

**Naan Mudhalvan**

**Digital Marketing**

**Name:** S.Vinisha Sherly

**Nm ID:**

B3CD3D0C306DFEC93314191EA20B6545

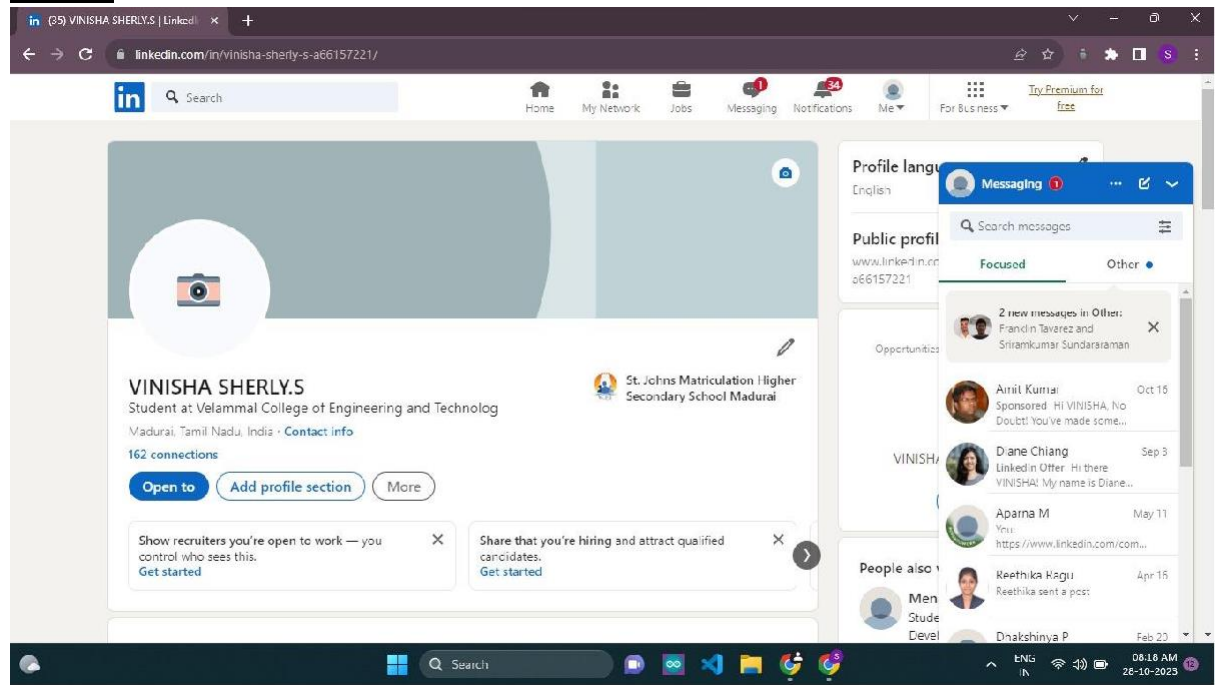
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## ASSIGNMENT – 1

### LINKEDIN PROFILE:

- Create or log in to your LinkedIn account.
- Add a professional photo, customize your URL, and write a concise headline.
- Craft a brief summary highlighting your skills and background.
- List your work experience and educational history.
- Add key skills and seek endorsements.
- Request and receive recommendations.
- Connect with people, engage in your network, and follow relevant interests.
- Adjust privacy settings as needed.
- Keep your profile current to reflect your career journey

### Profile:



**LinkedIn Profile:** <https://www.linkedin.com/in/vinisha-sherly-s-a66157221/>

## ASSIGNMENT – 2

### BRAND NAME:

- Understand your values and audience.
- Create unique, memorable, and clear options.
- Ensure it's legally and online available.
- Get feedback for resonance.

**BRAND NAME :** EUPHORIC VAULT

**INSPIRATION:** GUCCI

### ASSIGNMENT – 3

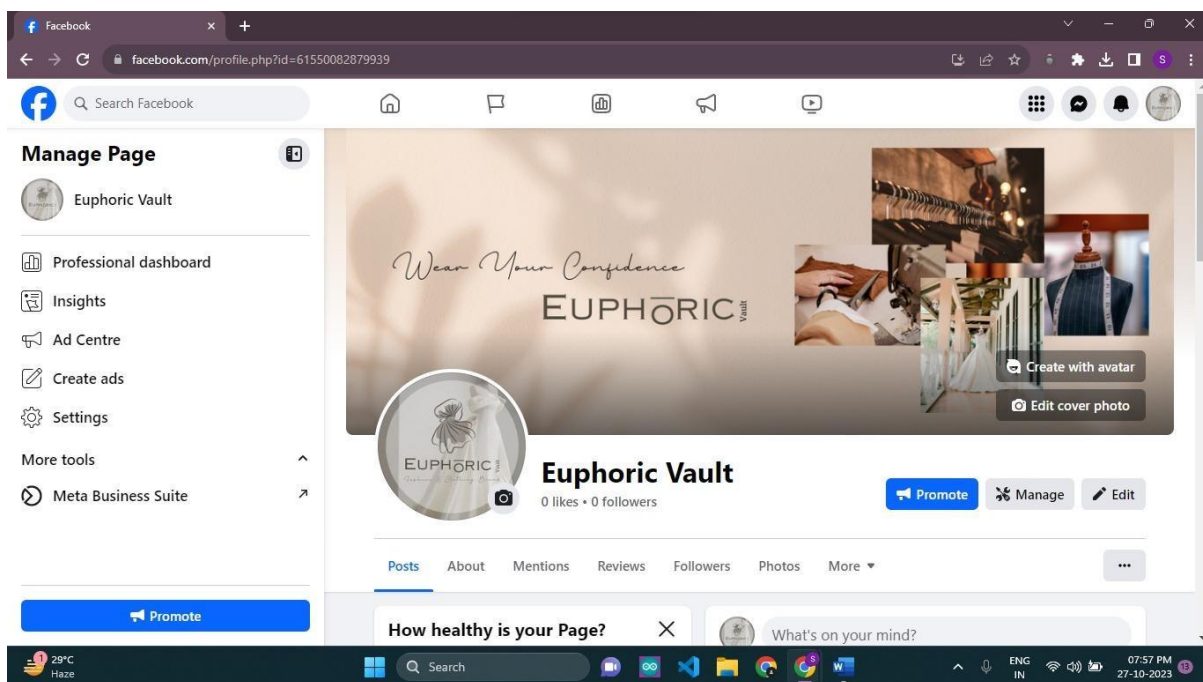
#### FACEBOOK PAGE:

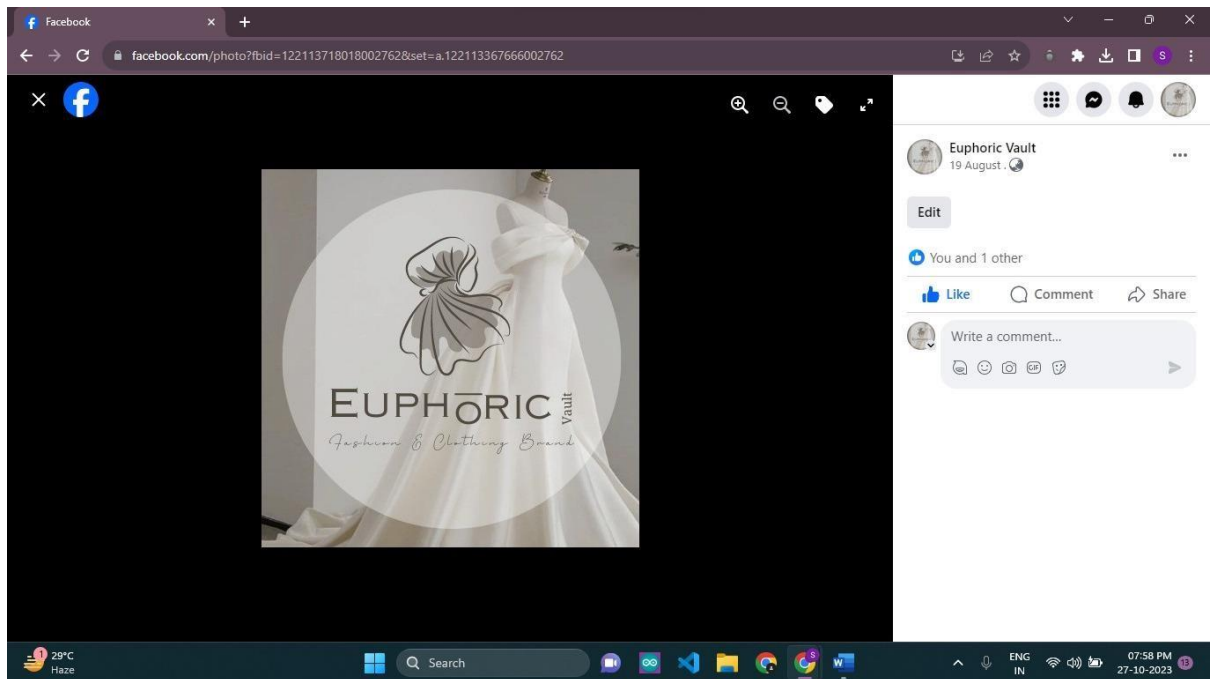
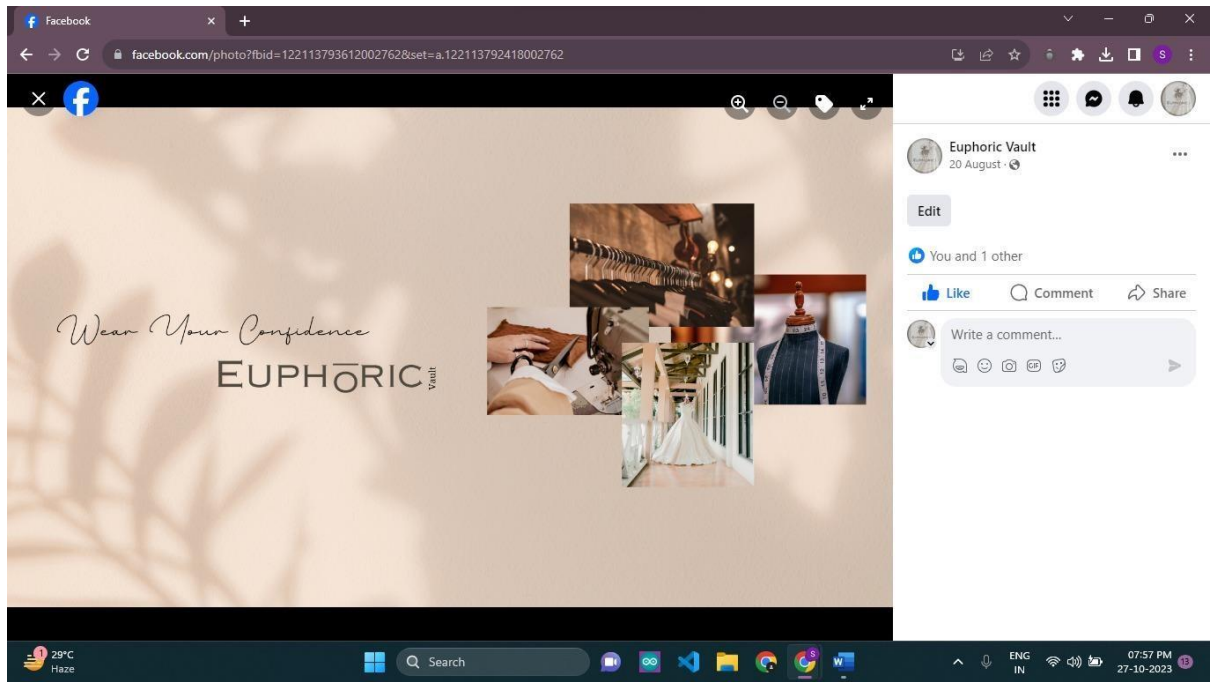
- Create a brand logo
- Design banners for the facebook page
- Create a business page in facebook

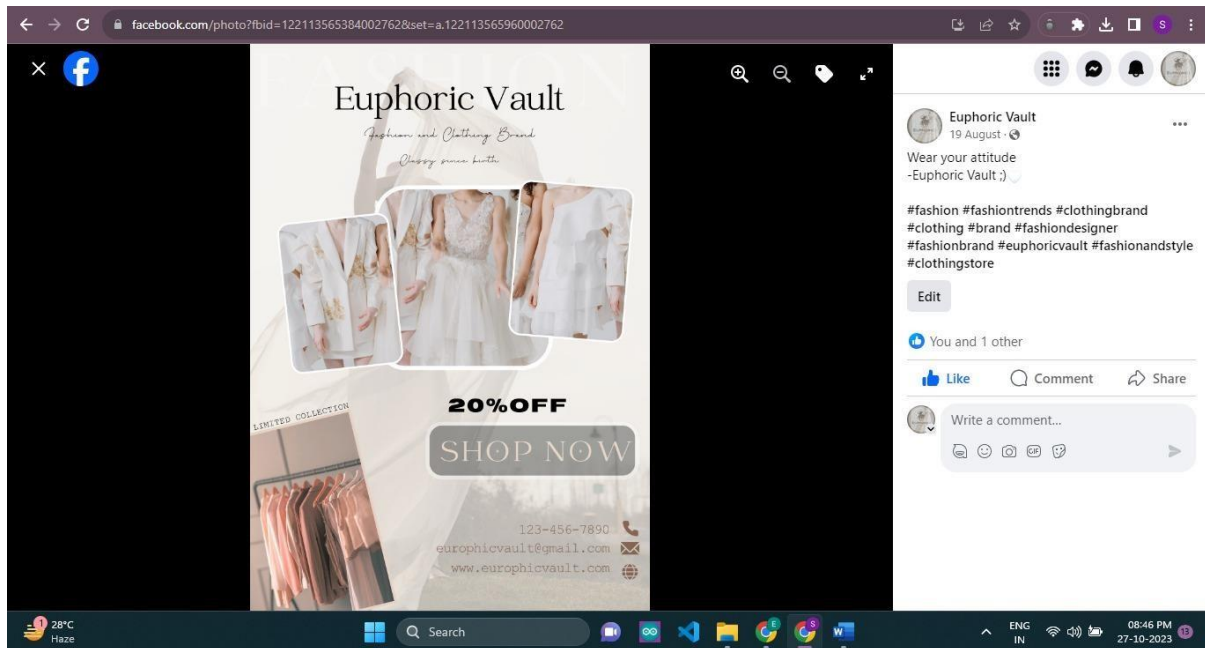
#### BRAND LOGO:



#### FACEBOOK PAGE



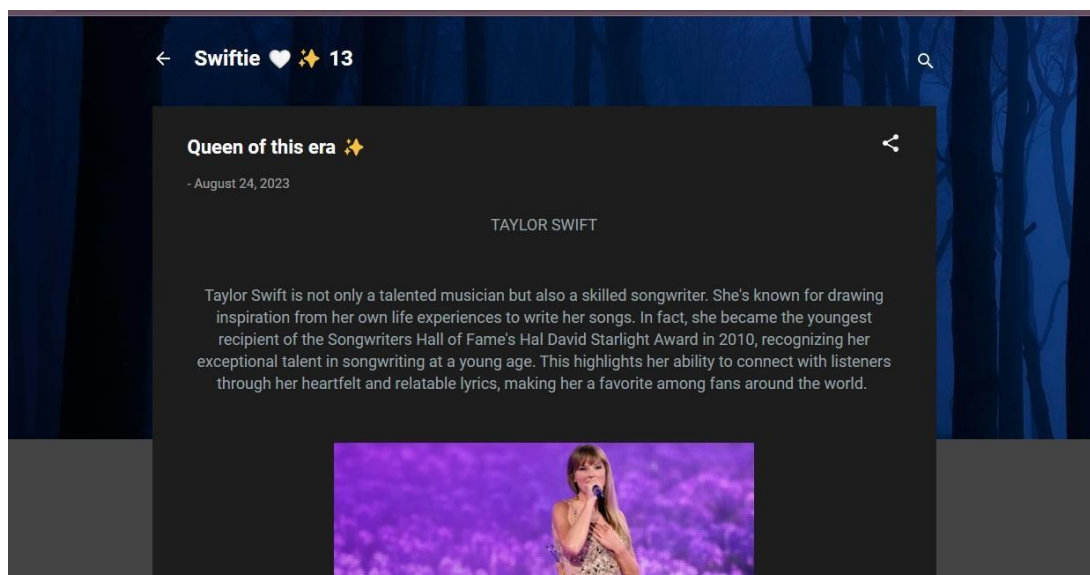




## ASSIGNMENT – 4

### BLOG:

- Select a relevant and interesting topic.
- Gather information and supporting data.
- Use a clear structure, visuals, and a conversational tone.
- Include keywords and links for search visibility.
- Publish, share, engage, and track performance for ongoing improvement

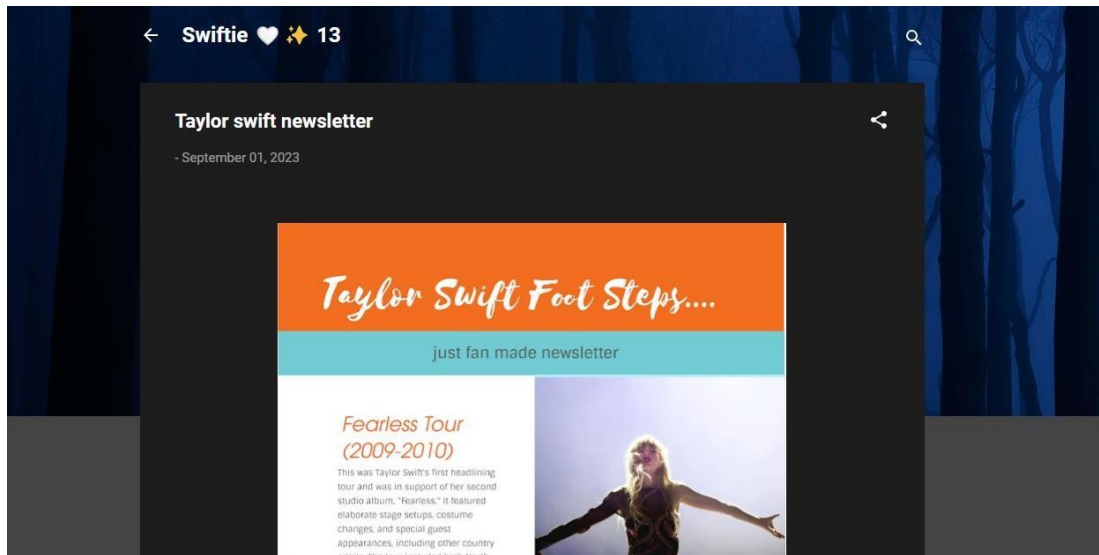


BLOG URL: <https://socalledswiftie13vinisha.blogspot.com/2023/08/queen-of-this-era.html>

## ASSIGNMENT – 5

### EMAIL NEWSLETTER:

- Understand your audience.
- Choose an email marketing tool.
- Create engaging content.
- Use templates, schedule, and send.
- Track performance for future refinements.



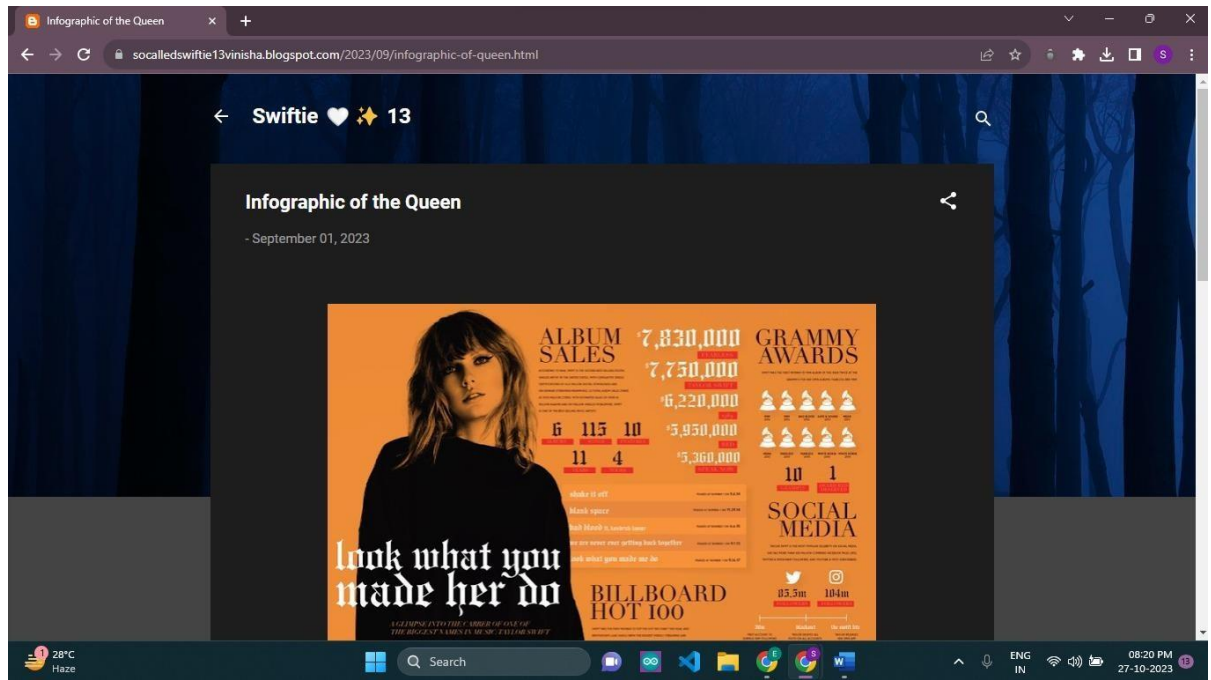
EMAIL NEWSLETTER URL: <https://socalledswiftie13vinisha.blogspot.com/2023/09/taylor-swift-newsletter.html>

## ASSIGNMENT – 6

### INFOGRAPHIC POST:

- Design your infographic.
- Access your Blogger account.
- Create a new blog post and write a title and brief explanation.
- Upload and format your infographic.
- Publish the post and share it on social media.



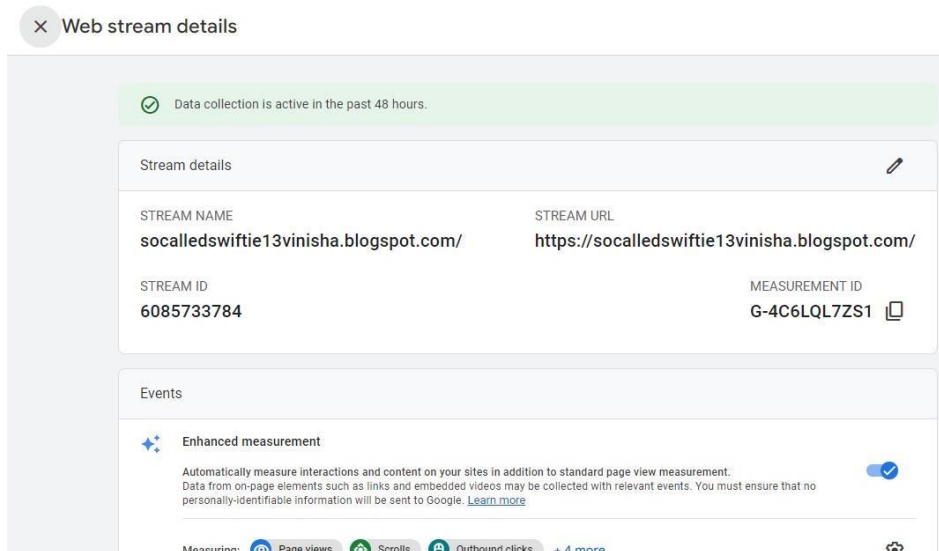


INFOGRAPHIC POST URL:

<https://socalledswiftie13vinisha.blogspot.com/2023/09/infographic-of-queen.html>

### ASSIGNMENT – 7

#### GOOGLE ANALYTICS MEASUREMENT ID:



GOOGLE MEASUREMENT ID: G-4C6LQL7ZS1

STREAM ID: 6085733784