

ASSIGNMENT

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

Blogspot url:

<https://dollysboutiques.blogspot.com/2023/09/welcome-to-dollys-boutiques.html?m=1>

WordPress url:

<https://botiquesin.wordpress.com/2023/10/27/dollys-boutiques/>

2. Create a new Facebook Business page and post one social media poster for your brand.

<https://www.facebook.com/roshinidollysboutique?mibextid=ZbWKwL>

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



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

NEWS LETTER

DOLLY'S BOUTIQUE

ISSUE 5 | 07/11/2023



NEW ARRIVALS

Showcase the latest products, bestsellers, or limited-edition items. Include high-quality images, descriptions, and links for easy shopping. Offer insights into current fashion trends, styling tips, or seasonal looks. Feature how your boutique's collection aligns with these trends.

WHOLE TOPIC

BEHIND-THE-SCENES

Share stories about how products are sourced, designed, or made. Introduce your team and give a glimpse into the processes that make your boutique unique. Feature customer reviews, testimonials, or style tips submitted by your loyal customers. This adds a personal touch and helps in building a community around your brand.

EXCLUSIVE OFFERS & EXPERT ADVICE

Provide special discounts, early access to sales, or unique promotions to newsletter subscribers as a way to reward their loyalty. Include fashion advice, styling tips, or DIY fashion hacks from industry experts or your in-house stylists. This helps position your boutique as a valuable source of fashion knowledge.

UPCOMING EVENTS CONTESTS

Inform subscribers about any events, pop-up shops, collaborations, or partnerships your boutique is involved in. This creates a sense of excitement and exclusivity. Engage subscribers with contests, giveaways, or interactive content like "style challenges" that encourage them to participate and win prizes.