

NAAN MUDHALVAN

ASSIGNMENT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

NM ID : 6091A10FEBC70B1B2794228343078165

NAME : INDHUMATHI R

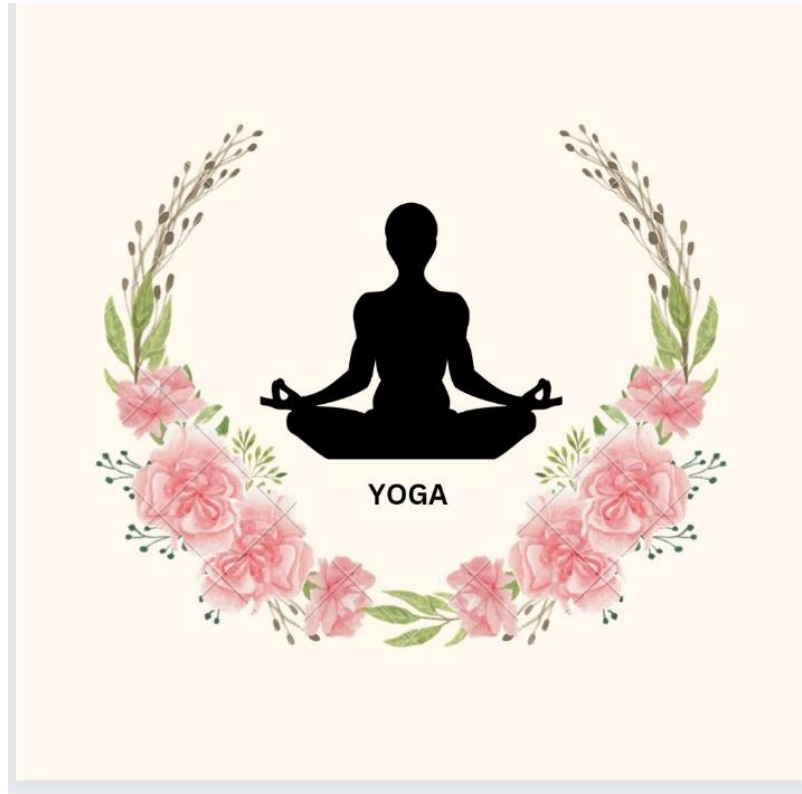
REGISTER NUMBER : 110520106315

YEAR : 4TH YEAR

DEPARTMENT : ELECTRONICS AND COMMUNICATION ENGINEERING

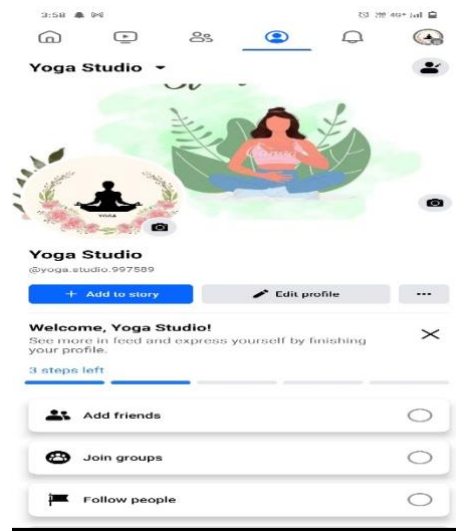
1. Create a blog or website using Blogspot and Wordpress. Customize the theme design and post new article with 500 words.

Link: <https://kriyayoga21.blogspot.com/2023/10/welcome-yoga-studio.html>



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

Link: <https://www.facebook.com/yoga.studio.997589?mibextid=ZbWKwL>

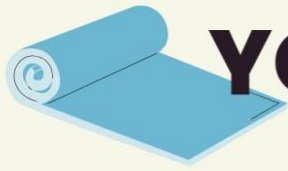


3. Create and design a social media advertisement poster using canva.

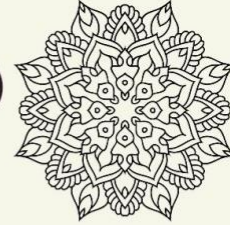


4.Create email newsletter design using MailChimp or canva tool.

Link: https://kriyayoga21.blogspot.com/2023/10/newsletter-email_21.html



YOGA STUDIO



Physical Health: Yoga can improve flexibility, strength, and balance. It can also help with posture and alignment, reducing the risk of injuries.

Stress Reduction: Yoga incorporates mindfulness and deep breathing, which can reduce stress and promote relaxation. It can also lower cortisol levels, the stress hormone.

Mental Clarity: Yoga enhances mental focus and clarity. Regular practice can help with better decision-making and problem-solving.

Emotional Well-being: It can improve mood and help with symptoms of anxiety and depression. Yoga encourages self-awareness and self-acceptance.

Pain Management: Many people find relief from chronic pain conditions, such as back pain, through yoga.



Yoga is a physical, mental, and spiritual practice that originated in ancient India. It involves a combination of physical postures, breathing exercises, meditation, and ethical principles. Yoga is often used for improving physical health, flexibility, and strength, as well as promoting relaxation and mental well-being. There are various styles of yoga, including Hatha, Vinyasa, Ashtanga, and more, each with its own focus and approach. Yoga is not only a form of exercise but also a holistic way to balance the body and mind.



Improved Flexibility: Yoga postures and stretches increase flexibility, making it easier to move and preventing injuries.

Enhanced Strength: Many yoga poses require and build strength in various muscle groups.

Better Posture: Yoga promotes better body alignment and posture, reducing strain on the spine and muscles.

Stress Reduction: Mindfulness and deep breathing techniques in yoga can lower stress levels and promote relaxation.

Mental Clarity: Yoga enhances focus and concentration, helping with cognitive functions and decision-making.

Emotional Balance: Regular practice can reduce symptoms of anxiety and depression, promoting emotional stability.

Pain Management: It can be effective for managing chronic pain conditions, such as back pain and arthritis.