

**GOVERNMENT COLLEGE OF ENGINEERING  
[IRTT]**

**ERODE: 638 316**



**Electronics and Communication Engineering**

**NAAN MUDHALVAN  
DIGITAL MARKETING  
ASSIGNMENT**

*BRAND NAME: FOOD QUEST*

*CATEGORY: DESSERT SHOP*

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NM ID : 30E5C493722D02F9CDA4C188905361E0

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://foodquestneyveli.blogspot.com/>

Screenshot:

The screenshot shows a dark-themed blog page titled "FOOD QUEST!". The main content area features six articles about desserts, each with a title, a small image, and a brief description. The articles are:

- Indulgent Delights: Exploring the World of Irresistible Desserts**  
on August 28, 2023  
  
Desserts have an enchanting way of wrapping up a meal, creating moments of sheer indulgence that linger on the palate and in our memories. From delicate pastries to rich chocolate confections, the world of desserts is as diverse as it is delightful. In this blog, we'll take a delectable journey through some of the most enticing and mouthwatering desserts that grace tables around the globe.  
**1. The Art of Decadence: Chocolate Extravaganza**  
Few can resist the allure of chocolate, and it's no surprise that it often takes center stage in the world of desserts. From the velvety smoothness of a classic chocolate mousse to the irresistible crunch of a double chocolate brownie, chocolate desserts span a spectrum of flavors and textures that cater to every palate.
- 2. A Symphony of Flavors: Fruit-forward Treats**  
When it comes to desserts, nature's bounty shines brightly in the form of fruit-based delicacies. Whether it's a refreshing berry tart, a juicy peach cobbler, or a tropical mango sorbet, fruit desserts offer a harmonious blend of sweetness and tang that brings a burst of freshness to every bite.  

- 3. Elegance in Every Layer: Exquisite Pastries**  
For those with a penchant for all things delicate and flaky, pastries are the epitome of culinary craftsmanship. From the buttery layers of a croissant to the intricate folds of a napoleon, these treats showcase the artistry that can be achieved through dough, butter, and patience.  

- 4. The Comfort of Tradition: Timeless Puddings and Pies**  
Puddings and pies evoke a sense of nostalgia, reminding us of cherished family gatherings and cozy evenings by the fireplace. Whether it's the velvety richness of a classic custard pudding or the heartwarming embrace of a spiced apple pie, these desserts are a testament to the enduring appeal of comfort food.  

- 5. Global Temptations: Sweet Offerings from Around the World**  
Desserts know no cultural boundaries, and each corner of the world has its own signature sweet creations. From the delicate French macarons to the intricate Indian gulab jamun, exploring international desserts allows us to embark on a journey of flavors that reflect the rich tapestry of global culinary traditions.  

- 6. Modern Marvels: Dessert Innovations and Trends**  
As culinary techniques and trends evolve, so do desserts. The world of molecular gastronomy has introduced us to unexpected combinations, while health-conscious options have paved the way for guilt-free indulgence. From avocado chocolate mousse to chia seed puddings, modern desserts continue to surprise and delight.  


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

Link: Facebook business page

<https://www.facebook.com/foodquestneyveli>

Screen shot:

The screenshot shows a Facebook business page for "FOOD QUEST". The page header includes fields for "Email or Phone Number" and "password", a "Sign in" button, and links for "Don't remember your account?" and "...". The profile picture is a circular image of a chocolate cake slice with strawberries. The page name "FOOD QUEST" is displayed in large, bold, black capital letters, with "for dessert" written in red script below it. Below the name, it says "0 Likes • 0 Followers". A navigation bar at the top of the page area includes tabs for "records", "Introduction", "Pictures", and "videos", with "Introduction" being the active tab. The main content area under "Introduction" features the heading "Indulge Your Sweet Cravings!" and a list of details: "Page · Sweet shop", "Neyveli", "082487 16518", "devi.gnanam05@gmail.com", and "Not rated yet (0 reviews)". To the right, there is a post from the page itself: "FOOD QUEST has changed their profile picture." dated "12 September". The post includes a large image of the same chocolate cake slice with strawberries. At the bottom of the page, there are links for "privacy", "Rules", "Advertising", "Advertising choices", "Cookie", "Further Meta", and the year "© 2023".

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

Link: Social media advertisement using canva

<https://foodquestneyveli.blogspot.com/2023/09/food-quest-peng-list.html>

Screenshot:



presentation, making them a popular choice for special occasions and upscale dessert menus.



Kunafa is a delicious Middle Eastern dessert that's popular in various countries throughout the region. It is known for its unique combination of textures and flavors.



Macarons are a delicate and popular French dessert known for their colorful appearance and a delightful combination of crispy exterior and soft, chewy interior.



<https://foodquestneyveli.blogspot.com/>



Search



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

Link: Email newsletter design using canva

<https://foodquestneyveli.blogspot.com/2023/09/food-quest.html>

Screenshot :

