

# **NAAN MUDHAVAN**

## **ASSIGNMENT DOCUMENT**

**COURSE TITLE** : DIGITAL MARKETING

**COLLEGE CODE** 1105

**COLLEGE NAME** : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

**NM ID** : 445D7708D401D6F89684C91AFD22C748

**NAME** : KOWSALYA S

**REGISTER NUMBER** 110520106901

**YEAR** : 4<sup>TH</sup> 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://kowsalyabakery.blogspot.com/2023/10/kowsalya-bakery.html>

kowsalya Bakery

## KOWSALYA BAKERY

on October 29, 2023



KOWSALYA BAKERY



Welcome to the delightful world of Kowsalya Bakery, where passion, tradition, and flavor come together to create a culinary experience that's second to none. With a legacy spanning decades, Kowsalya Bakery has been the go-to destination for scrumptious treats and savory delights that will tantalize your taste buds and warm your heart. In this blog, we'll take you on a journey through the delectable offerings and the rich history of Kowsalya Bakery.

Signature Delights:

1. Freshly Baked Breads: Kowsalya Bakery is renowned for its freshly baked bread. From soft and fluffy white loaves to hearty whole-grain varieties, you'll find the

## kowsalya Bakery

2. Delectable Pastries: Indulge in a world of pastries, from flaky croissants to mouthwatering Danish pastries. Whether you're craving a chocolate or a fruit-filled delight, Kowsalya Bakery has you covered.

3. Cakes for Every Celebration: No celebration is complete without a cake from Kowsalya Bakery. Their cakes are not only visually stunning but also incredibly delicious. Whether it's a birthday, anniversary, or just a sweet craving, their cake selection will leave you spoilt for choice.

4. Savory Snacks: For those who prefer savory over sweet, Kowsalya Bakery offers a range of savory snacks. Try their delectable puff pastries, samosas, and savory tarts for a quick and satisfying treat.

5. Customized Treats: Kowsalya Bakery takes customization to the next level. You can order personalized cakes and pastries for special occasions, ensuring your treats are as unique as your celebrations.

Kowsalya Bakery is a treasure trove of culinary delights, where tradition and flavor merge to create unforgettable experiences. Whether you're stopping by for your daily bread or celebrating life's milestones with a custom cake, Kowsalya Bakery has something for everyone. Join the ranks of satisfied customers and experience the magic of Kowsalya Bakery for yourself. Indulge, celebrate, and savor every bite – because at Kowsalya Bakery, every treat is a celebration.





 Powered by Blogger

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

Link: <https://www.facebook.com/profile.php?id=61553097322520>

This screenshot shows the Facebook Business Page for 'Kowsalya bakery'. The page is viewed from a desktop browser. On the left, the 'Manage Page' sidebar is visible, containing links to the Professional dashboard, Insights, Ad Centre, Create ads, Settings, and Meta Business Suite. The main content area features a large cover photo of various pastries and a profile picture of the bakery's logo. The page name 'Kowsalya bakery' is displayed with 0 likes and 0 followers. Below the cover photo, there are tabs for Posts, About, Mentions, Reviews, Followers, Photos, and More. A 'Promote' button is visible in the top right corner. The Windows taskbar at the bottom shows the system clock as 01:58 PM on a mostly sunny day.

This screenshot shows a Facebook post from 'Kowsalya bakery' with a pink background and various bakery items. The post includes the bakery's logo and a list of products: Cakes, Cookies, Chocolates, Pies, Cupcakes, Donuts, and 'and so much more!'. It also provides the address '123 Anywhere St., Any City, ST 12345' and a welcome message. The post is dated '1 m' (1 month) ago. The Windows taskbar at the bottom shows the system clock as 01:59 PM on a mostly sunny day.

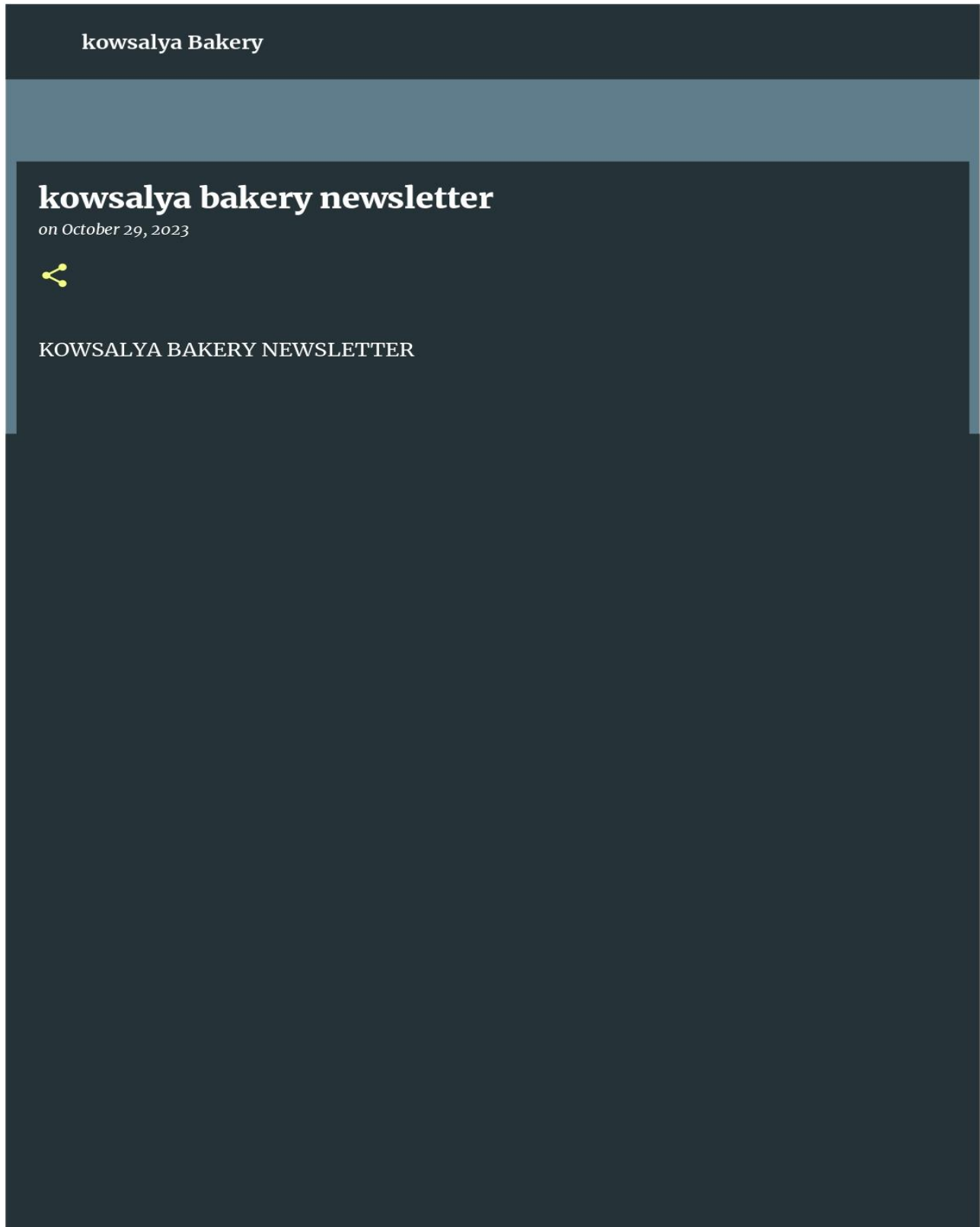


3.Create and design a social media advertisement poster using canva.



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

Link: <https://kowsalyabakery.blogspot.com/2023/10/kowsalya-bakery-newsletter.html>



# Journey Through the World of cakes & bakes



## 01 CAKES

Cakes in different sizes and flavors, including layer cakes and sheet cakes. We make a delicious cakes like Caramel cake, Apple cake, Chocolate cake, Coca cola cake, Death of Chocolate & so on.....



## 02 ROLLS & BUNS

Varieties of rolls and buns used for sandwiches, burgers, and other purposes. The specific type of roll or bun used can significantly impact the taste and texture of the final dish.





### 03 COOKIES

Experience the artistry of chocolate cookies, where tradition meets innovation. These chocolate cookies are expertly crafted using premium ingredients, resulting in a harmonious balance of flavors that will whisk you away on a mouthwatering journey to the heart.



### 04 FRENCH CHOCOLATE

Indulge in the refined elegance of French chocolate. Delicate and sophisticated, these chocolates are known for their smooth ganache fillings and beautiful hand-painted designs. Each bite is a true masterpiece.

Now, you can enjoy a variety of the  
finest cakes and bakes from  
around the world at our store.

Get special  
prices.

Order Now

[www.kowsalyabakehouse.com](http://www.kowsalyabakehouse.com)

+123-456-7890





 Powered by Blogger

