

BY COLLEGE NAME: RAMCO INSTITUTE OF TECHNOLOGY

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## **1. INTRODUCTION**

### **1.1 Project 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. Let's collaborate and make your Instagram dreams a reality.

### **1.2 Purpose**

#### **Access Canva:**

Visit the Canva website ([www.canva.com](https://www.canva.com)) and sign in or create a free account if you don't have one.

Choose a Template:

On the Canva dashboard, click "Create a design."

In the search bar, type "Instagram Post" and select the appropriate template size (1080x1080 pixels is the recommended size for Instagram posts).

Select a Layout:

Canva provides a variety of pre-designed templates to choose from. Select a layout that suits your content and style.

Customize Design:

Customize the template to create your unique Instagram post:

Upload your own images or use Canva's extensive image library.

Add text by selecting the text tool and editing the font, size, color, and style.

Include shapes, icons, and other design elements to enhance your post.

Apply filters or adjust the image's brightness and contrast.

Rearrange and resize elements as needed.

### Add Content:

Create engaging and relevant content for your Instagram post. This may include a caption, hashtags, and any necessary details.

### Save and Download:

Once your post is ready, click the "Download" button in the top-right corner of the Canva interface.

Choose the file format you prefer (JPEG or PNG), and click "Download" to save the image to your device.

### Upload to Instagram:

Transfer the image to your smartphone or tablet if it's not already on the device.

Open the Instagram app.

Tap the "+" button at the bottom of the screen to create a new post.

Select the image you created in Canva.

Add a caption, hashtags, and any relevant location information.

Use Instagram's built-in editing tools to make additional adjustments if needed.

Choose whether to share your post immediately or schedule it for a later time.

### Share and Engage:

Tap "Share" to post your image on Instagram.

Engage with your audience by responding to comments and interacting with other users who engage with your post.

These steps will guide you through the process of creating and sharing an Instagram post using Canva. Remember to maintain a consistent and appealing visual style that aligns with your brand or personal aesthetic, and ensure your content is engaging to your target audience.

## **2. IDEATION & PROPOSED SOLUTION**

### **2.1 Problem Statement Definition**

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. Let's collaborate and make your Instagram dreams a reality.

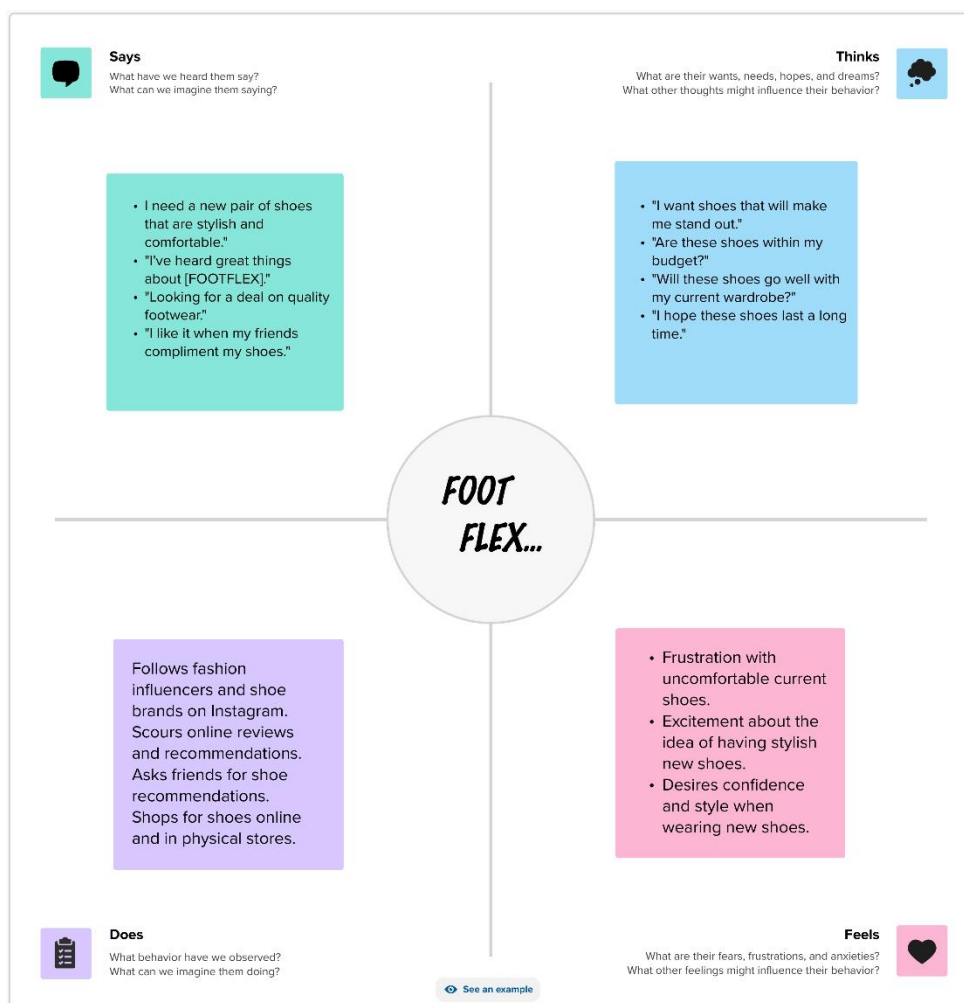
## 2.2 Empathy Map Canvas

An Empathy Map is a simple, easy-to-digest visual that captures knowledge about the

User's behavior and attitude. In this empathy map the behavior and attitude of the user is predicted

by use and created the empathy map. The empathy map describes how the user feels, says, hear,

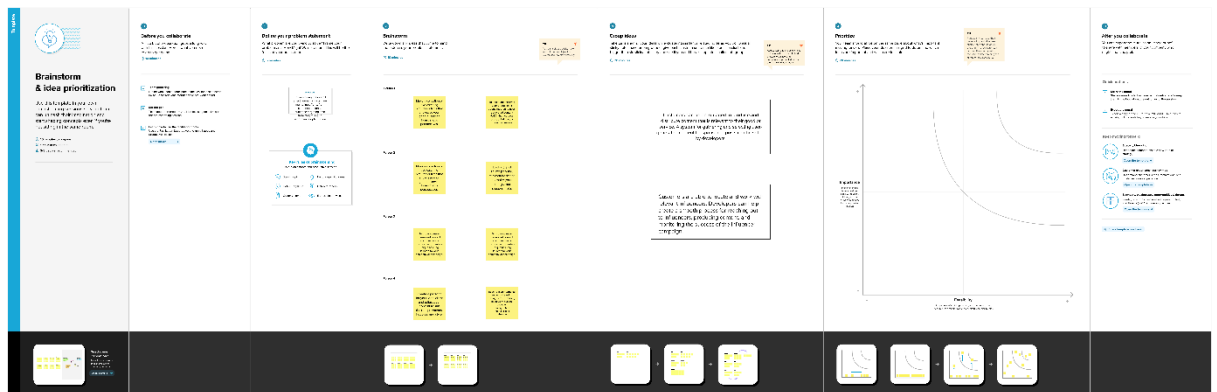
and see the product. The gain and pain of this product is also described in the empathy map.



EMPATHY LINK :

<https://app.mural.co/t/nil7868/m/nil7868/1698985381359/0d819f849315b6c3a7a679371309ce1a67172553?sender=u554979e99217cc8888686679>

## 2.3 Ideation & Brainstorming



### BRAINSTORM LINK:

<https://app.mural.co/t/instagrampost6170/m/instagrampost6170/1698985658009/9be946e40adb9dedad06d5e5ec085016b4949eee?sender=u59725919b8953d195e290666>

## 2.4 Proposed Solution

### Making a sponsored Instagram post to promote shoes:

Make your every step a statement with [FOOTFLEX] shoes. Experience unparalleled style, comfort, and quality. Elevate your shoe game and stand out from the crowd. Step into the future of fashion with us!

## 3.REQUIREMENT ANALYSIS

### 3.1 Functional Requirement

Functional requirements for creating a sponsored post for Instagram outline the specific features and capabilities necessary to meet the needs and goals of the advertising campaign. These requirements can vary depending on the campaign's objectives and the complexity of the post, but here are some common functional requirements:

1. User Authentication: Users should be able to log in to their Instagram account and access the sponsored post creation features.
2. Content Creation:
  - Image/Video Upload: Users must be able to upload images or videos to use in the sponsored post.
  - Caption and Description: Provide a text editor for users to compose the post's caption and description.
  - Content Editing: Include basic image and video editing tools, like cropping, filters, and text overlay.
3. Content Formatting:
  - Template Selection: Offer pre-designed templates or layouts for users to choose from.
  - Customization: Allow users to customize templates by changing colors, fonts, and layout.

#### 4. Hashtag Management:

- Add and Edit Hashtags: Enable users to add, edit, or remove hashtags relevant to the post.
- Hashtag Suggestions: Provide suggestions for relevant hashtags based on the post content.

#### 5. Tagging and Mentions:

- User Tagging: Allow users to tag other Instagram users in the post.
- Location Tagging: Support adding location tags to the post.

#### 6. Scheduling:

- Post Scheduling: Enable users to schedule the post for a specific date and time.
- Timezone Selection: Offer timezone selection for scheduling posts to reach a global audience.

#### 7. Compliance and Disclosure:

- FTC Compliance: Ensure that posts comply with relevant advertising regulations, including clear disclosure as a sponsored post.
- Copyright Compliance: Provide checks to prevent copyright violations in images or content.

#### 8. Performance Analytics:

- Real-time Metrics: Offer real-time data on post engagement, including likes, comments, and shares.
- Reach and Impressions: Track the number of people who saw the post.
- Click-Through Rates: Measure how many users clicked on links or buttons in the post.
- Conversion Tracking: Support tracking of actions taken as a result of the post (e.g., purchases, sign-ups).

#### 9. Engagement Management:

- Comment Monitoring: Allow users to monitor and respond to comments on the post.
- Direct Messages: Provide access to direct messages from users who engage with the post.
- Interaction Data: Display user interactions, such as who liked or shared the post.

#### 10. Integration:

- API Integration: Integrate with Instagram's API for posting, scheduling, and analytics.
- Social Media Management Tools: Offer the option to connect with third-party social media management tools for more advanced features.

#### 11. Multiple Account Support: Allow users to manage and post to multiple Instagram accounts if needed, such as for managing different brand accounts.

#### 12. Collaboration:

- User Roles: Support different user roles for collaboration, such as content creation, editing, and approval.
- Collaboration Notifications: Notify relevant team members of actions and approvals needed.

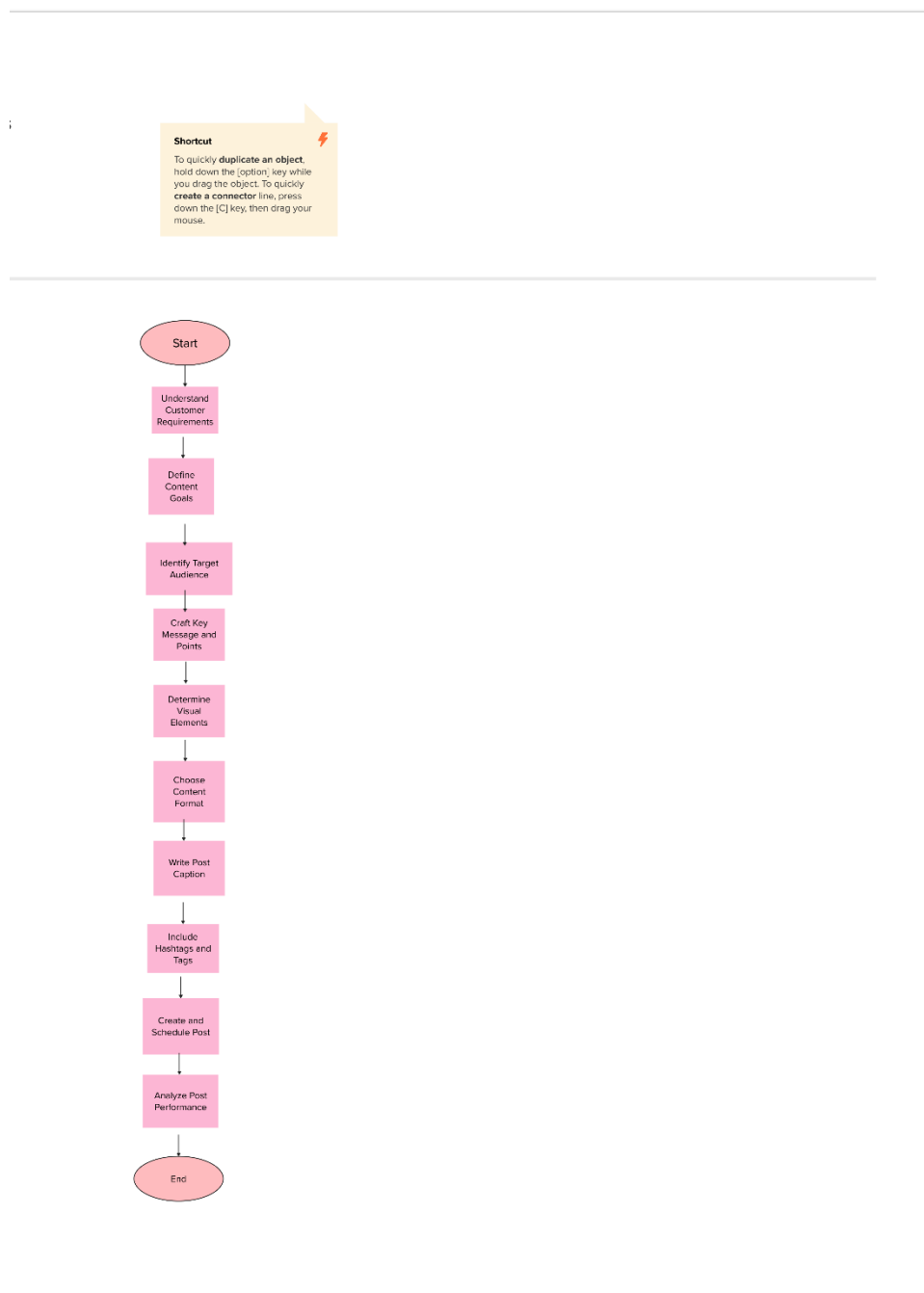
### 13. Customer Review and Approval:

- Workflow for Customer Review: Enable a process for customers to review and approve sponsored posts before they go live.
- Version Control: Maintain a history of post versions and changes for review.

### 14. Access Control and Security: Implement robust security measures to protect user accounts and data.

## 4. PROJECT DESIGN

### 4.1 Data Flow Diagrams



### 4.2 Solution & Technical Architecture

## **SOLUTION ARCHITECTURE:**

### **Creating a Sponsored Post for Instagram:**

#### **Content Creation:**

- Photography/Video Equipment: High-quality cameras, lighting, and accessories to capture appealing images or videos of the shoes.
- Photo/Video Editing Software: Use tools like Adobe Photoshop or Premiere Pro to enhance and edit the visuals.

#### **Content Management:**

- Digital Asset Management (DAM) System: Store and organize your content, making it easily accessible for the marketing team.
- Cloud Storage: Backup and secure storage of raw and edited content files.

#### **Scheduling and Publishing:**

- Social Media Management Tool: Utilize a platform like Hootsuite or Buffer to schedule and post your content at the right times for maximum audience engagement.
- Mobile Device: The post can be created and scheduled directly from a mobile device if needed.



### Engagement and Analytics:

- Instagram Insights: Monitor the performance of your post, including reach, likes, comments, and shares.
- Engagement Tracking: Use Google Analytics or other analytics tools to measure the impact on website traffic and conversions from the Instagram post.

### Compliance and Legal:

- FTC Guidelines: Ensure compliance with FTC regulations on disclosing sponsored content.
- Legal Review: If necessary, consult with legal experts to ensure your post complies with relevant laws and regulations.

### Hashtags and Caption Generation:

- Social Media Content Generator: Use tools that can help suggest relevant hashtags and captions based on your content and target audience.

### Collaboration Tools:

- Communication: Use tools like Slack or Microsoft Teams to facilitate collaboration between the content creators, marketing team, and any external partners or influencers involved.

### Scalability and Redundancy:

- Scalable Infrastructure: Ensure your architecture can handle an increasing number of posts and campaigns.
- Redundancy: Implement backups and failover mechanisms to ensure the reliability of content creation and posting.

### Security:

- Access Control: Implement role-based access control to protect sensitive content and data.
- Authentication: Ensure secure access to social media accounts and other tools involved.

## **7. CONCLUSION:**

Creating a sponsored post for Instagram involves a number of necessary steps and functional requirements, all of which are essential for a fruitful marketing campaign. Achieving campaign objectives requires paying close attention to Instagram's advertising policies, knowing the unique needs of each customer, and effectively engaging the target audience. Influencers and marketers can produce engaging and successful sponsored posts by combining creative design tools like Canva with a planned approach to content creation and scheduling. Tracking and enhancing post-performance also require the use of analytics and engagement management tools.

Collectively, these components form a comprehensive approach to producing sponsored posts on Instagram, guaranteeing that they not only satisfy client requirements but also connect with the platform's users and generate