

NAAN MUDHALVAN

ASSIGNMENT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

NM ID : 6B6591BA0E472F79EE44706C0F12E100

NAME : SURESH KUMAR C H

REGISTER NUMBER 110520106337

YEAR : 4TH YEAR

DEPARTMENT : ELECTRONICS AND COMMUNICATION ENGINEERING

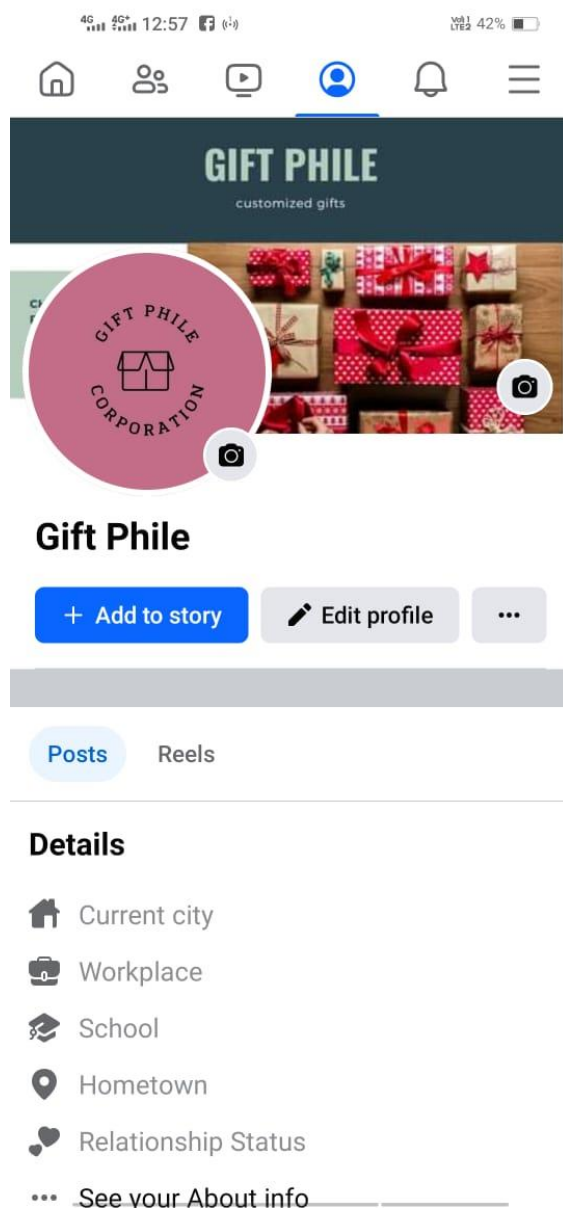
1. Create a blog or website using Blogspot and Wordpress. Customize the theme design and post new article with 500 words.

Link <https://giftphile.blogspot.com/2023/10/gift-phile.html>



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

Link: <https://www.facebook.com/people/Gift-Phile/pfbid02CampMTU53KBRbkkMHDUQxaZfUW2b4Kkb2jBEiqwjMQFaoNrKB9vSf1GancQ1v4J6l/?mibextid=ZbWKwL>



Create and design a social media advertisement poster using canva.



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

Link: https://www.canva.com/design/DAFx9hW-rcQ/CVfJ0yUQ4E7PHVMePdWF2w/view?utm_content=DAFx9hW-rcQ&utm_campaign=designshare&utm_medium=link&utm_source=editor

GIFT PHILE

customized gifts

**CHECK OUT THE
REST OF THIS ISSUE!**

Upcoming product
releases - 3



SHIFTING THE PERSPECTIVE

hurayyyy!!!

Customized or tailor-made gifts are often embellished with a name, photographs, or a short special message that allows people to bestow their thoughts and feelings to their friends and family. Personalized gifts are made over special moments and they will evoke happy memories. They are also symbols of special relationships. Because of this, receivers take your gifts close to their hearts and make them visible for others to admire. The purpose of a personalised gift is to create a meaningful connection between the gift and the recipient. Take the time to understand their likes, hobbies, and passions. Consider their favorite color, sports team, or any other significant aspect of their life.