

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE 638316**



**ELECTRICAL AND ELECTRONICS ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING ASSIGNMENT**

*NAME: JAYASHREE R*

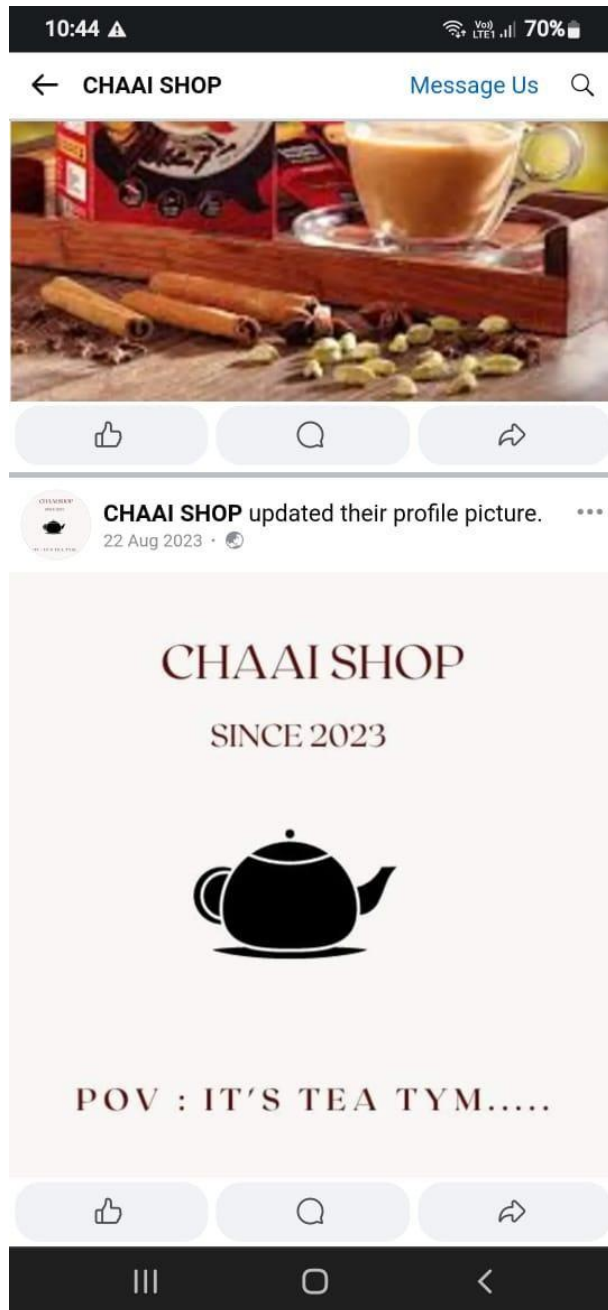
*NM ID: au731120105013*

*BRAND NAME: CHAAI SHOP*

*CATEGORY: BAKERY*

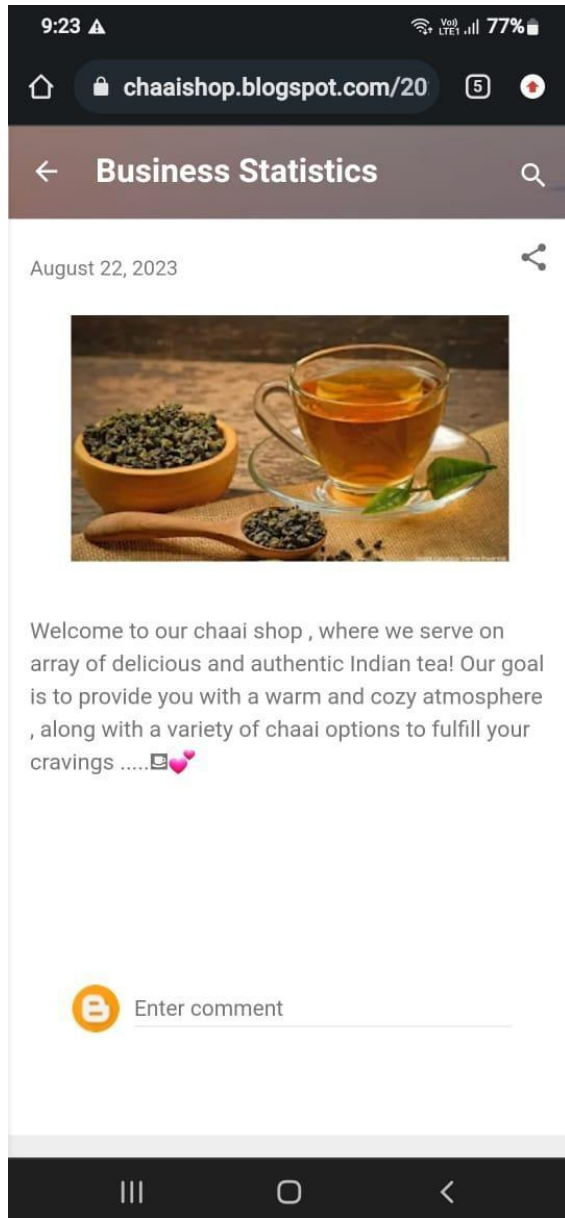
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Theme design:



Blogspot Link : <https://chaaishop.blogspot.com/2023/08/welcome-to-our-chaai-shop-where-we.html>

Screenshot:

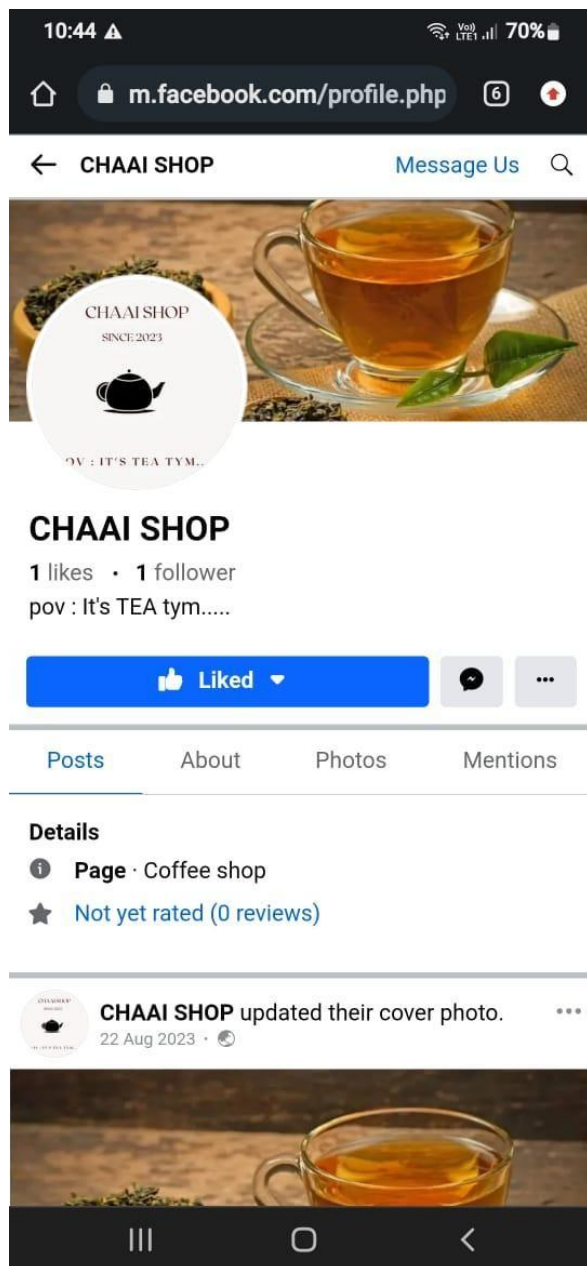


2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/facebook.comchaaishop2?mibextid=ZbWKwL>

Screenshot:



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

Link: Social media infographic design using canva

<https://chaaishop.blogspot.com/2023/08/chaai-shop-infographic-design.html?m=1>

Screenshot:



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

Link: Email newsletter design using canva

<https://chaaishop.blogspot.com/2023/08/chaai-newsletter.html?m=1>

Screenshot:

