

## NAAN MUDHALVAN ASSIGNMENT

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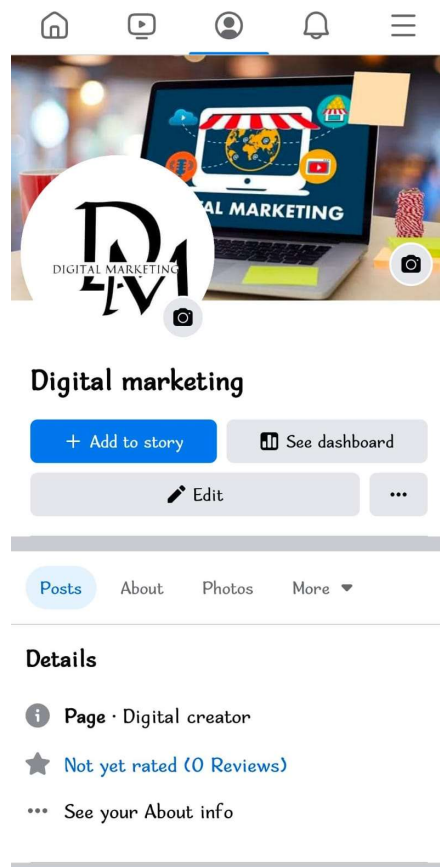
**COLLEGE CODE :** 6122

**COLLEGE NAME :** SENGUNTHAR COLLEGE OF ENGINEERING

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

BLOGGER LINK: <https://renga223.blogspot.com/?m=1>

2. Create a New Facebook Business Page and post one social media poster for your brand.



FACEBOOK LINK :

<https://www.facebook.com/profile.php?id=61552752218003&mibextid=ZbWKwL>

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



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

## DIGITAL MARKETING TIPS FOR SMALL BUSINESS

01

### Start with a strong foundation

When building a digital marketing strategy, it's important to start with a strong foundation.

02

### Use social media

Social media platforms are a great way to reach your target audience and engage with them.

03

### Use content marketing

Content marketing is a great way to attract and engage your target audience.

04

### Use email marketing

Email marketing can be a great way to connect with your target audience and promote your products or services.

05

### Use pay-per-click advertising

Pay-per-click (PPC) advertising can be an effective way to generate leads and sales for your business.