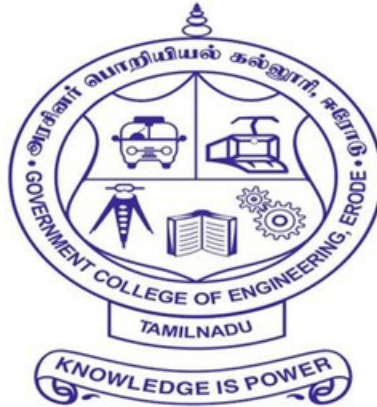


**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]
ERODE 638316**



ELECTRICAL AND ELECTRONICS ENGINEERING

**NAAN MUDHALVAN
DIGITAL MARKETING ASSIGNMENT**

NAME: LOGAPRIYAN K

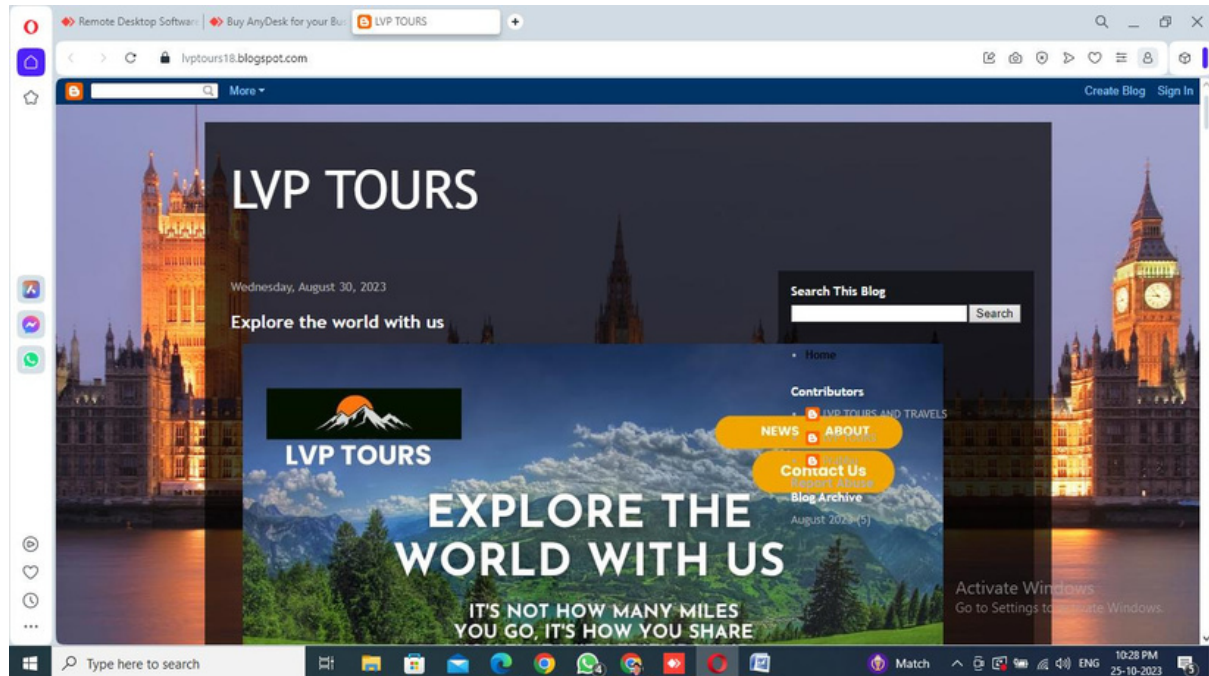
NM ID: au731120105313

BRAND NAME: LVP TOURS AND TRAVELS

CATEGORY: TOURS AND TRAVELS

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

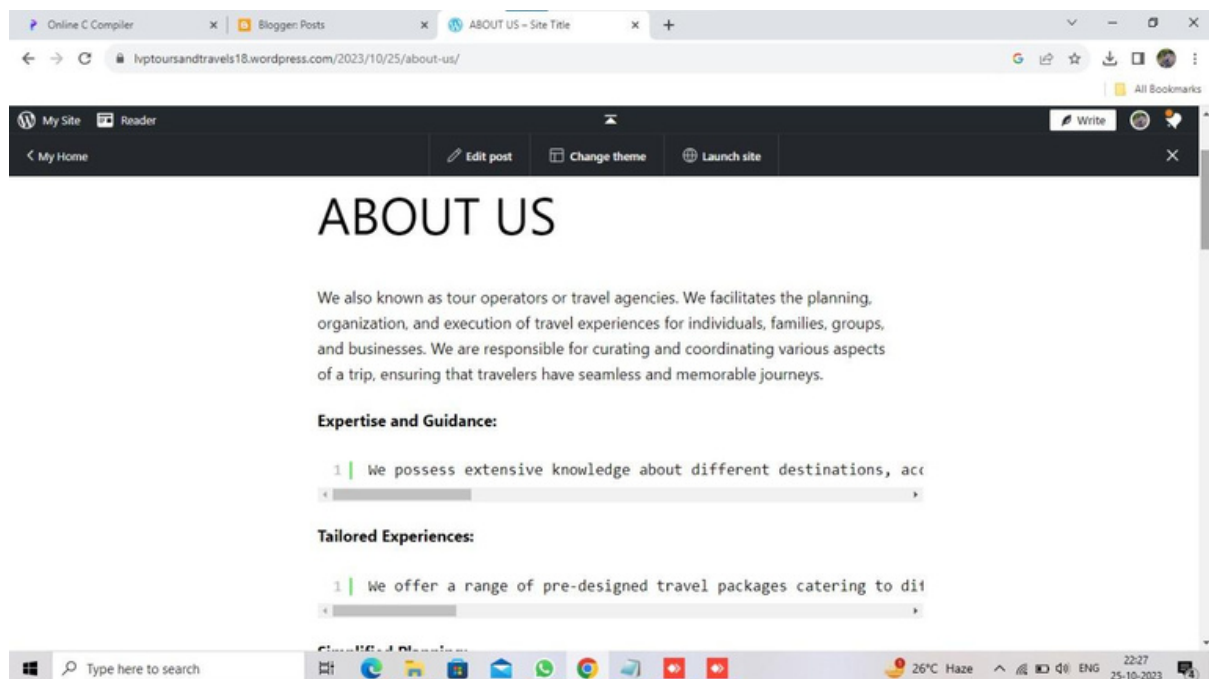
Theme design:



Link: Website using WordPress

<https://lvptoursandtravels18.wordpress.com/2023/10/25/about-us/>

Screenshot:



Simplified Planning:

Planning a trip can be overwhelming, especially when considering transportation, accommodations, activities, and logistics. We streamline the planning process by taking care of the intricate details, such as flight bookings, hotel reservations, local transportation, guided tours, and excursion arrangements.

Access to Exclusive Offers:

1 | We often have partnerships and collaborations with airlines, hot

Time and Effort Savings:

By entrusting your travel plans to us, clients save valuable time and effort that would otherwise be spent on research, booking, and coordination. We handle the administrative tasks, leaving travelers free to focus on enjoying their journey.

Edit Site

Edit

Stats

Risk Management:

We are well-equipped to handle unexpected situations that may arise during travel, such as flight delays, cancellations, or changes in plans. They provide assistance and support to ensure that travelers can navigate these challenges with minimal disruption.

Local Expertise:

When exploring a new destination, having access to local insights is invaluable. Tour dealers often collaborate with local guides who possess in-depth knowledge of the region's history, culture, and hidden gems, enhancing the travel experience.

Group Travel Arrangements:

Tour dealers specialize in arranging group travel for families, friends, corporate teams, and educational institutions. They coordinate accommodations, transportation, activities, and entertainment for large groups, ensuring a cohesive and enjoyable experience for everyone.

Emergence of Niche Travel:

In response to evolving travel trends, many tour dealers offer niche travel experiences. These could include eco-tours, wellness retreats, culinary adventures, photography tours, and more, catering to specific interests and passions.

Customer Service and Support:

Tour dealers provide ongoing customer service and support before, during, and after the trip. This includes addressing queries, assisting with last-minute changes, and ensuring that travelers have a smooth and enjoyable journey.

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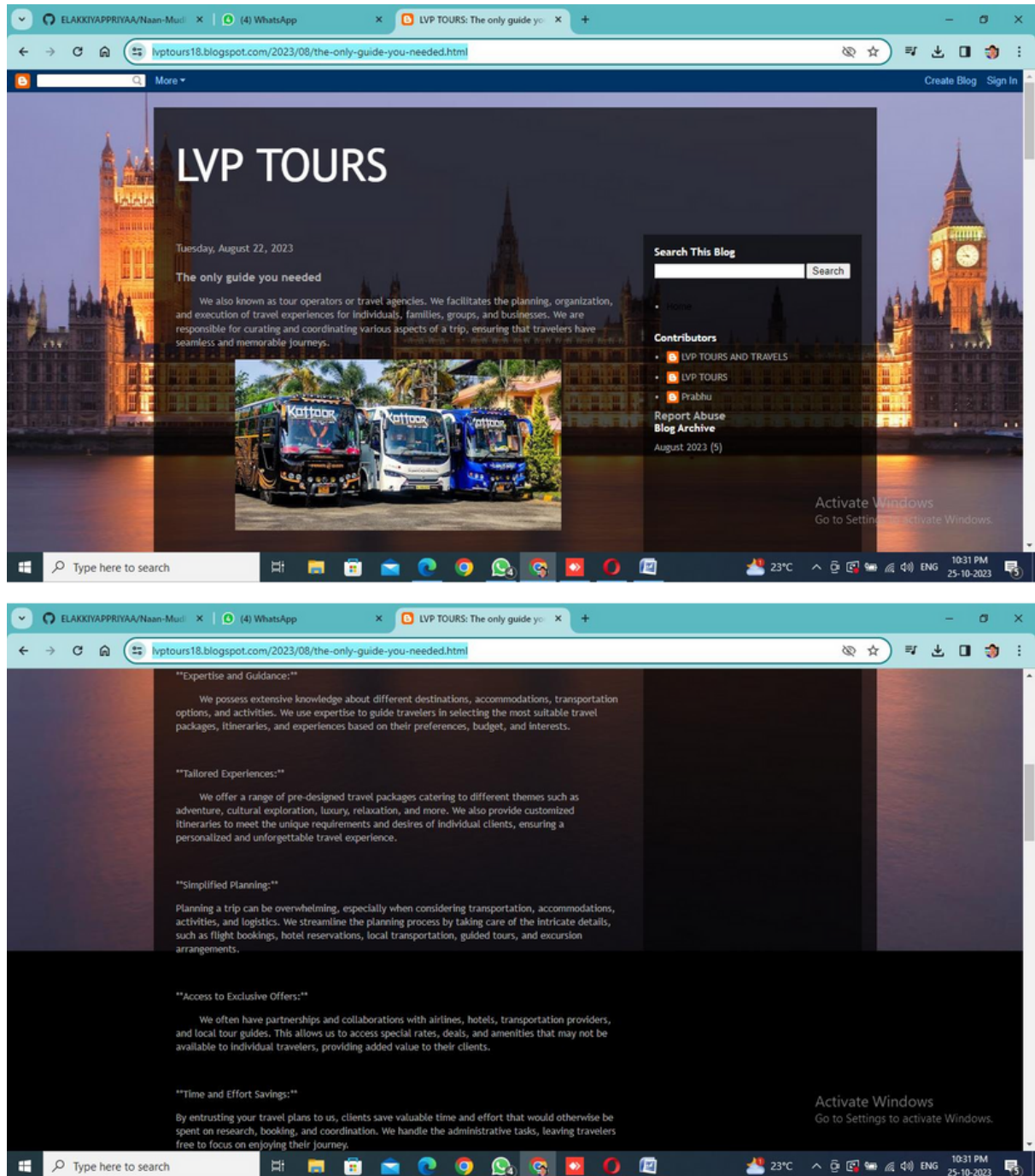
Like

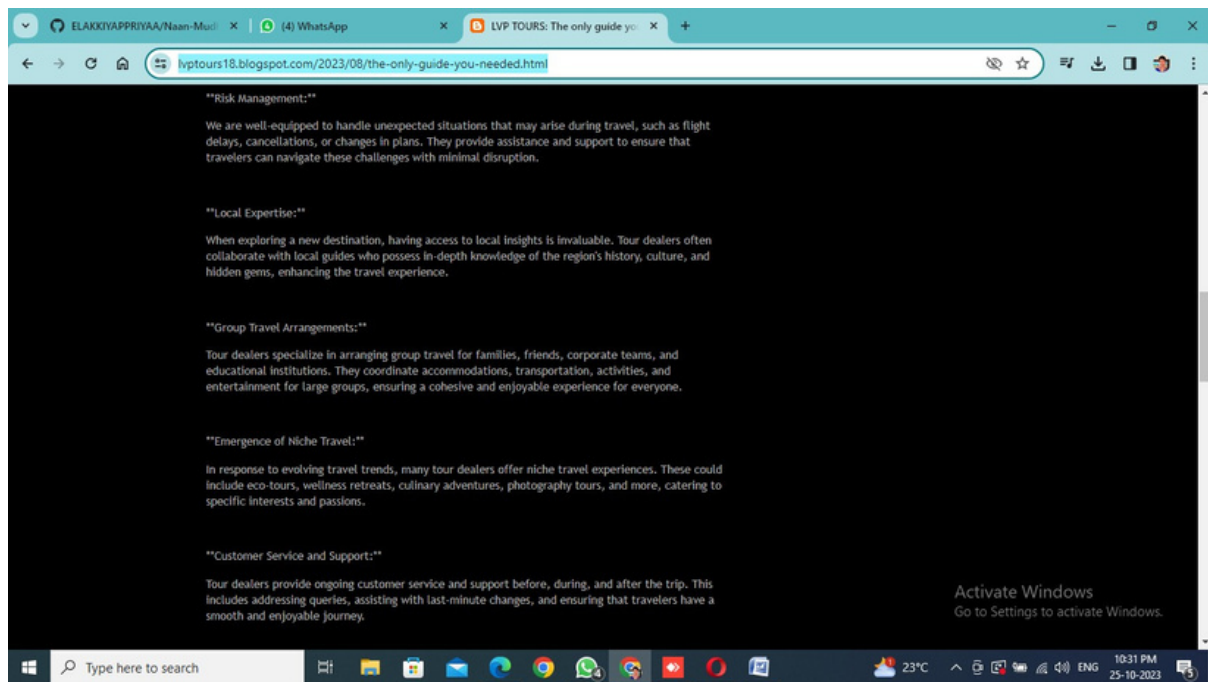
Be the first to like this.

Link: Blog using Blogspot

<https://lvptours18.blogspot.com/2023/08/the-only-guide-you-needed.html>

SCREENSHOT:



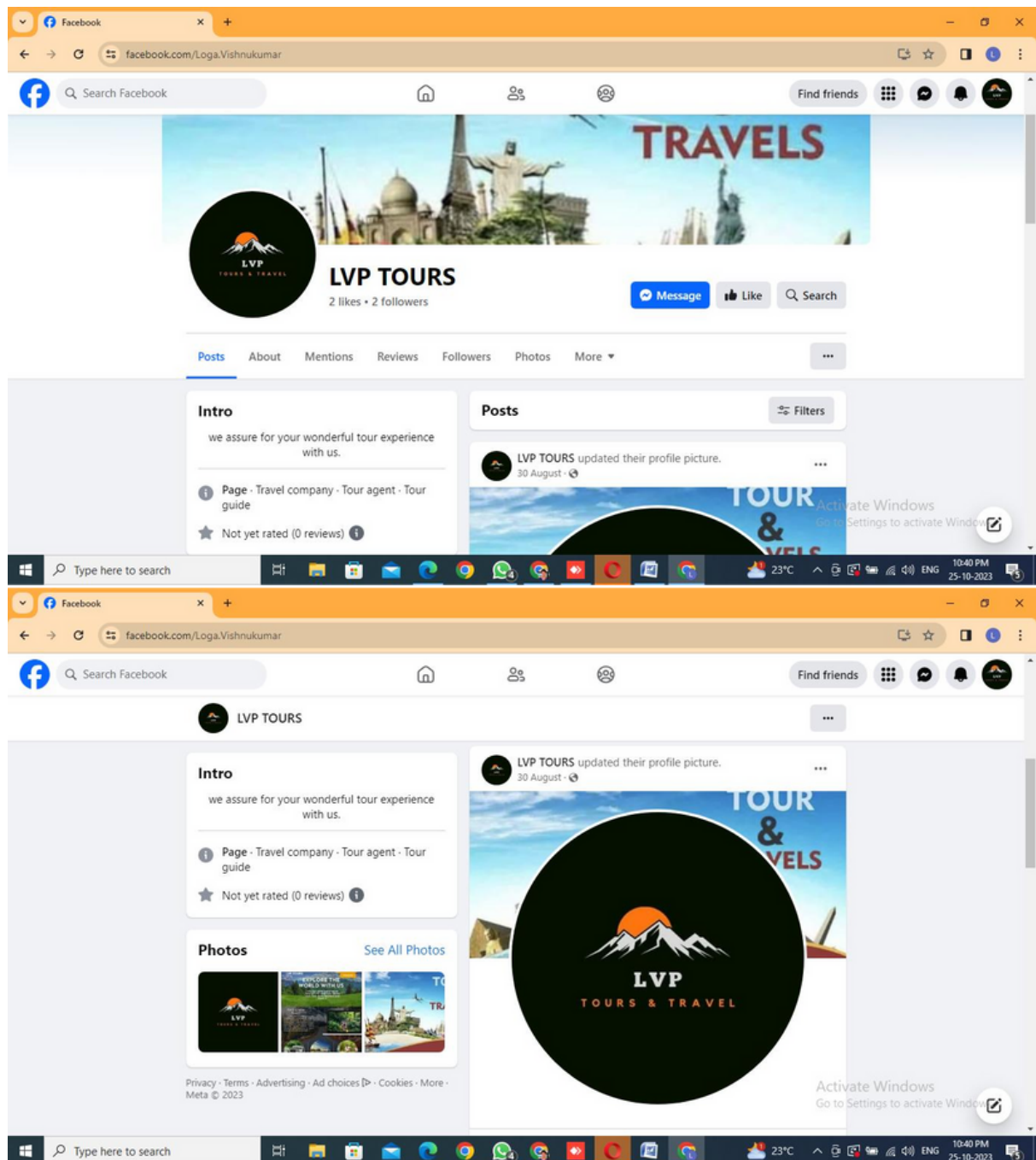


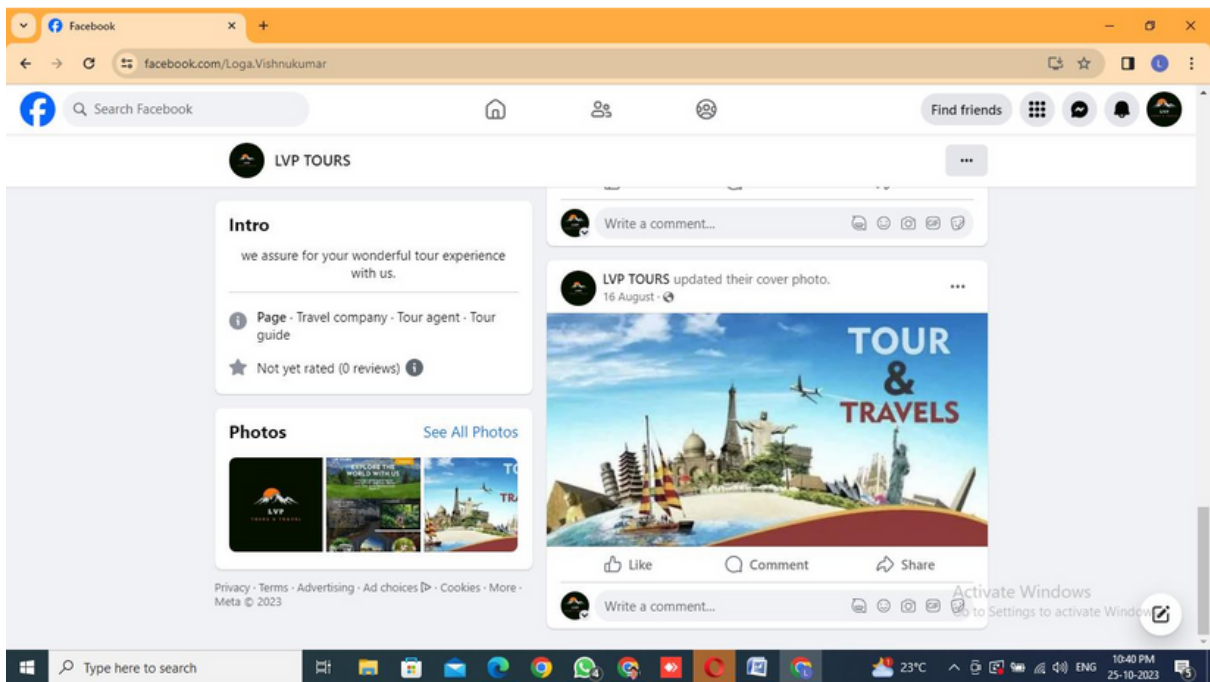
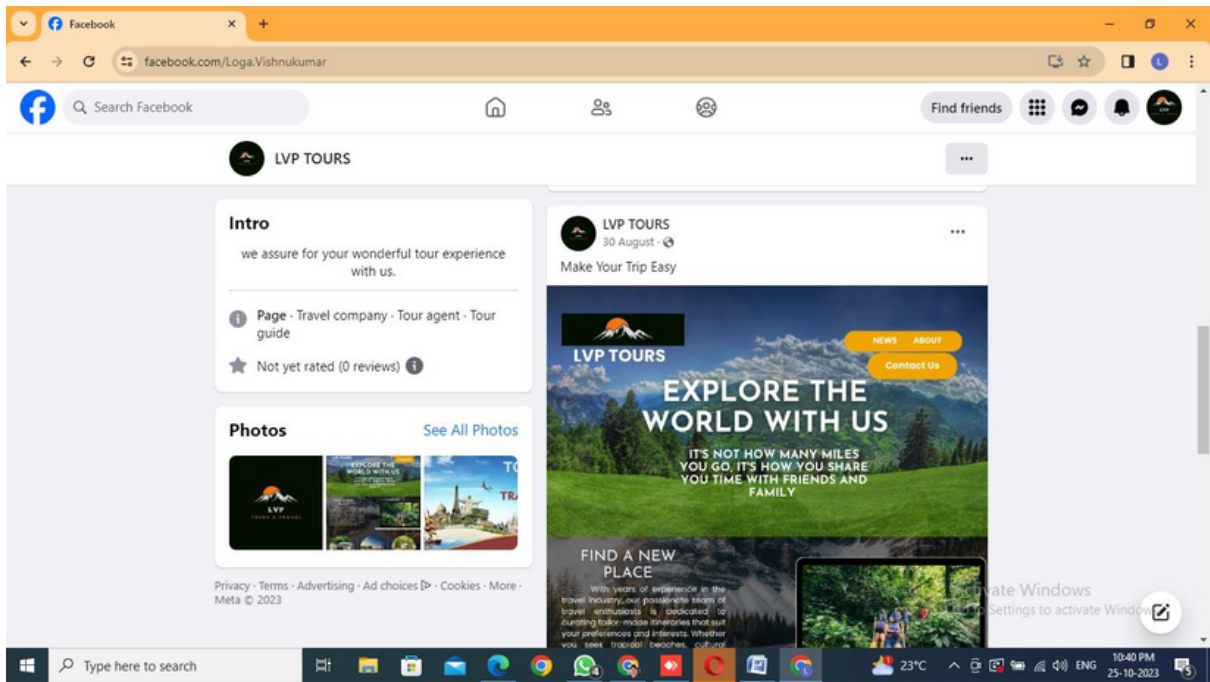
2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/Loga.Vishnukumar>

Screenshot:



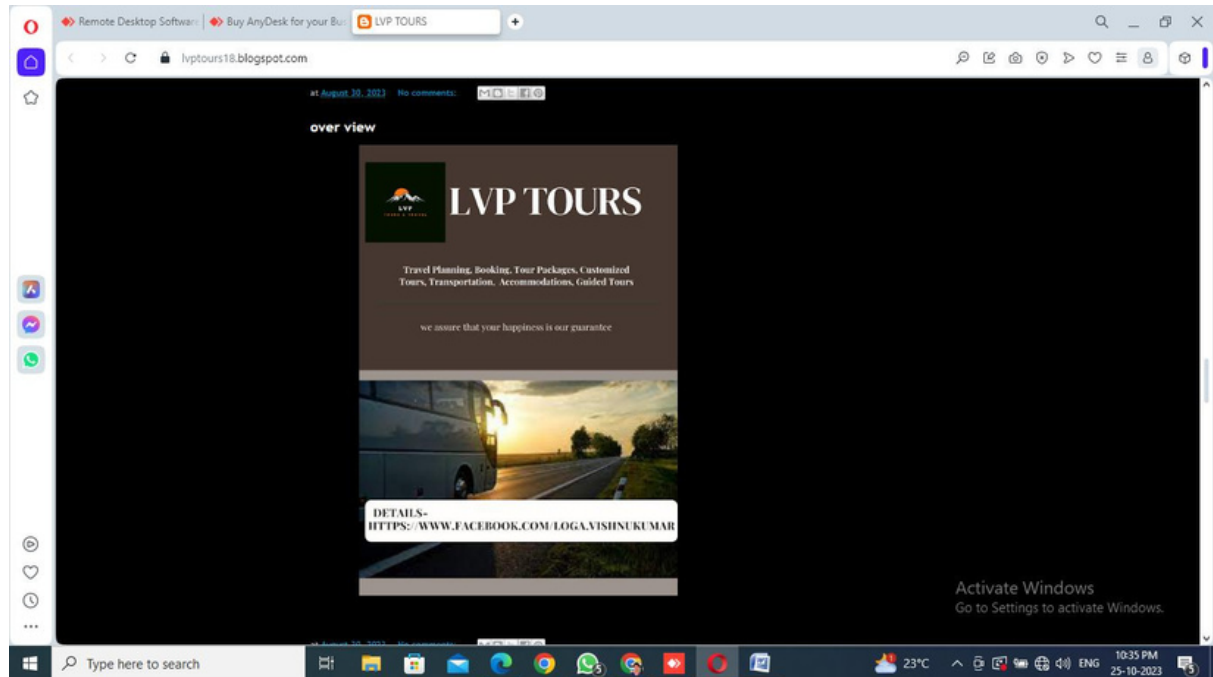


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

<https://lvptours18.blogspot.com/2023/08/over-view.html>

Screenshot:



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

Link: Email newsletter design using canva

<https://lvptours18.blogspot.com/2023/08/explore-world-with-us.html>

Screenshot:

