

## PROJECT PHASE 2 - DM CALENDER

### Teammates:

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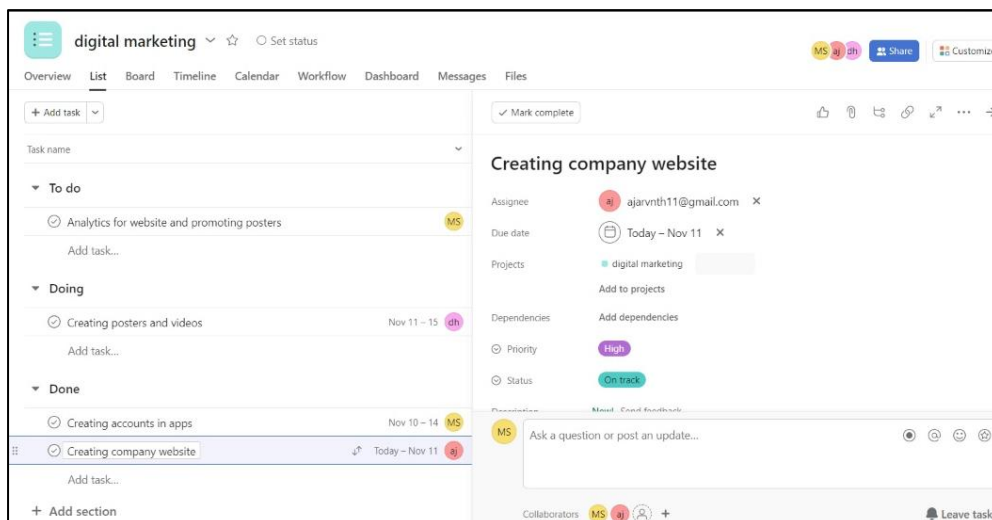
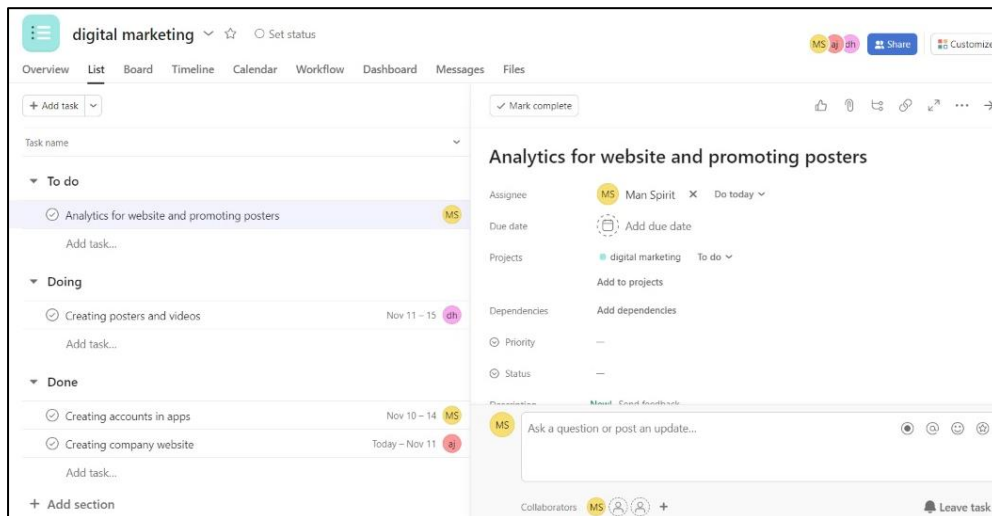
### **SOCIAL MEDIA CHANNELS FOR PROMOTING THE PRODUCT**

- Facebook
- YouTube
- Twitter

### **CALENDER**

The screenshot shows a task management interface for 'digital marketing'. The left sidebar lists tasks under 'To do', 'Doing', and 'Done' categories. The 'Doing' category is active, showing the task 'Creating posters and videos' with a due date of Nov 11 - 15. The main panel displays details for this task, including the assignee 'dhiyanaeshprasath30@gmail.com', due date 'Nov 11 - 15', project 'digital marketing', priority 'High', and status 'On track'. A comment box at the bottom allows for updates or questions.

The screenshot shows the same task management interface, but with the 'Creating accounts in apps' task selected. The task details in the main panel show the assignee 'Man Spirit', due date 'Nov 10 - 14', project 'digital marketing', priority 'High', and status 'On track'. The left sidebar also reflects this change, with 'Creating accounts in apps' now highlighted in the 'Doing' category.



## Steps taken to increase the views

- Expanding the landing page traffic.
- Posting Ads regularly.
- Updating the promotion strategy according to leads.
- Implementing new promoting strategy to attract new customers.