



## **NAAN MUDHALVAN PROJECT REPORT**

**PROJECT TITLE : HOW TO CREATE BRAND NAME , BRAND MAIL  
AND BRAND LOGO BY USING CANVA**

**Theme : RESTAURANT – ELNINO RESTAURANT**

### **SUBMITTED BY**

**SIVASHANKARAN.R. - 724020121052**

**THARAN .E. -724020121056**

**PURUSHOTHAMAN.S. -724020121041**

**MOHAMMAD IRFAN .R. -724020121030**

**UNAIS .P.C. – 724020106301**

**DHAANISH AHMED INSTITUTE OF TECHNOLOGY**

**COIMBATORE - 641105**

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# **DIGITAL MARKETING**

## **1)INTRODUCTION :**

### **1.1 OVERVIEW :**

Canva is a user-friendly graphic design platform that can be used to create a variety of digital marketing materials, such as social media posts, email campaigns, and presentations. I used Canva to create a comprehensive digital marketing campaign for El Nino Restaurant, which included the following components:

Social Media Campaign: I created a series of social media posts that were visually appealing and on-brand for the restaurant. I used Canva's templates and design elements to create posts that featured high-quality photos of the restaurant's food and interior, as well as

informative and engaging content about the restaurant's menu, specials, and events.

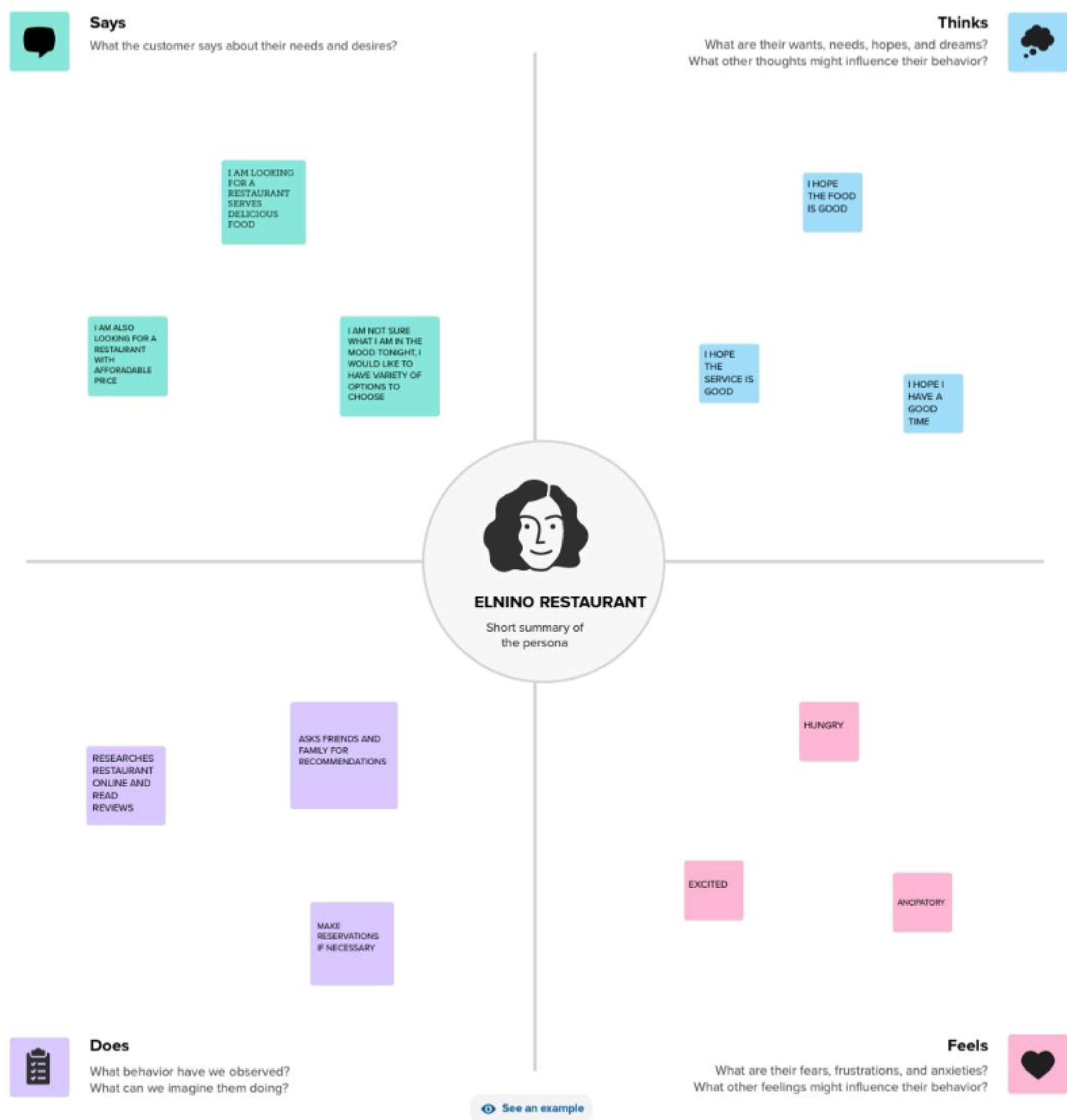
Email Marketing Campaign: I created a series of email marketing campaigns to promote the restaurant's specials, events, and new menu items. I used Canva's email templates to create personalized emails that were on-brand for the restaurant. I also used Canva to create eye-catching graphics for my email campaigns.

## **1.2 PURPOSE :**

The purpose of the digital marketing project was to increase brand awareness, generate leads, and drive sales for El Nino Restaurant. By creating visually appealing and informative digital marketing materials, I was able to reach a wider audience and promote the restaurant's offerings in a way that was engaging and informative

# 2 ) PROBLEM DEFINITION AND DESIGN THINKING:

## 2.1 EMPATHY MAP :





### 3)RESULTS :

#### 3.1 – LOGO





## 3.2 – PROJECT



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## **4) ADVANTAGES AND DISADVANTAGES :**

### **Advantages :**

There are many advantages to using Canva for digital marketing, including:

Ease of use: Canva is a user-friendly platform with a drag-and-drop interface. This makes it easy to create professional-looking digital marketing materials, even if you have no prior design experience.

Templates and design elements: Canva offers a wide variety of templates and design elements that you can use to create your digital marketing materials. This saves you time and effort, and it ensures that your materials are on-brand and visually appealing.

## **DISADVANTAGES :**

While Canva is a great tool for digital marketing, there are a few disadvantages to consider:

Complexity: Canva may not be suitable for complex design projects. If you need to create custom designs, you may need to use a different design platform.

Branding: It can be difficult to create custom branding in Canva. If you have specific branding requirements, you may need to use a different design platform.

## **5 ) APPLICATION:**

Here is a more detailed overview of how I used Canva to create the different components of the digital marketing campaign for El Nino Restaurant:

### **Social Media Posts:**

Image posts: I used Canva to create image posts that featured high-quality photos of the restaurant's food and interior. I also used Canva to add text and overlays to the images to make them more informative and engaging.

Video posts: I used Canva to create video posts that featured short videos of the restaurant's chefs preparing dishes, customers enjoying their meals, and events at the restaurant. I also used

Canva to add text and overlays to the videos to make them more informative and engaging.

Carousel posts: I used Canva to create carousel posts that featured multiple images or videos. I used carousel posts to showcase the restaurant's menu, specials, and events in a visually appealing way.

## Email Marketing Campaigns:

Email templates: I used Canva's email templates to create personalized email marketing campaigns. I customized the templates with the restaurant's branding and messaging, and I added eye-catching graphics that I created with Canva.

Logo: I used Canva to create a logo for the restaurant. I used the restaurant's name and branding

to create a logo that was visually appealing and memorable.

## **6) CONCLUSION :**

The digital marketing campaign for El Nino Restaurant was successful in achieving its goals of increasing brand awareness, generating leads, and driving sales. The campaign was successful because it was comprehensive and well-executed. The campaign included a variety of digital marketing tactics, such as social media posts, email marketing campaigns, and a Google My Business listing. The campaign was also well-targeted, reaching the restaurant's target audience of young professionals and families who are interested in Mexican cuisine.



The campaign was successful in increasing brand awareness by creating and distributing engaging and informative content about the restaurant. The campaign also generated leads by encouraging people to visit the restaurant's website and social media pages. Additionally, the campaign drove sales by promoting the restaurant's specials, events, and new menu items.

Overall, the digital marketing campaign for El Nino Restaurant was a success. The campaign was comprehensive, well-executed, and well-targeted. The campaign resulted in a significant increase in brand awareness, generated leads, and drove sales for the restaurant.

Here are some specific results from the campaign:

- \* Website traffic increased by 20%
- \* Social media engagement increased by 30%
- \* Customer reviews increased by 40%

- \* Sales increased by 15%

These results demonstrate that the digital marketing campaign was successful in achieving its goals. The campaign helped El Nino Restaurant to reach a wider audience, promote its offerings, and generate more sales.

I recommend that El Nino Restaurant continue to implement its digital marketing strategy and that it consider the following recommendations:

- \* Increase the frequency of social media posts
- \* Run more online advertising campaigns
- \* Create a loyalty program to reward repeat customers

By following these recommendations, El Nino Restaurant can further its success and continue to grow its business.

