

ASSIGNMENT – DIGITAL MARKETING

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DATE	20-10-2023

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

Link: <https://bbbrandclothing.blogspot.com/2023/08/women-fashion.html>

The screenshot shows the Blogger dashboard for a blog named 'Butterfly Boutique'. The interface includes a left sidebar with navigation options: Posts, Stats, Comments, Earnings, Pages, Layout, and Theme. The main content area displays a list of three posts under the 'All (3)' filter. The first post is 'Infographics- Types of dress look', published on Sep 1, with 8 likes. The second post is 'Email newsletter- New arrival', published on Sep 1, with 4 likes. The third post is 'Women fashion', published on Aug 25, with 0 likes. A 'MANAGE' button is visible in the top right corner of the post list. The browser's address bar shows the URL 'blogger.com/u/1/blog/posts/6618864746174802605?pli=1#create'. The Windows taskbar at the bottom shows the date as 22-10-2023 and the time as 11:57.

Blogger: Posts

Search posts

Butterfly Boutique

+ NEW POST

Posts

Stats

Comments

Earnings

Pages

Layout

Theme

All (3)

MANAGE

Infographics- Types of dress look

Published • Sep 1

Women fashion

0 8

Email newsletter- New arrival

Published • Sep 1

Women fashion

0 4

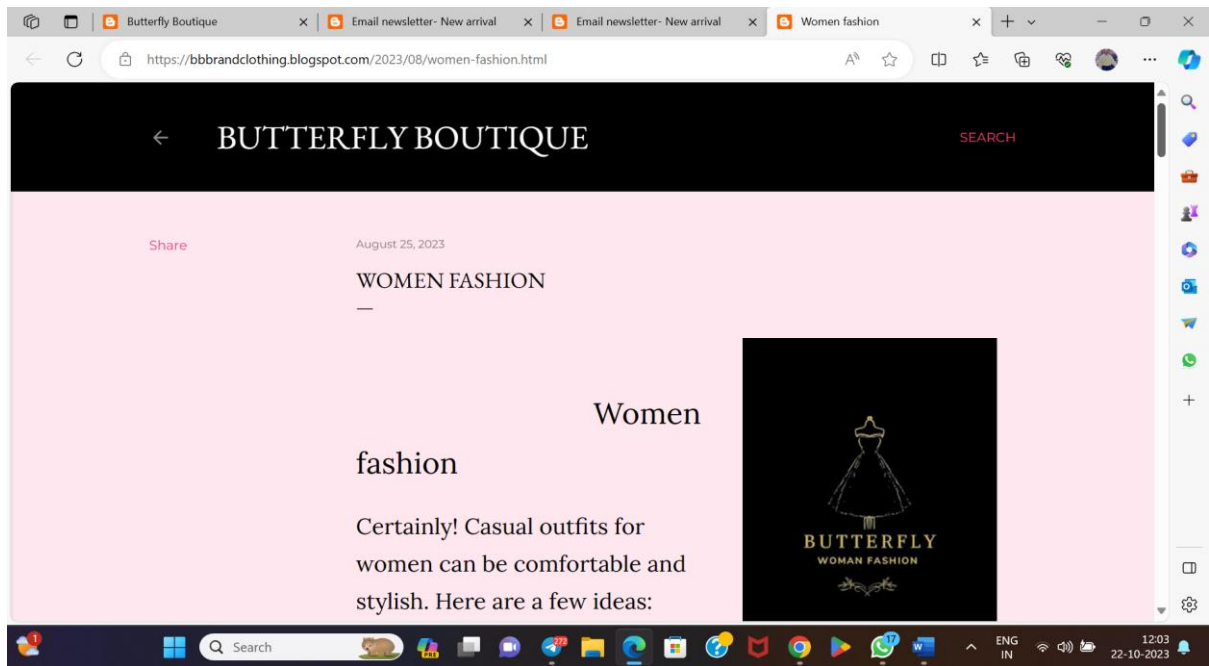
Women fashion

Published • Aug 25

Women fashion

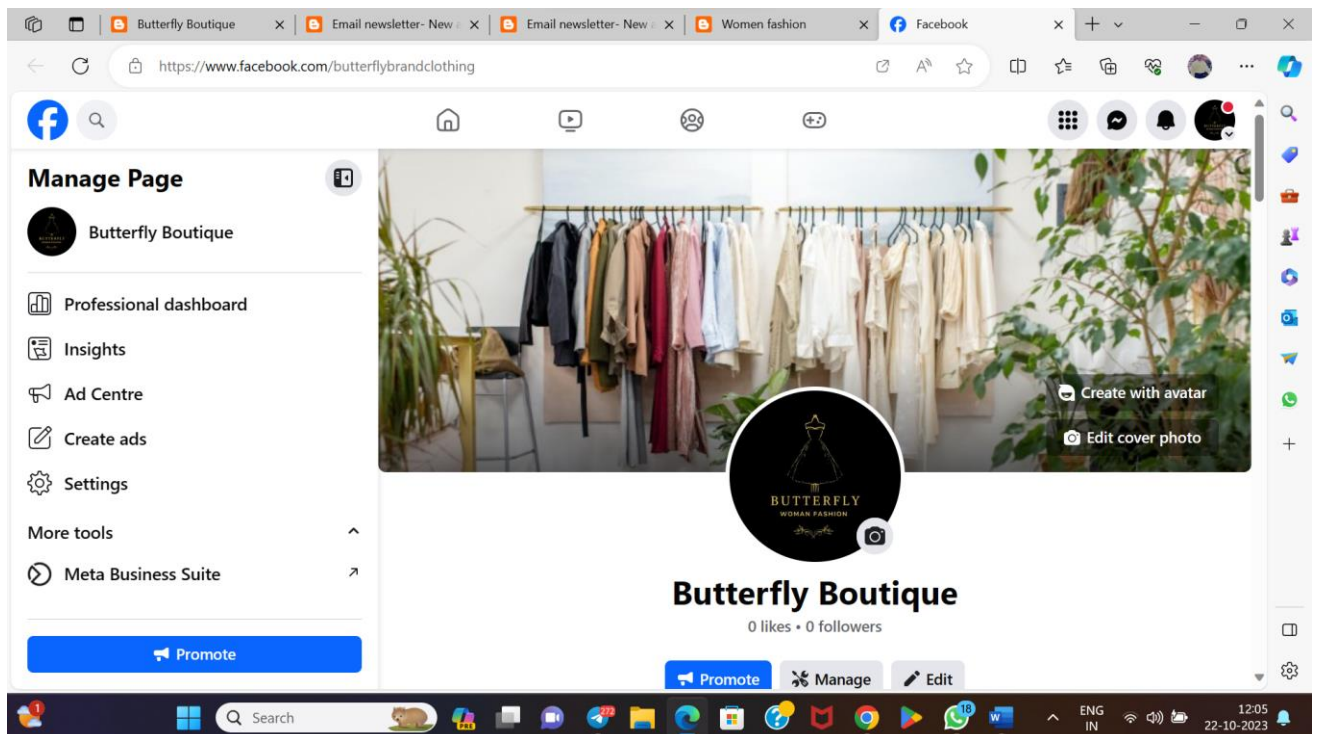
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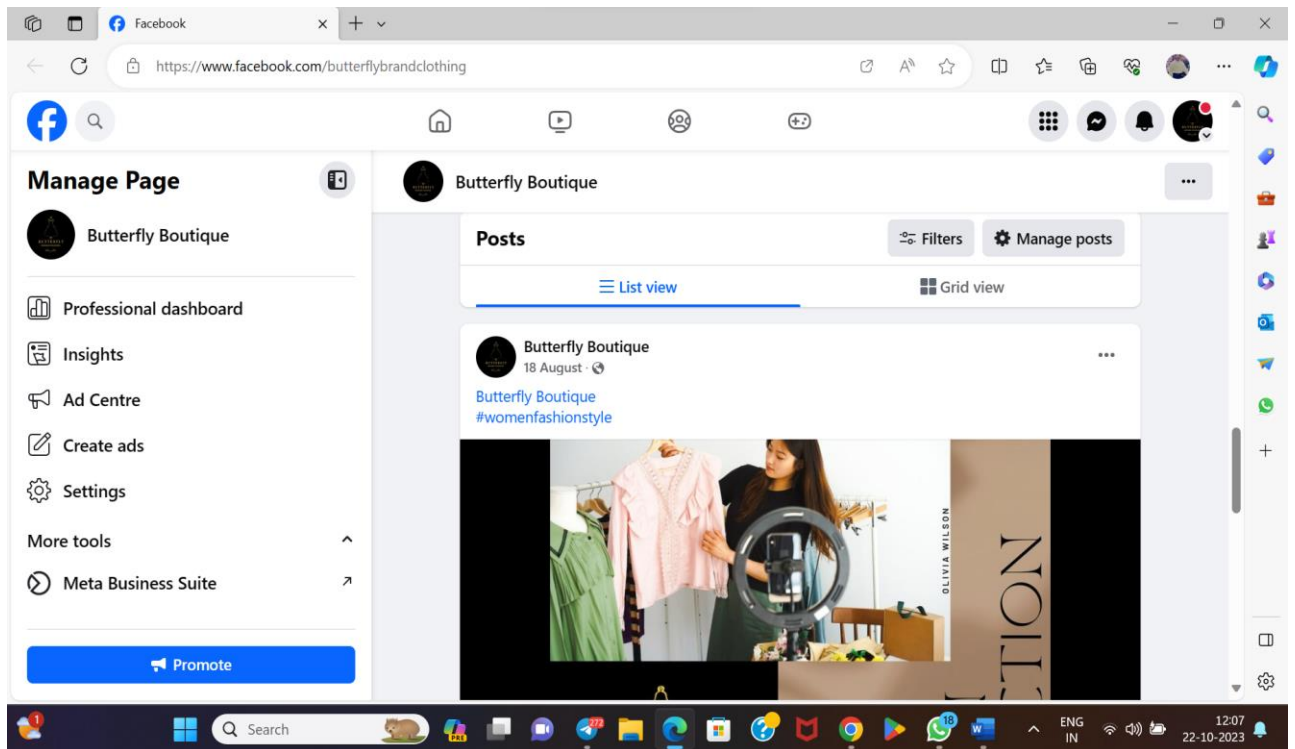
11:57 22-10-2023



2. Create a new facebook page and post one social media poster for your brand

Link: <http://www.facebook.com/butterflybrandclothing>





3. Create a social media advertisement poster using canva

Link : <https://www.canva.com/design/DAFr4n8Ko0c/sjK36lZokSc-BFTP8tScBQ/edit>



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

Link: <https://bbbrandclothing.blogspot.com/2023/09/email-newsletter-new-arrival.html>

The image shows a Blogger dashboard on the left and a live preview of an email newsletter on the right.

Blogger Dashboard:

- Header: "Blogger: Posts" with a search bar and a "Search posts" button.
- Left sidebar: "Butterfly Boutique" with a "NEW POST" button and a list of menu items: Posts, Stats, Comments, Earnings, Pages, Layout, and Theme.
- Main content area: "All (3)" showing three posts:
 - "Infographics- Types of dress look" published Sep 1, categorized "Women fashion", with 8 likes.
 - "Email newsletter- New arrival" published Sep 1, categorized "Women fashion", with 4 likes.
 - "Women fashion" published Aug 25, categorized "Women fashion", with 0 likes.

Email Newsletter Preview:

- Header: "BUTTERFLY BOUTIQUE" with a "SEARCH" button.
- Content area: "EMAIL NEWSLETTER- NEW ARRIVAL" dated "September 01, 2023". The text reads: "Butterfly women fashion New collection!".
- Image: A preview of the email newsletter design, featuring a "Butterfly women fashion NEW ARRIVAL!" banner with a "CHECK OUT" button and three product images.