

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE 638316**



**ELECTRICAL AND ELECTRONICS ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING ASSIGNMENT**

**NAME: KAVIN V**

**ID: au731120105018**

**BRAND NAME: BEAUTY BLOSSOMS**

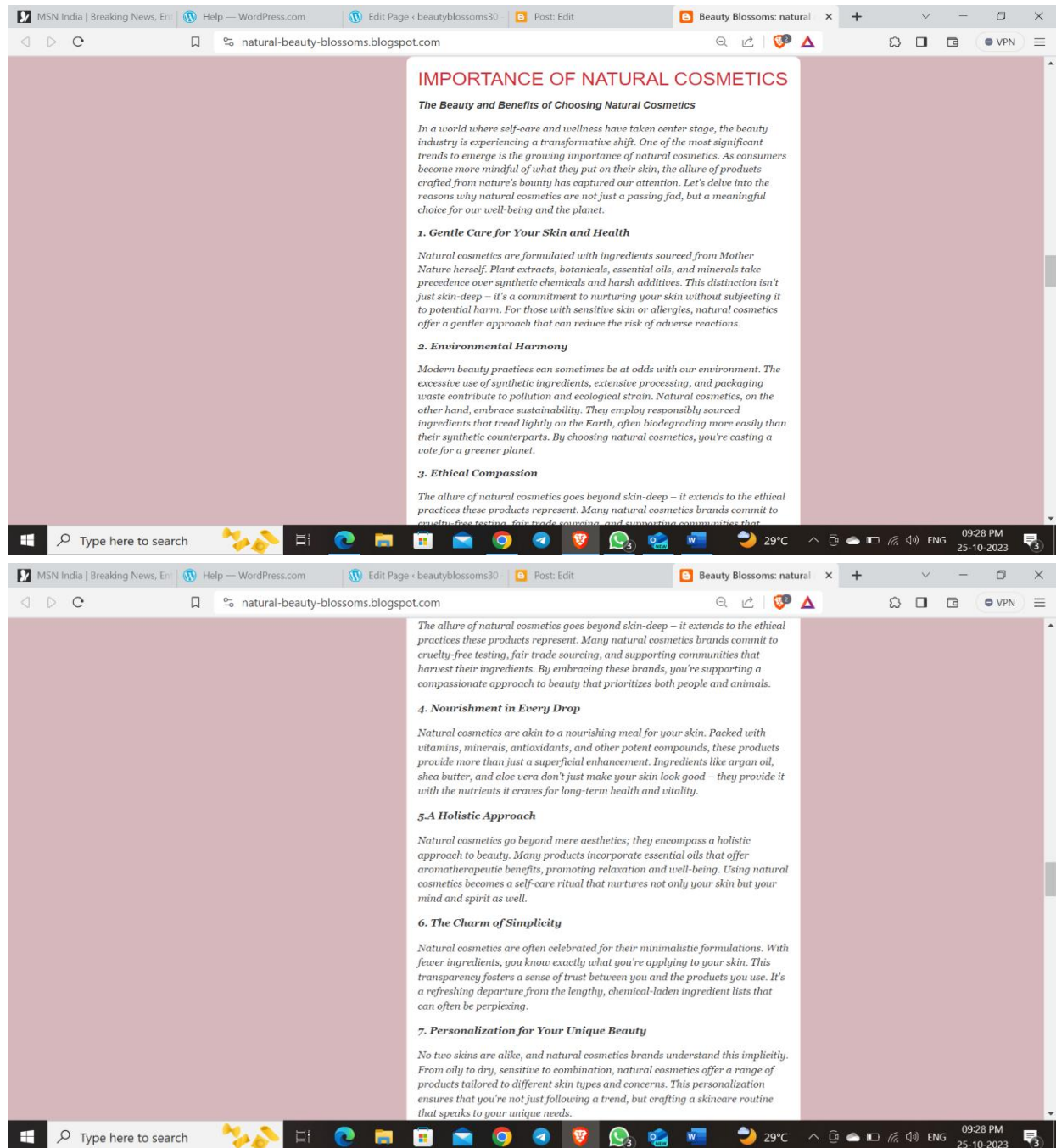
**CATEGORY: NATURAL BEAUTY PRODUCTS**

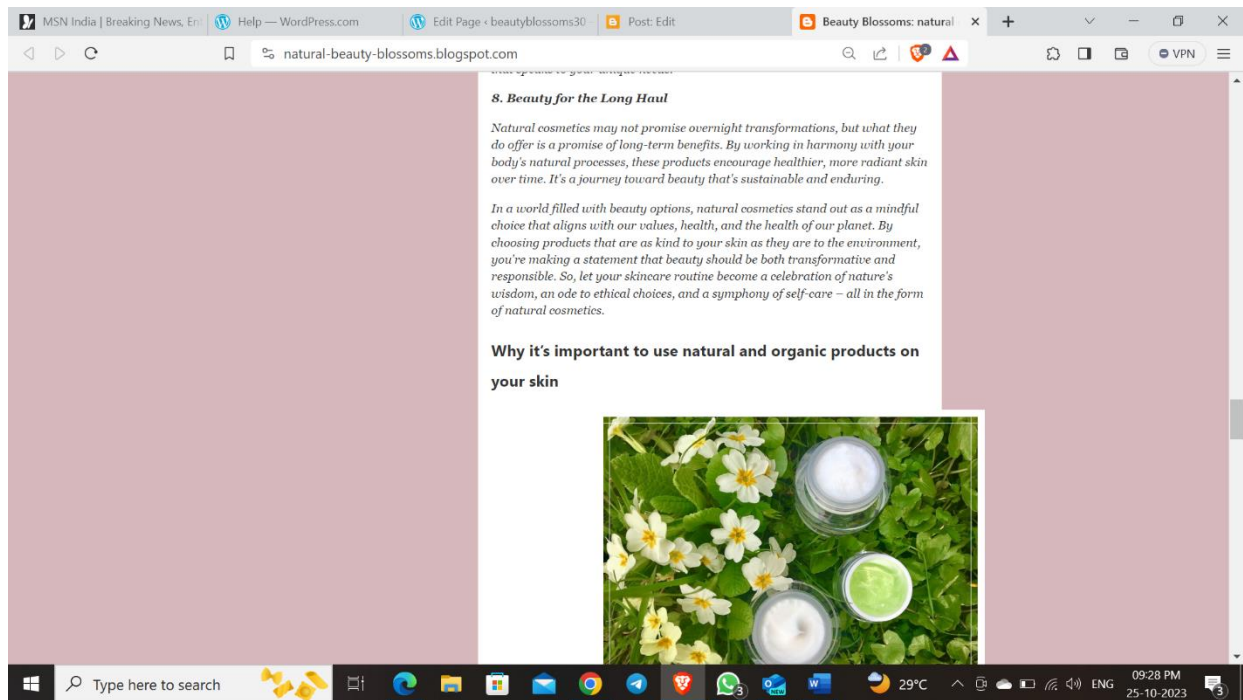
# 1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 word

Link: Website using Blogger

<https://natural-beauty-blossoms.blogspot.com/2023/08/httpsnatural-beauty-blossoms.blogspot.com.html>

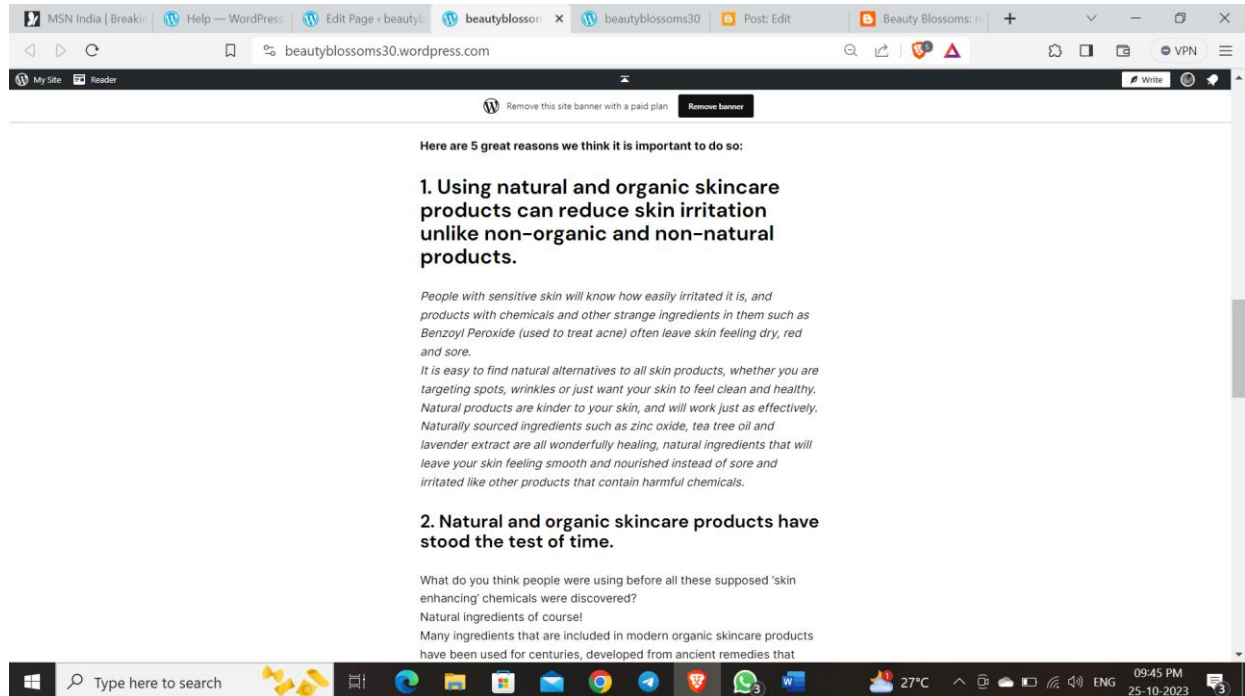
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## WEBSITE CREATION USING WORDPRESS

LINK: <https://beautyblossoms30.wordpress.com/>



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beautyblossoms30.wordpress.com

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have been known for their incredible benefits for the skin.

There is no better test than the test of time, and these ingredients have proven their worth and shown not to have any adverse side effects, guaranteeing healthy and beautiful looking skin.

### 3. If you wouldn't eat it, don't put it on your skin!

Our skin is very absorbent, and when you use products such as moisturisers, cleansers and toners, the ingredients within these are getting absorbed into our bodies.

It's great to be health conscious and think about what we are putting into our bodies, and it doesn't stop at what we eat and drink. Next time you are buying a new moisturiser take a look at the ingredients on the label and think, "Would I eat this?" If the answer is no perhaps it's time to start turning your skincare routine into a more natural one!

Chemical toxins are very destructive whereas natural products, which are made from flower and plant extracts, are designed to nourish our bodies and do nothing but good.

### 4. Buying better quality, organic and natural products actually means you end up saving a lot in the long run!

How nice it would be to know we are doing something great for our health, while also saving money at the same time? Well, if you switch to natural and organic skincare products you can do just that.

Organic and natural skincare products are actually very cost effective

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as your skin still feels dry, therefore having to buy more of it, and actually costing you more in the long run

### 5. Buying naturally and sustainably sourced products can be much kinder to the environment.

Using natural and organic products is much better for the environment. Skincare products that contain chemicals can have a very damaging impact on the environment, sprays and perfumes that are released into the atmosphere can be very harmful, as well as the manufacturing process that takes place to create them.

If you use natural and organic skincare products not only will you reap the benefits of beautiful skin, but also can enjoy them guilt-free without harming the environment.

*"My all time favourite scent. It smells divine and lasts all day! A true and beautiful rose fragrance."*

Sarah from Melbourne

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beautyblossoms30

AboutBlogHome

Rose essential oil is known for its moisturizing, comforting, and balancing properties.

BEAUTY BLOSSOMS

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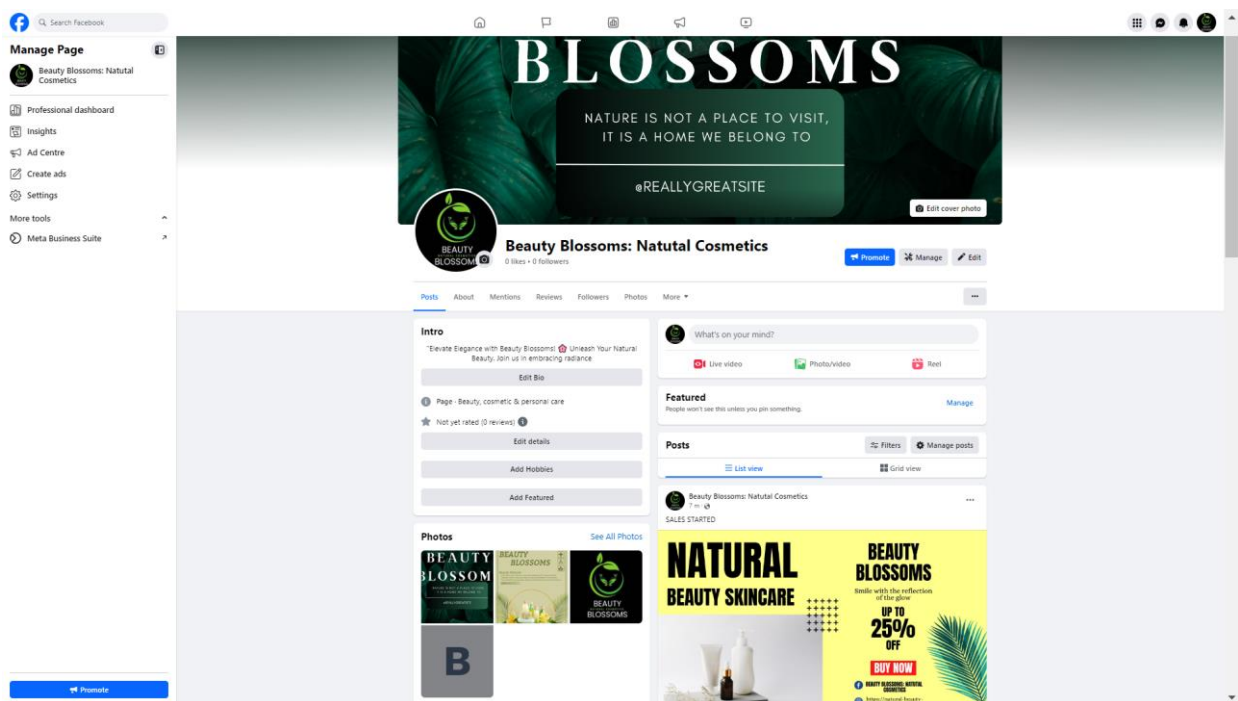
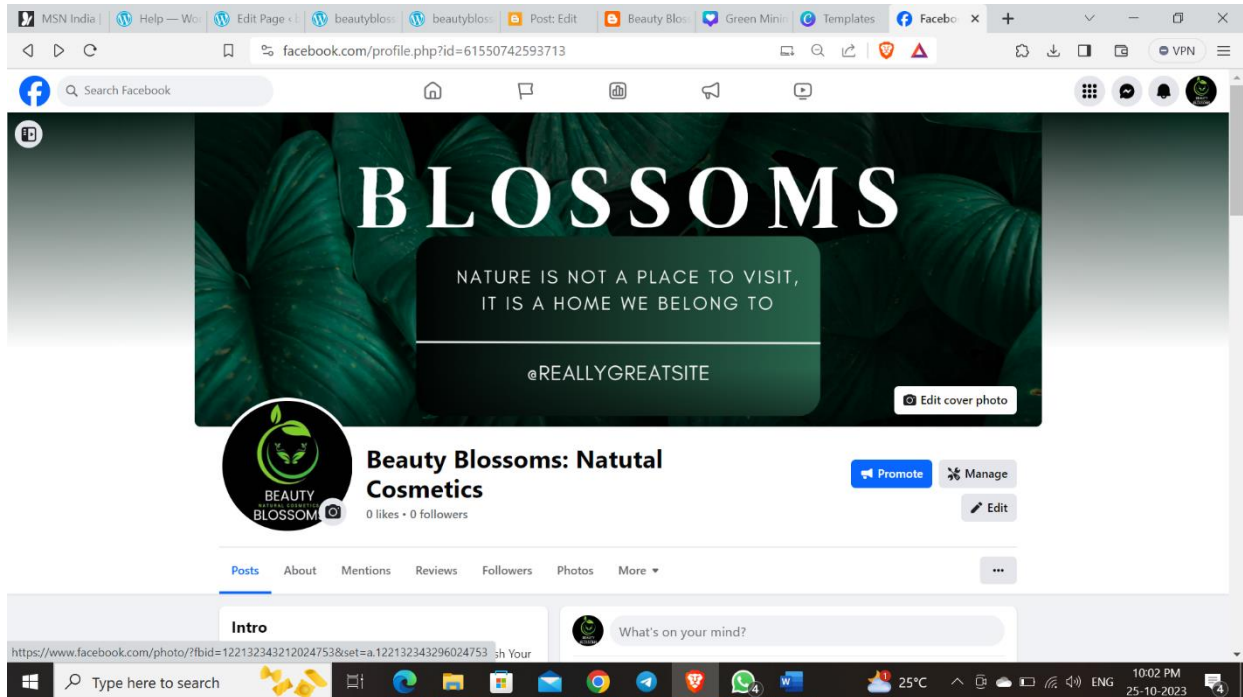


## 2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61550742593713>

Screenshot:

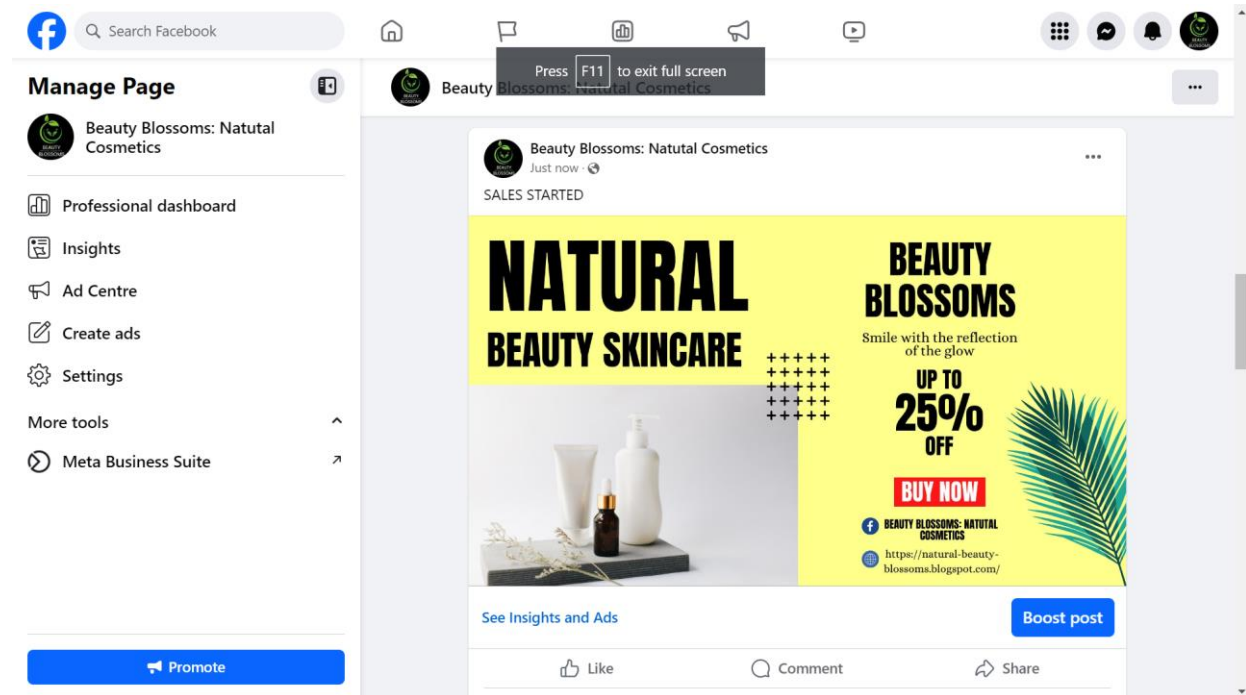


### 3. Create and design a social media advertisement poster using canva.

**Link: Social media advertisement using canva**

<https://www.facebook.com/photo/?fbid=122132588672024753&set=a.122132588720024753>

**Screenshot:**



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

Link: Email newsletter design using canva [https://natural-beauty-blossoms.blogspot.com/2023/08/discover-beauty-blooms-embrace-your\\_30.html](https://natural-beauty-blossoms.blogspot.com/2023/08/discover-beauty-blooms-embrace-your_30.html)

#### Screenshot:

