CREATE A REEL USING CANVA

A PROJECT REPORT

Submitted by

TEAM ID   : NM2023TMID02798

TEAM LEADER   **:** JACKSON E

TEAM MEMBER **:** JAYASURIYA B

TEAM MEMBER **:** HARIPRASAD R

TEAM MEMBER **:** HARIHARAN M

TEAM MEMBER **:** MADHAN R

Submitted to
Smartinternz

RAMCO INSTITUTE OF TECHNOLOGY
RAJAPALAYAM – 626 117

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INTRODUCTION

1.1 Project Overview:

In today's dynamic digital landscape, the fusion of culinary artistry and social media marketing has become integral to the success and visibility of restaurants. This report delves into the innovative realm of Instagram Reels as a powerful tool for promoting and showcasing the unique offerings of restaurants. With its short-form, engaging video content, Instagram Reels has emerged as a game-changer in the realm of social media marketing. Specifically tailored for captivating an audience in brief yet impactful moments, this report explores how leveraging the features of Instagram Reels can revolutionize restaurant promotion strategies, engaging a wider audience, and elevating brand visibility in an increasingly competitive market. From delectable culinary showcases to behind-the-scenes glimpses, this report will uncover the immense potential that Instagram Reels offers in propelling restaurants to new heights in the digital era."

1.2 Purpose:

Promoting a restaurant through Instagram Reels serves multiple purposes, leveraging the platform's engaging, short-form video content to attract and retain customers. Firstly, Reels allow for visually compelling and quick glimpses into the restaurant's atmosphere, food, and overall experience, enticing potential customers with tantalizing visuals. These short, catchy videos are perfect for showcasing signature dishes, behind-the-scenes kitchen action, special events, or the ambiance, effectively capturing attention in a scroll-heavy environment.Additionally, Reels enable the use of trending music, hashtags, and creative effects, enhancing visibility by reaching wider audiences through Instagram's algorithm, thereby increasing brand exposure and engagement. By leveraging Reels, restaurants can foster a stronger online presence, connect with their audience, and ultimately drive foot traffic or online orders, resulting in increased sales and customer loyalty.
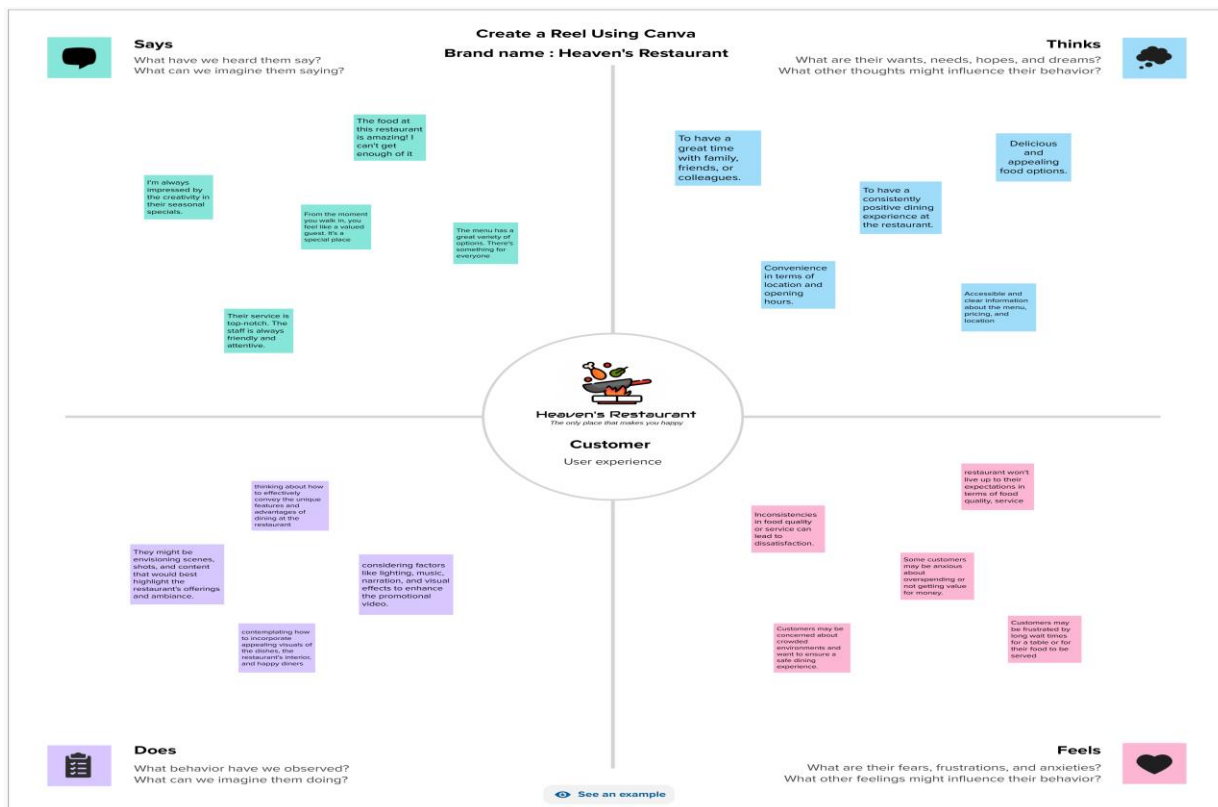
2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

I am	I'm trying to	But	Because	Which makes me feel
a Customer	find a better restaurant for my daily food routine	I can't find a better restaurant	the items are costly	frustated

miro

2.2 Empathy Map Canvas

2.3 Ideation & Brainstorming

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
🕐 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
Open article →

1
Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
🕐 5 minutes

PROBLEM
Create a Reel Design Using Canva

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2
Brainstorm

Write down any ideas that come to mind that address your problem statement.
🕐 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch!) icon to start drawing!

Person 1
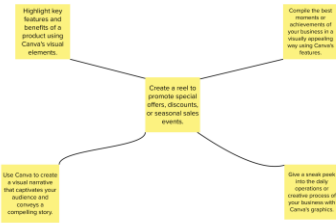**Person 2**
Person 3
Person 4
Person 5

3
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
🕐 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Highlight key features and benefits of a product using Canva's visual elements.

Compile the best moments or achievements of your business in a visually appealing way using Canva's features.

Create a reel to promote special offers, discounts, or seasonal sales events.

Use Canva to create a visual narrative that captivates your audience and conveys a compelling story.

Give a sneak peek into the daily operations or creative process of your business with Canva's graphics.

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Create a Instagram reel design using canva for my brand heaven's restaurant.
2.	Idea / Solution description	Our proposed solution is create a video with visually appealing exterior of restaurant with a soft music in background. Outlining the art work of the chef with a masterpiece of garnishing.
3.	Novelty / Uniqueness	Use visually stunning shots of the restaurant, its ambiance, and the presentation of dishes. Highlight unique decor, architecture, or features that distinguish your establishment.
4.	Social Impact / Customer Satisfaction	Promoting a restaurant through a video can contribute to the local economy by attracting more patrons, potentially leading to job creation and supporting suppliers.

| 5.	Business Model (Revenue Model)	High-Quality Visual Content: Provide professionally produced promo reel videos that showcase the unique aspects of a restaurant, enticing potential diners. Increased Customer Engagement: Help restaurants connect with their audience in a visually compelling way, driving interest and increasing customer engagement
6.	Scalability of the Solution	Create the video in a format that can be easily adapted to different aspect ratios and resolutions. This ensures it looks good on various devices and platforms, including social media, websites, and mobile apps.

3. **REQUIREMENT ANALYSIS**

Functional Requirements for the Remote Gas Pipeline Tunnel Temperature Monitoring System:

| FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Gmail
FR-2	User Confirmation	Confirmation via Email or phone number Confirmation via OTP
FR-3	User Login	Implement a "Remember Me" option Provide a "Forgot Password" feature
FR-4	Profile Management	Set profile with address.
FR-5	Payment Gateways	Plan with ad-free payment gateway for users to order.
FR-6	Reporting and Moderation	Report inappropriate content or users.

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	Users should be able to register and create accounts easily with a valid email address or through social media integration. Password reset and recovery options should be available.
NFR-2	**Security**	All data transmitted between the app and the server should be encrypted using secure protocols such as HTTPS to prevent interception.
NFR-3	**Reliability**	Implement redundancy and failover mechanisms to minimize downtime. This ensures that the app remains accessible even in the event of server failures or other issues.
NFR-4	**Performance**	The user interface (UI) should be responsive and provide quick feedback to user interactions, such as food taste, delivery time.
NFR-5	**Availability**	Implement redundancy at various levels of the app, including servers, databases, and network components, to minimize single points of failure and ensure continued service availability.
NFR-6	**Scalability**	Design the app to scale horizontally and vertically to accommodate a growing user base and increasing data load.

4. PROJECT DESIGN

4.1 Data Flow Diagrams
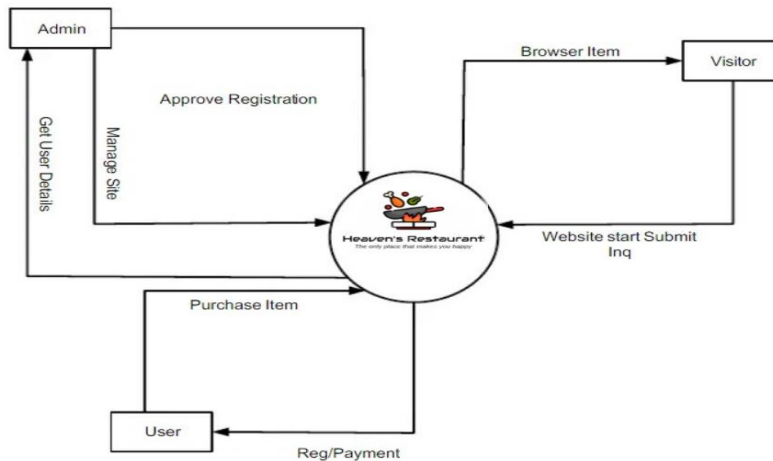
4.2 Solution & Technical Architecture
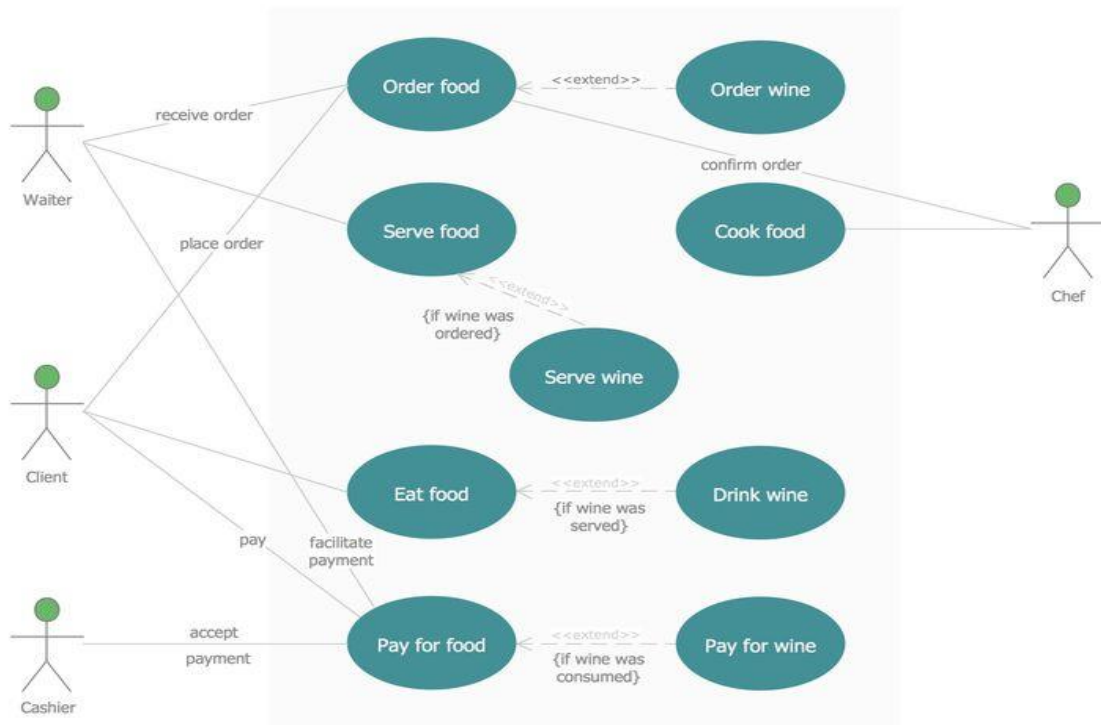
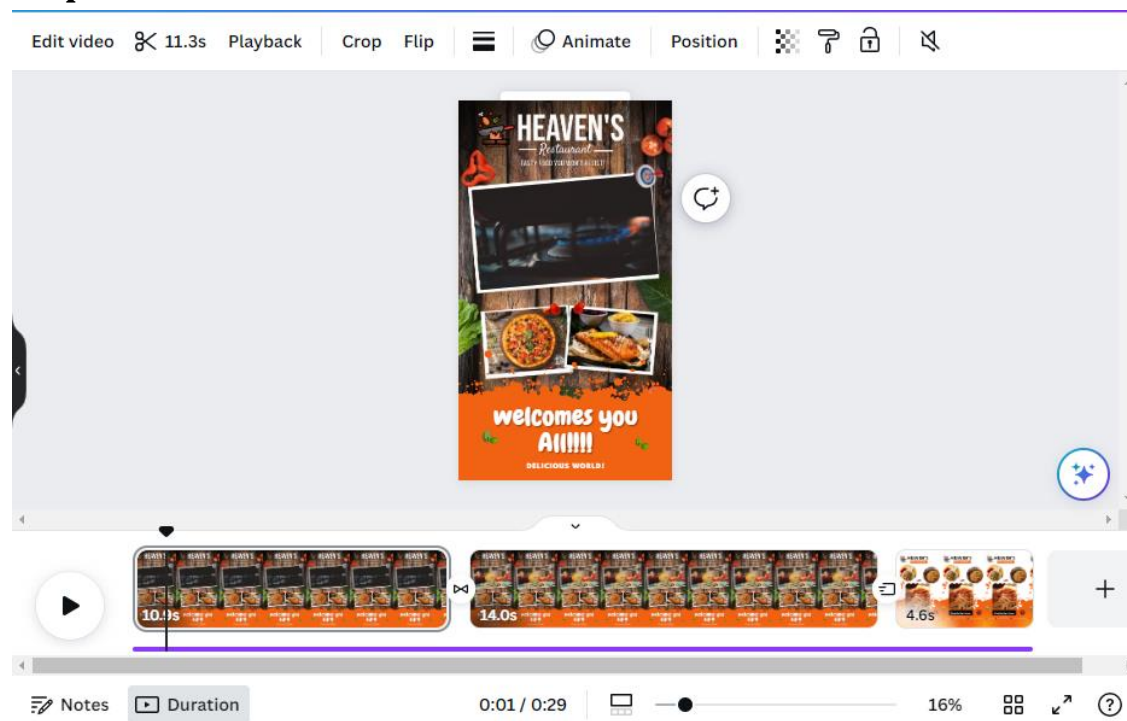| S. No	Component	Description	Technology
1.	User Interface	How user interacts with application e.g. Web UI, Mobile App, Chatbot etc.	Mobile App, Web application
2.	Application Logic-1	Logic for a process in the application	Java / Python
3.	Application Logic-2	Logic for a process in the application	IBM Watson STT service
4.	Application Logic-3	Logic for a process in the application	IBM Watson Assistant
5.	Database	Data Type, Configurations etc.	MySQL, NoSQL, InfluxDB, Timescale DB.
6.	Cloud Database	Database Service on Cloud	IBM Cloudant and IBM Db2
7.	File Storage	File storage requirements	IBM Block Storage
8.	External API-1	Purpose of External API used in the application	IBM temperature API, etc.
9.	External API-2	Purpose of External API used in the application	Notification API, etc.
10.	Machine Learning Model	Purpose of Machine Learning Model	Temperature anomaly detection.
11.	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration: Cloud Server Configuration :	Local, Cloud Foundry.

4.3 User Stories

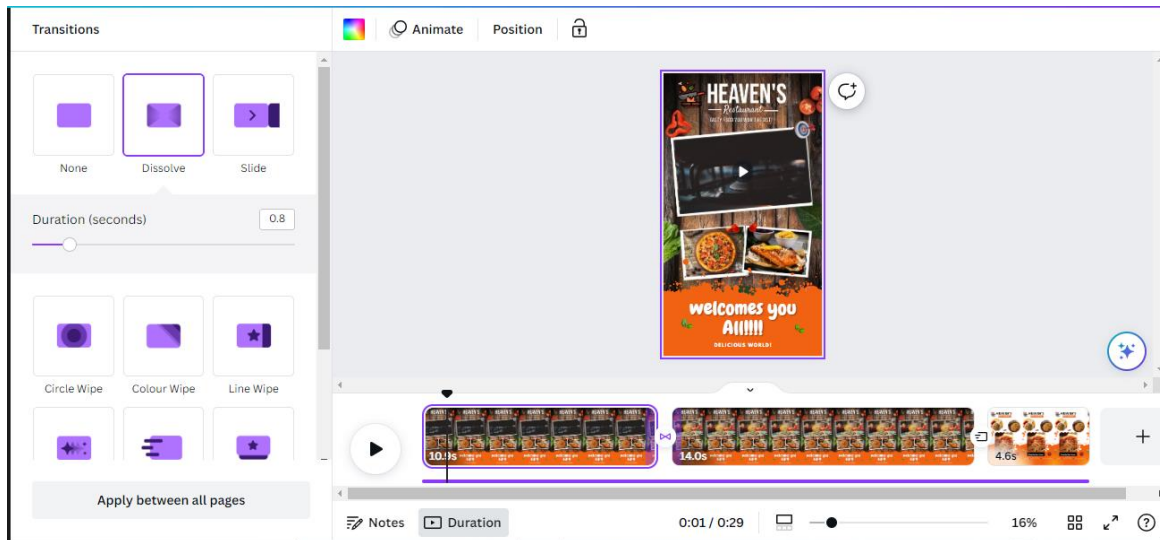| User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer(Mobile user)	FR-001: Reel Creation Tool	USN-001	As a marketing team member, I want to create a new marketing reel so I can showcase our products and services effectively.	I can access the marketing reel creation tool.	High	Jackson
	FR-002: Media Upload	USN-002	As a user, I want to be able to upload video clips and images to use in the marketing reel.	I can select and upload video clips and images.	High	Jackson
	FR-003: Content Editing	USN-003	As a user, I want to arrange and edit the order of video clips and images in the marketing reel.	I can drag and drop to arrange the sequence.	High	Hariprasad
	FR-004: Text Overlay	USN-004	As a user, I want to add captions and text overlays to the marketing reel.	I can add text and customize its appearance.	High	Hariharan
	FR-005: Background Music	USN-005	As a user, I want to select background music for the marketing reel.	I can choose from a library of background music.	High	Madhan
Customer (Web user)		SU-001	As a customer, I want to create marketing reels using the online tool for	I can access the marketing reel creation tool from my subscriber account.	High	Jayasuriya

			sharing content and promotions with my network.			
Customer Care Executive		CC-001	As a customer care executive, I want to assist customers in using the marketing reel tool, provide support, and troubleshoot issues.	I can access the subscriber's marketing reel project to assist with troubleshooting.	High	Hariprasad
Administrator		ADM-001	As an administrator, I want to manage user access to the marketing reel tool and set user roles and permissions.	I can add, modify, and remove user accounts and assign roles.	High	Hariharan

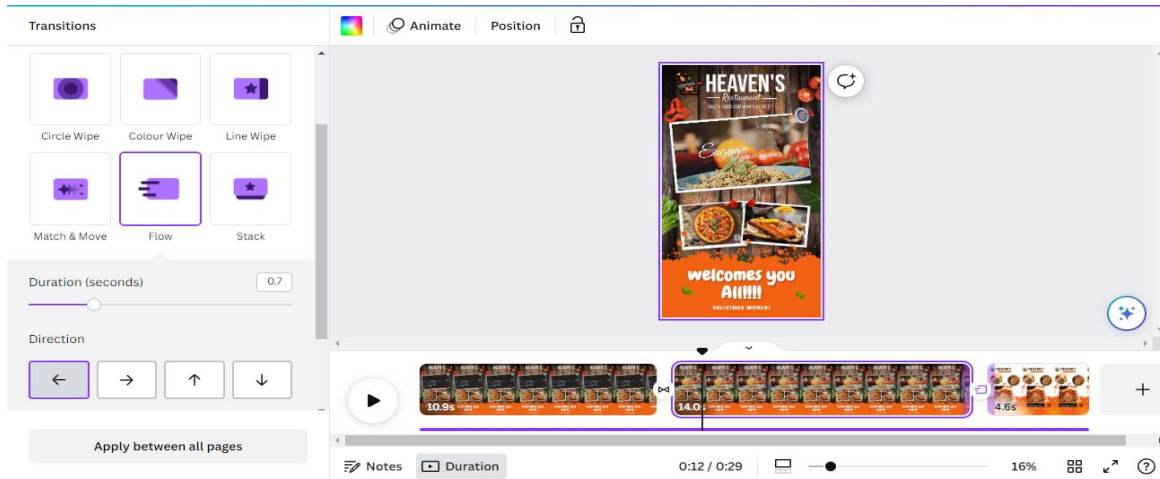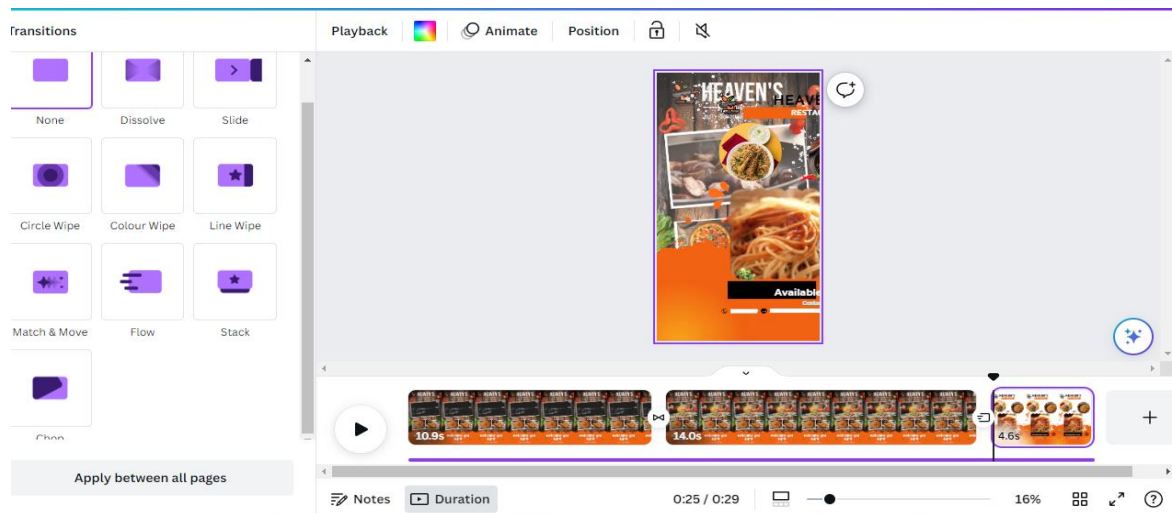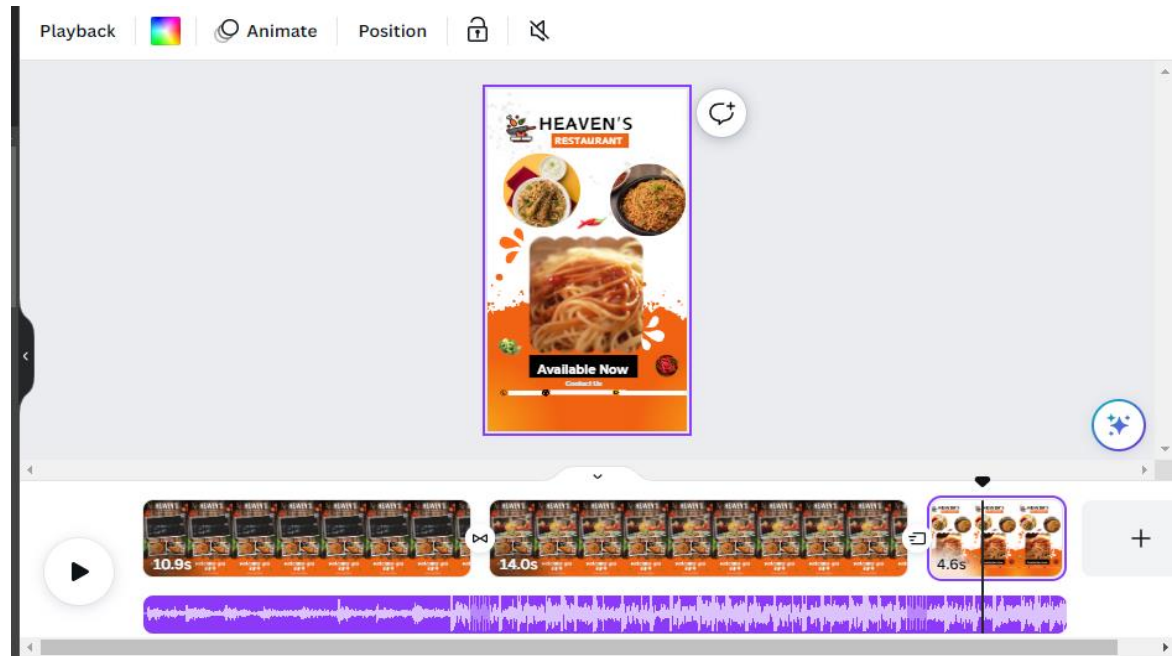## 6.RESULTS
Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Step 6:

7. ADVANTAGES ND DISADVANTAGE:

Advantages:
1. **Enhanced Visibility:** Leveraging Instagram Reels for restaurant promotion significantly increases visibility due to the platform's extensive user base. Reels, with their engaging and entertaining short videos, often reach a wider audience, allowing your restaurant to be discovered by users who may not have otherwise found you.
2. **Engagement and Interaction:** Reels encourage high engagement rates through likes, comments, and shares. Users tend to interact more with video content, enabling your restaurant to build a stronger connection with the audience. Viewers can ask questions, leave comments, or share their experiences, fostering a sense of community and increasing brand loyalty.
3. **Showcasing Creativity and Personality:** Instagram Reels provide a creative space to showcase the personality of your restaurant. By creating visually appealing and entertaining short videos, you can display your unique dishes, the ambiance of your restaurant, behind-the-scenes glimpses, special events, or chef's cooking techniques, allowing potential customers to get a feel for what sets your establishment apart.
4. **Viral Potential:** Reels have the potential to go viral, especially if they are creative, relatable, or entertaining. A viral Reel can rapidly increase your restaurant's visibility, reaching a massive audience and potentially attracting a flood of new customers.
5. **Trend Utilization and Discoverability:** Reels often include trending sounds, challenges, and formats. By participating in these trends or creating your own, your restaurant can increase discoverability within the platform, as these trends often have their own dedicated sections, making it easier for users to find and engage with your content.

6. **Call-to-Action Opportunities:** Instagram Reels offer the chance to include call-to-action elements like links, prompts, or captions that direct viewers to your restaurant's page or website, encouraging them to make reservations, order online, or explore your menu further.

7. **Insights and Analytics:** Instagram provides insights into Reels' performance, including views, likes, shares, and saves. These analytics help in understanding what content resonates best with your audience, allowing you to fine-tune your promotional strategies for maximum impact.

Disadvantages:

1. **Saturation and Competition:** In an overcrowded platform like Instagram, the market for restaurant promotions via reels is highly competitive. With numerous eateries vying for attention, it can be challenging to stand out among the plethora of content. The oversaturation might make it difficult for your restaurant to gain visibility and reach your target audience effectively.

2. **Short Attention Spans:** Instagram reels are short-form videos, typically lasting up to 60 seconds. This limited timeframe may not adequately convey the essence of your restaurant, menu, or the overall dining experience. Capturing the attention of potential customers within this brief window can be challenging, especially when trying to showcase the uniqueness of your establishment.

3. **Algorithm Changes and Visibility:** Instagram's algorithm changes frequently, affecting the visibility of content. Despite creating engaging and high-quality reels, there's no guarantee of consistent visibility, as the algorithm may limit the reach of your content, making it harder to connect with your intended audience. This variability can impact the effectiveness of your promotional efforts.

4. **High Production and Time Investment:** Creating engaging reels demands a significant investment of time, effort, and sometimes money. The need for high-quality production, creativity, and continuous content creation can be demanding, especially for small restaurant owners or those with limited resources. Maintaining a consistent and high-quality presence on Instagram reels can become time-consuming and costly.

5. **Lack of Conversion and Return on Investment:** While Instagram reels can create buzz and interest, converting views into actual customers or revenue might not be straightforward. Generating tangible results from reel promotions, such as increased reservations or orders, might be challenging to measure directly, making it difficult to gauge the return on investment for the resources allocated to these promotional efforts.

8.Application:

1. **Showcasing Culinary Delights:** Use Reels to display visually appealing and mouth-watering shots of signature dishes, new menu items, or chef's specials. Highlight the artistry of food preparation and presentation to entice viewers.

2. **Behind-the-Scenes Glimpses:** Offer a sneak peek into the kitchen, introducing the team, sharing cooking techniques, or demonstrating the process of creating a popular dish. This personal touch can humanize the brand and create a connection with the audience.

3. **Sharing Customer Experience:** Feature satisfied customers enjoying their meals or having a great time at the restaurant. User-generated content or testimonials can build trust and credibility among potential diners.

4. **Promoting Events and Specials:** Announce upcoming events, promotions, or special offers through Reels. Whether it's a live music night, a themed dinner, happy hour deals, or limited-time menu items, Reels can create buzz and urgency among viewers.

5. **Engaging Challenges or Contests:** Run interactive challenges or contests, like "best food plating" or "caption this dish," encouraging user participation. User-generated content can be reshared, creating a sense of community and involvement.
6. **Educational Content:** Share cooking tips, culinary trivia, or the story behind a particular dish. This type of content can be both entertaining and informative, positioning the restaurant as an authority in the culinary domain.
7. **Incorporating Trends and Humor:** Jump on relevant trends or create light-hearted, entertaining content that aligns with the restaurant's brand. Humorous or trendy Reels often have a higher chance of going viral, expanding reach and engagement.
8. **Collaborations and Influencer Marketing:** Collaborate with local influencers, food bloggers, or other businesses for cross-promotion. Featuring them in Reels or having them create content related to the restaurant can widen the audience reach.

9.Conclusion:

In conclusion, leveraging Instagram Reels to promote a restaurant offers a dynamic and engaging platform to captivate audiences, showcase culinary expertise, and entice potential customers. The ability to convey a restaurant's ambiance, signature dishes, behind-the-scenes glimpses, and special events in short, visually compelling clips can significantly enhance brand visibility and attract a wider audience. The interactive nature of Reels, with its potential to go viral and reach diverse demographics, presents an unparalleled opportunity for creative storytelling and fostering connections with both local patrons and a global online community. By consistently producing high-quality, innovative content on Instagram Reels, restaurants can not only increase their visibility but also solidify their brand identity, ultimately driving foot traffic, boosting sales, and fostering a loyal customer base. The way restaurants market themselves, creating a powerful, immersive, and influential presence in the digital landscape has increased.

INSTAGRAM LINK :

https://www.instagram.com/reel/Cy_MvkfClXE/?igshid=MzRlODBiNWFlZA==

Github Link: https://github.com/jack0028/Digital-Marketing---Instagram-reel

Demo Link :
https://drive.google.com/file/d/1gLrd5MyAGMjXNRVi5Q4NXGaDQNsrV9dr/view?usp=sharing