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COLLEGE : GOVERNMENT COLLEGE OF TECHNOLOGY  
NAAN MUDHALVAN COURSE : DIGITAL MARKETING  
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## ASSIGNMENT ON DIGITAL MARKETING COURSE


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

BLOGSPOTLINK: <https://www.blogger.com/u/1/blog/post/edit/4943291623752803066/1403509787773521689>

Title

Content marketing



Content marketing is the process of planning, creating, distributing, sharing and publishing content via channels such as social media, blogs, websites, podcasts, apps, press release, print publications, and more. The goal is to reach your target audience and increase brand awareness, sales, engagement and loyalty. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what to sell.

2) Create and design a social media advertisement poster using canva.



### 3) Create email newsletter design using Mailchimp or canva tool.

