

NAAN MUDHALVAN ASSIGNMENT

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COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING

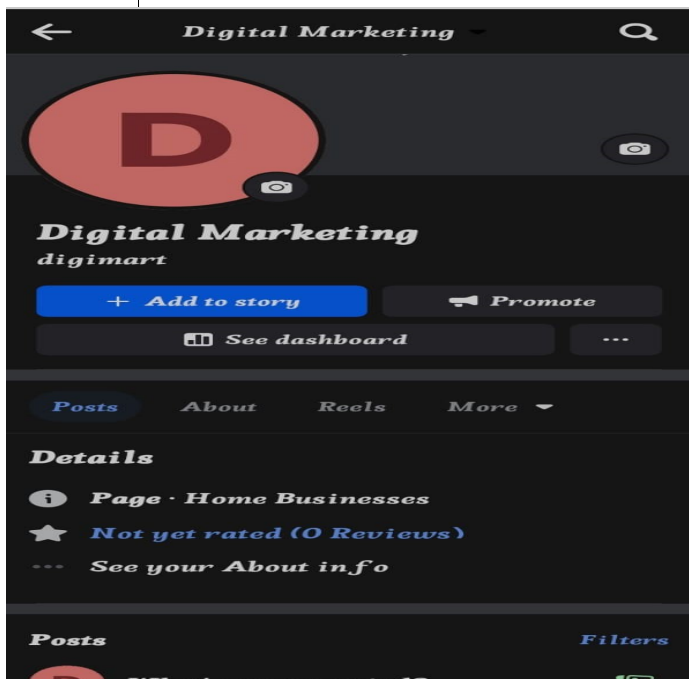
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

BLOGGER LINK: <https://navani12345.blogspot.com/2023/09/digital-marketing.html?m=1>

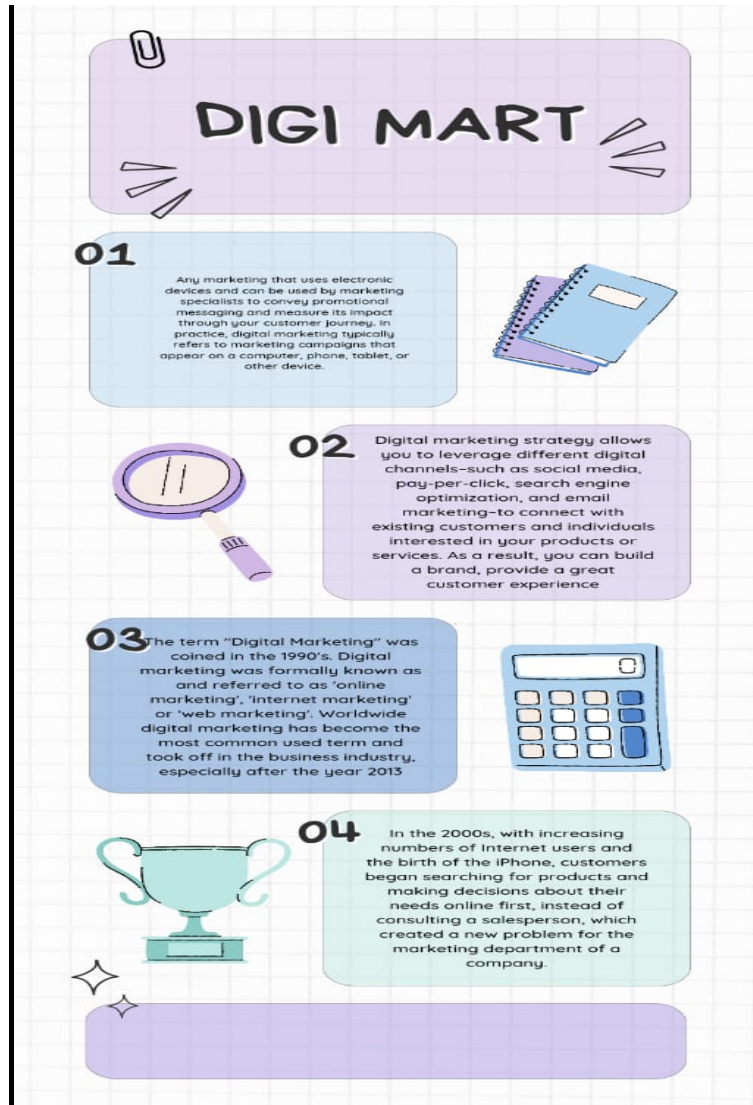
1. Create a New Facebook Business Page and post one social media poster for your brand.

FACEBOOK LINK :

<https://www.facebook.com/profile.php?id=61552625354826&mibextid=ZbWKwL>



Create and design a social media advertisement poster using canva.



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

DIGI MART



Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device.

Digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience