



DIGITAL MARKETING – ASSIGNMENT REPORT

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DEPARTMENT : BIOTECHNOLOGY

ASSIGNMENT TITLE : 1. Create a social media post

2. create an e-mail newsletter

KNOWLEDGE PARTNER : Scopik

CATEGORY : Digital marketing

CONTENT:

1.INTRODUCTION – CREATE A SOCIAL MEDIA POST

1.1 Overview

1.2 Purpose

1.3 Result

2. INTRODUCTION – CREATE A E- MAIL NEWSLETTER

2.1 Overview

2.2 Purpose

2.3 Result

3. APPLICATION

4.CONCLUSION



RETRO CAFE – THE COFFEE HOUSE

1. INTRODUCTION - SOCIAL MEDIA POST

1.1 OVERVIEW:

Create a social media advertisement poster using Canva

1.2 PURPOSE:

Marketing is crucial in coffee making so we aim to provide a relaxing environment for customers to enjoy while drinking our coffee. And we'll be the centre of social interaction.

1.3 RESULT:

OUR BRAND ADVAERTISEMENT POSTER – RETRO CAFÉ.



2. INTRODUCTION - EMAIL NEWSLETTER

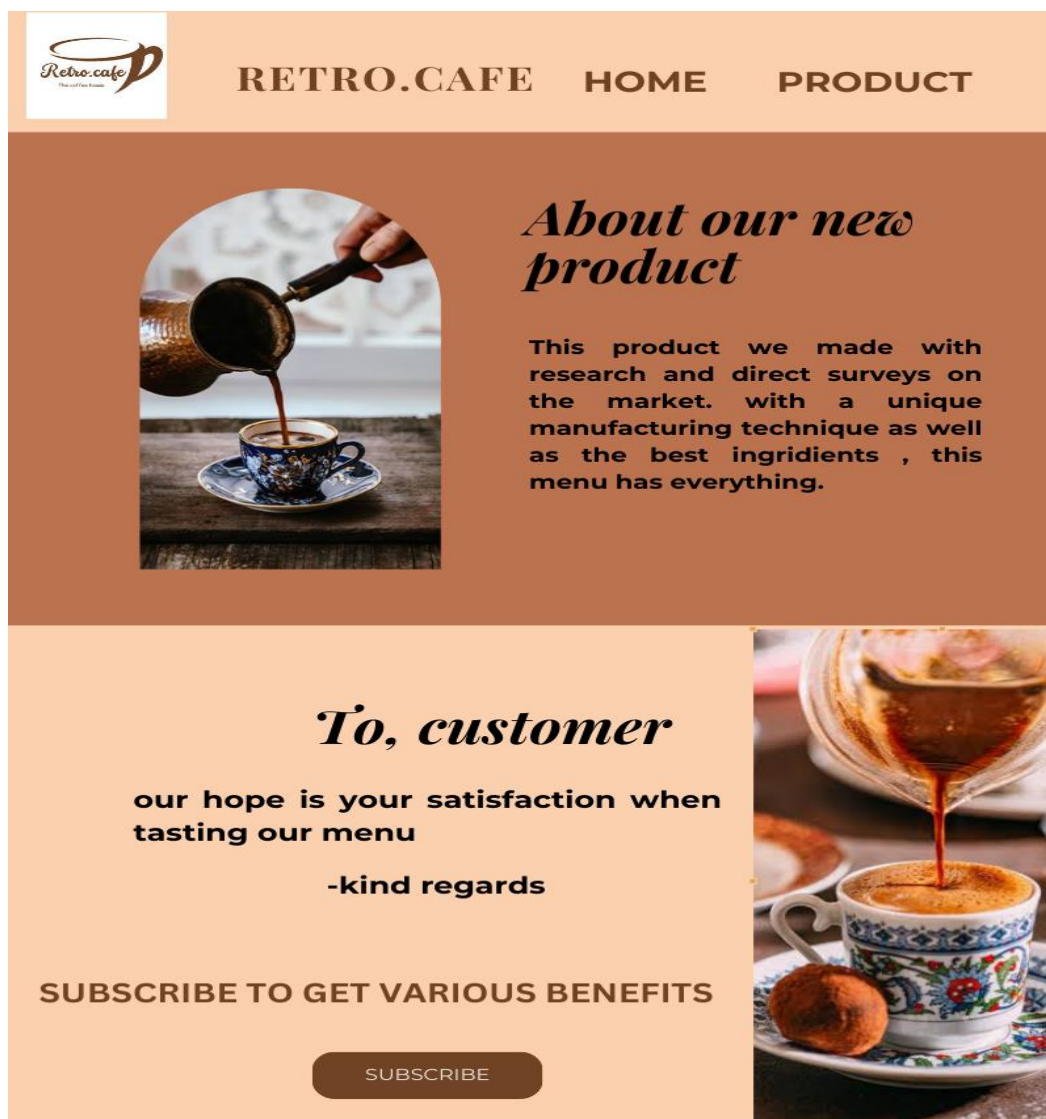
2.1 OVERVIEW

Create a email newsletter design using mail chimp or Canva

2.2 PURPOSE

Our email newsletter's purpose is to keep our subscribers informed about our company, products, and services. Generally, these emails are not about selling; they are about fostering customer loyalty through our valuable content. And we'll also update our new product entry.

2.3 RESULT



3. APPLICATION:

- Our major aim is to provide a eco- friendly and energetic environment to the customer.
- And we will be giving a reward to the customer at each purchase.
- And we also have a feature called news feed which helps the customer to know about the current updates.
- We have also initiated the memory wall where the customer can write or draw their interest in our wall.
- And we also be providing new traditional tastes.
- The updates of our café will be mailed where people can get accessed
- Soon we are going to have an online plat form where the customers can order through online mode.

4.CONCLUSION:

By the end of this assignment, I learnt how digital marketing plays a major role in the advertising our products we learnt how it reach to the massive audience. And now we are also well versed in using Canva tools because of this work.

This also made us to know about the how the email letter should planned or designed. and finally, we came to know how the digital marketing strives to help the entrepreneurs by creating a massive reach to the audience