



**DIGITAL MARKETING – ASSIGNMENT REPORT**

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**DEPARTMENT** : BIOTECHNOLOGY

**ASSIGNMENT TITLE** : **1. Create a social media post**  
**2. Create a New Facebook**  
**Business page**

**KNOWLEDGE PARTNER** : Scopik

**CATEGORY** : Digital marketing

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### **1. INTRODUCTION – CREATE A SOCIAL MEDIA POSTER**

1.1 Overview

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### **3. APPLICATION**

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# A CUP OF COFFEE

## 1. INTRODUCTION - SOCIAL MEDIA POSTER

### 1.1 OVERVIEW:

Create a social media advertisement poster using Canva

### 1.2 PURPOSE:

The purpose of a coffee shop can be to create a unique and enjoyable experience for customers. Coffee shops often serve as community places. They can be designed to foster a sense of community, where people come together to socialize, work, study, or hold meetings.

### 1.3 RESULT:

MY BRAND ADVERTISEMENT POSTER – A CUP OF COFFEE



## 2. INTRODUCTION – CREATE A NEW FACEBOOK BUSINESS PAGE

### 2.1 OVERVIEW:

Create a New Facebook business page and post one social media poster for your brand.

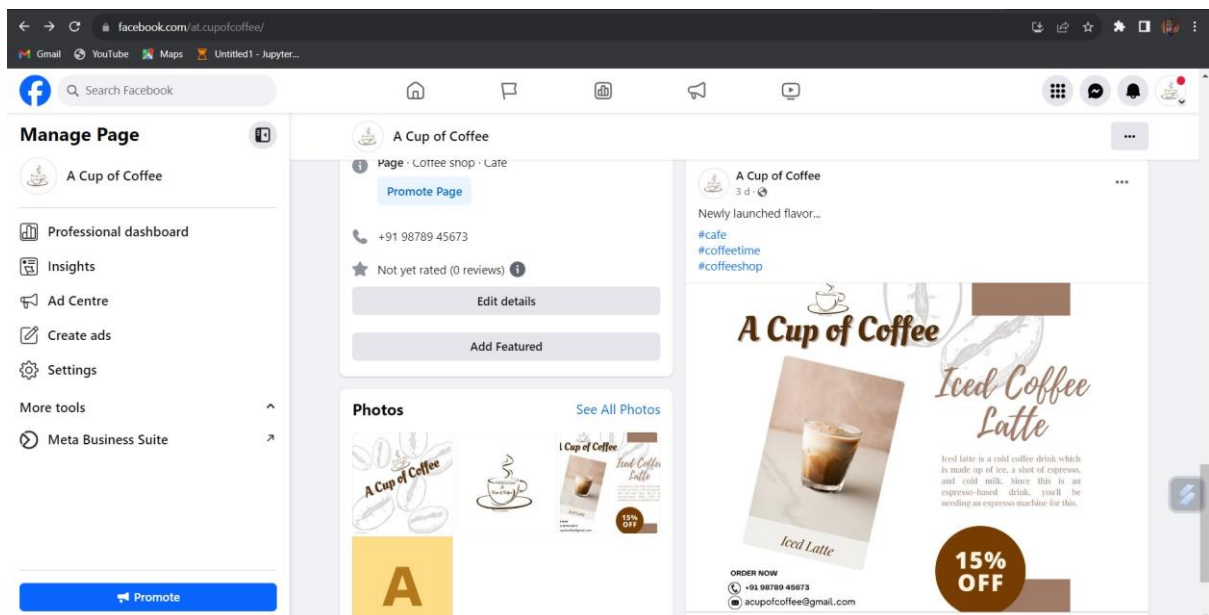
### 2.2 PURPOSE:

Creating a Facebook business page serves several purpose for individuals and business looking to establish an online presence and connect with their audience. Some of the key purpose includes Online visibility, Marketing and Promotion, Branding, Networking, Market research, Targeted advertising.

### 2.3 RESULT:

Our Facebook page url would be provided below for your reference

<https://www.facebook.com/at.cupofcoffee>



Screenshot of social media poster for my brand posted on Facebook business page.

### **3. APPLICATION**

- Our coffee shop aim is to provide the environmentally safe waste and we also provide an open air café to the customer.
- And we will be giving a reward to the customer at each cup of coffee.
- We launched a new taste- Iced Coffee Latte which is our new flavoured coffee.
- Claim your Google my Business listing to improve our online visibility.
- Utilize platforms like Instagram, Facebook and Twitter for marketing our coffee shop. We created a poster and related advertising things are created by Canva and posted in our social media page.
- And our online platform will help the customer to reach us through online to order their menu prior.

### **4. CONCLUSION**

I learnt how digital marketing plays a major role in the advertising our products we learnt how it reach to the massive audience. And now we are also well versed in using Canva tools because of this work. This made us to know how to use the Facebook business page for our brand to reach the customer.