Naan Mudhalvan

Digital Marketing
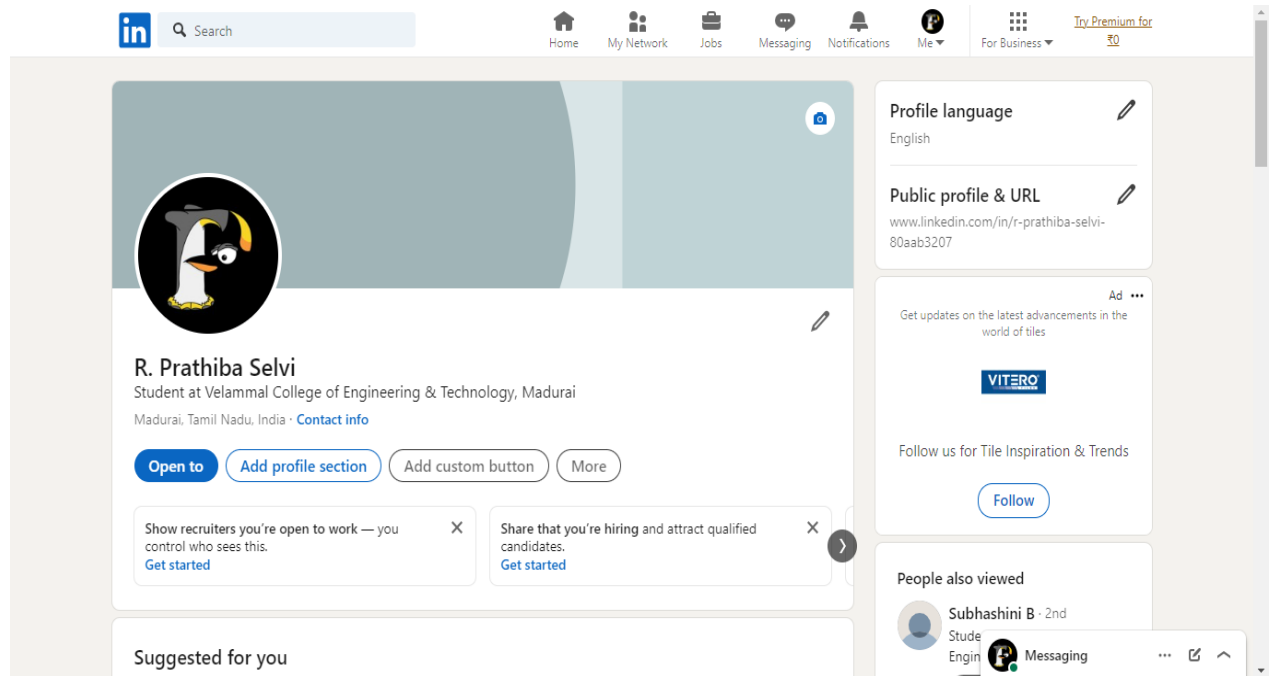
Name: R.Prathiba Selvi

Nm ID: 8896777D068844D98C14757FC2F153FA

ASSIGNMENT – 1

LINKEDIN PROFILE:

- Create or log in to your LinkedIn account.
- Add a professional photo, customize your URL, and write a concise headline.
- Craft a brief summary highlighting your skills and background.
- List your work experience and educational history.
- Add key skills and seek endorsements.
- Request and receive recommendations.
- Connect with people, engage in your network, and follow relevant interests.
- Adjust privacy settings as needed.
- Keep your profile current to reflect your career journey

Profile:

Education

+   ✎

Velammal College of Engineering & Technology, Madurai
Bachelor of Engineering - BE, CSE
2020 - 2024

Licenses & certifications

+   ✎

Build a face recognition application using python
GUVI Geek Networks, IITM Research Park
Issued Apr 2021

(Show credential ☑)

python for machine learning
Great Learning
Issued Apr 2021

(Show credential ☑)

ASSIGNMENT – 2

BRAND NAME:

- Understand your values and audience.
- Create unique, memorable, and clear options.
- Ensure it's legally and online available.
- Get feedback for resonance.

BRAND NAME : THIRSTY RESTOBAR

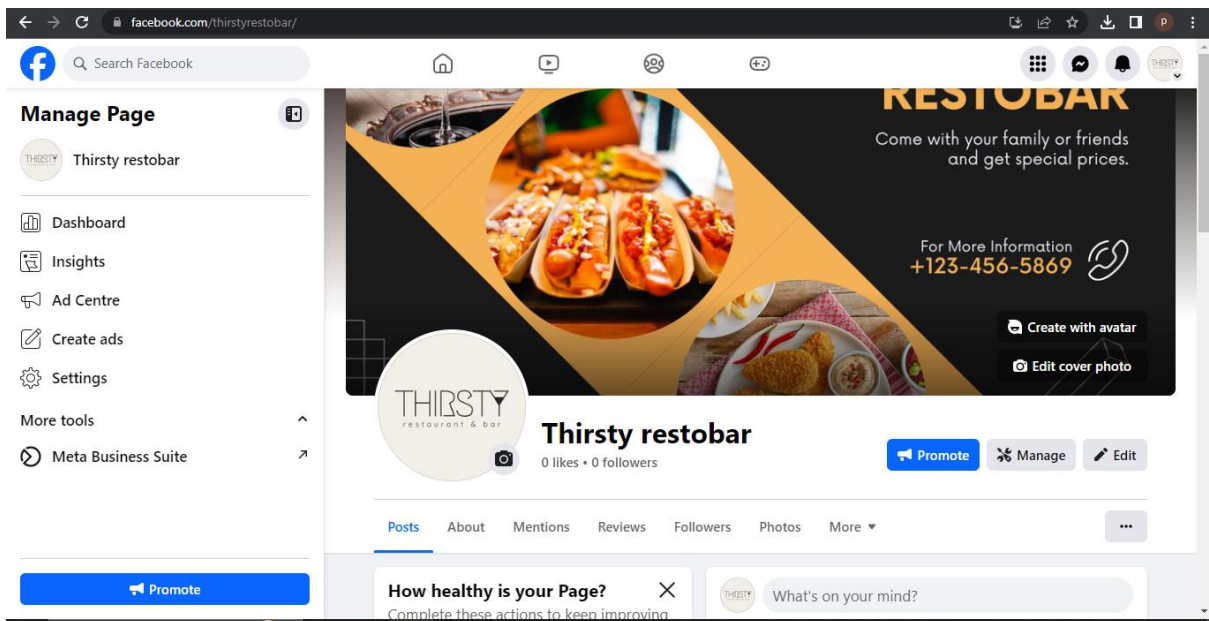**INSPIRATION:** Looks aesthetic
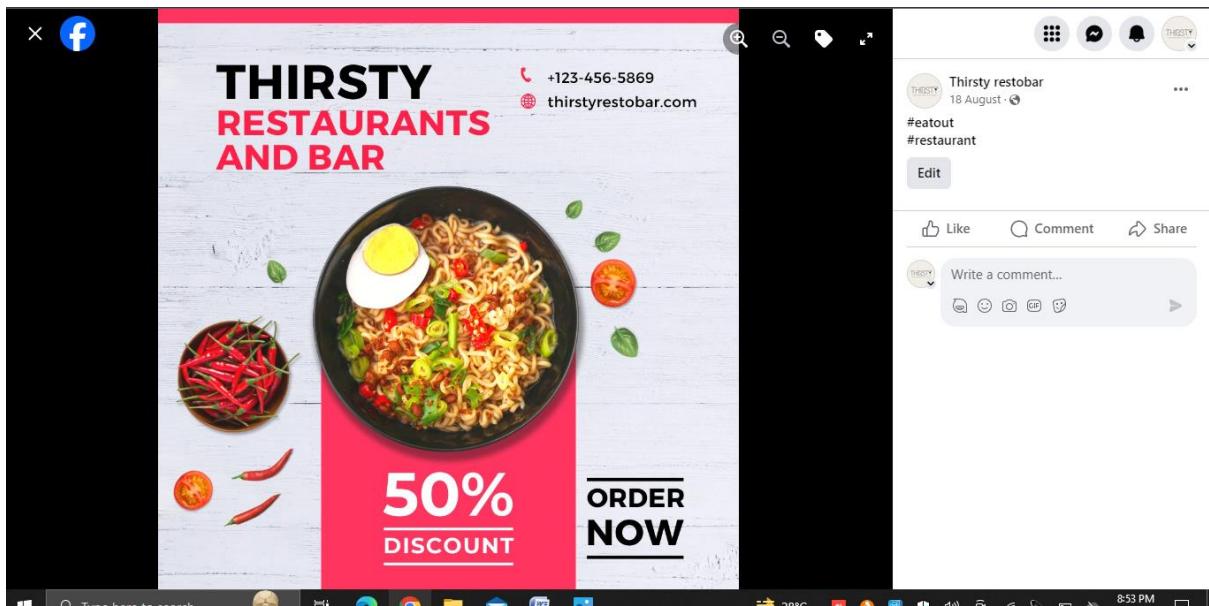
ASSIGNMENT – 3

FACEBOOK PAGE:

- Create a brand logo
- Design banners for the facebook page
- Create a business page in facebook

BRAND LOGO:

FACEBOOK PAGE
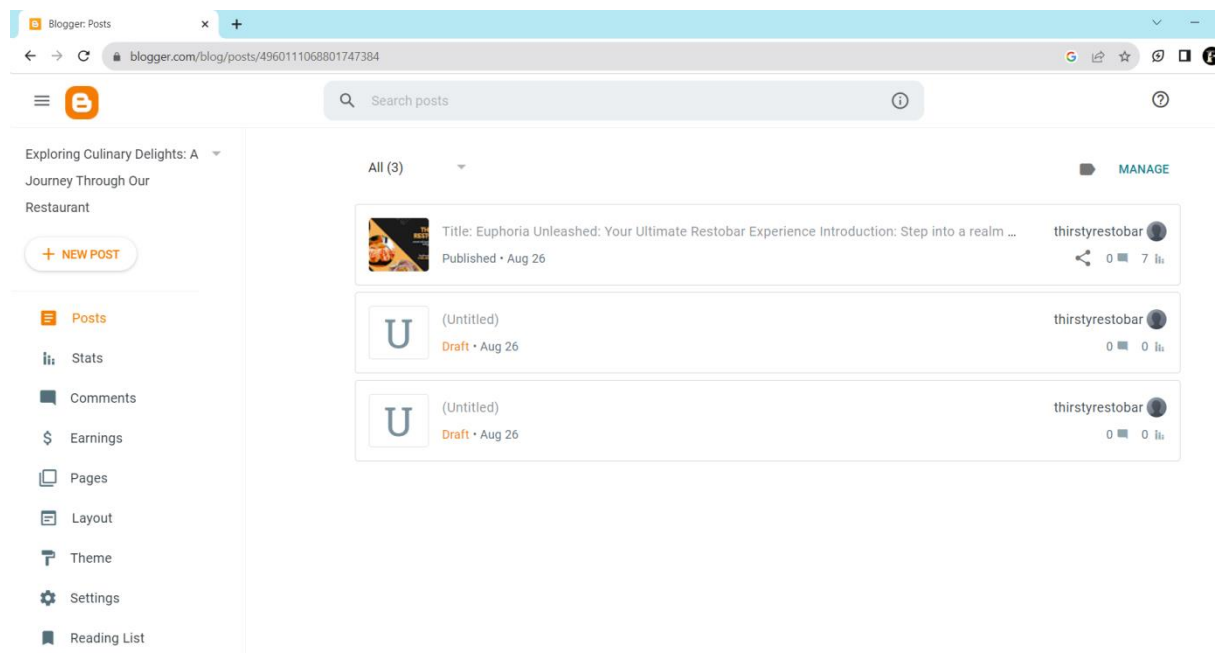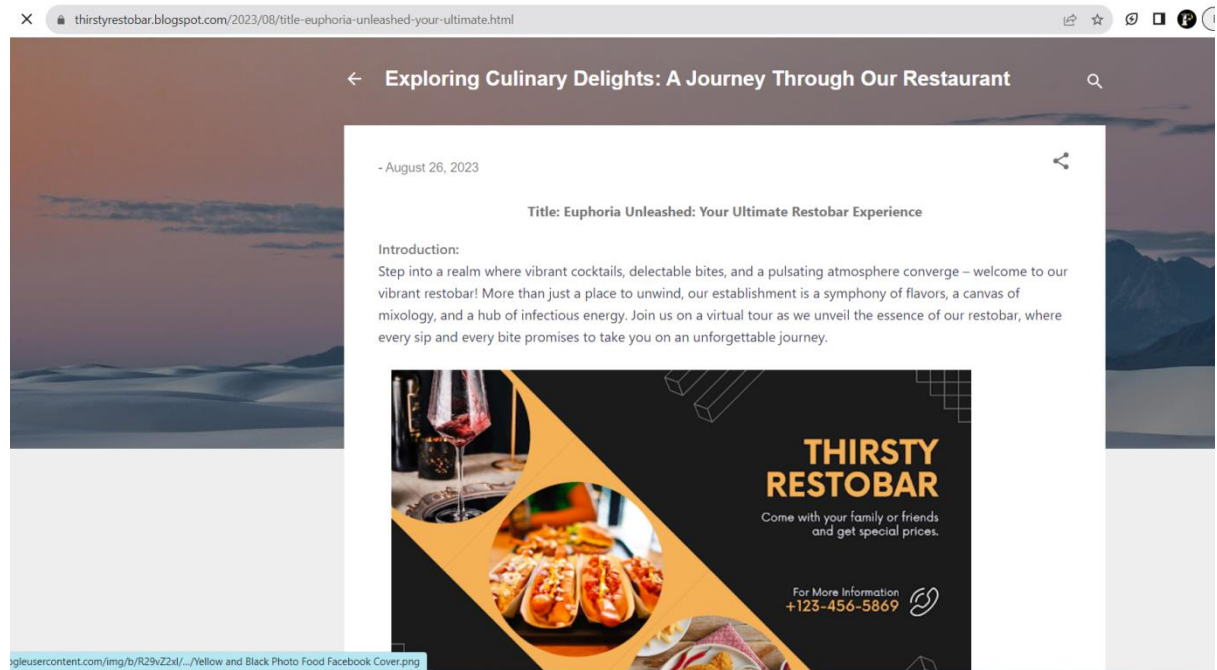
FB Page URL : https://www.facebook.com/thirstyrestobar

ASSIGNMENT – 4

BLOG:

- Select a relevant and interesting topic.
- Gather information and supporting data.
- Use a clear structure, visuals, and a conversational tone.
- Include keywords and links for search visibility.
- Publish, share, engage, and track performance for ongoing improvement

BLOG URL: https://thirstyrestobar.blogspot.com/

ASSIGNMENT – 5

EMAIL NEWSLETTER:

- Understand your audience.
- Choose an email marketing tool.
- Create engaging content.
- Use templates, schedule, and send.
- Track performance for future refinements.

EMAIL NEWSLETTER URL: https://thirstyrestobaremailnewsletter.blogspot.com/

ASSIGNMENT – 6

INFOGRAPHIC POST:

- Design your infographic.
- Access your Blogger account.
- Create a new blog post and write a title and brief explanation.
- Upload and format your infographic.
- Publish the post and share it on social media.

INFOGRAPHIC POST URL: https://5businessprocess.blogspot.com/2023/09/5-business-process.html

5 BUSINESS PROCESS

1 Sales Process
Lead Generation
Sales Presentation
Post-Sale Activities

2 Human Resources Process
Recruitment and Hiring
Performance Management
Payroll and Benefits

3 Supply chain Management
Procurement
Inventory Management
Manufacturing or Production

4 Financial Process
Budgeting and Forecasting
Accounting and Bookkeeping
Financial Analysis

5 Customer support process
Customer Inquiries
Service Request Management
Feedback and Improvement

ASSIGNMENT – 7

GOOGLE ANALYTICS MEASUREMENT ID:

× Web stream details

✓ Data collection is active in the past 48 hours.

Stream details   ✏️

STREAM NAME	STREAM URL	STREAM ID
thirstyrestobar.blogspot.com	https://thirstyrestobar.blogspot.com	6086161027

MEASUREMENT ID
G-E0Q9CHDVFH 🗐

GOOGLE MEASUREMENT ID: G-E0Q9CHDVFH

STREAM ID: 6086161027