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DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY
COLLEGE : GOVERNMENT COLLEGE OF TECHNOLOGY
NAAN MUDHALVAN COURSE: DIGITAL MARKETING
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ASSIGNMENT ON DIGITAL MARKETING

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

Blogspot:

<https://praneshone8.blogspot.com/>

Wordpress:

<https://puma8397.wordpress.com/2023/10/30/puma-the-iconic-sportswear-brand/>

Introduction.

In today's world, pets have become an integral part of our families, and as pet owners, we strive to provide them with the best care and pampering possible. This growing trend has given rise to luxury pet shops that cater to the unique needs and desires of pet parents. From designer accessories to gourmet treats, these upscale establishments are redefining the pet shopping experience.

1. Exclusive Designer Collections:

Luxury pet shops offer a wide range of exclusive designer collections that allow pets to strut their stuff in style. From luxurious collars adorned with Swarovski crystals to custom-made outfits crafted from high-quality materials, these boutiques ensure that pets are always fashion-forward.

2. Gourmet Delights:

Pet owners who want to indulge their furry friends with delectable treats need look no further than luxury pet shops. These establishments

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

<https://www.facebook.com/photo/?fbid=122112030758085991&set=a.122112031058085991>





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



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

PUMA. OUR STORY IS ON THE BOX.

It's a strong statement — Puma is quality. And because we mean it, because we believe in it, because we can back it up, we put that claim on every box. When professional Guillermo Vilas wanted a great shoe, he chose Puma. We put his name on the shoe he selected — the Vilas Pro. Made of full grain leather with tough, natural rubber sole, this outstanding shoe provides the comfort, performance and durability tennis players expect and appreciate. So go to your favorite sporting goods store today and look for our claim on the box. Puma is quality. We stand on it.



PUMA

PUMA is quality

... denn macht's mit Qualität

PUMA