

# **GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE: 638 316**



## **Electronics and Communication Engineering**

**NAAN MUDHALVAN**

**DIGITAL MARKETING**

**ASSIGNMENT**

*BRAND NAME: NILA COLLECTIONS*

*CATEGORY: STYLISH, FASHION AND  
BEAUTY*

**NAME: DHELIP K**

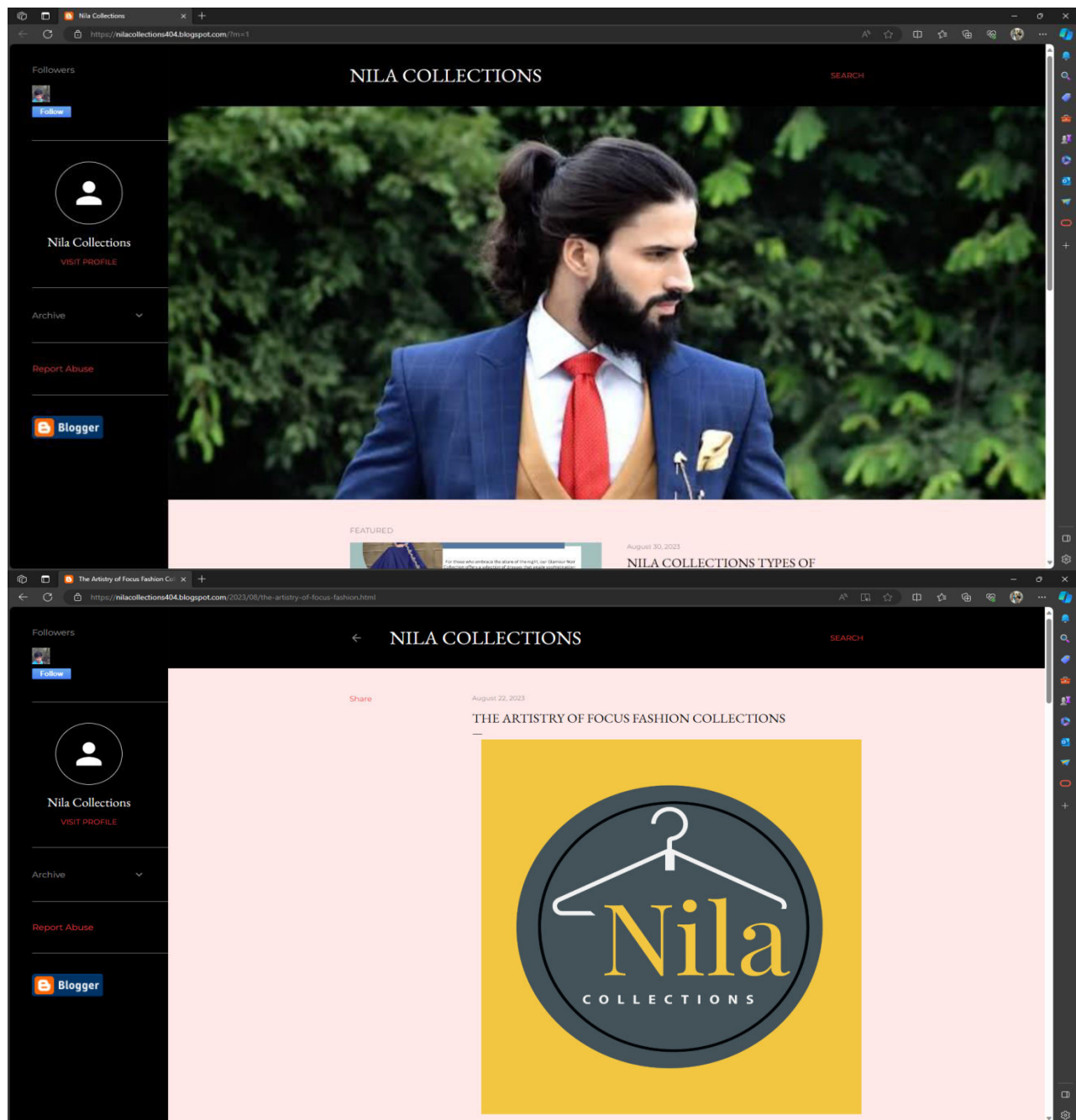
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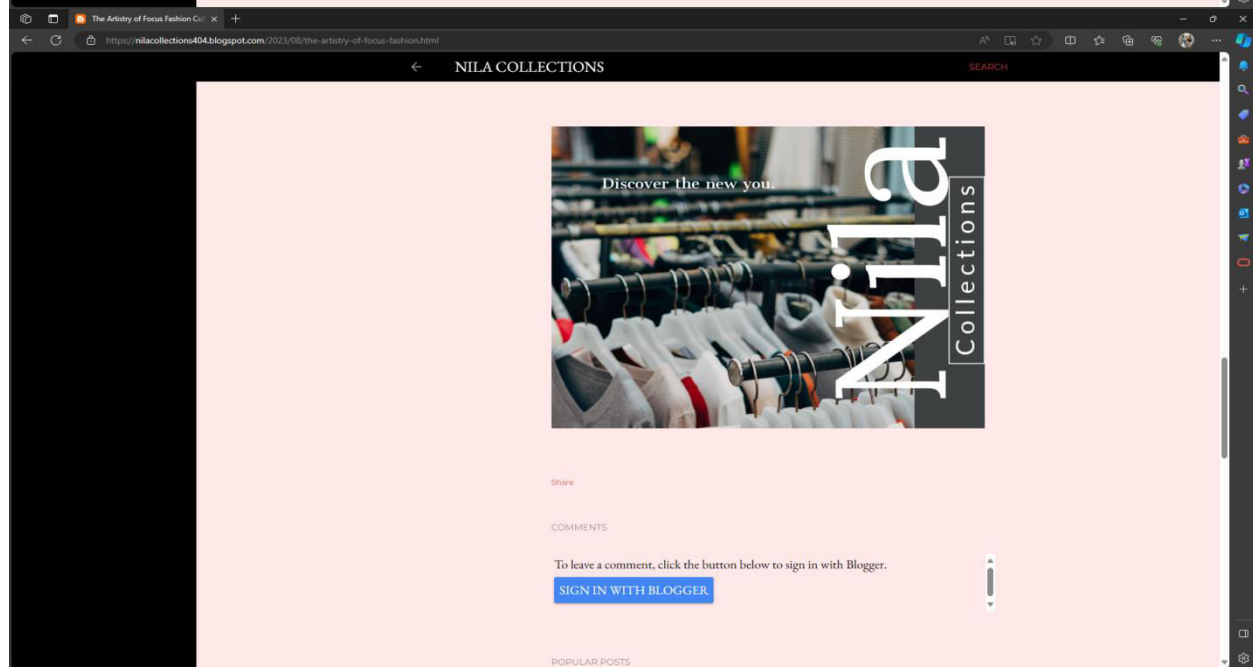
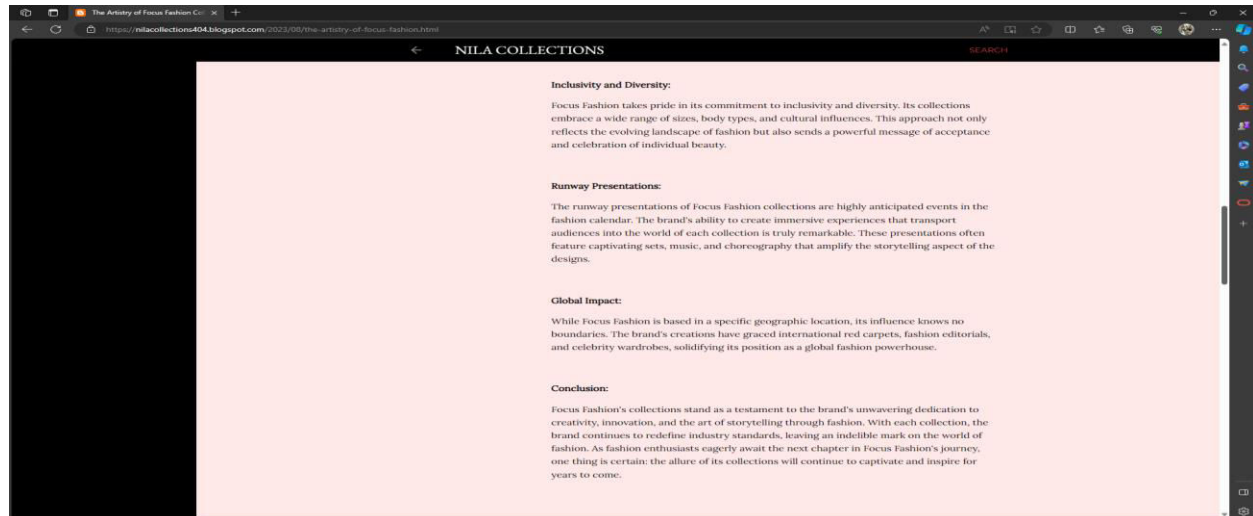
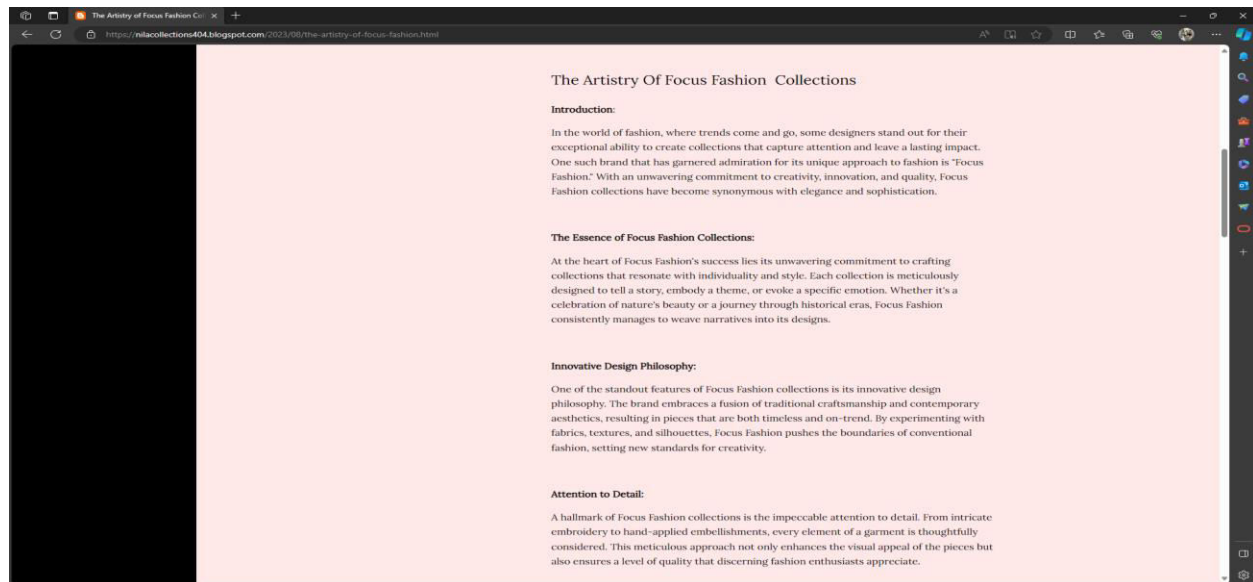
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot

<https://techandtronics2001.blogspot.com/2023/08/general-processing-unit-gpu.html>

Screenshot:



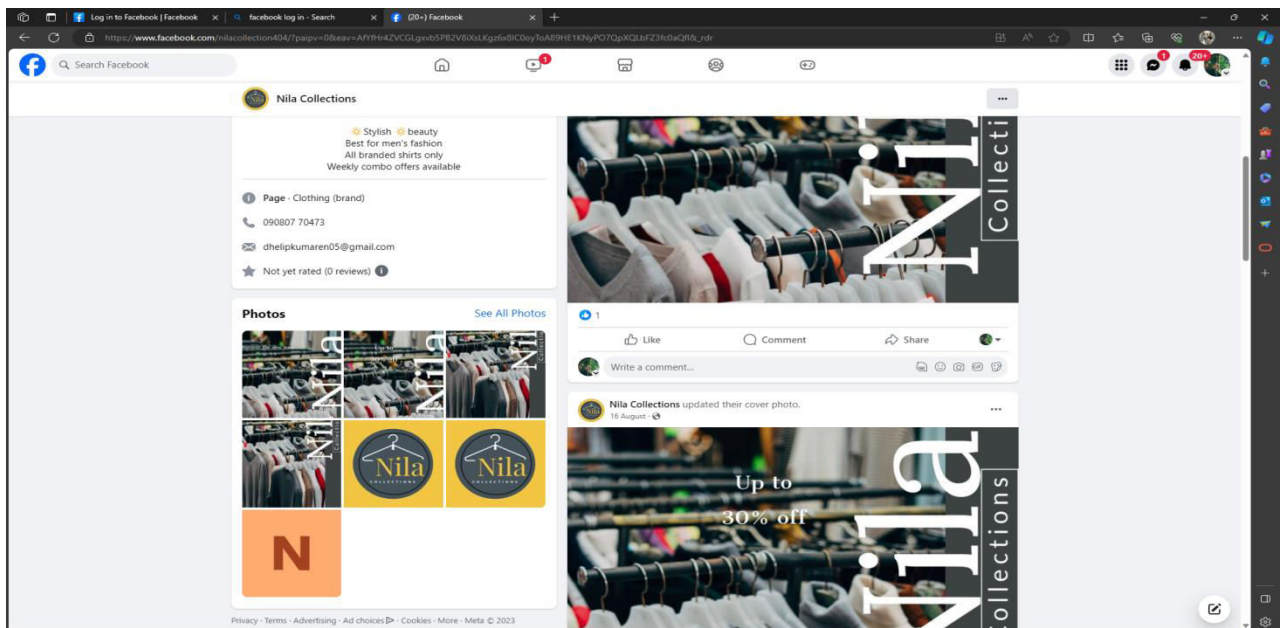
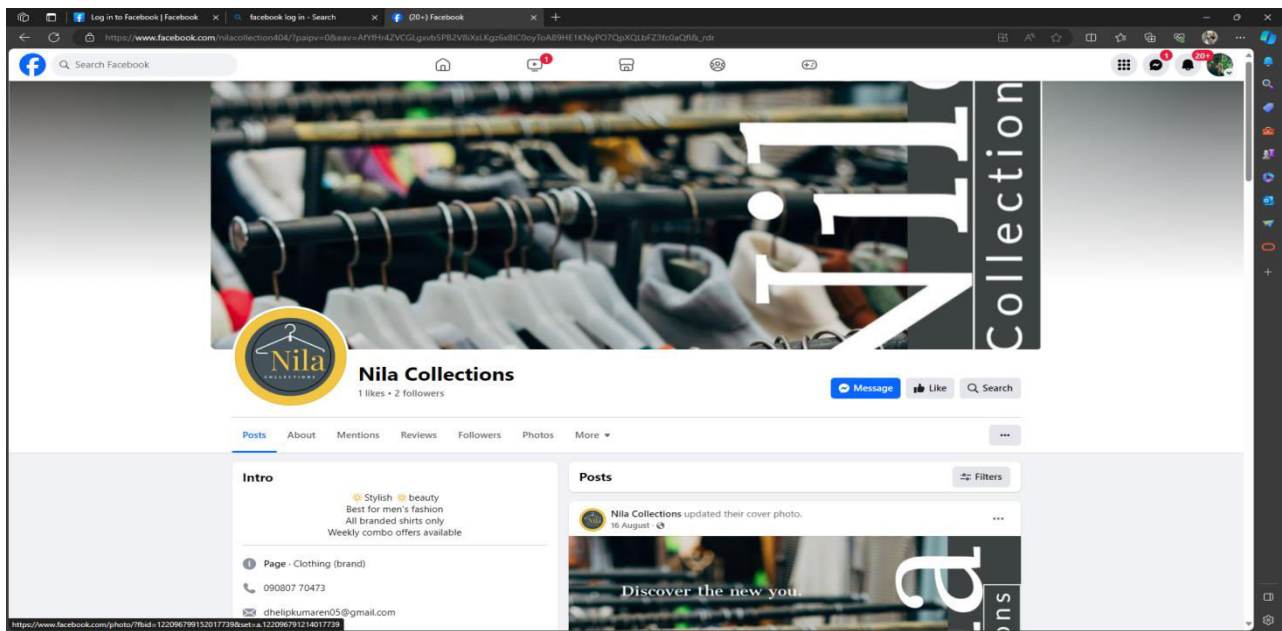


1. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

[https://m.facebook.com/nilacollection404/?wtsid=rdr\\_0v0iccu19LHmkto7N](https://m.facebook.com/nilacollection404/?wtsid=rdr_0v0iccu19LHmkto7N)

Screen shot:

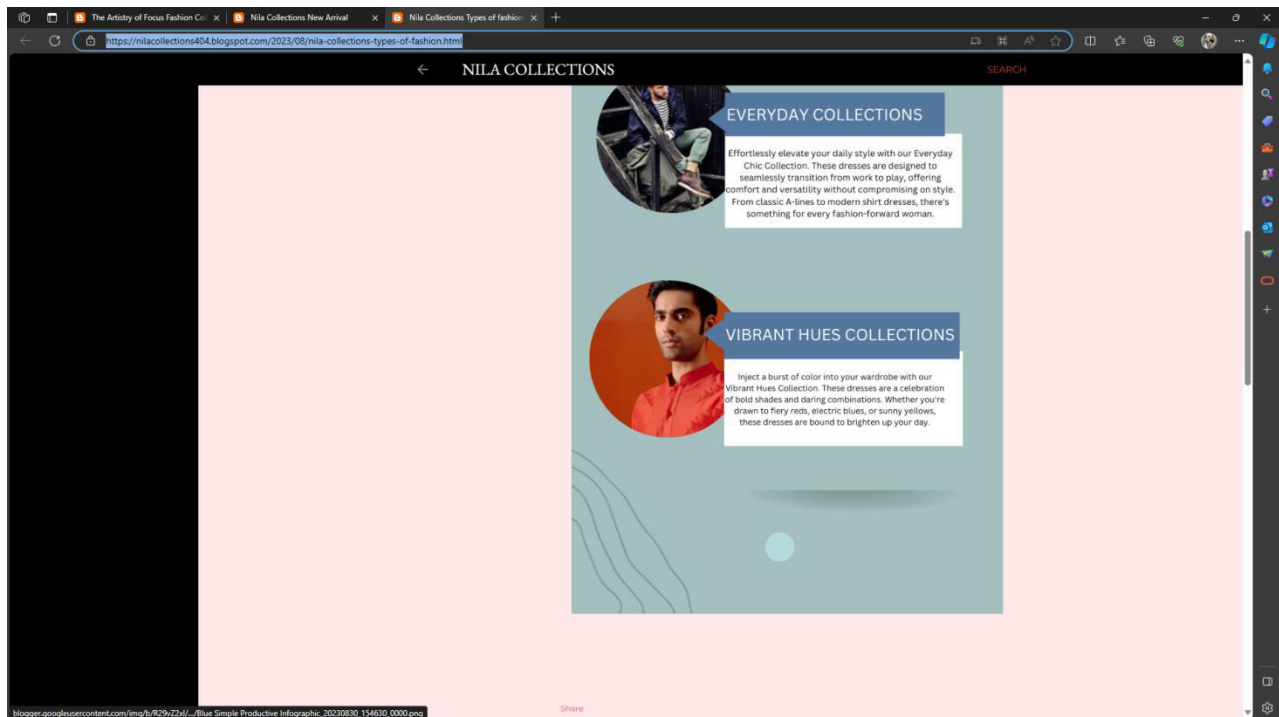
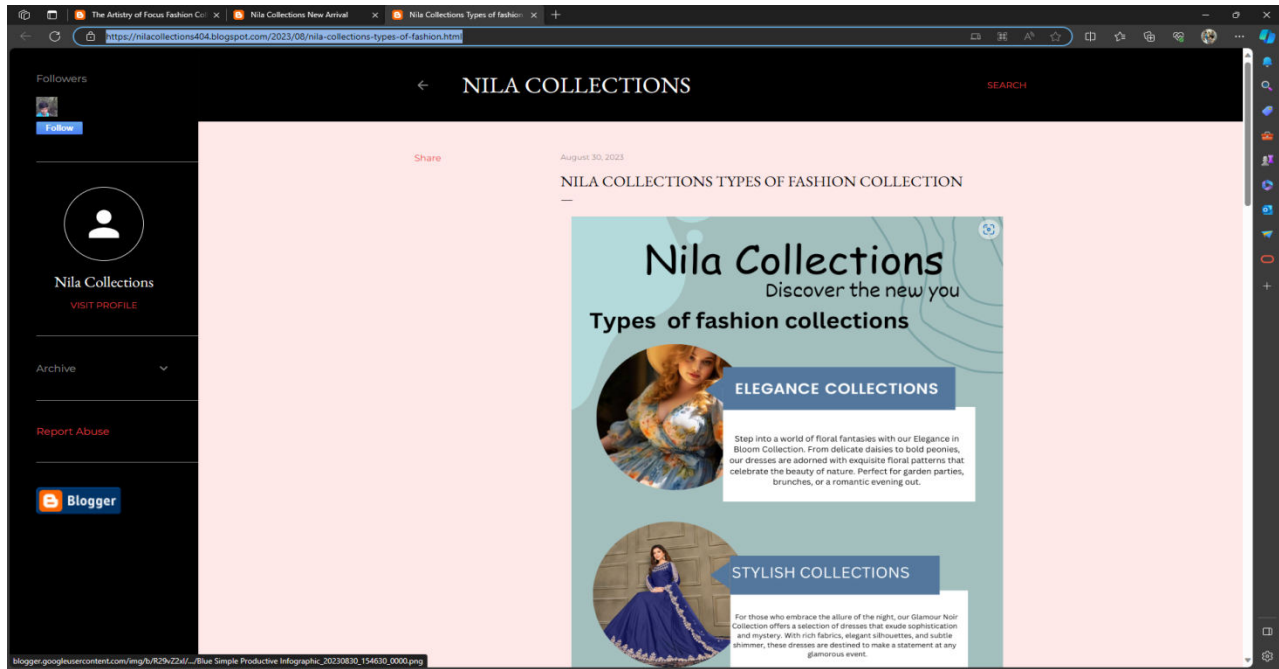


2. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

[Nila Collections Types of fashion collection \(nilacollections404.blogspot.com\)](https://nilacollections404.blogspot.com/2023/08/nila-collections-types-of-fashion.html)

Screenshot:





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

Link: Email newsletter design using canva

[Nila Collections New Arrival \(nilacollections404.blogspot.com\)](https://nilacollections404.blogspot.com)

screenshot:

