

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electronics and Communication Engineering

NAAN MUDHALVAN

DIGITAL MARKETING

ASSIGNMENT

NM ID: 802393DE32E48ED954E4171EA7A66E3D

NAME: NIRMALA DEVI G

BRAND NAME: SUNFEAST

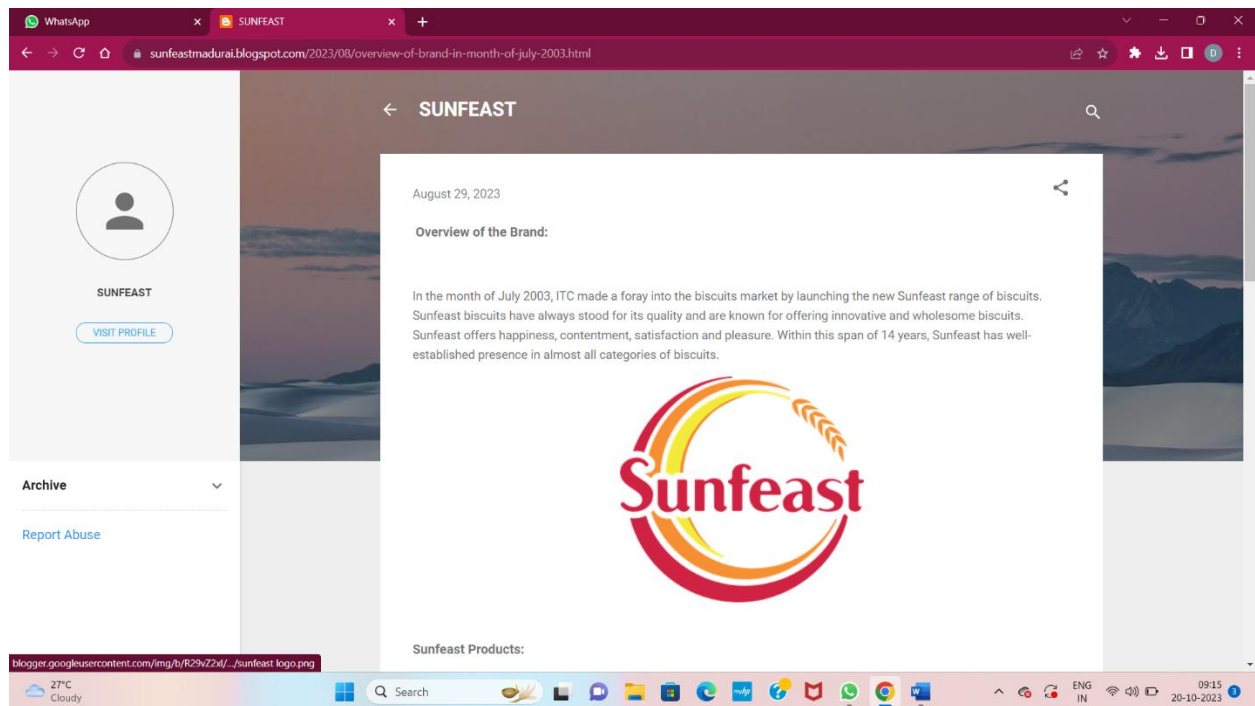
CATEGORY: COOKIES BRAND

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

Link: Blog using Blogspot

<https://sunfeastmadurai.blogspot.com>

Screenshot:




WhatsApp x SUNFEAST x +

sunfeastmadurai.blogspot.com/2023/08/overview-of-brand-in-month-of-july-2003.html

Sunfeast Products:

Sunfeast has established its presence in market of almost all the biscuit categories and has become an important player in the instant noodles and pasta segments. Besides launching the high premium quality of biscuit range, it has attracted the customers with some innovative and exciting dual cream biscuits that have proven to be a delight for the consumers. The various products under its brand name are as follows-



Role of Digital media and social media:

Sunfeast's strategy revolves around the temptation. With brilliant imagery and visuals, they have managed to strike decent chord with mature audiences. It has a huge number of Facebook community that manages to keep its audience engaged also though Twitter and YouTube. They had launched different campaigns in social media platforms to improve their sales and awareness.


The competing brand which targets the same TG and has the same 'temptation' theme would be Parle's products. But Parle is unable to match the quality content that Sunfeast has come up with and hence having the low engagement rate. Within a short span of time Sunfeast has made a name and place for itself and at present, the brand is synonymous with contentment, cheerfulness, customer satisfaction and happiness. Some of its main competitors are Britannia, Parle, Oreo, Priya Gold, Horlicks, etc.

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WhatsApp x SUNFEAST x +

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Data will be used in a limited way for our social media marketing. It will be used to track our conversion rates for the affiliate marketing program. A future goal can be to make a social CRM system to track our customer relations across platforms and channels. That can help us to integrate our offering and give the customer a consistent experience across channels/platforms. But as of now executing a social CRM would stretch the resources unnecessarily.

Enter Comment

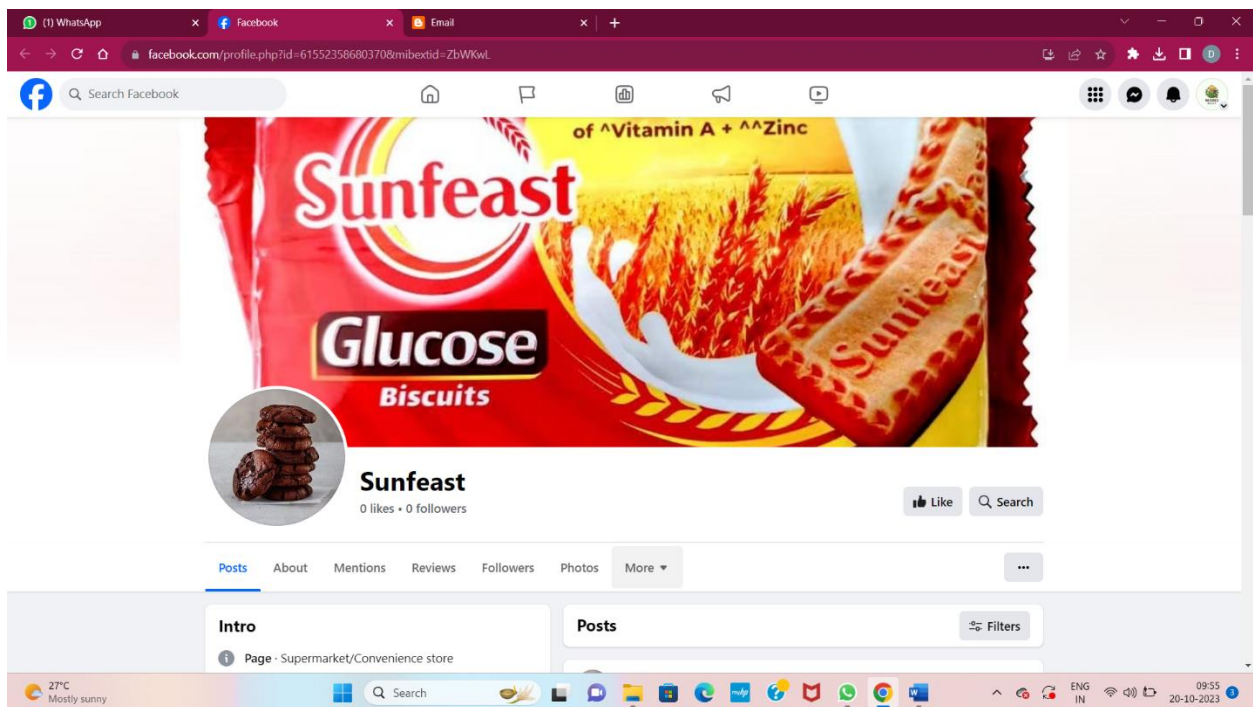
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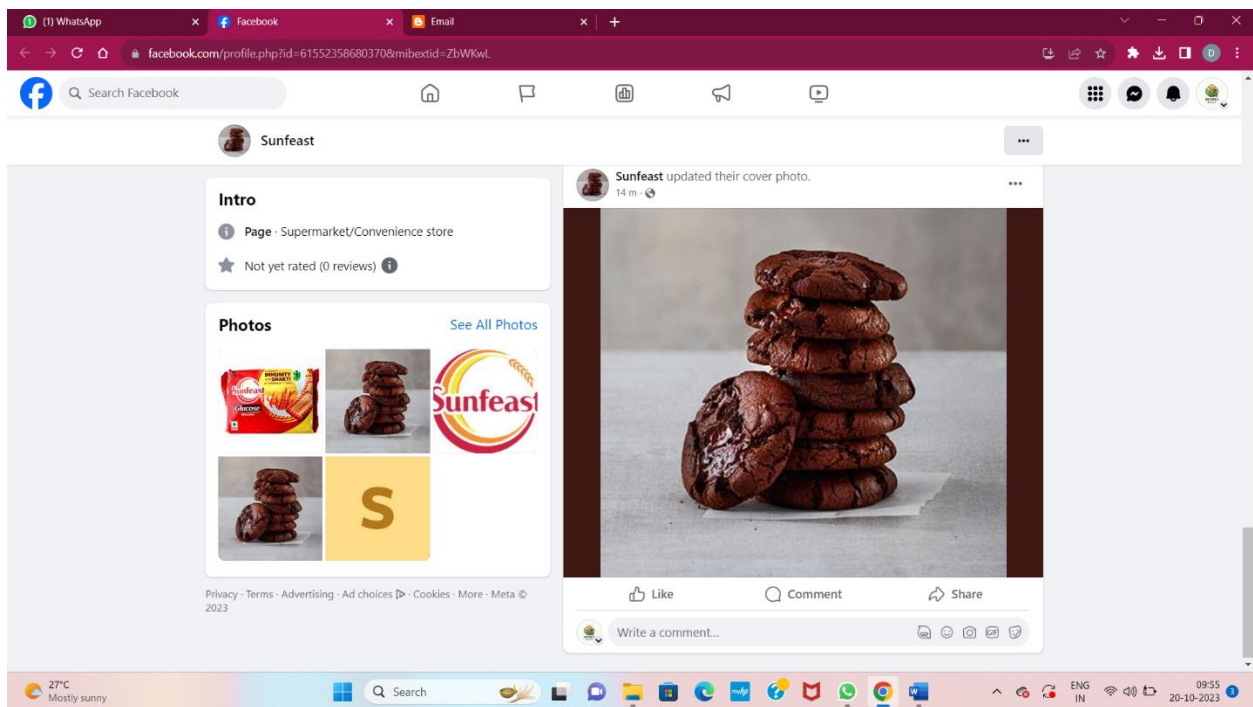
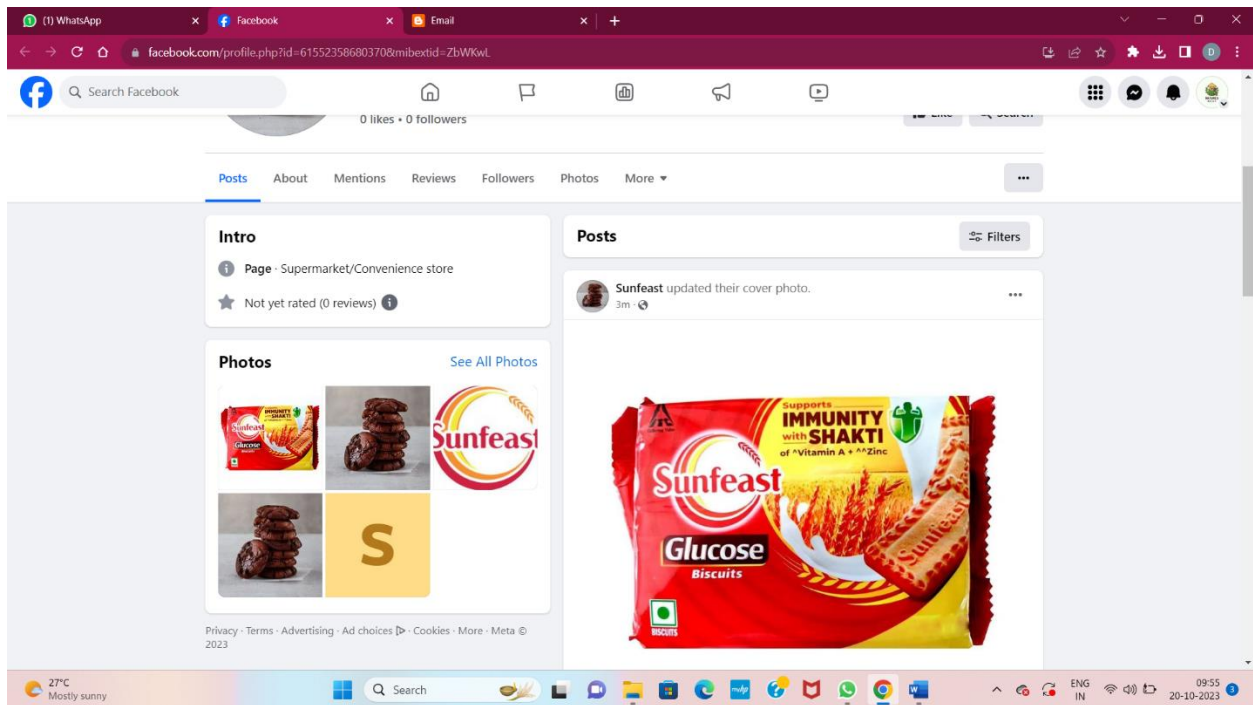
2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61552358680370&mibextid=ZbWKwL>

Screen shot:



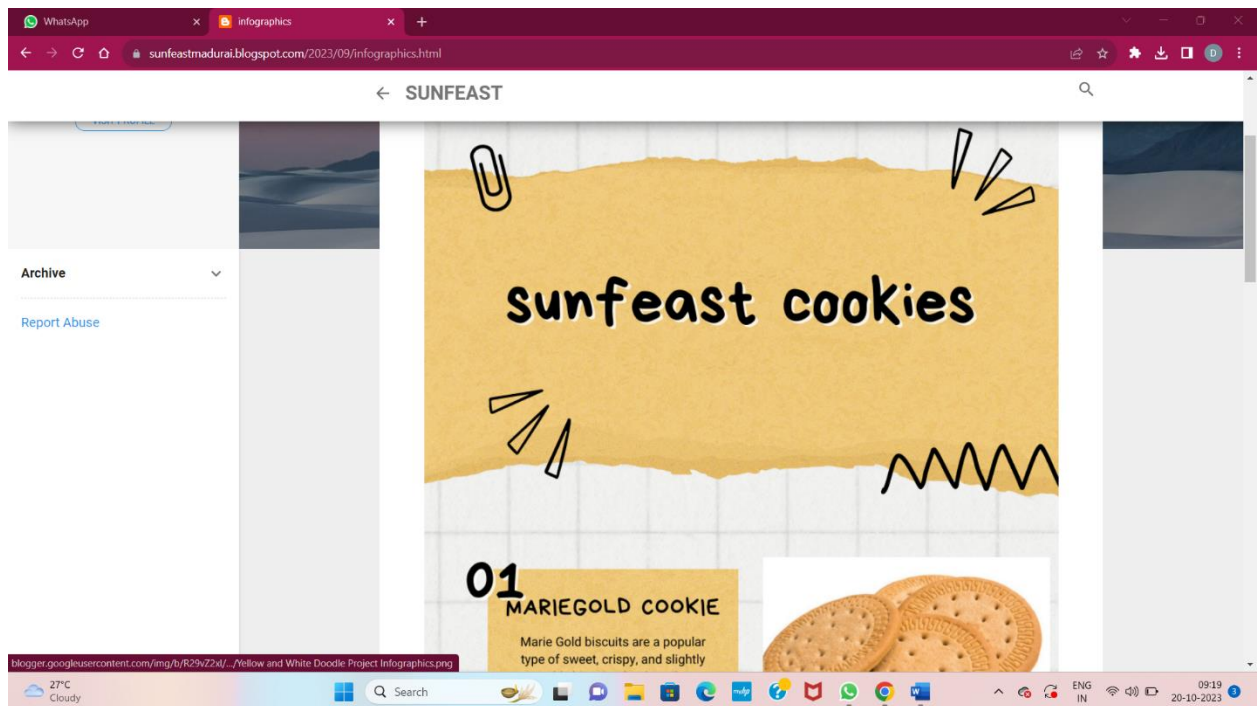


3. Create and design a social media advertisement poster using canva.

Link:

<https://sunfeastmadurai.blogspot.com/2023/09/infographics.html>

Screenshot :



WhatsApp x infographics x +

sunfeastmadurai.blogspot.com/2023/09/infographics.html

← SUNFEAST

MARIE GOLD COOKIE

Marie Gold biscuits are a popular type of sweet, crispy, and slightly crumbly biscuits that have been enjoyed by people around the world for many years.

02 GHEE COOKIE

Ghee biscuits, also known as "ghee cookies" or "clarified butter biscuits," are a type of baked confectionery made with ghee, which is a type of clarified butter commonly used in Indian cuisine. .

03 BUTTER COOKIE

These biscuits are beloved around the world and can be enjoyed in various shapes and forms. Here's a description of butter biscuits.

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← SUNFEAST

CHOCOLATE COOKIE

Chocolate cookies are a beloved treat enjoyed by people of all ages around the world. These delicious cookies are characterized by their rich chocolate flavor and a variety of textures, ranging from soft and chewy to crispy and crunchy. Here's a description of chocolate cookies:

Enter Comment

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

Link: Email newsletter design using canva

<https://sunfeastmadurai.blogspot.com/2023/09/email.html>

screen shot:

