



NAAN MUDHALVAN PROJECT REPORT-DIGITAL MARKETING

TEAM LEAD NAME:13465A3BC6C449BAD26409B67DC07DBC

TEAM NO: 04

NM TEAM ID: NM2023TMID04903

TEAM MEMBERS:

1. BHARATH C (111420214007)
2. MOHAMED ARSHAD P M (111420214014)
3. THARUN R (111420214029)
4. VINOTH K (111420214030)

PROJECT TITLE: How to Create a Brand Promo Video using Canva

KNOWLEDGE PARTNER: Scopik

CATEGORY: Digital Marketing

Project Title: How to Create a Brand Promo Video using Canva

1. INTRODUCTION

1.1 Overview

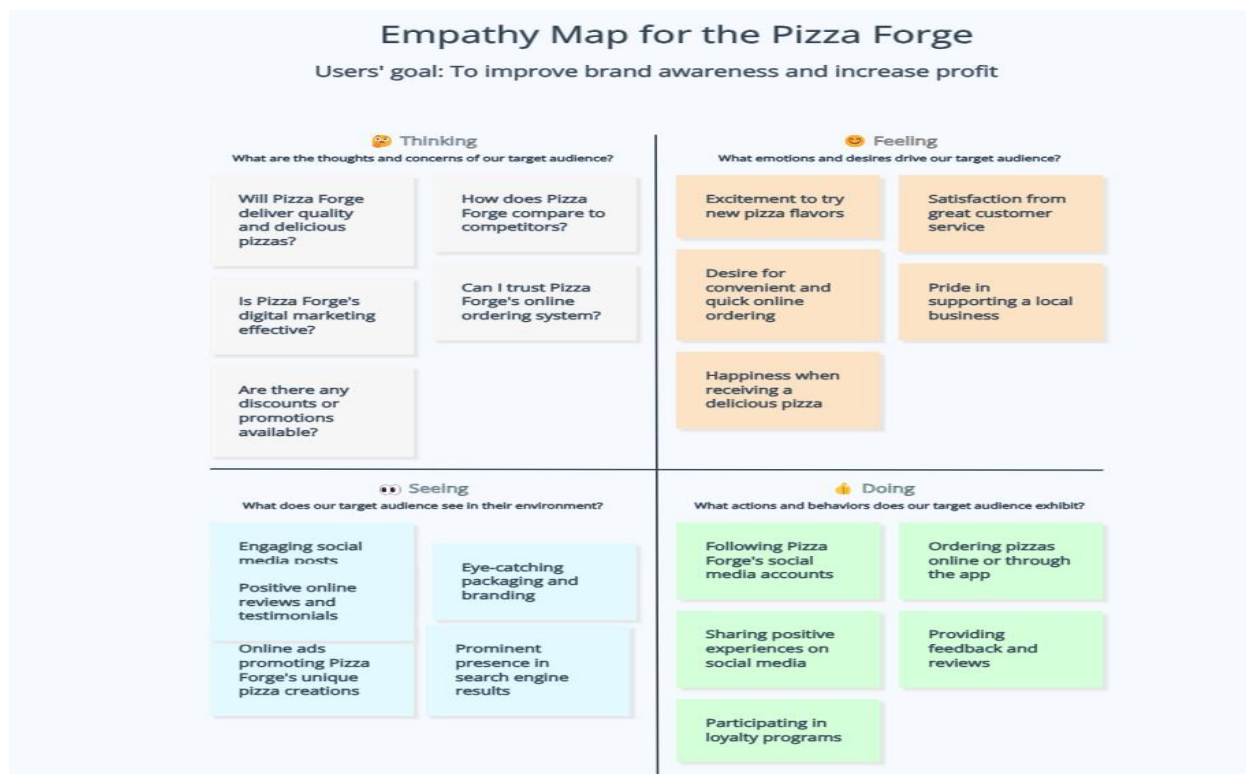
To create a Reel design using Canva, start by signing in or creating an account on Canva's website. Once logged in, click "Create a design" and set custom dimensions (typically 1080x1920 pixels for Instagram Reels). Design your Reel cover using Canva's templates, background options, text styles, and graphics. You can also upload images or videos. Customize elements by adjusting their size, position and style. Arrange layers to your liking. After completing your design, click "Download" to save it to your computer. To use it on Instagram, upload it as the cover when creating or editing your Reel. Keep in mind that Canva's features and interface may have changed since my last update, so explore the platforms for the latest tools and resources.

1.2 Purpose

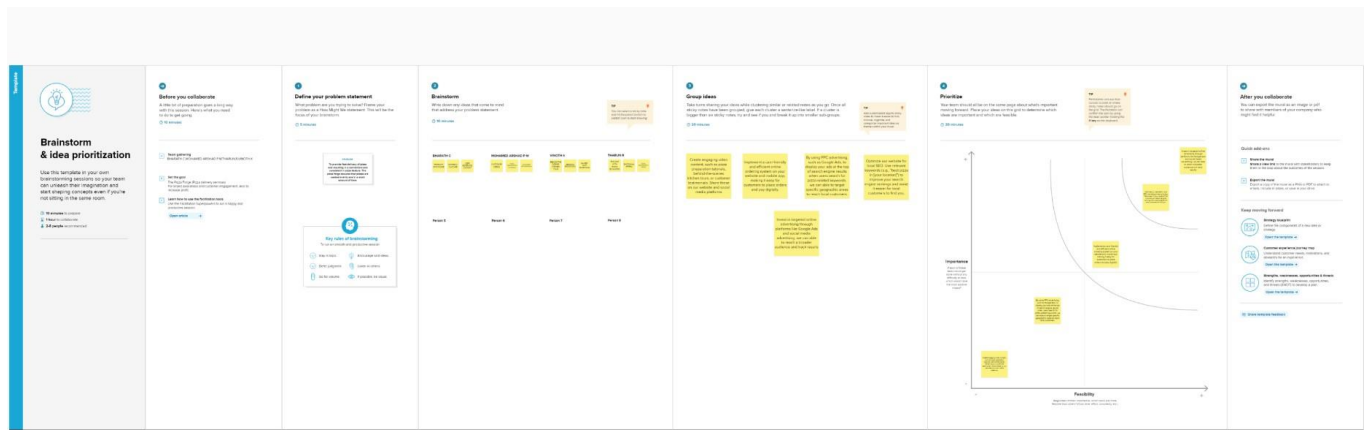
The purpose of doing this project is to marketing our brand and business in social media in the of "Instagram Reel" and this will easily reach the people.

2. PROBLEM DEFINITION & DESIGN THINKING

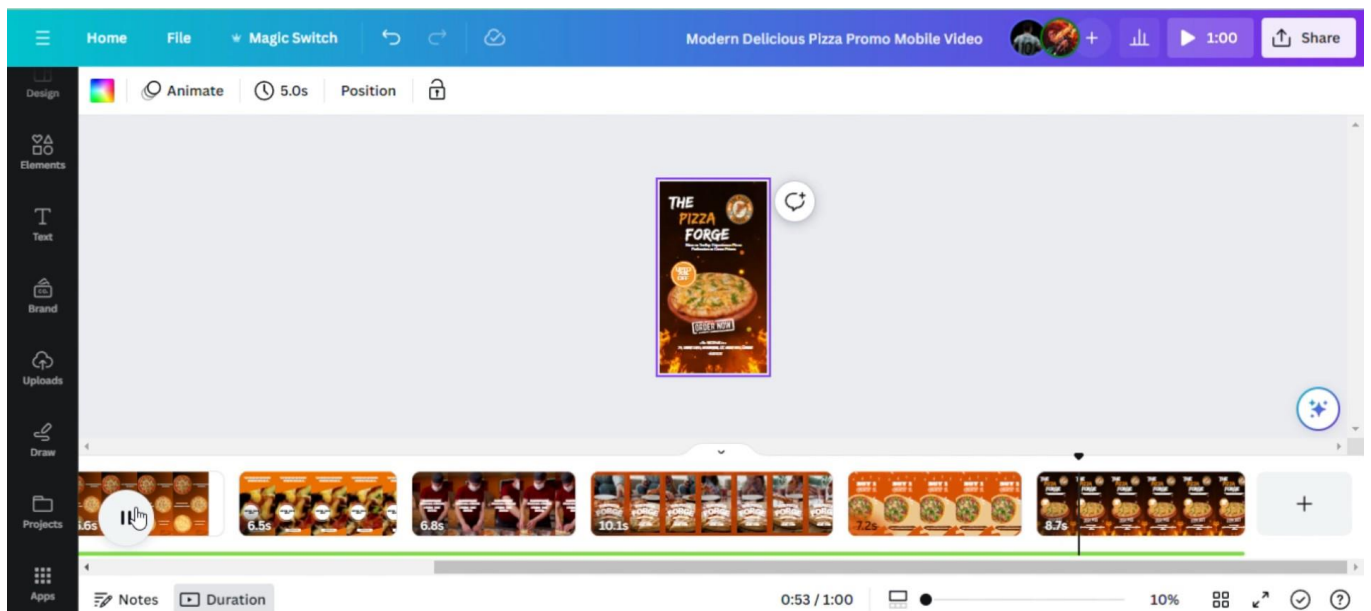
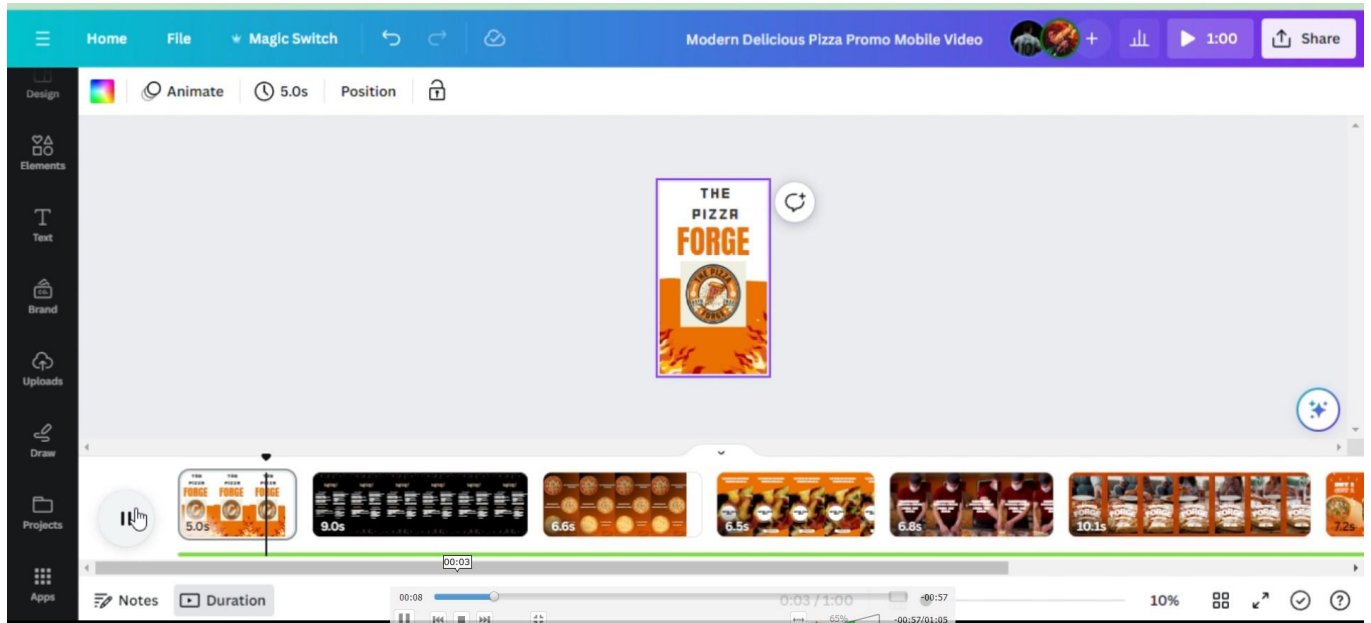
2.1 Empathy Map



2.1 Brainstorming Map



3. RESULT



4. ADVANTAGES & DISADVANTAGES

4.1 Advantages:

- ✦ Speed and efficiency in pizza preparation.
- ✦ Consistency in pizza quality.
- ✦ Potential for automation and reduced labor costs.
- ✦ Unique selling point for a pizza business.

4.1 Disadvantages:

- ✦ Initial investment cost.
- ✦ Limited versatility for other types of cooking.
- ✦ Maintenance and repair expenses.
- ✦ May lack the personal touch and creativity of traditional pizza making.

5. APPLICATIONS

- Designing advertisements and promotional content for sponsored posts, stories, and Instagram Shopping.
- Designing content for partnerships, collaborations, or influencer marketing campaigns.
- Developing custom filters and effects for photos or videos to align with your brand style.
- Designing event posters, banners, and announcements to promote live events, webinars, or product launches.
- Designing images and carousels to showcase products or services in a visually appealing manner, especially for e-commerce businesses.
- Editing and enhancing photos to match your brand's style and aesthetic.
- Customer Relationship Management (CRM): Using digital tools to manage and nurture customer relationships effectively.

6. CONCLUSION

As we understood that using digital market, we can able to advertise our product. Finally we concluded that the Instagram, Gmail and Facebook is a huge platform for advertising our business to the people. We learnt about how to use Canva and how to create Reels in Canva.