



# **PRATHYUSHA ENGINEERING COLLEGE**



## **DIGITAL MARKETING – ASSIGNEMENT REPORT**

**NAME** : MICHEAL GNANA PRIYAM A

**REGISTER NUMBER** : 111420214013

**DEPARTMENT** : BIOTECHNOLOGY

**ASSIGNEMENT TITLE** : 1. Create a social media post

2. Create a Facebook page

**KNOWLEDGE PARTNER** : Scopik

**CATEGORY** : Digital marketing

## **CONTENT:**

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

1.1 Overview

1.2 Purpose

1.3 Result

### **2. INTRODUCTION – CREATE A FACEBOOK PAGE**

2.1 Overview

2.2 Purpose

2.3 Result

### **3. APPLICATION**

### **4. CONCLUSION**



# LEHOR – DANCE ACADEMY

## 1. INTRODUCTION - SOCIAL MEDIA POST

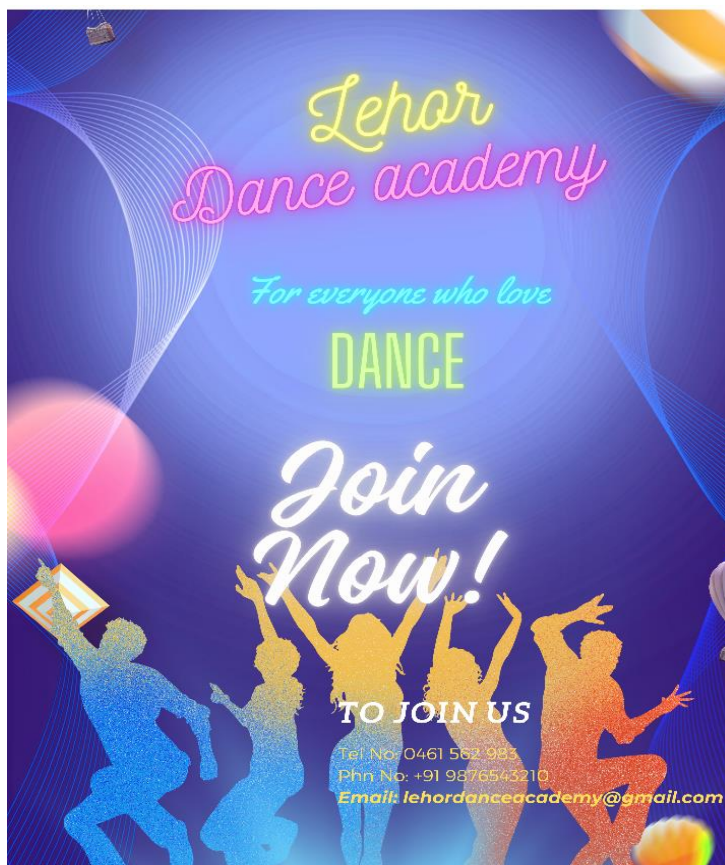
### 1.1 OVERVIEW:

Create a social media advertisement poster using Canva

### 1.2 PURPOSE:

Dancing is one of the best entertainment and exercise so we aim to provide a relaxing environment for customers to enjoy. And we'll be the centre of social interaction.

### 1.3 RESULT:



### OURBRAND

ADVAERTISEMENT POSTER –  
LEHOR DANCE ACADEMY

## 2. INTRODUCTION – FACEBOOK PAGE

### 2.1 OVERVIEW

Create a Facebook page.

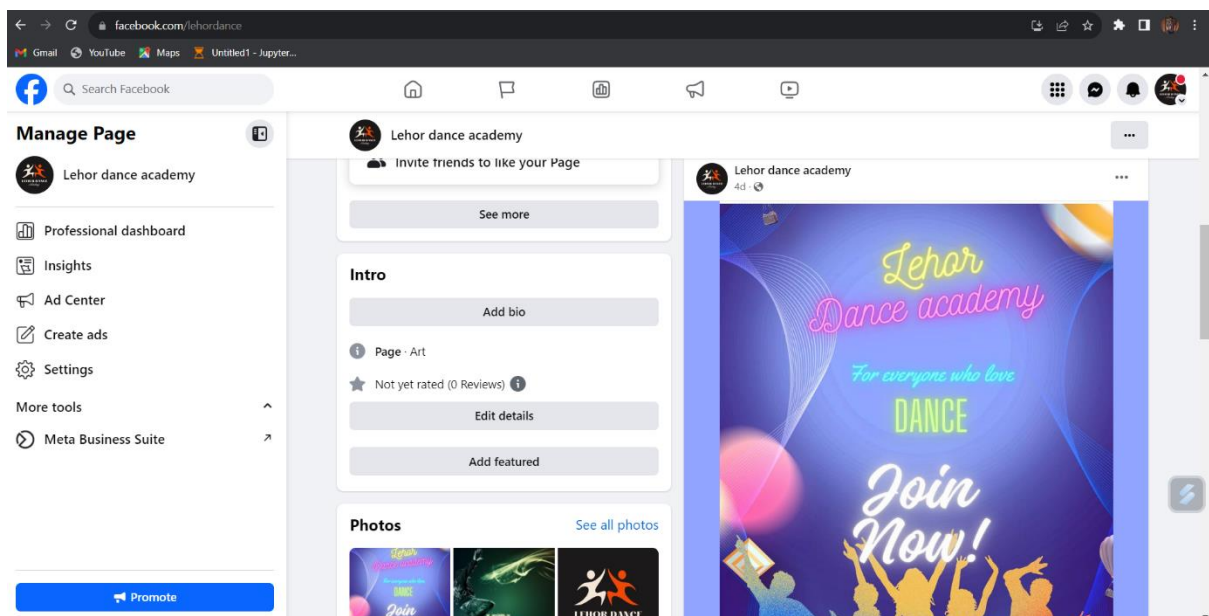
### 2.2 PURPOSE

Our Facebook page purpose is to keep our subscribers informed about our academy and services. Generally, this Facebook page are not about selling; they are about fostering dancer loyalty through our valuable content. And we'll also update our new post about our academy.

### 2.3 RESULT

FACEBOOK PAGE URL:

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



### **3. APPLICATION:**

- Our major aim is to provide an eco- friendly and energetic environment to the customer.
- And we also have a feature called Facebook page which helps the customer to know about the current updates.
- We have also initiated the memory wall where the customer can write or draw their interest in our wall.
- And we also be providing new traditional dance.
- The updates will be get through our Facebook page where people can get accessed.
- Soon we are going to have an online platform where the customers can order through online mode.

### **4. CONCLUSION:**

By the end of this assignment, 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 also made us to know about the how the Facebook page should planned or designed. and finally, we came to know how the digital marketing strives to help the entrepreneurs by creating a massive reach to the audience