

PROJECT REPORT

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DIGITAL MARKETING PROJECT

REPORT ON

BUILDING A WEBSITE USING CANVA

COLLEGE CODE: 6122

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1. Introduction

OVERVIEW

The Marketing Concept is preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution to the customer's problem (needs). The Marketing Concept represents the major change in today's company orientation that provides the foundation to achieve competitive advantage.

PURPOSE

Digital marketing lets you communicate with your customers in real time. More importantly, it lets them communicate with you. Think about your social media strategy. It's great when your target audience sees your latest post, but it's even better when they comment on it or share it. Digital marketing allows you to identify and target a highly-specific audience with personalized and high-converting marketing messages. For instance, you might use social media targeting to show ads to a certain audience based on variables like age, gender, location, interests, networks, or behaviors.

2. Problem Definition & Design Thinking

Empathy Map



The empathy map helped us gain a deeper understanding of our audience's needs, desires, and pain points, which guided our content creation

Ideation & Brainstorming Map



The ideation and brainstorming map was an essential tool for generating creative ideas and concepts for our taste of food website.

3. Results

Design Graphics and Elements:

Canva provides a wide range of templates and design elements, including banners, buttons, icons, images, and more. You can use these to design various components of your website.

Create Custom Graphics:

Design custom logos, illustrations, infographics, and other visual elements for your website using canva design tools.

Design Layouts:

Canva offers templates for creating social media graphics, presentations, and marketing materials. You can adapt these templates for web use.

Wireframes and Mockups:

Create wireframes or mockups of your website's pages and layout to plan the design before implementing it in a web development tool.

Export Graphics:

You can export your Canva designs as image files (e.g., PNG, JPG) and use them on your website.

4. Advantages & Disadvantages

Advantages:

Global reach

A website allows you to find new markets and trade globally for only a small investment.

Lower cost

A properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Trackable, measurable results

Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

Disadvantages:

Skills and training

You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.

Time consuming

Tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.

5.Conclusion

New technologies in digital marketing has moved a great deal. The market approach has also evolved with the rise of new technology. Digital marketing has a number of advancement and improvements in its strategy, so it is important to know the conclusion of [digital marketing](#). Keep reading this article to know more about it.

Customers and marketers need to learn about the pros and cons of digital marketing to get the best out of it. When you don't learn the pros and cons of digital marketing, you won't reap the full benefits.