



EDGE CSE CUET CBF 022

DIGITAL MARKETING FINAL PROJECT

PROJECT TITLE

GOOGLE ADS/ FACEBOOK ADS CAMPAIGN

SUBMITTED TO
PRIMA SULTANA PRITY

ঐতিহ্যে বাঙালীয়া

SUBMITTED BY
MITU MALICK

❖ ABOUT PRODUCT

- Drifting tradition and culture of Bangla to the new generation in the formation of Jewellery our product established into the format of clay and antique material.



❖ FEATURE PRODUCT

- ✚ **Clay Jewelry:** Search for images of colorful polymer clay earrings, pendants, or bracelets. Look for intricate designs with textures and patterns.
- ✚ **Antique Jewelry:** Look for vintage pieces like Victorian brooches, Art Deco rings, or Edwardian necklaces. These often feature detailed metalwork and gemstones.
- ✚ **Combination Pieces:** You might find contemporary jewelry that uses both clay and antique elements, such as a modern pendant that incorporates vintage-style settings or motifs.

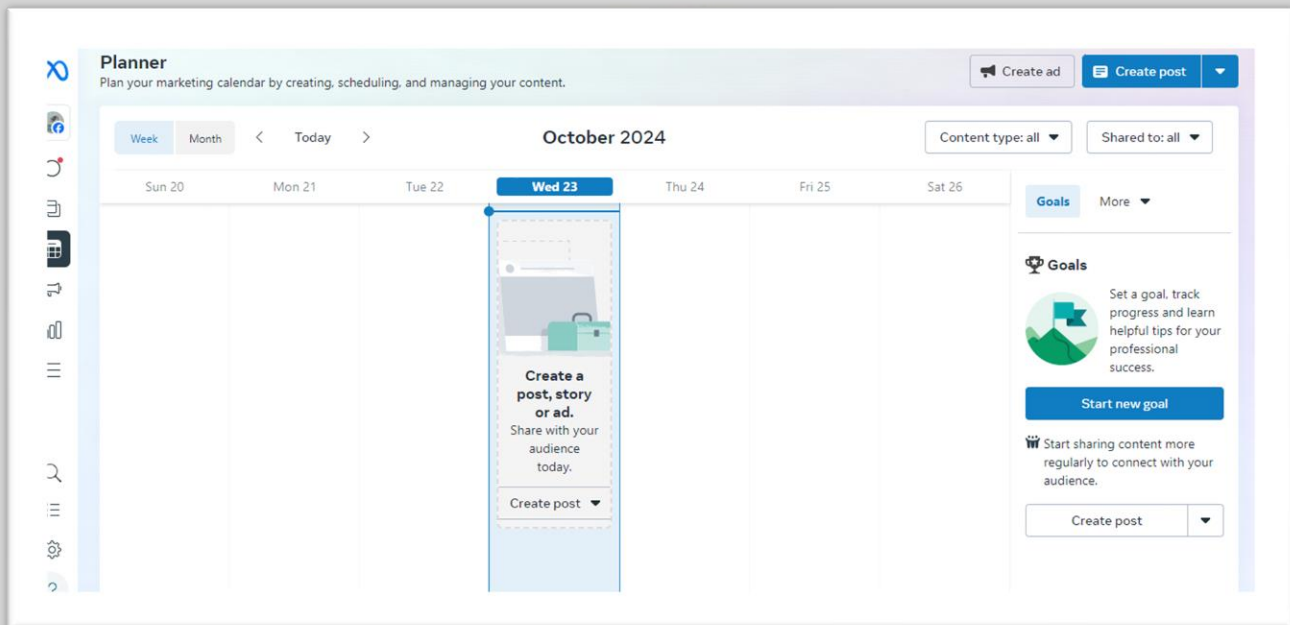
❖ DISCOUNT PRODUCT

On this November we will offer 35% discount remembering our martyrs who fought 36 days from 1st, JULY - 5th, AUGUST for new Bangladesh.

Theirs sacrifice for 35 days gave us a new Bangladesh. Which we are remembering always.



❖ CONTENT CALENDAR



❖ CONTENT WRITING

Clay and antique jewelry crafting is a fascinating blend of creativity and history.

Clay Jewelry Crafting

1. **Materials:** Polymer clay, air-dry clay, or natural clay can be used. Polymer clay is popular due to its versatility and wide range of colors.
2. **Techniques:** Common techniques include sculpting, molding, and layering. Tools like cutters, stamps, and embossing tools help create intricate designs.
3. **Finishing:** Once shaped, clay pieces can be baked (if using polymer clay) or allowed to dry. They can then be painted, glazed, or sanded for a polished look.

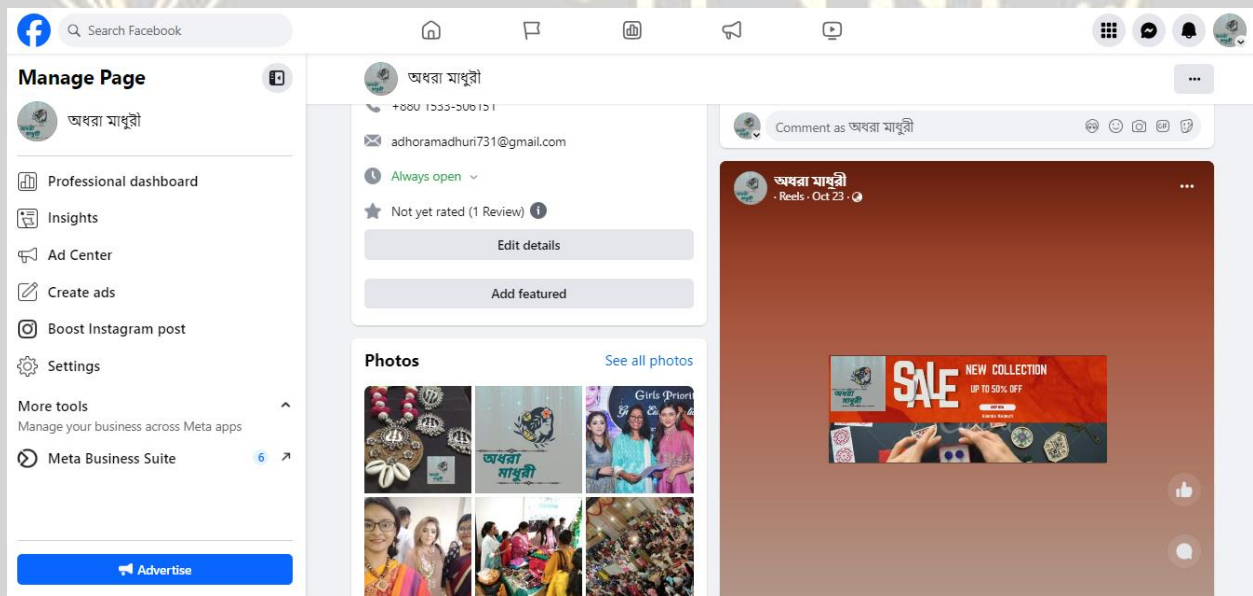
Antique Jewelry Crafting

1. **Materials:** Antique jewelry often incorporates materials like silver, gold, gemstones, and enamel. Replicating these styles requires understanding the properties of these materials.
2. **Styles and Techniques:** Popular antique styles include Art Deco, Victorian, and Edwardian. Techniques such as filigree work, engraving, and stone setting are often used.
3. **Restoration vs. Replication:** Some artisans focus on restoring original pieces, while others replicate antique styles, using modern materials to create new works inspired by the past.

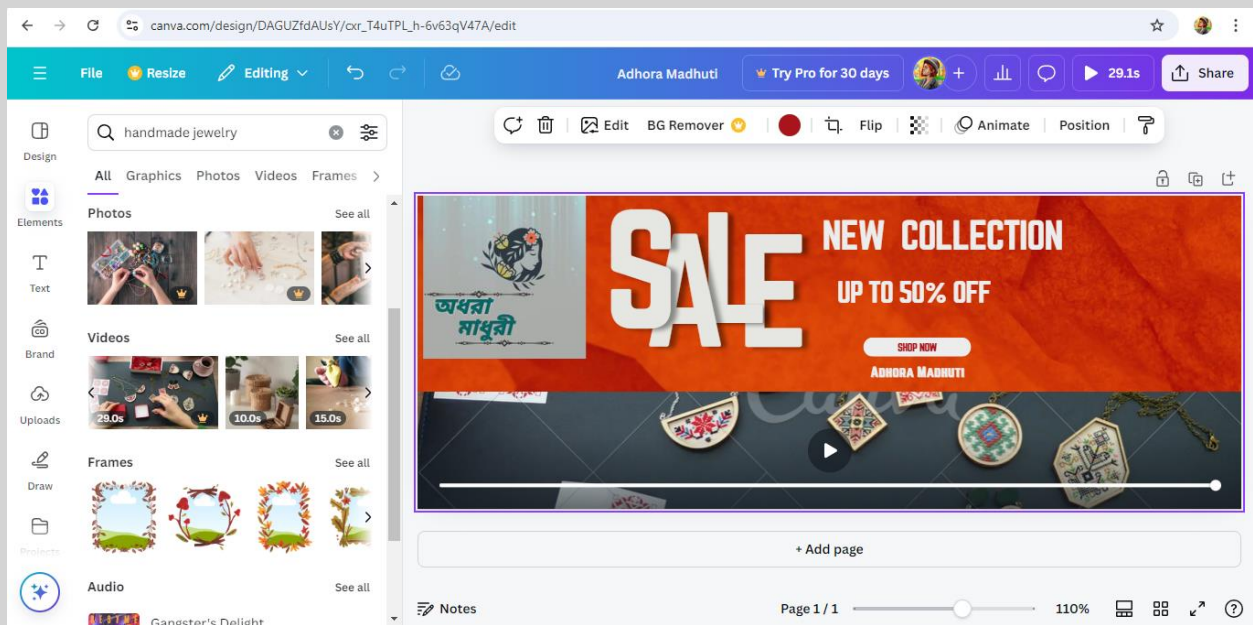
❖ POSTER DESIGN FROM CANVA



❖ FACEBOOK ADS



Title: Google Ads/ Facebook Ads Campaign



❖ PPTX FILE FROM CANVA





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অধরা
মাদুরী

গহনায় বাংলাদেশ



অধরা মাদুরী

SHOP NOW

DISCOUNT





অধরা মাপুরী

THANK
YOU

ঐতিহ্যে বাঙালীয়ানা