#### GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

**ERODE: 638 316** 



#### **Electronics and Communication Engineering**

# NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

BRAND NAME: ASSRETRONICS

ELECTRONICS & APPLIANCES BRAND

NAME : SUTHARSAN C M

NM ID : AA7DC791677BF65B5DE4C3280134BF40

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

#### 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

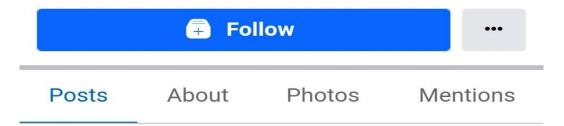
#### https://www.facebook.com/ASSREtronics

#### Screen shot:



#### **ASSR Etronics**

0 likes • 0 followers



#### **Details**

- Page · Investing service
- ★ Not yet rated (0 reviews)



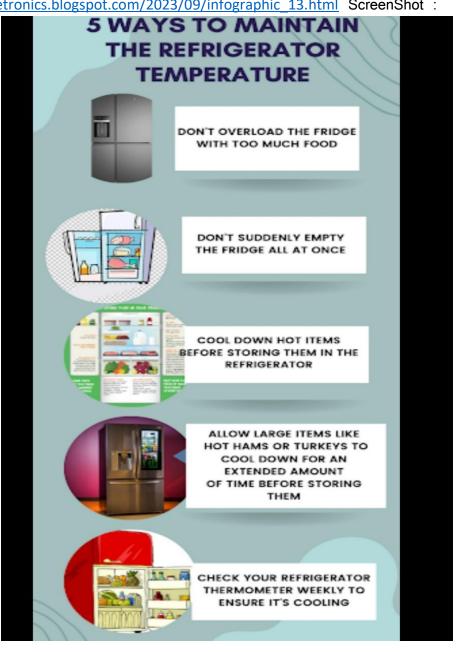
**ASSR Etronics** updated their profile picture.

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 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

screenshot:

ASSR ETRONICS

| SEP 2023

WELCOME TO OUR

### Weekly Newsletter



# IPHONE 15 launched globally

The moment that all iPhone lovers had been waiting for is finally here. Apple, during its much-anticipated Wonderlust event, launched the iPhone 15 globally last night. With a new design, promising upgrades, and 5 gorgeous colour options, the iPhone 15 looks like quite a catch for Apple enthusiasts. Four models of the phone, the iPhone 15, iPhone 15 Pro, iPhone 15 Pro Max and the iPhone 15 Plus were launched by the tech giant last night.

The iPhone 15 has been launched at the same price at which the iPhone 14 made its debut in India last year. The price of the 128GB variant for the iPhone 15 is Rs 79,900 while the 256GB variant costs Rs 89,900. The 512GB variant will be up for grabs for Rs 1,09,900.

## Samsung to equip all home appliance products

Samsung Electronics regards artificial intelligence (AI) as a key innovation for next-generation home appliances, and starting from 2024, the company plans to equip all its new home appliance products with neural processing units (NPUs) and invest in...



