



**PRATHYUSHA  
ENGINEERING COLLEGE**

**An Autonomous Institution**



## **DIGITAL MARKETING – ASSIGNMENT REPORT**

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**DEPARTMENT** : BIOTECHNOLOGY

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

2. Create Facebook business page

**KNOWDELGE PARTNER** : Scopik

**CATEGORY** : Digital marketing

## **CONTENT:**

### **1. CREATE A SOCIAL MEDIA POST**

❖ Introduction

❖ Purpose

❖ Result

### **2. CREATE FACEBOOK BUSINESS PAGE**

❖ Introduction

❖ Purpose

❖ Result

### **3. CONCLUSION**



**FRENZY GYM CENTRE**

## 1.INTRODUCTION – SOCIAL MEDIA POST

### Overview :

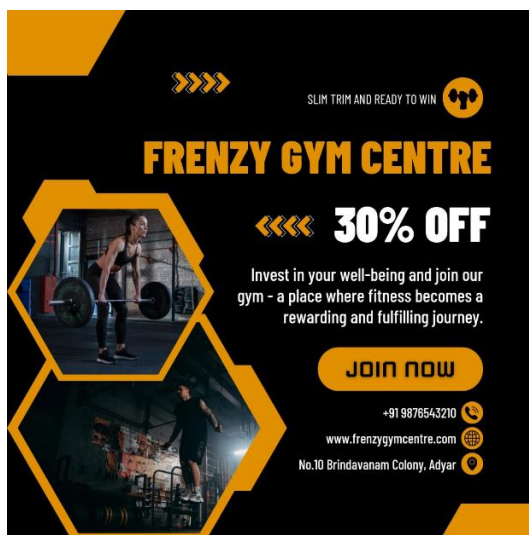
Create a social media advertisement poster using canva.

### Purpose :

Marketing at social media platform is a crucial building in a Gym centre. We provide a relaxing environment for our customer and this will be the intraction centre for our customer.

### Result :

## OUR BRAND ADVERTISEMENT POSTER



## **2. INTRODUCTION – FACE BOOK PAGE**

### **OVERVIEW :**

Create business page in the Facebook.

### **Purpose:**

Our face book page purpose is To attract and retain a large number of members. To provide a wide range of equipment, classes, and services to meet the needs of all members. To offer a variety of membership options, such as monthly, annual, or pay-as-you-go plans.

### **Page name: Frenzy Gym Centre**

### **Facebook page:**

<https://www.facebook.com/profile.php?id=61553122790192&mibextid=ZbWKwL>

### **Page logo:**



## Facebook Post:



## 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