

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electronics and Communication Engineering

NAAN MUDHALVAN

DIGITAL MARKETING

ASSIGNMENT

BRAND NAME: NILA COLLECTIONS

CLOTHING BRAND

NAME : DHELIP K

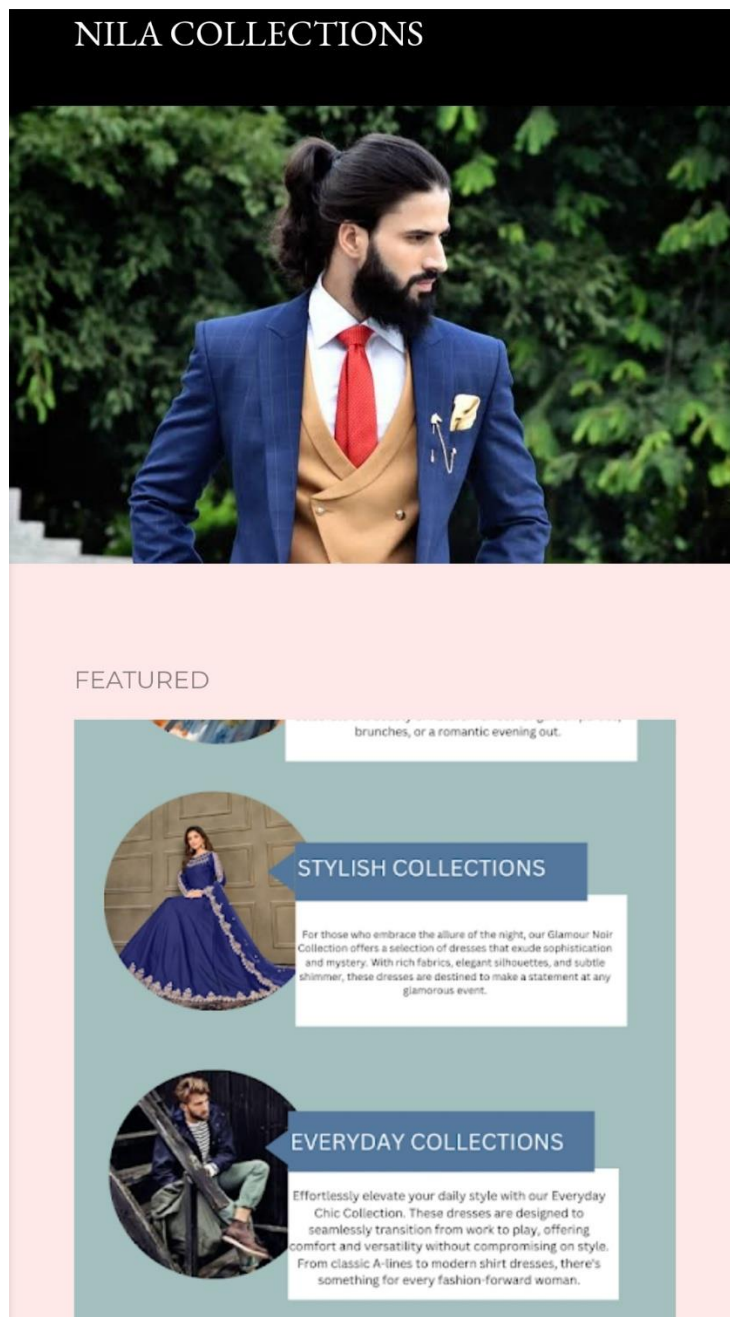
NM ID : 61CBF477C69FBFFA5794A7B38D35BD7A

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://nilacollections404.blogspot.com/>

Screenshot:



☰ NILA COLLECTIONS

LATEST POSTS



Nila Collections

Discover the new you

New Arrival



Elegance



Glomur Noir



Vibrant hues

Introducing Our Stunning New Dress Collections!

We hope this email finds you well and excited for the upcoming season!

We are thrilled to unveil our latest dress collections that are sure to captivate your fashion senses. Whether you're looking for a chic ensemble for a special occasion or a versatile piece to elevate your everyday style, we have something that will resonate with your unique taste.

[Shop now](#)

August 30, 2023

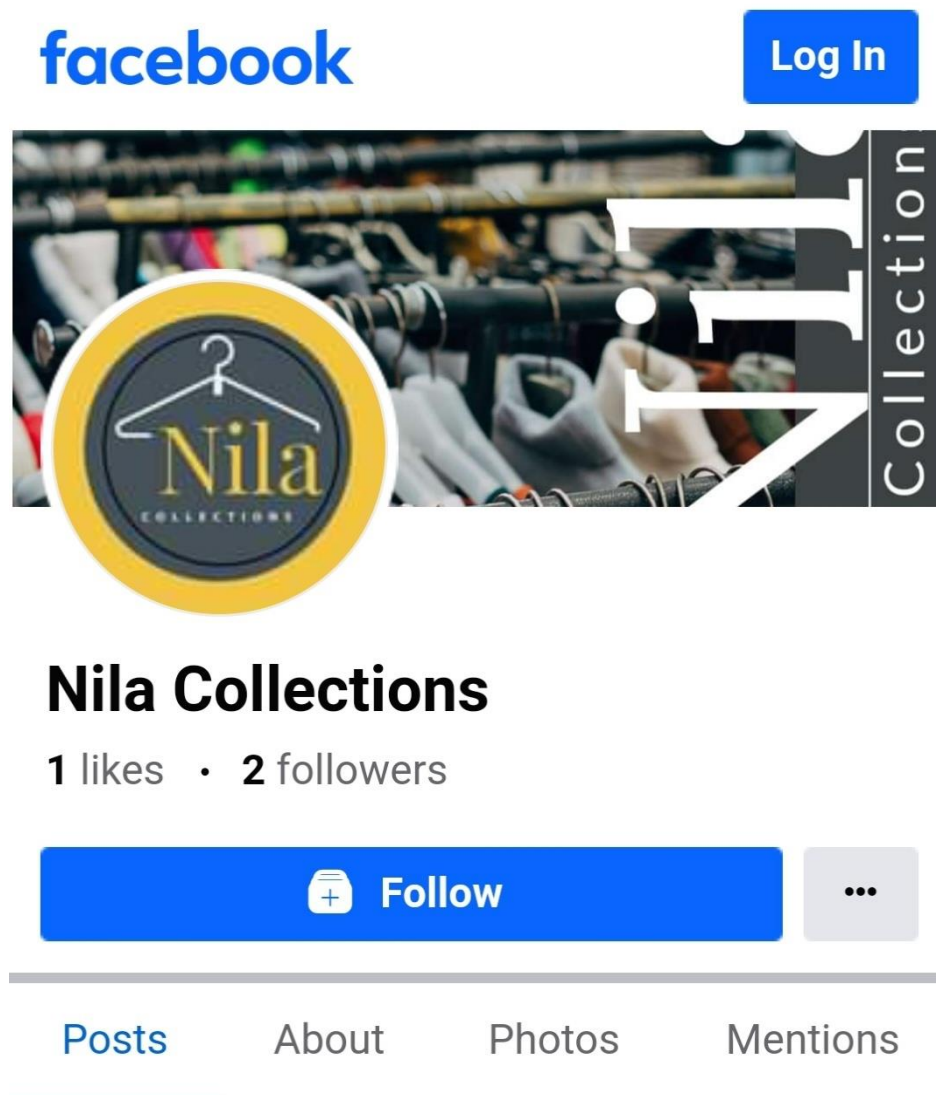
NILA COLLECTIONS NEW ARRIVAL

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

Link: Facebook business page

<https://www.facebook.com/nilacollection404/>

Screen shot:



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

Social media advertisement using canva :

<https://nilacollections404.blogspot.com/2023/08/nila-collections-new-arrival.html?m=1>

ScreenShot :

August 30, 2023

NILA COLLECTIONS NEW ARRIVAL



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

<https://nilacollections404.blogspot.com/2023/08/nila-collections-types-of-fashion.html?m=1>

screenshot:

Nila Collections

Discover the new you

Types of fashion collections



ELEGANCE COLLECTIONS

Step into a world of floral fantasies with our Elegance in Bloom Collection. From delicate daisies to bold peonies, our dresses are adorned with exquisite floral patterns that celebrate the beauty of nature. Perfect for garden parties, brunches, or a romantic evening out.



STYLISH COLLECTIONS

For those who embrace the allure of the night, our Glamour Noir Collection offers a selection of dresses that exude sophistication and mystery. With rich fabrics, elegant silhouettes, and subtle shimmer, these dresses are destined to make a statement at any glamorous event.



EVERYDAY COLLECTIONS

Effortlessly elevate your daily style with our Everyday Chic Collection. These dresses are designed to seamlessly transition from work to play, offering comfort and versatility without compromising on style. From classic A-lines to modern shirt dresses, there's something for every fashion-forward woman.



VIBRANT HUES COLLECTIONS

Inject a burst of color into your wardrobe with our Vibrant Hues Collection. These dresses are a celebration of bold shades and daring combinations. Whether you're drawn to fiery reds, electric blues, or sunny yellows, these dresses are bound to brighten up your day.