



PRATHYUSHA ENGINEERING COLLEGE

DIGITAL MARKETING - ASSIGNMENT REPORT



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DEPARTMENT: BIO- TECHNOLOGY

REGISTER NUMBER: 111420214004

YEAR/SEM: IV /07

ASSINGMENT TITLE:

1. Create a New Facebook Business page and post one social media poster for you brand
2. Create and design a social media advertisement poster using Canva

KNOWLEDGE PARTNER: Scopik

CATEGORY: DIGITAL MARKETING

CONTENT

1.INTRODUCTION – TO CREATE A BUSSINESS PAGE

1.1 Overview

1.2 Purpose

1.3 Result

2. INTRODUCTION – TO CREATE ADVERTISEMENT POSTER

2.1 Overview

2.2 Purpose

2.3 Result

3. APPLICATION

4.CONCLUSION



HOUSE OF BEAM– INTERIOR DESIGN STUDIO

1.INTRODUCTION: BUSSINESS PAGE

1.1OVERVIEW:

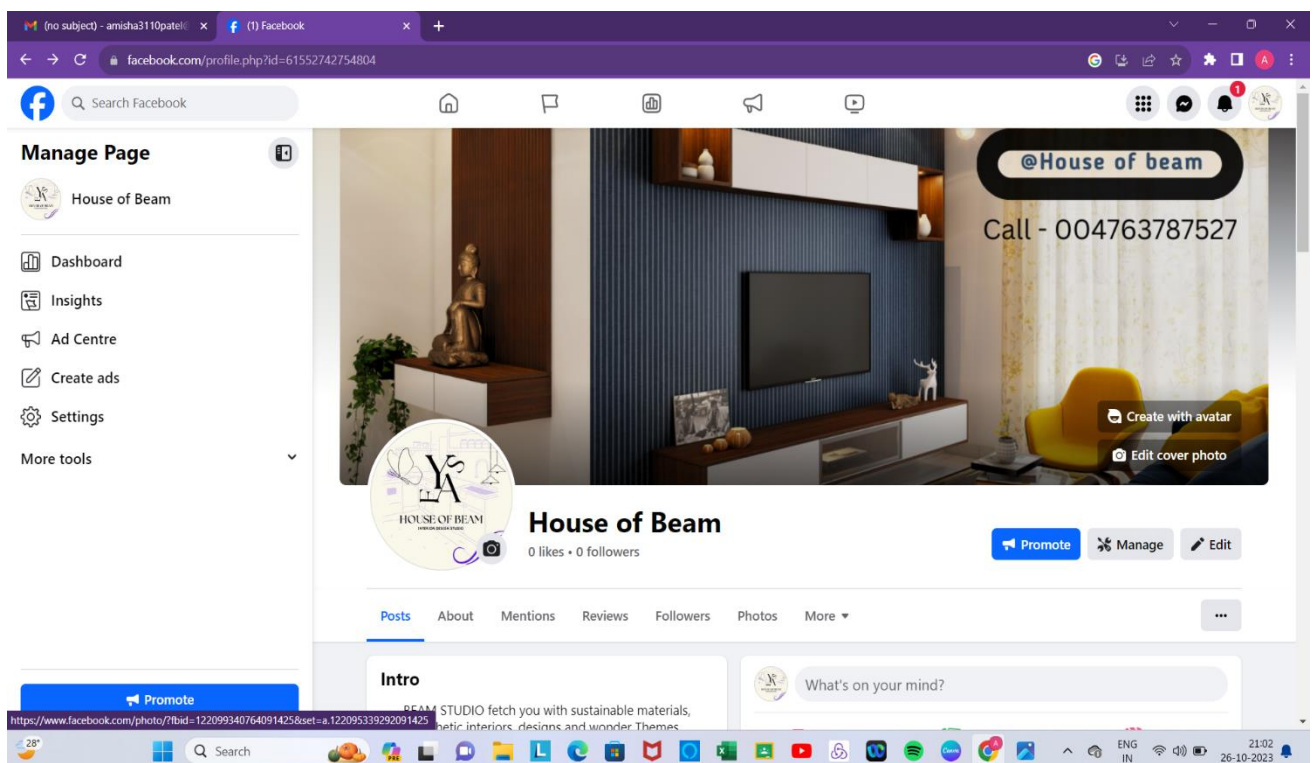
The business page for my brand of interior designing – House of beam

1.2 PURPOSE:

To ensure and to encourage the people to cope up with their interior design which is showcase our personality and aesthetic ideas to the environment. To make the clients and the people with peaceful mind with our interior designing in colourful way as they expected.

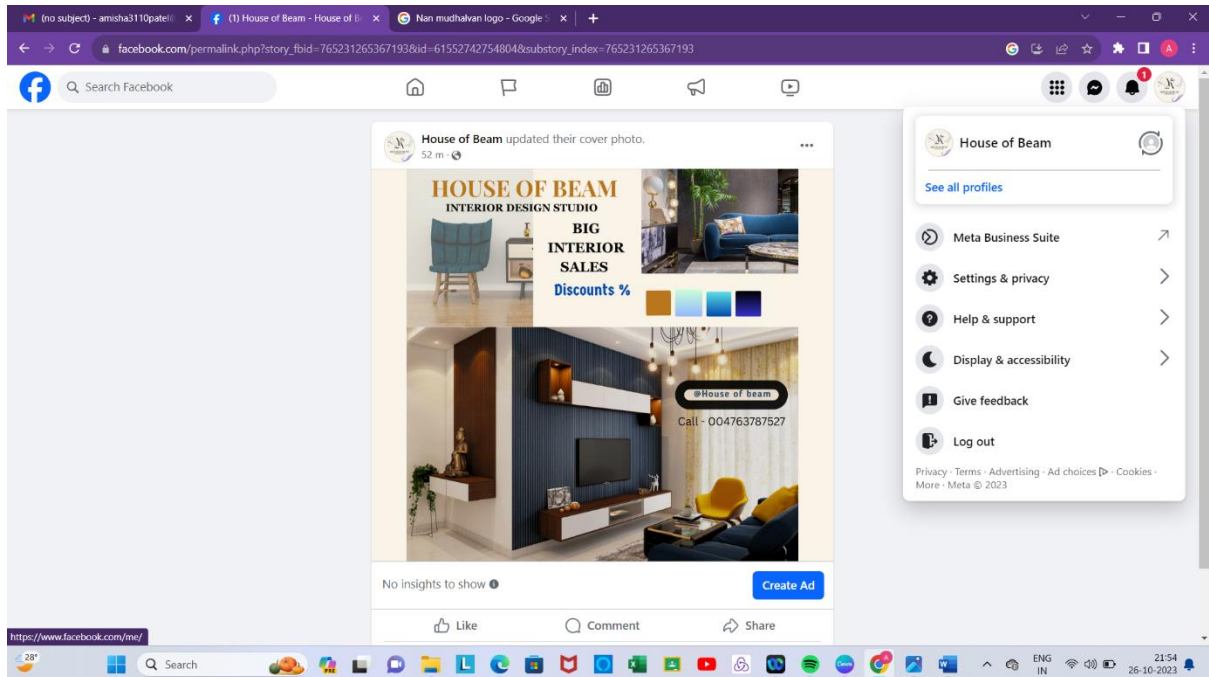
1.3RESULT:

Business Page for Interior Design Studio



Business Page with social media Poster

<https://www.facebook.com/profile.php?id=61552742754804>



2.INTRODUCTION: ADVERTISEMENT POSTER

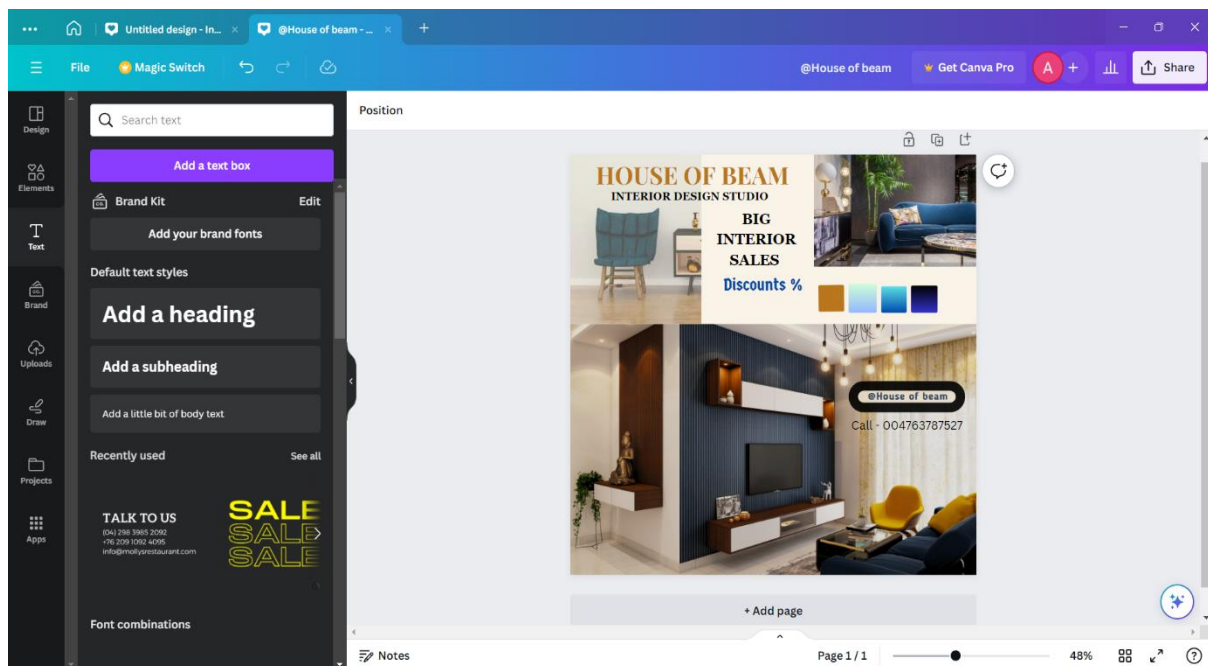
2.1 OVERVIEW:

The advertisement poster for the interior designing, brand named House of Beam

2.2 PURPOSE:

The main purpose of making advertisement posters is to get know about the services and the products of our interior designing. To make the people always engage with us for more modern techniques in interior designing and to make them favourable

POSTER USING CANVA



2.3 RESULT:

Advertisement poster for House of Beam



3.APPLICATION:

Renovation and Remodelling:

Interior designers often work on remodelling projects to update and improve existing spaces, whether in residential or commercial settings.

Residential Design:

Interior designers work to create comfortable, functional, and visually appealing living spaces in living rooms for individuals and families.

Kitchen and bathroom design, the spaces require specialized design to maximize functionality and aesthetics.

4.CONCLUSION:

Here I concluded that I had learnt how to get engaged with the digital marketing and the assignment in this particular area help me to overgo more concepts in technological aspects.