

NAAN MUDHAVAN

ASSIGNMENT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

NM ID : 1DB9BD359D8BD69A0174EF1D29750B94

NAME : NISHA G

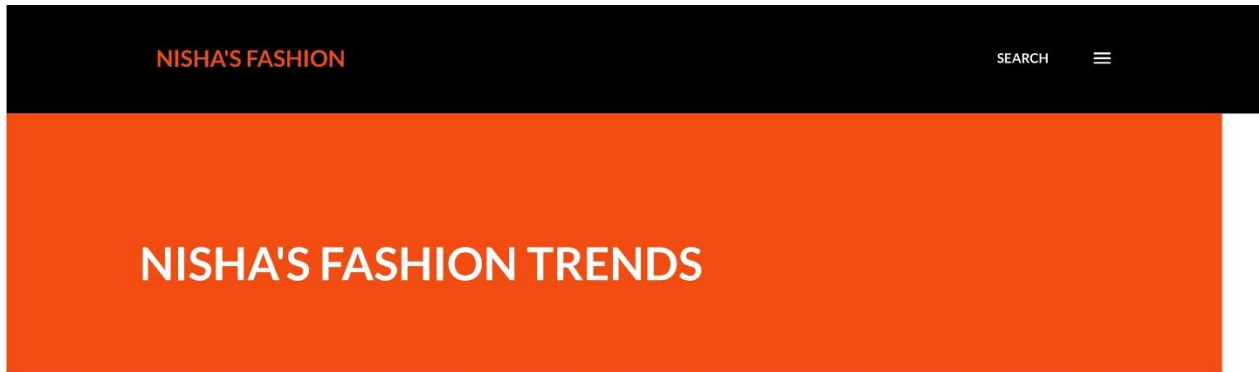
REGISTER NUMBER : 110520106010

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://nishafashiontrendz.blogspot.com/2023/08/nishas-fashion-trends.html>



August 28, 2023

HELLO EVERYONE,
BEST SERVICES TO THE CUSTOMER

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1. **Custom Clothing Creation:**

Design and create custom dresses, suits, blouses, skirts, and other garments according to customers' preferences, measurements, and style choices.

2. **Alterations and Repairs:**

Offer alteration services to modify the fit and style of pre-existing garments.

Repair damaged clothing, replace zippers, fix seams, and mend tears.

3. **Bridal and Formal Wear:**

Design and craft bridal gowns, bridesmaid dresses, and other formal attire for special occasions.

Provide fittings, alterations, and consultations for wedding attire.

4. **Tailoring for Special Occasions:**

Create outfits for events such as parties, proms, and galas, catering to specific themes and styles.

5. **Pattern Making and Prototyping:**

Develop custom patterns from scratch, ensuring unique and personalized clothing.

Create prototypes to visualize and adjust designs before finalizing.

6. Embroidery and Embellishments:

Add intricate embroidery, sequins, beads, and other embellishments to enhance garments.

Offer embroidery services for personalizing items such as monograms.

7. Consultations and Styling Advice:

Provide fashion consultations to guide customers in choosing styles that suit their body type and preferences.

Offer advice on color combinations, fabric choices, and overall aesthetics.

8. Repurposing and Upcycling:

Transform old or unused clothing into new, stylish pieces through creative repurposing techniques.

Convert garments into different styles or items, such as turning a dress into a skirt.

9. Matching Accessories:

Recommend and create complementary accessories like scarves, belts, and shawls that pair well with customers' outfits.

10. Dress Rentals:

Offer a selection of dresses and outfits for rent, particularly for occasions where customers may not want to purchase a new outfit.

11. Children's Clothing:

Design and sew children's clothing, including dresses, suits, and casual wear.

12. Fashion Workshops and Classes:

Organize workshops and classes to teach sewing, tailoring, and fashion design skills to customers interested in DIY projects.

13. Measuring and Fittings:

Provide accurate measuring and fitting sessions to ensure the perfect fit for all garments.

14. Online Orders and Shipping:

Facilitate online orders and remote consultations, allowing customers to receive tailor-made clothing even if they can't visit your shop in person.

15. Plus-Size Tailoring:

Specialize in offering tailored clothing for plus-size customers, ensuring a comfortable and flattering fit.

16. Traditional and Cultural Attire:

Create traditional, ethnic, or cultural attire that reflects customers' heritage and preferences.

17. Sustainable Practices:

Use eco-friendly fabrics and promote sustainable practices such as reducing fabric waste and recycling materials.

18. Customer Loyalty Programs:

Offer discounts, promotions, or loyalty rewards to encourage repeat business from satisfied customers.

19. Wedding Dress Preservation:

Provide services to clean, repair, and preserve wedding dresses to maintain their quality over time.

20. Collaborations and Fashion Shows:

Collaborate with local designers, boutiques, and fashion events to showcase your work and expand your reach.

By offering a combination of high-quality craftsmanship, personalized designs, and excellent customer service,

ladies' tailoring shop can create a loyal customer base and establish itself as a go-to destination for unique and stylish clothing solutions. Keep up with fashion trends, stay adaptable to customer preferences, and continuously improve our skills to thrive in the competitive fashion industry.

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September 04, 2023

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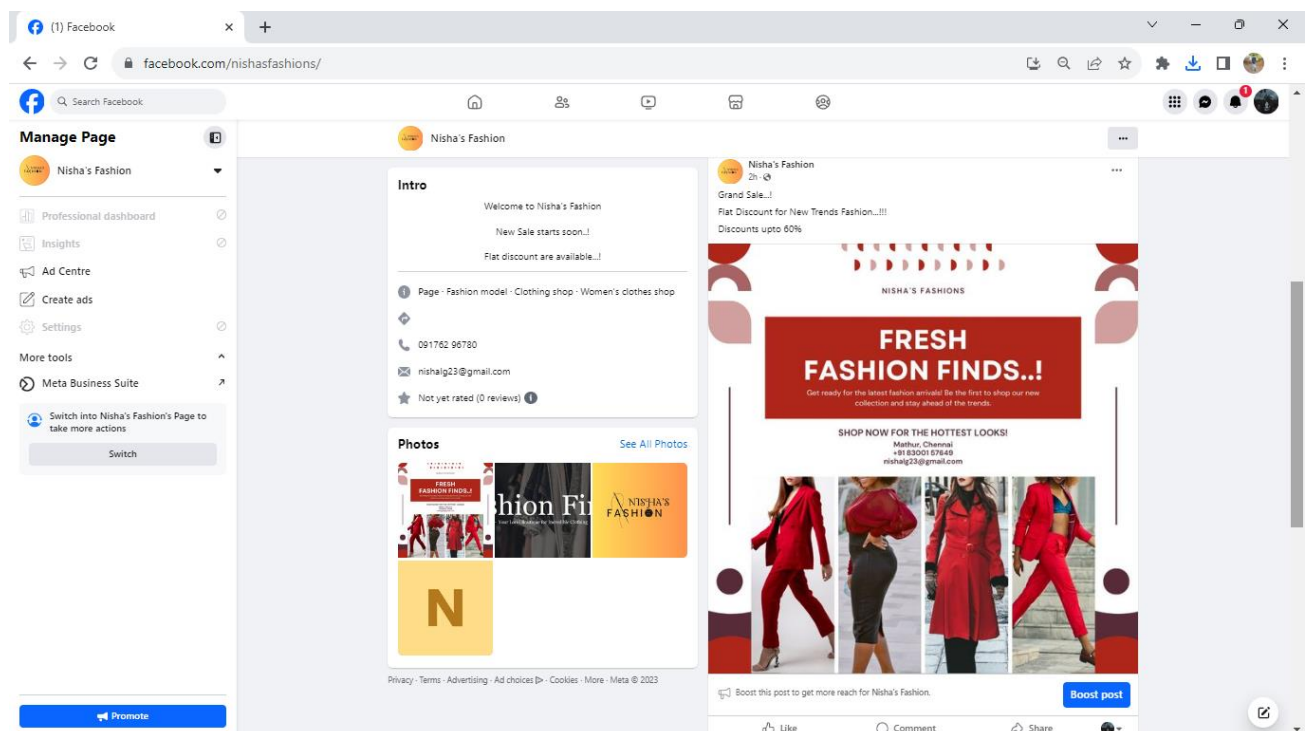
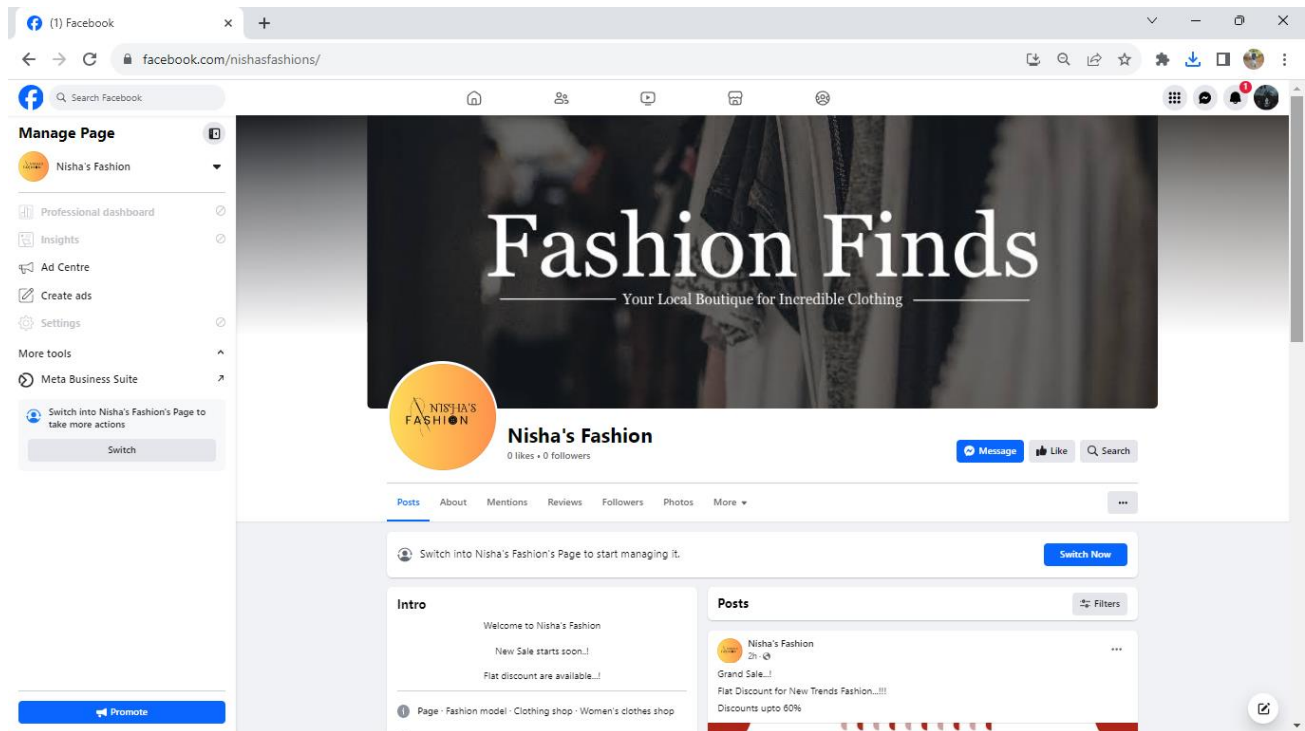
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2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: <https://www.facebook.com/nishasfashions/>



(1) Facebook

facebook.com/nishasfashions/

Search Facebook

Manage Page

Nisha's Fashion

Professional dashboard

Insights

Ad Centre

Create ads

Settings

More tools

Meta Business Suite

Switch into Nisha's Fashion's Page to take more actions

Switch

Nisha's Fashion

Intro

Welcome to Nisha's Fashion

New Sale starts soon..!

Flat discount are available..!

Page · Fashion model · Clothing shop · Women's clothes shop





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Not yet rated (0 reviews)

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Boost this post to get more reach for Nisha's Fashion.

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Nisha's Fashion updated their profile picture.

2 h ·



See Insights

Create Ad

Like

Comment

Share

Write a comment...

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

NISHA'S FASHIONS

FRESH FASHION FINDS..!

Get ready for the latest fashion arrivals! Be the first to shop our new collection and stay ahead of the trends.

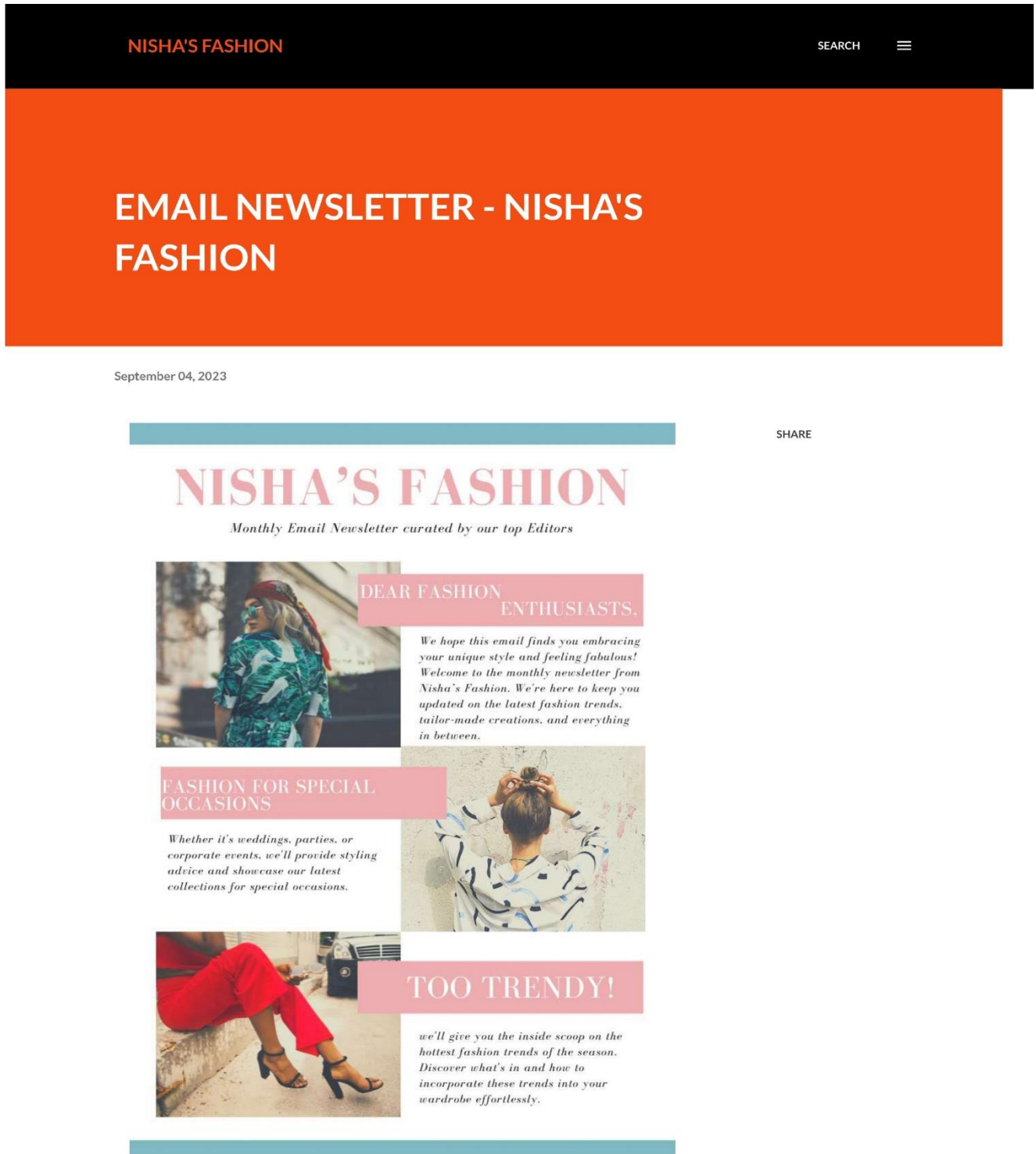
SHOP NOW FOR THE HOTTEST LOOKS!

Mathur, Chennai
+91 83001 57649
nishalg23@gmail.com



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

Link: <https://nishafashiontrendz.blogspot.com/2023/09/email-newsletter-nishas-fashion.html>





CUSTOMIZABLE

Explore our showcase of tailor-made creations that have left our customers feeling like runway stars. From bespoke suits to elegant gowns, we bring your fashion dreams to life.

Our fashion experts will share their insights on dressing for success, building a versatile wardrobe, and staying stylish all year round.

BEHIND THE SEAMS

Get to know our team of talented tailors and designers who work tirelessly to make your fashion dreams come true. Learn about their creative process and dedication to craftsmanship.



STAY WITH US

Thank you for choosing our fashion to be your style partner. We're committed to helping you look and feel your best every day. Keep being fabulous!

Best regards,

NISHA.G
Nisha's Fashions

Blogger link: <https://nishafashiontrendz.blogspot.com/2023/08/nishas-fashion-trends.html>

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