



COURSE NAME : Digital Marketing

GROUP NUMBER 001

PROJECT TITLE : How to Create Brand Name, Brand Mail and
Brand Logo in Canva

PROJECT SUBMITTED TO : Anna University / Naan Mudhalvan

YEAR IV

DEPARTMENT : CIVIL

SEMESTER 07

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CHARM



CHARM

ABSTRACT

In the ever-evolving world of beauty and wellness, "Charm" emerges as an innovative and distinctive beauty parlor with a focus on the fusion of art and science. This digital marketing project explores the creation and promotion of a unique product line for Charm designed using Canva's creative tools. "Charm" is not just a beauty parlor; it's a sanctuary where self-expression and self-care converge. Our product line is meticulously crafted to enhance and empower individuals, providing them with the tools to embrace their natural beauty while indulging in luxurious self-pampering. Canva's versatile platform allows us to encapsulate this ethos, visually translating it into stunning designs that resonate with our audience.



CHARM

Business plan

1. Executive Summary:

Briefly introduce your business, its name, and its mission.

Highlight your unique selling proposition (USP) – what sets Charm by Nandhini apart.

2. Business Description:

Provide an in-depth overview of your beauty parlor.

Explain the concept, location, and target market.

Share your vision and values.

3. Market Research:

Describe the beauty industry, including trends and customer demographics.

Analyze your competition in the area.

Explain your target market and customer personas.

4. Products and Services:

Detail your services, such as hair styling, skincare, nail care, etc.

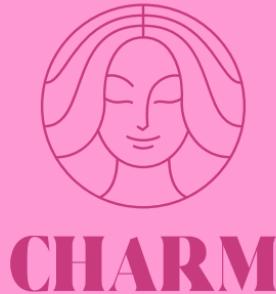
Describe your product line designed using Canva.

Highlight the unique features and benefits of your products.



1

2

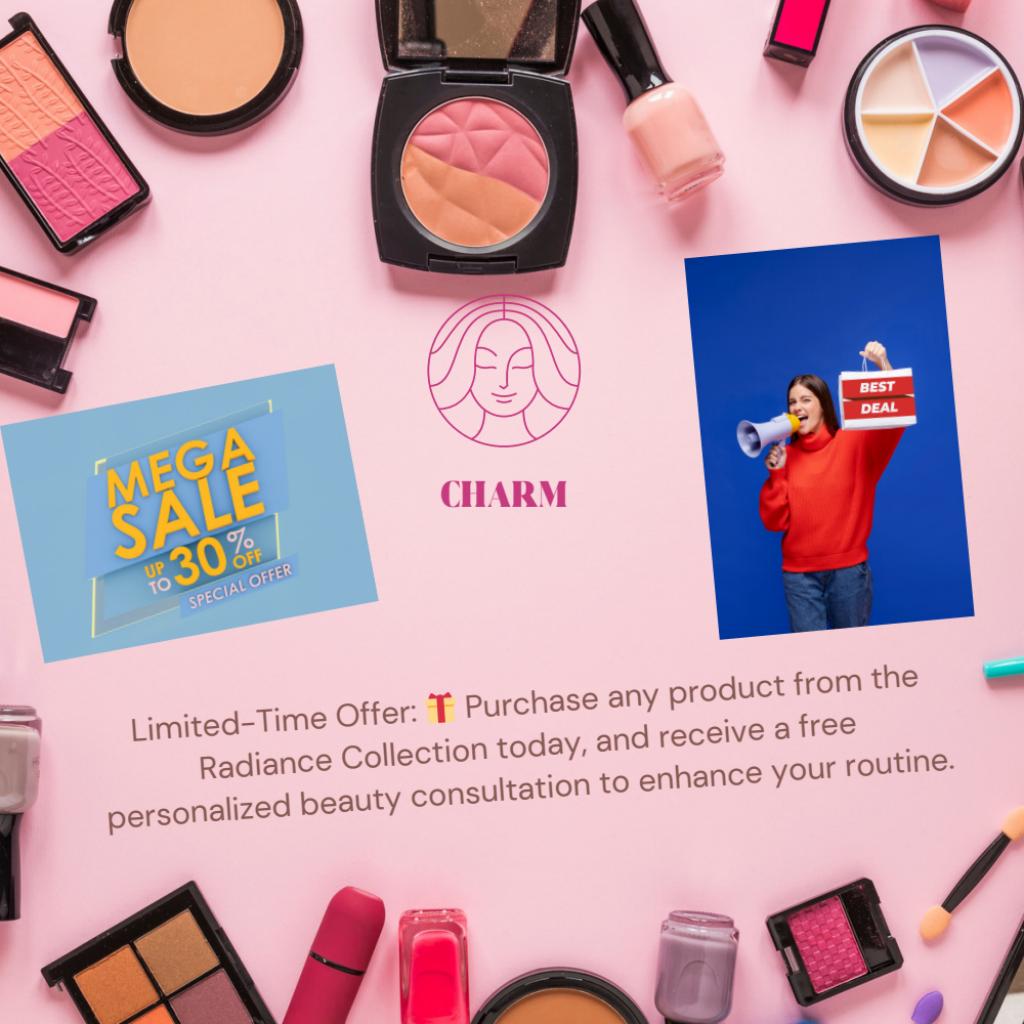


hair & makeup

up-do / curled / straightened hair
full face makeup airbrush foundation

Skin Care Essentials

Explore our range of skincare products, meticulously crafted to pamper your skin and give it the care it deserves.



Limited-Time Offer: Purchase any product from the Radiance Collection today, and receive a free personalized beauty consultation to enhance your routine.

****Diwali
Special
Offers:****



CHARM

****Diwali
Special
Offers:****

Celebrate the
Festival of
Lights with Us



****Festive Makeup:** Let
our skilled makeup
artists create the perfect
Diwali look for you. *15%
off***



****Diwali Glow Package:** Rejuvenate your skin with our
signature facial, get a stunning festive hairstyle, and a
complimentary nail service. *20% off***





CHARM

Beauty Services

****Signature Facial - Get the Glow**:**

Rejuvenate your skin with our signature facial, designed to give you a radiant glow.

****Hairstyling - Look Your Best**:** Our skilled stylists create the perfect hairstyle to complement your style.

****Nail Care - The Finishing Touch**:**

Complete your look with our nail care services, featuring a range of exquisite shades.



CHARM

****Why Choose Us?****

*****Expertly trained professionals with an eye for detail.***

*****A luxurious and hygienic environment for your comfort and safety.***

*****We use ethically sourced, cruelty-free products in all our services and products. - Personalized beauty consultations ensure you get the look you desire.***



Best Selling Products



CHARM



Nail Elegance Kit - Salon-Worthy Nails at Home: Our Nail Elegance Kit allows you to achieve salon-quality nails in the comfort of your own home.





CHARM

Conclusion:

"Unlock Your Success with Digital Marketing

See the results you want. Our digital marketing solutions make it easy for people to discover and choose your business. Whether you're just starting or scaling up, you can grow your business with our comprehensive approach.

Reach potential customers where they're spending their time online. Attract new customers effortlessly, and the best part? There are no budget minimums. We've got options for every business size.

Create a captivating video ad that tells your story. Be seen on popular platforms like YouTube and reach your target audience effectively. You have the flexibility to pick a budget that suits your needs.

Don't miss the opportunity to connect with the right customers. Our diverse ad formats include Bumper Ads, Outstream Ads, Masthead Ads, and Video Reach Campaigns. We've got the tools and expertise you need for success in digital marketing."



CHARM

**Visit Us
Today**

SPECIAL
OFFER

****Location:****

Address: Villapuram Arch, 13/35G, 1st Street Near Vetri Cinemas Near, Villapuram, Madurai, Tamil Nadu 625012



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Book Appointments: charmbeautyparlour.in



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