



DIGITAL MARKETING – ASSIGNMENT REPORT

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DEPARTMENT : BIOTECHNOLOGY

ASSIGNMENT TITLE : 1. Create a social media post
2. Create an 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

GIRI GARMENTS

1. INTRODUCTION - SOCIAL MEDIA POST

1.1 OVERVIEW:

Create a social media advertisement poster using Canva

1.2 PURPOSE:

Marketing is crucial clothing business so we aim to provide a relaxing environment for customers to enjoy while wearing our garments. And we'll be the centre of social interaction.

1.3 RESULT:

OUR BRAND ADVAERTISEMENT POSTER – GIRI GARMENTS



2. INTRODUCTION – FACEBOOK PAGE

2.1 OVERVIEW

Create a Facebook page.

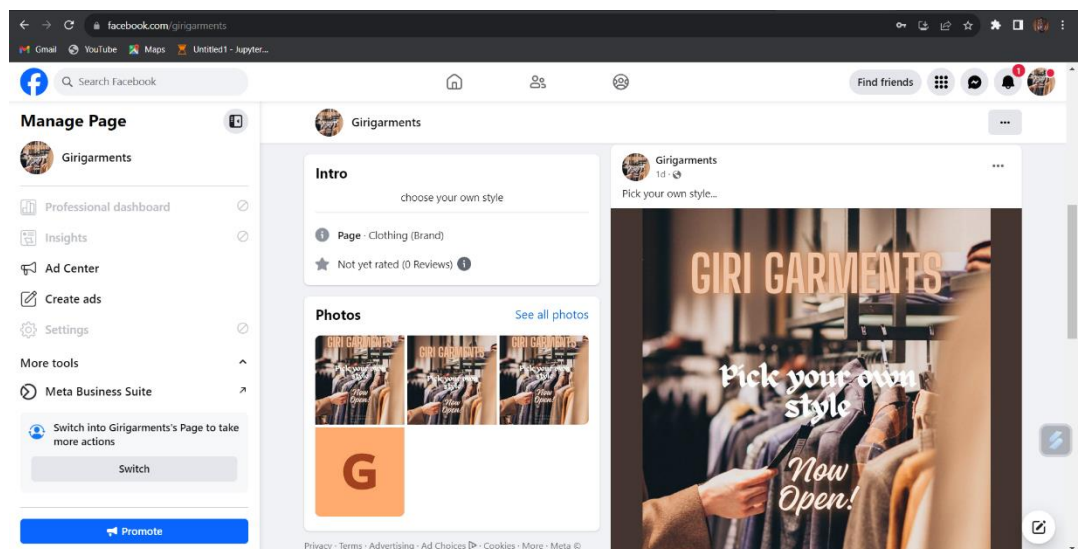
2.2 PURPOSE

Our Facebook page purpose is to keep our subscribers informed about our company, products, and services. Generally, this Facebook page 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

FACEBOOK PAGE URL:

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



3. APPLICATION:

- Our major aim is to provide an eco- friendly and energetic environment to the customer.
- And we will be giving a reward to the customer at each purchase.
- 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 tastes.
- 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