

# DIGITAL MARKETING ASSIGNMENT



BE – Computer Science and Engineering  
Vivekananda College of Technology for Women  
Namakkal - 637205

NM id: 3110C31FED64F9FA45B474294949BAD5

**Submitted By:**

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☐ **BRAND NAME:**

Cafe ideas

☐ **LOGO:**



☐ **CATEGORY:**

Cafeterias , cafes

## 1. Create a blog or website and Articles using blogspot

Blogspot: <https://www.blogger.com/blog/posts/2660181488978207440>

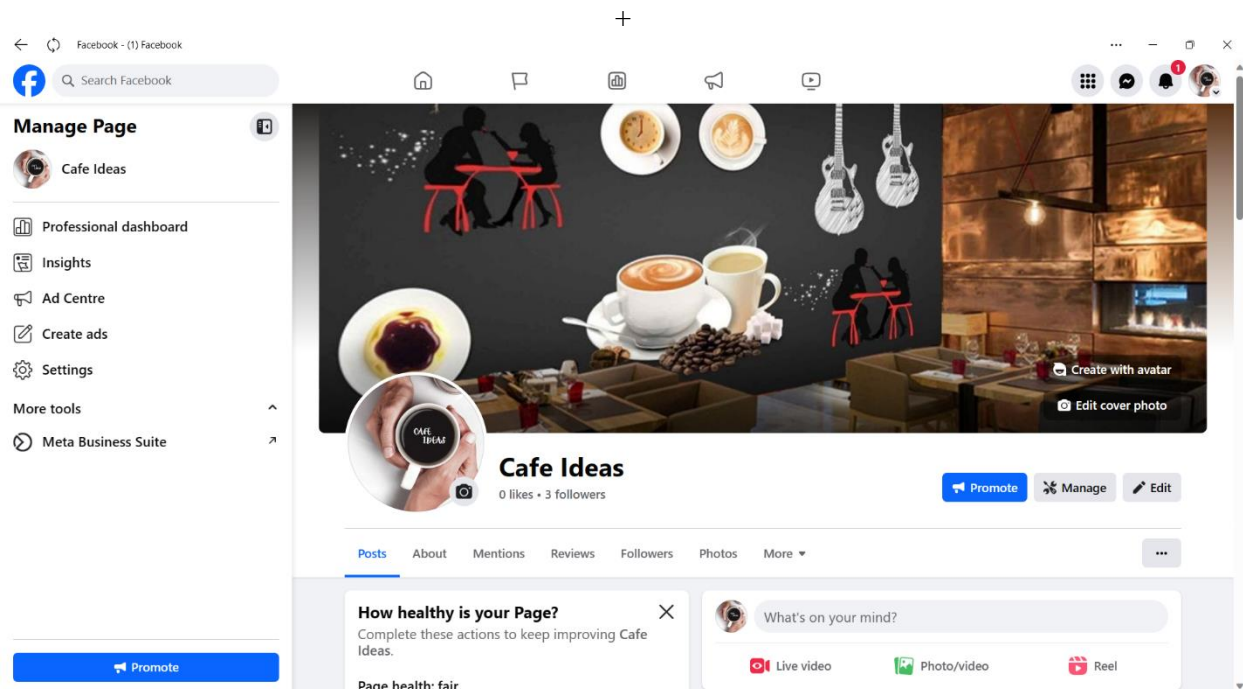
Articles :

<https://www.blogger.com/blog/post/edit/2660181488978207440/3377568120773988626>

## 2. Create a New Facebook Business Page and Post one social media poster

Business Page link :

<https://www.facebook.com/profile.php?id=61552232221378>



Social media Poster:



### 3. Social media Email newsletter poster using Canva

Link :

<https://www.blogger.com/blog/post/edit/2660181488978207440/1621840178541462622>

# WELCOME!



*\*Create a warm and inviting space filled with books where customers can enjoy reading while sipping on their favorite beverages.*

*\*Focus on sourcing and roasting your own coffee.*

## WHERE TO START

*\*Define your cafe concept, including the type of cuisine, atmosphere, and target audience.*

*\*Research your local market to identify competition, customer preferences, and gaps in the market that your cafe can fill.*



#### 4.Social media Advertisement poster

