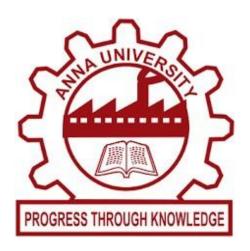
# UNIVERSITY COLLEGE OF ENGINEERING TINDIVANAM

(A Constituent College of Anna University)



# **Electronics and Communication Engineering**

# NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

**NAME:** Bhuvaneshwari S

NM ID: C75360E0FFEF8FF9D1945692F8069FE6

**BRAND NAME:** Digital Marketing Expert

**USER NAME:** au422420106006

# 1.Create a blog or websit e using Blog spot and Customize the theme design and post new article with 500 words.

LINK: <a href="https://bhuvi1702.blogspot.com/2023/09/digital-marketing\_19.html?m=1">https://bhuvi1702.blogspot.com/2023/09/digital-marketing\_19.html?m=1</a>

## **SCREENSHOTS:**



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

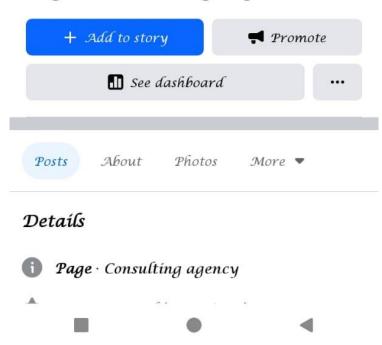
## LINK:

https://www.facebook.com/profile.php?id=615531127127 20&mibextid=ZbWKwL

# **SCREENSHOT:**



# Digital marketing Expert



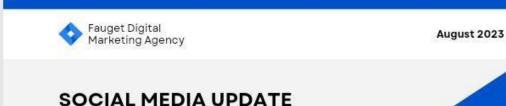
# 3. Create and design a social media advertisement poster using Canva.

Poster:



# 4. Create Email Newsletter design using Canva tool.

### **SCREENSHOTS:**



# Proven Strategies for Boosting Your Social Media Following

Establishing a substantial social media following is a challenging feat. To assist you in accomplishing your social media aspirations, we have assembled a collection of pointers and techniques to enhance your follower count and augment engagement. In addition, you can deploy numerous efficient approaches to bolster your social media presence by generating compelling content and engaging in collaborations with other companies.



# Fauget Digital Marketing Agency

#### 1. Optimize Your Profiles

Ensure your social media profiles are complete, up-to-date, and visually appealing. Use high-quality images, a clear and concise bio, and a consistent brand message across all platforms.

#### 2. Share Engaging Content

Generate content that is educational, enjoyable, and easily shareable. Use a mix of visuals, videos, and text-based posts to keep your audience engaged and interested.

#### 3. Post Consistently

When aiming to cultivate a robust social media following, consistency is critical. Establish a schedule for posting and adhere to it, enabling your followers to anticipate your upcoming content.

## 4. Use Hashtags

Incorporating hashtags in your social media posts is an excellent means of expanding your audience. Utilize appropriate hashtags to enhance visibility and draw in fresh followers.

#### 5. Engage with Your Audience

Respond to comments, messages, and mentions from your followers. Engage in conversations and ask questions to encourage interaction and build relationships with your audience.

Implementing these tips and tricks can attract more followers and grow your social media presence. Remember to be consistent, engaging, and authentic in your approach to social media to build strong relationships with your audience.

Thank you for reading our newsletter. We hope your social media can grow and get more followers.

#### Contact Us



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