

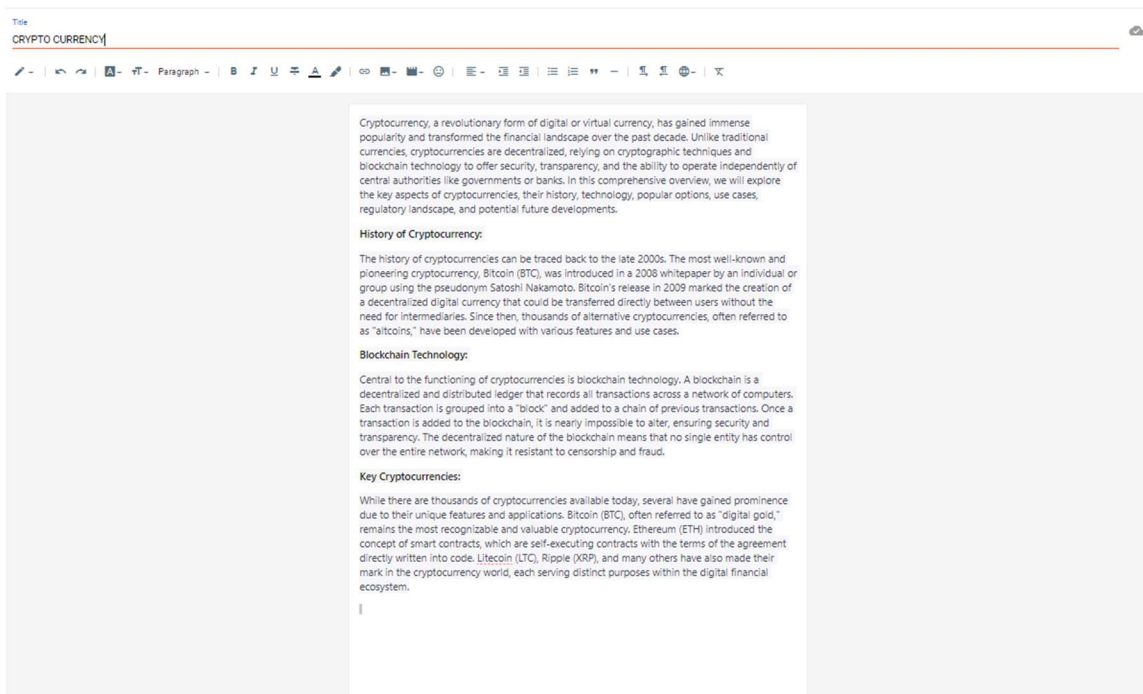
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NAAN MUDHALVAN COURSE: DIGITAL MARKETING
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ASSIGNMENT ON DIGITAL MARKETING

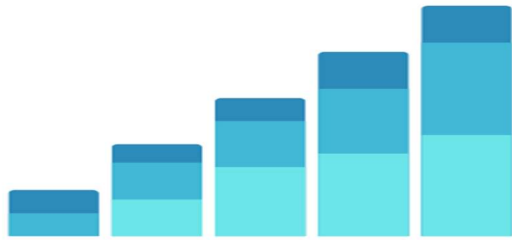
1. Create a blog or website using blogspot and wordpress. Customize the theme design and post new article with 500 words.

Blogspot:

<https://www.blogger.com/blog/post/edit/459149049922757242/5350330124280215587>



2.reate and design a social media advertisement poster using canva.



START UP BUSINESS IDEA

1 IDENTIFY YOUR INTERESTS AND SKILLS:

Reflect on your passions, interests, and skills. What are you good at? What do you enjoy doing? Starting a business around something you're passionate about can make the journey more fulfilling.

2 MARKET RESEARCH:

Research the market to identify trends, gaps, and opportunities. Look for problems that need solving or underserved niches that could benefit from your expertise. Online tools, surveys, and talking to potential customers can help you gather valuable insights.

3 VALIDATE YOUR IDEA:

Before committing significant resources, validate your business idea. Create a minimum viable product (MVP) or a prototype to test the concept. Seek feedback from potential customers and make adjustments based on their input.

4 BUSINESS PLAN:

Develop a business plan outlining your concept, target market, revenue model, marketing strategy, and financial projections. This plan will serve as a roadmap for your business and help you secure funding if needed.

5 LEGAL AND FINANCIAL CONSIDERATIONS:

Register your business, obtain any necessary permits or licenses, and set up a legal structure (e.g., sole proprietorship, LLC, corporation). Open a business bank account and ensure proper financial management.

3. Create email newsletter design using Mailchimp or canva tool.



UNDERSTAND THE OCCASION

Formal occasions like weddings or business meetings require dress shoes, while casual outings can be paired with sneakers or more relaxed styles.



COORDINATE WITH YOUR OUTFIT

Your shoes should complement and enhance your overall outfit. Pay attention to color, style, and formality.



CONSIDER COMFORT

Always try on shoes before purchasing them, and consider the shape of your feet and any specific comfort requirements

KNOW YOUR BODY TYPE

While classic, timeless styles are always in fashion, it's also good to stay updated on current shoe trends. Fashion evolves, and new styles may emerge. You can add trendy pieces to your collection while maintaining a foundation of classic choices.

