

FR. CONCEICAO RODRIGUES COLLEGE OF ENGINEERING

Department of Computer Engineering

Course, Subject & Experiment Details

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|----------------------|--|
| Practical No: | 8 |
| Title: | Design the creative content for promotion of your business on social media |
| Name of the Student: | Warren Fernandes |
| Roll No: | 8940 |
| Date of Performance: | 14/03/2023 |
| Date of Submission: | 21/03/2023 |

Evaluation:

| Sr. No. | Rubric | Grade |
|---------|-----------------------------------|-------|
| 1 | On time submission/completion (2) | |
| 2 | Preparedness (2) | |
| 3 | Skill (4) | |
| 4 | Output (2) | |

Signature of the Teacher



DEPARTMENT OF COMPUTER ENGINEERING

Congratulations!



2nd Winner



**BRENDAN, ADITYA & BIBIN
WON THE SECOND PLACE IN
ELEXATHON HELD DURING
CRESCENDO 2023**

Conclusion:

In conclusion, designing creative content for promotion of your business on social media is an essential task that can help to attract and engage potential customers. By using graphics tools such as Adobe Photoshop or Canva, businesses can create promotional ads that are visually appealing, informative, and memorable. The objective of creating a promotional ad is to showcase the business in a positive light, highlight its unique selling proposition, and encourage customers to take action. By incorporating eye-catching graphics, compelling copy, and a clear call-to-action, businesses can increase their visibility on social media platforms and drive traffic to their website or physical location. Overall, creating a promotional ad is a crucial component of any social media marketing strategy. By investing time and resources into designing creative content, businesses can effectively communicate their message to their target audience and ultimately achieve their marketing goals.