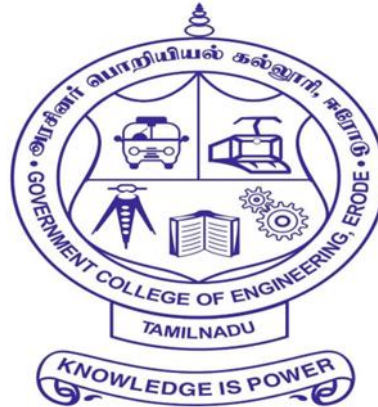


GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE 638316



ELECTRICAL AND ELECTRONICS ENGINEERING

NAAN MUDHALVAN

DIGITAL MARKETING ASSIGNMENT

NAME: ELAKKIYAPPRIYAA D

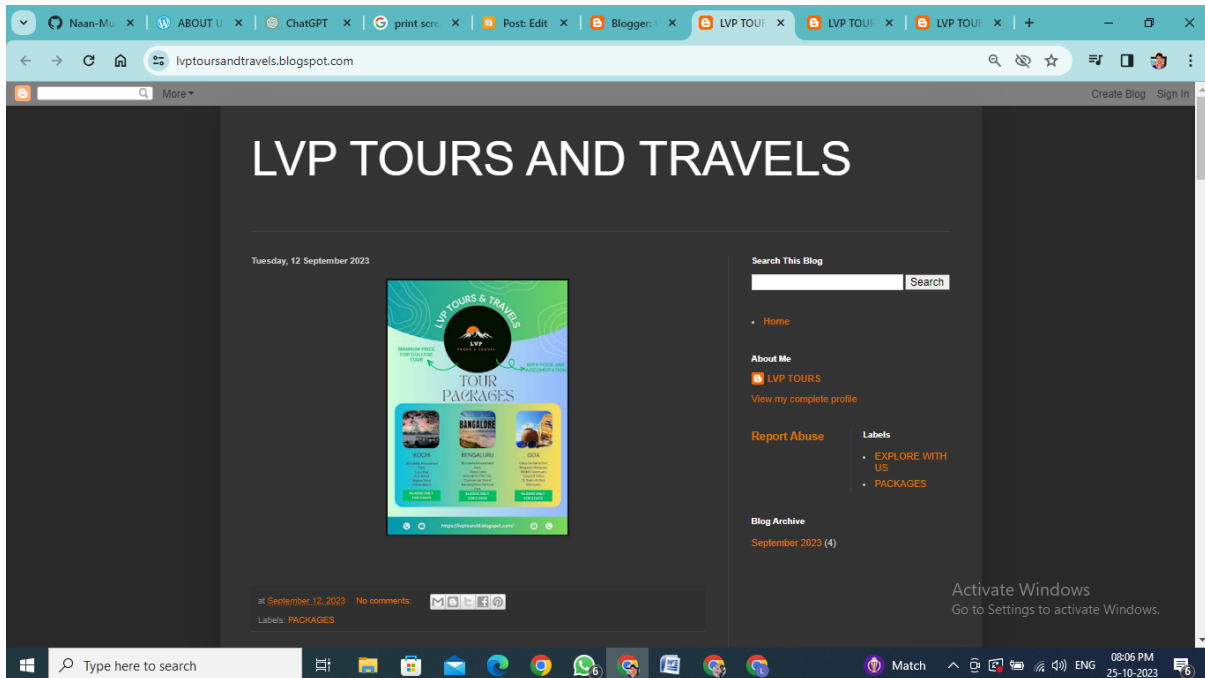
NM ID: au731120105008

BRAND NAME: LVP TOURS AND TRAVELS

CATEGORY: TOURS AND TRAVELS

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

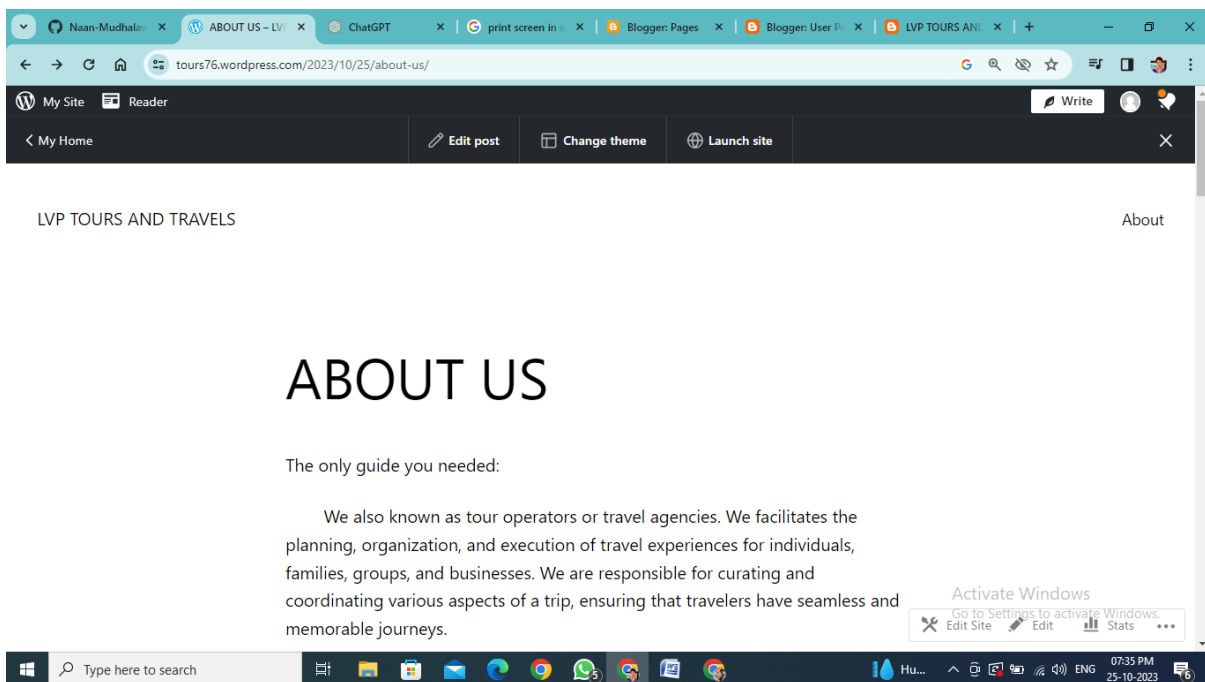
Theme design:

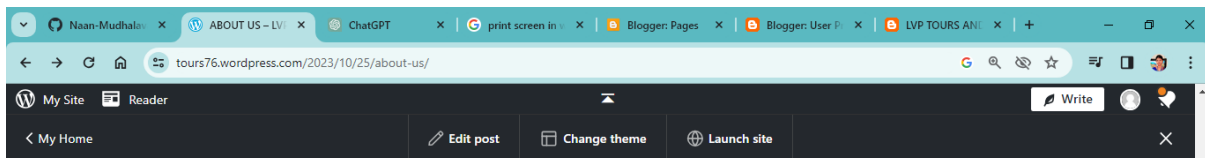


Link: Website using WordPress

<https://tours76.wordpress.com/2023/10/25/about-us/>

Screenshot:





Expertise and Guidance:

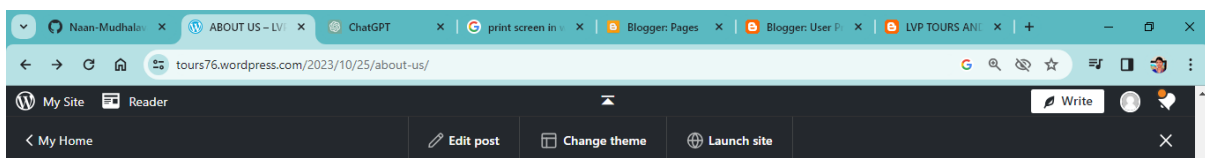
We possess extensive knowledge about different destinations, accommodations, transportation options, and activities. We use expertise to guide travelers in selecting the most suitable travel packages, itineraries, and experiences based on their preferences, budget, and interests.

Tailored Experiences:

We offer a range of pre-designed travel packages catering to different themes such as adventure, cultural exploration, luxury, relaxation, and more. We also provide customized itineraries to meet the unique requirements and desires of individual clients, ensuring a personalized and unforgettable travel experience.

Simplified Planning:

Planning a trip can be overwhelming, especially when considering transportation, accommodations, activities, and logistics. We streamline the planning process by



taking care of the intricate details, such as flight bookings, hotel reservations, local transportation, guided tours, and excursion arrangements.

Access to Exclusive Offers:

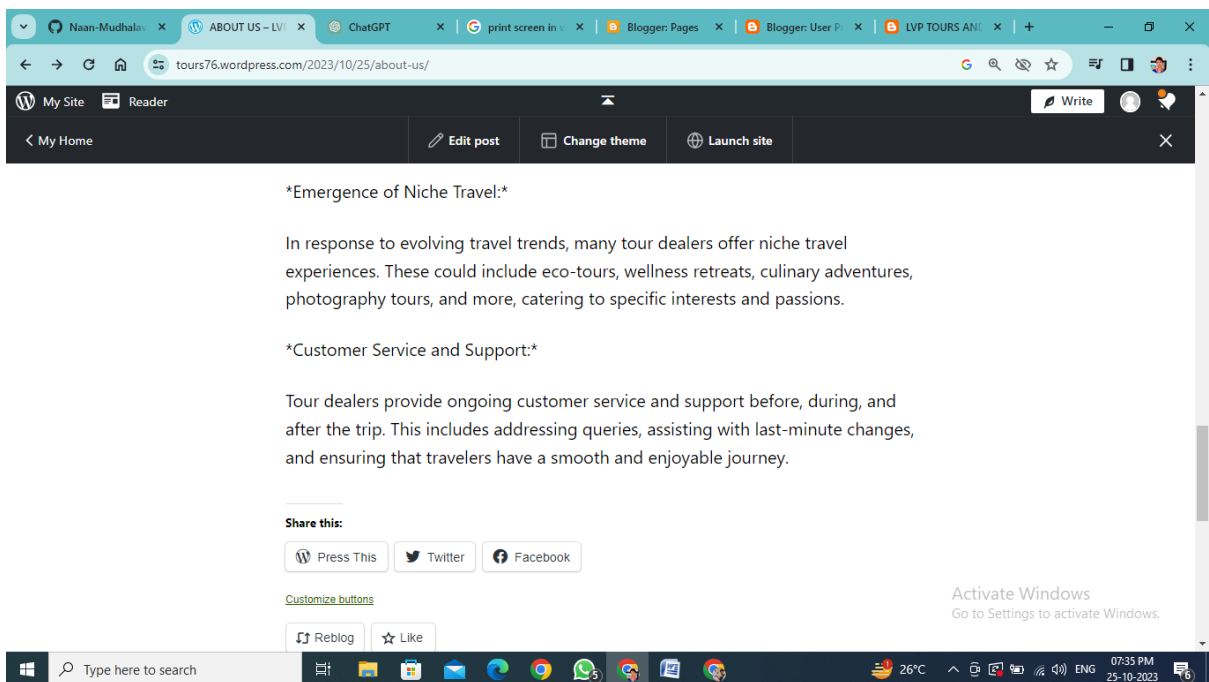
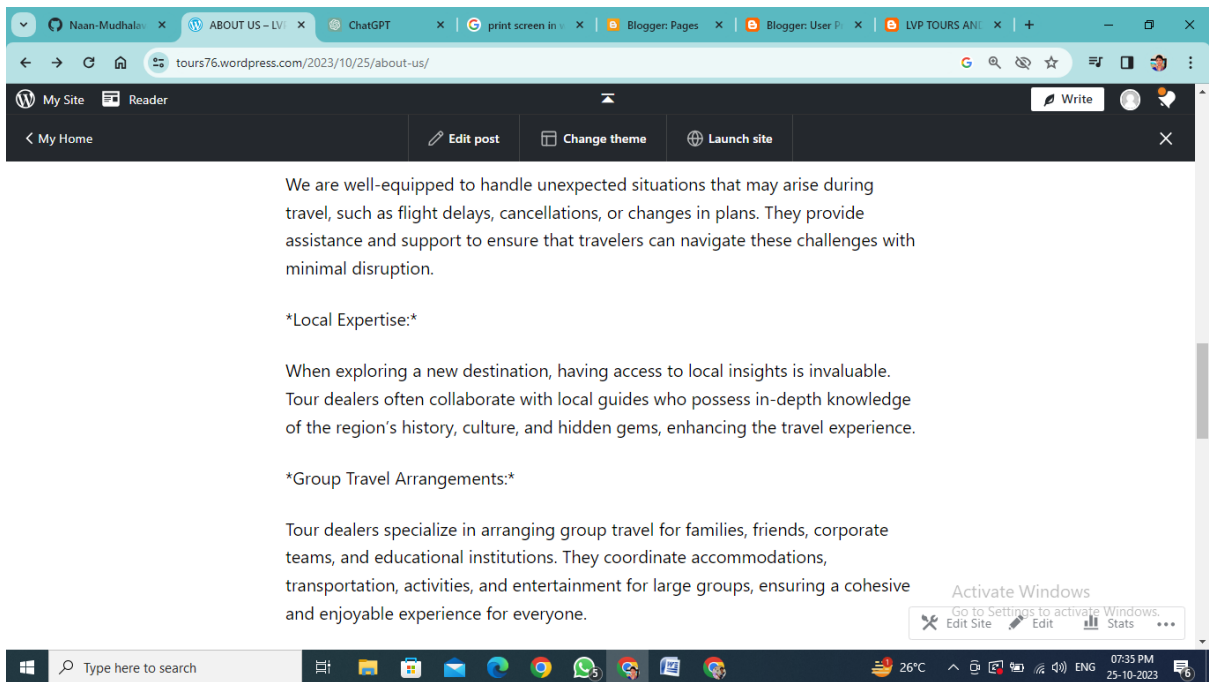
We often have partnerships and collaborations with airlines, hotels, transportation providers, and local tour guides. This allows us to access special rates, deals, and amenities that may not be available to individual travelers, providing added value to their clients.

Time and Effort Savings:

By entrusting your travel plans to us, clients save valuable time and effort that would otherwise be spent on research, booking, and coordination. We handle the administrative tasks, leaving travelers free to focus on enjoying their journey.

Risk Management:

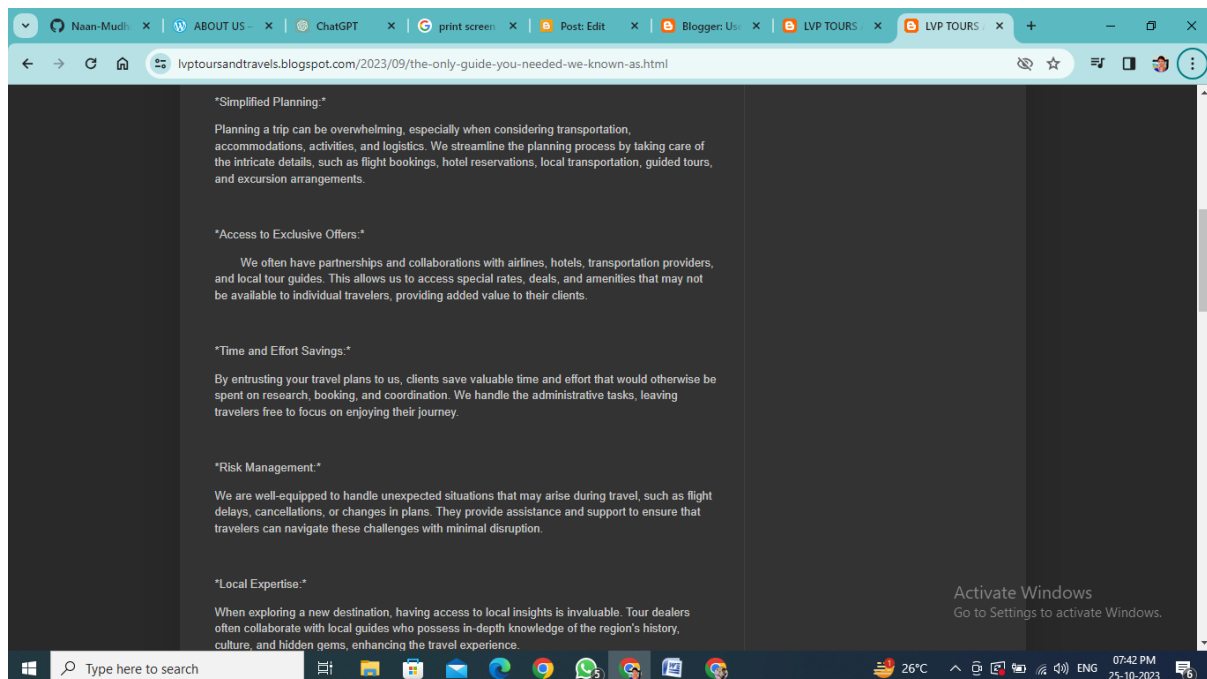
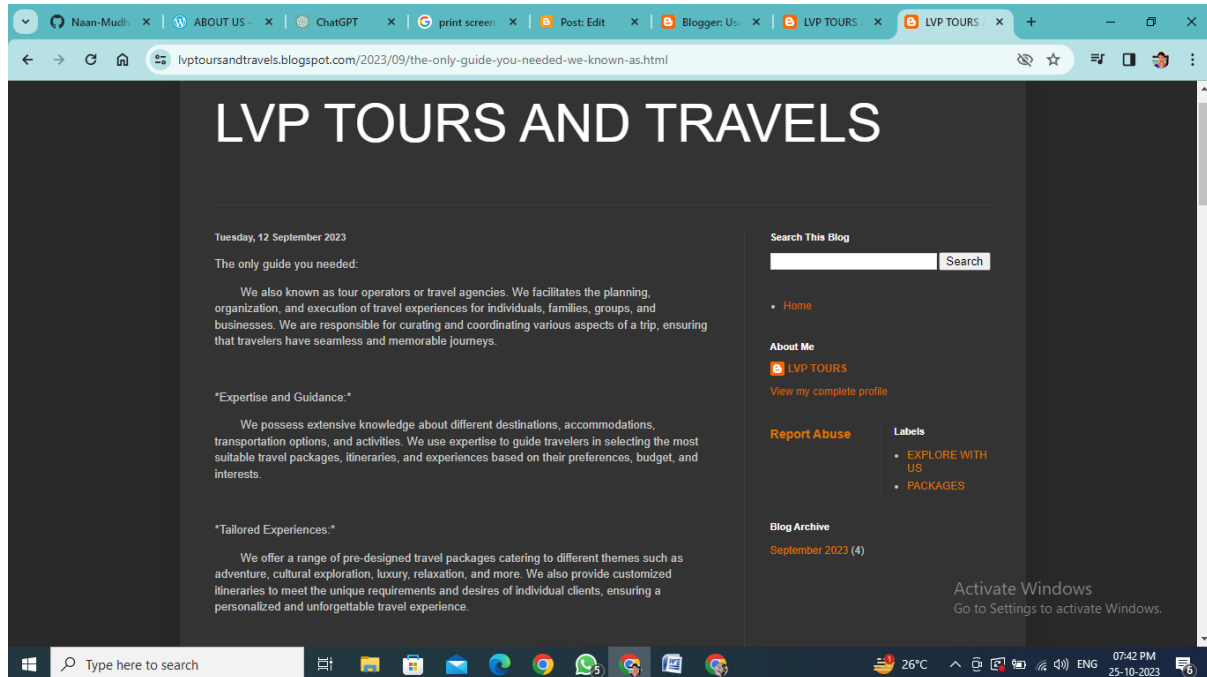


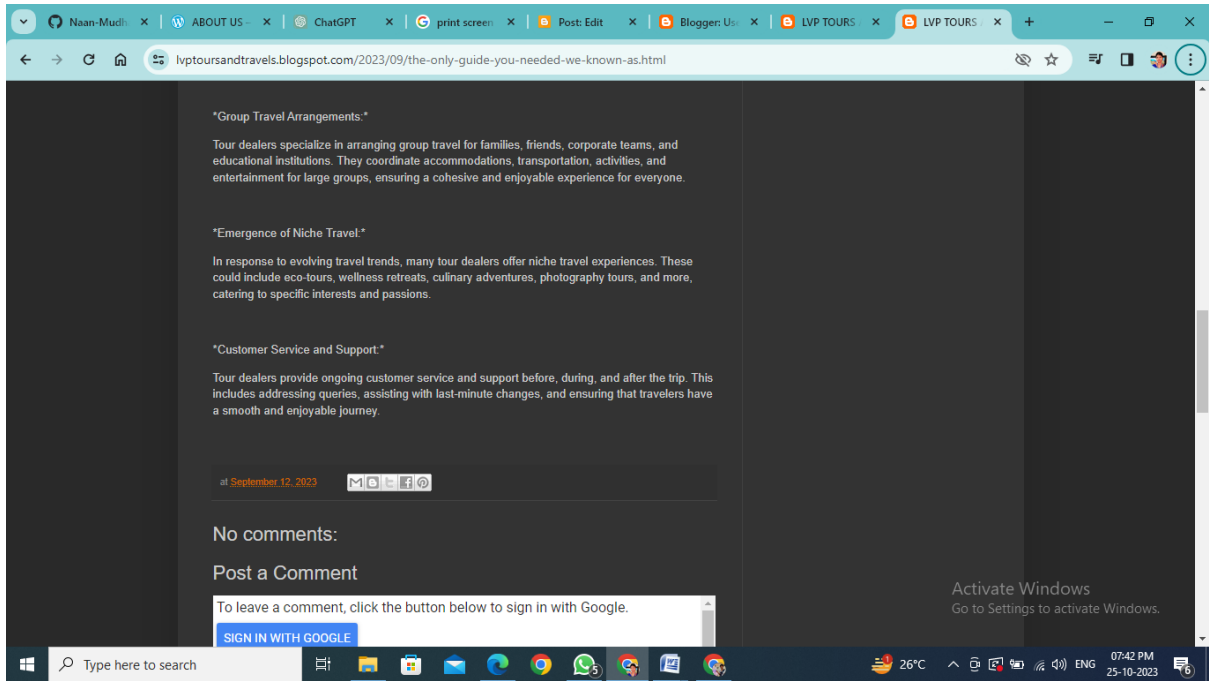


Link: Blog using Blogspot

<https://lvptoursandtravels.blogspot.com/2023/09/the-only-guide-you-needed-we-known-as.html>

SCREENSHOT:



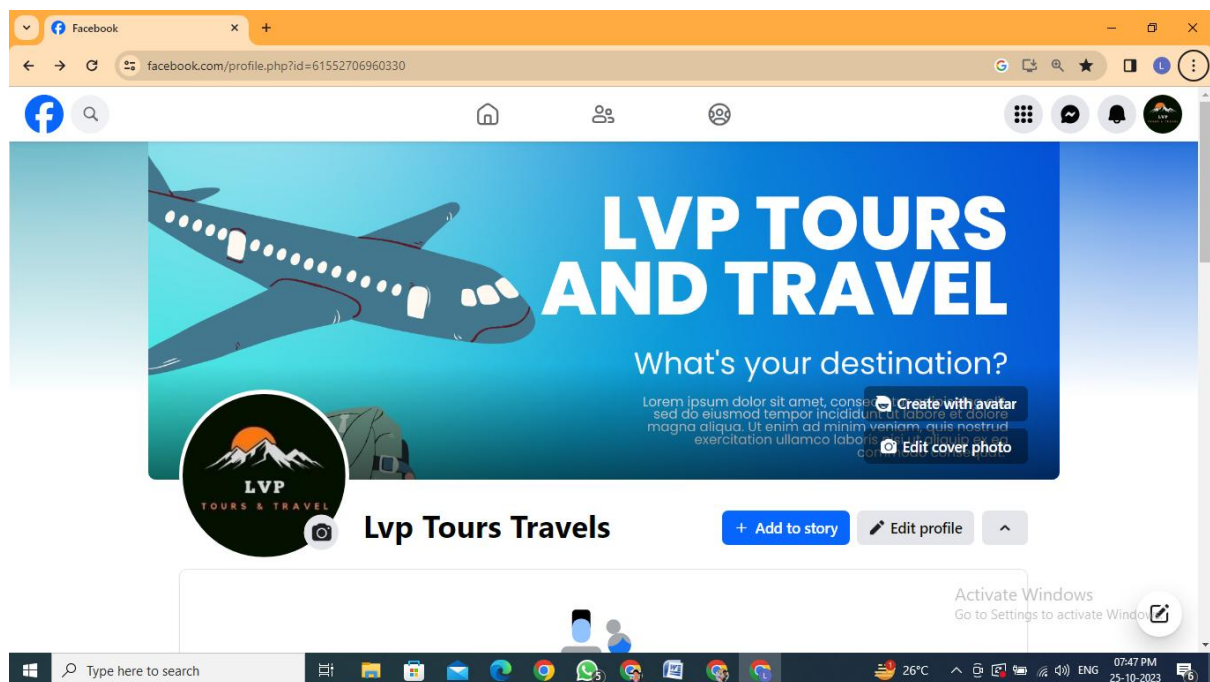


2. Create a New Facebook Business Page and post one social media poster for yourbrand.

Link: Facebook business page

https://www.facebook.com/profile.php?id=61552706960330&mibextid=_ZbWKwL

Screenshot:

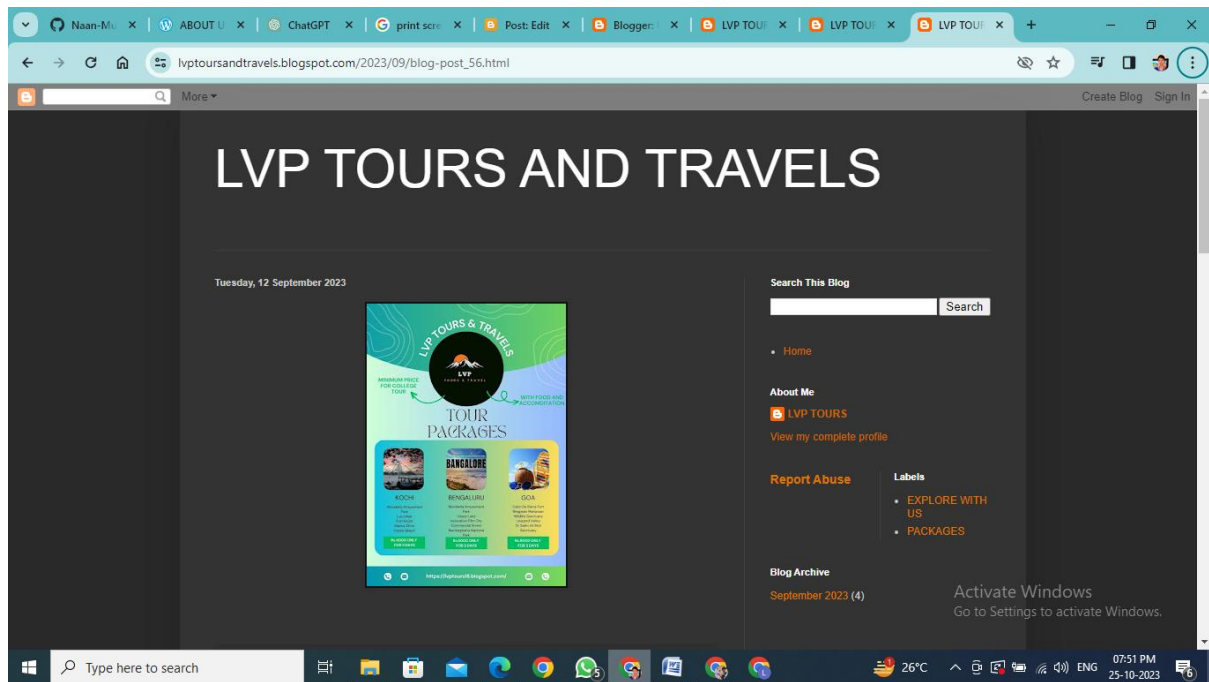


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

https://lvptoursandtravels.blogspot.com/2023/09/blog-post_56.html

Screenshot:



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

Link: Email newsletter design using canva

https://lvptoursandtravels.blogspot.com/2023/09/blog-post_12.html

Screenshot:

