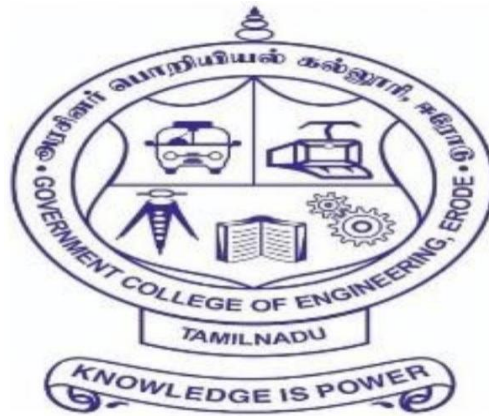


**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE : 638 316**



**ELECTRICAL AND ELECTRONICS ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING**

**ASSIGNMENT**

**BRAND NAME : OOTY DAIRY PRODUCTS**

**CATEGORY : DAIRY PRODUCTS**

**NAME : KARTHIKEYAN R**

**NAAN MUDHALVAN ID :**

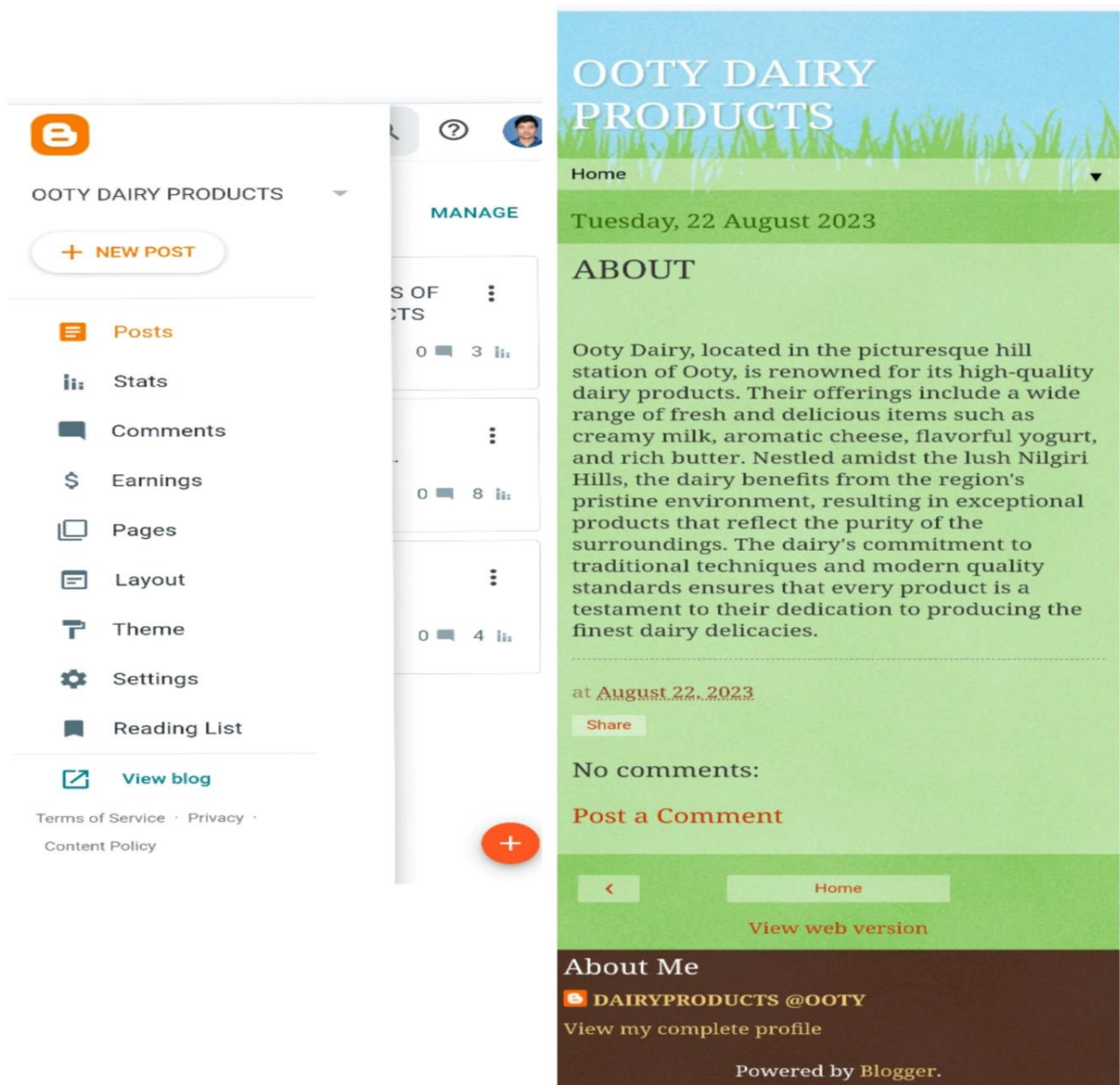
**62139ECC4DA7676BB2C4F3FD93546D69**

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

**LINK :** Blog using BlogSpot

<https://ootydaairyproducts.blogspot.com/2023/10/about.html?m=1>

**SCREENSHOT :**



2 . Create a new Facebook business page and post one social media poster for your brand.

**LINK :** Facebook Business Page

<https://www.facebook.com/Ooty.DairyProducts>

## SCREENSHOT :

The screenshot displays the Facebook business page for 'OOTY Dairy Products'. The page header includes navigation icons and the page name 'OOTY Dairy Products' with a notification badge. The cover photo features a scenic view of a dairy farm with cows and a pitcher of milk. The profile picture shows a cow wearing a cowboy hat. The page name is 'OOTY Dairy Products' with a tagline 'Fresh and Organic Dairy Products'. Navigation tabs include 'Posts', 'About', 'Photos', and 'More'. A 'Details' section shows the page is a 'Dairy Farm' located in 'Ooty, India, Tamil Nadu' and has '0 Reviews'. The main post area displays the same cover photo with text: '100% NATURAL NO DISCOMFORT' and 'DELIVERY ORDER: +123-456-789'. Below the post are options to 'See insights and ads', 'Boost post', 'Like', 'Comment', and 'Share'.

3. Create and design a Social media advertisement poster using Canva.

**LINK :** Social media advertisement using Canva.

<https://www.facebook.com/Ooty.DairyProducts>

**SCREENSHOT :**

The screenshot displays the Facebook profile and a post for Ooty Dairy Products. The profile header shows the name 'OOTY Dairy Products' with a notification badge, a dropdown arrow, and a profile picture icon. Below this is a large cover photo featuring a green field with cows, a pitcher of milk, and a circular logo with a cow's face and the text 'Fresh OOTY DAIRY PRODUCTS \*VALUE FOR LIFE'. The bio reads 'OOTY Dairy Products' and 'Fresh and Organic Dairy Products .'. Action buttons include 'Promote', 'Add to story', 'Manage', and a three-dot menu. Navigation tabs for 'Posts', 'About', 'Photos', and 'More' are visible. The 'Details' section identifies it as a 'Page · Dairy Farm' located in 'Ooty, India, Tamil Nadu'. The post section shows a post from 'OOTY Dairy Products' made 'Just now' with the hashtags #dairyfarmer and #healthy. The post image is a collage of dairy products (cheese, eggs, milk) and a cow silhouette with the text 'Since 2023 OOTY DAIRY PRODUCTS PURE DAIRY, PURE DELIGHT www.ooty dairyproducts.com'. Interaction options at the bottom include 'Opens in Messenger', 'Send message', 'See insights and ads', and a 'Boost post' button.

**OOTY Dairy Products** 1 ▾

**OOTY Dairy Products** Just now · 🌐

#dairyfarmer #healthy

**OOTY Dairy Products**  
Fresh and Organic Dairy Products .

Promote

Add to story Manage ...

Posts About Photos More ▾

**Details**

Page · Dairy Farm

Ooty, India, Tamil Nadu

**OOTY Dairy Products** Just now · 🌐

#dairyfarmer #healthy

**OOTY DAIRY PRODUCTS**  
PURE DAIRY, PURE DELIGHT  
www.ooty dairyproducts.com

Opens in Messenger Send message

See insights and ads Boost post

OOTY Dairy Products



4. Create an Email newsletter design using MailChimp or canva tool.

**LINK :** Email newsletter design using Canva.

<https://oootydairyproducts.blogspot.com/2023/09/various-kinds-of-dairy-products.html?m=1>

**SCREENSHOT :**

