

## NAAN MUDHALVAN ASSIGNMENT

**NAME : GOKUL B**

**NM ID:2779C507B71EDF78940434FAB76FB25A**

**COLLEGE CODE : 6122**

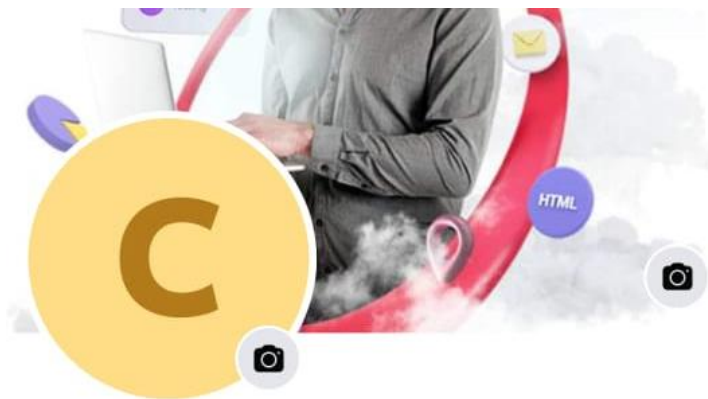
**COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING**

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

### **BLOGGER LINK:**

[https://marketfandom.blogspot.com/2023/09/digital-marketing\\_12.html](https://marketfandom.blogspot.com/2023/09/digital-marketing_12.html)

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



### **cricket fandom**

*This tells about the cricket team list and the other related tournaments currently conducted*

+ Add to story

📣 Promote

📊 See dashboard

...

**How healthy is your Page?**



*Complete these actions to keep improving cricket*

**FACEBOOK LINK :**

<https://www.facebook.com/profile.php?id=61552973219264&mibextid=ZbWKwL>

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



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

# Embrace Timeless Elegance with MODERN MARKETING

## Trends of Digital Marketing

**SOCIAL MEDIA MARKETING:** Social media marketing helps companies increase brand awareness, engage with customers, and direct traffic to the company website. It is a great tool to keep customers informed about the latest news, products, or services.

**MOBILE MARKETING:** Mobile marketing includes mobile banner ads, SMS messaging, push notifications, in-app ads, QR codes, and more.

**CONTENT MARKETING:** Content marketing helps attract, nurture, inform, and entertain potential customers to earn their trust and loyalty. Content marketing can also serve as inbound marketing when scaled effectively. It can be in the form of blog posts, videos, and infographics.

**SEARCH ENGINE OPTIMIZATION:** Search engine optimization (SEO) increases a website's visibility in search results, bringing in more traffic and conversions. SEO is a great channel for creating brand authority and targeting the right audience.

**EMAIL MARKETING:** Email marketing is one of the best ways to attract and nurture new and existing customers, sharing timely and relevant information.

