



DIGITAL MARKETING – ASSIGNMENT REPORT

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DEPARTMENT : BIOTECHNOLOGY

ASSIGNMENT TITLE : 1. Create a social media post
2. create an facebook page

KNOWLEDGE PARTNER : Scopik

CATEGORY : Digital marketing

CONTENT:

1.INTRODUCTION – CREATE A SOCIAL MEDIA POST

1.1 Overview

1.2 Purpose

1.3 Result

2. INTRODUCTION – CREATE A E- MAIL NEWSLETTER

2.1 Overview

2.2 Purpose

2.3 Result

3. APPLICATION

4.CONCLUSION

RAJ KITCHEN

1. INTRODUCTION - SOCIAL MEDIA POST

1.1 OVERVIEW:

Create a social media advertisement poster using Canva

1.2 PURPOSE:

Our aim is to attract the people from all the generation through our tasty food and we'll provide a food from the organic vegetables and we'll also implementing the traditional methods.

1.3 RESULT:

OUR BRAND ADVAERTISEMENT POSTER – RAJ KITCHEN



2. INTRODUCTION – CREATING A FACE BOOK PAGE

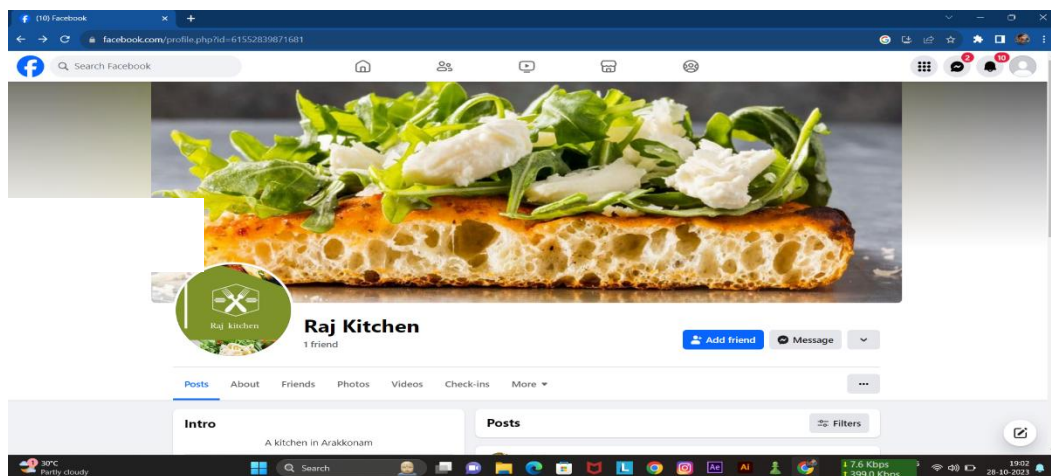
2.1 OVERVIEW

Create a facebook page

2.2 PURPOSE

Our Facebook page purpose is to informed about our kitchen foods, methods that we use , new taste, and services. Generally, this face book page is not about selling; they are about fostering customer loyalty through our valuable content. And we'll also update our new variety food entry.

2.3RESULT



Link for facebook page :

<https://www.facebook.com/profile.php?id=6155283987&mibexitd=ZbWKwL>

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4.CONCLUSION:

By the end of this assignment, I learnt how digital marketing plays a major role in the advertising our taste we learnt how it reach to the massive audience. And now we are also well versed in using Canva tools because of this work.