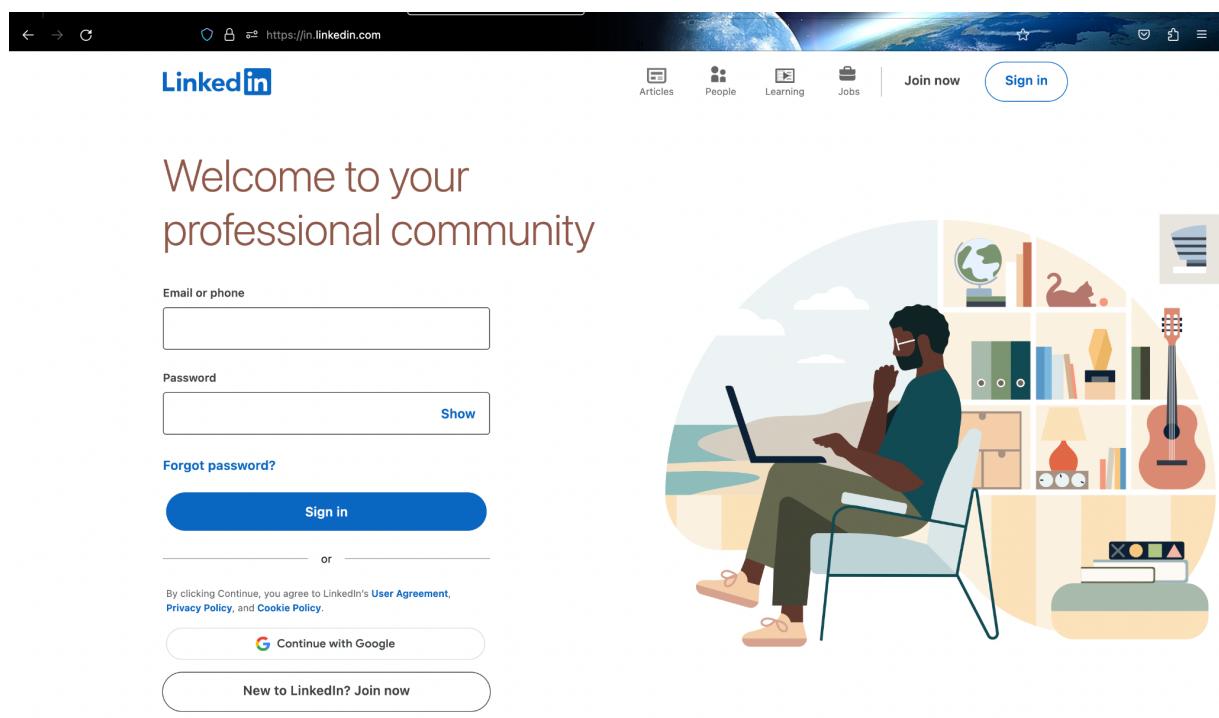


NAAN MUDHALVAN

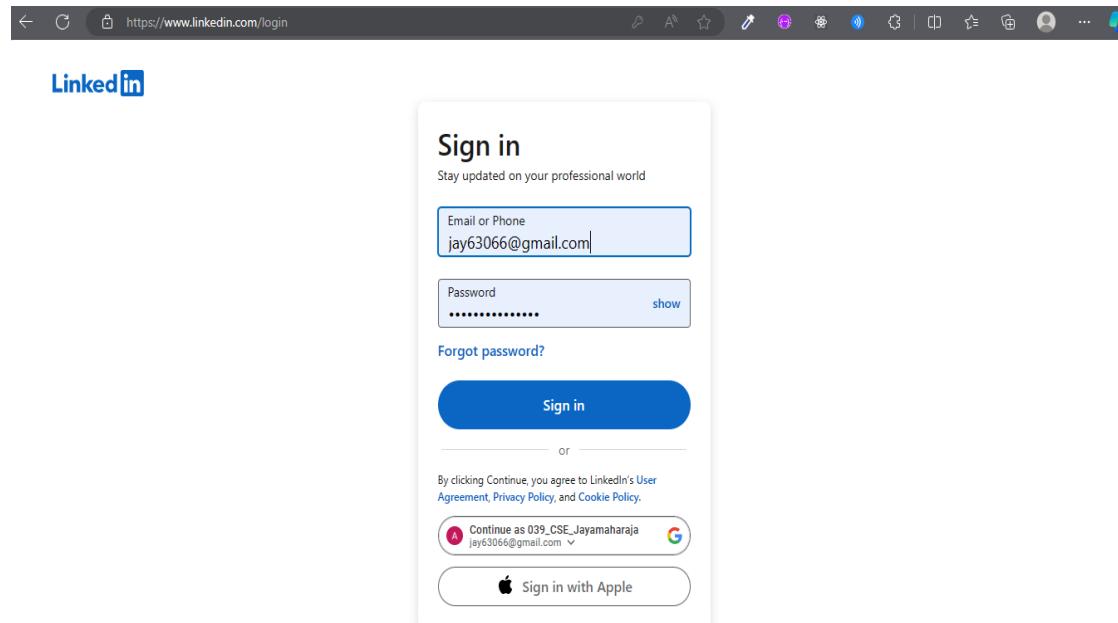
DIGITAL MARKETING

✓ LINKEDIN CREATION:

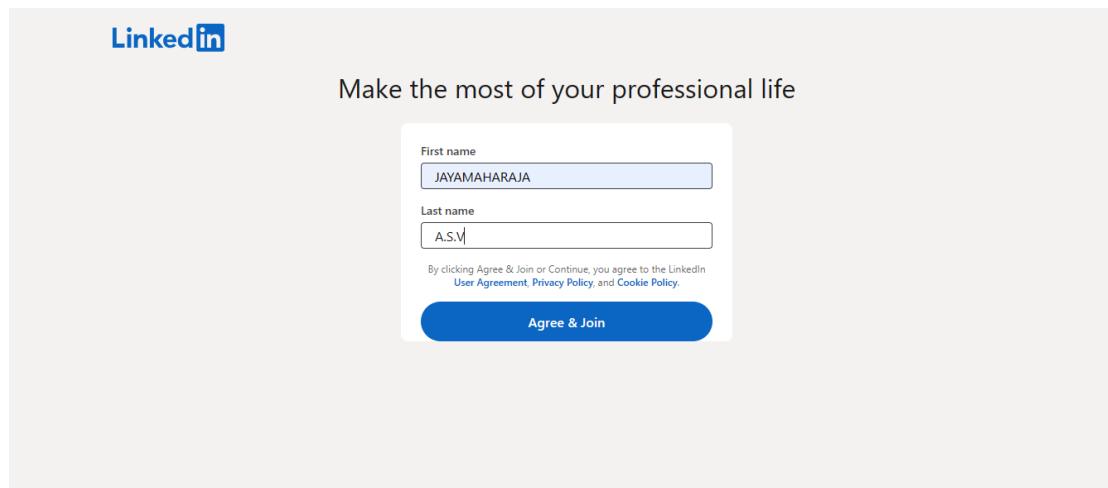
- Visit LinkedIn: Go to LinkedIn's website at www.linkedin.com.
- Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.



- Provide personal information and complete the profile.



The screenshot shows the LinkedIn sign-in page at https://www.linkedin.com/login. The page has a light gray header bar with browser icons. Below it is a white sign-in form. At the top of the form is the LinkedIn logo and the title "Sign in". Below the title is the tagline "Stay updated on your professional world". The sign-in fields are "Email or Phone" containing "jay63066@gmail.com" and "Password" containing "*****". There is a "show" link next to the password field. Below the fields are links for "Forgot password?" and a large blue "Sign in" button. A horizontal line with the word "or" separates this from social sign-in options. Below the "or" line are two buttons: "Continue as 039_CSE_Jayamaharaja" (with a dropdown arrow) and "Sign in with Apple".



The screenshot shows the LinkedIn "Agree & Join" page. At the top is the LinkedIn logo and the tagline "Make the most of your professional life". Below is a form with "First name" field containing "JAYAMAHARAJA" and "Last name" field containing "A.S.V". A note below the fields states: "By clicking Agree & Join or Continue, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." At the bottom is a large blue "Agree & Join" button.

- We will be redirected to the home page.

The screenshot shows the LinkedIn homepage at https://www.linkedin.com/feed/. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, and Me. A sidebar on the left displays a welcome message "Welcome, Jayamaharaja!", connection statistics (91 connections, 9 who've viewed profile), and links for Groups, Events, Followed Hashtags, and Discover more. The main feed area shows several posts from users like Muralidhar Dhandapani, Prakash Manoharan, and Karthikeyan Sounderrajan. On the right, there's a "LinkedIn News" sidebar with articles and a promotional message for LinkedIn Premium.

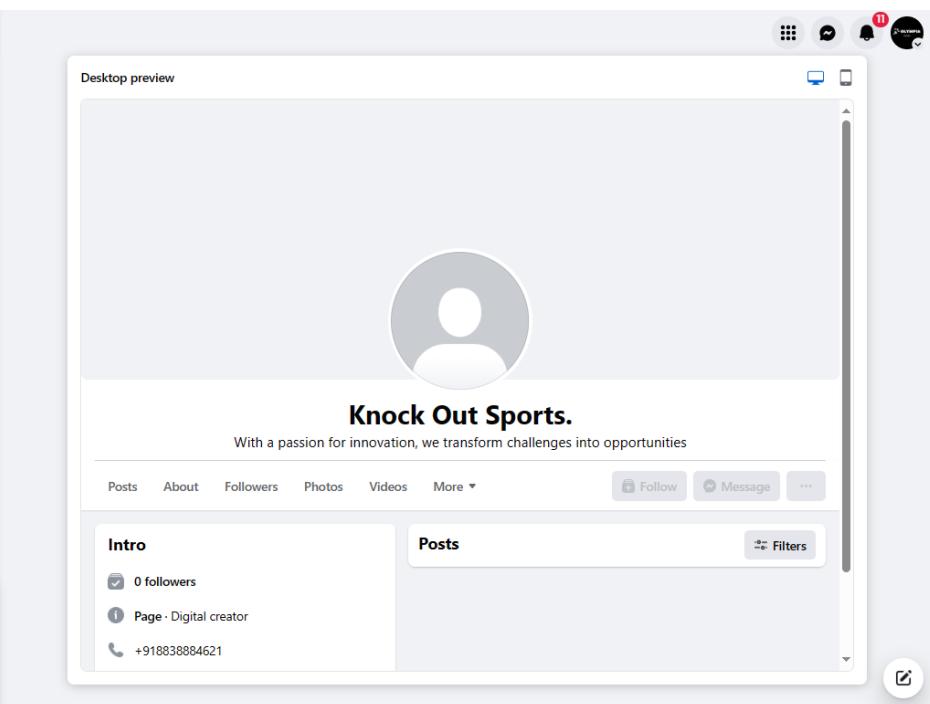
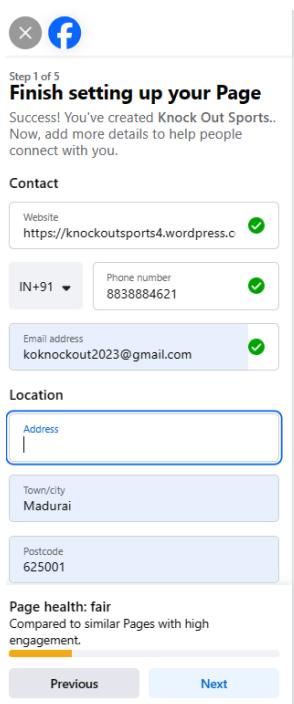
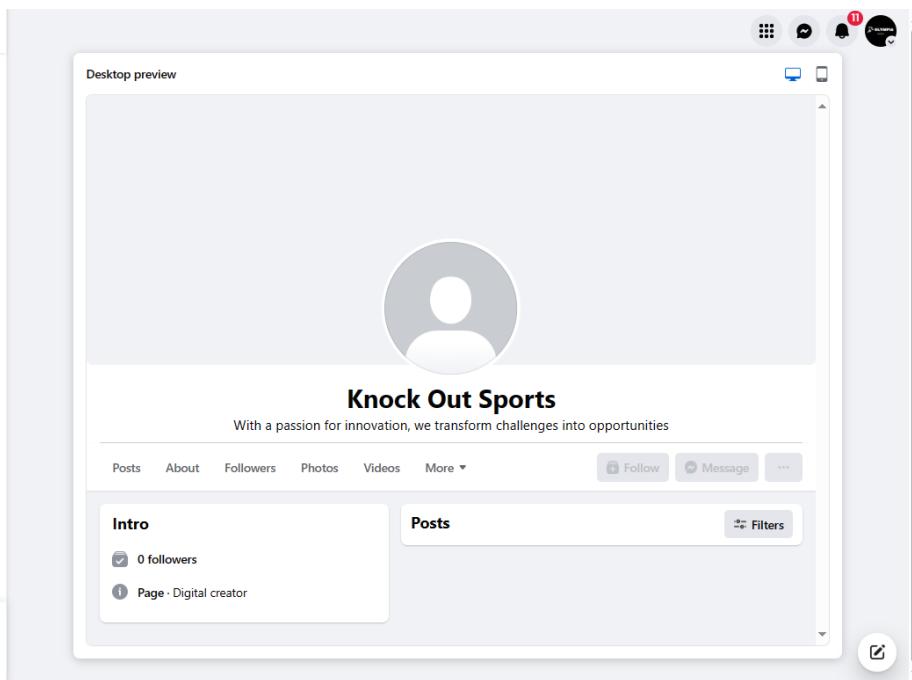
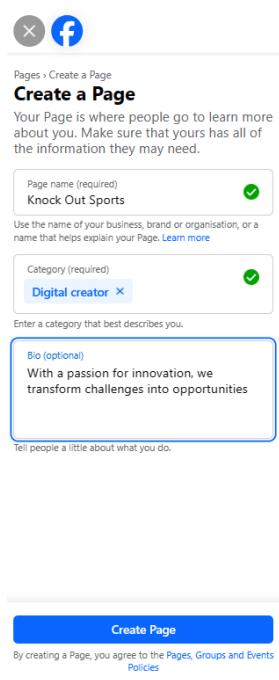
✓ BRAND NAME

KNOCK OUT SPORTS



✓ FACEBOOK PAGE:

- **Page Url:** <https://www.facebook.com/people/Knock-Out-Sports/61550481156326/>
- Creation of a Facebook business page for Knock Out Sports. For that, we create a business profile by giving the required details.



- Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.

Step 2 of 5

Customise your Page

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.

KO KNOCK OUT SPORTS COMPANY

Knock Out Sports.

With a passion for innovation, we transform challenges into opportunities

Posts About Followers Photos Videos More

Add Action Button

0 followers

Page · Digital creator

+918838884621

Intro Posts

Filters

Step 3 of 5

Connect WhatsApp to your Page

Once you've connected your WhatsApp account, you can add buttons for your Page audience to message you on WhatsApp.

KO KNOCK OUT SPORTS COMPANY

Knock Out Sports.

With a passion for innovation, we transform challenges into opportunities

Posts About Followers Photos Videos More

Get code

IN+ 91 WhatsApp phone number 8838884621

0 followers

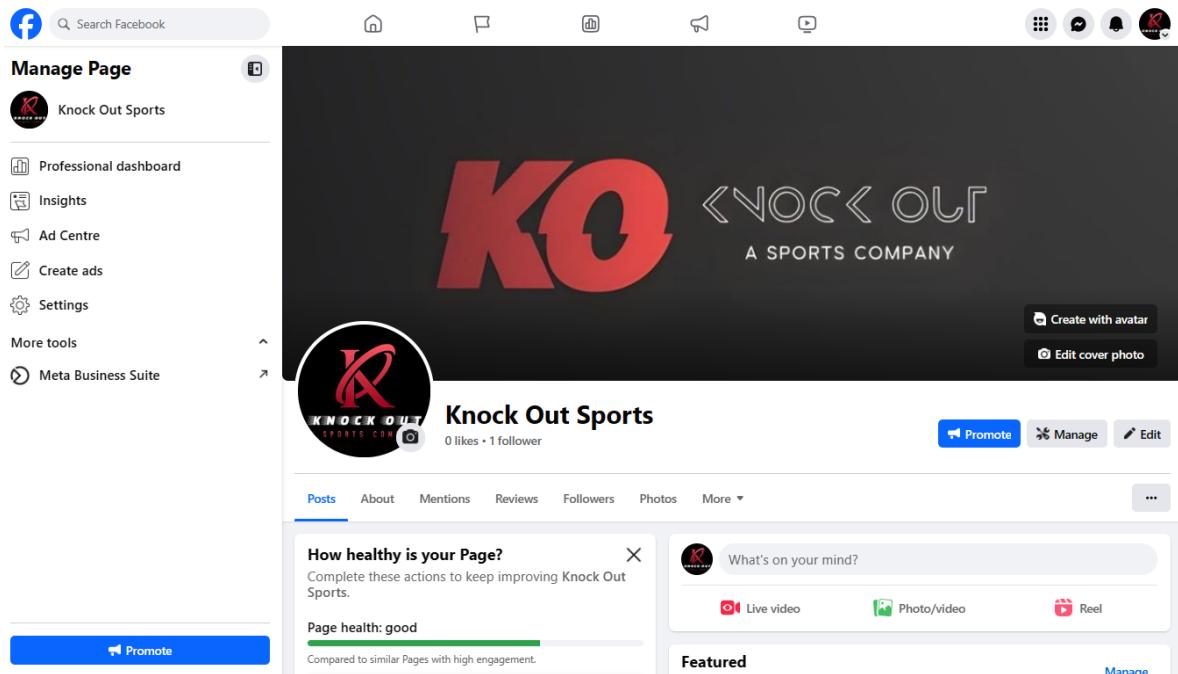
Page · Digital creator

+918838884621

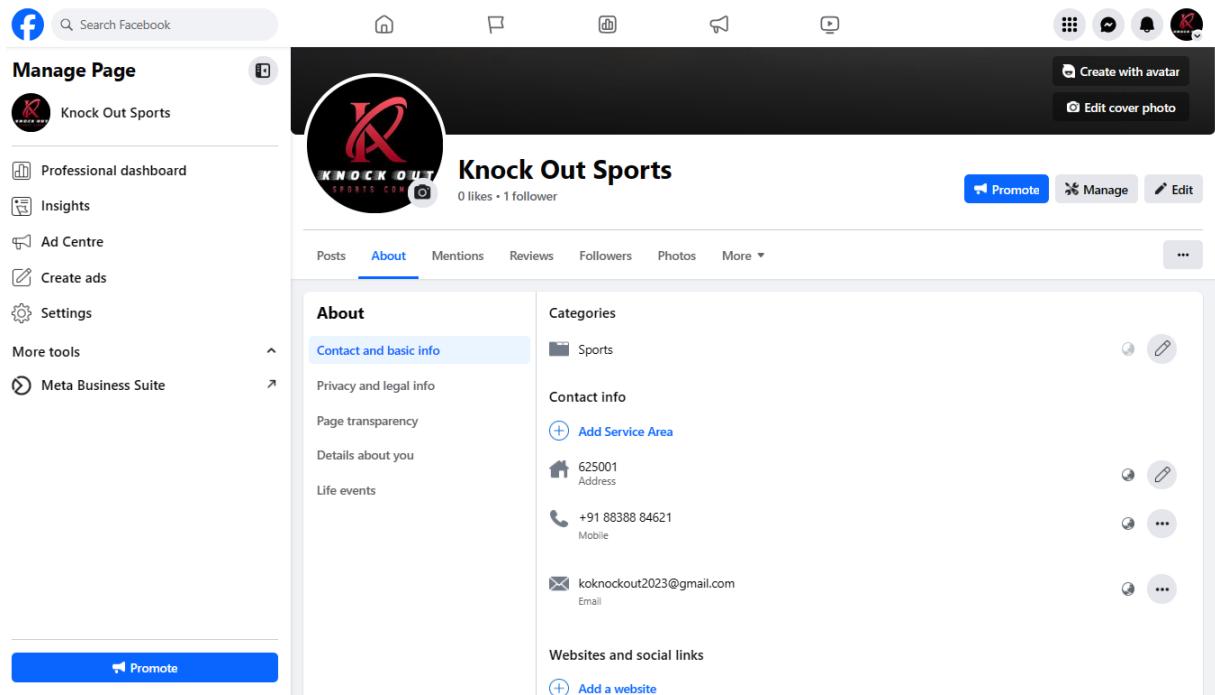
Intro Posts

Filters

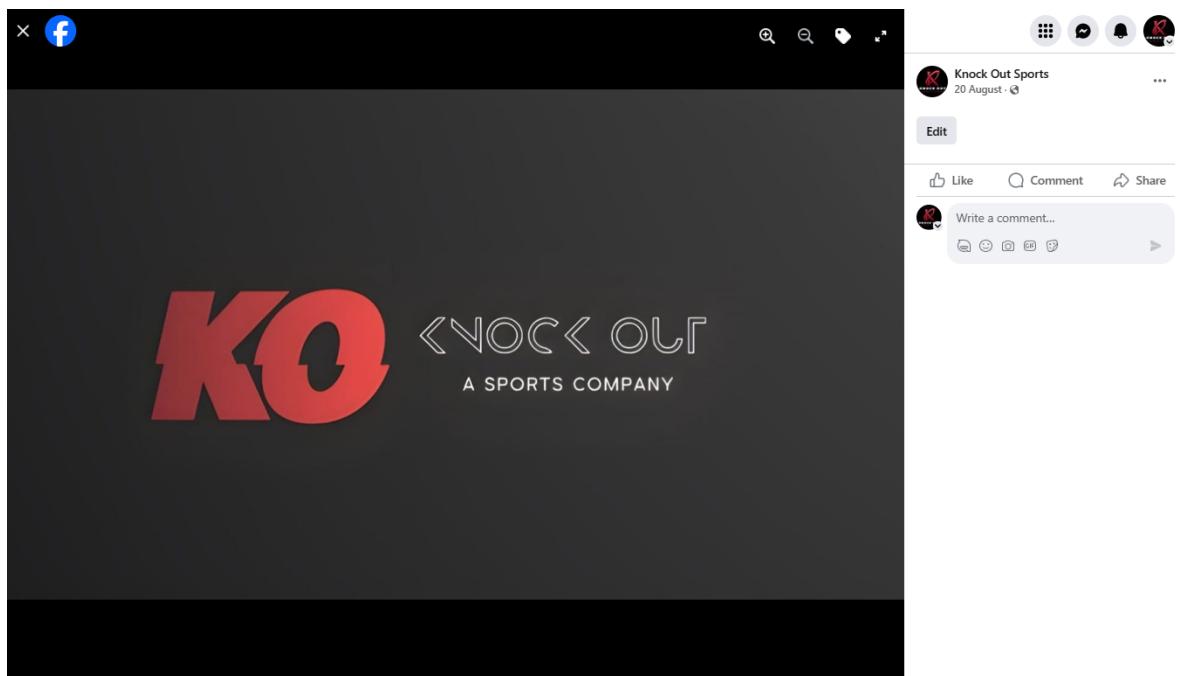
- Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.



- This is the Facebook page of Knock Out Sports

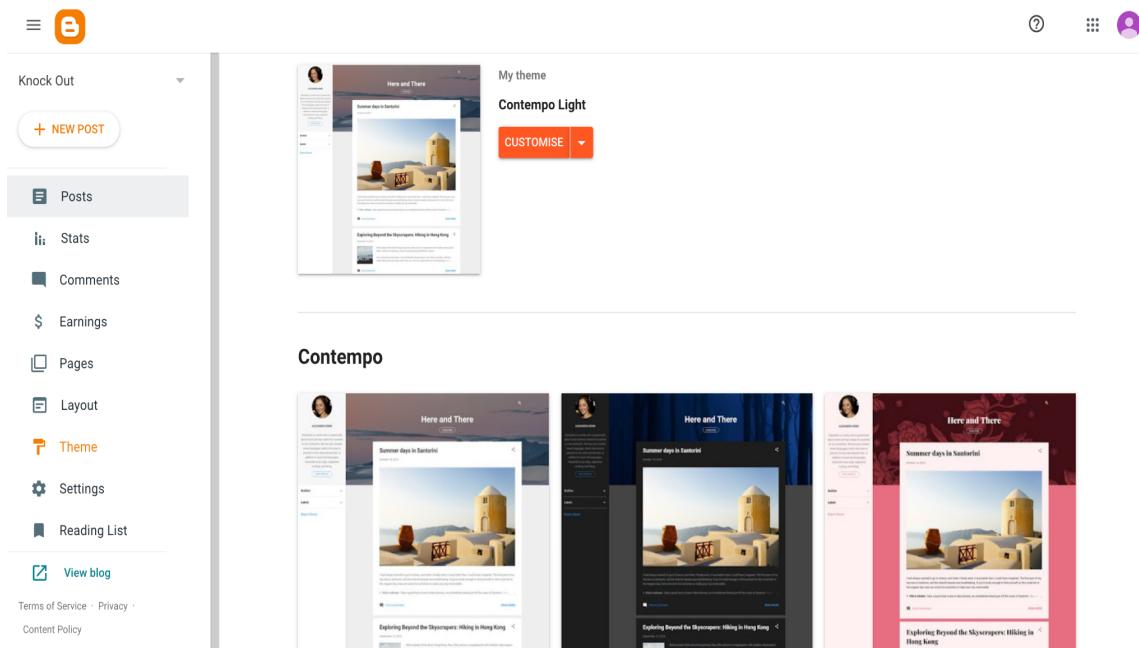


- The first post explains our services and what “Knock Out Sports” does along with our contact details to make use of services

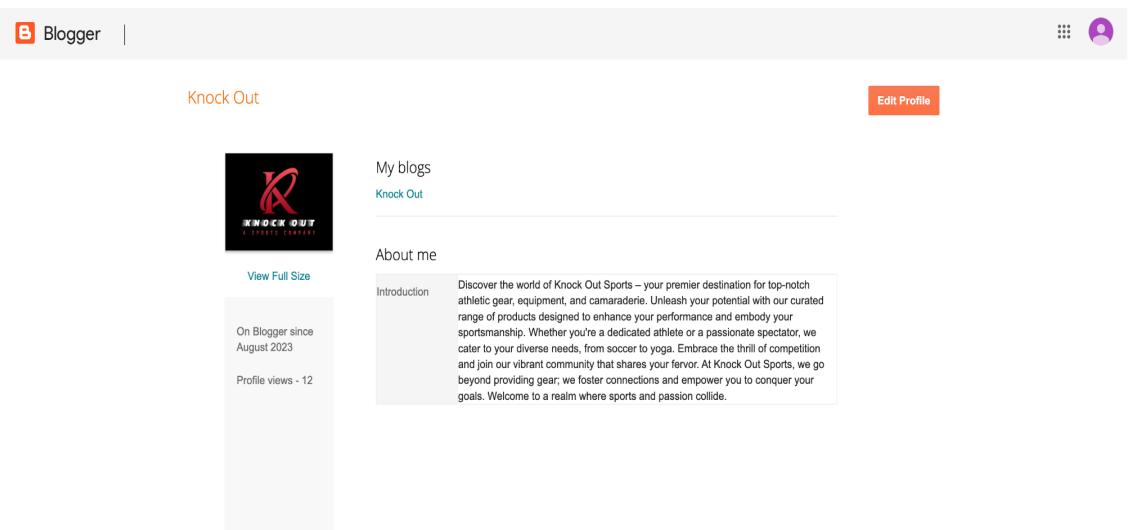


✓ CREATION OF BLOG PAGE:

- Blog Url: <https://knockoutsports23.blogspot.com/>
- Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.



- Then provide the details required for the profile on the page



- Then the blog page is created for “Knock Out Sports”.
- Then, add posts that explain the services that the company provides to its clients for the reach to the visitors of the page.

Screenshot of the Blogger Post Edit interface for the "Knock Out Sports" blog. The title is "Unleash Your Inner Athlete: Discover Exciting Deals at Knock Out Sports". The post content includes a paragraph about sports enthusiasts and a section titled "Fuel Your Passion: Unmatched Variety" with a corresponding image of a person's profile.

Title: "Unleash Your Inner Athlete: Discover Exciting Deals at Knock Out Sports"

Content:

Are you a sports enthusiast or someone looking to lead an active lifestyle? Look no further – Knock Out Sports is here to equip you with everything you need to pursue your athletic passions! Whether you're a seasoned athlete or a beginner taking your first steps on the field, our store offers a wide range of sports products and gear that cater to all levels and preferences.

Fuel Your Passion: Unmatched Variety



Post settings:

- Published on: 8/26/23 5:08 PM
- Permalink
- Location
- Options

Screenshot of the Blogger Post Edit interface for the "Knock Out Sports" blog. The title is "Product Spotlights". The post content includes a paragraph about showcasing top-notch sports gear and a section titled "Pro Performance Soccer Cleats" with a corresponding image of a pair of pink soccer cleats.

Title: Product Spotlights

Content:

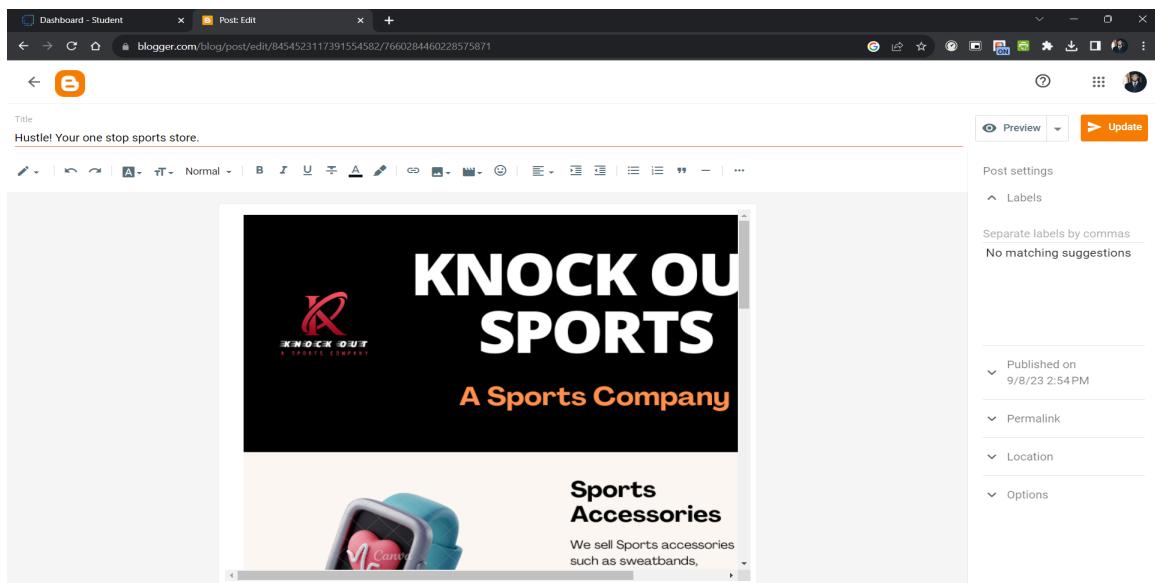
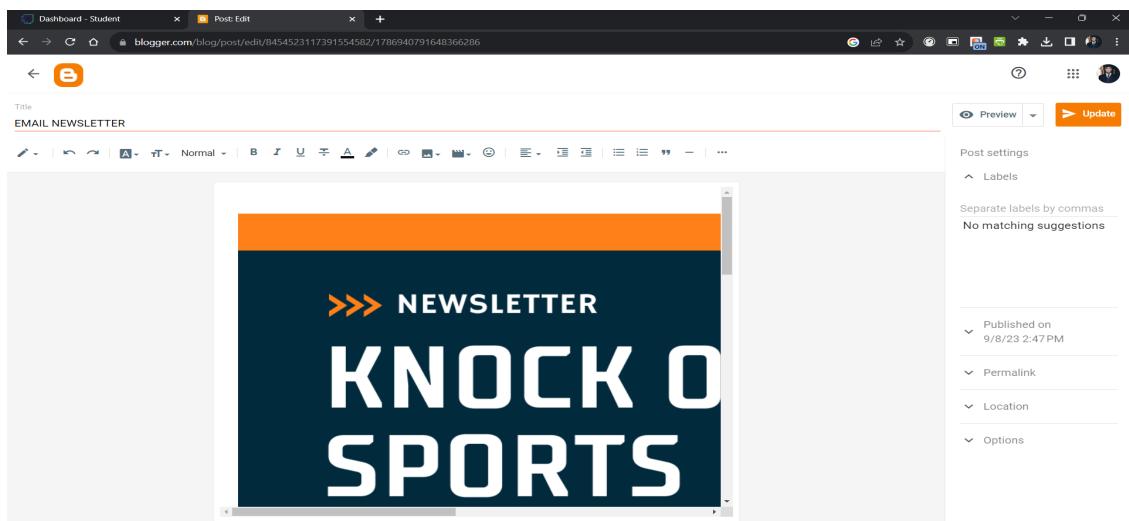
Welcome to our Product Spotlights page! Here, we showcase some of our top-notch sports gear, equipment, and apparel that are designed to elevate your performance and enhance your sports experience. Take a closer look at these exceptional products and discover how they can help you achieve your athletic goals.

Pro Performance Soccer Cleats

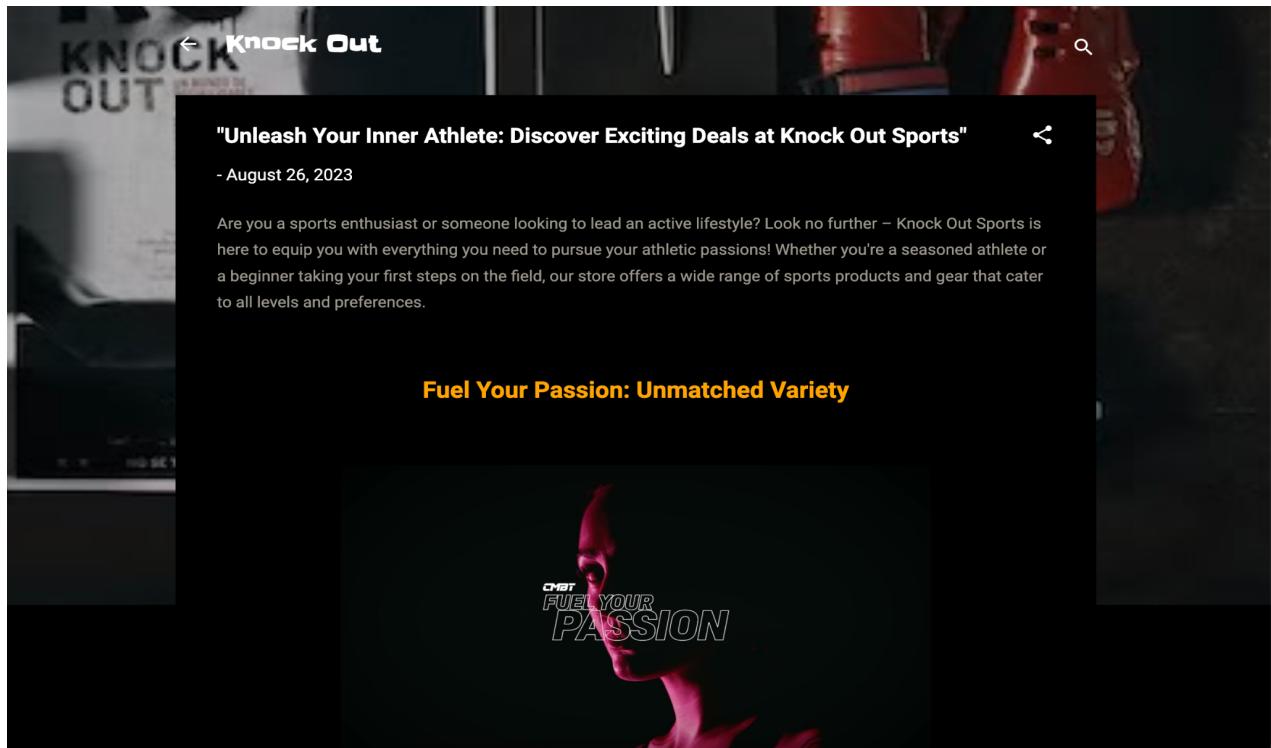
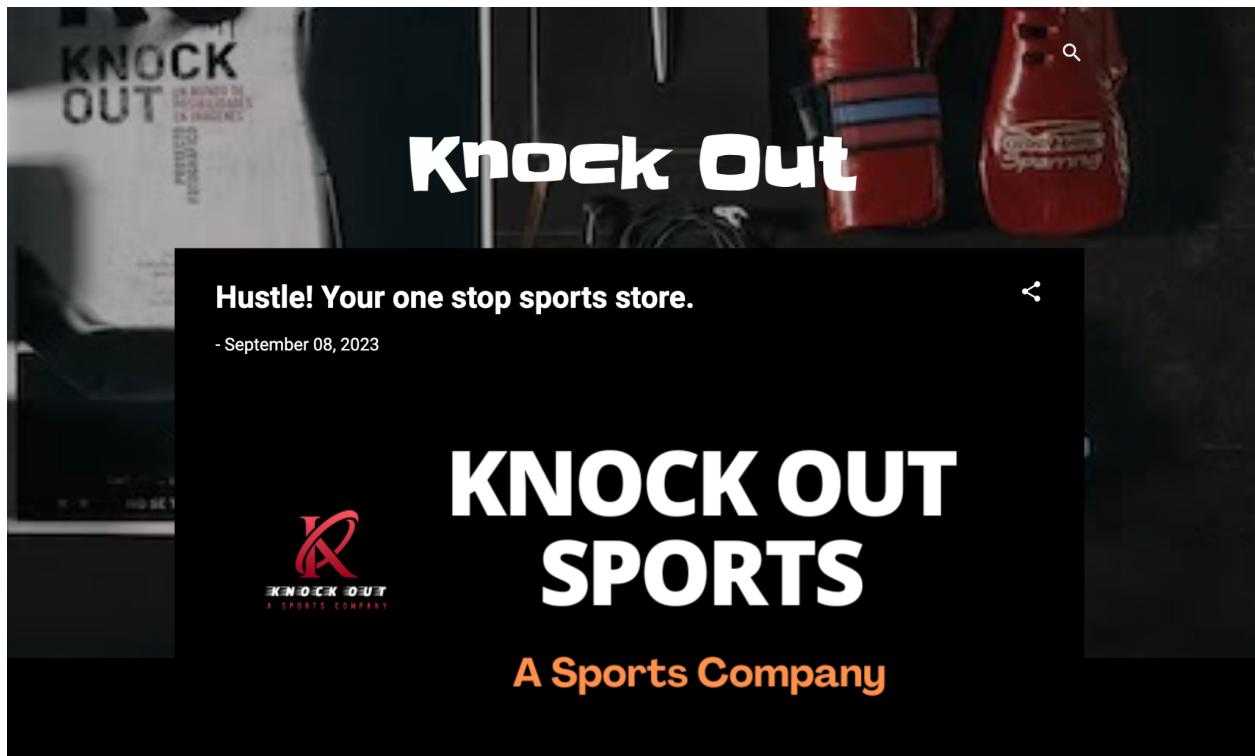


Post settings:

- Published on: 8/26/23 6:15 PM
- Permalink
- Location
- Options

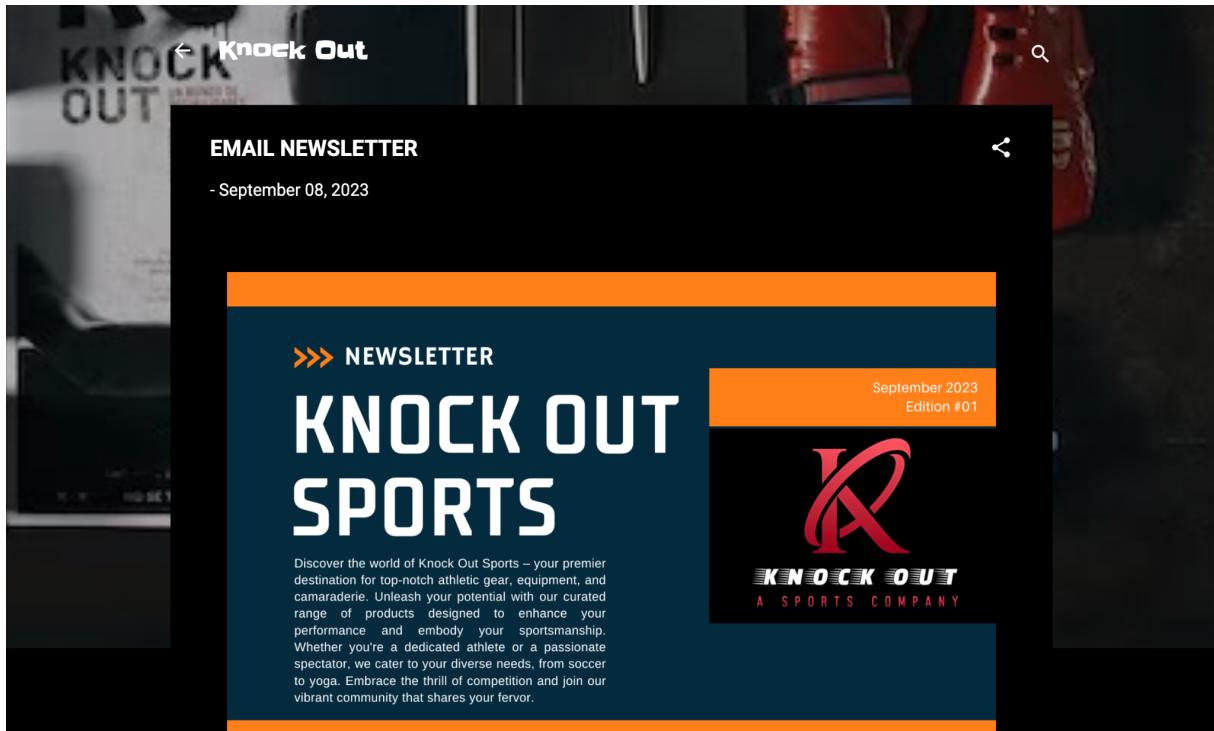


- After completing the post, save it and publish. It looks stunning below.



✓ EMAIL NEWSLETTER POST:

- Blog Url: <https://knockoutsports23.blogspot.com/2023/09/email-newsletter.html>



>>> NEWSLETTER

KNOCK OUT SPORTS

Discover the world of Knock Out Sports – your premier destination for top-notch athletic gear, equipment, and camaraderie. Unleash your potential with our curated range of products designed to enhance your performance and embody your sportsmanship. Whether you're a dedicated athlete or a passionate spectator, we cater to your diverse needs, from soccer to yoga. Embrace the thrill of competition and join our vibrant community that shares your fervor.

September 2023
Edition #01



KNOCK OUT
A SPORTS COMPANY

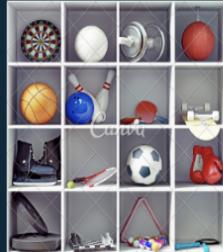


>>> SPORTS ACCESSORIES

We sell Sports accessories such as sweatbands, Wristbands, Sports watches, Water bottles, Gloves, Hats and Caps, Sports socks and Compression Gear.

Sports Equipment such as Tennis Rackets, basketball, Golf Clubs, Soccerball, Baseball Glove, Hockey Stick, Bicycle, Swimming Goggles, Yoga Mat, Snowboard, Running Shoes and Treadmill.

>>> SPORTS EQUIPMENTS



>>> SPORTSWEAR & APPAREL

Sportswear and apparels such as Athletic T-Shirts, Athletic shorts, sweatpants, Jackets and Hoodies, Sport-specific uniforms, Athletic Socks, Gym Bags, Swimwear, Yoga apparel and Track suits.

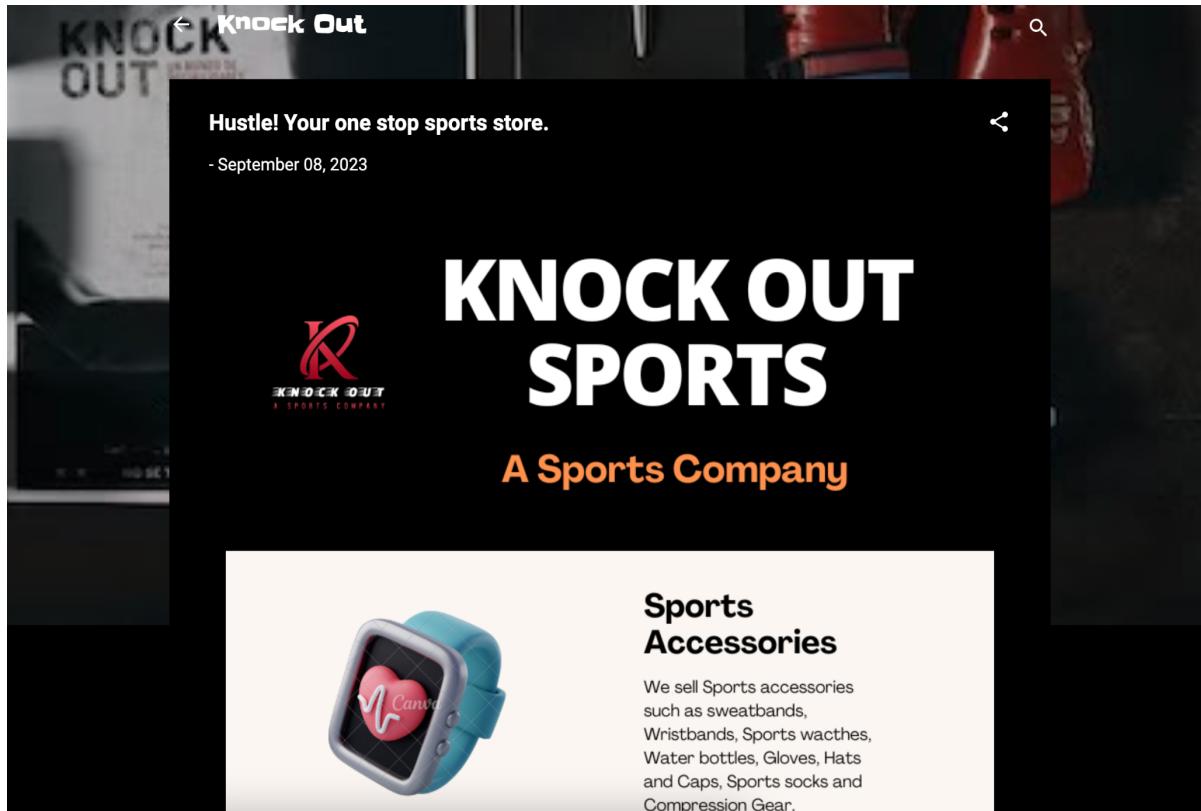


>>> EXPERT ADVICE

Athletes and sports enthusiasts can consult our experts for proper training, nutrition advices, rest and recovery tips, mental training and also personal record and analyze strategies.

✓ INFOGRAPHIC POSTER:

- Blog Url: <https://knockoutsports23.blogspot.com/2023/09/hustle-your-one-stop-sports-store.html>





KNOCK OUT SPORTS

A Sports Company



Sports Equipments

Sports Equipment such as Tennis Rackets, basketball, Golf Clubs, Soccerball, Baseball Glove, Hockey Stick, Bicycle, Swimming Goggles, Yoga Mat, Snowboard, Running Shoes and Treadmill.



Sports Supplements

We also sell Sports Supplements such as Protein powder, Branched-Chain amino acids, caffeine, creatine, L-glutamine, Electrolyte Supplements and Carbohydrate Supplements.



Sports Accessories

We sell Sports accessories such as sweatbands, Wristbands, Sports watches, Water bottles, Gloves, Hats and Caps, Sports socks and Compression Gear.



Sportswear & Apparel

Sportswear and apparels such as Athletic T-Shirts, Athletic shorts, sweatpants, Jackets and Hoodies, Sport-specific uniforms, Athletic Socks, Gym Bags, Swimwear, Yoga apparel and Track suits.



Expert Advice

Athletes and sports enthusiasts can consult our experts for proper training, nutrition advices, rest and recovery tips, mental training and also personal record and analyze strategies.



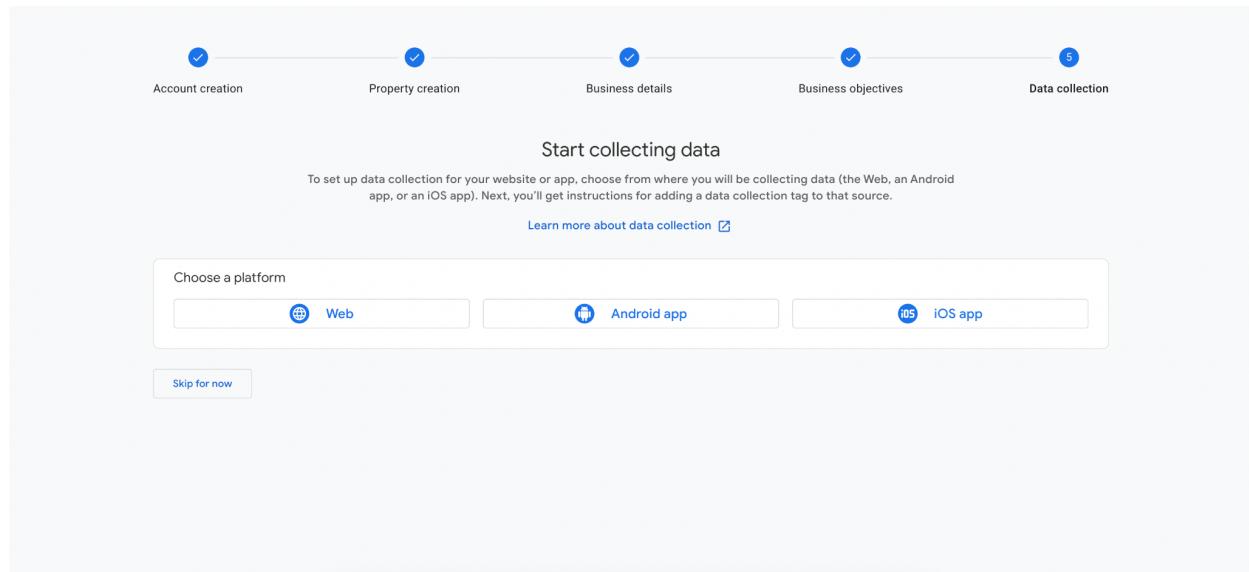
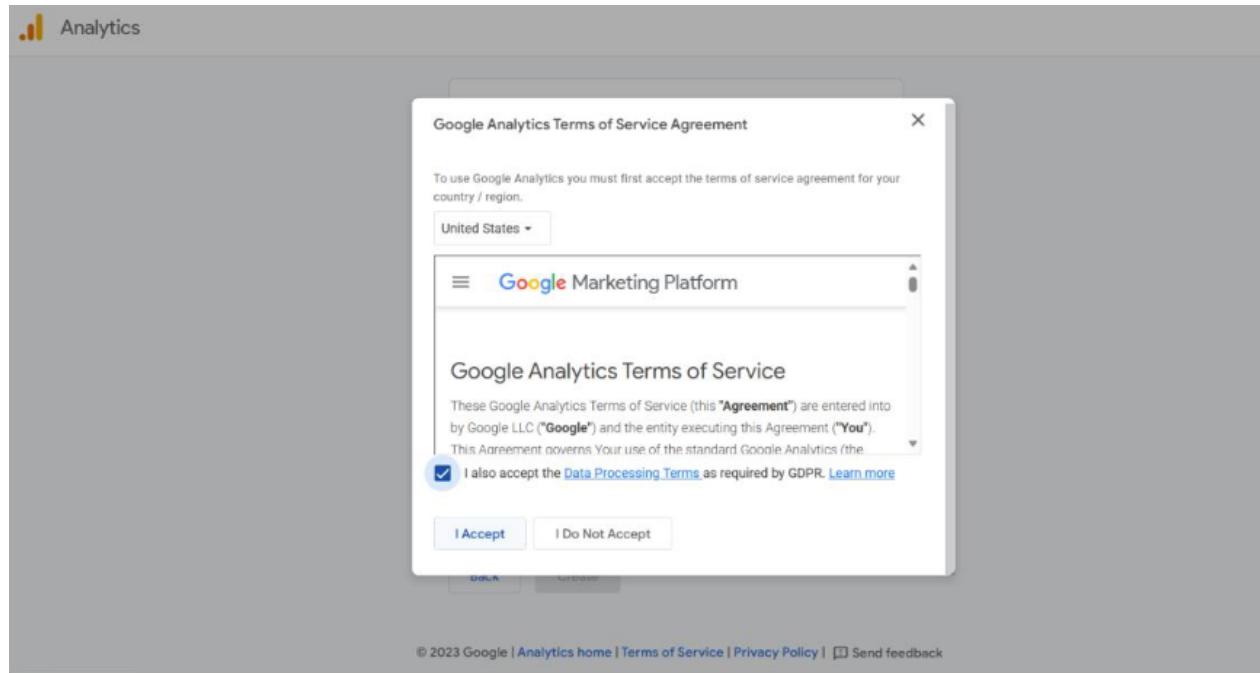
✓ GOOGLE ANALYTIC MEASUREMENT ID: G-6KQJ8Y066C

- Visit Google Analytic official page

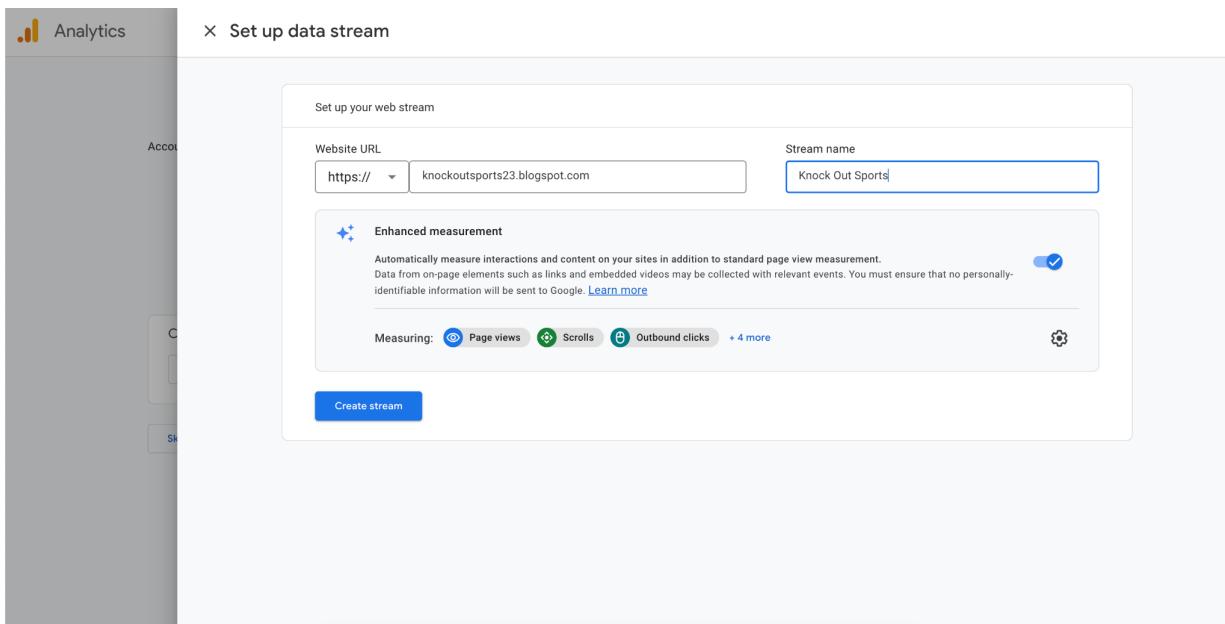
The screenshot shows the Google Analytics homepage. At the top, there's a navigation bar with the Google Analytics logo and a search bar. Below the header, a large "Welcome to Google Analytics" title is centered. A sub-headline reads: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A prominent blue button labeled "Start measuring" is located below the headline. The main content area is divided into three main sections: "Complete information" (describing how it helps understand site and app users), "Get insights only Google can give" (describing unique insights and machine learning), and "Connect your insights to results" (describing how to use data). To the right of these sections is a graphic featuring two people (one with a red head, one with a blue head) looking at a smartphone and a laptop respectively, with a mobile phone and a bar chart icon above them. At the bottom of the page, there's a footer with copyright information and links to "Analytics home", "Terms of Service", "Privacy Policy", and "Send feedback".

- Create an account by means of enter details

The screenshot shows the "Create an account" step of the Google Analytics account creation process. It features a five-step progress bar at the top, with step 1 (Account creation) highlighted in blue. The main section is titled "Create an account" and contains instructions: "Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs." Below this is a form for "Account details" with a field for "Account name (Required)" containing the placeholder "My New Account Name". A note below the form states: "Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession." At the bottom of the page, there's a section titled "Account Data Sharing Settings" with a note about Google's data processing practices. The footer includes copyright information and links to "Analytics home", "Terms of Service", "Privacy Policy", and "Send feedback".



- Then click Web to create a Stream



STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
Knock Out Sports	https://knockoutsports23.blogspot.com/	6233853037	G-6KQJ8Y066C