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DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY

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NAAN MUDHALVAN COURSE: DIGITAL MARKETING

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## ASSIGNMENT ON DIGITAL MARKETING

1) Create a blog or website using blogspot and wordpress.  
Customize the theme design and post new article with 500 words.

Blogspot:


<https://arvindmobilez.blogspot.com/>

Blogspot:

<https://wordpress.com/posts/arvind0509.wordpress.com>

**Pre-owned OnePlus mobiles available**

**OnePlus Nord CE 2 Lite 5G:(Pre-owned)**



**Offer Price:** ₹6,499

**Contact:** +91 6383217929 to get your phone

**Specifications Of OnePlus Nord CE 2 Lite 5G (6 GB RAM, 128 GB ROM, Black Dusk)**

**General Features**

BRAND:OnePlus

MODEL NAME:OnePlus Nord CE 2 Lite 5G

MODEL COLOR:Black Dusk

SIM TRAY TYPE:Hybrid Slot (SIM & SIM/microSD)

**Display**

DISPLAY SIZE:6.59 inches (16.74 cm)

PANEL TYPE:LCD Display

SCREEN RESOLUTION:2412 x 1080 pixels

**RESOLUTION TYPE**

REFRESH RATE: 120Hz

OTHER DISPLAY FEATURES: 401ppi

Aspect Ratio: 20:9

Ambient display

Dark mode

**Operating System**

OSBased on Android™ 12

CUSTOM UIOxygenOS

**Processor Details**

PROCESSOR BRAND: Qualcomm

PROCESSOR NAME: Snapdragon™ 695 5G

**PROCESSOR SPEED**

GRAPHICSGPU: Adreno 619

**Memory & Storage**

RAM: 6 GB

INTERNAL STORAGE: 128GB

2) Create a new facebook business page and post one social media poster for your brand.

[https://m.facebook.com/profile.php/id=61550806526815&name=xhp\\_nt\\_fb\\_action\\_open\\_user](https://m.facebook.com/profile.php/id=61550806526815&name=xhp_nt_fb_action_open_user)



The poster features a light blue background with a central image of three smartphones displaying a scenic landscape of a river flowing through a mountain valley. A dark green arrow-shaped banner with the text "Disc 50%" is overlaid on the middle phone. Above the phones, the Arvind Mobilez logo is displayed, consisting of a stylized blue smartphone icon with circuit lines and the text "ARVIND MOBILEZ" in a serif font, with the tagline "#Your Affordable Phone Upgrade Solution" in a script font below it. The phone is flanked by vertical strings of yellow Diwali decorations, including small lanterns and circular motifs. At the bottom, there are colorful fireworks and a red and purple striped Diwali cone. The text "DIWALI SALE" is written in large, bold, dark green capital letters, with "Smartphone 12 GB + 512 GB" in a smaller, dark green font below it. A dark green rounded rectangular button with the text "ORDER NOW" in white capital letters is positioned at the bottom center.

ARVIND MOBILEZ  
#Your Affordable Phone Upgrade Solution

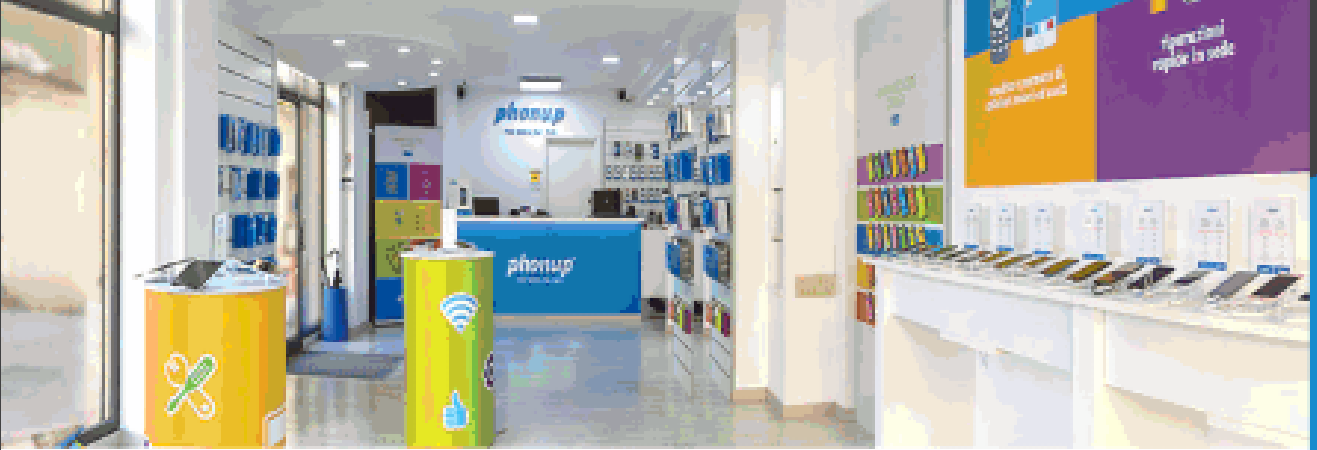
Disc 50%

**DIWALI SALE**  
Smartphone 12 GB + 512 GB

ORDER NOW

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

**INDIA'S FASTEST GROWING PRE-OWNED PHONE COMPANY**



**INVITING FRANCHISE**

**ARVIND MOBILEZ**  
*Your Affordable Phone Upgrade Solution*

**STORES RUNNING SUCCESSFULLY**  
In Gurugram, Bengaluru, Jammu

**REVENUE STREAMS:-**  
New Phones, Pre-owned Smart Phones,  
Phonup Accessories, Mobile Express Repair,  
12 months of warranty, Extended warranty

Complete solution for  
Pre owned smart  
**PHONES &  
EXPRESS  
REPAIR**

**COMING SOON:**  
Kolkata, Patna, Chennai,  
Kanyakumari, Kanpur, Manipur

**Contact number:**  
**+91-6383217929**

**Website Link:**  
<https://arvindmobilez.blogspot.com>

4) Create email newsletter design using Mailchimp or canva tool.

**ARVIND MOBILEZ**  
Your Affordable Phone Upgrade Solution

NEW ARRIVALS  
**SMARTPHONE**

Offer Price:  
**₹6,499/-**  
ONLY

Phone Specifications

- Smooth 120Hz Display
- 64MP AI Triple Camera
- Snapdragon 695 for all day play
- 5000Mah Battery + 33W SUPERVOOC

**SHOP NOW**

[www.arvindmobilez.blogspot.com](http://www.arvindmobilez.blogspot.com)

The advertisement features a black smartphone with a triple camera system, displayed on a white tiered pedestal. The phone's screen shows the text "Never Settle". Four white lines connect the phone to its specifications: the top line points to the display, the second to the camera, the third to the processor, and the fourth to the battery. The background is a solid blue color. In the top left corner is the Arvind Mobilez logo. In the top right corner are four white left-pointing chevrons. In the bottom right corner is a white "SHOP NOW" button. At the very bottom is the website URL. There are also decorative white plus signs in the bottom left and middle right areas.