PRATHYUSHA ENGINEERING COLLEGE

DIGITAL MARKETING – ASSIGNEMENT REPORT

NAME **:** ABDUL SAMADH H

REGISTER NUMBER **:** 111420214001

DEPARTMENT : BIOTECHNOLOGY

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

2. create a facebook business

page

KNOWLEDGE PARTNER : Scopik

CATEGORY **:** Digital marketing

CONTENT:

JEEP MENS FASHION-AUTUMN CLOTHING

1. INTRODUCTION - SOCIAL MEDIA POST

1.1   OVERVIEW:

Create a social media advertisement poster using Canva

1.2   PURPOSE:

Marketing is crucial in cloth branding, so we aim to provide best quality dresses to our customers. And we'll be providing at a affordable price.

1.3   RESULT:

OUR BRAND ADVAERTISEMENT POSTER – JEEP MENS FASHION.

2.INTRODUCTION - FACEBOOK BUSINESS PAGE

2.1 OVERVIEW

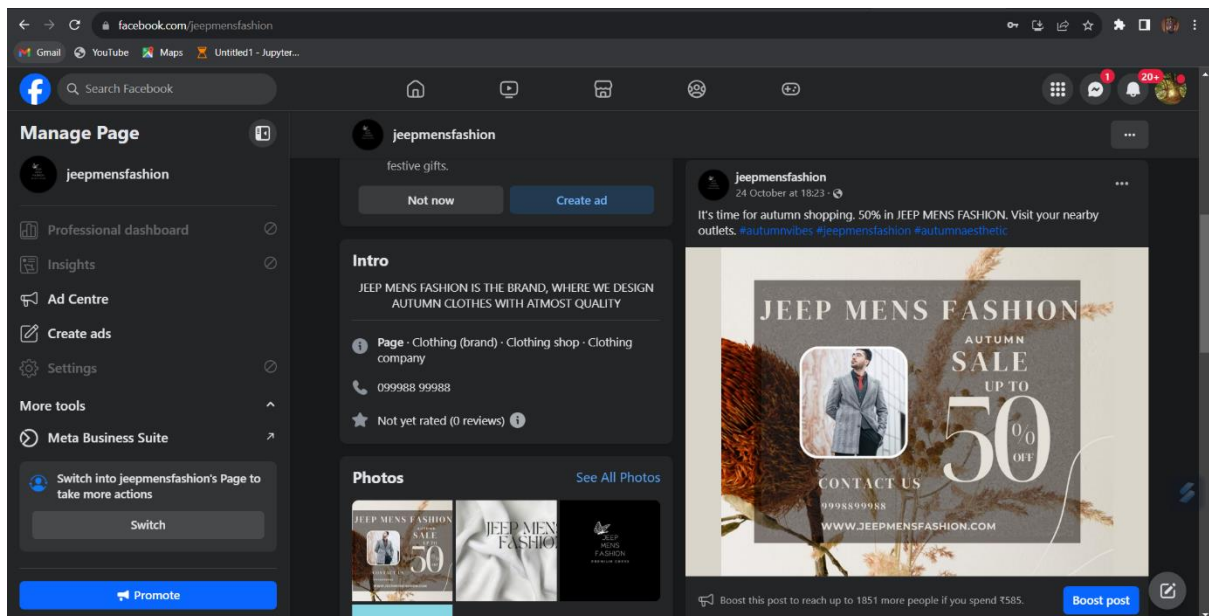Create a facebook poster design using mail chimp or Canva

2.2 PURPOSE

The purpose of our facebook page is to keep our subscribers informed about our company, products, and services. Generally, these posts are not about selling; they are about fostering customer loyalty through our valuable content. And we'll also update our new product entry.

2.3 RESULT

Our facebook page url would be provided below for your reference
https://www.facebook.com/jeepmensfashion

3.APPLICATION:

- Our major aim is to provide quality dresses to the customer.

- And we will be giving our clothes at a affordable price.

- And we also have a offer where others promoting our clothing shop where we provide special offers.

- We our clothing brand has 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 campaigns 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