

PROJECT REPORT

Creating an Sponsored post for Instagram

1. INTRODUCTION:

1.1 Overview:

This platform is a great place to engage your audience and get them to learn more about your business. Sponsored Instagram posts help you build brand awareness and increase engagement that can lead to more leads and sales to help your business grow. organic posts to reach new customers and generate engagement. This differs from Instagram ads, which require creating content specifically for the ad campaign. Sponsored posts help build brand awareness and increase engagement, ultimately leading to more leads and sales.

1.2 Purpose:

The purpose for creating an sponsored post for instagram is a form of social media, blog, video, or traditional media piece of posted content that a brand pays for to reach its key target audience online. Like native ads, they are meant to feel more like content and be less intrusive than a traditional ad unit.

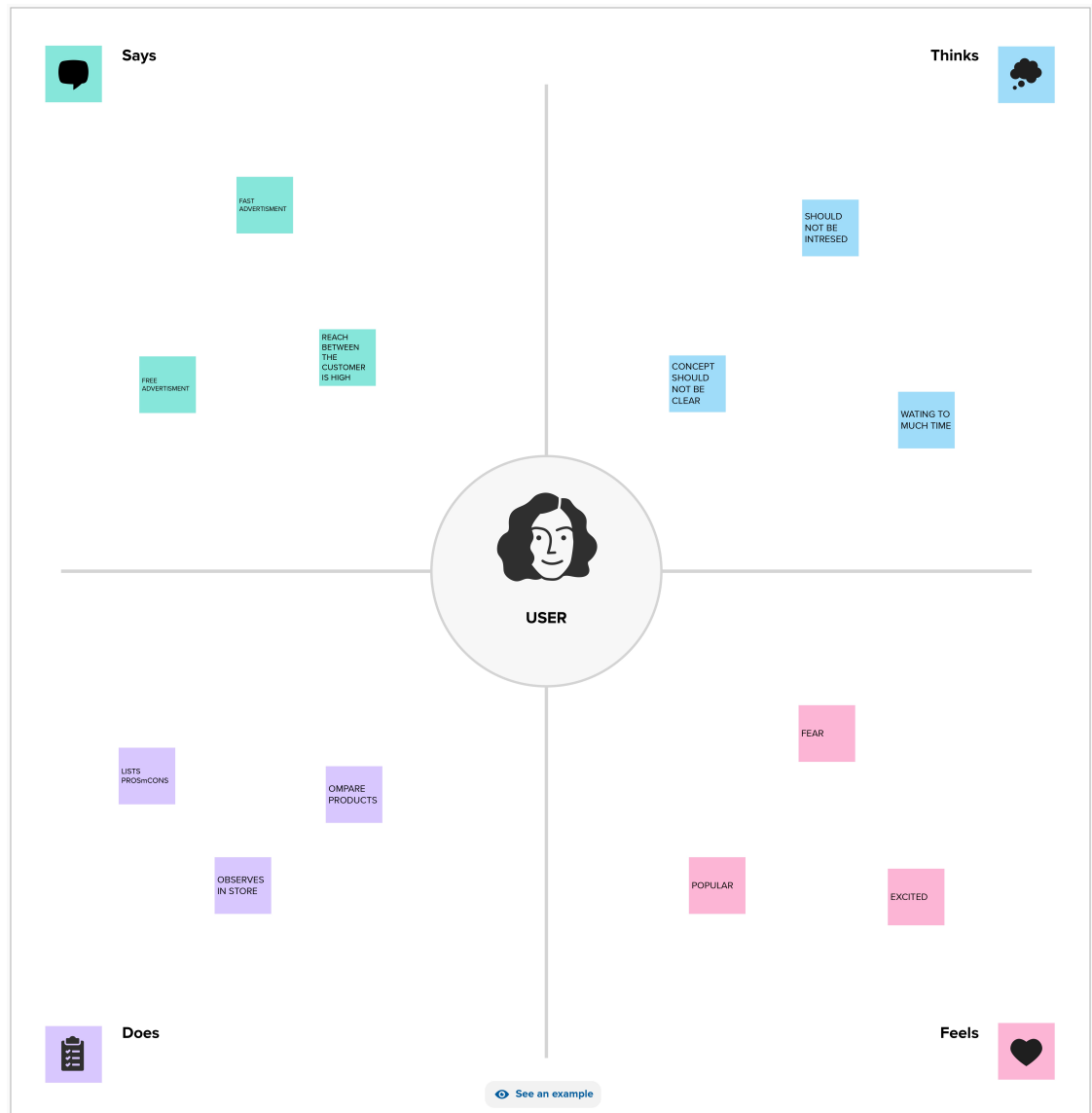
Instagram sponsored post are a great way to gain more engagement, from likes to comments, on your organic content. Not to mention, you'll get your content in front of people who want your products or services.

Businesses receive the following benefits from a sponsorship. It increases visibility for the company and its brand. It allows businesses to aim for a specific demographic of sales. It improves a company's reputation for success and refinement.

This type of bond often lasts for a lifetime. Whether your sponsor become a friend or a life-long mentor, they will have seen you at your best and worst and may understand you better than anyone.

2. PROBLEM DEFINITION AND DESIGN THINKING:

2.1 Empathy Map:



2.2 Ideation and Brainstorm

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!

ROBSON DIAS

TO MAKE MORE SALES
TO DEVELOP THE BUSINESS ADVERTISEMENT
TO INCREASE CUSTOMER

SANJAY S

TO DEVELOP THE SHOP
INCREASE SALES
DEVELOP PROMOTION ABOUT THE SHOP

VIGNESH V

INCREASE SALES
DEVELOP A CUSTOMER FOR SHOP
DEVELOP PROFIT

MOHAMMAD YONUS

INCREASE PROMOTION
INCREASE PROFIT
DEVELOP SALES



4

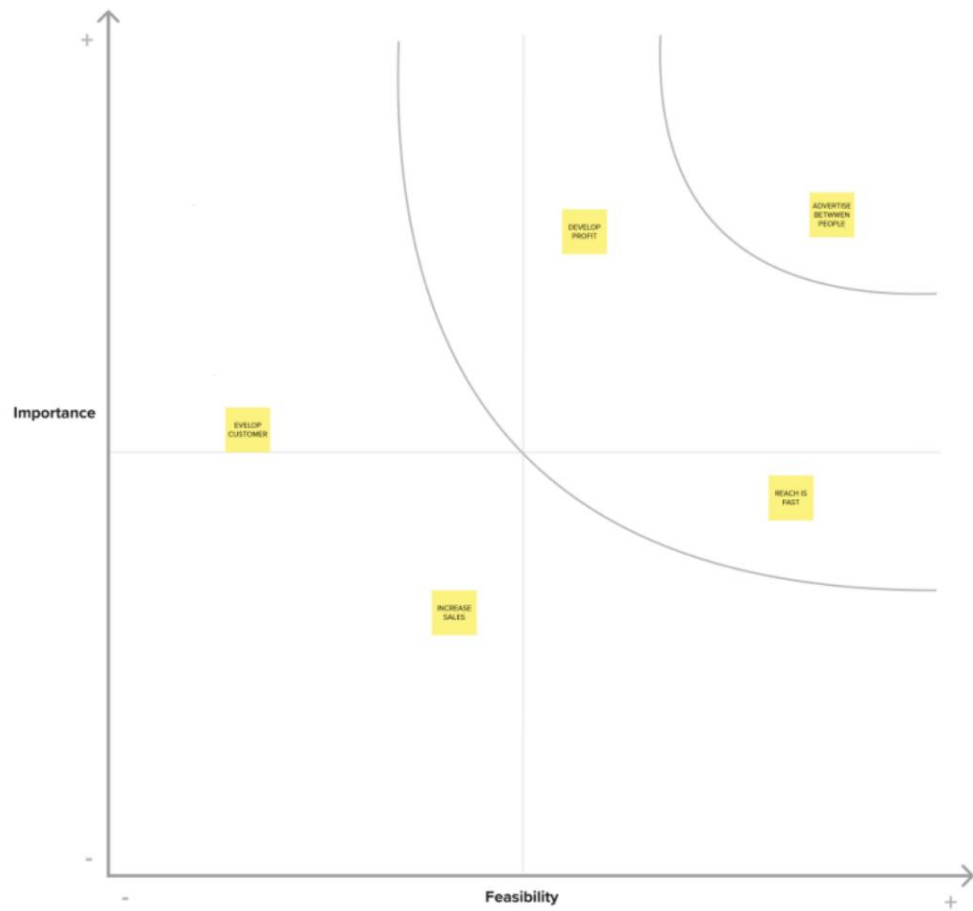
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



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3. RESULT

A promotional banner for Roby Sports. The background is a light yellow with a large white circle. Inside the circle, there are three stylized illustrations of athletes: a basketball player in an orange jersey, a soccer player in a grey jersey, and a tennis player in a red jersey. A basketball is shown in the air, a soccer ball is on the ground, and a tennis racket is on the ground. In the top left corner, there is a small circular logo with a basketball player. The text 'LIMITED TIME OFFER' is written in a bold, orange, 3D-style font. Below this, the address '123, Raja St., Vellore' is written in a simple black font. The brand name 'ROBYSPORTS' is written in a large, bold, blue font. Below the brand name, there is a clock icon followed by ': Mon-Fri'. The phrase 'Up for Grabs!' is written in a bold, black font. Below this, there is a list of sports: BASKETBALL, TENNIS, VOLLEYBALL, SOCCER, SOFTBALL, and OTHER SPORTS EQUIPMENTS. At the bottom, there is a blue button with the text 'contact us : +917125120189'. In the bottom right corner, there is a decorative pattern of blue dots.

4. ADVANTAGES:

1. Increased Reach. When you publish sponsored content, you can expect to reach a much wider audience than you would through your organic social media posts
2. Sponsored content tends to be more engaging than other forms of advertising, such as banner ads.
3. Sponsored content helps to improve brand awareness by associating your company with a relevant topic or trend.
4. Sponsored content has been shown to convert browsers into buyers faster than traditional marketing methods.

5.Sponsored advertising content can help improve your website's SEO. When your articles are published on high-quality websites, they can help to build your brand's authority and increase your search engine rankings.

5. Disadvantages

- 1.** Measuring performance is difficult, if not impossible.
- 2.** Creating sponsored content is a long, arduous, and expensive process.
- 3.** Sponsored content can be deceiving.

6. APPLICATIONS

- 1.** Corporate Websites: Building brand visibility and credibility.
- 2.** Educational Portals: Expanding the reach of educational content.
- 3.** Nonprofits: Attracting support, donations, and volunteers.
- 4.** Portfolio Websites: Gaining exposure for artists and creatives.

7. CONCLUSION

Sponsored posts are one way to advertise on social media more organically. They allow brands to get the most out of their content without losing audience interest. With sponsored posts, marketers can target specific audiences and tailor their content to fit their needs.