



PRATHYUSHA
ENGINEERING COLLEGE

An Autonomous Institution



DIGITAL MARKETING – ASSIGNMENT REPORT

NAME : NIVETHA.S

REGISTER NUMBER : 111420214016

DEPARTMENT : BIOTECHNOLOGY

ASSIGNMENT TITLE : 1. Create a social media post

2. Create Facebook business page

CATEGORY : Digital marketing

CONTENT:

1. CREATE A SOCIAL MEDIA POST

➤ Introduction

➤ Purpose

➤ Result

2. CREATE FACEBOOK BUSINESS PAGE

➤ Introduction

➤ Purpose

➤ Result

3. CONCLUSION



SDS organic products

Introduction

To create a post or advertisement for the organic product shop.

Purpose

The main aim of the advertisement is to make organic fruits and vegetables all over the world to make and reduce the inorganic products.

Result



2. CREATE A BUSINESS PAGE

Introduction

To create a social media business page in the Facebook and uploading a post.

Purpose

To start a digital marketing of organic product such as fruits and vegetable to reach the customers all over the world. This help the business to get more customers than the normal business.

Page name: SDS organic products

Email: SDSorganics123@gmail.com

Facebook page:

link: <https://www.facebook.com/profile.php?id=61553011371200&mibextid=ZbWKwL>

Page logo:



Facebook page post:



CONCLUSION:

Digital Marketing is very important for specialists in digital marketing. Digital marketing is a perfect business opportunity for digital marketers. To be competitive on the digital market, you need to have a clear understanding of the advantages and disadvantages of digital marketing. This is a growing business field. Digital marketing is nothing more than taking advantage of new technologies to achieve marketing objectives. The digital marketing team and the marketing department are no different.

