

**PROJECT REPORT FOR NAN MUDHALVAN**

**TEAM ID:NM2023TMID09600.**

**TEAM MEMBERS:4.**

**COURSE: DIGITAL MARKETING.**

**PROJECT TYPE: ONLINE.**

**PROJECT TITLE: INSTAGRAM REELS TELECASTING THE ADD BY USING CANVA APPLICATION.**

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## **INTRODUCTION:**

So,the topic is to create the instagram reels advertisement by using canva application.Canva's video editor makes it easy to create Instagram Reels. Here's how to customize a Reel template to make you very own Reel using photos from your Instagram feed. In the Canva editor, search for 'Reels' and click on 'Instagram Reels'. This sets up the correct dimensions for your video.

## **ABSTACLE:**

To create the instagram reels advertisement by using canva, kindly follow these steps.

Step 1: Create the ad. Start by putting the creative together. ...

Step 2: Navigate to Ads Manager. ...

Step 3: Choose your advertising goal. ...

Step 4: Fill out all the ad campaign details. ...

Step 5: Place the ad. ...

Step 6: Customize your call to action.

#### **USES:**

They're perfect for vlogging, announcing sales, introducing a new product line, or just sharing the beauty of your day-to-day experiences. So make the most Instagram Reels—create beautiful, share-worthy reels using Canva's awesome Instagram reel maker. About a year after Instagram introduced Instagram Reels, it launched Instagram Reels Ads. In short, it helps creators and brands to get discovered by anyone and reach users who don't necessarily follow them. For businesses, it can be just as valuable helping them to reach a global audience.

#### **REFERENCE:**

<https://www.canva.com/learn/instagram-ads/>

To schedule designs to post on Instagram, you need an Instagram Business account – not an Instagram Creator account – that's linked to a Facebook page as required by Instagram.