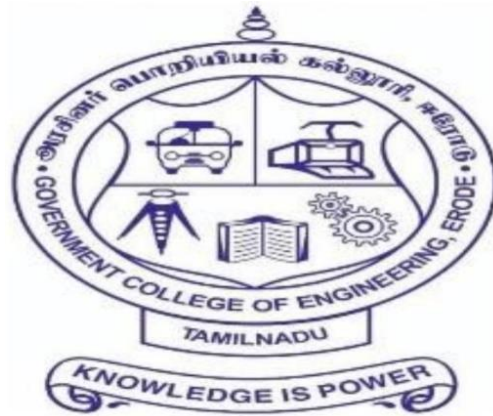


**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE : 638 316**



**ELECTRICAL AND ELECTRONICS ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING**

**ASSIGNMENT**

**BRAND NAME : OOTY DAIRY PRODUCTS**

**CATEGORY : DAIRY PRODUCTS**

**NAME : NAVEENPRASATH R**

**NAAN MUDHALVAN ID :**

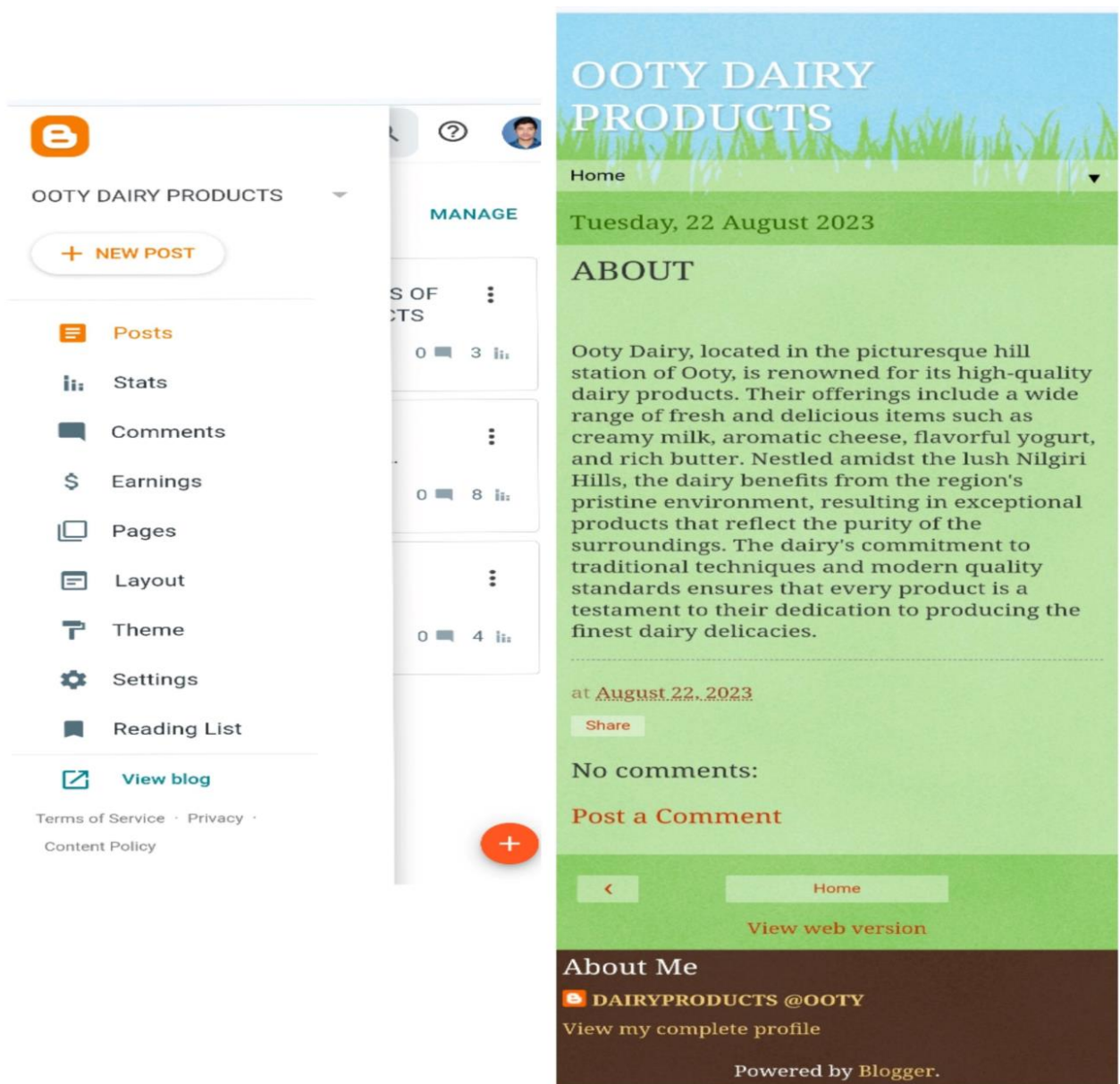
**F1A867EA7DA4D4284CD474FC775249B9**

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://ootydairyproducts.blogspot.com/2023/08/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 in a field and a pitcher of milk. The profile picture shows a cow wearing a cowboy hat. The page description reads 'Fresh and Organic Dairy Products'. Below the description are buttons for 'Promote', 'Add to story', and 'Manage'. The main content area shows a post with the same cover photo and text: '100% NATURAL NO DISCOMFORT' and 'DELIVERY ORDER: +129-456-798'. The post has a 'Boost post' button. The 'Details' section indicates the page is a 'Dairy Farm' located in 'Ooty, India, Tamil Nadu' and has '0 Reviews'. The bottom of the page shows interaction options: '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 glass of milk, and a circular logo with a cow's face and the text 'OOTY DAIRY PRODUCTS' and 'FRESH'. The bio reads 'Fresh and Organic Dairy Products.' and includes buttons for 'Promote', 'Add to story', 'Manage', and a menu icon. Navigation tabs for 'Posts', 'About', 'Photos', and 'More' are visible. The 'Details' section identifies the page as a 'Dairy Farm' located in 'Ooty, India, Tamil Nadu'. The post, dated 'Just now', features a collage of dairy products (cheese, eggs, milk) and a cow silhouette, with the text 'Since 2023', 'OOTY DAIRY PRODUCTS', 'PURE DAIRY, PURE DELIGHT', and the website 'www.ooty dairy products.com'. Interaction options like 'Opens in Messenger', 'Send message', 'See insights and ads', and 'Boost post' are shown at the bottom.

**OOTY Dairy Products** 1 ▾

**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

Since 2023

**OOTY DAIRY PRODUCTS**  
PURE DAIRY, PURE DELIGHT  
www.ooty dairy products.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://ootydairyproducts.blogspot.com/2023/08/benefits-and-nutritional-profile.html?m=1>

**SCREENSHOT :**

