

Naan Mudhalvan – Digital Marketing

Participants:

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PROJECT- 4

WordPress Blogging

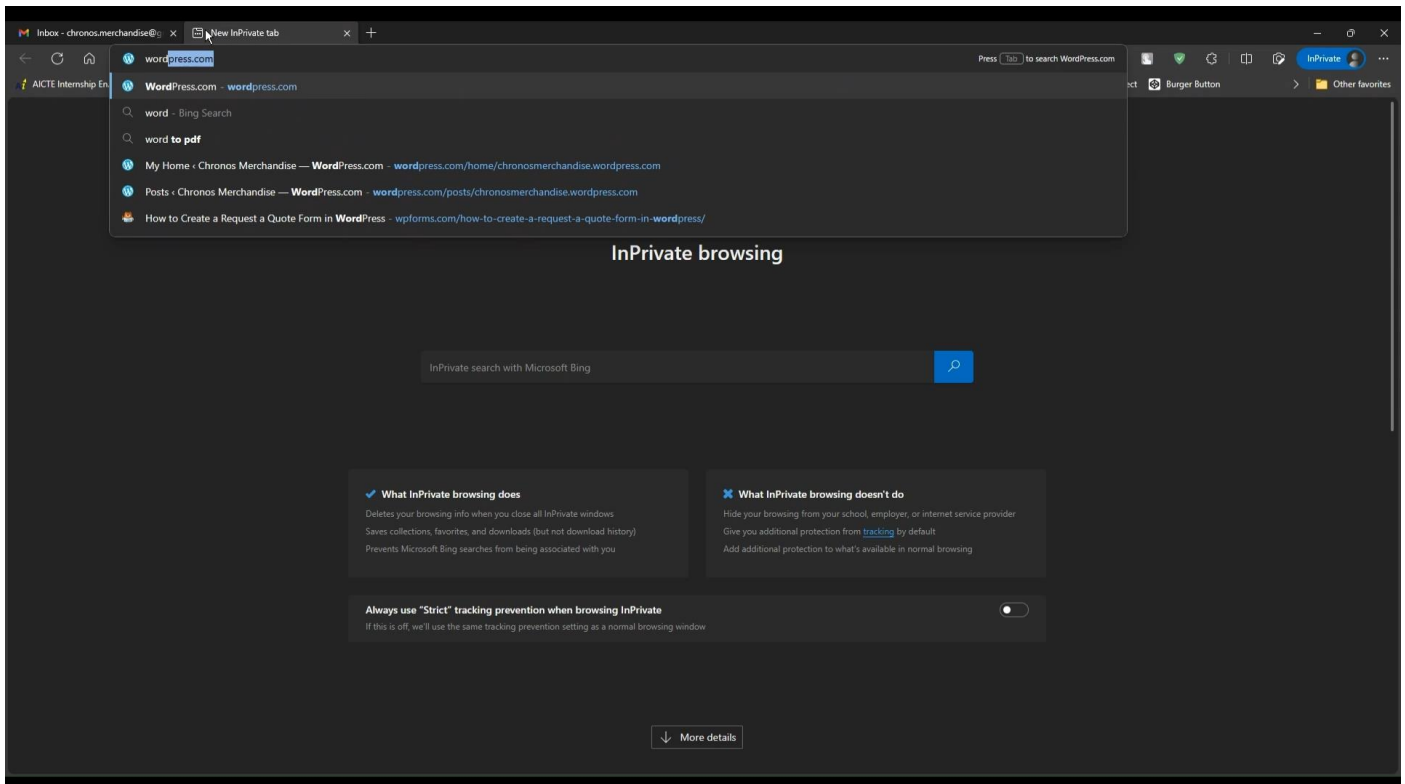
Create a WordPress blog and promote the blog on any of the social media and attract a minimum of 50 Likes on the blog.

Aim:

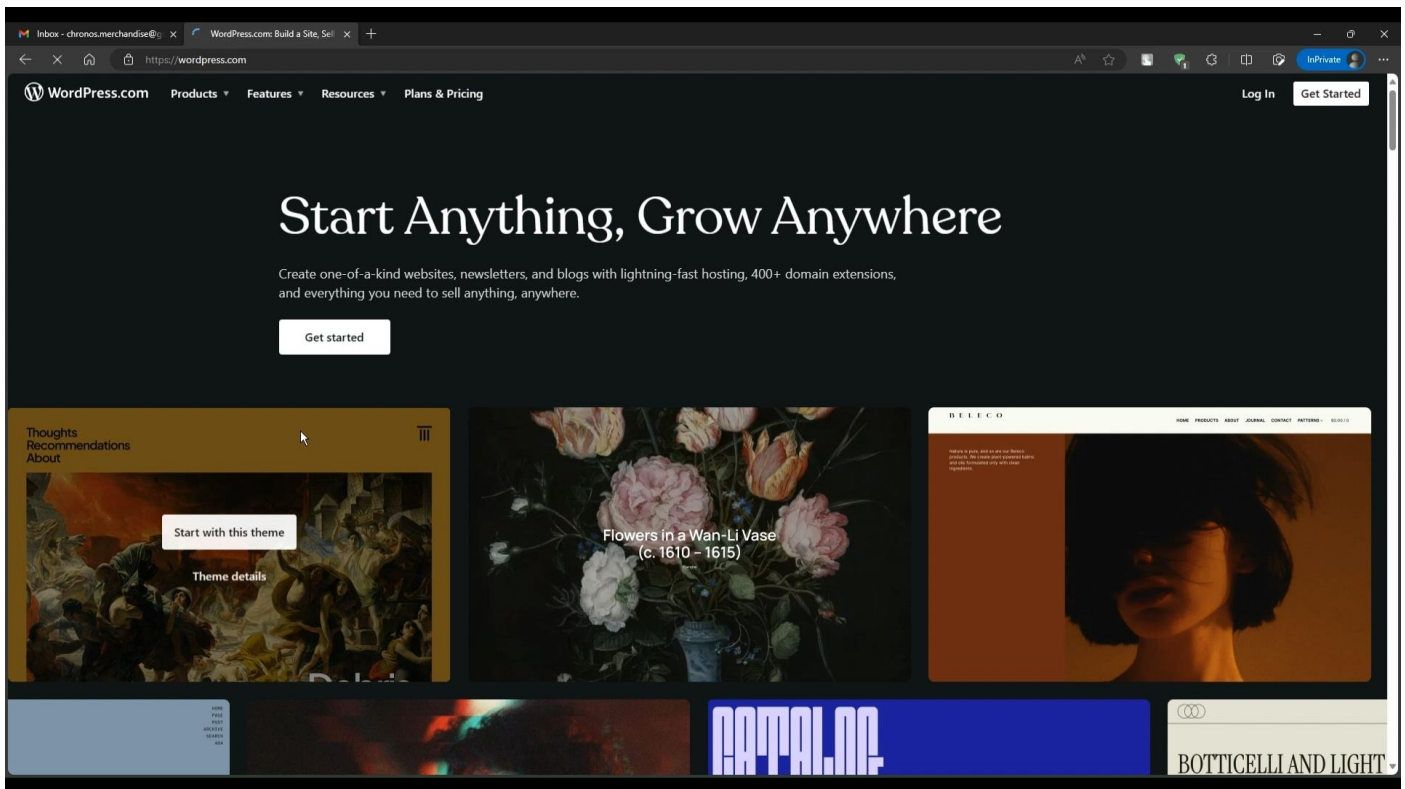
To create a WordPress Blog and promote it on any social media and attract a minimum of 50 likes on the blog.

Procedure:

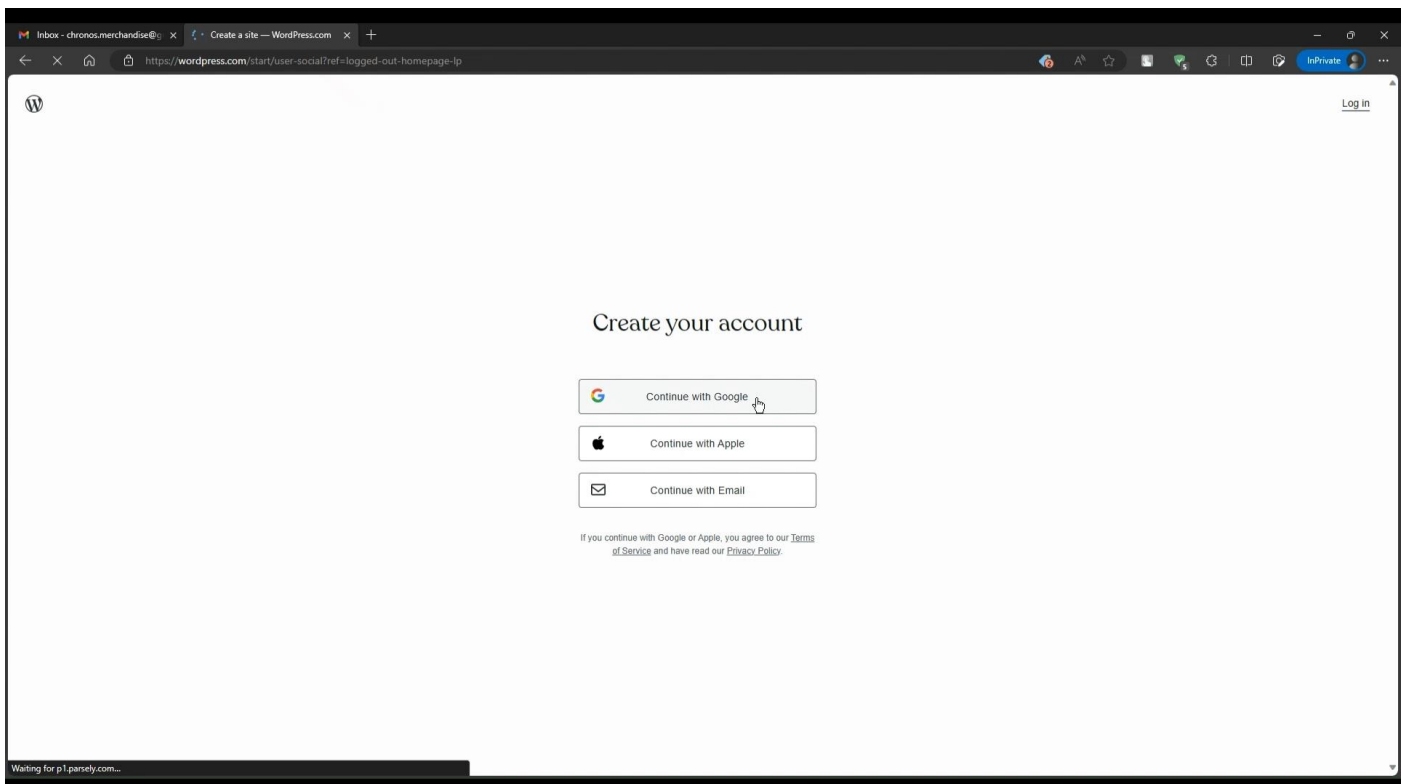
- Creating WordPress Account:
 - ➔ Search for WordPress Blog in browser
 - ➔ Or visit wordpress.com



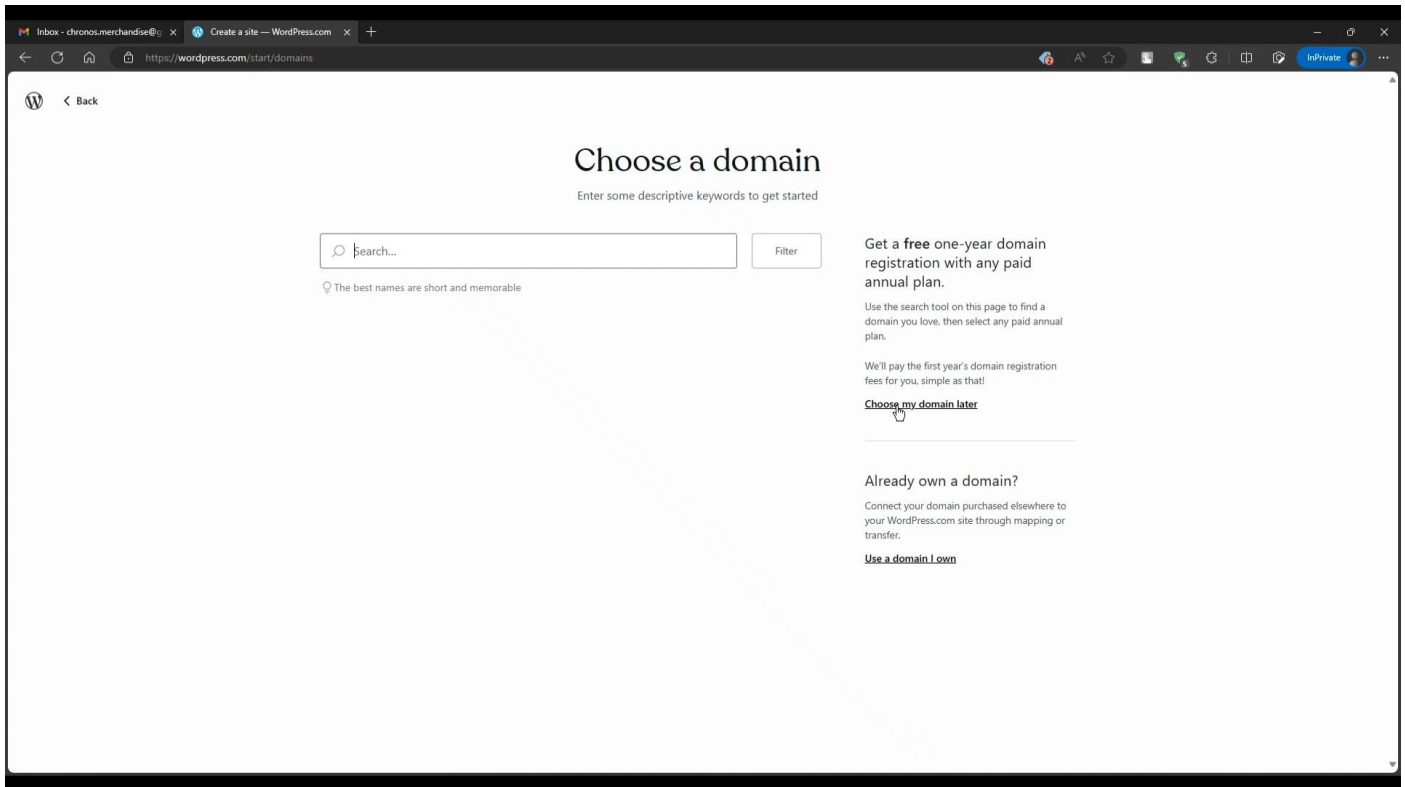
➔ Click Get Started



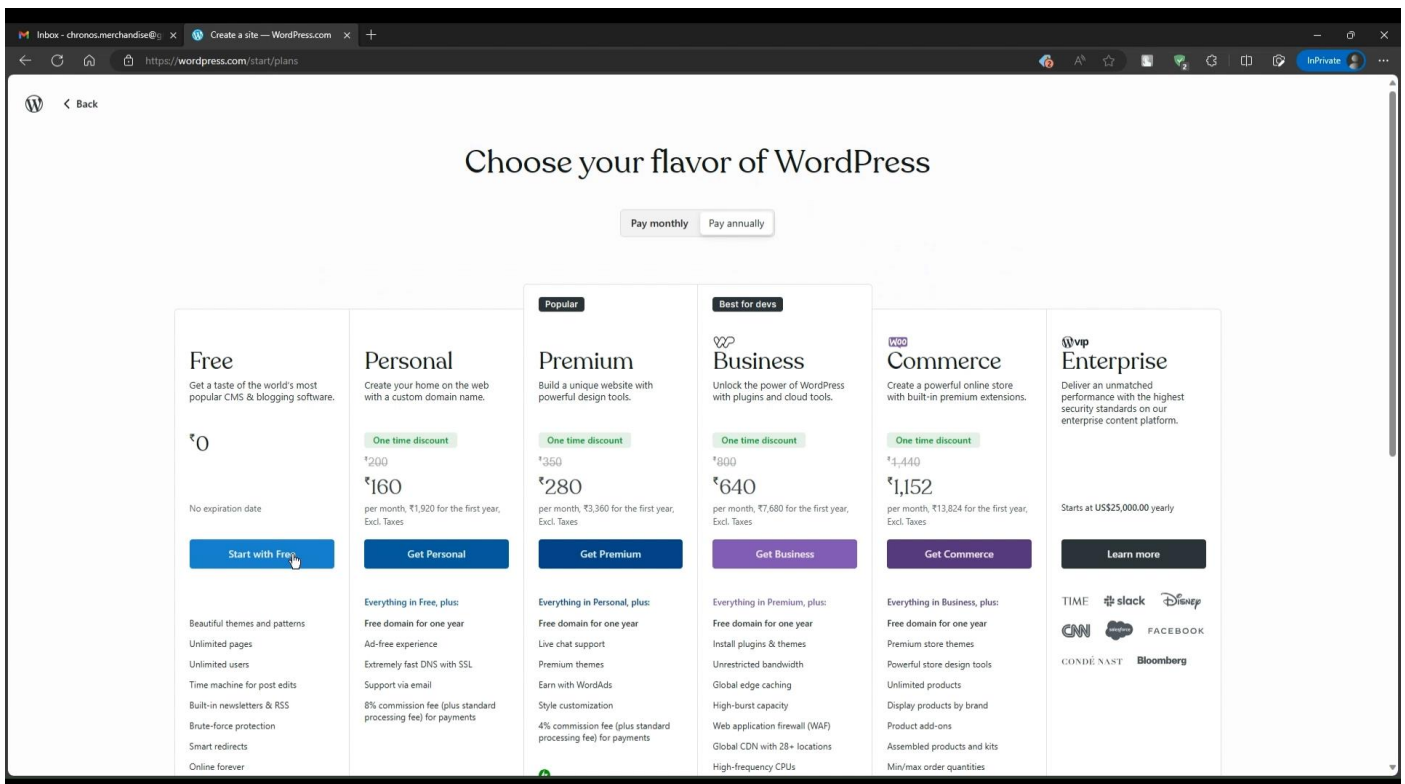
➔ Create an account or Sign In



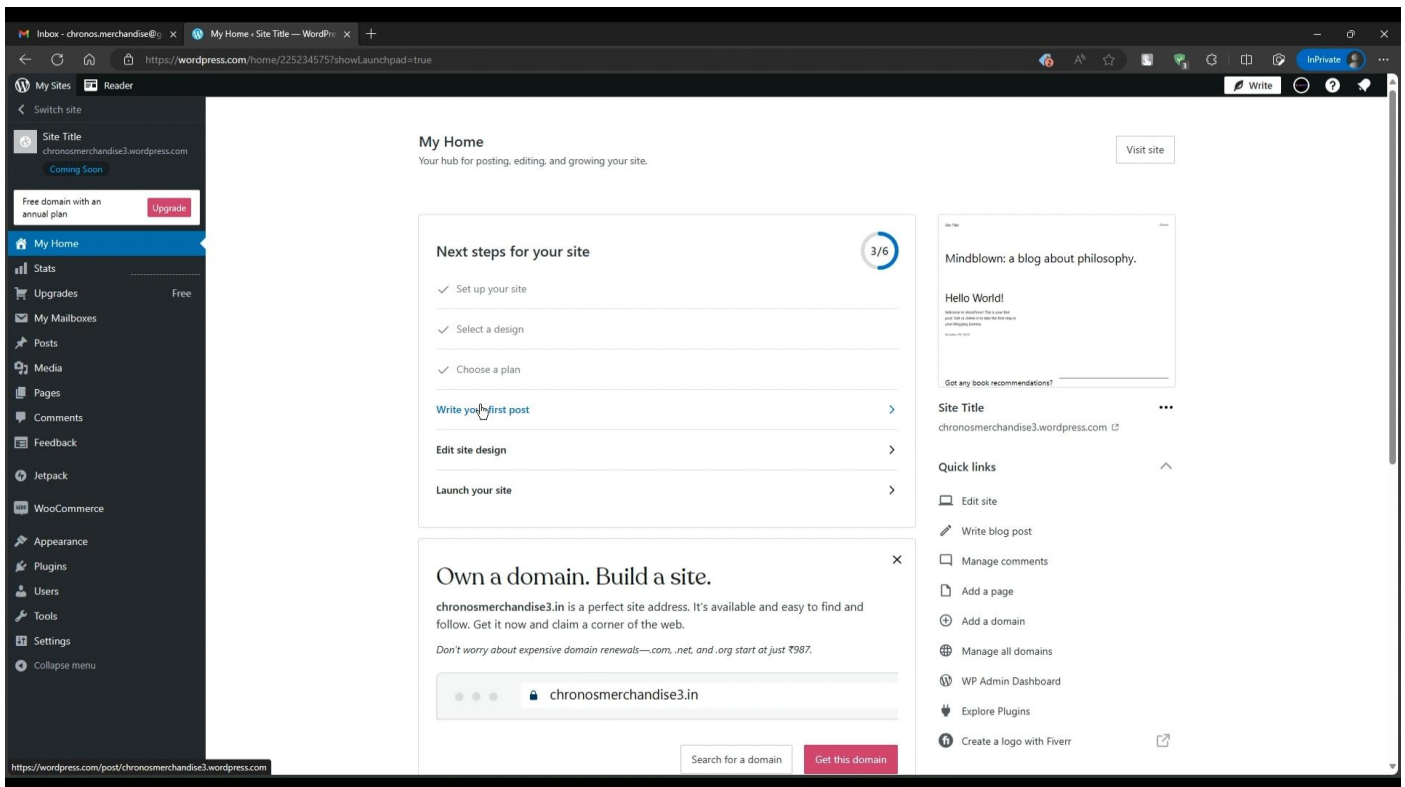
➔ Click “Choose My Domain Later”



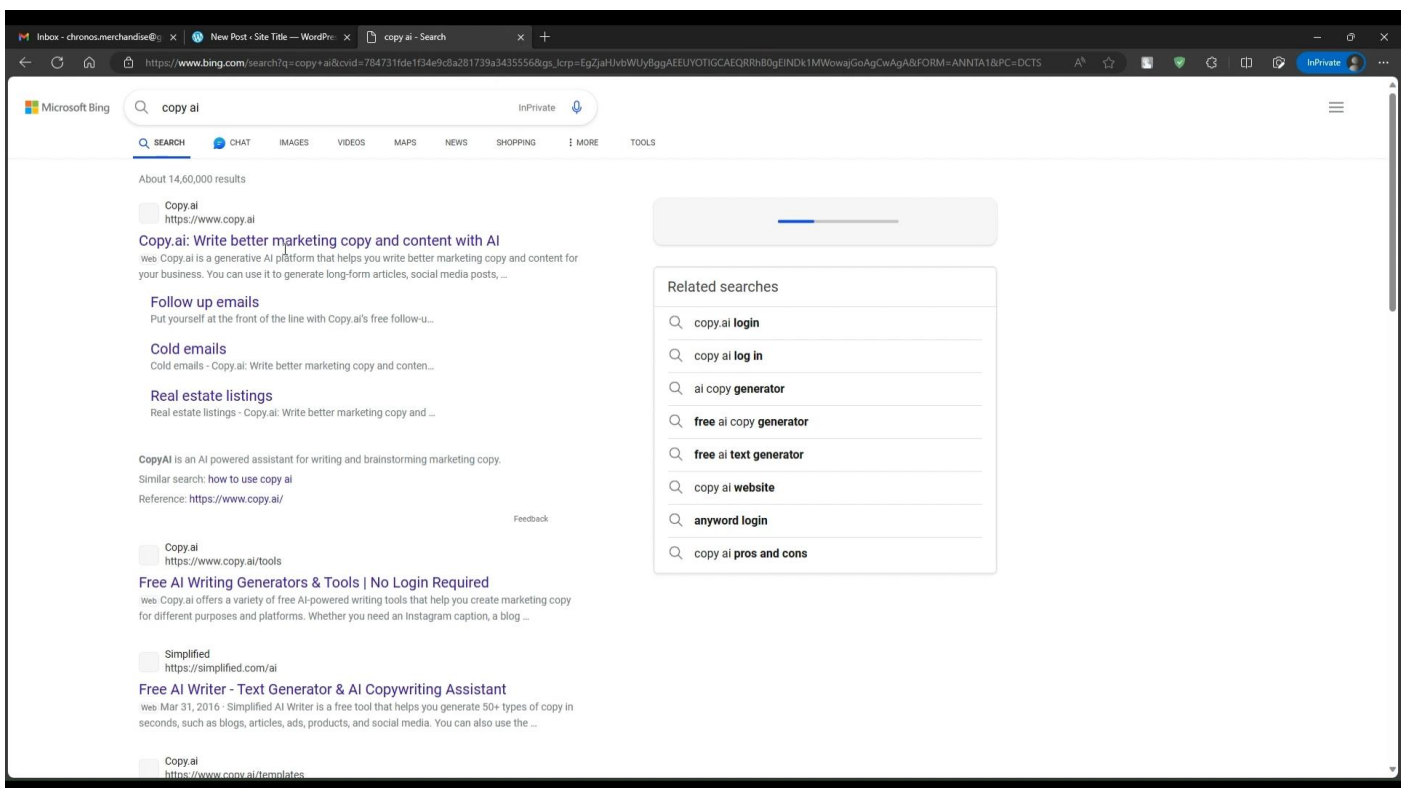
➔ Continue with a free plan



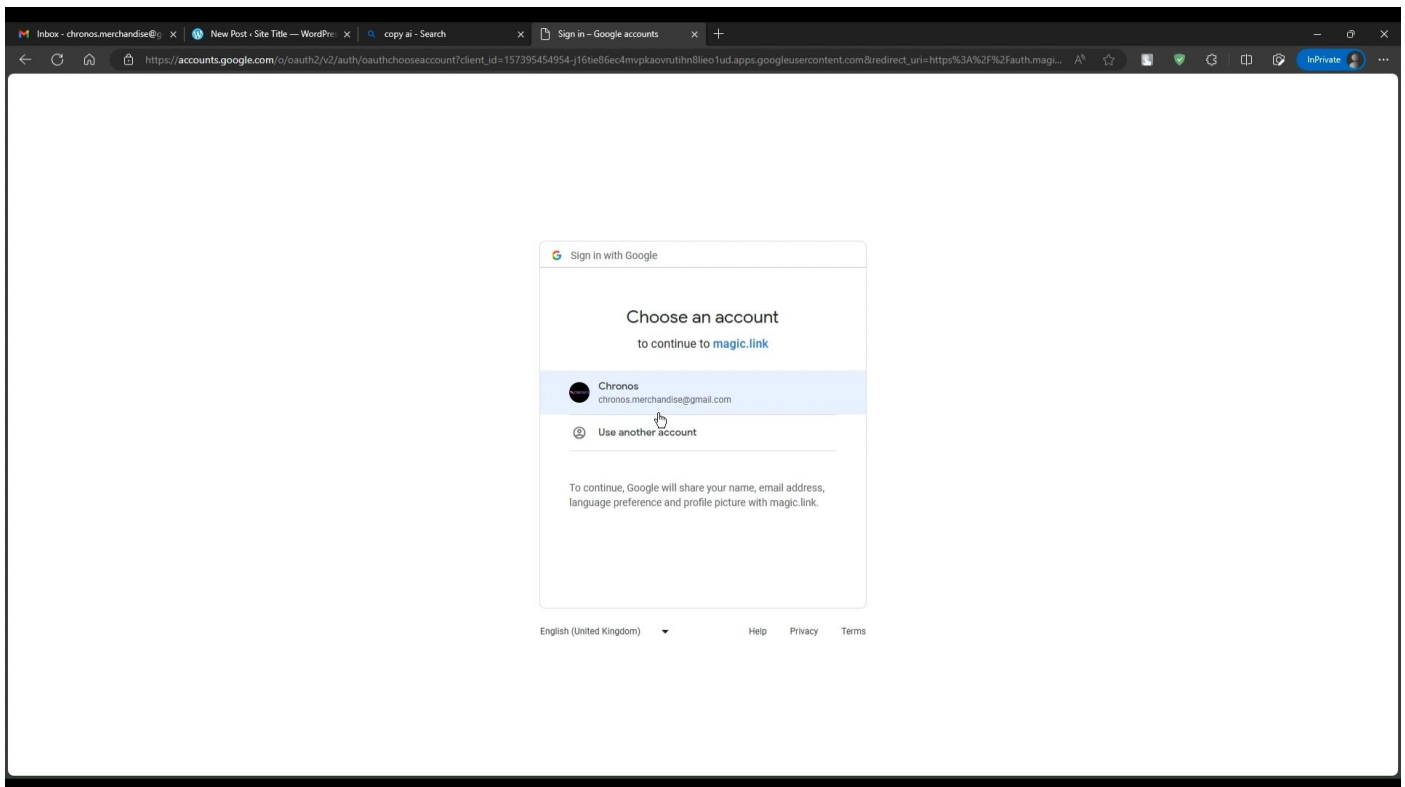
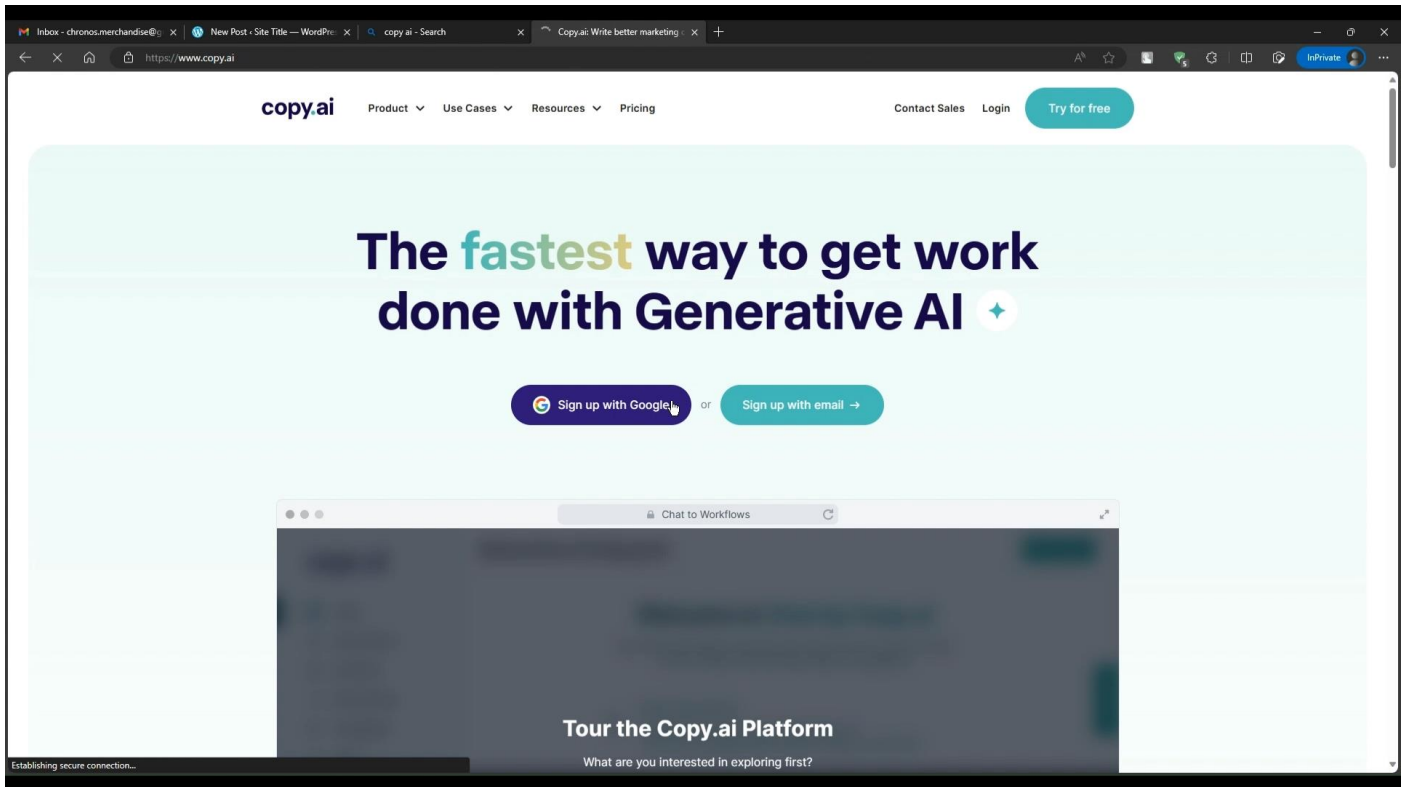
➔ After reaching Dashboard, select “Write your First Post”



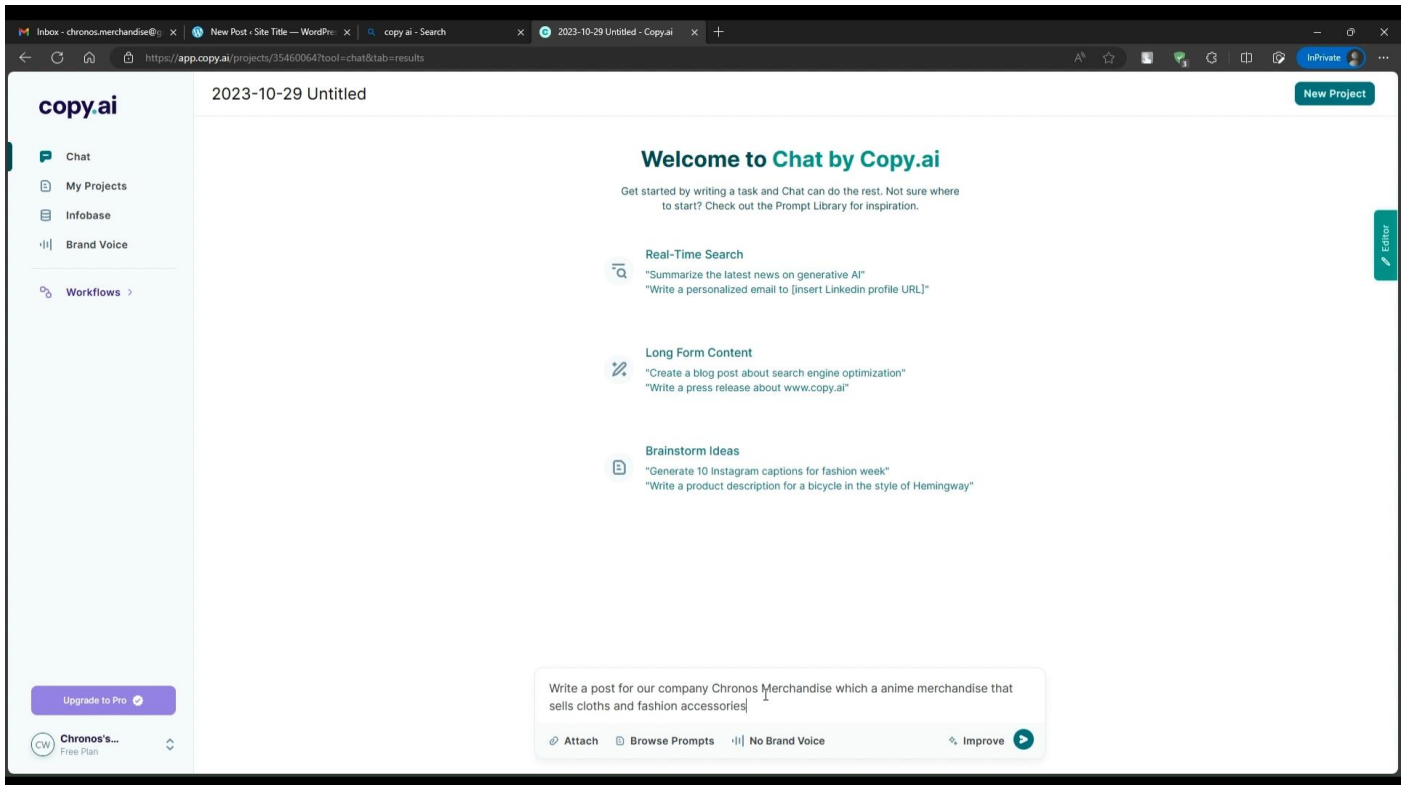
- Using Copy AI to generate post content
 - ➔ Search for Copy AI in browser or visit copy.ai



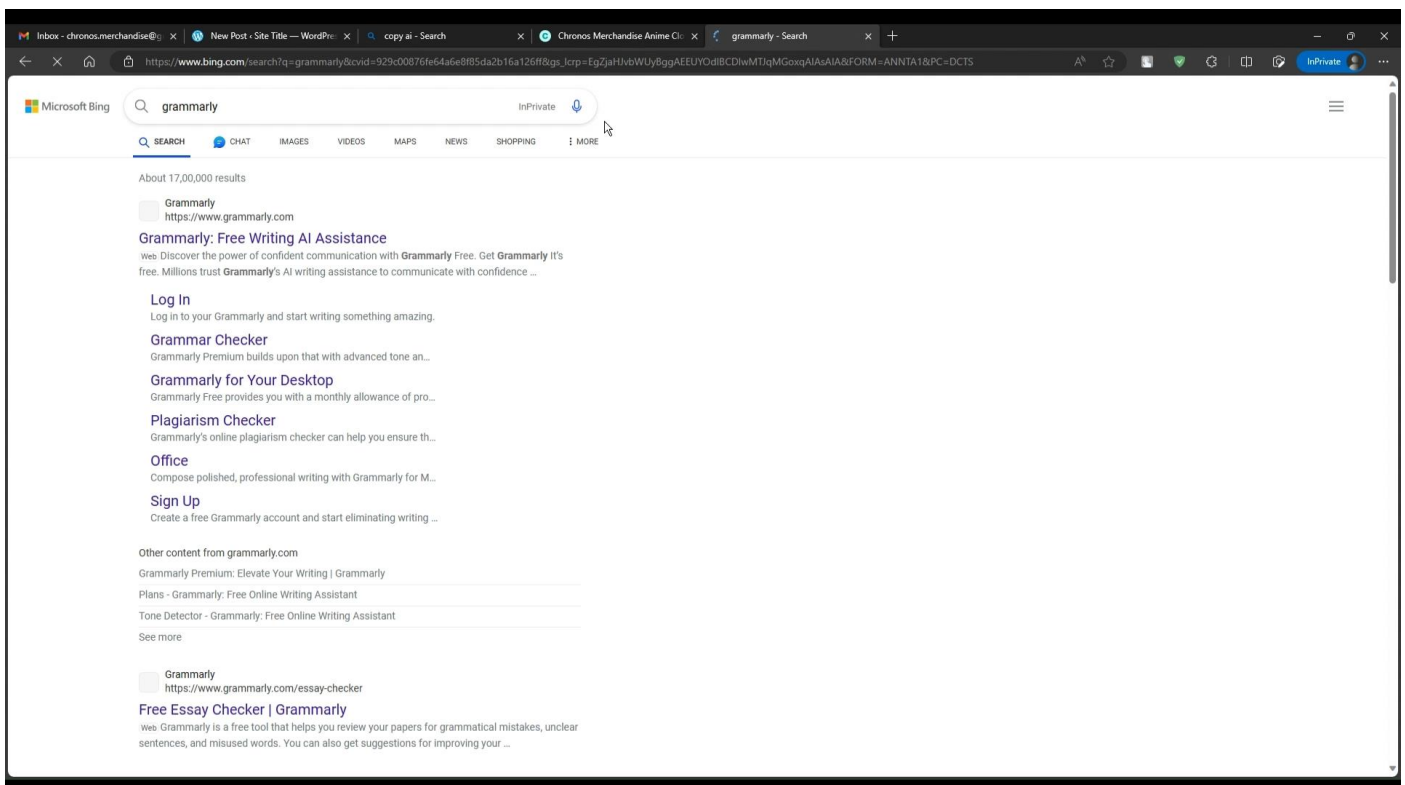
➔ Create an account



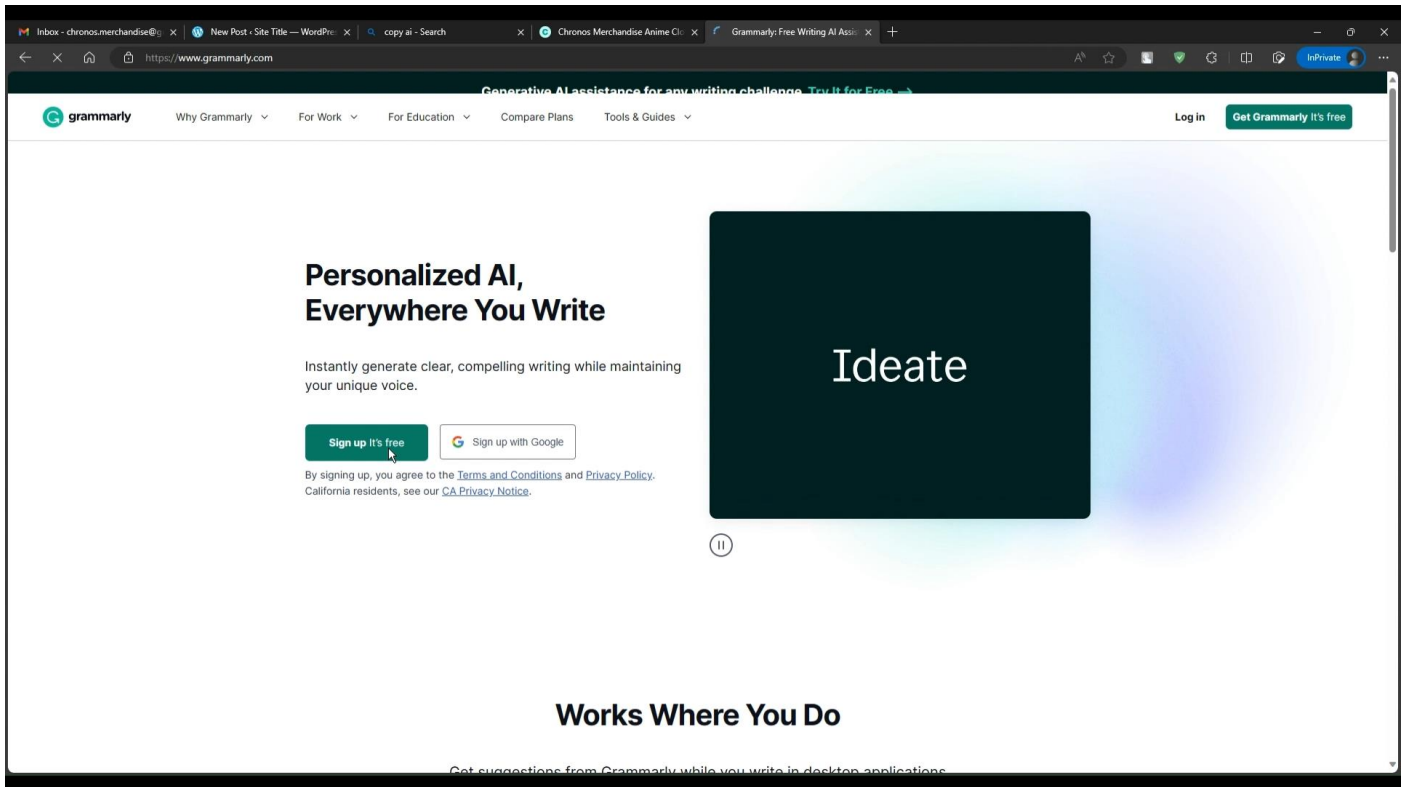
➔ Come up with a suitable prompt to let the AI generate the content for the post



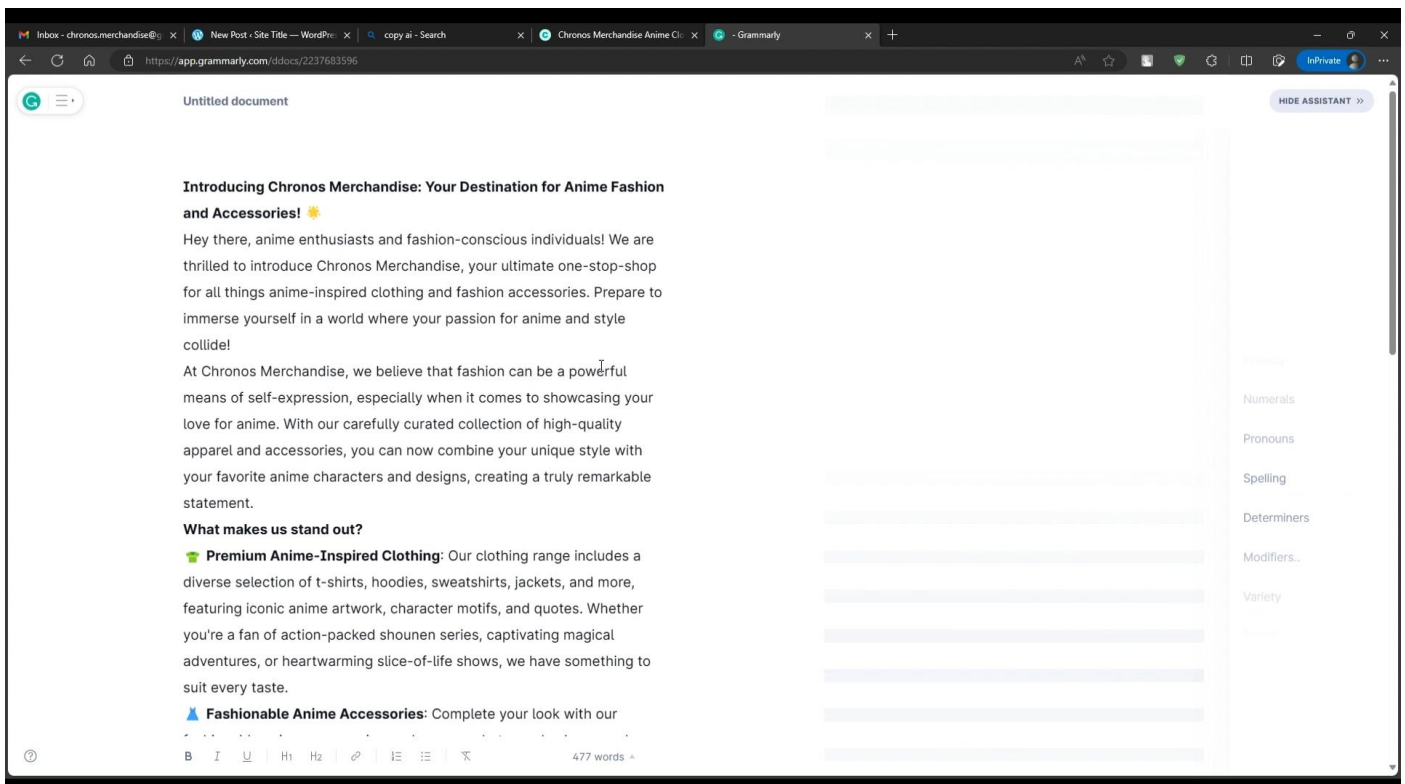
- Using Grammarly to refactor the post content
- ➔ Search for Grammarly in browser



➔ Create an account in Grammarly

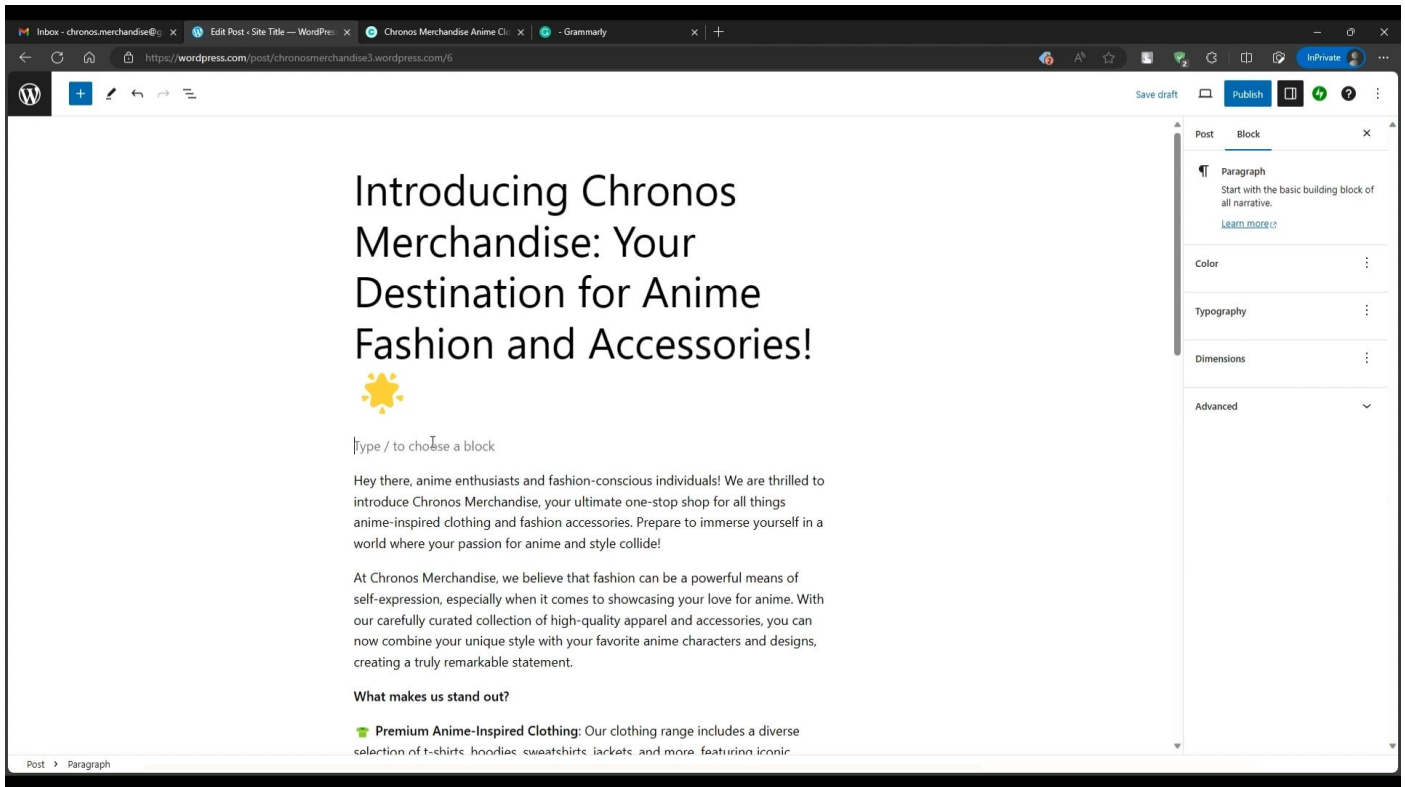


➔ Paste the content generated by the AI and check for any errors

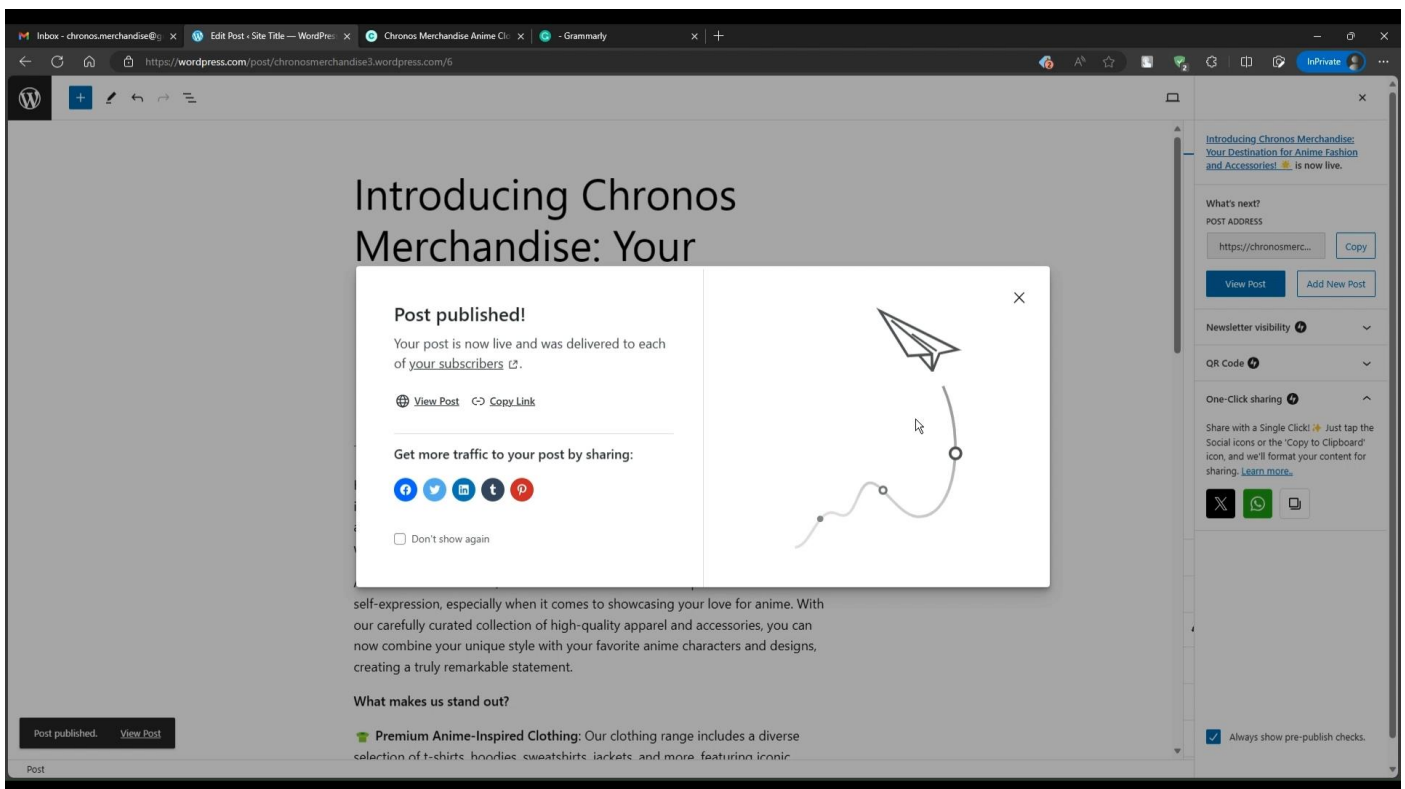


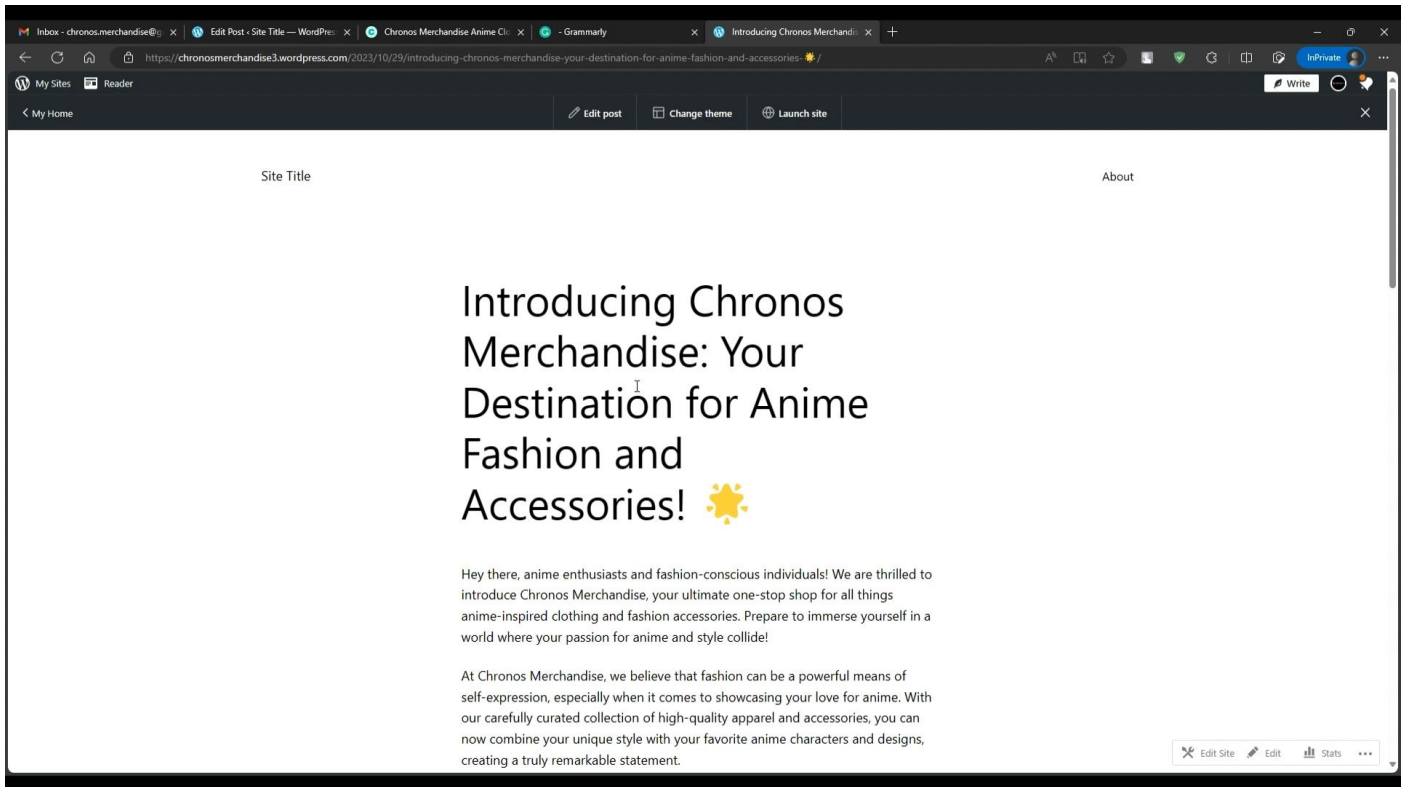
- Publishing Post

➔ After refactoring paste the content in WordPress post editor

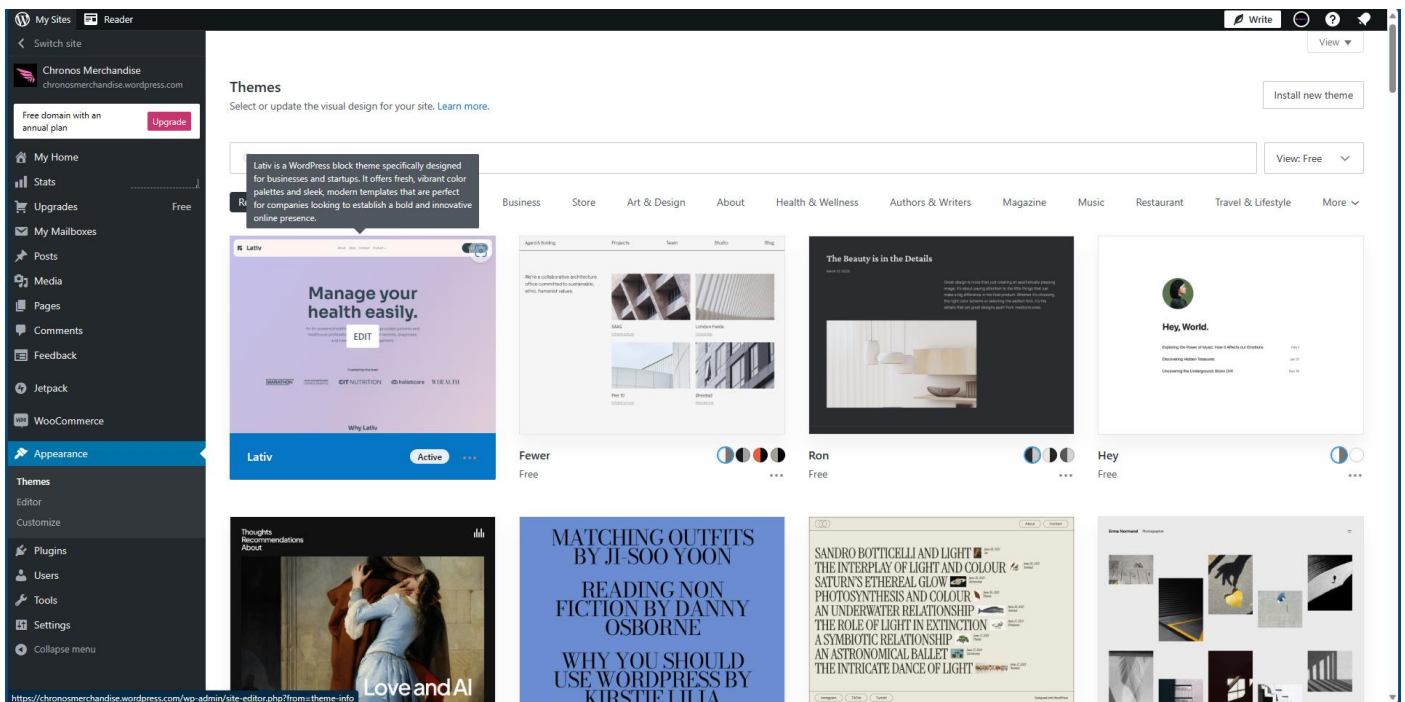


➔ Publish the post





- Selecting theme that suits our Industry



- Publishing the site

- Create a promo poster using Canva



CHRONOS MERCHANDISE

NEW PRODUCTS
FOR
HALLOWEEN

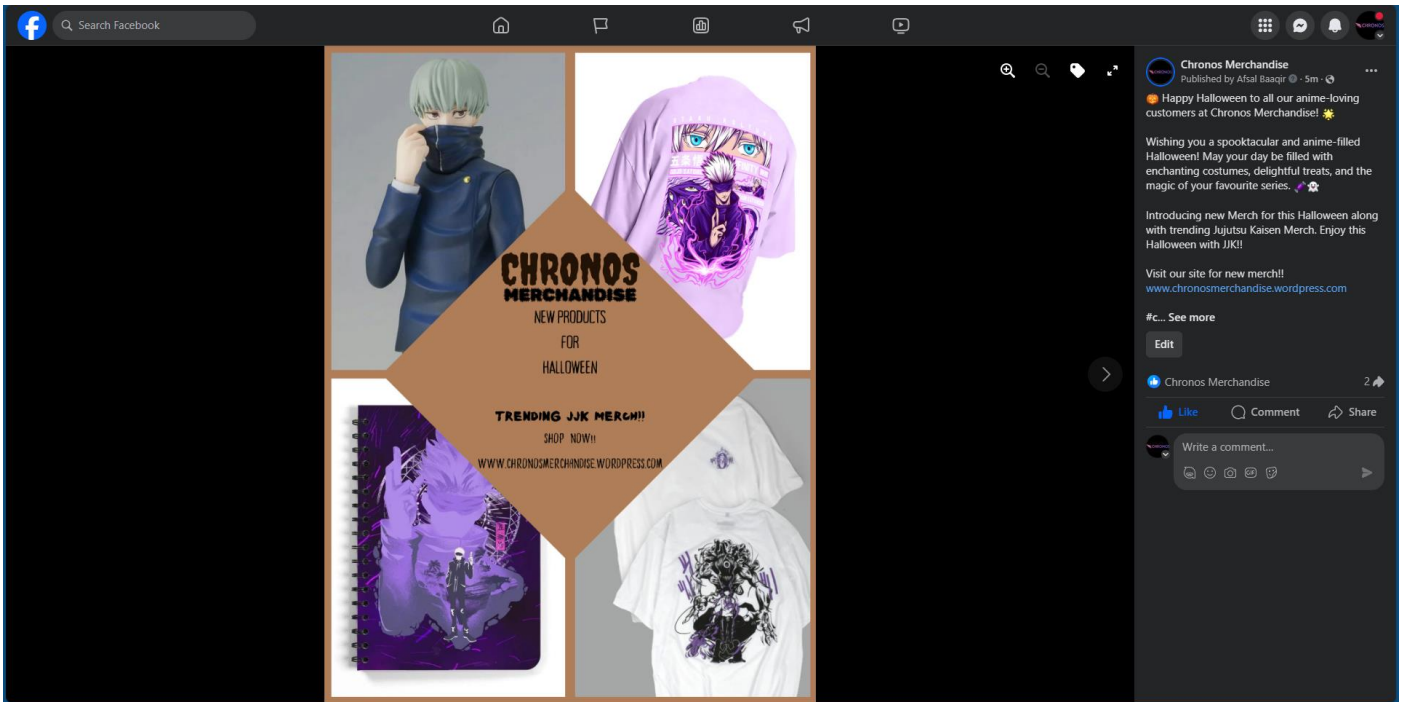
TRENDING JJK MERCH!!

SHOP NOW!!

WWW.CHRONOSMERCHANDISE.WORDPRESS.COM



- Posting the promo poster on Social Media



Result:

- Email ID: chronos.merchandise@gmail.com
- Industry Name: Chronos
- Industry Type: Anime Merchandise
- Facebook Page: <https://www.facebook.com/chronos.merchandise/>
- Instagram Link: <https://www.instagram.com/chronos.merchandise/>
- Promo Link: https://www.instagram.com/p/Cy_nuaoSrXi/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
<https://www.facebook.com/photo/?fbid=122134997090025478&set=a.122093300648025478>
- Video Link: <https://drive.google.com/file/d/1TIN99uUhqw2lgh-QUxsMwxqVSjas5IKA/view?usp=sharing>