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DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY
COLLEGE : GOVERNMENT COLLEGE OF TECHNOLOGY
NAAN MUDHALVAN COURSE : DIGITAL MARKETING
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ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and WordPress. Customize the theme design and post new article with 500 words.

Blogspot : [Click here.](#)

WordPress : [Click here.](#)

BLOG POSTED IN BLOGSPOT:

The screenshot shows the Blogger 'Compose' interface in a web browser. The browser's address bar displays the URL: `blogger.com/blog/post/edit/1131520998214839974/3634927947014111928?hl...`. The Blogger logo is in the top left, and a user profile icon is in the top right. The main content area has a title field with the text 'Emarking on a Journey: The Transformative Magic of Travel'. Below the title is a rich text editor with a toolbar containing icons for bold, italic, underline, text color, background color, link, unlink, insert image, insert video, and emoji. The text in the editor is as follows:

In the heart of a bustling world, there exists a transformative magic found in the art of travel. It's more than just exploring new places; it's a sensory symphony of sights, sounds, and emotions that captures the very essence of the human spirit. The crisp mountain air kissing your cheeks, the melodic rhythm of foreign languages filling your ears, the vibrant colors of bustling markets captivating your eyes – all of it becomes a kaleidoscope of experiences, painting your memories with hues of wanderlust.

Travel is not a mere movement from one place to another; it's an odyssey that broadens horizons, deepens empathy, and ignites creativity. Each step taken in a new land is a step towards self-discovery. In the narrow alleys of ancient cities, you might find the echoes of history whispering stories of generations past. In the laughter of children playing by the beach, you might discover the universal language of joy that transcends barriers. Travel teaches you that the world is vast and diverse, yet beautifully interconnected through the shared human experience.

It's in the heart of Tuscany, where the rolling vineyards stretch endlessly, that you might find a newfound appreciation for simplicity and the beauty of slow living. Or in the midst of the bustling streets of Tokyo, where traditional tea ceremonies harmonize with futuristic technology, that you learn the art of balancing tradition and innovation. Travel is a journey that challenges preconceptions and encourages open-mindedness. The unfamiliar customs and traditions encountered along the way serve as a mirror, reflecting back your own beliefs and biases, urging you to see the world through a different

On the right side, there is a 'Post settings' sidebar. It includes a 'Preview' button, an 'Update' button, a 'Labels' section with the text 'Separate labels with commas' and 'No matching suggestions', a 'Published on' field showing '25/10/2023 13:55', and a 'Permalink' field.

BLOG POSTED IN WORDPRESS:

The screenshot shows a web browser window displaying a WordPress blog post. The browser's address bar shows the URL `basiliskvoyage.wordpress.com`. The page features a large, detailed image of a person in historical attire, possibly a monk or scholar, holding a green book and pointing towards a globe. The text 'Basilisk Voyage' is overlaid on the image, with the tagline 'Discover Your World: Where Every Journey Becomes a Tale' below it. The main content area contains two paragraphs of text. The first paragraph discusses the sensory experience of travel, mentioning sights, sounds, and emotions. The second paragraph describes travel as an odyssey that broadens horizons and deepens empathy. The browser's taskbar at the bottom shows various application icons, including a file explorer, communication apps, and creative software like Photoshop and Illustrator. The system clock indicates the time is 21:54 on 30-10-2023.

Remove this site banner with a paid plan Remove banner

Basilisk Voyage

"Discover Your World: Where Every Journey Becomes a Tale"

About

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Edit Site

21:54
30-10-2023

2. Create a new Facebook business page and post one social media poster for your brand. [Click here](#)

SOCIAL MEDIA POSTER:



3. Create and design a social media advertisement poster using canva.

ADVERTISEMENT:





4. Create email newsletter design using Mailchimp or Canva tool.

EMAIL NEWSLETTER:

OUR COMPANY TRAVEL

DECK COMPANY TRAVEL





OUR TOP PICKS

If you're finding yourself increasingly envious of your friends' extravagant vacation posts at this moment (why did you even choose that Montauk rental?), or if you're still pondering, "Where should I travel in August?" – fret not. We've gathered a collection of summer vacation concepts for you. This includes exciting hotel debuts, cultural events, hidden gems in natural landscapes, and up-and-coming culinary and wine destinations that are worth a visit. In certain instances, you might even have these places all to yourself.

- **DENALI NATIONAL PARK, ALASKA**
Go because... you want to feel like a great explorer (but with fine wines and whiskey).
- **OJAI, CALIFORNIA**
Go because... Eden has a killer wine festival.
- **ASBURY PARK, NJ**
Go because... the traffic to Long Island is going to be miserable. And there are Korean tacos to die for.