

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE: 638 316**



**Electronics and Communication Engineering**

**NAAN MUDHALVAN**

**DIGITAL MARKETING**

**ASSIGNMENT**

*BRAND NAME: ASSRETRONICS*

*ELECTRONICS & APPLIANCES BRAND*

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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://assretronics.blogspot.com/2023/09/the-ultimate-guide-to-choose-home.html>

Screenshot:

## THE ULTIMATE GUIDE TO CHOOSE HOME APPLIANCES FOR YOUR MODERN LIFESTYLE

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### 1. Introduction

Choosing the right home appliances for your modern lifestyle can be a daunting task. With so many options available in the market, it is easy to feel overwhelmed and unsure of which appliances will best suit your needs. However, with the right guidance and knowledge, you can make informed decisions and find the perfect appliances that will enhance your daily life. This ultimate guide will provide you with all the information and tips you need to choose the best home appliances for your modern lifestyle, ensuring convenience, efficiency, and comfort in your home.

### 2. Assessing your lifestyle and needs

Before diving into the world of home appliances, it is crucial to assess your lifestyle and needs. Take a moment to reflect on your daily routine and identify the tasks that could be made easier or more efficient with the help of appliances. Are you someone who enjoys cooking and hosting dinner parties? Or perhaps you prioritize energy efficiency and sustainability in your appliances? Understanding your priorities and lifestyle will guide your decision-making process and help you narrow down your options.

Consider the size of your household and the space available in your home. This will determine the capacity and dimensions of the appliances you need. Additionally, think about any specific features or functionalities that are important to you. For example, if you have a busy schedule, appliances with smart capabilities may be beneficial.

By taking the time to assess your lifestyle and needs, you will be better equipped to choose the home appliances that align with your preferences and make your life easier. Stay tuned for the next section, where we will explore the various types of home appliances available in the market and their functionalities.





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

Link: Facebook business page



<https://www.facebook.com/ASSREtronics>

Screen shot:





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**ASSR Etronics** updated their profile picture.

11 Sep 2023 · 

3. Create and design a social media advertisement poster using canva. Link:

Social media advertisement using canva :

[https://assretronics.blogspot.com/2023/09/infographic\\_13.html](https://assretronics.blogspot.com/2023/09/infographic_13.html) ScreenShot :



4. Create email newsletter design using MailChimp or Canva tool. Link: Email newsletter design using Canva

[https://assretronics.blogspot.com/2023/09/email-newsletter\\_12.html](https://assretronics.blogspot.com/2023/09/email-newsletter_12.html)

screenshot:



