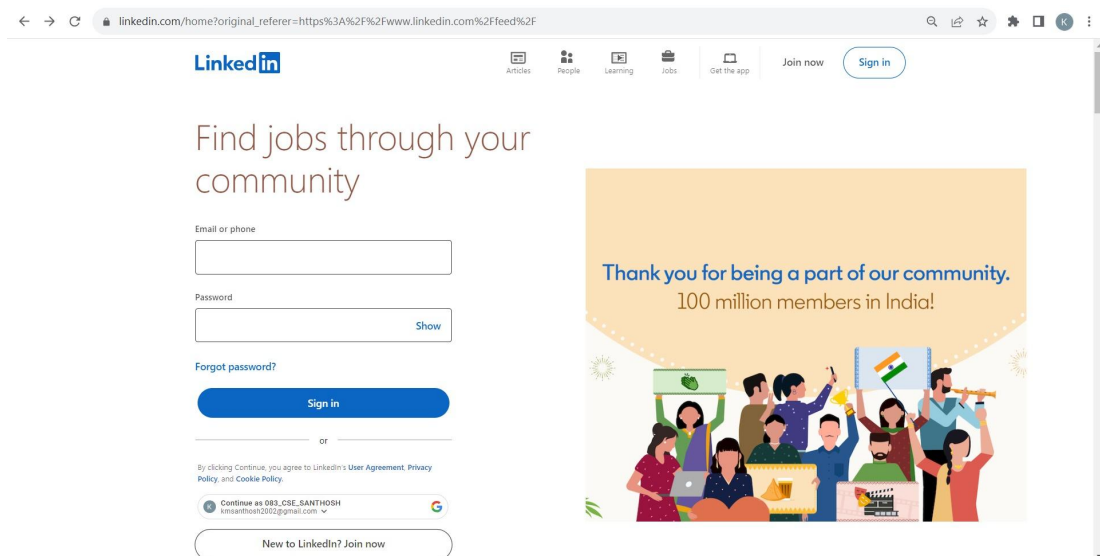


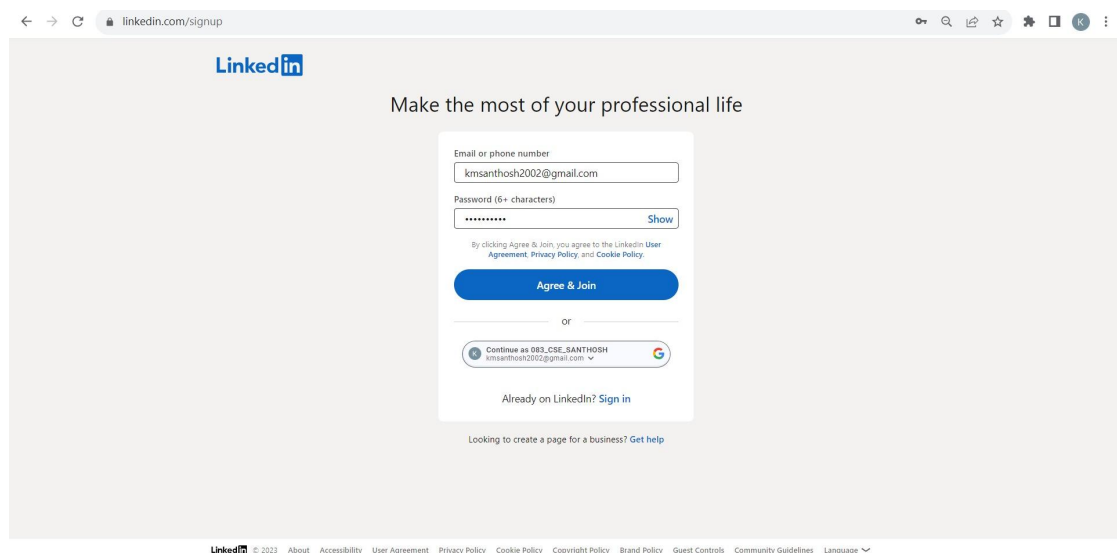
NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

✓ LINKEDIN CREATION

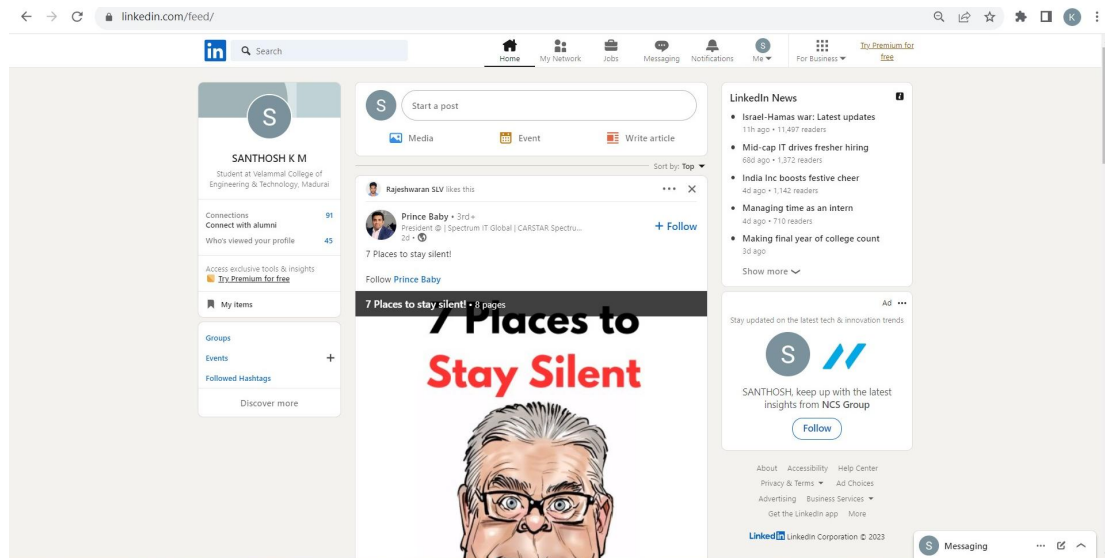
- Visit LinkedIn: Go to LinkedIn's website at www.linkedin.com.
- Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.



- Provide personal information and complete the profile.



- We will be redirected to the home page.



✓ BRAND NAME

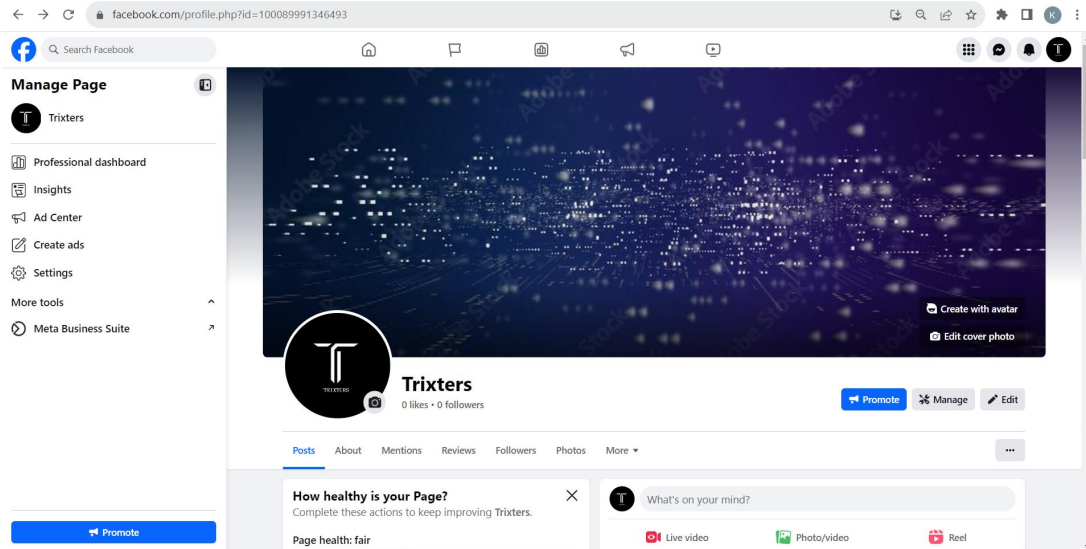
TRIXTERS



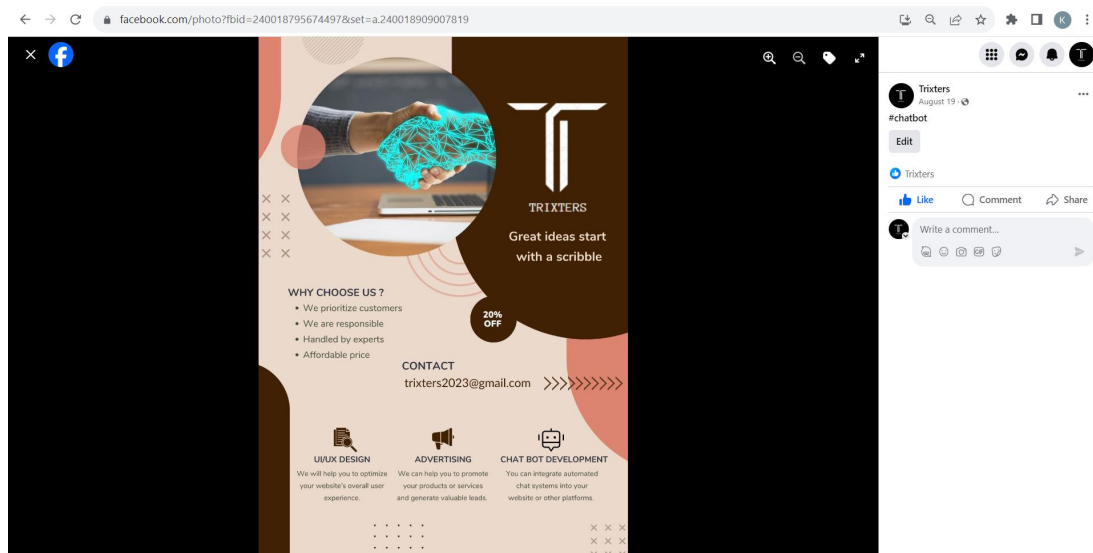
✓ FACEBOOK PAGE

- Page Url: <https://www.facebook.com/profile.php?id=100089991346493>
- Creation of a Facebook business page for Trixters. 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 Trixters

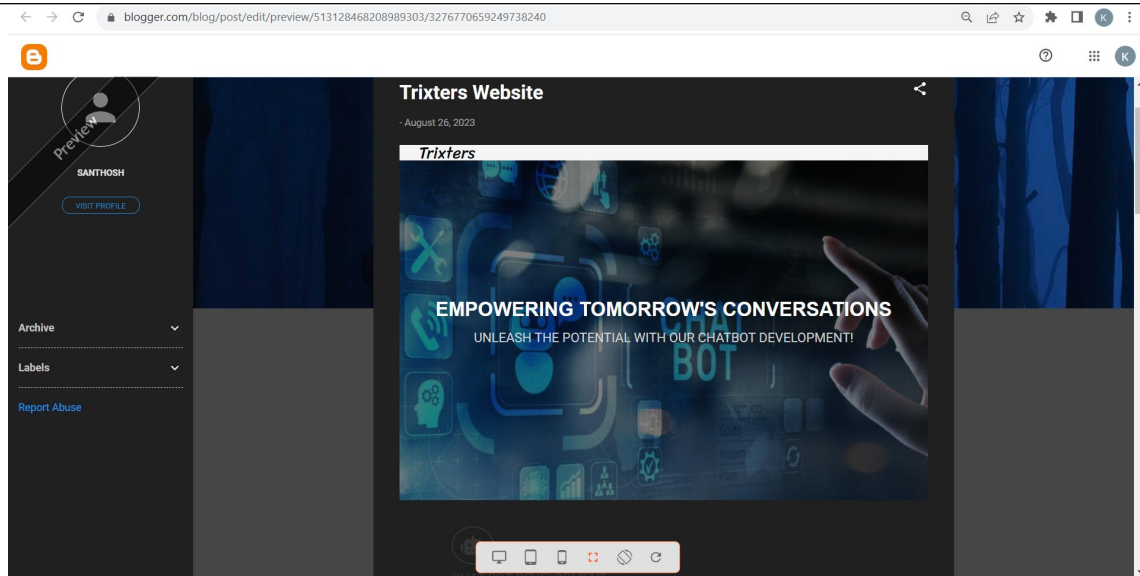


- The first post explains our services and what “Trixters” does along with our contact details to make use of services.



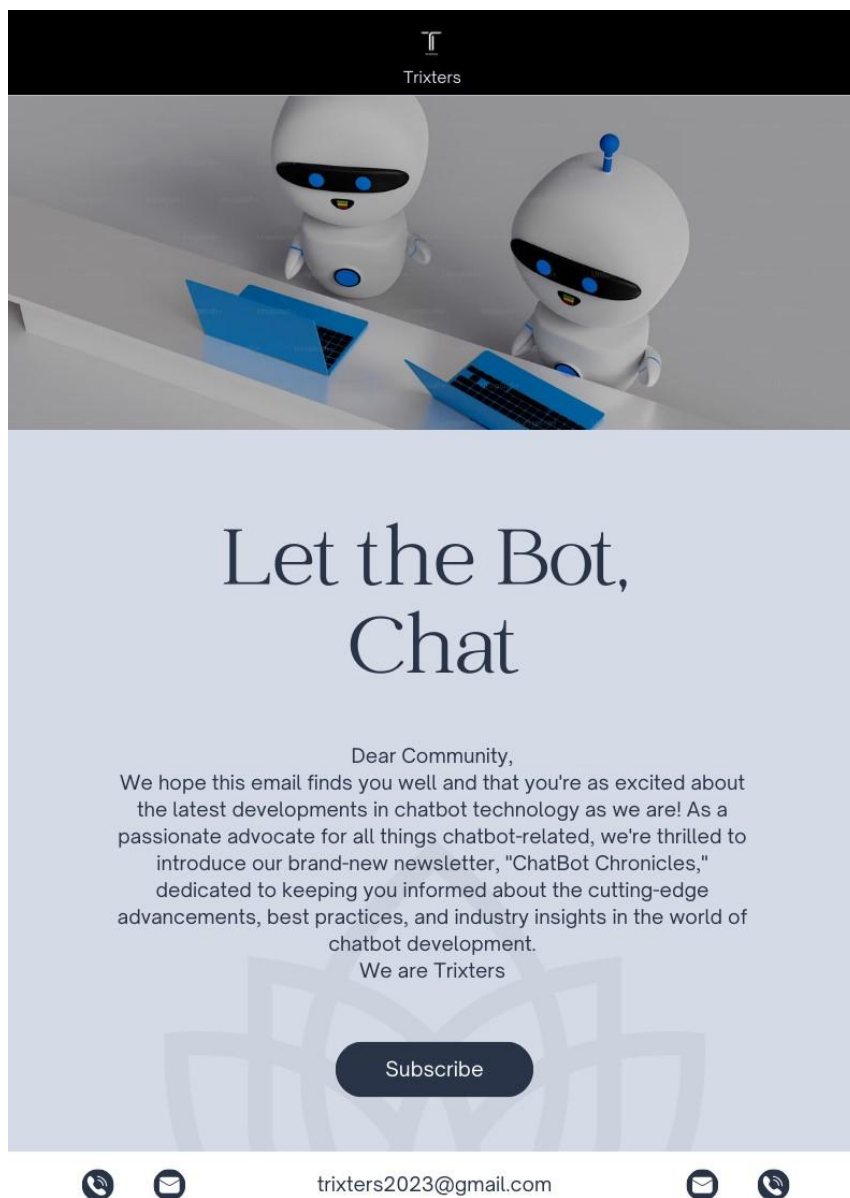
✓ CREATION OF BLOG PAGE

- **Blog Url:** <https://trixters2023.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 page is created for “Trixters”.
- Then, add posts that explain the services that the 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 below.



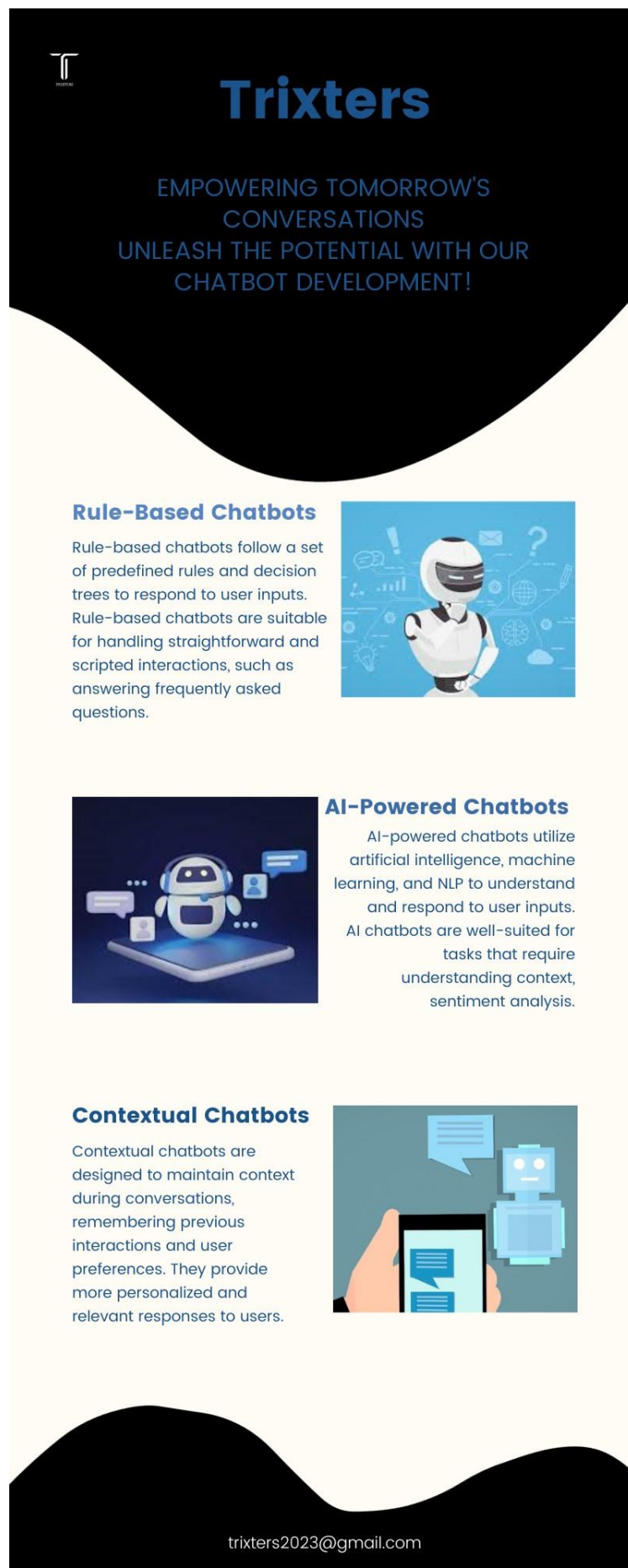
✓ EMAIL NEWSLETTER POST

Blog Url: <https://trixters2023.blogspot.com/2023/09/email-newsletter-trixters.html>



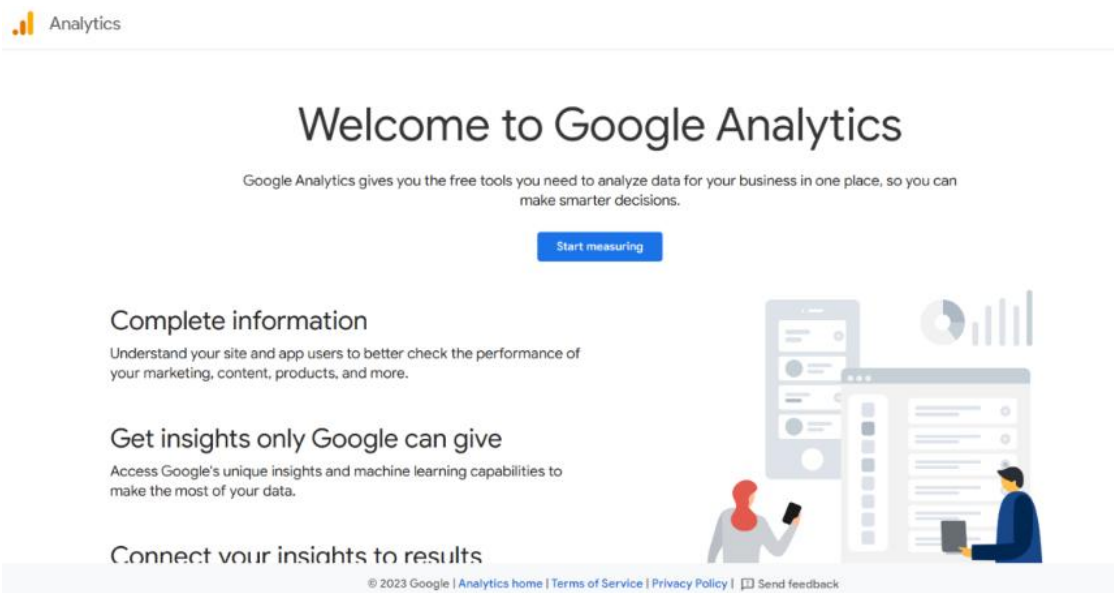
✓ INFOGRAPHIC POST

Blog Url: <https://trixters2023.blogspot.com/2023/09/types-of-chatbot-infography.html>



✓ GOOGLE ANALYTIC MEASUREMENT ID : G-96HBERZ6JG

- Visit Google Analytic official page



- Create an account by means of enter details

The image shows the "Create an account" setup 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". Below it, a subheading states: "Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs." The form is divided into two main sections: "Account details" and "Account Data Sharing Settings". The "Account details" section includes a label "Account name (Required)" with a note "Accounts can contain more than one measurement ID." and a text input field containing "My New Account Name". Below this is a checkbox labeled "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 heading "Account Data Sharing Settings" with a help icon, followed by a paragraph explaining that Google processes data as required to maintain and protect the service, as set out in the "Google Ads Data Processing Terms". The data sharing settings below allow customization of whether data collected in Google Analytics may also be shared with Google for additional purposes. At the bottom, there is a footer with copyright information and links to "Analytics home", "Terms of Service", "Privacy Policy", and "Send feedback".

- Account creation
- Property creation
- Business details
- Business objectives
- Data collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

- Web
- Android app
- iOS app

[Skip for now](#)

Analytics

+

Create

Admin

My preferences

Setup Assistant

Account settings

Account

Account details

Account access

All filters

Account change

Trash

Property settings

Property

Data collection and

Data streams

Data collection

Stream details

STREAM NAME

STREAM URL

STREAM ID

Trixters

https://trixters2023.blogspot.com/2023/08/trixters-import-urlhttpsfonts.html

6240091010

MEASUREMENT ID

G-96HBERZ6JG

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Modify events

Create custom events

Measurement Protocol API secrets

Redact data