



**DIGITAL MARKETING – ASSIGNMENT REPORT**

**NAME : SARAN G**

**REGISTER NUMBER : 111420214020**

**DEPARTMENT : BIOTECHNOLOGY**

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

**2. create a Facebook business 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 BUSINESS PAGE**

2.1 Overview

2.2 Purpose

2.3 Result

### **3. APPLICATION**

### **4.CONCLUSION**



# STUDIO SHADOW– PHOTOGRAPHY

## 1. INTRODUCTION - SOCIAL MEDIA POST

### 1.1 OVERVIEW:

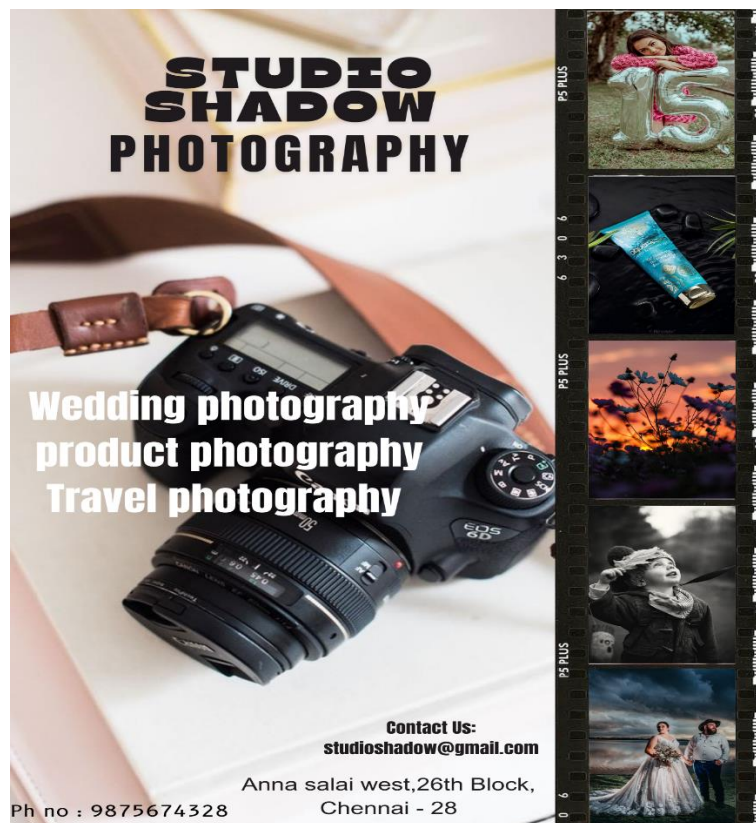
Create a social media advertisement poster using Canva

### 1.2 PURPOSE:

Photography Marketing, so we aim to provide a Low Cost of High quality of framing your memories here.

### 1.3 RESULT:

OUR BRAND ADVERTISEMENT POSTER – STUDIO SHADOW



## 2. INTRODUCTION - FACEBOOK BUSINESS PAGE

### 2.1 OVERVIEW

Create a Facebook business page design using Facebook and Canva

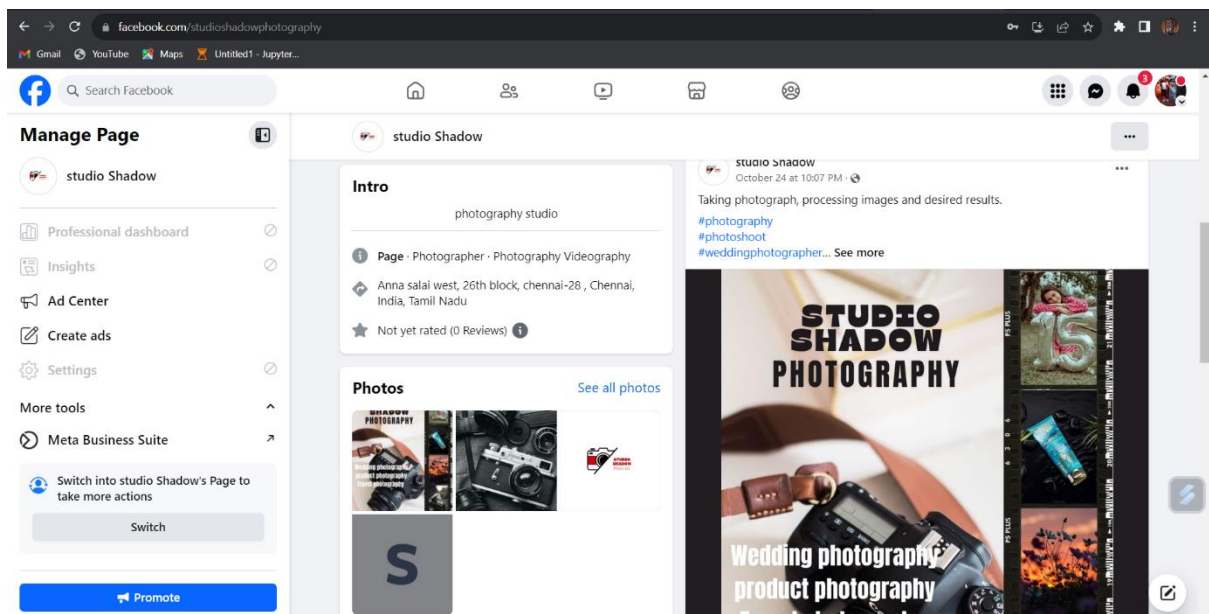
### 2.2 PURPOSE

Our Facebook page is to keep our subscribers information about our company, and services. Generally, these Facebook pages about Digitally to reach customers in photography field and More festivals To Booking and Contact The Simple way.

### 2.3 RESULT

Our Facebook page url would be provided below for your reference

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



### **3. APPLICATION:**

- Studio Shadow main aim is to provide a Low cost valuable product to the customer.
- Product photography, wedding photography, Model photography, birthday celebration photography
- Our company to Provide product photography to Advertisement the Different product'.
- We have also Provide internships And Photography In this generation Uses to teach the new beginner's and Master level
- And we also be providing new classy, traditional And trendy photography To customers .
- Soon we are going to have an online plat form 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 and how to Use digital market we learnt how it reached to the massive audience. And now we are also well versed in using Canva tools to create a Designing posts and Usages 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 Used to help the entrepreneurs by creating a massive reach to the audience And business To reach the Different platform audience.