

## ASSIGNMENT - DIGITAL MARKETING

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Date	20-10-2023

1.Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link:

<https://liciouscrunch.blogspot.com/2023/09/unveiling-elegance-story-of-licious.html>

The screenshot shows a social media dashboard interface. On the left, there's a sidebar with various navigation options: NEW POST, Posts (highlighted in orange), Stats, Comments, Earnings, Pages, Layout, Theme, Settings, and Reading List. The main area displays three posts from a user named 'liciousscrunch'. Each post card includes a thumbnail image, the post title, the publication date ('Published • Sep 2'), and engagement metrics ('0 likes', '4 comments').

- INFOGRAPHIC-Unlock Beautiful Hair with Licious Scrunchies**  
Published • Sep 2  
LICIOUS SCRUNC... 0 likes 4 comments
- EMAIL NEWSLETTER- Fall Collection**  
Published • Sep 2  
LICIOUS SCRUNC... 0 likes 8 comments
- Unveiling Elegance: The Story of Licious Scrunchies - Where Fashion and Comfort Converge...**  
Published • Sep 2  
LICIOUS SCRUNC... 0 likes 9 comments

# **Unveiling Elegance: The Story of Licious Scrunchies - Where Fashion and Comfort Converge**



September 02, 2023

Welcome to the enchanting world of Licious Scrunchies, where fashion is synonymous with elegance, and comfort meets style. In this blog, we invite you to journey with us through the captivating tale of how Licious Scrunchies came into existence, what sets us apart, and why our scrunchies are more than just accessories – they're statements of grace and individuality.



## **1. Origins of Elegance: The Birth of Licious Scrunchies:**

Step into our creative realm as we recount the inception of Licious Scrunchies. Discover the inspiration behind our brand, the dedication to craftsmanship, and the passion that drives us to redefine hair accessories.

## **2. The Licious Philosophy: Comfort as a Cornerstone:**

At Licious Scrunchies, we understand that true elegance comes from within, and that begins with comfort. Dive into our philosophy of merging the softest fabrics with exquisite designs to ensure that our scrunchies not only look stunning but also feel incredible against your skin.

## **3. Crafting Elegance: The Art of Design and Detail:**

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Explore the intricate process of creating Licious Scrunchies. From selecting premium materials to meticulously crafting each scrunchie, we'll share how attention to detail is woven into the fabric of our brand.

### **4. Collections That Tell Stories: Unveiling Our Signature Lines:**

Embark on a tour of our curated collections, each telling a unique story through patterns, textures, and colors. From classic to contemporary, find the collection that resonates with your personal style and celebrates your individuality.

### **5. Beyond Trends: Timeless Elegance in Every Stitch:**

In a world of ever-changing trends, Licious Scrunchies stands as a beacon of timeless elegance. Join us in exploring how our scrunchies effortlessly blend with any fashion era, offering versatility and sophistication in every twist and turn.

### **6. Empowerment Through Elegance: Licious Women, Licious Stories:**

Meet the women who make Licious Scrunchies a reality. We'll introduce you to the artisans, designers, and visionaries who pour their heart and soul into every creation, reflecting their own stories and experiences in each piece.

### **7. From Day to Night: Elevating Your Style with Licious Scrunchies:**

Unlock the potential of Licious Scrunchies to seamlessly transition your look from day to night. Discover how these simple yet elegant accessories can transform your appearance, enhancing your confidence and radiance.

## **8. A Journey of Elegance: The Road Ahead for Licious Scrunchies:**

As we wrap up this blog, join us in looking to the future. Peek into the exciting journey that lies ahead for Licious Scrunchies as we continue to innovate, inspire, and redefine what elegance means in the world of hair accessories.

### **Conclusion:**



Licious Scrunchies isn't just a business; it's an embodiment of elegance, comfort, and timeless style. From our carefully curated collections to our commitment to crafting each piece with love, we invite you to join us on this journey of celebrating the beauty within each individual. With Licious Scrunchies, you're not just adorning your hair - you're embracing a lifestyle of elegance and grace.

2.Create a new facebook page and post one social media poster for your brand.

Link: <https://www.facebook.com/profile.php?id=61550677402422&mibextid=ZbWKwL>

**facebook** Log In

**Licious Scrunchies**

0 likes • 0 followers

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**Details**

i **Page · Accessories**

★ **Not yet rated (0 reviews)**

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**Licious Scrunchies** ...

19 Aug 2023 •

**#scrunchies#licious**



## Licious Scrunchies

19 Aug 2023 •

...

#scrunchies#licious





**Licious Scrunchies** updated their profile picture.

19 Aug 2023 •

...



**3.Create and design a social media advertisement poster using canva**

**Link:**

<https://liciouscrunch.blogspot.com/2023/09/infographic-unlock-beautiful-hair-with.html>





Stay at home and glow. Find your best product  
that will keep you happy even you stay at home



MORE PROMOTION ON



LICIOUS  
PROVIDER@GMAIL.COM

4.Create email newsletter design using MailChimp or canva tool.

Link:Using canva

<https://liciouscrunch.blogspot.com/2023/09/email-newsletter-fall-collection.html>

The image shows a screenshot of an email newsletter. At the top, there's a black header bar with the word "SCRUNCHIE" in white on the left and "SEARCH" with a menu icon on the right. Below the header is a red banner with the text "EMAIL NEWSLETTER- Fall Collection" in bold black letters, followed by a small yellow butterfly icon. Underneath the banner, the date "September 02, 2023" is displayed. The main content area has a dark background. It begins with a large, stylized red letter "D" followed by the text "ear Licious Lovers," where the "D" and "ear" are red and the rest of the sentence is white. Below this, a paragraph in white text reads: "We are thrilled to introduce our latest collection of Licious Scrunchies, the perfect accessory to elevate your style and make every day a little more fabulous! ★". A decorative graphic of dried lavender flowers is positioned to the left of a circular logo. The logo is pink with a black border and contains the text "LICIOUS SCRUNCHIES" in white, with "with love & care" and three small hearts underneath. The main visual is a large, circular arrangement of various colored scrunchies (brown, black, pink, blue) resting on a bed of dried lavender. Overlaid on this image is the text "Glow from HOME!" in large, white, serif capital letters. The bottom of the newsletter features a brown footer bar with the text "Stay at home and glow. Find your best product that will keep you happy even you stay at home" in white. Below the footer, there are three smaller images of different scrunchies.



Stay at home and glow. Find your best product that will keep you happy even you stay at home



MORE PROMOTION ON



LICIOUS  
PROVIDER@GMAIL.COM

Here's why you'll love them:

1. High-Quality Materials: Our scrunchies are made from premium materials that are gentle on your hair and provide a comfortable hold.
2. Versatile Styles: From classic solid colors to trendy patterns, we have scrunchies to match every outfit and mood.
3. Easy to Wear: Licious Scrunchies are designed for effortless styling. Just wrap them around your ponytail or bun, and you're ready to go.

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4. Durability: We've crafted these scrunchies to last, ensuring you can enjoy them for many seasons to come.

5. Exclusive Offers: As a valued member of the Licious community, you'll have access to exclusive discounts and promotions on our scrunchies.



