

DIGITAL MARKETING ASSIGNMENT



BE – Computer Science and Engineering
Vivekanandha College of Technology for Women
Namakkal - 637205

NM id: 88EEBCE7E5E5726AE94430D1A6907BB2

Submitted By:

DHANASREE S

AU613020104014

☐ **BRAND NAME:**

Paperback adventures

☐ **LOGO:**



☐ **CATEGORY:**

Book selling

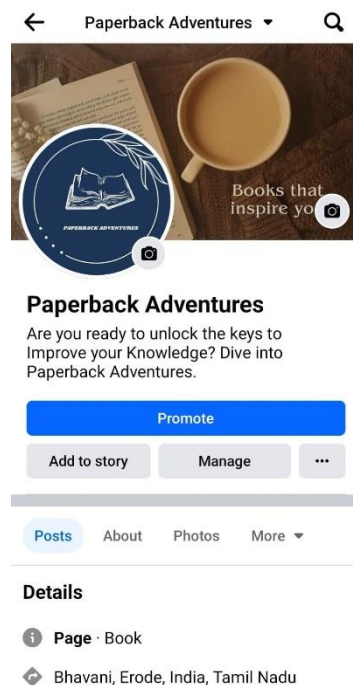
1. Create a blog or website using Blogspot and WordPress.

Blogspot: <https://paperbackadventurebooks.blogspot.com/>

WordPress: <https://paperbackadventures7.wordpress.com/2023/10/29/paperback-adventures/>

2. Create a New Facebook Business Page and Post one social media poster

BusinessPagelink: <https://www.facebook.com/profile.php?id=61551168510863&mibextid=ZbWKwL>



Social media Poster:



3. Social media advertisement poster using Canva



4. Email newsletter using MailChimp or Canva

