

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE 638316**



**ELECTRICAL AND ELECTRONICS ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING ASSIGNMENT**

*NAME: VISHNUKUMAR T S*

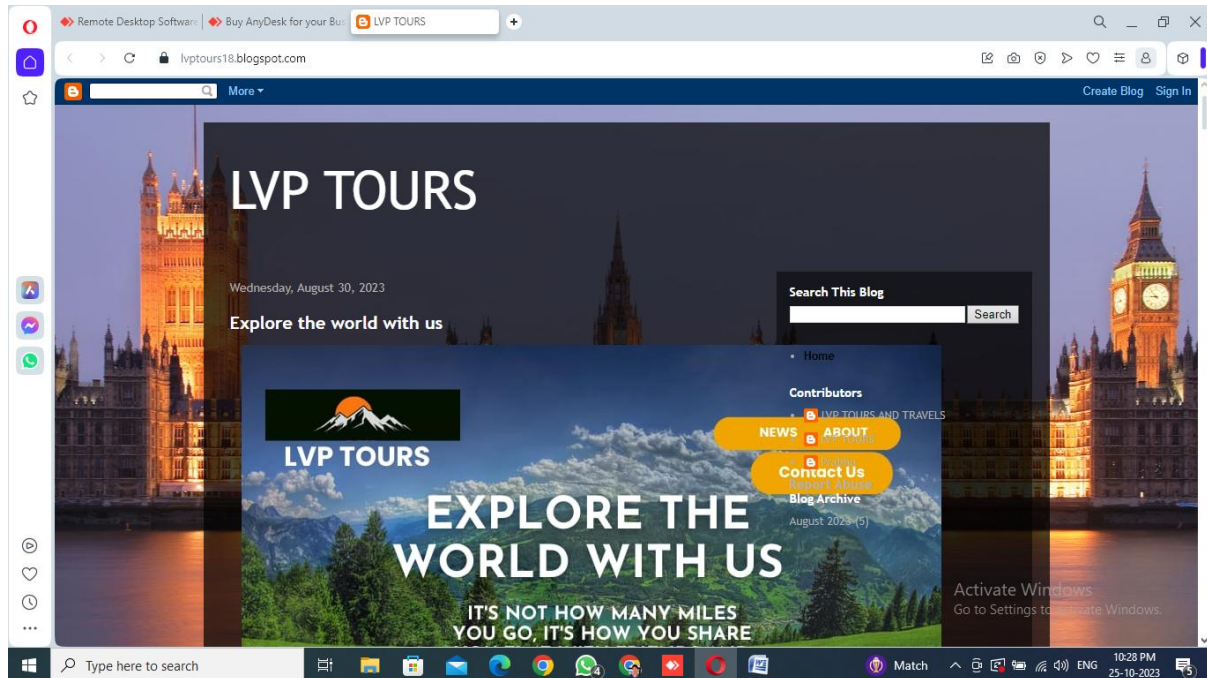
*NM ID: au731120105326*

*BRAND NAME: LVP TOURS AND TRAVELS*

*CATEGORY: TOURS AND TRAVELS*

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

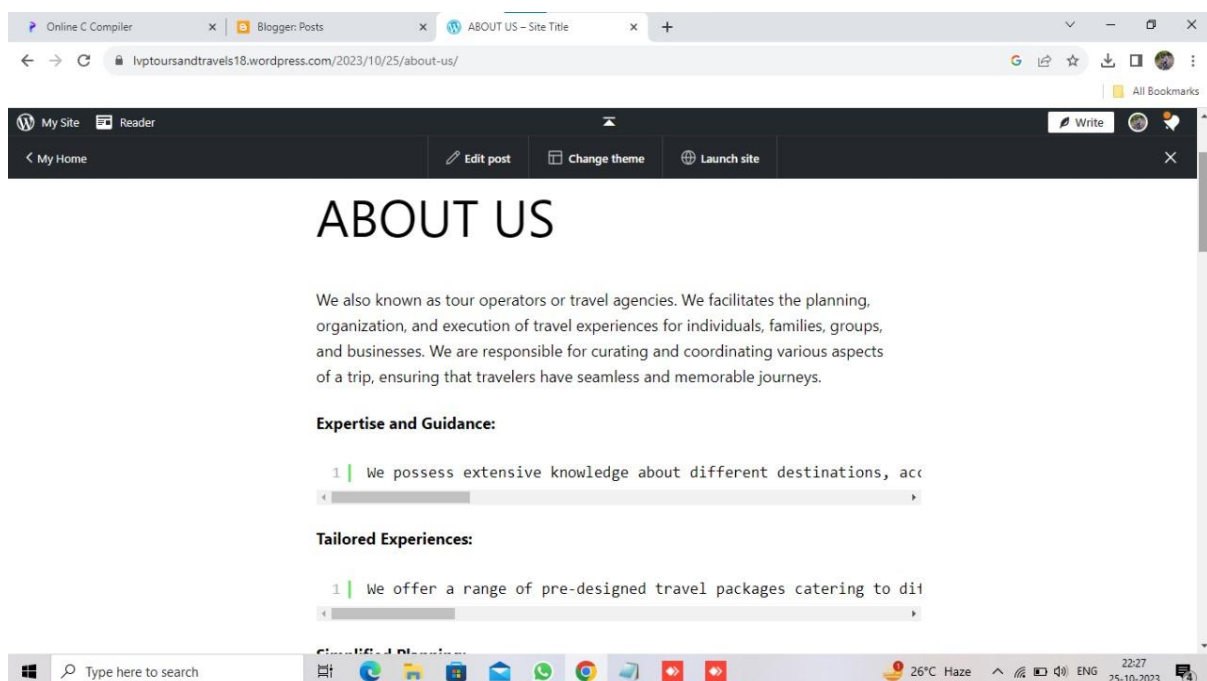
Theme design:



Link: Website using WordPress

<https://lvptoursandtravels18.wordpress.com/2023/10/25/about-us/>

Screenshot:



My SiteReader

Write

All bookmarks

My Home

Edit post

Change theme

Launch site

### Simplified Planning:

Planning a trip can be overwhelming, especially when considering transportation, accommodations, activities, and logistics. We streamline the planning process by taking care of the intricate details, such as flight bookings, hotel reservations, local transportation, guided tours, and excursion arrangements.

### Access to Exclusive Offers:

1 We often have partnerships and collaborations with airlines, hot

Time and Effort Savings:

By entrusting your travel plans to us, clients save valuable time and effort that would otherwise be spent on research, booking, and coordination. We handle the administrative tasks, leaving travelers free to focus on enjoying their journey.

Edit Site

Edit

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### Risk Management:

We are well-equipped to handle unexpected situations that may arise during travel, such as flight delays, cancellations, or changes in plans. They provide assistance and support to ensure that travelers can navigate these challenges with minimal disruption.

### Local Expertise:

When exploring a new destination, having access to local insights is invaluable. Tour dealers often collaborate with local guides who possess in-depth knowledge of the region's history, culture, and hidden gems, enhancing the travel experience.

### Group Travel Arrangements:

Tour dealers specialize in arranging group travel for families, friends, corporate teams, and educational institutions. They coordinate accommodations, transportation, activities, and entertainment for large groups, ensuring a cohesive and enjoyable experience for everyone.

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### Emergence of Niche Travel:

In response to evolving travel trends, many tour dealers offer niche travel experiences. These could include eco-tours, wellness retreats, culinary adventures, photography tours, and more, catering to specific interests and passions.

### Customer Service and Support:

Tour dealers provide ongoing customer service and support before, during, and after the trip. This includes addressing queries, assisting with last-minute changes, and ensuring that travelers have a smooth and enjoyable journey.

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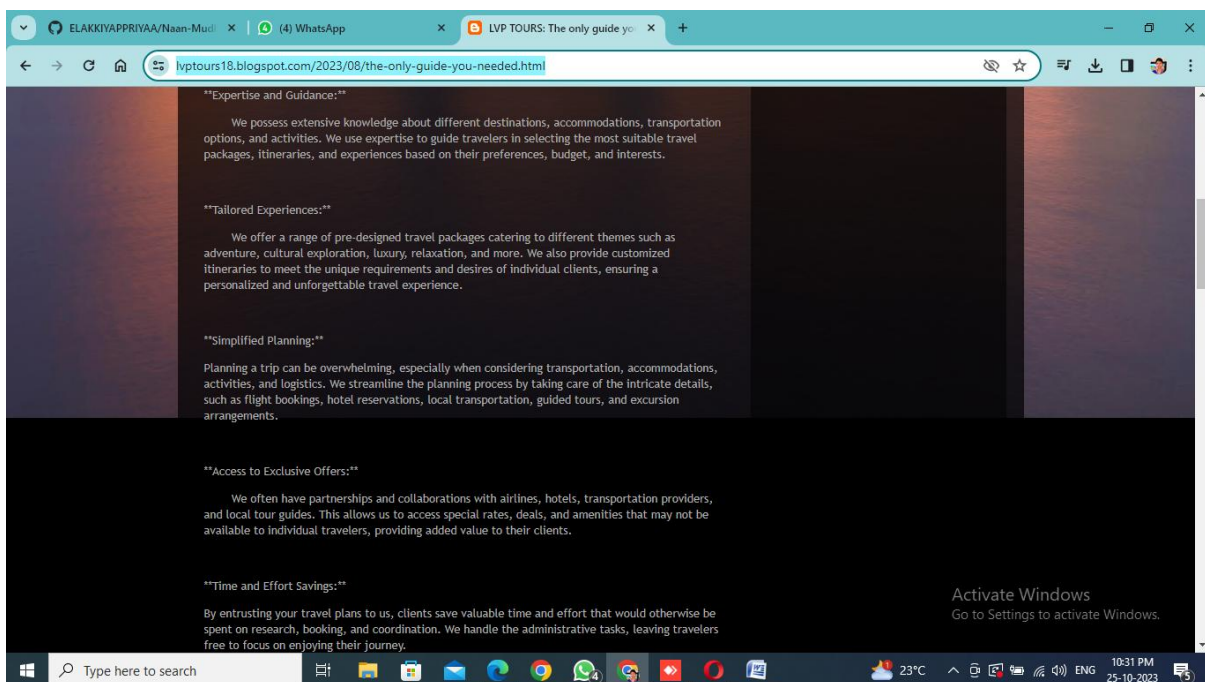
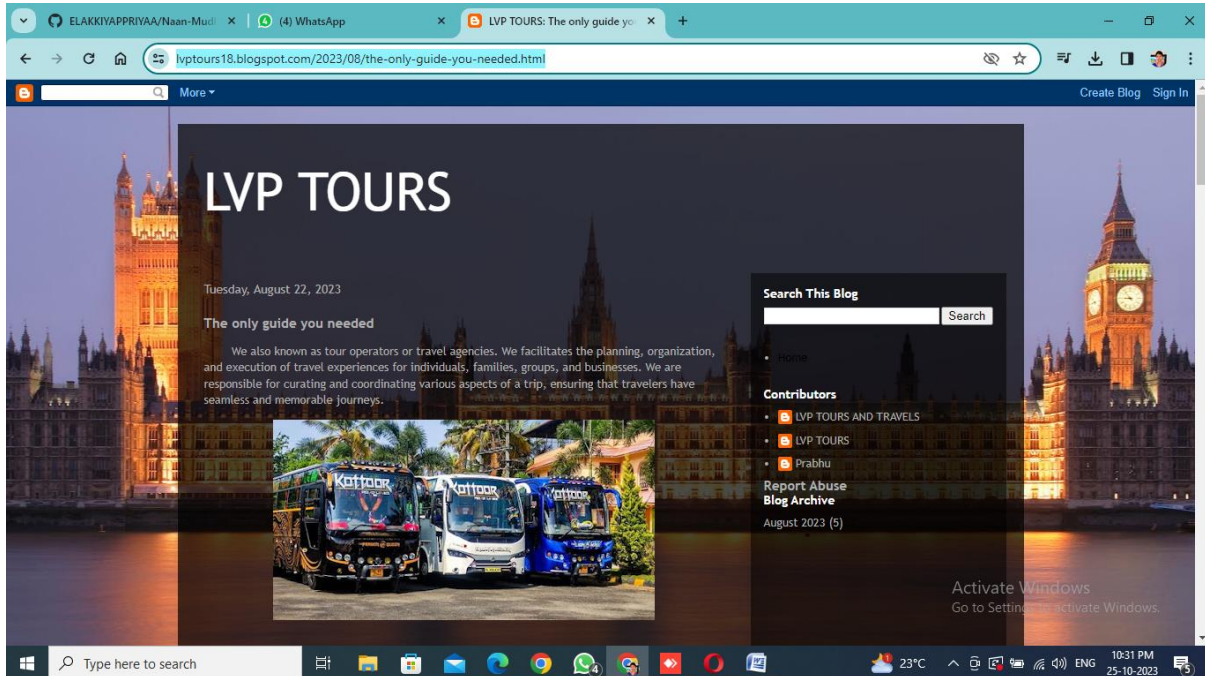
Like

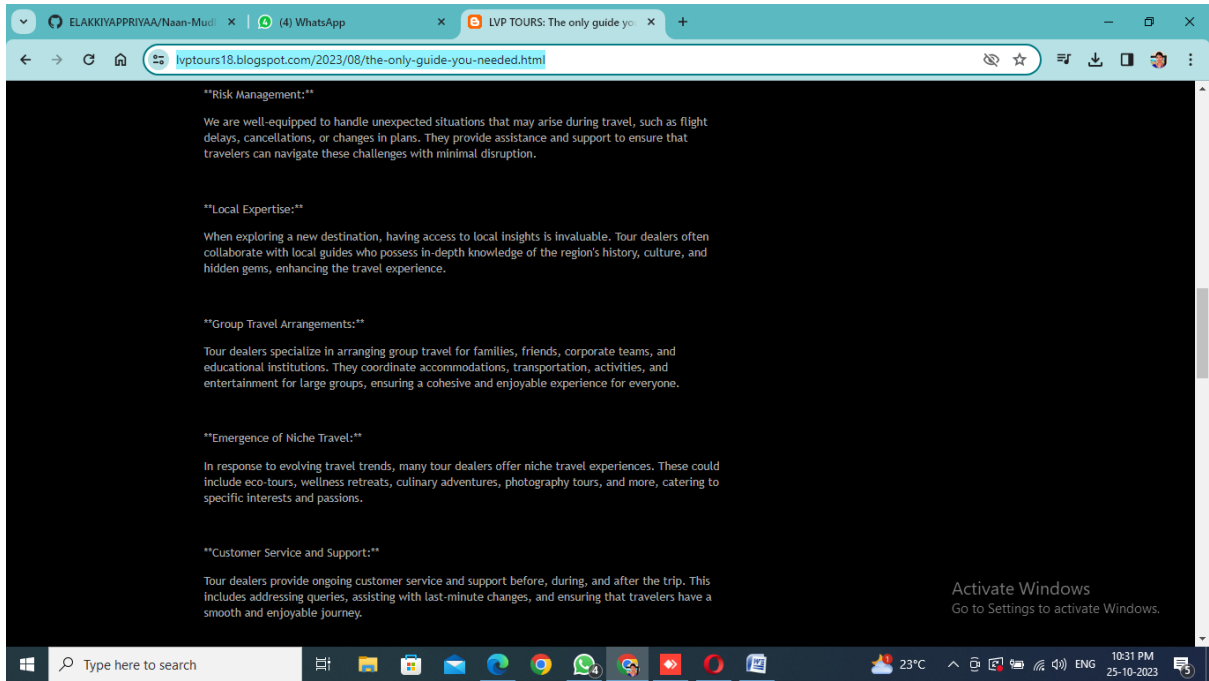
Be the first to like this.

Link: Blog using Blogspot

<https://lvptours18.blogspot.com/2023/08/the-only-guide-you-needed.html>

SCREENSHOT:





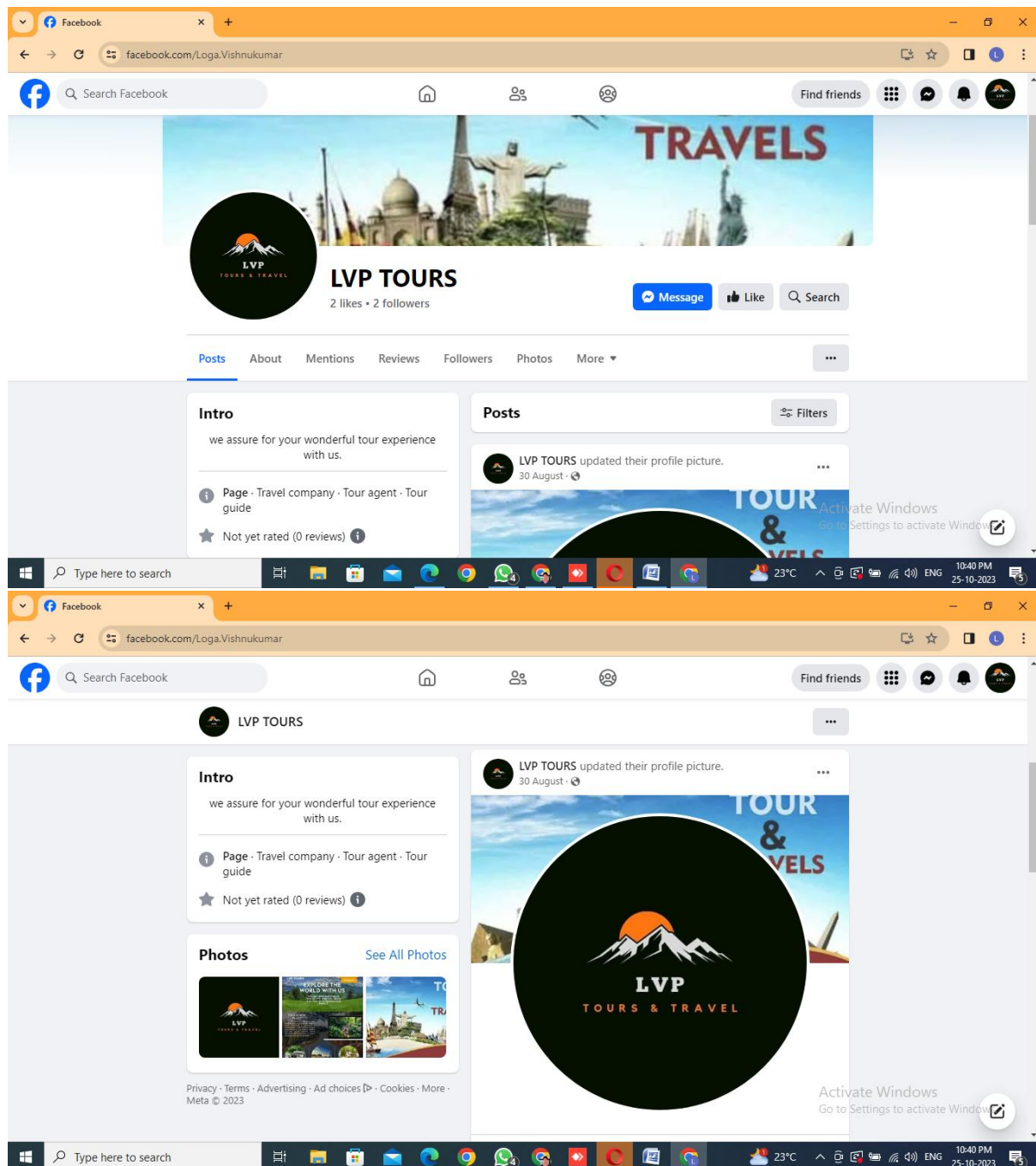


2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/Loga.Vishnukumar>

Screenshot:



Facebook

facebook.com/Loga.Vishnukumar

Search Facebook

LVP TOURS

**Intro**

we assure for your wonderful tour experience with us.

Page · Travel company · Tour agent · Tour guide

Not yet rated (0 reviews)

**Photos** See All Photos

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LVP TOURS 30 August ·

Make Your Trip Easy

**LVP TOURS**

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**EXPLORE THE WORLD WITH US**

IT'S NOT HOW MANY MILES YOU GO, IT'S HOW YOU SHARE YOU TIME WITH FRIENDS AND FAMILY

**FIND A NEW PLACE**

With years of experience in the travel industry, our passionate team of travel enthusiasts is dedicated to curating tailor-made itineraries that suit your preferences and interests. Whether you seek tranquil beaches, cultural

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Facebook

facebook.com/Loga.Vishnukumar

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LVP TOURS

**Intro**

we assure for your wonderful tour experience with us.

Page · Travel company · Tour agent · Tour guide

Not yet rated (0 reviews)

**Photos** See All Photos

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LVP TOURS updated their cover photo.

16 August ·

**TOUR & TRAVELS**

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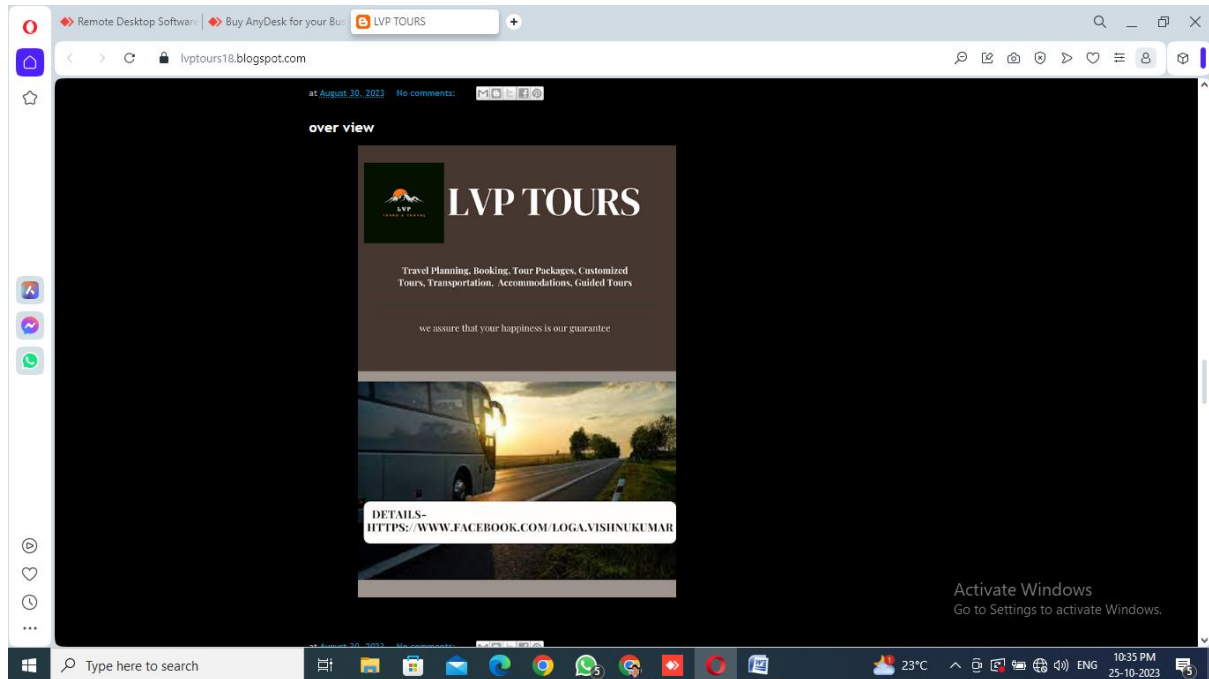
23°C 10:40 PM 25-10-2023

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

Link: Social media advertisement using canva

<https://lvptours18.blogspot.com/2023/08/over-view.html>

Screenshot:





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

Link: Email newsletter design using canva

<https://lvptours18.blogspot.com/2023/08/explore-world-with-us.html>

Screenshot:

