

## **NAAN MUDHALVAN ASSIGNMENT**

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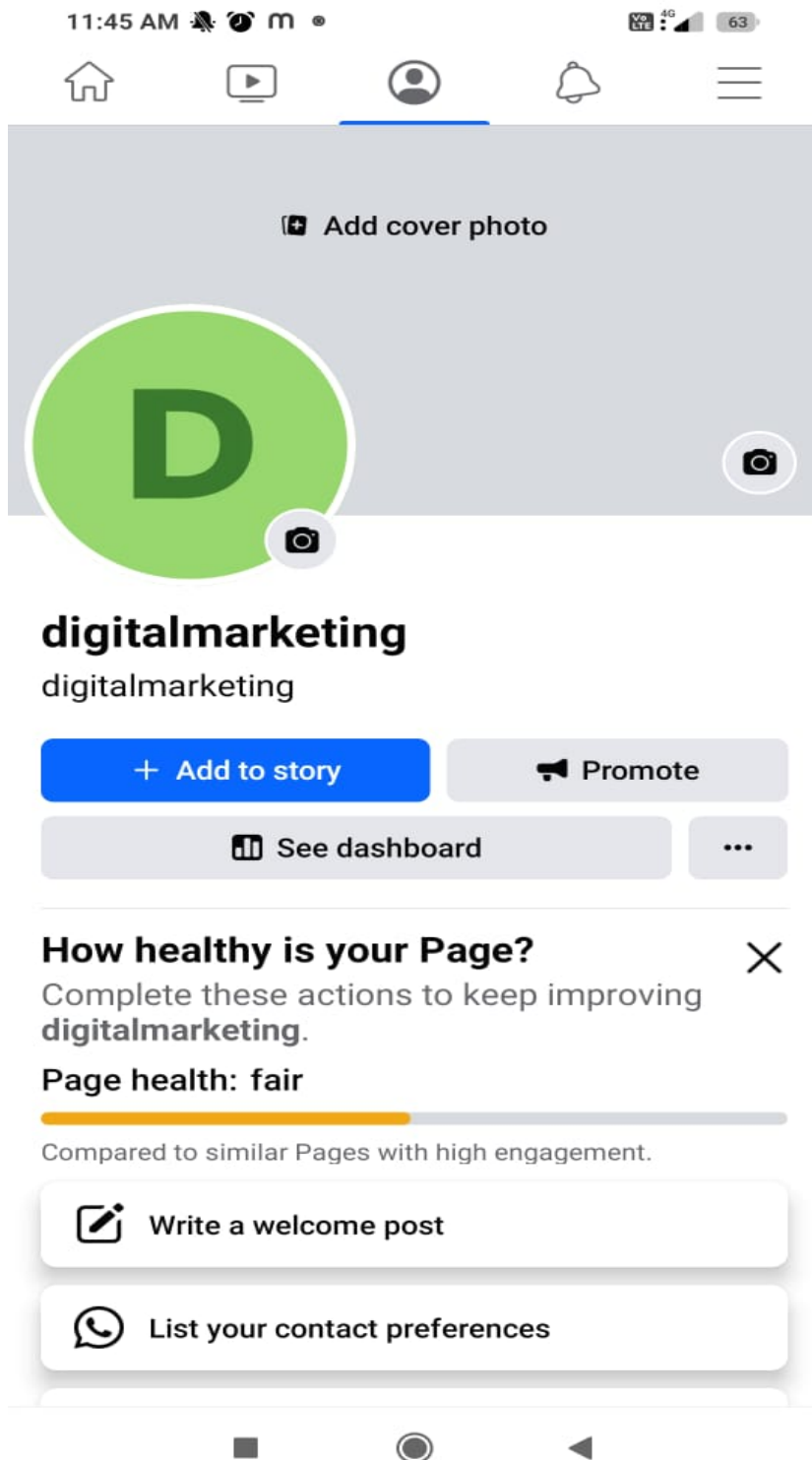
**COLLEGE CODE :** 6122

**COLLEGE NAME :** SENGUNTHAR COLLEGE OF ENGINEERING

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

**BLOGGER LINK :** [https://digimarket121.blogspot.com/2023/09/digital-marketing\\_15.html?m=1](https://digimarket121.blogspot.com/2023/09/digital-marketing_15.html?m=1)

Create a New Facebook Business Page and post one social media poster for yourbrand.



**FACEBOOK LINK :\_**

<https://www.facebook.com/profile.php?id=61552628894732&mibextid=2JQ9oc>

Create and design a social media advertisement poster using canva.

# **DIGITAL MARKETING**

## **MARKETING IS BRANDING**



### **WHAT IS IT?**

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.\

### **TYPES**

**4 Types of Digital Marketing | SEO  
| SEM | SMM | Content Marketing**

Create email newsletter design using MailChimp or canva tool.

