

## NAAN MUDHALVAN ASSIGNMENT

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**COLLEGE CODE :** 6122

**COLLEGE NAME :** SENGUNTHAR COLLEGE OF ENGINEERING

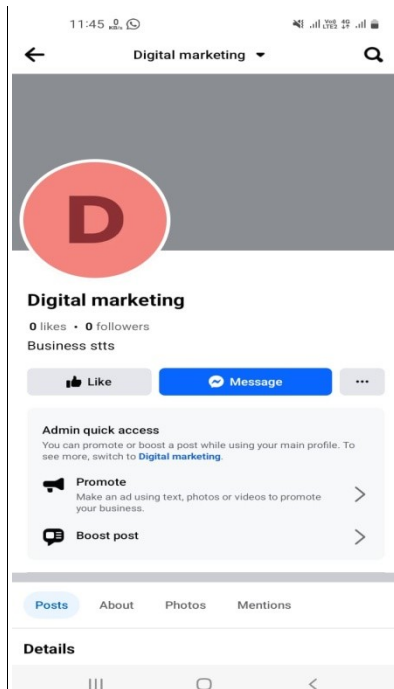
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

**BLOGGER LINK:** <https://digitizalsize.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=61552711300195&mibextid=ZbWKwL>



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



# DIGITAL MARKETING

01

Digital marketing has become the go-to marketing strategy for small businesses and enterprises alike. You've probably heard about digital marketing before, it encompasses many strategies for businesses

02

As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly used digital devices instead of visiting physical shops,

03

The term "Digital Marketing" was coined in the 1990's. Digital marketing was formally known as and referred to as 'online marketing', 'internet marketing' or 'web marketing'. Worldwide digital marketing has become the most common used term and took off in the business industry, especially after the year 2013.

04

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010



[www.reallygreatsite.com](http://www.reallygreatsite.com)



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

