



DIGITAL MARKETING – ASSIGNMENT REPORT

NAME : Bakiyalakshmi R

REGISTER NUMBER : 111420214006

DEPARTMENT : Biotechnology

ASSIGNMENT TITLE : 1. Create a social media post

2. Create a Facebook page

KNOWLEDGE PARTNER : Scopik

CATEGORY : Digital marketing

CONTENT :

1. CREATE A SOCIAL MEDIA POST

1.1 Overview

1.2 Purpose

1.3 Result

2. CREATE A FACEBOOK PAGE

2.1 Overview

2.2 Purpose

2.3 Result

3. APPLICATION

4. CONCLUSION



Bak's Pizza - The Pizzas world

1. SOCIAL MEDIA POST

1.1 OVERVIEW :

Create a social media advertisement poster using Canva.

1.2 PURPOSE :

The purpose of digital marketing for a pizza shop is to reach new customers, increase brand awareness, and drive sales. Digital marketing allows pizza shops to target their ideal customers with relevant messages and offers, and to measure the results of their campaigns in real time.

1.3 RESULT :

OUR BRAND ADVERTISEMENT POSTER :

Bak's Pizza - The Pizzas world



2. FACEBOOK PAGE

2.1 OVERVIEW :

Create a Facebook page.

2.2 PURPOSE :

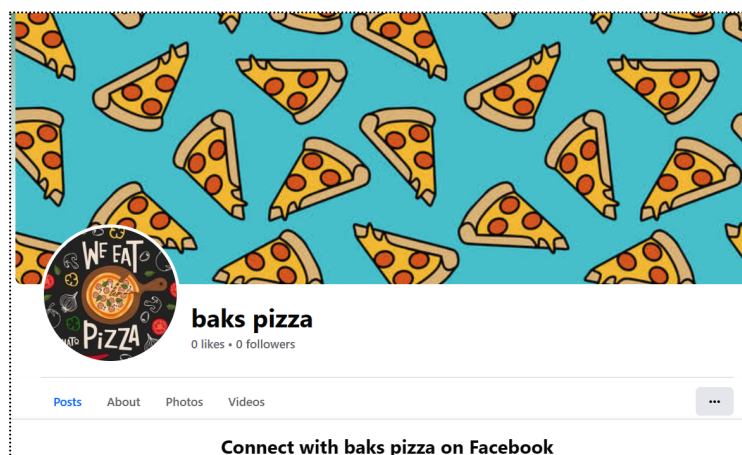
A Facebook page gives pizza shops a platform to share their story, their culture, and their values with their customers. Pizza shops can use their Facebook page to post photos and videos of their food, promote special offers, and run contests and giveaways. This helps to create a sense of community and engagement with their customers.

2.3 RESULT :

FACEBOOK PAGE URL:

<https://www.facebook.com/profile.php?id=61552568499592&mibextid=ZbWKwL>

FACEBOOK PAGE :



3. APPLICATION:

- Digital marketing allows pizza shops to reach a wider audience than traditional marketing methods, such as print advertising and direct mails.
- By using digital marketing channels like search engines, social media, and email marketing, pizza shops can target potential customers who are interested in pizza and who live in their delivery area.
- In today's digital world, it is essential for pizza shops to have a strong digital marketing presence. By using digital marketing, pizza shops can stay competitive and attract new customers.
- By collecting feedback from customers, pizza shops can learn what their customers like and dislike, and they can use this feedback to improve their products and services.
- It can contribute to drive sales by promoting their products and services to potential customers. By running paid advertising campaigns and offering online ordering, pizza shops can make it easy for customers to buy their pizza.
- Also to increase brand awareness by making their brand more visible online. By creating high-quality content and sharing it on social media, pizza shops can introduce their brand to new potential customers.

4. CONCLUSION:

Digital marketing is a crucial component of modern advertising, enabling businesses to reach a large audience and promote their products. Through this assignment, I have acquired a comprehensive understanding of digital marketing principles and developed proficiency in using Canva tools to create engaging marketing materials. Additionally, I have gained valuable insights into planning and designing effective Facebook pages. Ultimately, this assignment has taught me how digital marketing can help entrepreneurs achieve their business goals by connecting them with a wider audience.