

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE 638316



ELECTRICAL AND ELECTRONICS ENGINEERING

NAAN MUDHALVAN

DIGITAL MARKETING ASSIGNMENT

NAME: V.NIVEDITHA

NM ID: au731120105022

BRAND NAME: COFFEE TOO CUP

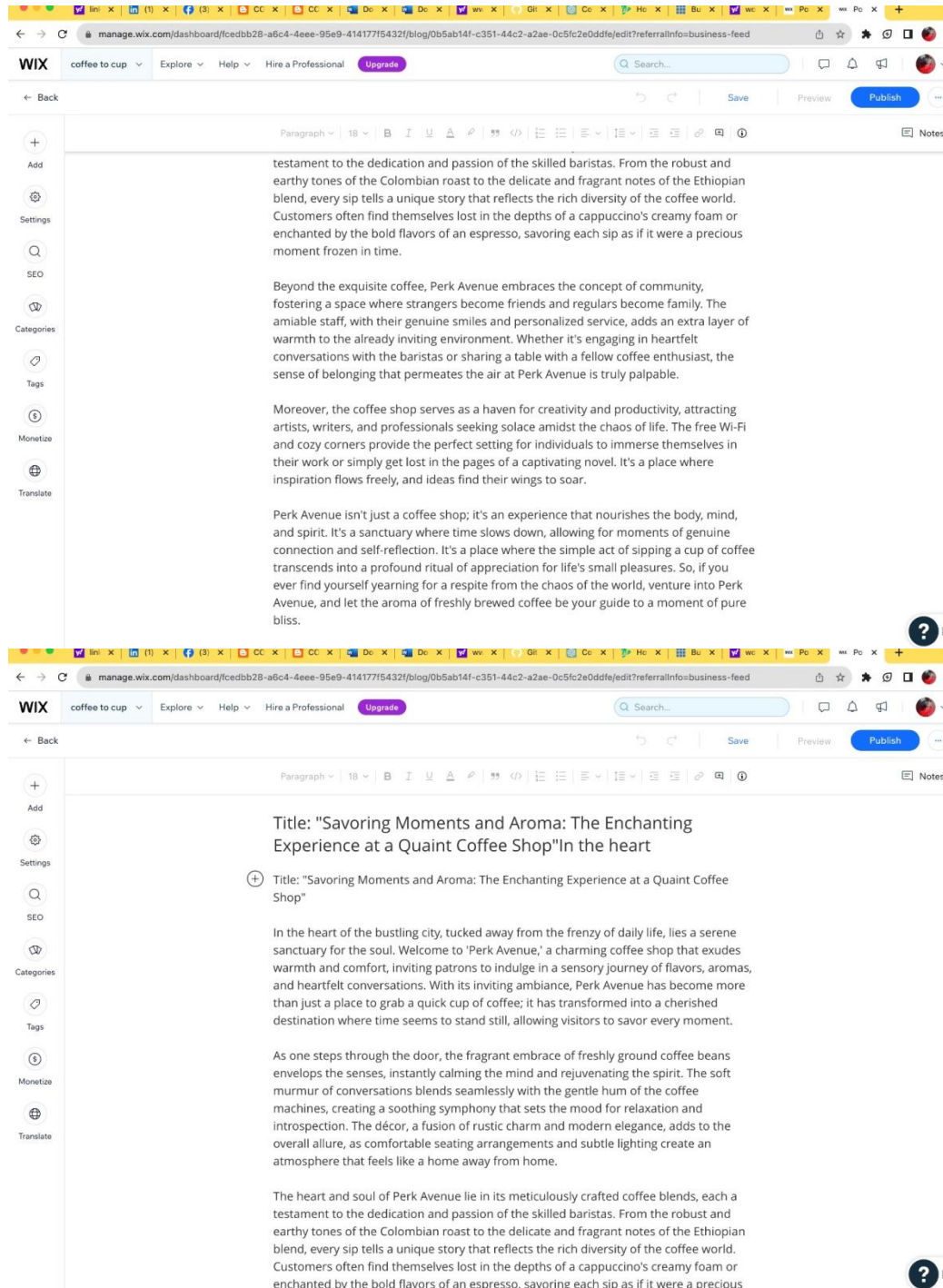
CATEGORY: DRINKS AND BEVERAGES

1. Create a blog or website using Blogspot and WordPress. Customize the themedesign and post new article with 500 words.

Link: Website using WordPress

<https://manage.wix.com/dashboard/fcedbb28-a6c4-4eee-95e9-414177f5432f/blog/posts?referralInfo=business-feed>

Screenshot:

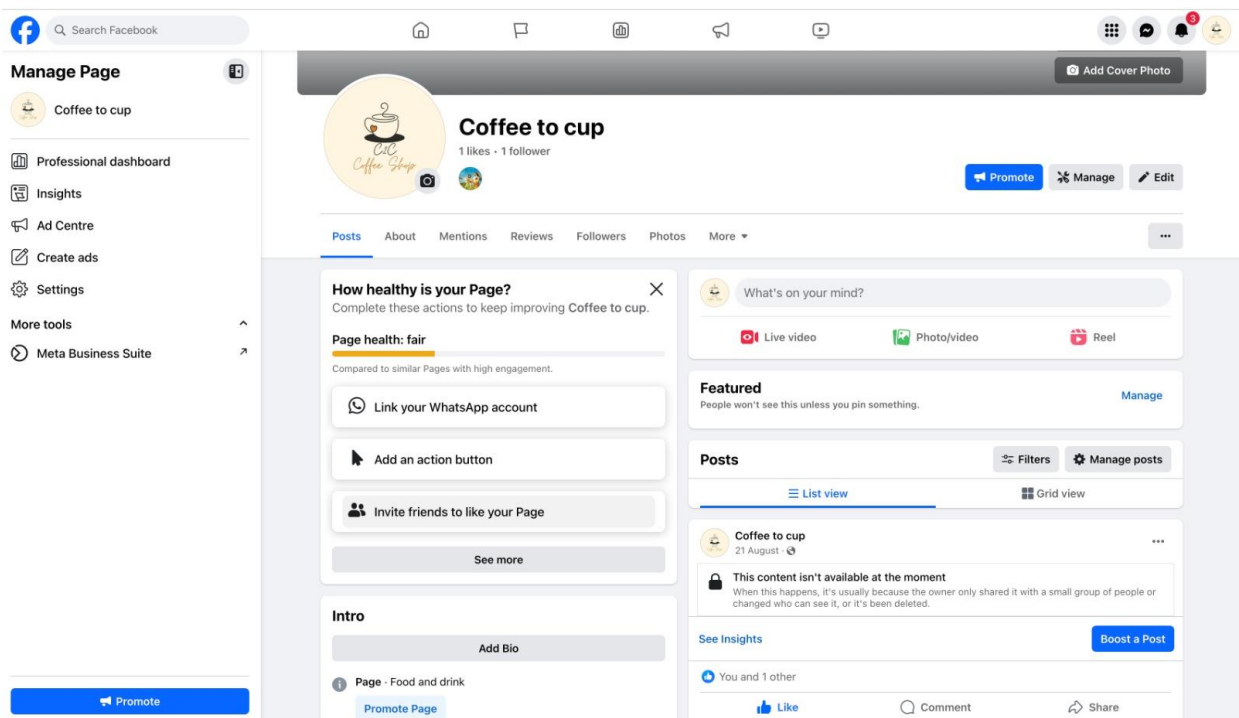


2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/NIVY.07>

Screenshot:

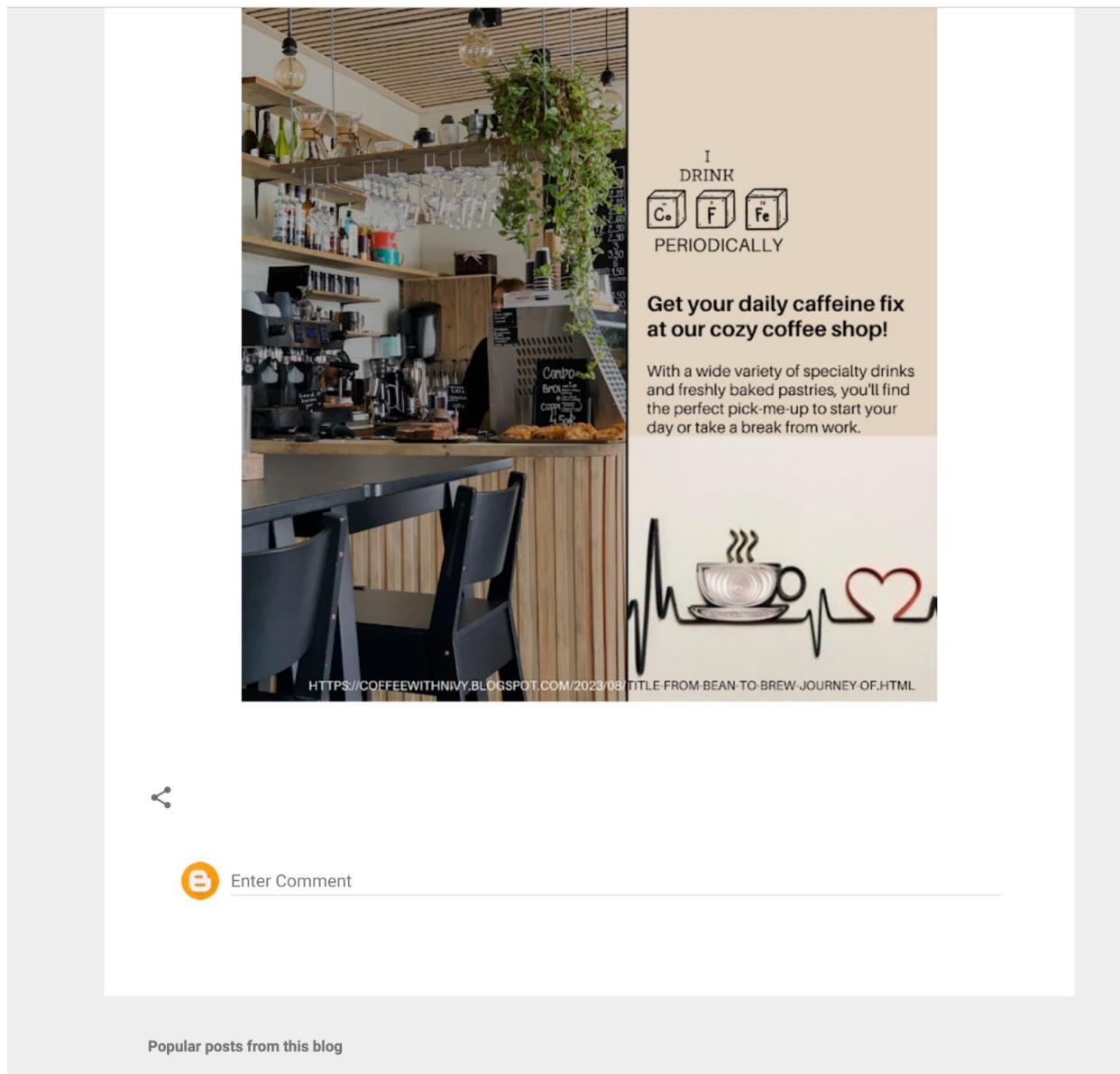


2. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

https://coffeewithnivy.blogspot.com/2023/08/blog-post_30.html

Screenshot:

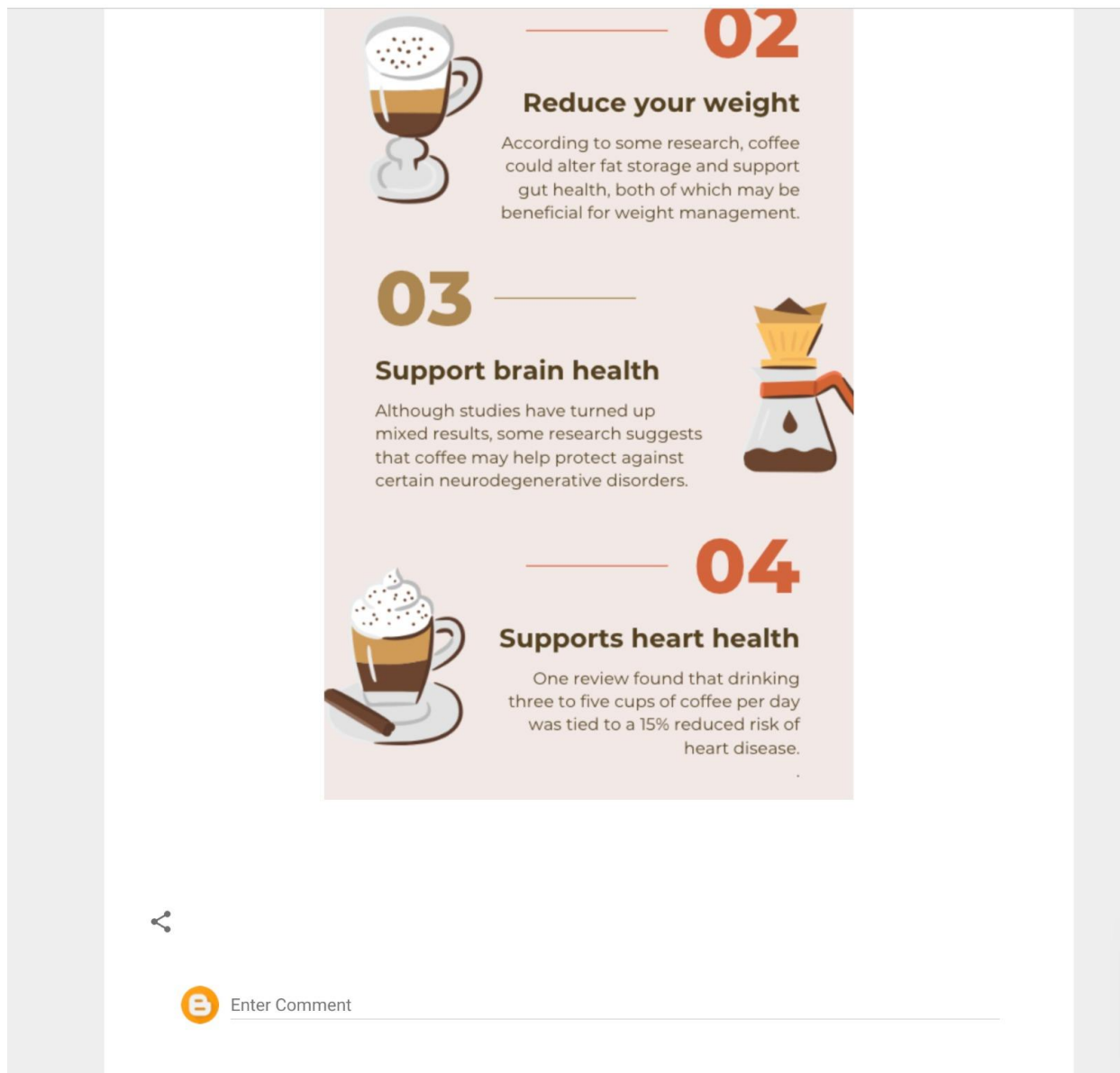


3. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

https://coffeewithnivy.blogspot.com/2023/08/blog-post_93.html

Screenshot:





HERE ARE 4 UNIQUE BENEFITS OF COFFEE

01

Boosts energy levels

Coffee contains caffeine, a central nervous system stimulant that is known for its ability to fight fatigue and increase energy levels.



02

Reduce your weight

According to some research, coffee could alter fat storage and support gut health, both of which may be beneficial for weight management.

03

Support brain health

Although studies have turned up mixed results, some research suggests that coffee may help protect against certain neurodegenerative disorders.



04