



COURSE NAME : DIGITAL MARKETING

GROUP NUMBER : 03

PROJECT TITLE : CREATE A BRAND PROMO VIDEO USING CANVA

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INDEX

1. ABSTRACT

2. INTRODUCTION

3. OBJECTIVE

4. STEPS TO FOLLOW

1. Navigation

2. Search “canva”

3. Sign in canva

4. Select “create a design”

5. Choose a design layout

6. Choose a templates

7. Add pages

8. Edit text content

9. Upload image, logo, video

10. Edit background

11. Add animation

12. Edit transitions

13. Change text effects

14. Finalise the edit

15. Share and download

5. CONCLUSION

ABSTRACT

Our Canva-crafted promotional video introduces a groundbreaking product poised to transform the way we [describe the product's function]. Through Canva's versatile tools and eye-catching templates, we've designed a dynamic visual narrative. In just 150 seconds, we convey the essence of this innovative solution. Our video showcases the sleek design, user-friendly features, and the real-world benefits users can expect. With vivid graphics, text overlays, and seamless transitions, viewers will be transported into a world of possibilities, igniting their curiosity and anticipation. By the video's end, they'll be compelled to explore, acquire, and immerse themselves in the unparalleled experience our product delivers. Join us in this journey of discovery as we unveil the future of [product category] – an adventure awaiting you in every frame of this Canva-crafted promo video. created using Canva, introduces our audience to an exciting new product that promises to revolutionize the way we [describe the product's purpose]. Through visually engaging graphics, compelling text, and dynamic transitions, the video showcases the key features and benefits of our innovative solution. Viewers will be captivated by the sleek design and user-friendly interface, setting high expectations for a seamless user experience. By the end of this promo, they will be eager to explore, purchase, and experience the exceptional value that our product offers. Get ready to embark on a journey of discovery as we unveil the future of [product category] in this meticulously crafted Canva promo video

INTRODUCTION

Welcome to a world of innovation and endless possibilities. In this age of technological advancement, we are thrilled to present a game-changing product that is set to redefine the way we [describe the product's function]. Our journey of introducing this revolutionary solution begins with a captivating Canva-crafted promotional video.

Crafted with precision and creativity, our video aims to showcase the essence of this groundbreaking product. Canva, a versatile and powerful design tool, has empowered us to create a dynamic visual narrative that will leave an indelible mark on your imagination.

Within the span of just 200 seconds, we invite you to delve into a realm of transformation, where we take you by the hand and unveil a future full of possibilities. Through striking graphics, thoughtfully placed text overlays, and seamless transitions, we provide a glimpse into the sleek design, user-friendly features, and real-world advantages of our innovative solution.

Our goal is simple - to ignite your curiosity and anticipation. By the video's conclusion, we hope to have you on the edge of your seat, eager to explore, acquire, and immerse yourself in the unparalleled experience that our product promises to deliver.

Join us on this thrilling journey of discovery, as we unravel the future of [product category] through the lens of our meticulously crafted Canva promo video. The adventure begins now.

OBJECTIVE

1. Increase Brand Awareness: One of the primary objectives of a promo video is to introduce your brand to a wider audience. Use Canva to create visually appealing content that reflects your brand identity, including logos, colors, and messaging.

2. Showcase Product or Service: Highlight the unique features and benefits of your product or service. Use Canva's customizable templates to display your offerings creatively, making viewers understand why they need your product.

3. Drive Engagement: Encourage viewer interaction. Create a compelling call-to-action (CTA) using Canva's animations and text effects. This could include visiting your website, signing up for newsletters, or making a purchase.

4. Tell a Compelling Story: Use Canva to weave a narrative around your brand. Storytelling can evoke emotions and connect with your audience on a personal level, making your brand more memorable.

5. Educate Your Audience: If your product or service requires explanation, create an educational promo video. Utilize Canva's visual elements to simplify complex concepts and make learning engaging.

6. Boost Conversions: Ultimately, the promo video should contribute to your sales funnel. Use Canva to create visually striking discounts, offers, or limited-time deals to entice viewers to make a purchase.

7. Enhance Social Media Presence: Optimize your video for social media platforms. Canva offers specific formats for various platforms, ensuring your video reaches the right audience and drives social media engagement.

8. Build Credibility: Feature customer testimonials, reviews, or case studies in your promo video. Canva's easy-to-use interface allows you to integrate text overlays, making your customers' positive experiences visible and trustworthy.

9. Measure and Analyze: Set up measurable goals for your promo video, such as website visits, click-through rates, or conversion rates. Canva provides analytics tools to track the performance of your video across different platforms.

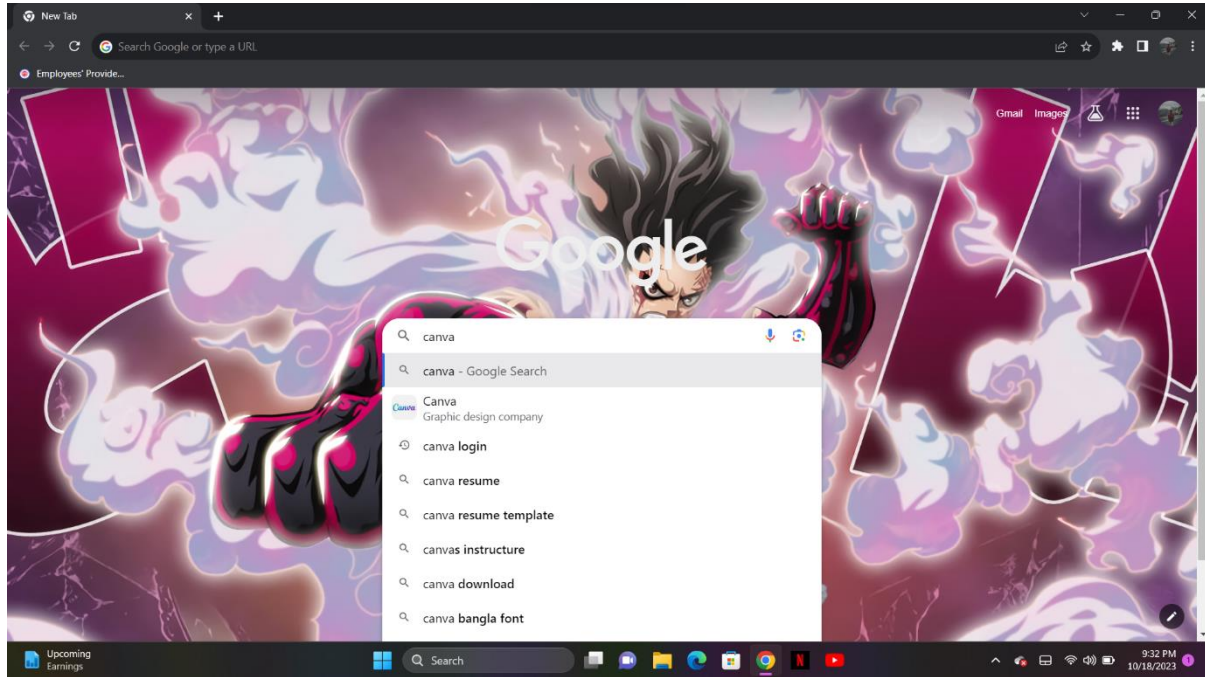
10. Encourage Sharing: Create shareable content using Canva's social media-friendly features. Encourage viewers to share the video with their networks, expanding your brand's reach organically.

STEPS TO FOLLOW

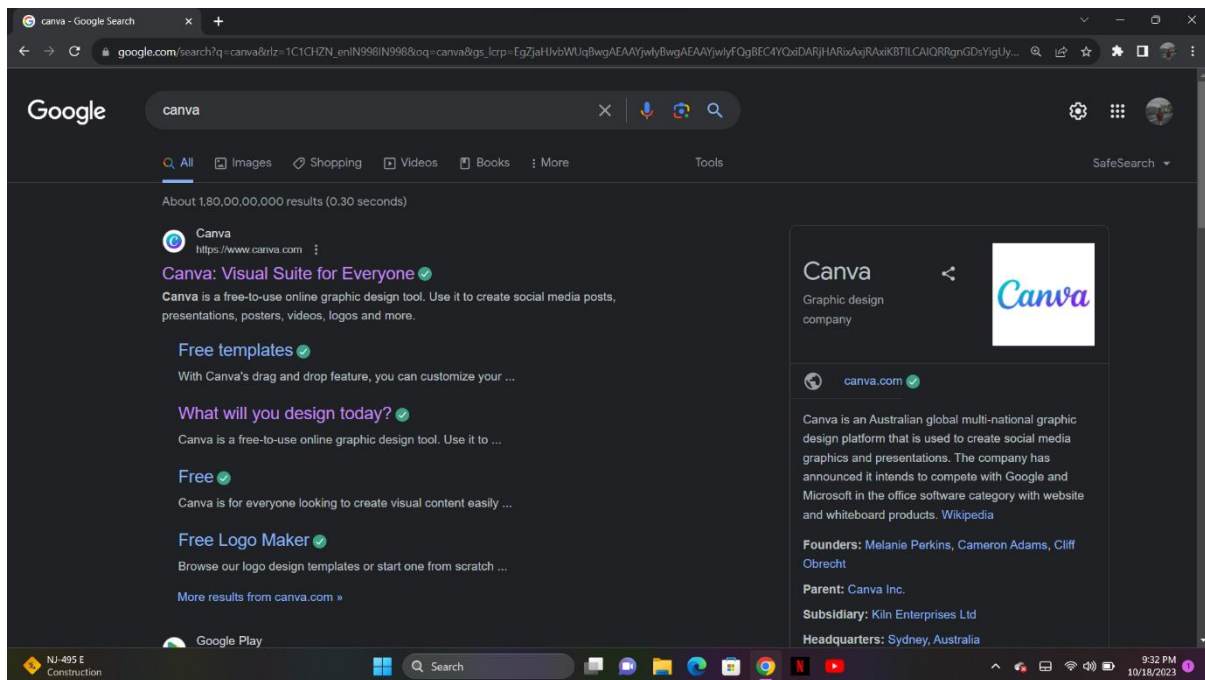
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3. Sign in canva
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6. Choose a templates
7. Add pages
8. Edit text content
9. Upload image, logo, video
10. Edit background
11. Add animation
12. Edit transitions
13. Change text effects
14. Finalise the edit
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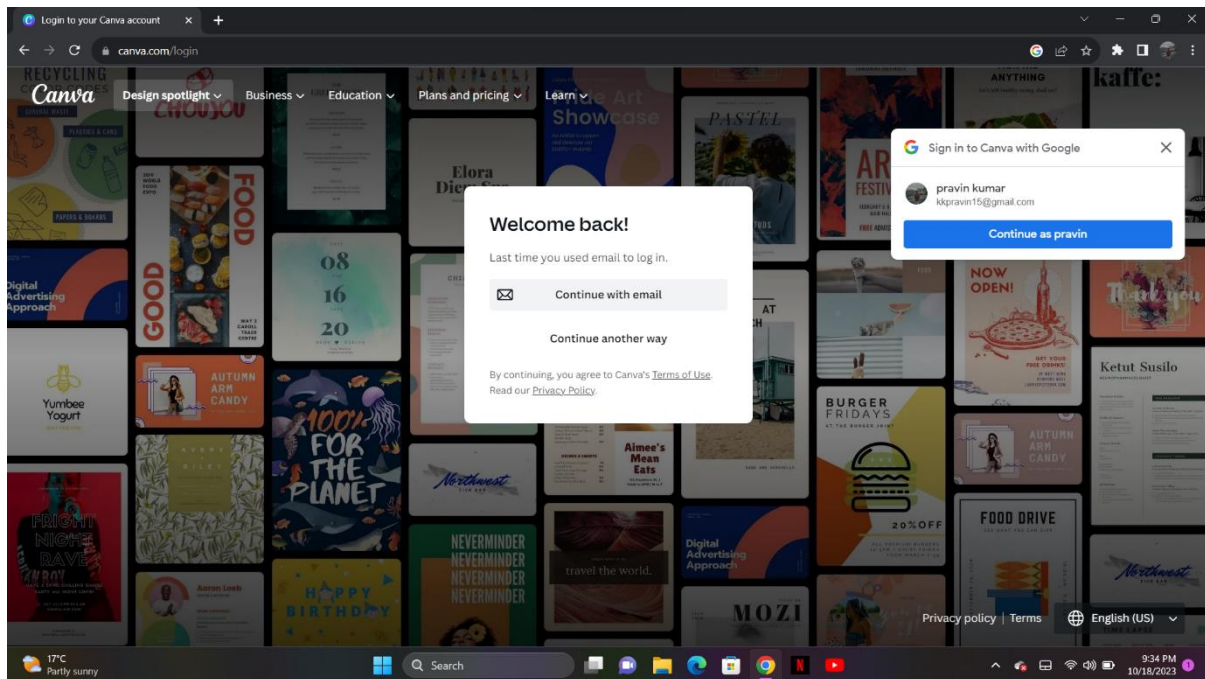
STEP 1: Navigation



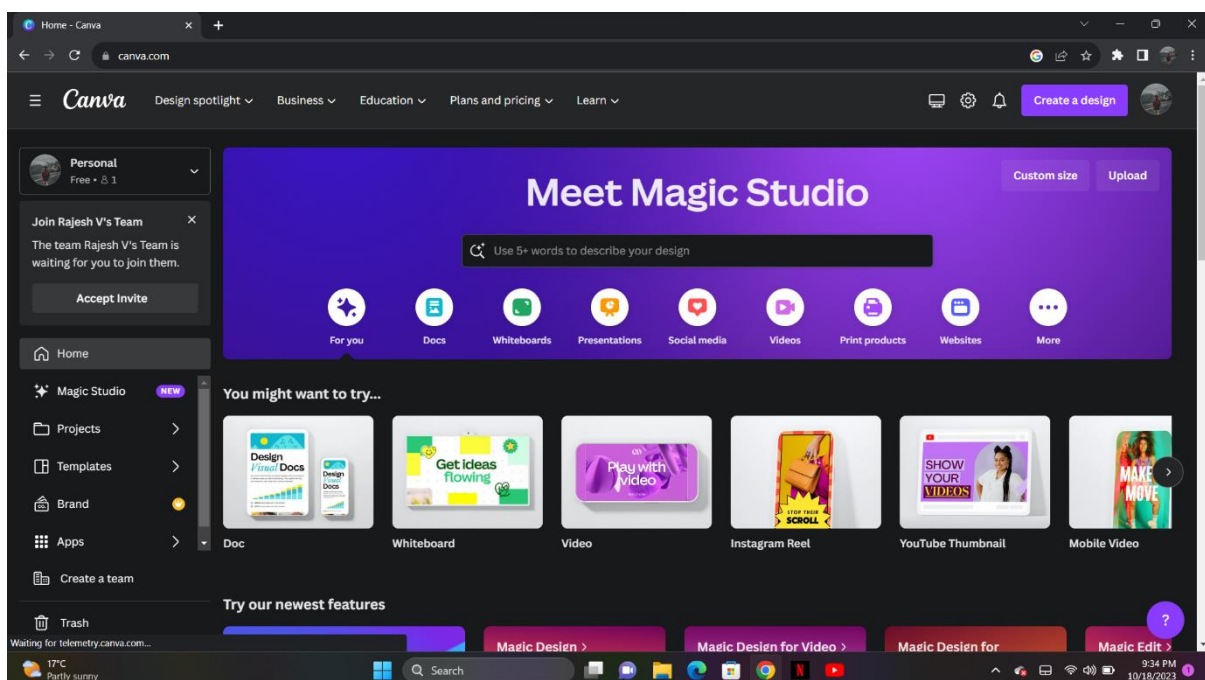
STEP 2: Search "canva"



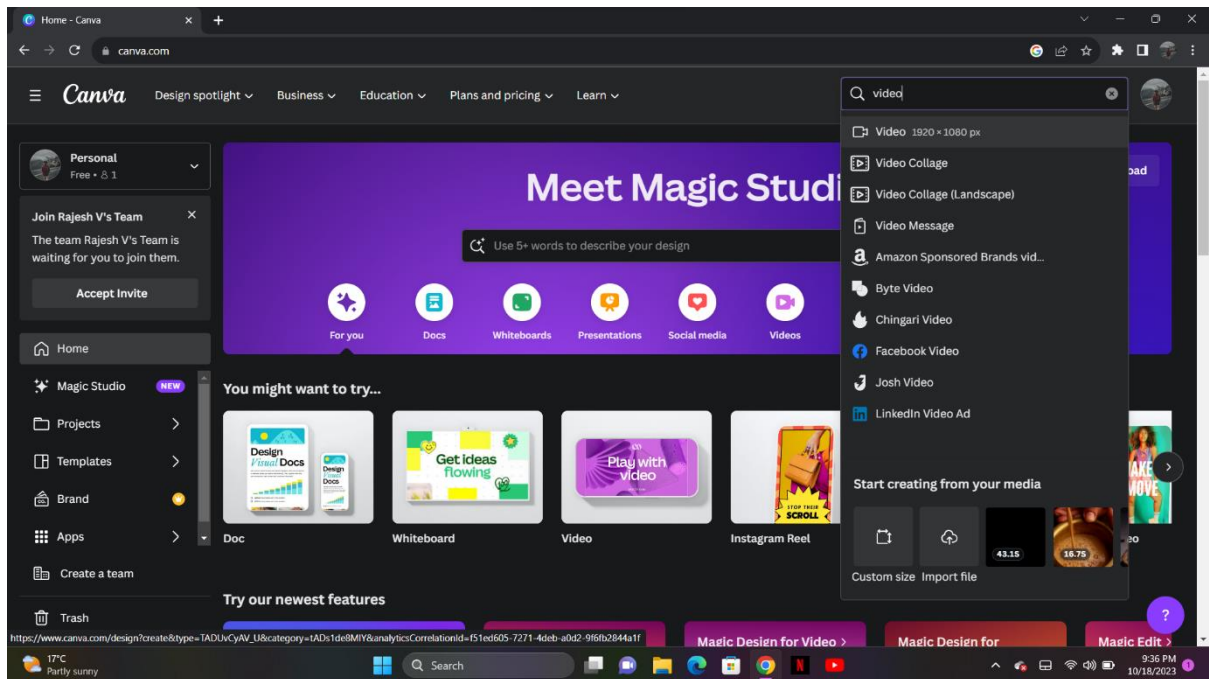
STEP 3: Sign in “canva”



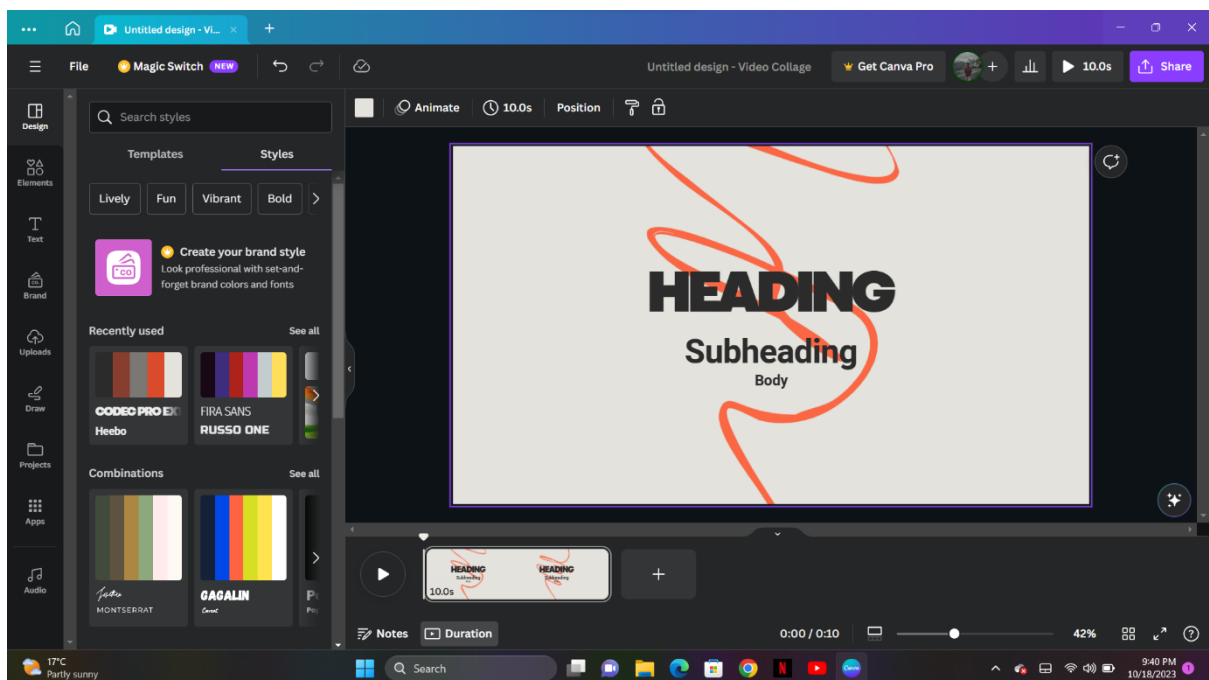
STEP 4: Click "create a design "



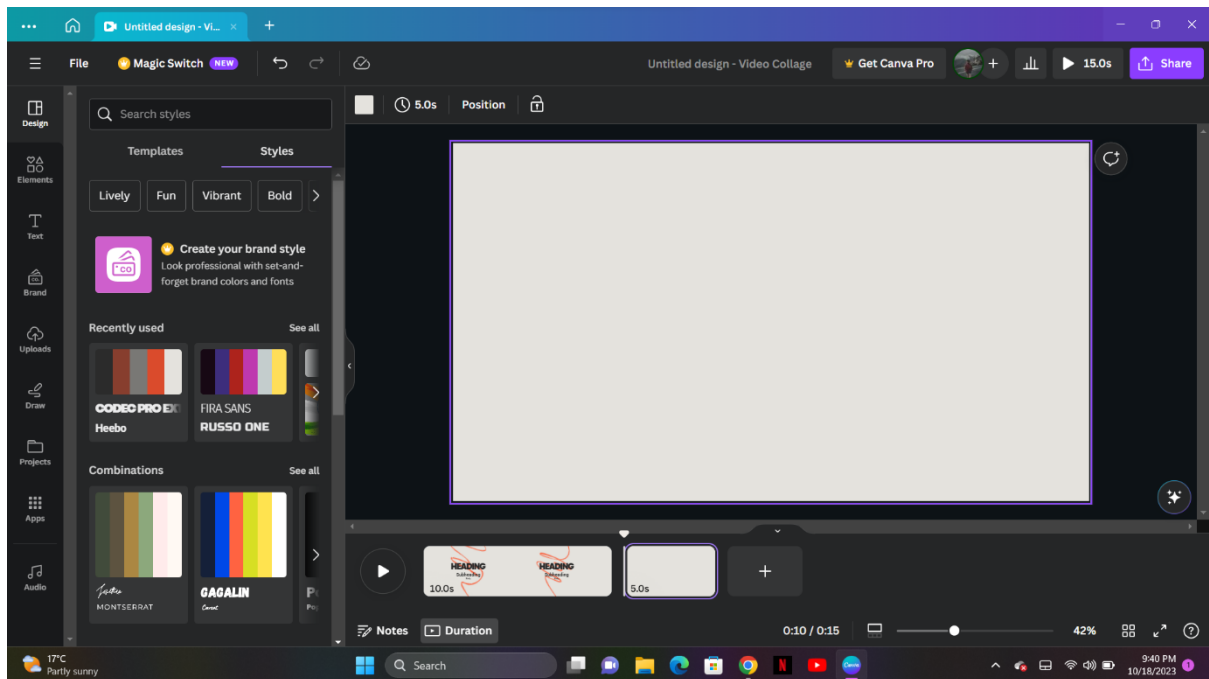
STEP 5: Choose a “design layout”



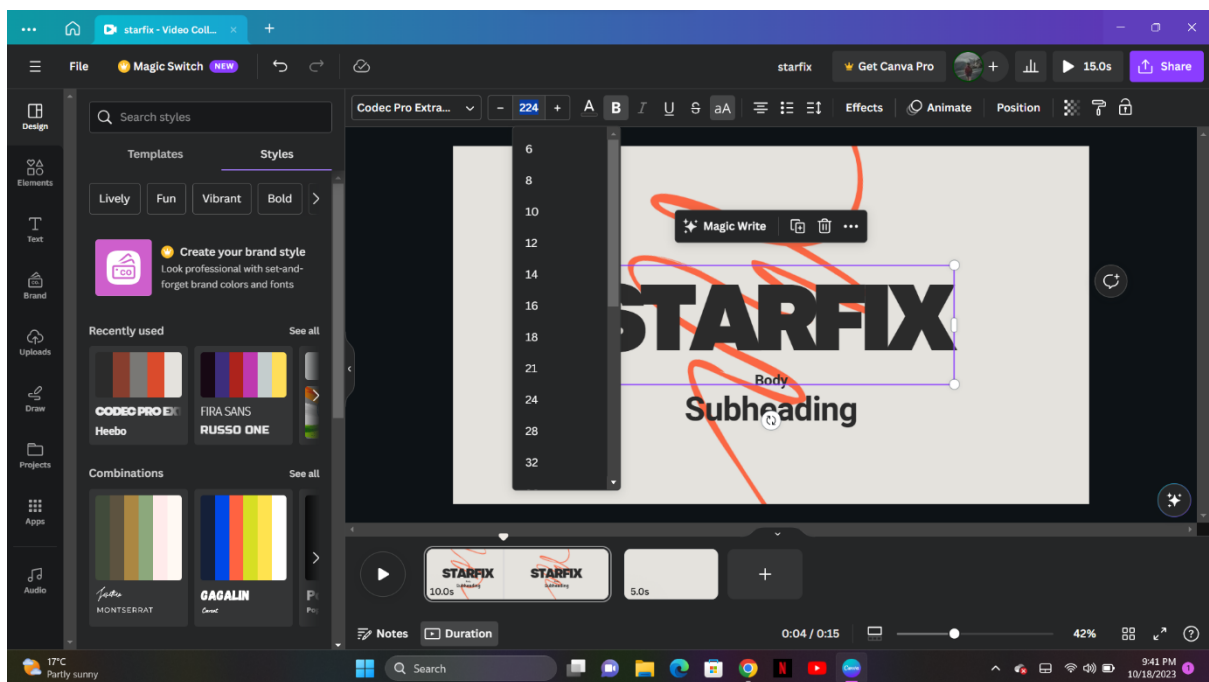
STEP 6: Choose a “templates”



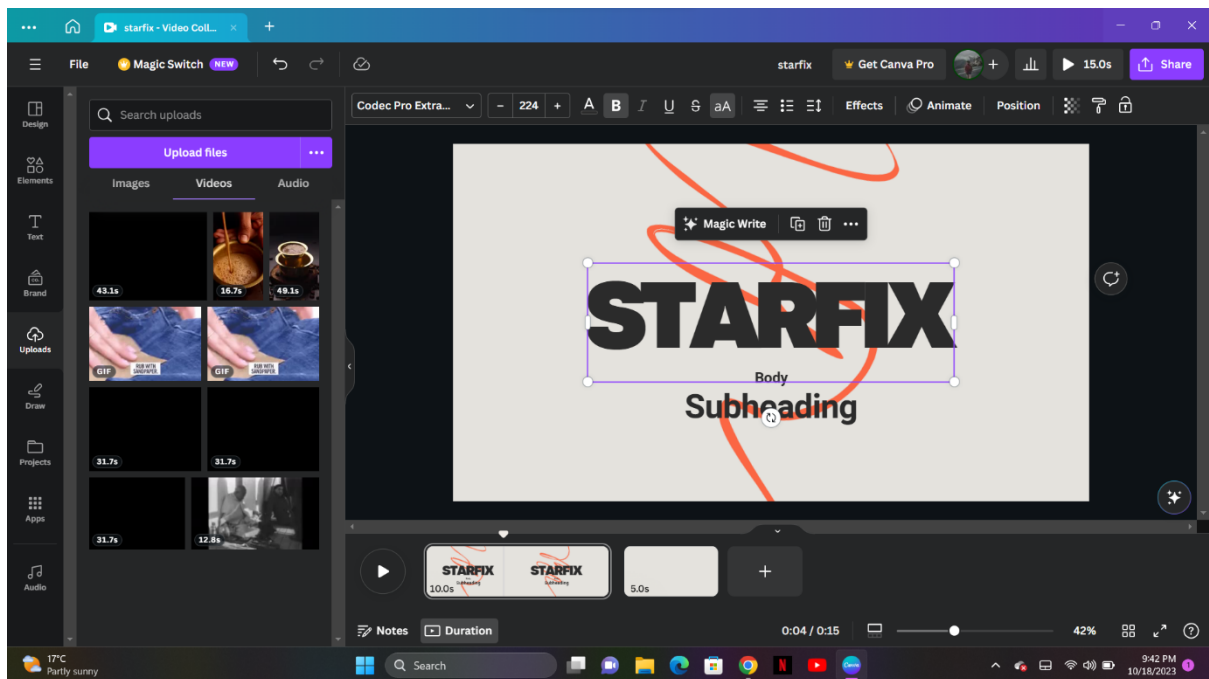
STEP 7: Click “add page”



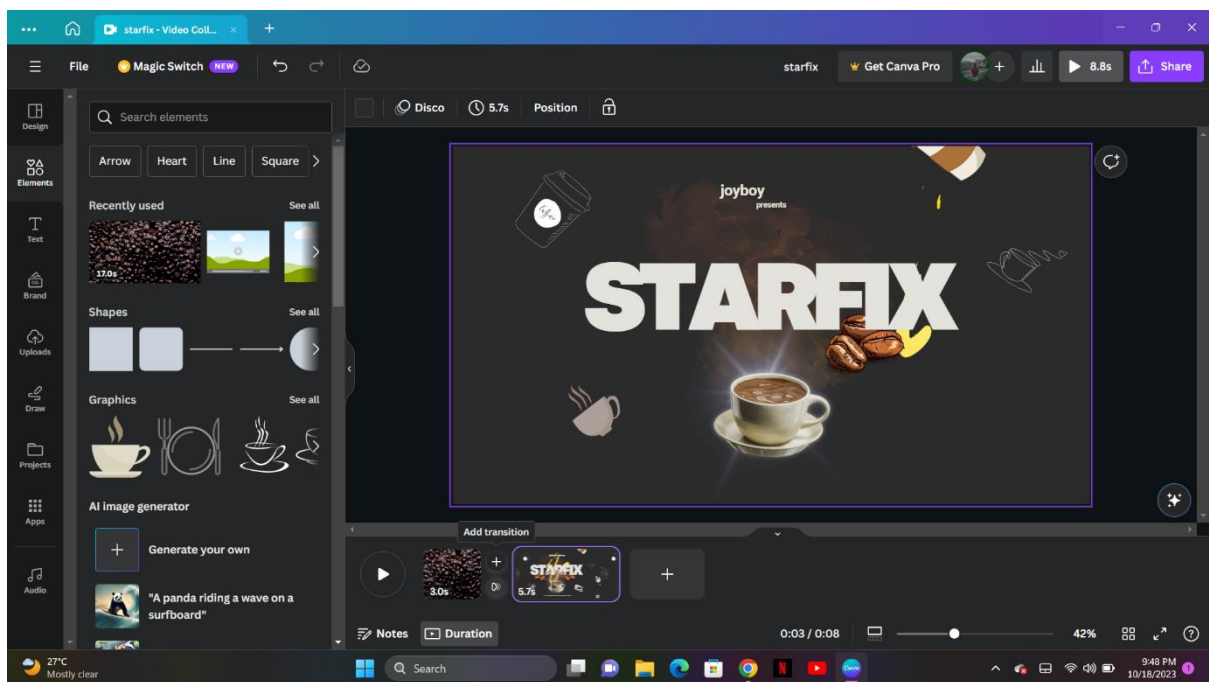
STEP 8: Edit text content

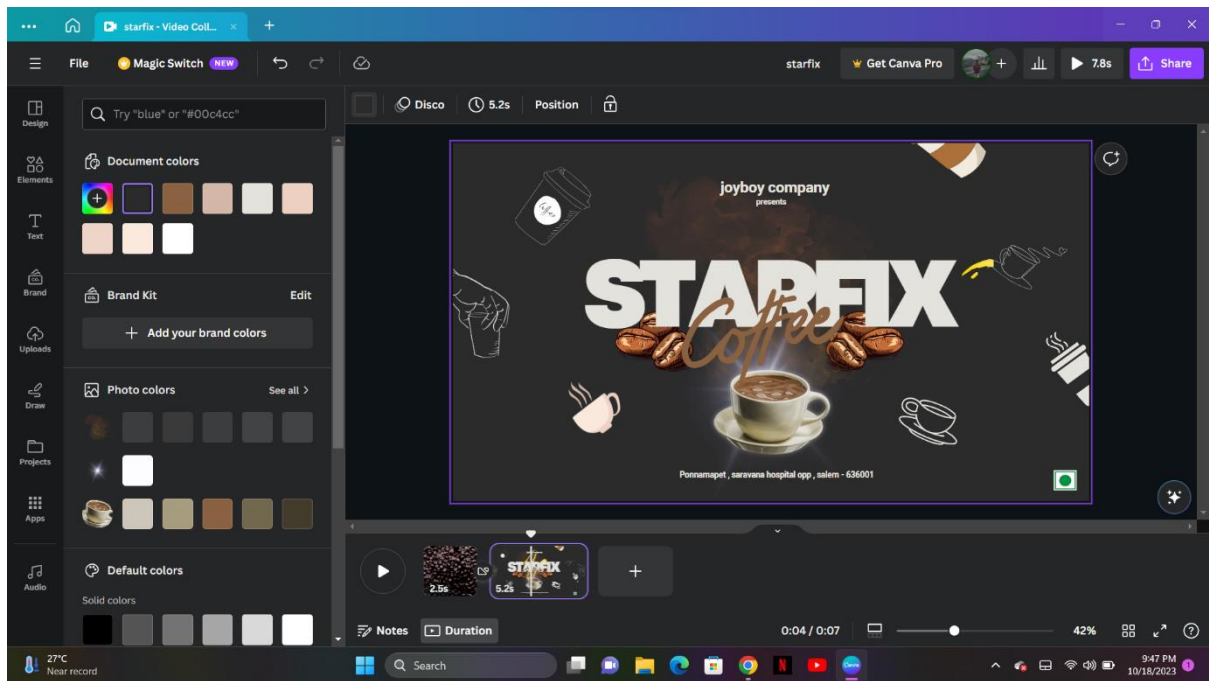


STEP 9: Upload images, logo, video.

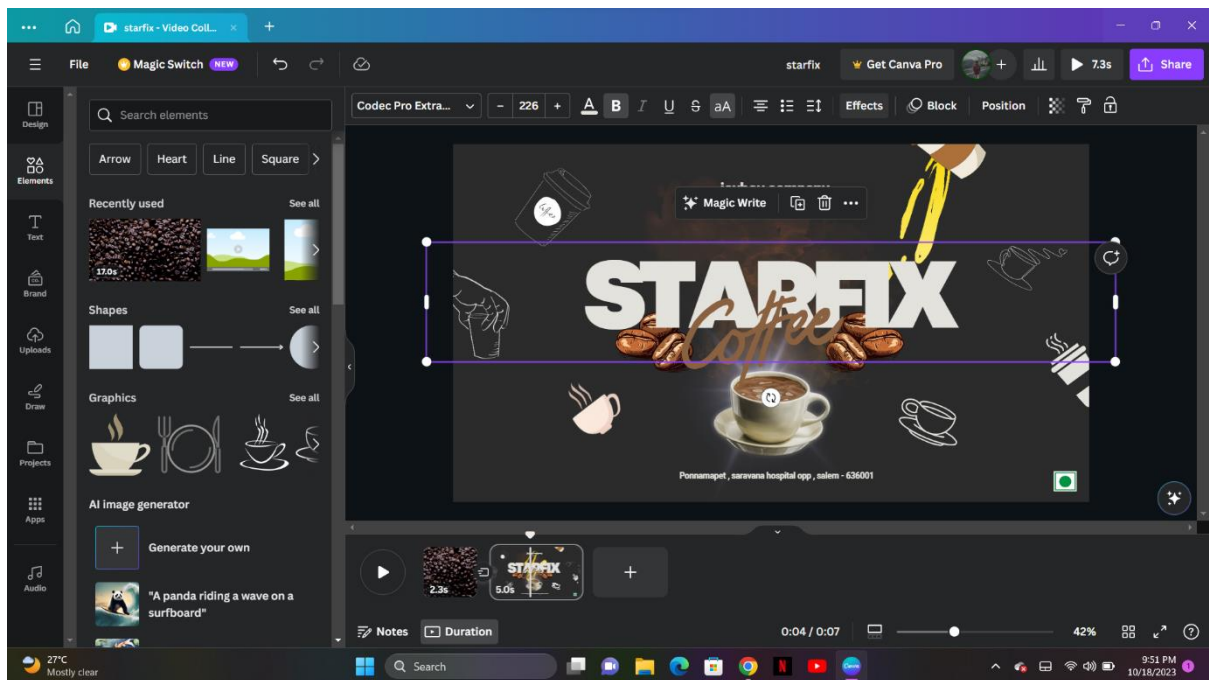


STEP 10: Edit background

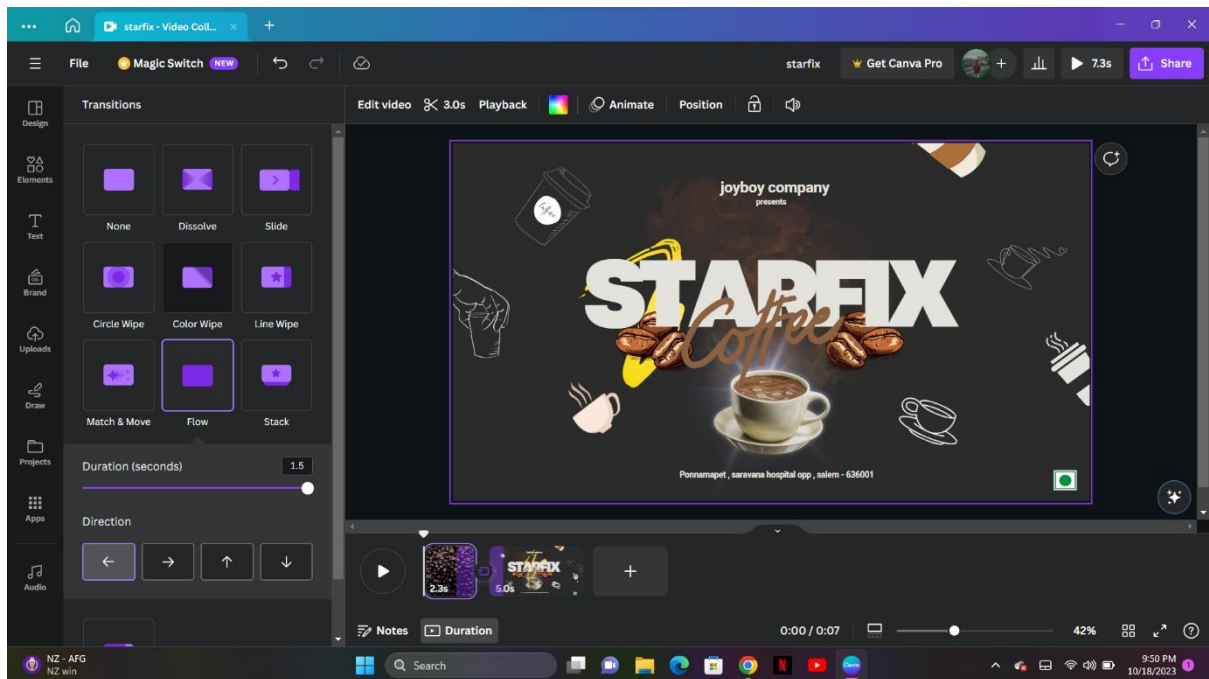




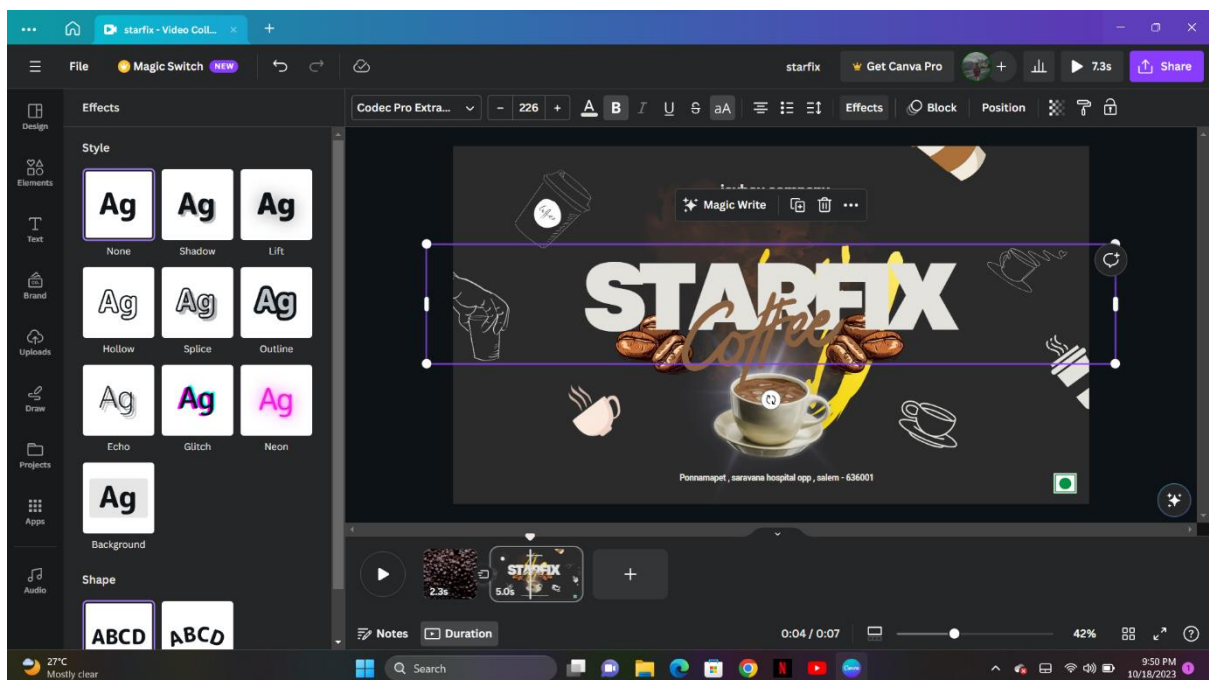
STEP 11: Add animation



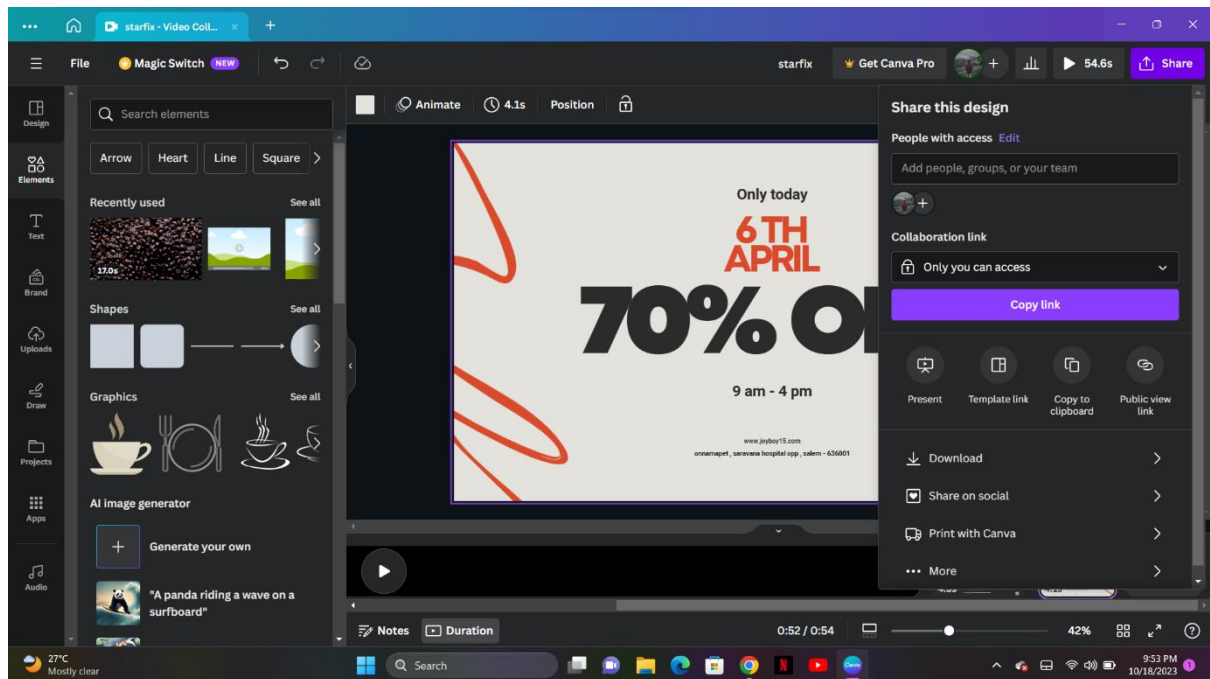
STEP 12: Edit transition



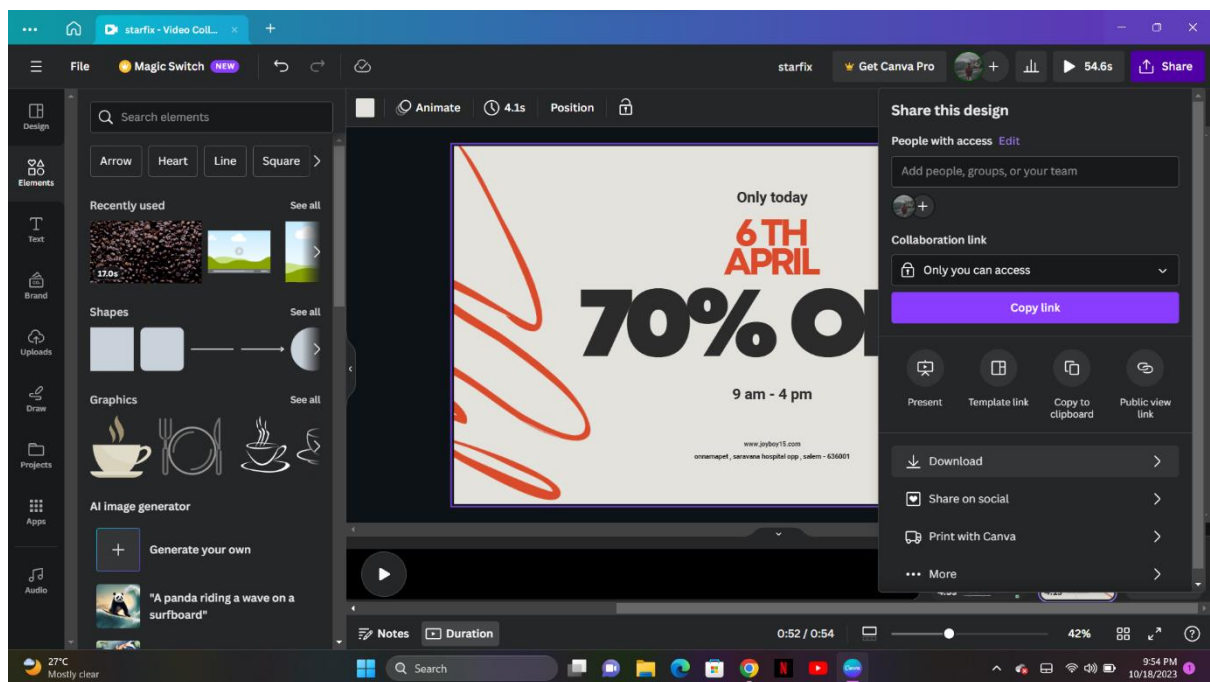
STEP 13: Change text effect



STEP 14: Finalise the edit



STEP 15: Share and download



CONCLUSION

Creating a promo video using Canva can significantly elevate your brand's digital presence and marketing impact. By setting clear objectives, such as increasing brand awareness, showcasing your products, driving engagement, telling compelling stories, boosting conversions, enhancing social media presence, building credibility, measuring outcomes, and encouraging sharing, you can craft a video that not only captures attention but also drives meaningful results. Canva's user-friendly interface and versatile tools empower businesses to transform their visions into visually stunning and engaging promotional content. Leveraging Canva's capabilities, you can effectively communicate your brand message, connect with your target audience emotionally, and ultimately boost your bottom line. As the digital landscape continues to evolve, a well-executed promo video tailored to your specific objectives can be a powerful tool, ensuring your brand remains relevant, engaging, and influential in the eyes of your audience.