



PRATHYUSHA ENGINEERING COLLEGE



DIGITAL MARKETING - ASSIGNMENT REPORT

NAME: FEMINA.S

DEPARTMENT: BIO- TECHNOLOGY

REGISTER NUMBER: 111420214009

YEAR/SEM: IV /07

ASSINGMENT TITLE:

1. Create a New Facebook Business page and post one social media poster for your brand
2. Create a poster for advertising your brand using canva

KNOWLEDGE PARTNER: Scopik

CATEGORY: DIGITAL MARKETING

CONTENT

1.INTRODUCTION – TO CREATE A BUSSINESS PAGE

1.1 Overview

1.2 Purpose

1.3 Result

2. INTRODUCTION – TO CREATE ADVERTISEMENT POSTER

2.1 Overview

2.2 Purpose

2.3 Result

3. APPLICATION

4.CONCLUSION



AR - FASHION HOUSE

1. INTRODUCTION: BUSINESS PAGE

1.1 OVERVIEW:

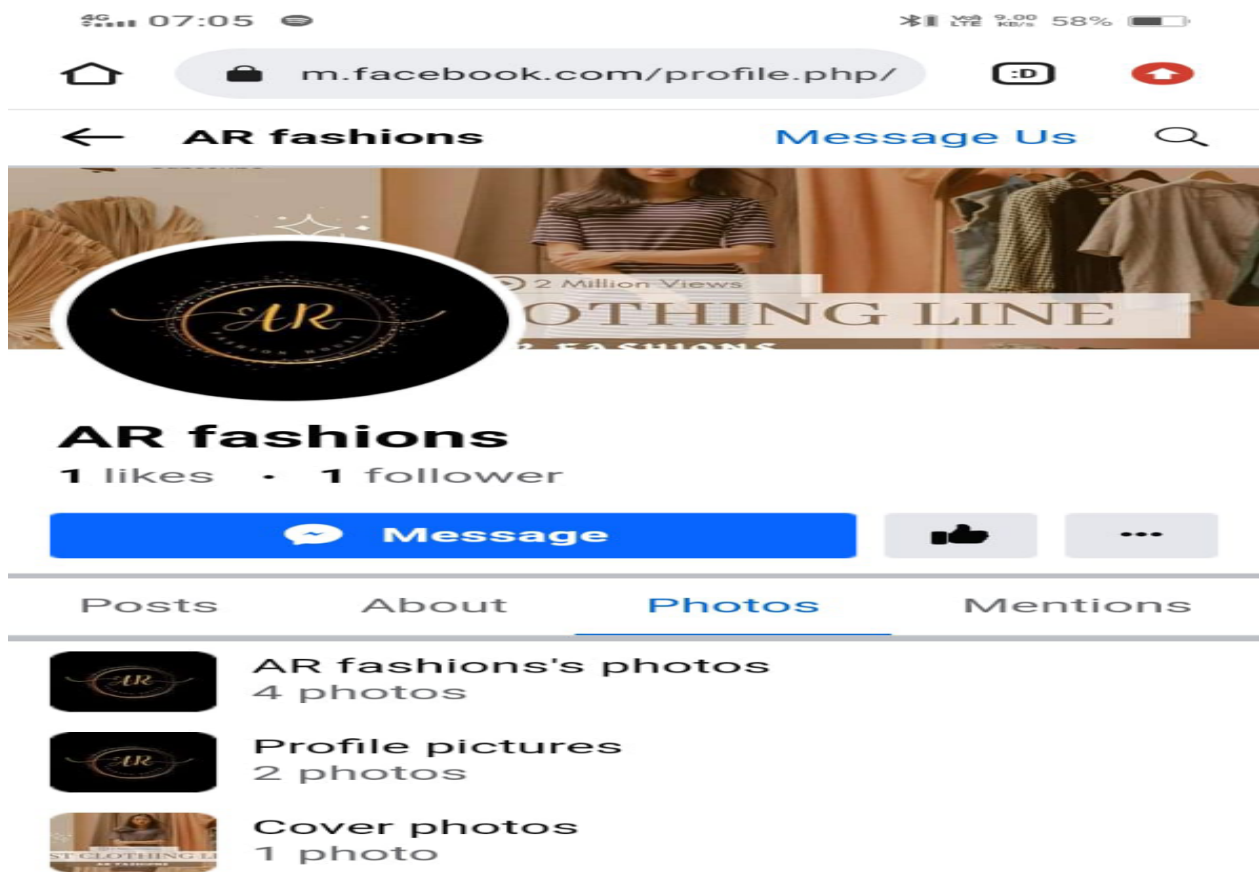
The business page for my brand of clothing - AR FASHIONS

1.2 PURPOSE:

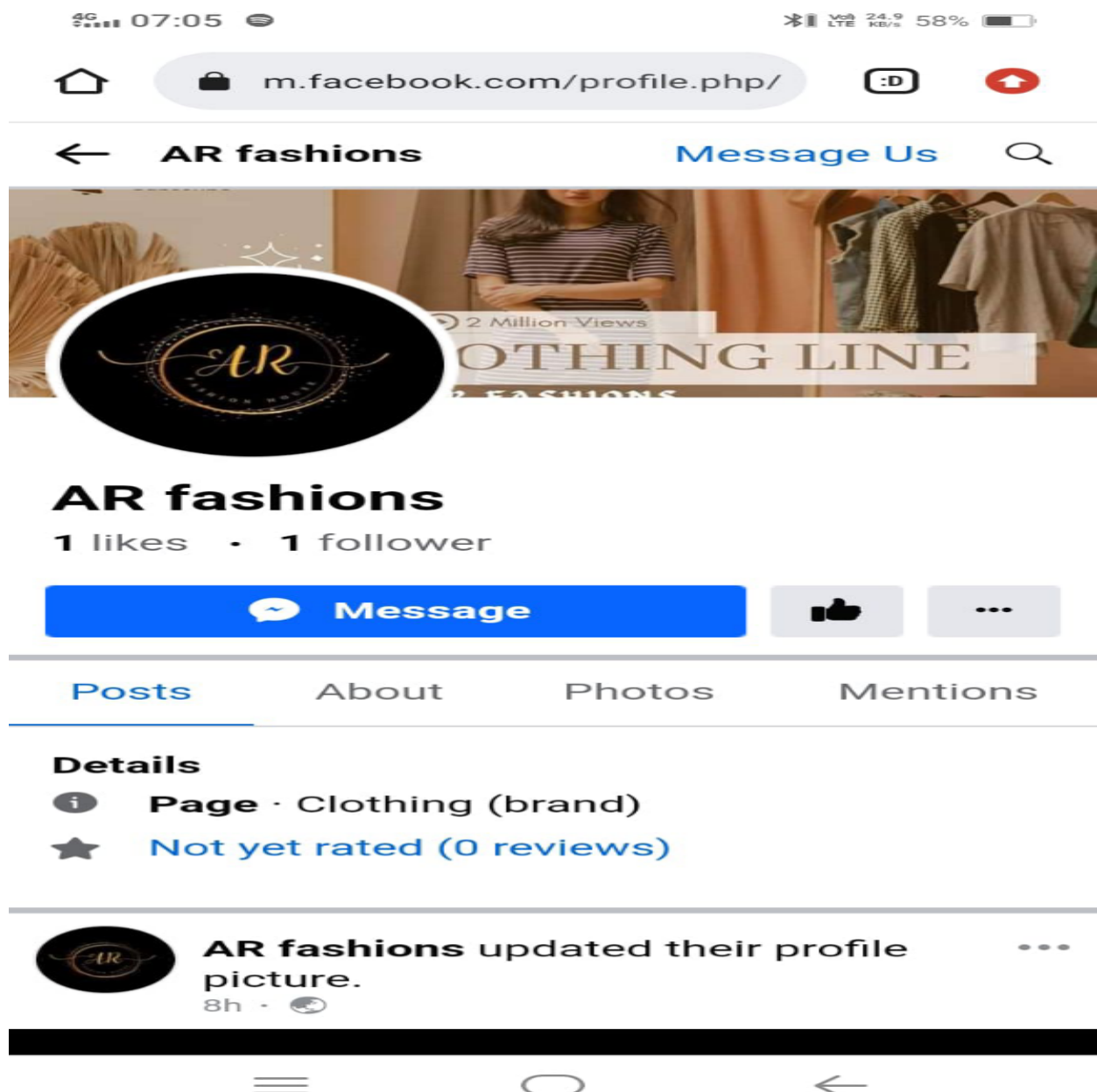
To provide right choice of clothing which ensures the self-confidence, empowerment of authentic and comfortable self-expression, enhancing confidence and self-esteem.

1.3 RESULT:

Business Page for Fashion house



Business Page with social media Poster
4https://www.facebook.com/profile.php?id=61552786922422



2.INTRODUCTION: ADVERTISEMENT POSTER

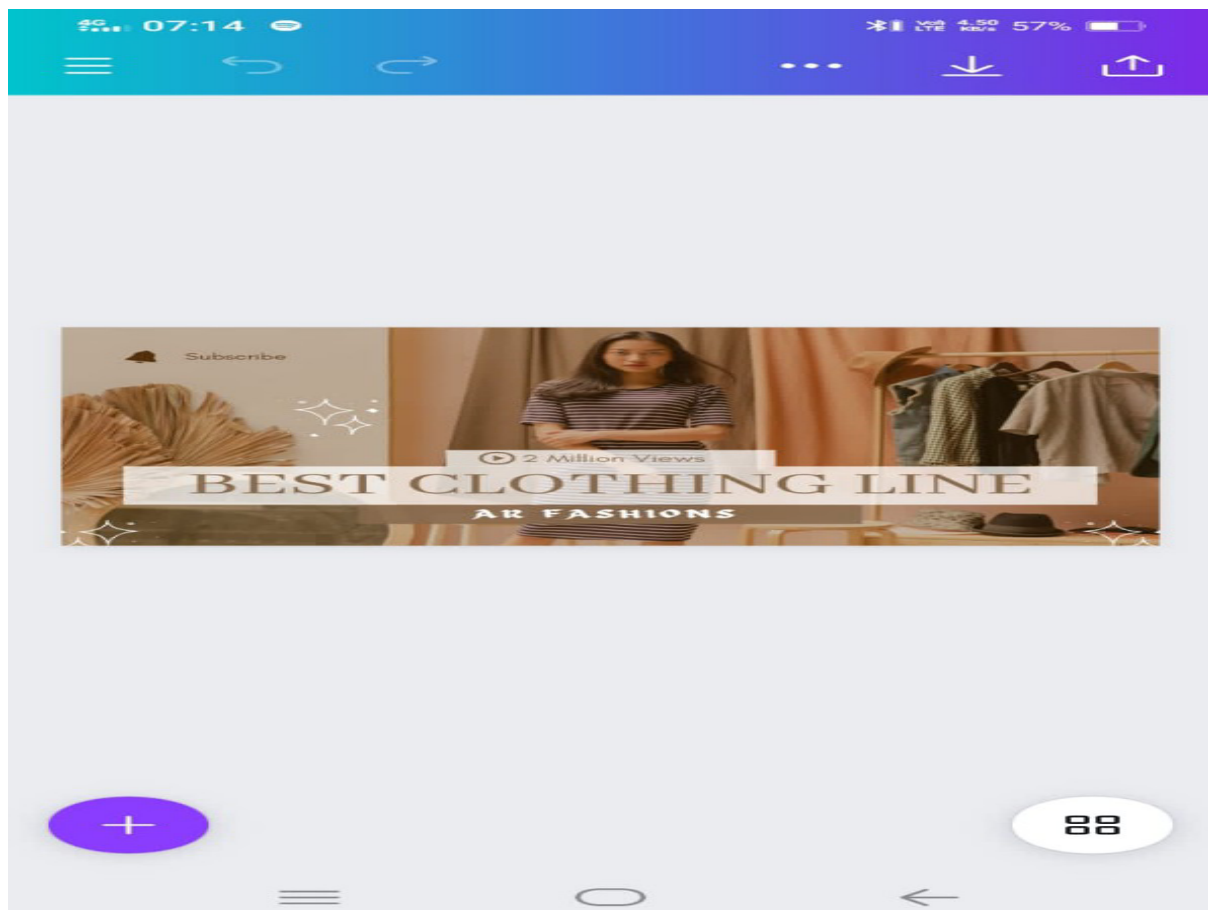
2.1 OVERVIEW:

The advertisement poster for the clothing brand of AR FASHION HOUSE

2.2 PURPOSE:

The main purpose of making advertisement posters is to let people know about the new updates and new collections everyday in the fashion industry. To make the people always engage with us for more modern era and catch up with the current trends

POSTER USING CANVA



2.3 RESULT:

Advertisement poster for AR FASHIONS



3.APPLICATION:

Brand Recognition:

Fashion house works to get the much needed recognition for their brand and make it familiar among all classes of people with a remarkable trust in quality.

Fashion innovation

Fashion designing promotes the idea in the designers' innovation in clothing. It provides fashion designers a clear perspective on creativity. The curriculum presents fashion design as a fun, invigorating, topical and rewarding art. It introduces techniques for students to get new, fresh and original design ideas.

4.CONCLUSION:

Here I concluded that I had learnt how to get engaged with the digital marketing and the assignment in this particular area helped me to undergo more concepts in technological aspects.