

**GOVERNMENT COLLEGE OF ENGINEERING
[IRTT]**

ERODE: 638 316



Electrical and electronics Engineering

NAAN MUDHALVAN

DIGITAL MARKETING

ASSIGNMENT

BRAND NAME: FROZEN ICECREAM

CATEGORY: DESSERT SHOP

NAME: SEMMOZHI P

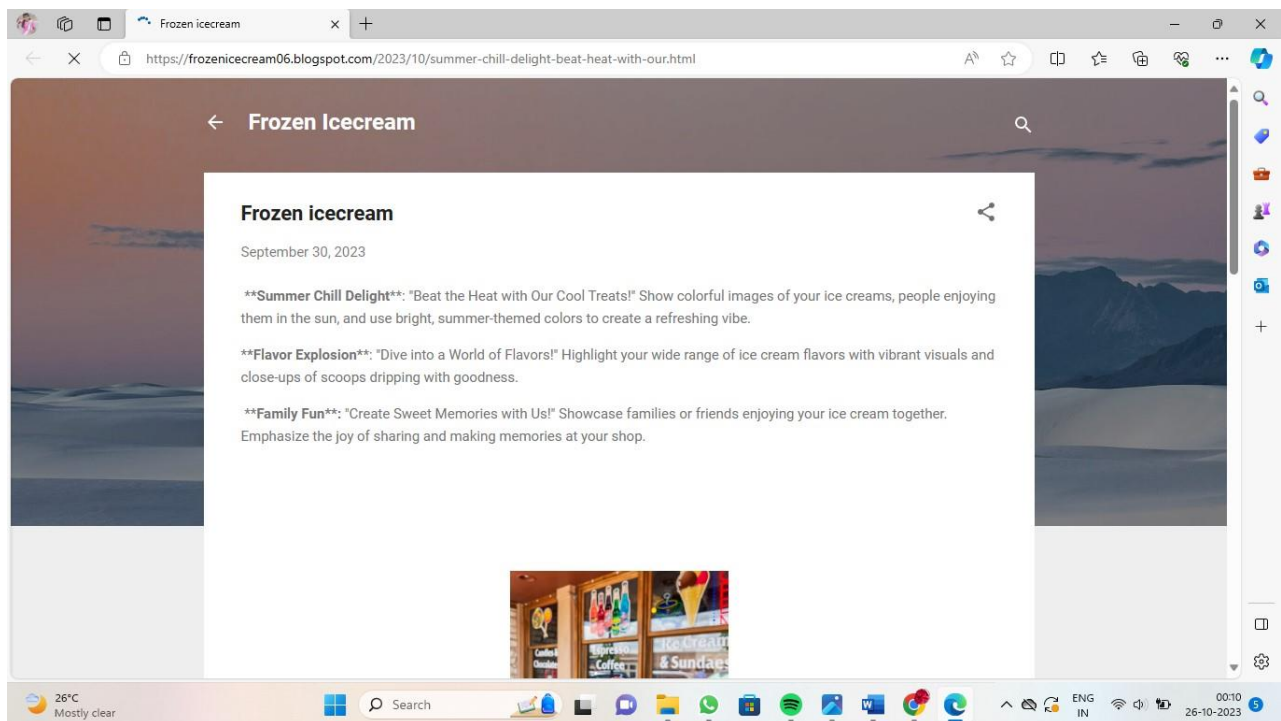
NMID: 059BB37B8D104B6A4D040CF84B94A4F7

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

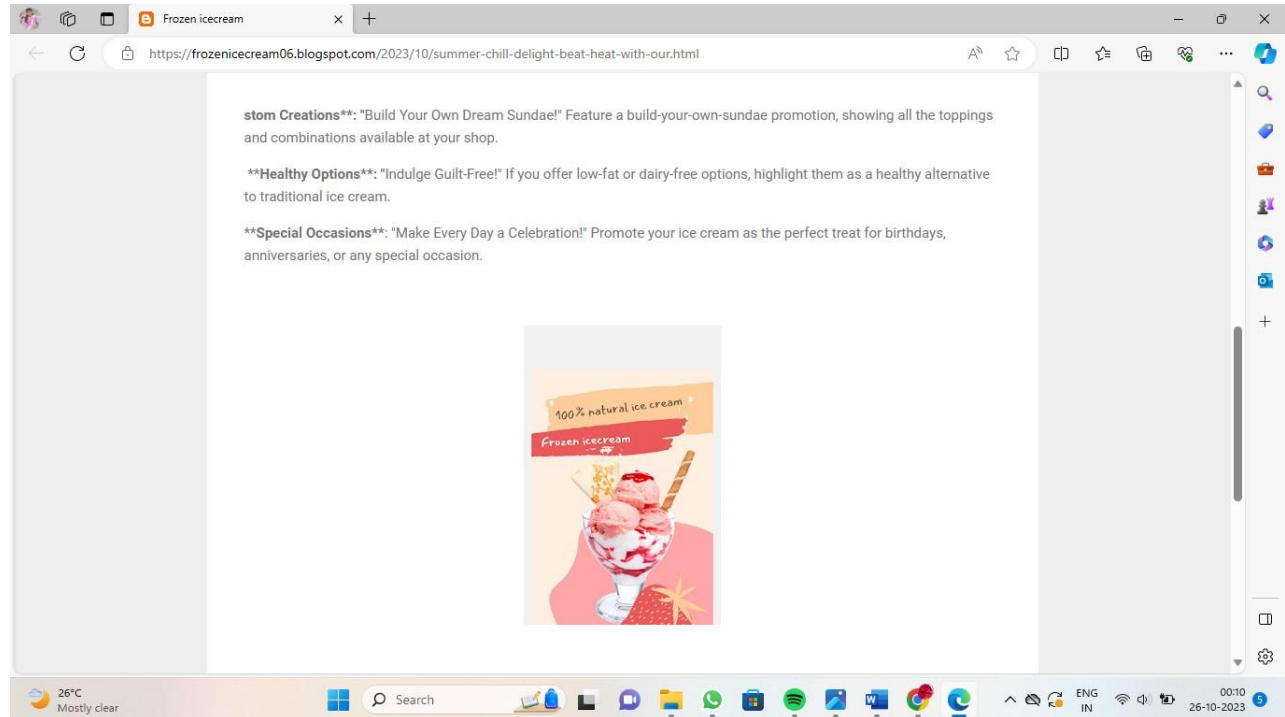
Link: Blog using Blogspot

<https://frozenicecream06.blogspot.com/2023/10/summer-chill-delight-beat-heat-with-our.html>

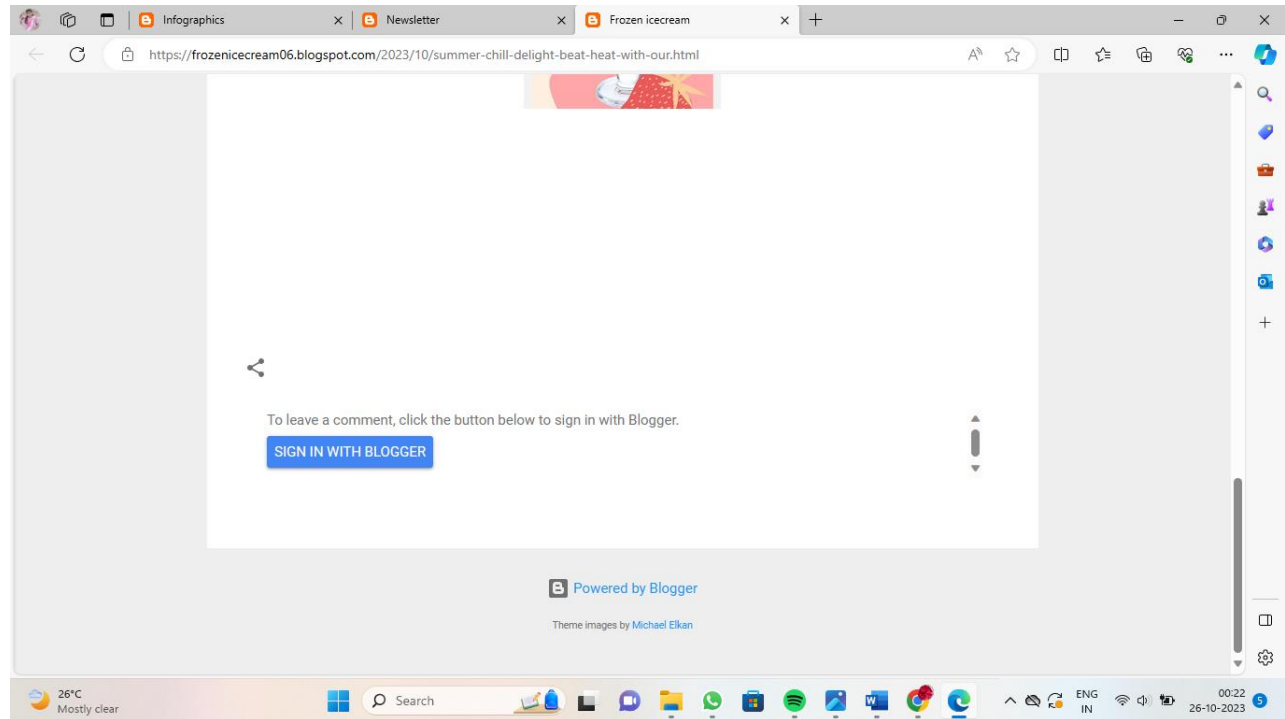
Screenshot 1:



Screenshot 2:



Screenshot 3:

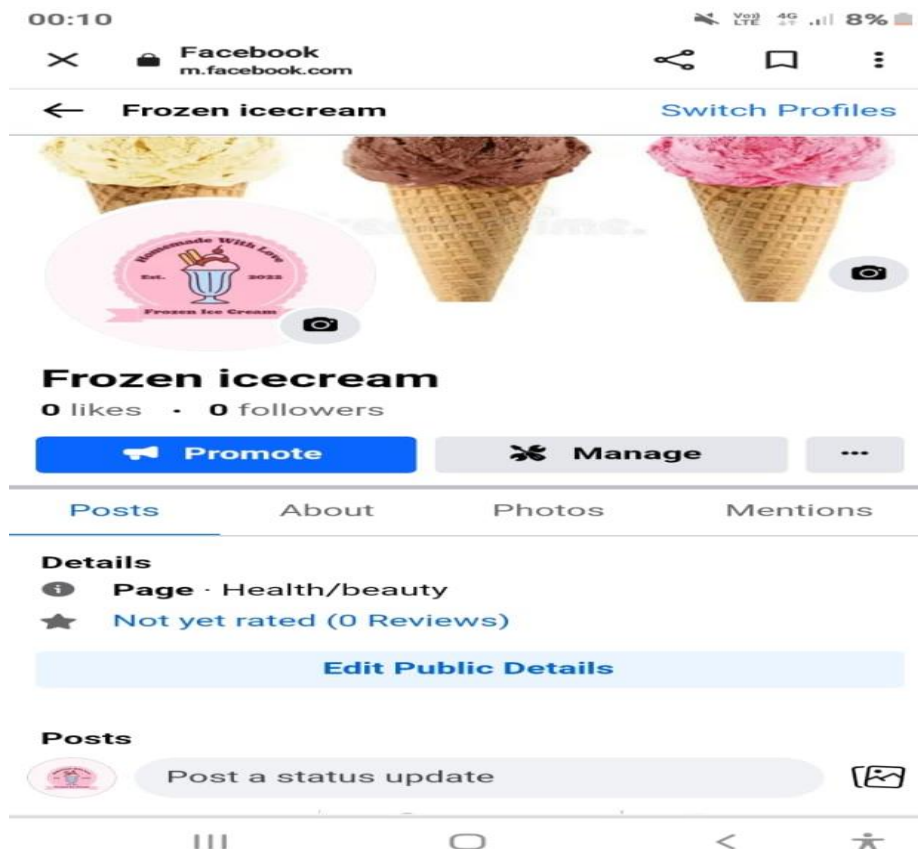


2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61552581609221>

Screenshot:



00:11

VoLTE 4G 8%



Facebook
m.facebook.com



Frozen icecream

Switch Profiles

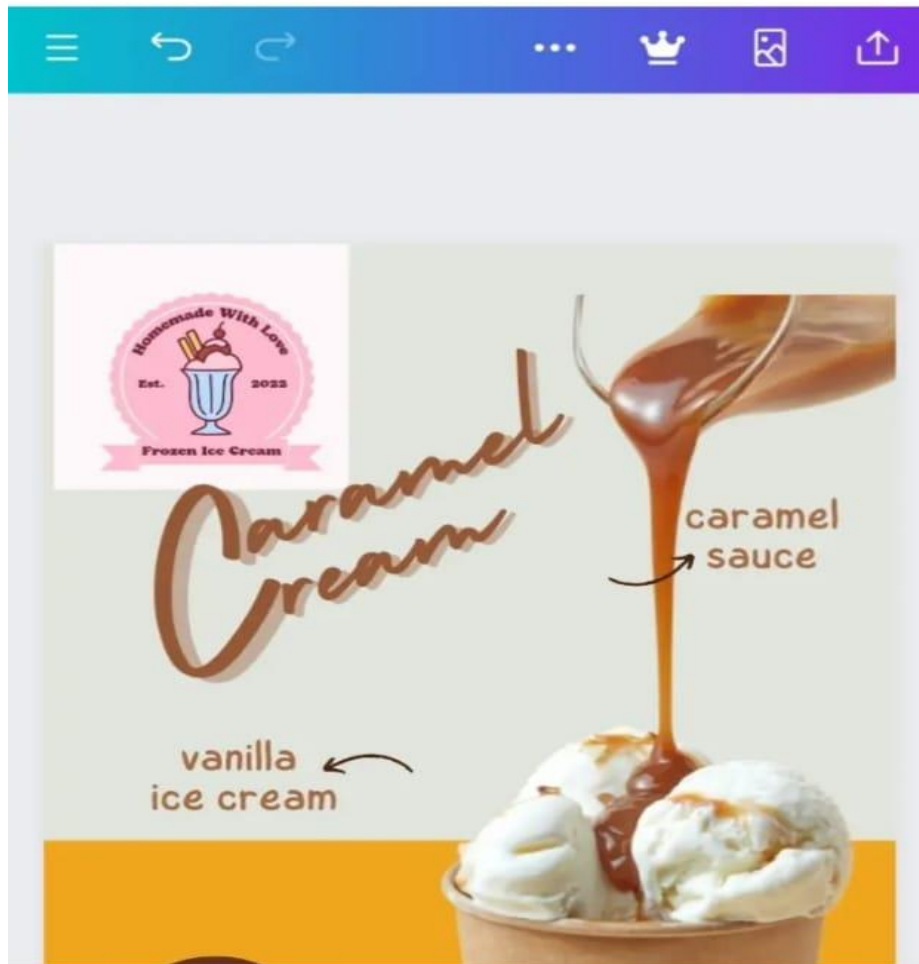


Frozen icecream

32m · 🌐



Poster



👍 Frozen icecream



00:11

VoLTE 4G 8%

← Frozen icecream

Switch Profiles

Frozen icecream



1



See insights and ads

Boost post



Frozen icecream updated their profile picture.



36m · 🌐



Insights unavailable ⓘ

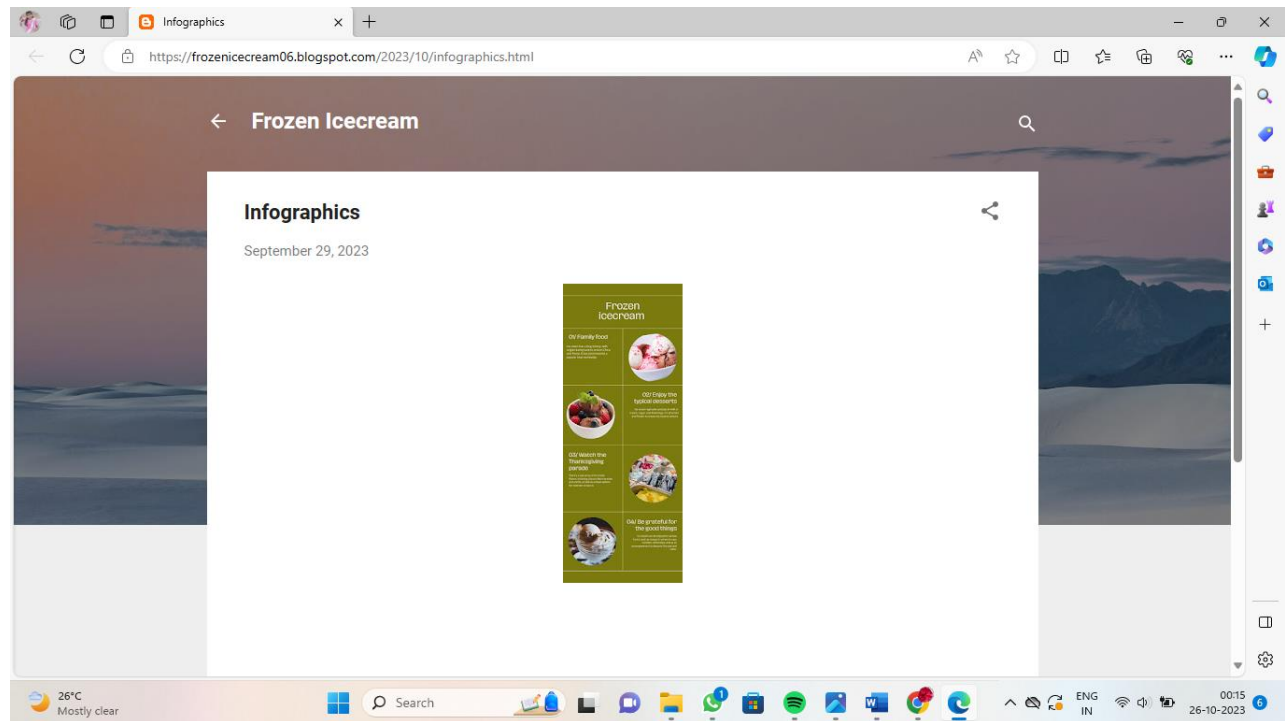


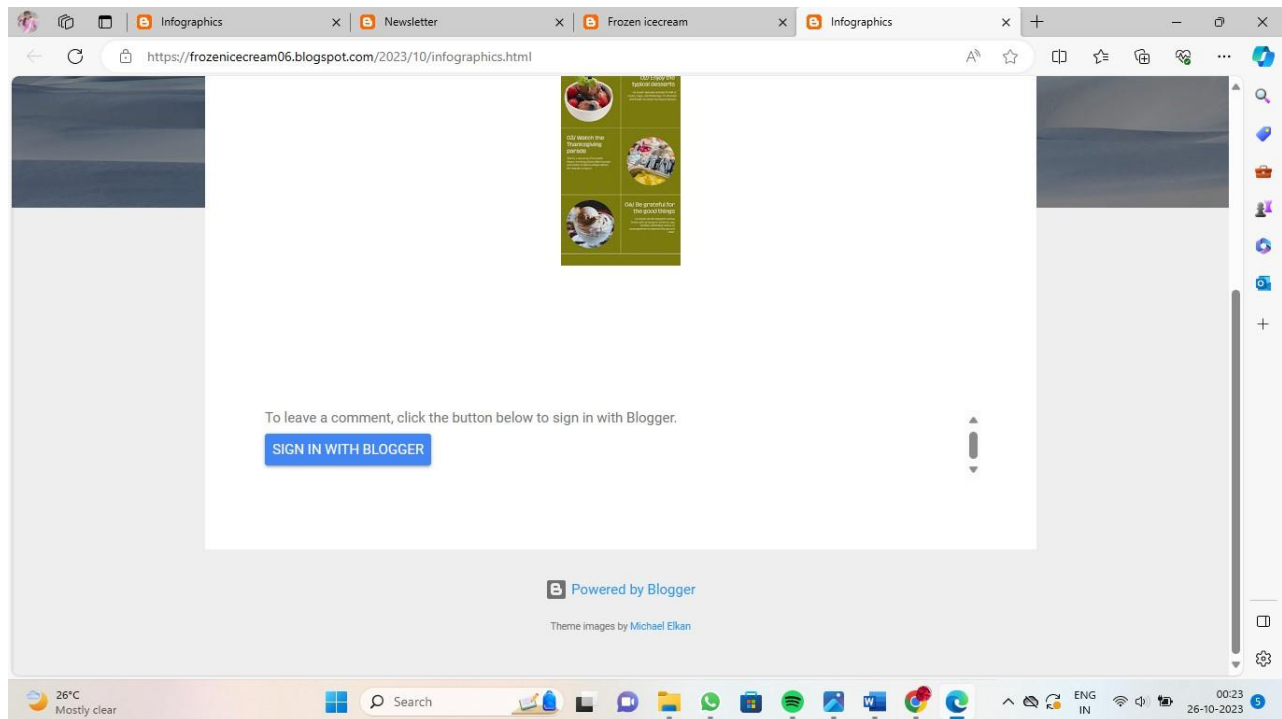
3. Create and design a social media advertisement poster using Canva.

Link: Social media advertisement using Canva

<https://frozenicecream06.blogspot.com/2023/10/infographics.html>

Screenshot:





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

Link: Email newsletter design using Canva

<https://frozenicecream06.blogspot.com/2023/10/newsletter.html>

Screenshot :

