NAAN MUDHALVAN ASSIGNMENT

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COLLEGE NAME: SENGUNTHAR COLLEGE OF ENGINEERING

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

BLOGGER LINK: https://dimar1.blogspot.com/

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



FACEBOOK LINK: https://www.facebook.com/profile.php?id=61552570816164&mibextid=2JQ9oc

3. Create and design a socialmedia advertisement poster using canva.



ADVERTISEMENT LINK: https://dimar1.blogspot.com/2023/10/digital-marketing_29.html

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

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IGITAL MARKET



DIGITAL MARKETING BECAME POPULAR WITH THE ADVENT OF THE **INTERNET IN THE 1990S**

HOW DIGITAL MARKETING WORKS



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Marketing refers to activities that a company uses to promote its products and services and to improve its market share. To be successful, it requires a combination of advertising serviy, sales, and the ability to deliver goods to end-users. Professionals, known as marketers, take on these tasks either internally at companies or externally at marketing

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As noted above, marketing was traditionally done through print (newspapers and magacines) and broadcast ada (TV and radio). These channels soll exist and are used today. Digital marketing channels have evolved and continue to do so. The following are eight of the most common digital avenues that companies can take to boost their marketing efforts. Keep in mind that some companies may use multiple channels in their efforts.

TYPES OF DIGITAL MARKETING CHANNELS

NEWSLETTER LINK: https://dimar1.blogspot.com/2023/09/newsletter.html