

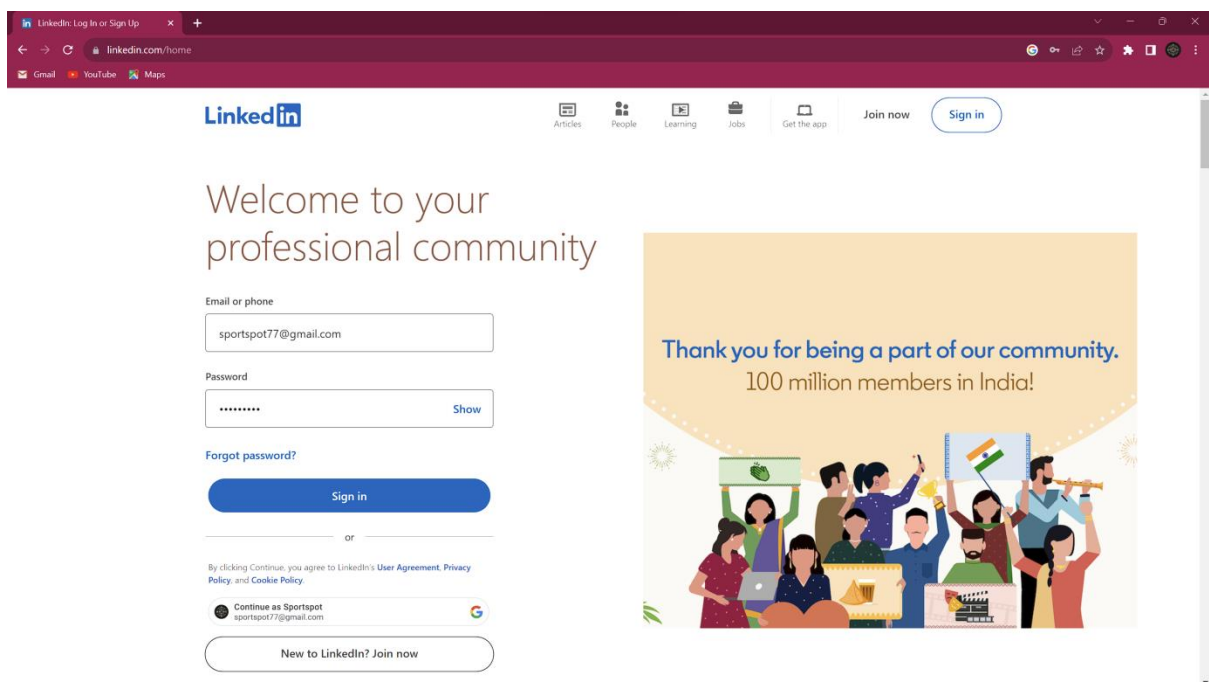
NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

AU913120104031 – HARISH KUMAR P

LINKEDIN CREATION:

Visit LinkedIn: Go to LinkedIn's website at www.linkedin.com.

Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.



Provide information and complete profile.

BRAND NAME: SPORTSPOT

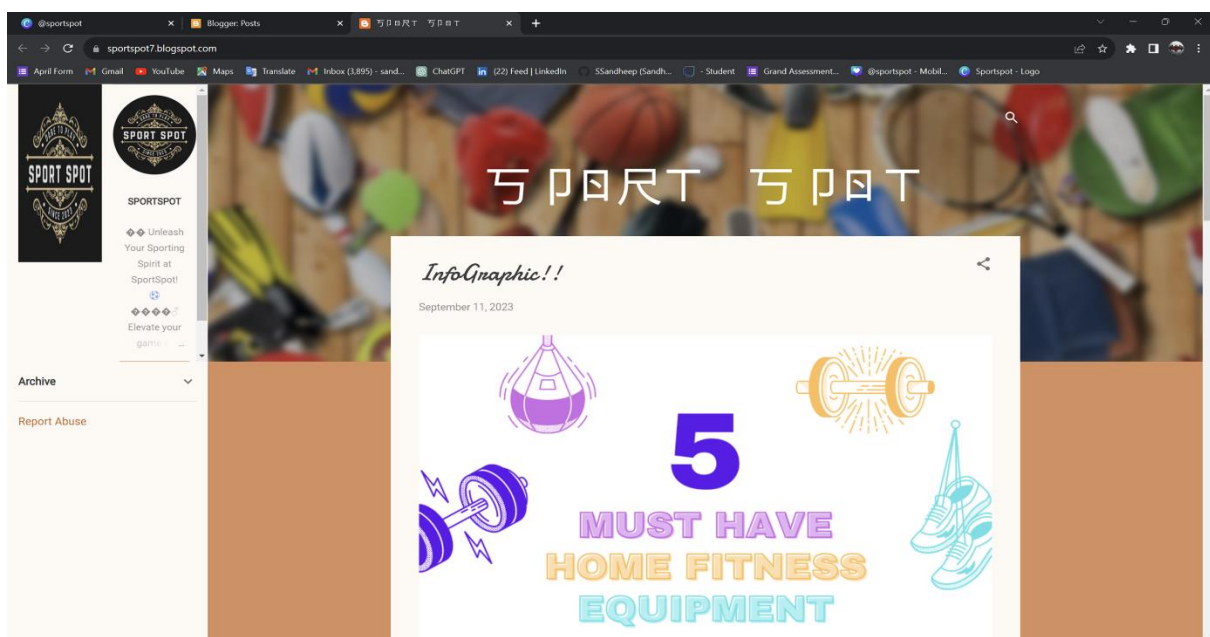
LOGO CREATION:



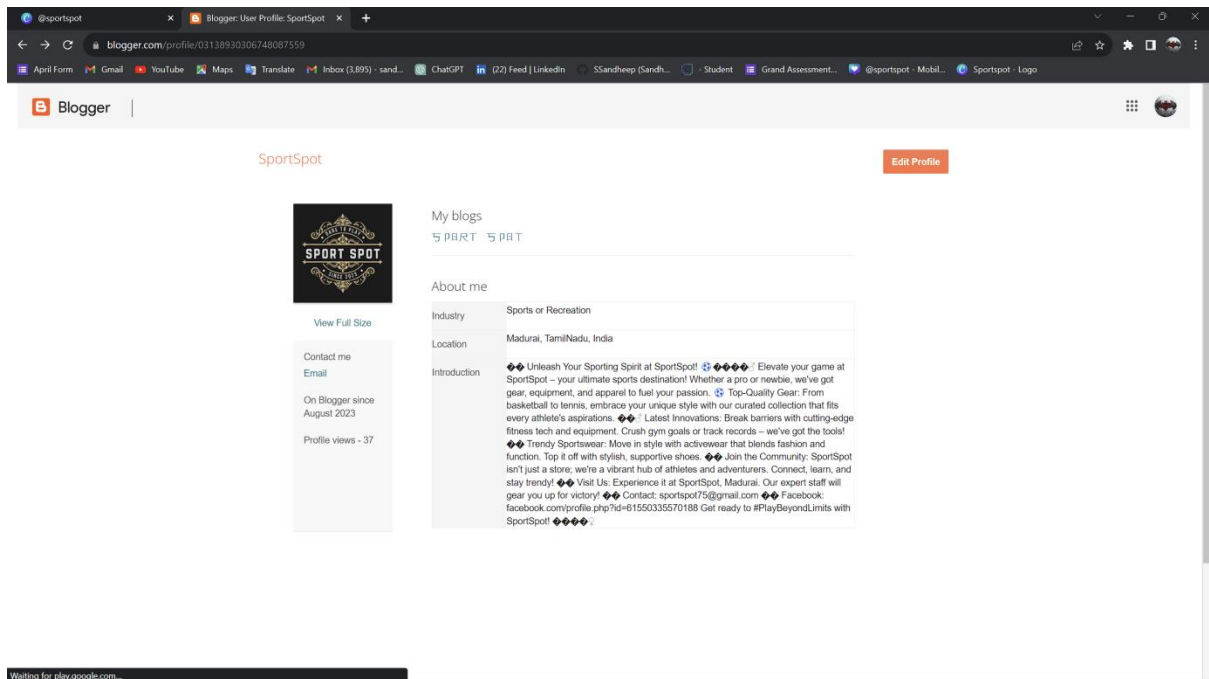
CREATION OF BLOG PAGE:

Blog Url: <https://sportspot7.blogspot.com/>

Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.

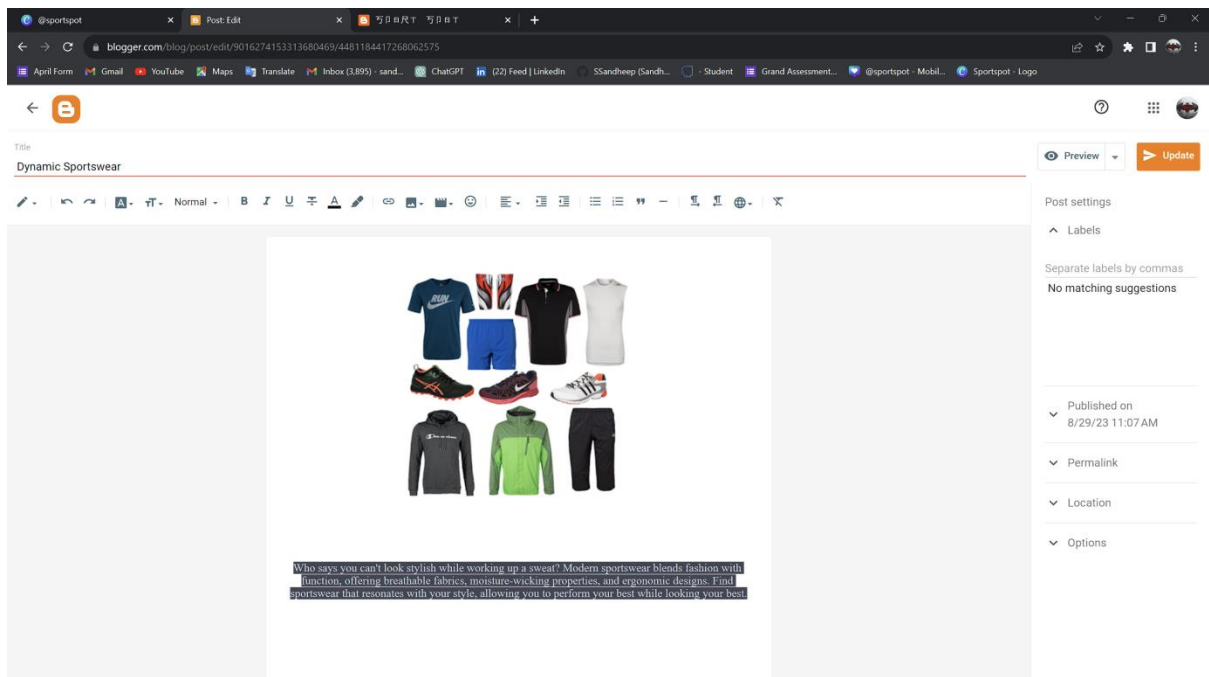


Then provide the details required for the profile on the page.

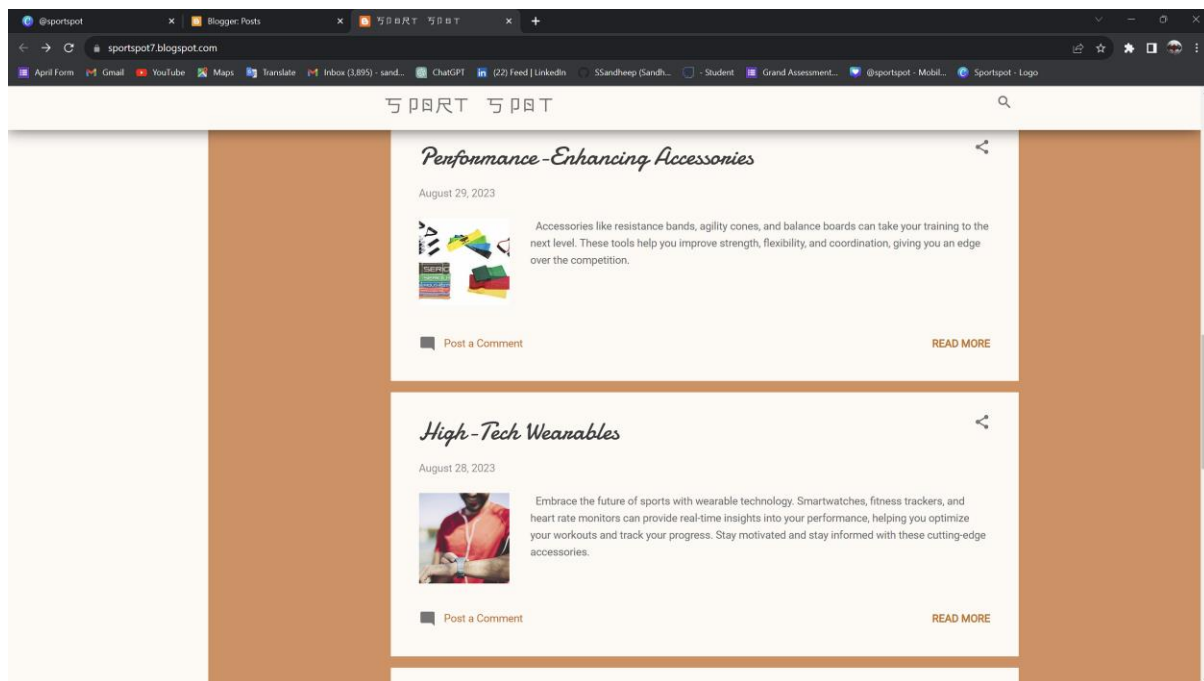
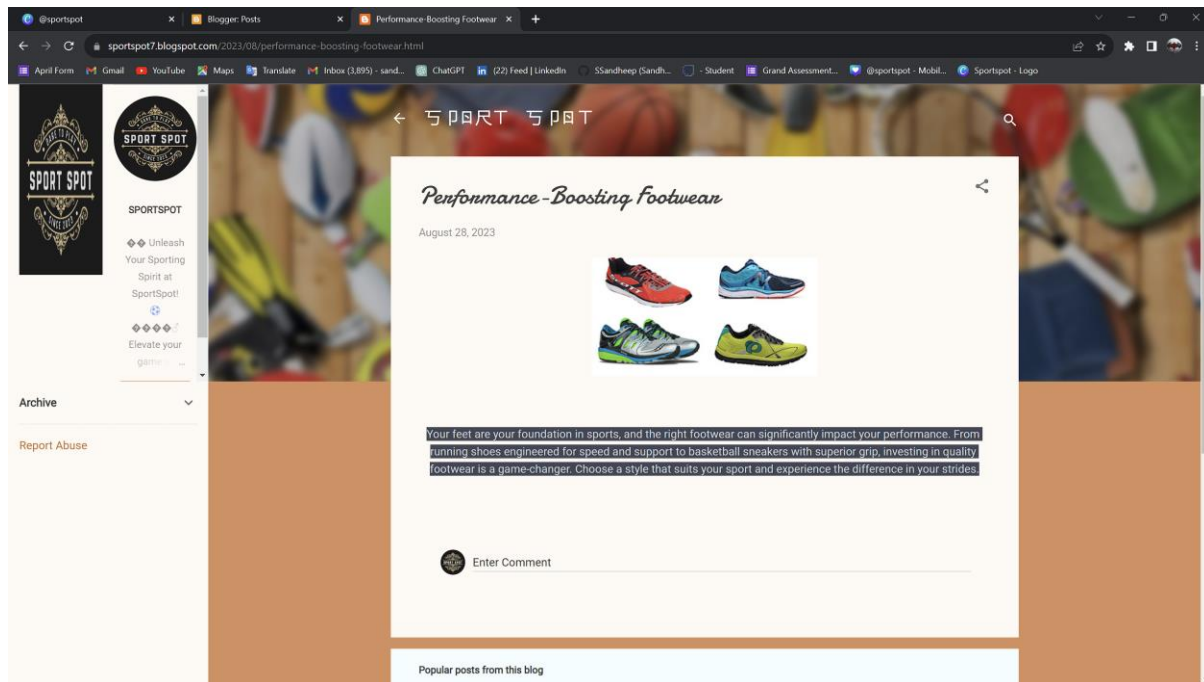


Then the blog home page is created for Sportspot.

Then add posts that explain the services that the spirit whispers a dreamy catchers company provides to its clients for the reach to the visitors of the page.



After completing the post save it and publish. It looks stunning on the blog as below.



FACEBOOK PAGE:

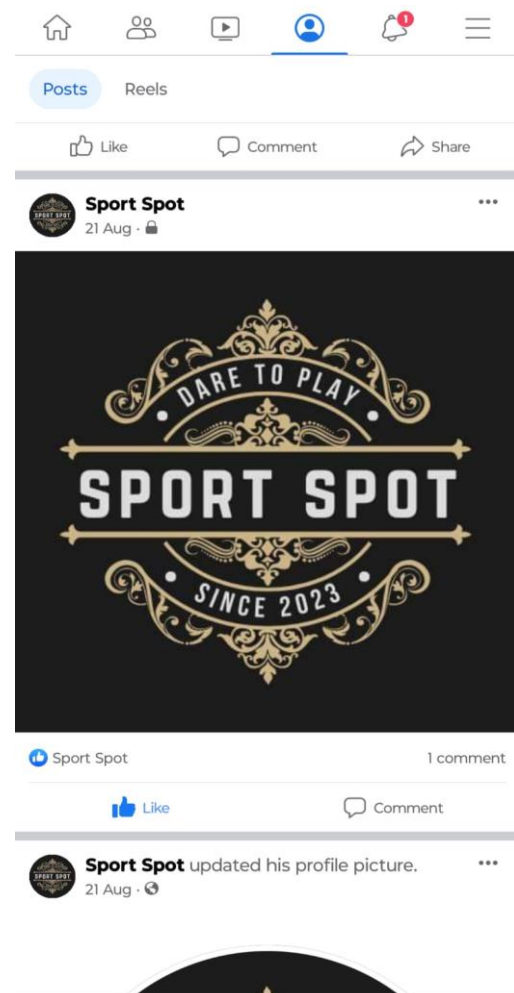
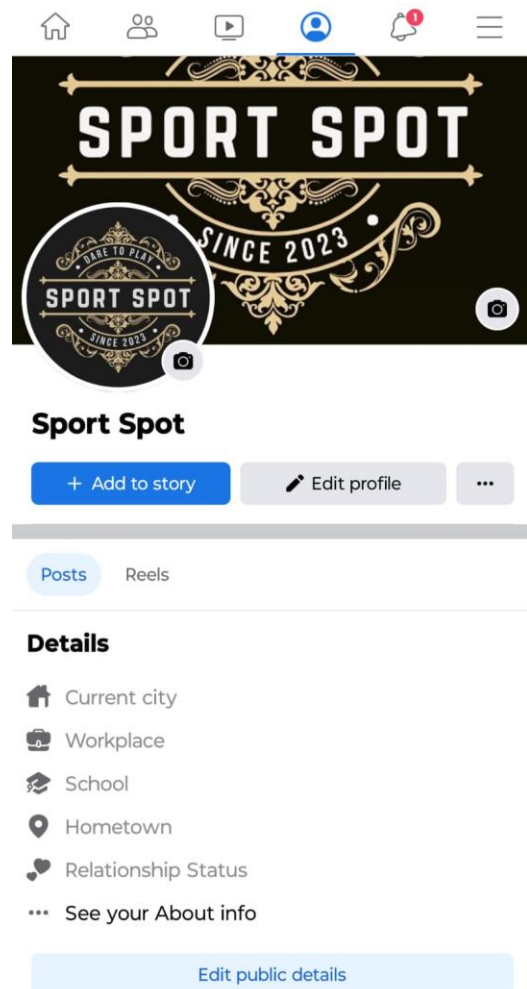
Facebook page Url:

<https://www.facebook.com/profile.php?id=61550335570188&mibextid=b06tZ0>

Creation of a Facebook business page for Sportspot a sports and fitness equipments selling online store. For that, we create a business profile by giving the required details.

Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.

Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.



This is the Facebook page of Sportspot.

The first post is our brand logo along with our contact details to make use of our service and products.

EMAIL NEWSLETTER POST:

Email Newsletter Post – Blog Url: <https://sportspot7.blogspot.com/2023/09/newsletter.html>

SPORTSPOT

EDITION 1



08 SEPTEMBER, 2023

 [sportspot.mdu](https://www.instagram.com/sportspot.mdu)

 sportspot75@gmail.com



PRODUCT SPOTLIGHT:

FEATURED PRODUCT: ADIDAS 2023 UCL PRO VOID

This month, we shine a spotlight on a must-have product that's making waves in the sports world. Learn about its features, benefits, and why it's a game-changer for your sports journey.

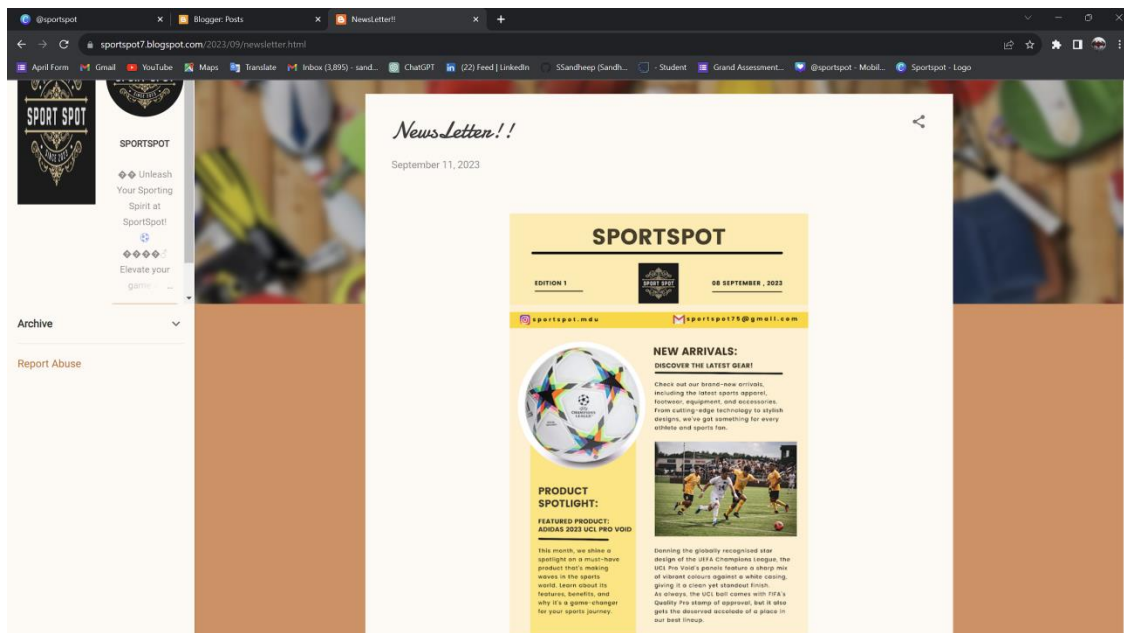
NEW ARRIVALS:

DISCOVER THE LATEST GEAR!

Check out our brand-new arrivals, including the latest sports apparel, footwear, equipment, and accessories. From cutting-edge technology to stylish designs, we've got something for every athlete and sports fan.



Donning the globally recognised star design of the UEFA Champions League, the UCL Pro Void's panels feature a sharp mix of vibrant colours against a white casing, giving it a clean yet standout finish. As always, the UCL ball comes with FIFA's Quality Pro stamp of approval, but it also gets the deserved accolade of a place in our best lineup.



INFOGRAPHIC POSTER:

Infographic Post – Blog Url: <https://sportspot7.blogspot.com/2023/09/infographic.html>



Elliptical

Including the elliptical machine in your fitness routine can help strengthen your heart, lungs, and muscles, all while boosting your stamina, improving your balance, and burning a lot of calories.



Skipping Rope

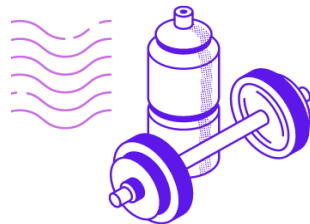
Skipping improves cardiovascular health by boosting heart rate and circulation.

It's a highly effective calorie burner, aiding in weight management.

Regular skipping enhances coordination, agility, and endurance

Yoga Mat

Provides cushioning and support for comfortable yoga practice. Helps maintain stability and prevents slipping during poses



Kettlebell

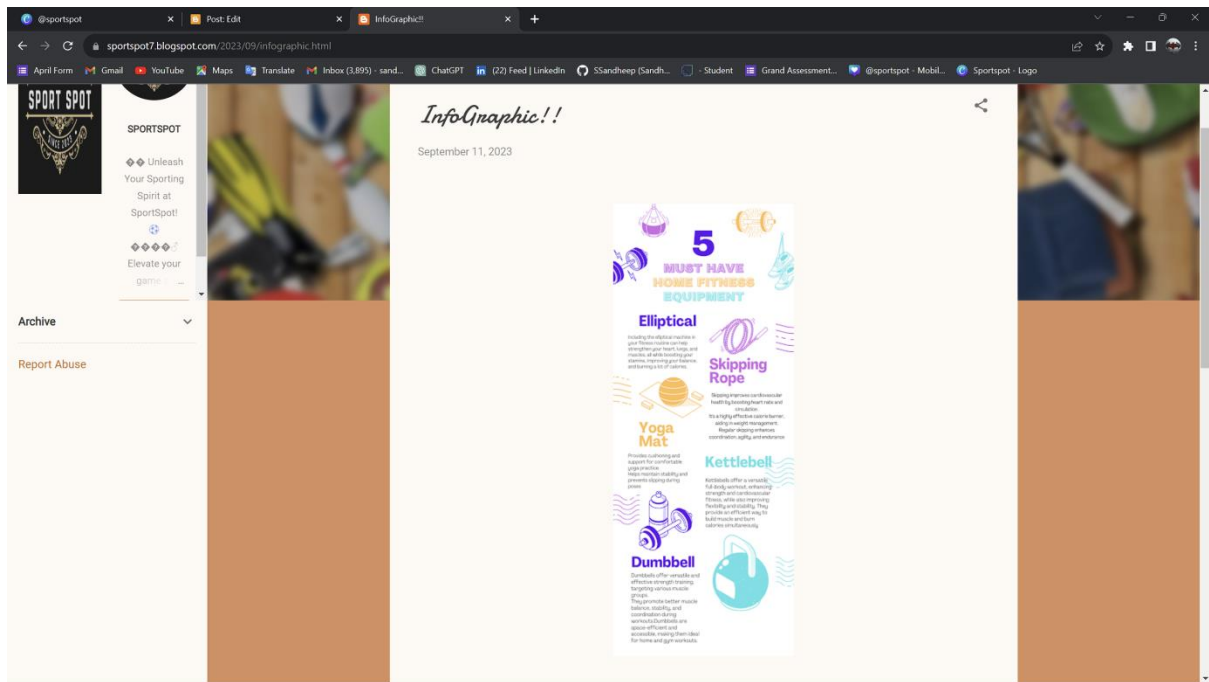
Kettlebells offer a versatile full-body workout, enhancing strength and cardiovascular fitness, while also improving flexibility and stability. They provide an efficient way to build muscle and burn calories simultaneously



Dumbbell

Dumbbells offer versatile and effective strength training, targeting various muscle groups. They promote better muscle balance, stability, and coordination during workouts. Dumbbells are space-efficient and accessible, making them ideal for home and gym workouts.

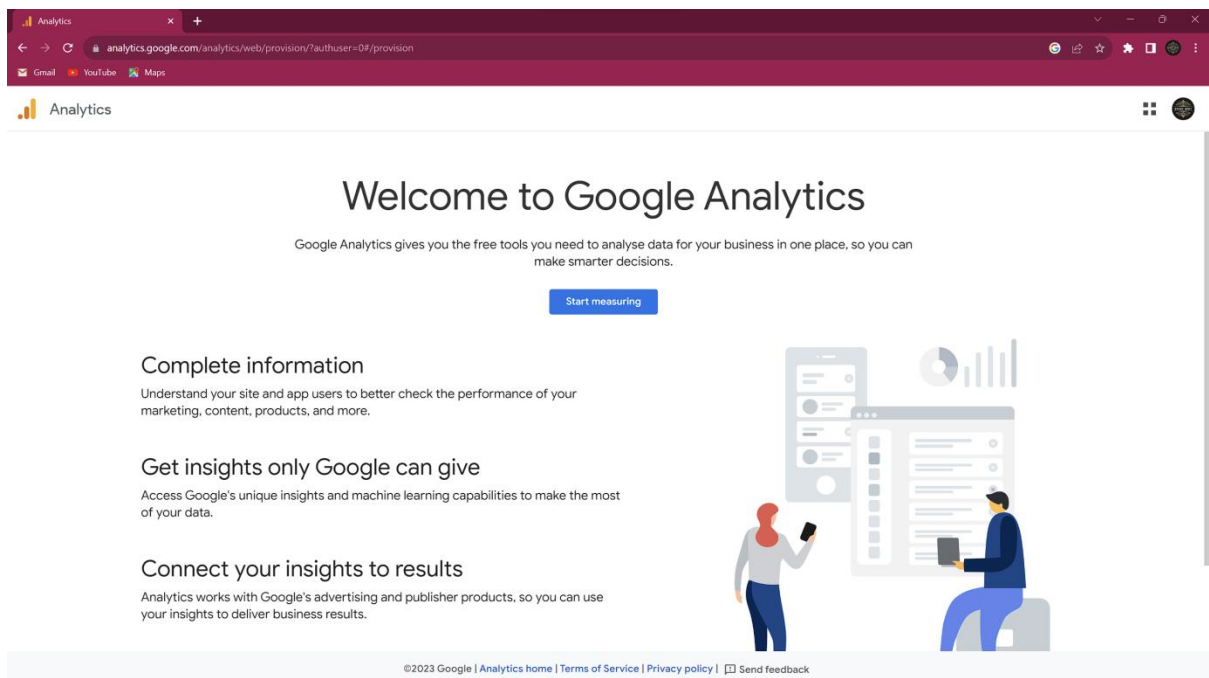




GOOGLE ANALYTIC MEASUREMENT ID:

Google analytic measurement ID: G-L73Y89WZTQ

Visit Google Analytic official page



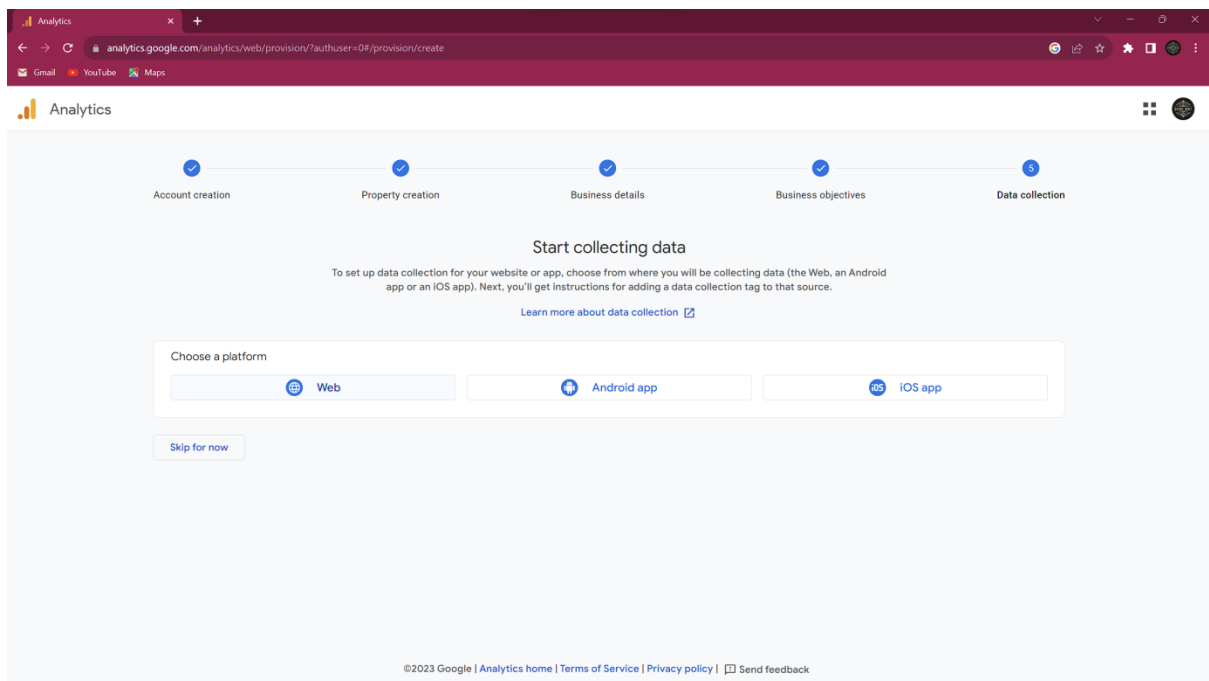
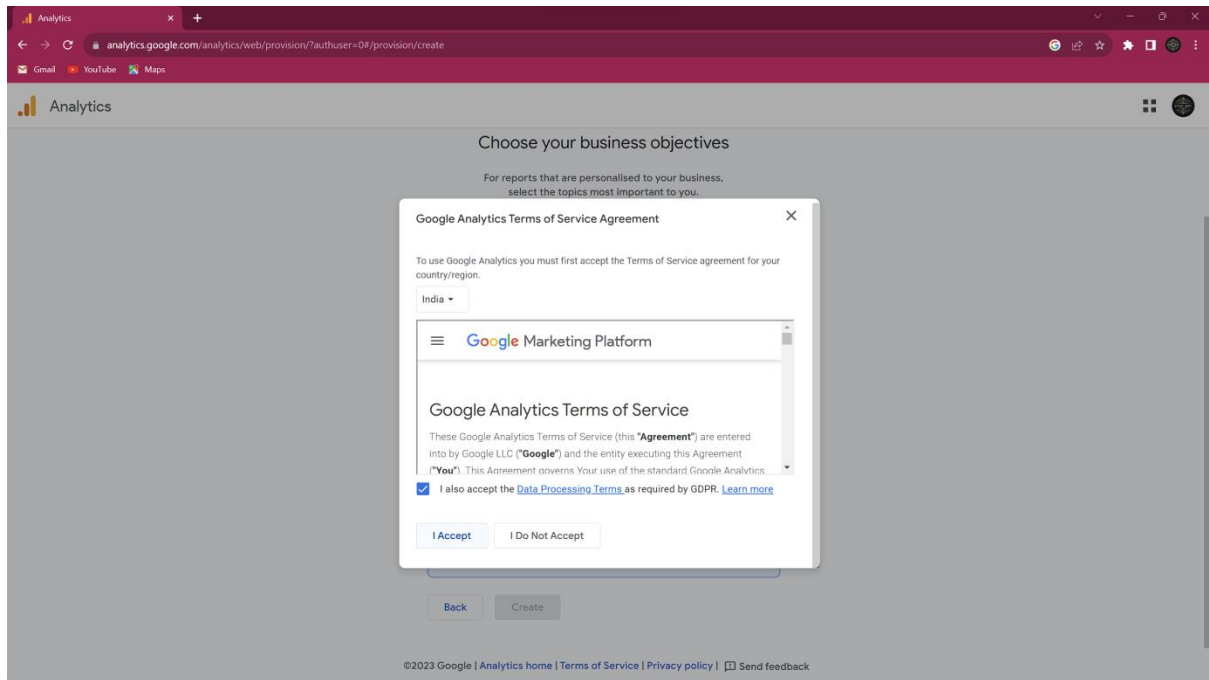
Create an account by means of enter details.

The screenshot shows the 'Create an account' page in Google Analytics. At the top, a progress bar indicates five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create an account', followed by the instruction: 'Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.' Below this, there are two main sections: 'Account details' and 'Account Data Sharing Settings'. In the 'Account details' section, the 'Account name (Required)' field contains 'SportSpot'. Below it, a note states: 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.' The 'Account Data Sharing Settings' section includes a link to 'Learn more' and a checkbox for 'Google products and services', which is currently unchecked. At the bottom, there is a copyright notice: '©2023 Google | Analytics home | Terms of Service | Privacy policy | Send feedback'.

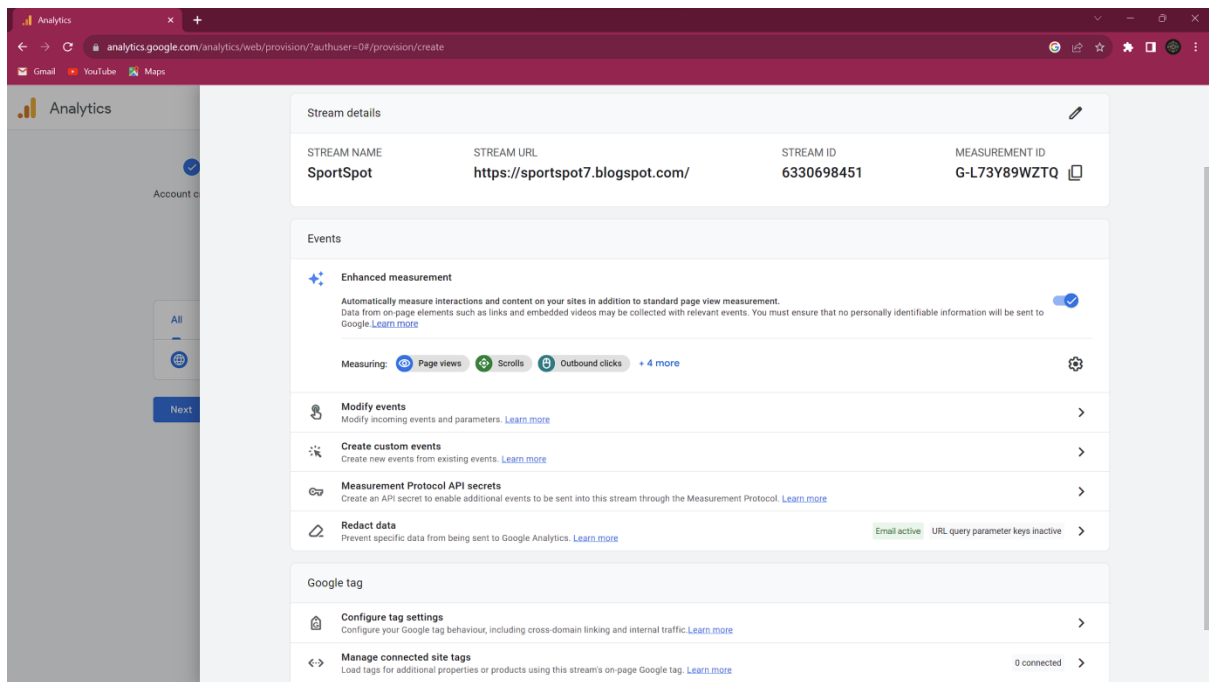
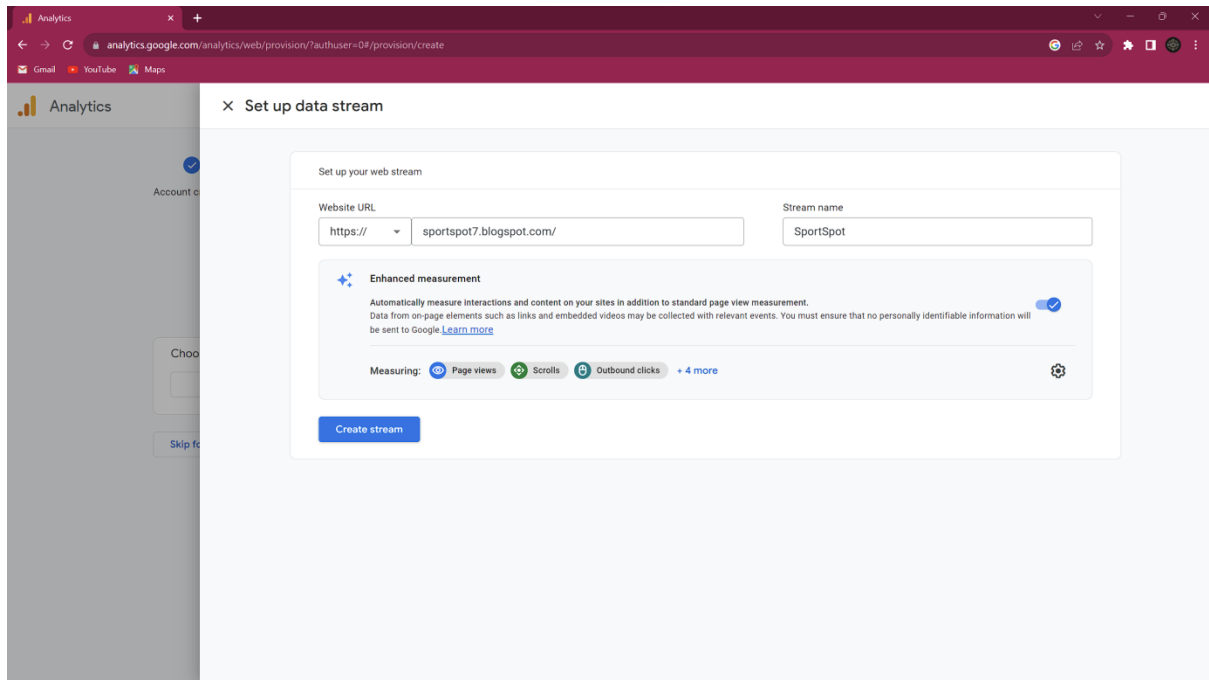
Create the property name and time zones and currency.

The screenshot shows the 'Create a property' page in Google Analytics. The progress bar at the top now shows step 2, 'Property creation', as the active step. The main heading is 'Create a property', followed by the instruction: 'To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.' Below this, there is a 'Property details' section. It contains three fields: 'Property name (Required)' with the value 'SportSpot', 'Reporting time zone' set to 'India (GMT+05:30) India Time', and 'Currency' set to 'Indian Rupee (₹)'. A note below these fields states: 'You can edit these property details later in Admin'. Below the 'Property details' section, there is a link for 'Show advanced options' and two buttons: 'Back' and 'Next'. At the bottom, the same copyright notice is present: '©2023 Google | Analytics home | Terms of Service | Privacy policy | Send feedback'.

Complete all the 5 steps and create a new stream by clicking the web option.



Set up a new web stream and link the blogsite of the brand.



The Google Analytics Measurement ID for the brand is obtained.