

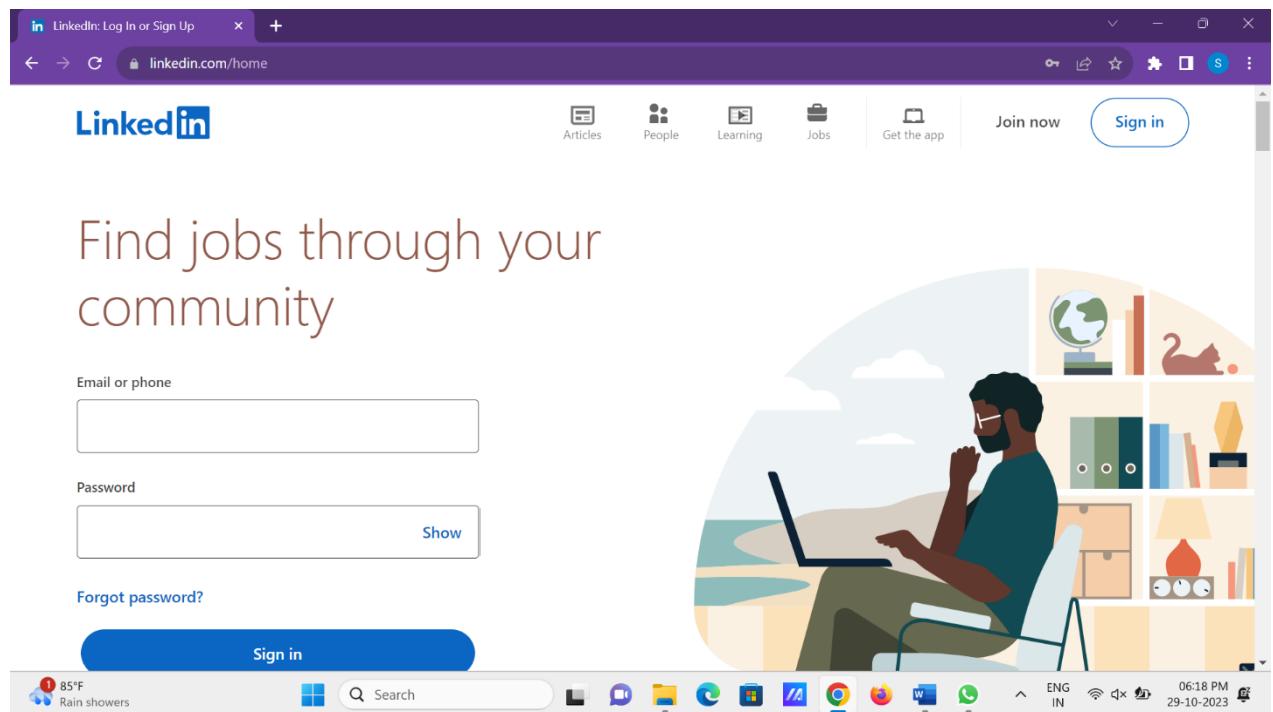
# NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

AU913120104047 – Lochen Gururaj K

## ✓ LINKEDIN CREATION:

Visit LinkedIn: Go to LinkedIn's website at [www.linkedin.com](http://www.linkedin.com).

Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.



LinkedIn: Log In or Sign Up

linkedin.com/home

LinkedIn

Articles People Learning Jobs Get the app Join now Sign in

# Find jobs through your community

Email or phone  
suresh17prime@gmail.com

Password  
\*\*\*\*\* Show

[Forgot password?](#)

**Sign in**

85°F Rain showers Search ENG IN 06:19 PM 29-10-2023

Sign Up | LinkedIn

linkedin.com/signup/cold-join?source=homepage-basic\_sign-in-submit

LinkedIn

## Make the most of your professional life

Email or phone number  
suresh1711govind@gmail.com

Password (6+ characters)  
\*\*\*\*\* Show

By clicking Agree & Join or Continue, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

**Agree & Join**

or

Continue as 080\_CSE\_ sanjaykarthickvasu@gmail.com Google

Already on LinkedIn? [Sign in](#)

85°F Rain showers Search ENG IN 06:23 PM 29-10-2023

Provide information and complete profile

The screenshot shows the LinkedIn onboarding process. The main heading reads "Follow companies, people, and hashtags to stay updated on the things you care about". Below this, a section titled "Follow people and companies to keep up with activity in your industry" displays a grid of profiles. The profiles include:

- Google Software Development (Follow button)
- Archy Gupta Software Engineer at Google (Follow button)
- Monika Pandey HR || Recruitment || Deloitte India (Follow button)
- Khyati Sinha HR Associate at EY India | Ex-Deloitte (Follow button)
- Raj Vikramaditya Engineer @ Google | Founder - takeUforward | YouTuber(400K+) | Ex... (Follow button)
- Ritika Singh Talent Acquisition Specialist at Genpact (Follow button)
- Microsoft Software Development (Follow button)
- IBM IT Services and IT Consulting (Follow button)

Below the grid, a note says "We recommend following 5 sources to find content you care about." A large blue "Finish" button is at the bottom right.

The screenshot shows the LinkedIn feed landing page. The top navigation bar includes "Home", "My Network", "Jobs", "Messaging", "Notifications", "Me", and "For Business". The main content area features a "Get set up on LinkedIn" card with an illustration of a person working at a desk. It encourages users to "Add more to your work experiences and education." A "Start a post" button is visible. To the right, there's a "LinkedIn News" sidebar with a list of articles and a "Messaging" sidebar showing a message from "Monica Pandey". The bottom of the screen shows the Windows taskbar with various pinned icons.

✓ BRAND NAME: TURBOSONIC



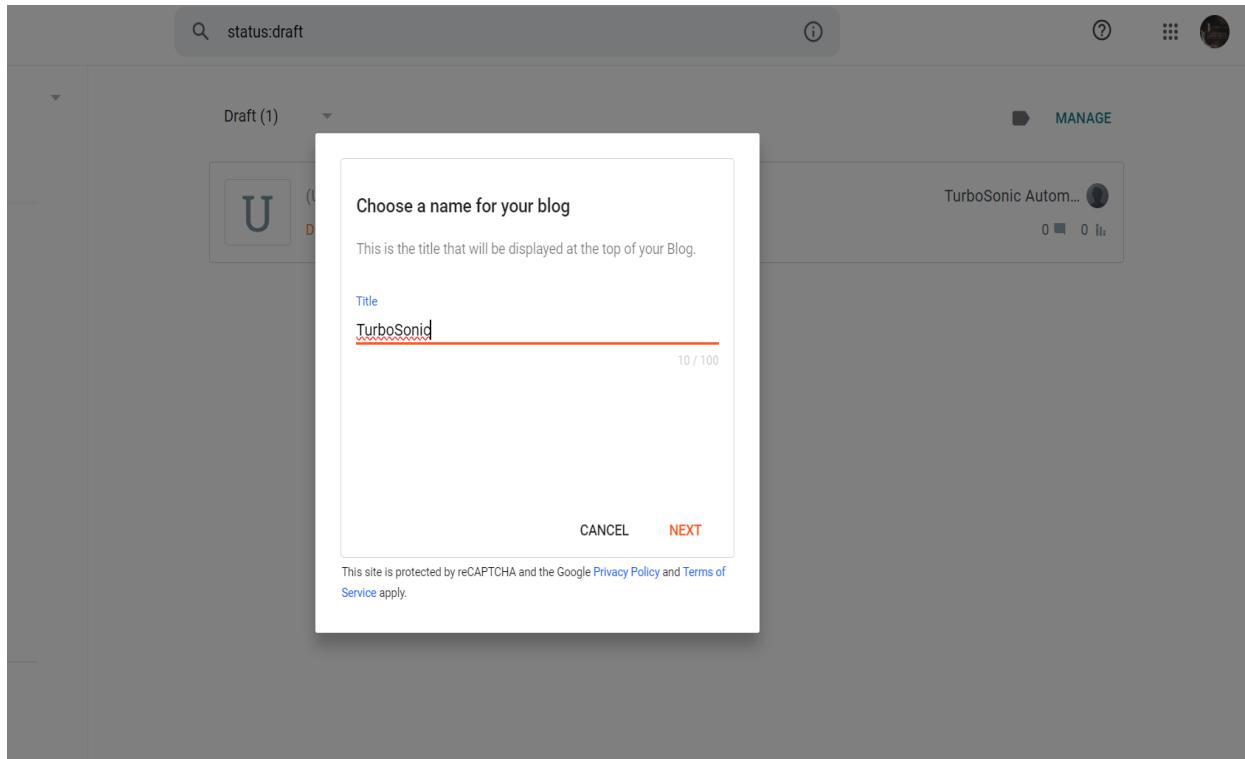
## ✓ CREATION OF BLOG PAGE:

**Blog Url:** <https://turbosonicautomobiles.blogspot.com/>

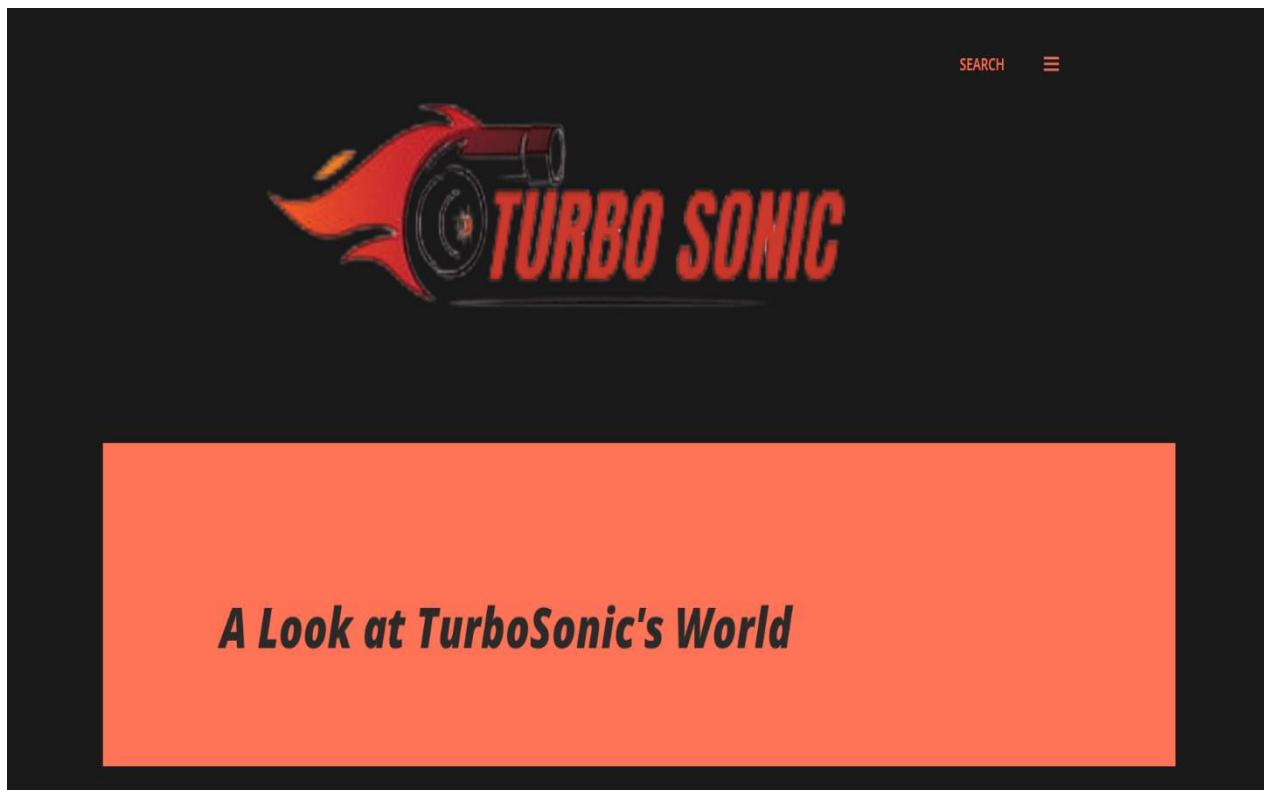
Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.

The screenshot displays a blog management interface. On the left, a sidebar lists various blog metrics and settings: Posts, Stats, Comments, Earnings, Pages, Layout, Theme (set to 'Notable Coral'), Settings, Reading List, and a 'View blog' link. At the bottom of the sidebar are links for Terms of Service, Privacy, and Content Policy. The main content area shows a preview of a blog post titled 'Here and There' with a thumbnail image of a yellow building. To the right of the preview, there is a 'My Theme' section with a 'CUSTOMIZE' button. Below the preview, three different blog layout options are displayed under the heading 'Contempo', each featuring a different color scheme and design.

Then provide the details required for the profile on the page



Then the blog page is created for TurboSonic.



Then add posts that explain the services that the TurboSonic a company provides automobiles world.

Title  
A Look at TurboSonic's World

Preview Update

Post settings

Labels

Separate labels by commas  
No matching suggestions

Published on  
9/4/23 12:03 PM

Permalink

Location

Options

**Introduction:**

The automobile industry has undergone a remarkable transformation over the years, evolving from rudimentary horseless carriages to high-tech machines equipped with cutting-edge technologies. As we stand at the threshold of a new era, it's an opportune moment to explore the exciting developments that are shaping the future of automobiles.



**Electric Vehicles (EVs) Take the Lead**

Electric vehicles have emerged as a front-runner in the automobile industry, promising cleaner, more efficient transportation. With advancements in battery technology, EVs now offer longer ranges, faster charging times, and reduced costs. Major automakers are investing heavily in electric vehicle development, and governments worldwide are offering incentives to promote their use.

Title  
Email Newsletter

Preview Update

Post settings

Labels

Separate labels by commas  
No matching suggestions

Published on  
9/8/23 2:43PM

Permalink

Location

Options

**Maintenance Tips!**

Keep your ride in top-notch condition with our expert tips and tricks. We'll share advice on routine maintenance, troubleshooting, and how to make your car last longer.



**Exclusive discounts!**

Simply use the code: **TurboSonicOO7** at checkout to enjoy your special discount. Start exploring our models and make your shopping experience with us even more delightful.

Happy Shopping,  
The TurboSonic Team

Title  
A Look at TurboSonic's World

Preview Update

Post settings

Labels

Separate labels by commas  
No matching suggestions

Published on  
9/4/23 12:03 PM

Permalink

Location

Options

**Electric Vehicles (EVs) Take the Lead**

Electric vehicles have emerged as a front-runner in the automobile industry, promising cleaner, more efficient transportation. With advancements in battery technology, EVs now offer longer ranges, faster charging times, and reduced costs. Major automakers are investing heavily in electric vehicle development, and governments worldwide are offering incentives to promote their adoption. This transition to EVs marks a significant step towards a more sustainable future.



**Autonomous Driving: The Road Ahead**

Self-driving cars are no longer a futuristic concept; they are becoming a reality. Companies like Tesla, Waymo, and General Motors are at the forefront of autonomous vehicle technology. These cars utilize advanced sensors, machine learning algorithms, and artificial intelligence to navigate

Title  
A Look at TurboSonic's World

Preview Update

Post settings

Labels

Separate labels by commas  
No matching suggestions

Published on  
9/4/23 12:03 PM

Permalink

Location

Options

**Connectivity and the Internet of Things (IoT)**

Modern automobiles are not just modes of transportation; they are becoming smart, connected devices. The integration of IoT technology allows vehicles to communicate with each other, traffic infrastructure, and even your home. This connectivity enhances safety by providing real-time traffic updates, remote vehicle diagnostics, and even the ability to control certain car functions through smartphones. The possibilities are limitless.



**Sustainability and Eco-friendly Materials**

The push for sustainability extends beyond the powertrain. Automakers are exploring eco-friendly materials like recycled plastics, sustainable textiles, and even biodegradable car parts.

**Title**

A Look at TurboSonic's World

**Preview** **Update**

---

**Sustainability and Eco-friendly Materials**

The push for sustainability extends beyond the powertrain. Automakers are exploring eco-friendly materials like recycled plastics, sustainable textiles, and even biodegradable car parts. Electric vehicles are not only reducing carbon emissions but also influencing the entire supply chain to become more environmentally responsible.



**Rethinking Mobility: Car Sharing and Ride-Hailing**

The rise of ride-sharing platforms and car-sharing services is changing the way we view automobile ownership. Younger generations, in particular, are adopting these alternatives to traditional car ownership. This shift in mindset has prompted automakers to explore new business models, including subscription-based services and mobility-as-a-service platforms.

---

**Post settings**

**Labels**

Separate labels by commas

No matching suggestions

---

**Published on**  
9/4/23 12:03 PM

---

**Permalink**

---

**Location**

---

**Options**

After completing the post save it and publish. It looks stunning on the blog as below

A screenshot of a website with a black header. The header includes a back arrow, forward arrow, a lock icon, and the URL "turbosonicautomobiles.blogspot.com/2023/09/a-look-at-turbosonic-world.html". On the right side of the header are icons for search, a menu, and social media. Below the header is a large orange rectangular area containing the text "A Look at TurboSonic's World". Above this orange area is a logo for "TURBO SONIC". The logo features a stylized red flame on the left and a silver turbocharger on the right, with the word "TURBO SONIC" in bold red letters across the center.

[turbosonicautomobiles.blogspot.com/2023/09/a-look-at-turbosonic-world.html](https://turbosonicautomobiles.blogspot.com/2023/09/a-look-at-turbosonic-world.html)

## TURBOSONIC

[Electric Vehicles \(EVs\) Take the Lead](#)

Electric vehicles have emerged as a front-runner in the automobile industry, promising cleaner, more efficient transportation. With advancements in battery technology, EVs now offer longer ranges, faster charging times, and reduced costs. Major automakers are investing heavily in electric vehicle development, and governments worldwide are offering incentives to promote their adoption. This transition to EVs marks a significant step towards a more sustainable future.



[turbosonicautomobiles.blogspot.com/2023/09/a-look-at-turbosonic-world.html](https://turbosonicautomobiles.blogspot.com/2023/09/a-look-at-turbosonic-world.html)

## TURBOSONIC

[Sustainability and Eco-friendly Materials](#)

The push for sustainability extends beyond the powertrain. Automakers are exploring eco-friendly materials like recycled plastics, sustainable textiles, and even biodegradable car parts. Electric vehicles are not only reducing carbon emissions but also influencing the entire supply chain to become more environmentally responsible.

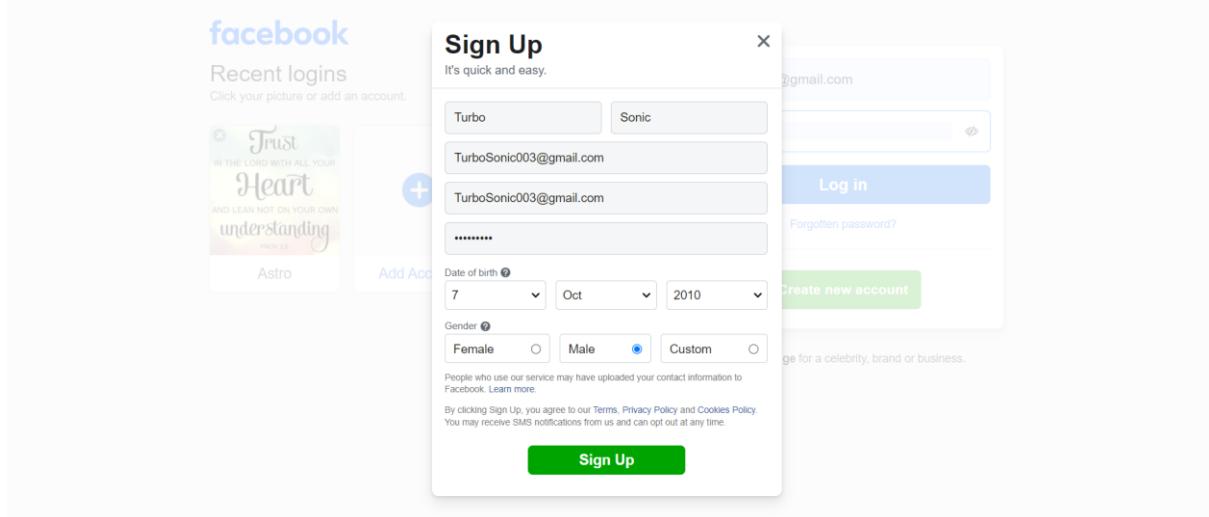
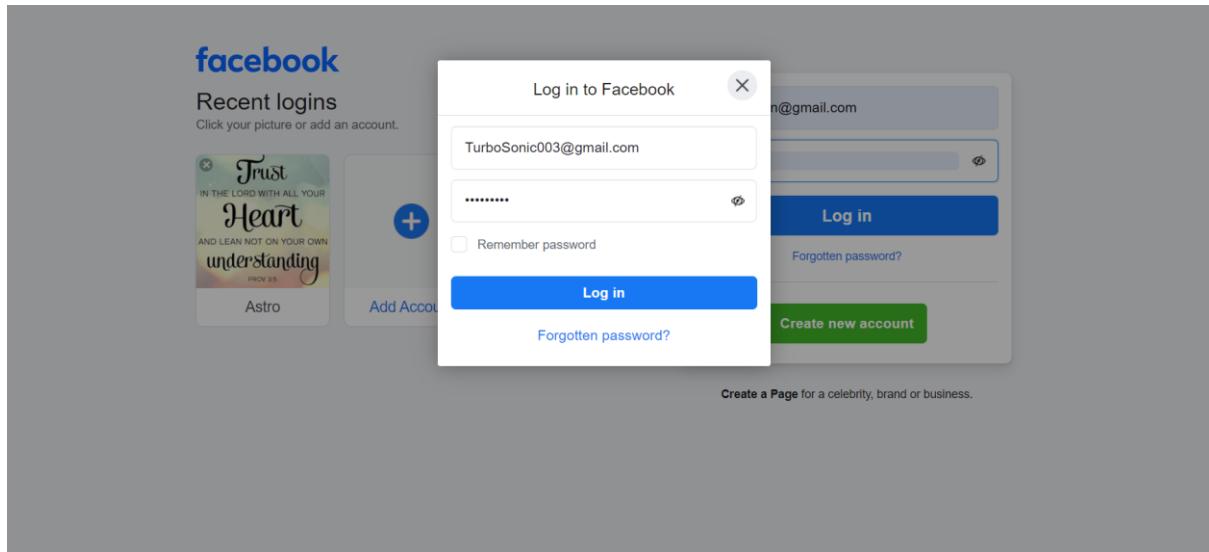


### ✓ FACEBOOK PAGE:

**Facebook page Url:**

<https://www.facebook.com/profile.php?id=61550756180663&mibextid=ZbWKwL>

Creation of a Facebook business page for TurboSonic. For that, we create a business profile by giving the required details.



Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.



Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.

A screenshot of the Turbo Sonic Facebook page. The page header shows the blue circular logo with the text "TURBO SONIC" and "Turbo Sonic" below it. It also shows "0 likes · 1 follower". To the right are "Message", "Like", and "Search" buttons. Below the header is a navigation bar with "Posts" (which is underlined in blue), "About", "Mentions", "Reviews", "Followers", "Photos", and "More". On the left, there's an "Intro" section with a "Page · Advertising/Marketing" link and a "Not yet rated (0 Reviews)" link. On the right, there's a "Posts" section showing one post from "Turbo Sonic" dated "August 21". The post has a three-dot menu icon to its right. There are also "Filters" and an edit icon at the bottom right of the post area.

This is the Facebook page of TurboSonic Automobiles company.

Posts About Mentions Reviews Followers Photos More ...

**Intro**

Page · Advertising/Marketing  
Not yet rated (0 Reviews)

**Photos**

See all photos

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Meta © 2023

**Posts**

Turbo Sonic August 21 · ...

**TURBO SONIC**  
NEW THINKING.  
NEW POSSIBILITIES.

BOOKINGS OPEN

SPECIAL OFFER  
25% OFF

The first post explains our selling products and what TURBOSONIC does along with our contact details to make use of our service and products.

Turbo Sonic  
August 21 · ...

**TURBO SONIC**  
NEW THINKING.  
NEW POSSIBILITIES.

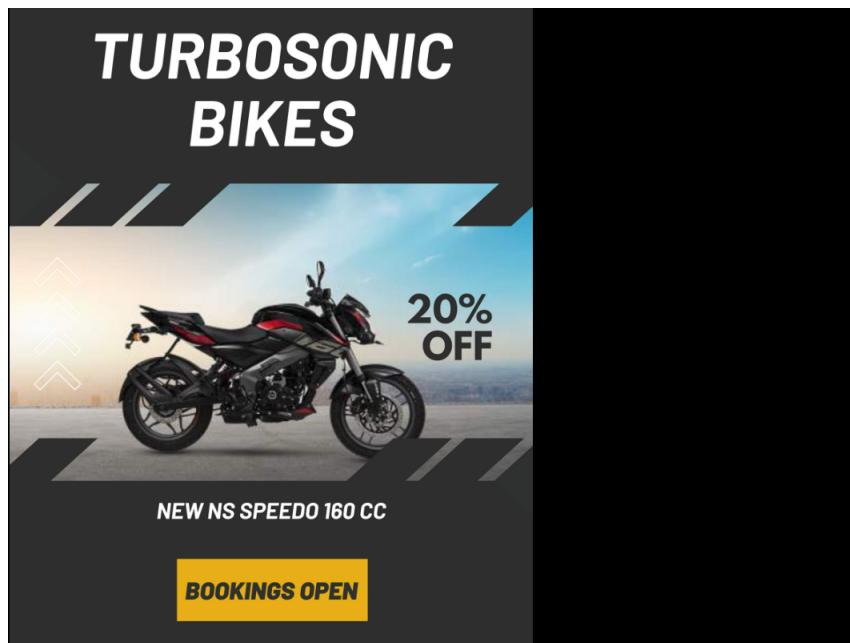
BOOKINGS OPEN

SPECIAL OFFER  
25% OFF

[www.turbosonicautomobiles.com](http://www.turbosonicautomobiles.com)

Astro Flavin

Like Comment Share



## ✓ EMAIL NEWSLETTER POST:

Email Newsletter Post – Blog Url:

<https://turbosonicautomobiles.blogspot.com/2023/09/email-newsletter.html>

A screenshot of an email newsletter in a web browser. The title 'Email Newsletter' is displayed prominently. Below it, the date 'September 08, 2023' is shown. A yellow banner at the top features the 'TURBO SONIC' logo with a flame graphic. The main content area has a white background with a large, stylized 'Welcome!' message overlaid on a background image of mountains. The bottom of the screen shows a Windows taskbar with various icons and weather information.

Email Newsletter

turbosonicautomobiles.blogspot.com/2023/09/email-newsletter.html

**TURBOSONIC**

TurboSonic007 at checkout to enjoy your special discount. Start exploring our models and make your shopping experience with us even more delightful.

Happy Shopping,  
The TurboSonic Team

TurboSonicautomobiles.blogspot.com

SHARE

Comments

To leave a comment, click the button below to sign in with Blogger.

SIGN IN WITH BLOGGER

86°F  
Mostly cloudy

Search

ENG IN 05:10 PM 29-10-2023



At TurboSonic, we're passionate about everything on wheels, and we're are thrilled to have you as a part of our exclusive community. Welcome to TurboSonic Auto news, where you will find all the latest updates, innovations and trends in the world of automobiles!

## Maintenance Tips!

Keep your ride in top-notch condition with our expert tips and tricks. We'll share advice on routine maintenance, troubleshooting, and how to make your car last longer.

## Exclusive discounts!

Simply use the code: TurboSonic007 at checkout to enjoy your special discount. Start exploring our models and make your shopping experience with us even more delightful.

Happy Shopping,  
The TurboSonic Team

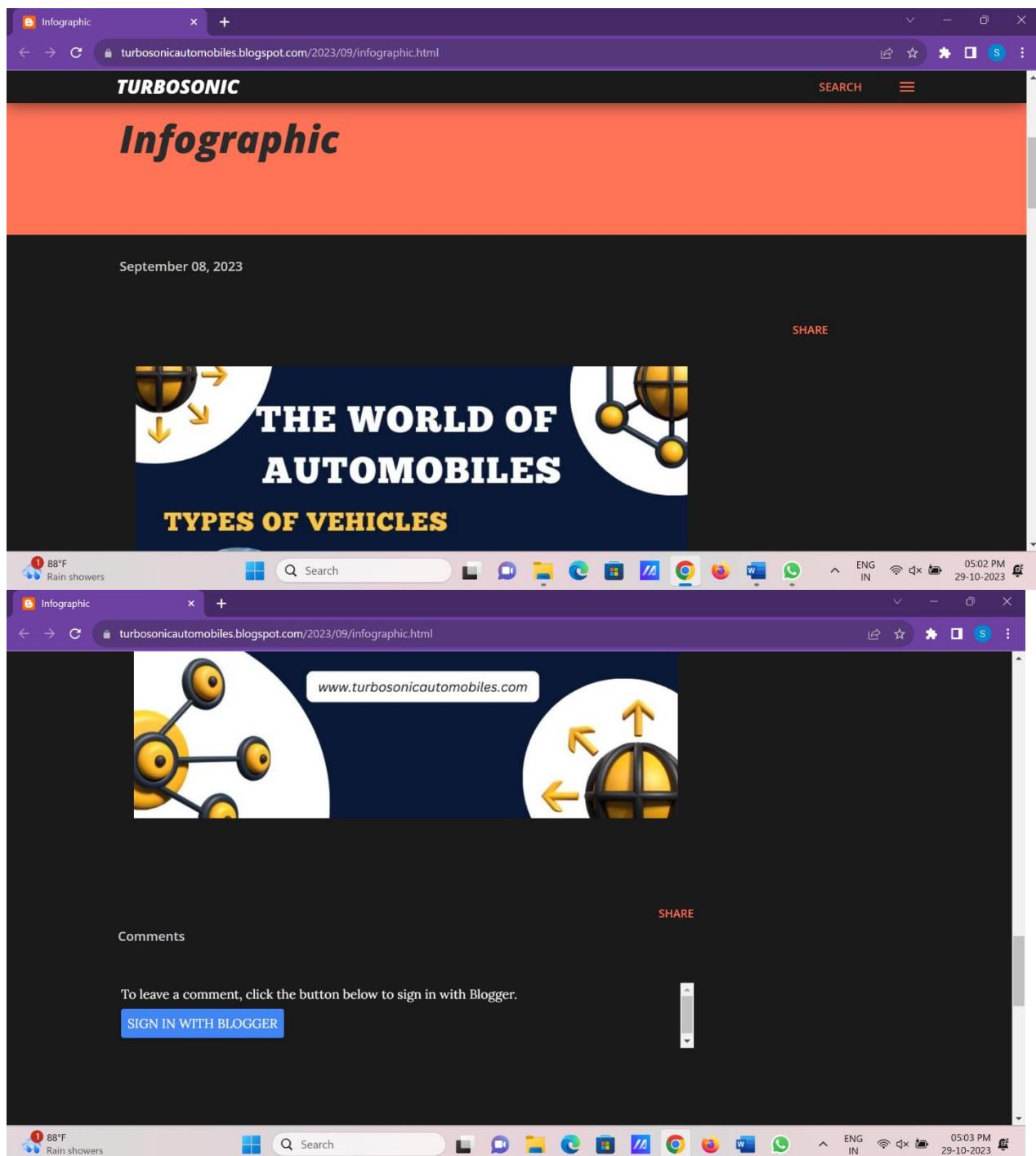


TurboSonicautomobiles.blogspot.com

✓ **INFOGRAPHIC POSTER:**

**Infographic Post – Blog Url:**

<https://turbosonicautomobiles.blogspot.com/2023/09/infographic.html>



# THE WORLD OF AUTOMOBILES

## TYPES OF VEHICLES



### Passenger Vehicles

Passenger cars, also known as sedans or saloons, are the most common type of vehicle on the road. They are designed primarily for the transportation of passengers and have seating for 2 to 5 people.

### SUVs

SUVs are versatile vehicles designed for both on-road and off-road use. They typically have a larger frame, higher ground clearance, and can accommodate more passengers and cargo.



### Trucks

Trucks come in various sizes, including light trucks, medium-duty trucks, and heavy-duty trucks. They are designed for the transportation of goods and are commonly used in industries such as logistics and construction.



## FUEL TYPES

### Gasoline

Gasoline vehicles, also known as petrol vehicles, are powered by internal combustion engines that burn gasoline as fuel. They are the most common type of vehicles on the road today.



### Diesel

Diesel vehicles use diesel fuel, which is a heavier and more energy-dense fuel compared to gasoline. Diesel engines operate on a different combustion principle, relying on compression ignition rather than spark ignition.

### Electric

Electric vehicles are powered by electricity stored in rechargeable batteries. They produce zero tailpipe emissions, making them an eco-friendly alternative to traditional gasoline or diesel vehicles.

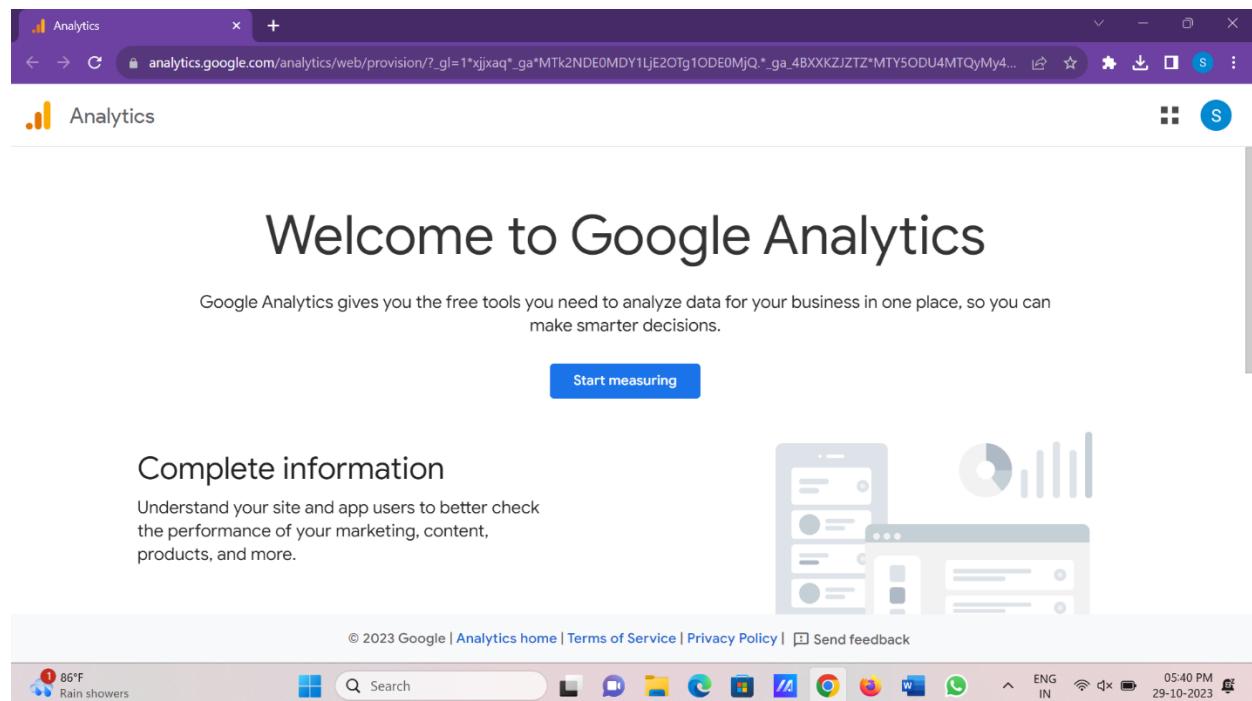


[www.turbosonicautomobiles.com](http://www.turbosonicautomobiles.com)



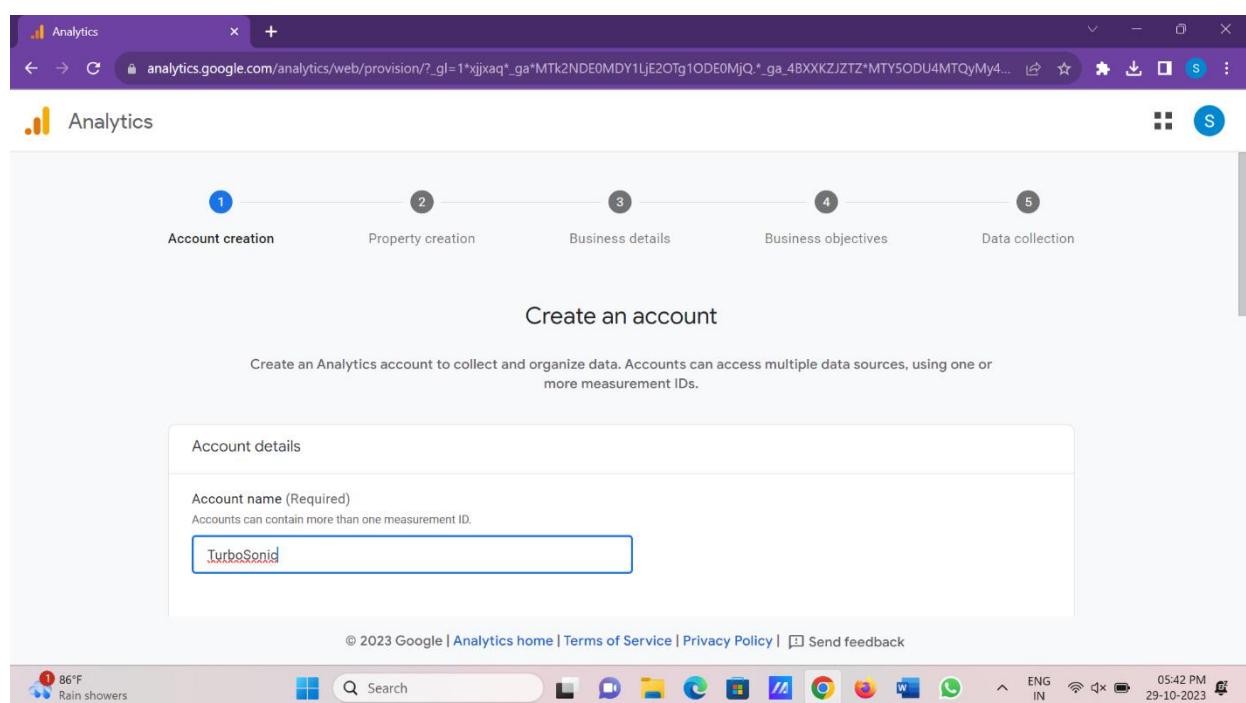
✓ **GOOGLE ANALYTIC MEASUREMENT ID:**  
**Google analytic measurement ID: G-EBQZXFL3Y5**

Visit Google Analytic official page



The screenshot shows the Google Analytics homepage. At the top, there's a navigation bar with icons for search, refresh, and user profile. The URL in the address bar is analytics.google.com/analytics/web/provision/?\_gl=1\*xjixaq\*\_ga\*MTk2NDE0MDY1LjE2OTg1ODE0MjQ\_\*\_ga\_4BXXKZJZTZ\*MTY5ODU4MTQyMy4... Below the bar, the word "Analytics" is displayed next to a yellow icon. On the left, a sidebar titled "Complete information" features a sub-section about understanding site and app users. To the right, there are two large icons: one for mobile devices and another for a bar chart. At the bottom of the page, there's a footer with links to "Analytics home", "Terms of Service", "Privacy Policy", and a "Send feedback" button. The status bar at the very bottom shows weather (86°F, rain showers), system icons, and the date/time (29-10-2023, 05:40 PM).

Create an account by means of enter details



The screenshot shows the "Create an account" step of the Google Analytics account creation wizard. The top navigation bar and sidebar are identical to the previous screenshot. The main content area has a progress bar with five steps: 1. Account creation (the current step, highlighted in blue), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. Below the progress bar, the heading "Create an account" is centered. A descriptive text explains that accounts can collect and organize data from multiple sources using one or more measurement IDs. A form field labeled "Account name (Required)" is present, with the value "TurboSonic" entered. The footer contains standard links and the status bar at the bottom.



## Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

### Property details

Property name (Required)

Turbosonic Automobiles

Reporting time zone

United States ▾ (GMT-07:00) Los Angeles Time ▾

Currency

US Dollar (\$) ▾

You can edit these property details later in Admin

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | Send feedback



Your input helps improve Google Analytics.

### Business details

Industry category (Required)

Autos & Vehicles ▾

Business size (Required)

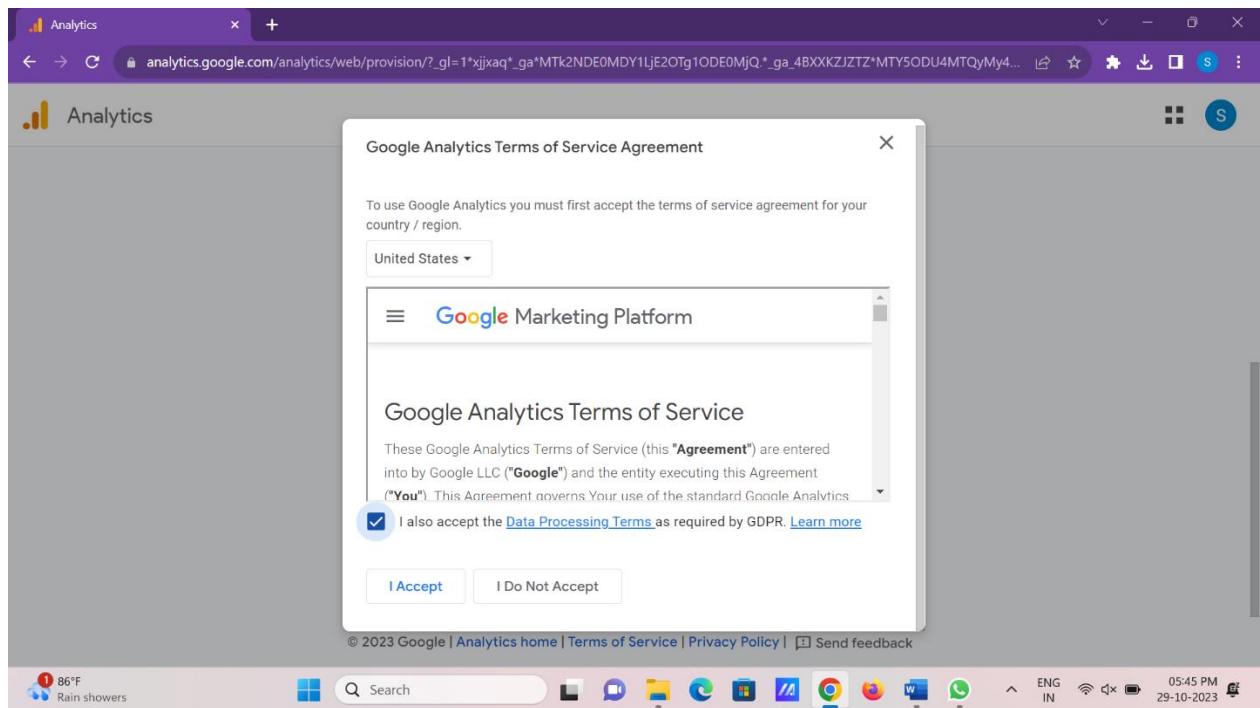
- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 501+ employees

[Back](#)

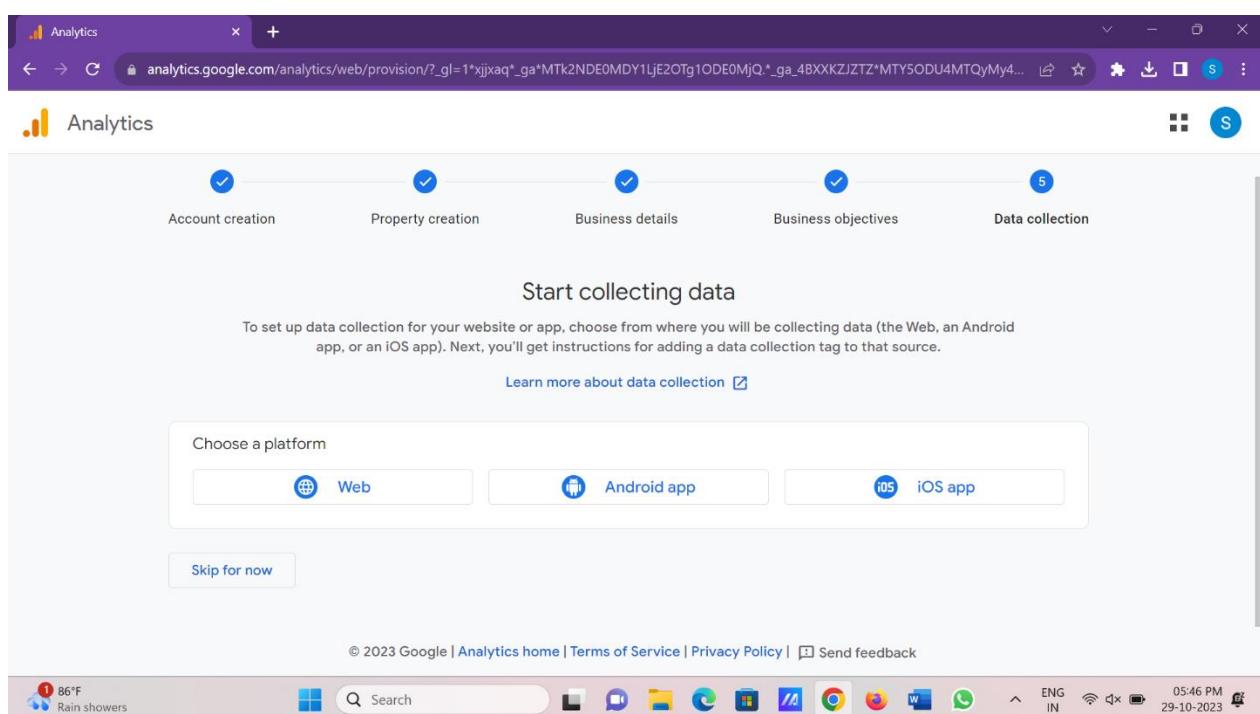
[Next](#)

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | Send feedback





Then click Web to create a Stream



**Analytics**

**Set up data stream**

Website URL: <https://turbosonicautomobiles.blogspot.com/>

Stream name: TurboSonic

**Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: [Page views](#) [Scrolls](#) [Outbound clicks](#) + 4 more

**Create stream**

86°F Rain showers

Search bar

Taskbar icons: File, Search, Task View, Chat, Mail, Edge, Chrome, WhatsApp, etc.

System tray: ENG IN, 05:48 PM, 29-10-2023

**Analytics**

**Web stream details**

Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. [View tag instructions](#)

**Stream details**

STREAM NAME	STREAM URL	STREAM ID
TurboSonic	<a href="https://turbosonicautomobiles.blogspot.com/">https://turbosonicautomobiles.blogspot.com/</a>	6330361055

**Events**

**Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

85°F Rain showers

Search bar

Taskbar icons: File, Search, Task View, Chat, Mail, Edge, Chrome, WhatsApp, etc.

System tray: ENG IN, 05:49 PM, 29-10-2023