

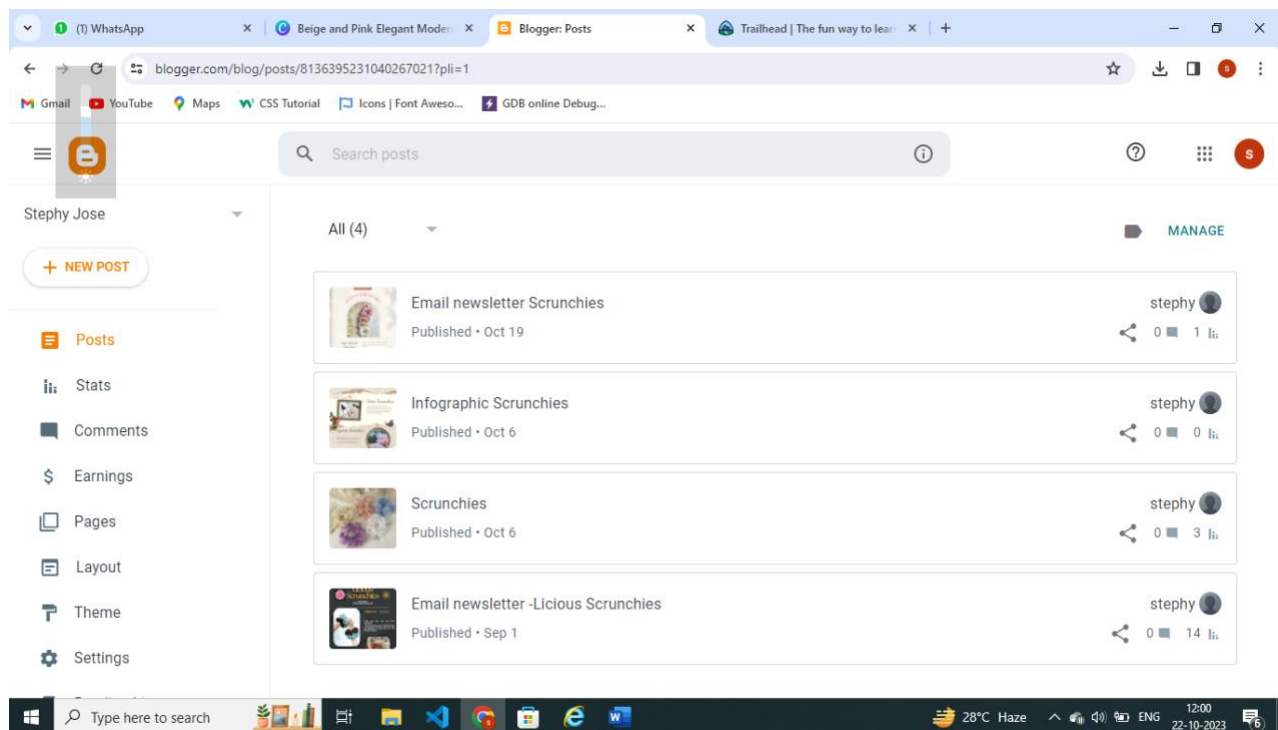
## ASSIGNMENT - DIGITAL MARKETING

Reg No	962820106033
NAME	STEPHY JOSE S
NM ID	B0EE9A37781F6A998EE414D295168CD1
Date	20-10-2003

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

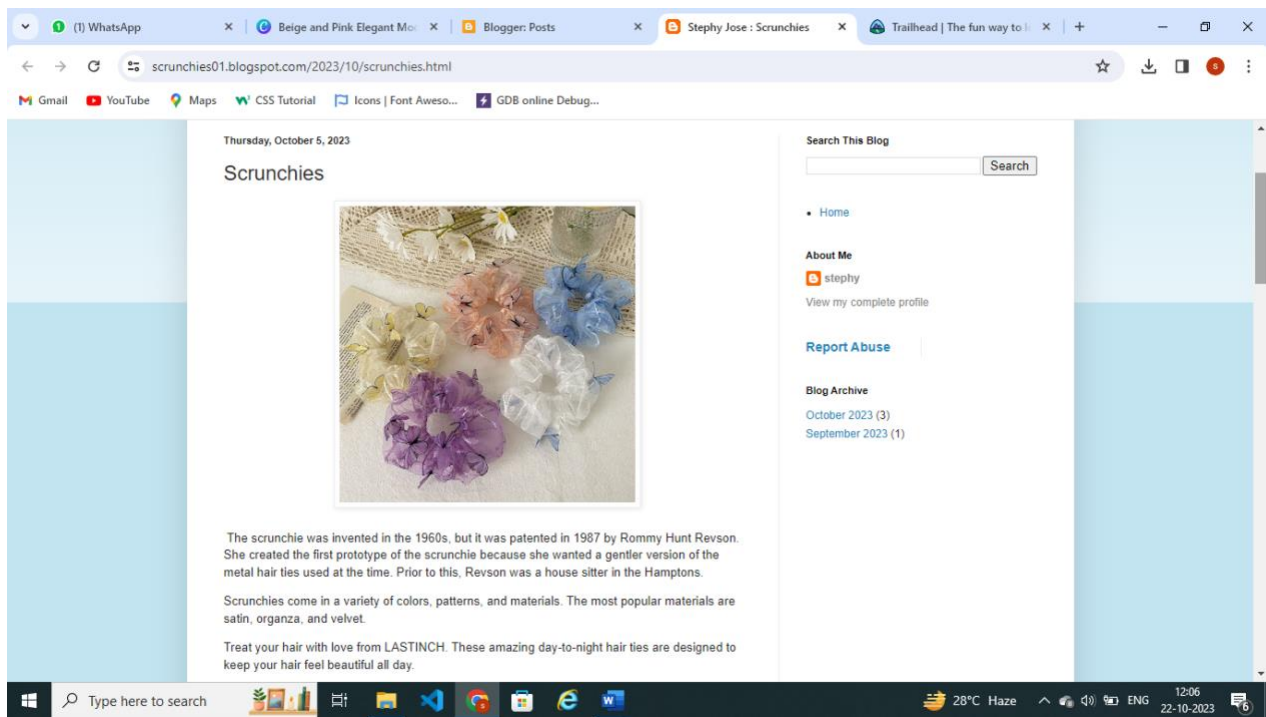
Link:

<https://scrunchies01.blogspot.com/?m=1>



Link:

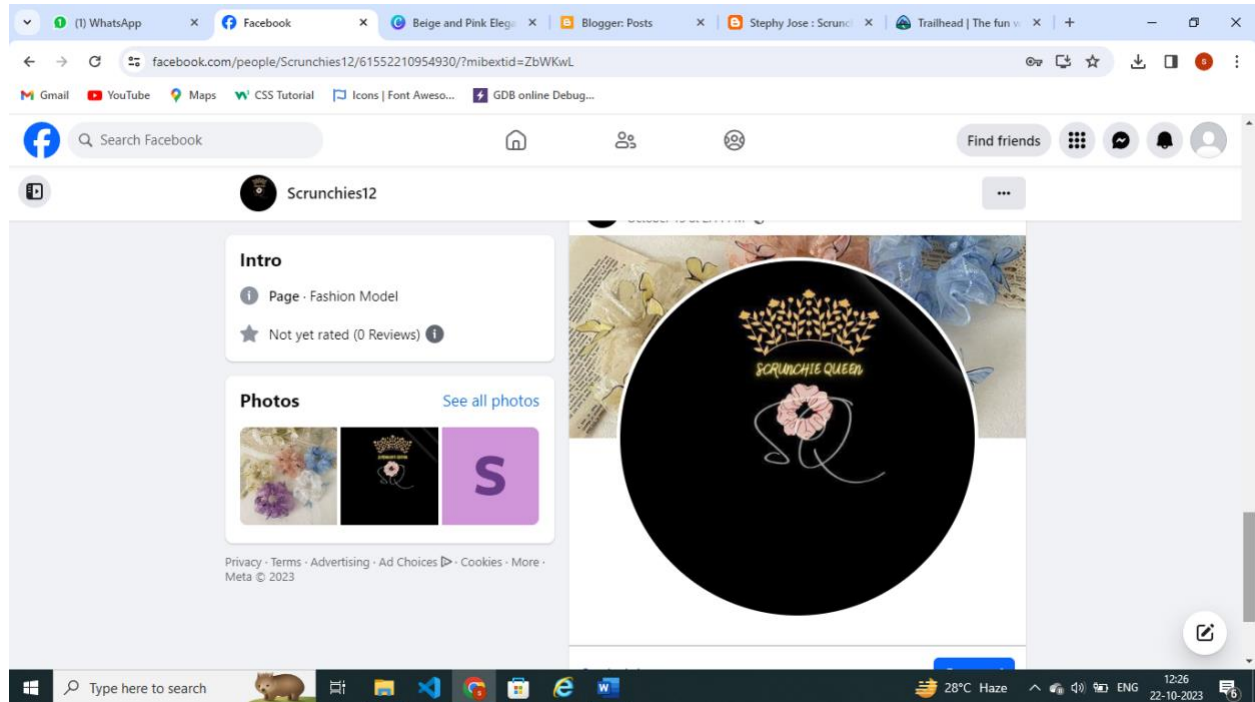
<https://www.blogger.com/u/1/blog/post/edit/preview/8136395231040267021/7979812758519903950>



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

<https://www.facebook.com/profile.php?id=61552210954930&mibextid=ZbWKwL>

The screenshot displays a Facebook profile for 'Scrunchies12'. The cover photo features a collection of colorful scrunchies (yellow, orange, blue, purple) arranged on a surface with a butterfly pattern. The profile picture is a circular logo with a flower and the text 'Scrunchies12'. The page name 'Scrunchies12' is prominently displayed, along with '0 likes • 0 followers'. Navigation tabs for 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', 'Photos', and 'More' are visible. Below the profile information, the 'Intro' section identifies the page as a 'Page · Fashion Model' with 'Not yet rated (0 Reviews)'. A 'Photos' section shows three thumbnail images. A large video player is featured, showing a scrunchie with the text 'freal your hair with love from SCRUNCHIES' and a 'SHOP NOW' button. At the bottom, there is a 'Boost post' option with a cost of ₹586.



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

Link: [https://www.canva.com/design/DAFx-DS1r7Q/ulIUUyW2lkeHW6orue638A/view?utm\\_content=DAFx-DS1r7Q&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAFx-DS1r7Q/ulIUUyW2lkeHW6orue638A/view?utm_content=DAFx-DS1r7Q&utm_campaign=designshare&utm_medium=link&utm_source=editor)



## Licious Scrunchies

They are made of  
high quality  
fabrics and are  
super comfy to  
wear!

Shop now!



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

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

Link: <https://scrunchies01.blogspot.com/2023/10/email-newsletter-scrunchies.html?m=1>

