

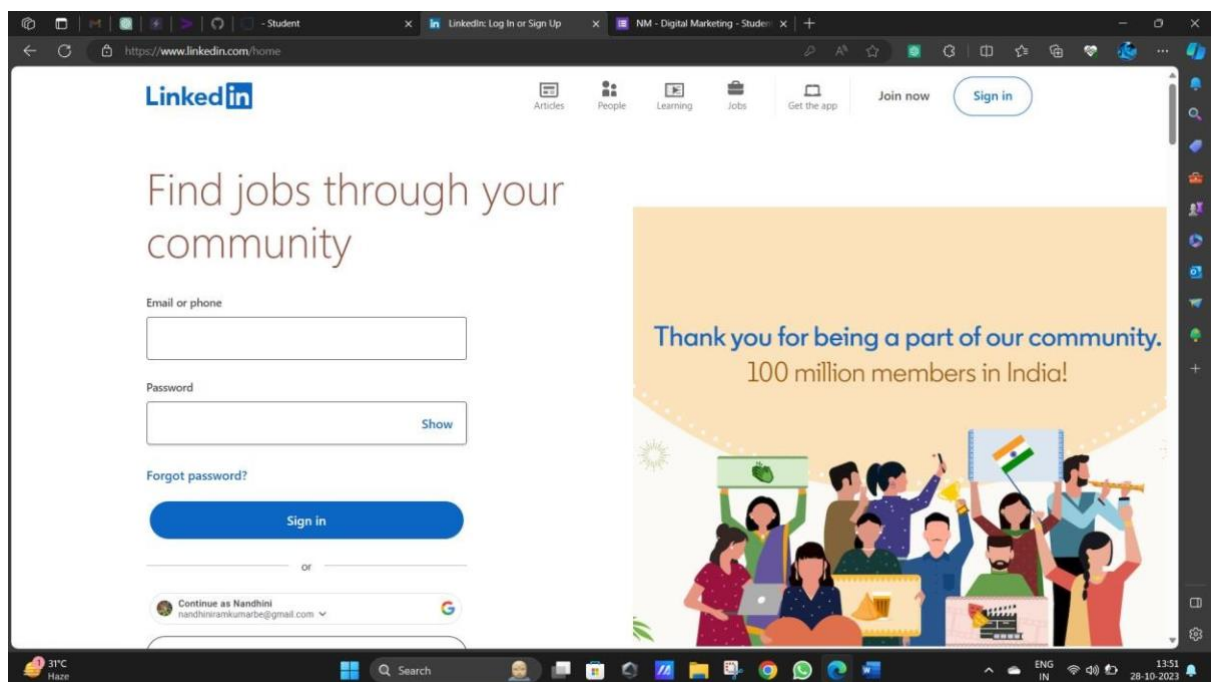
NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

AU913120104104 – Swathi M

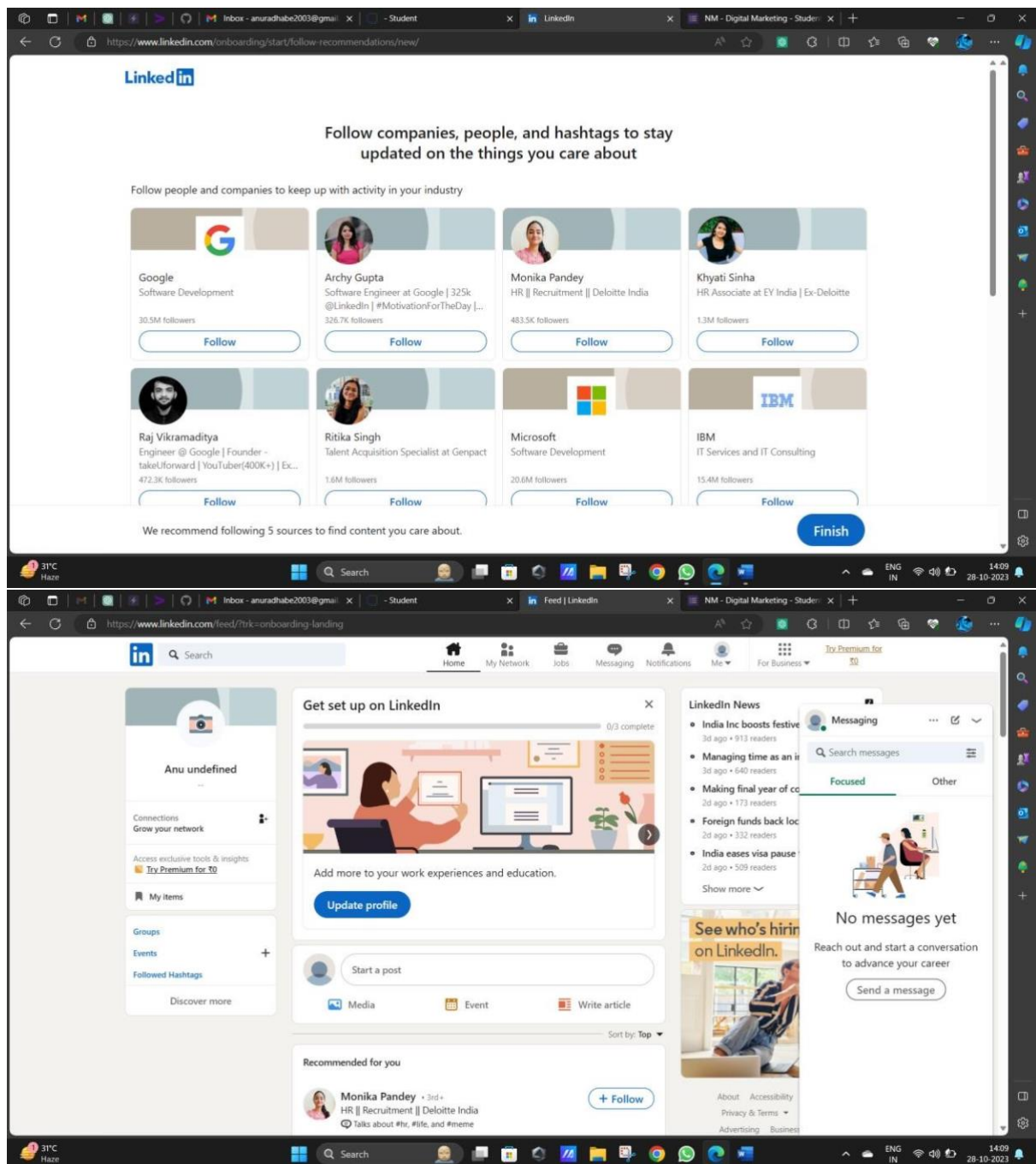
LINKEDIN CREATION:

Visit LinkedIn: Go to LinkedIn's website at www.linkedin.com.

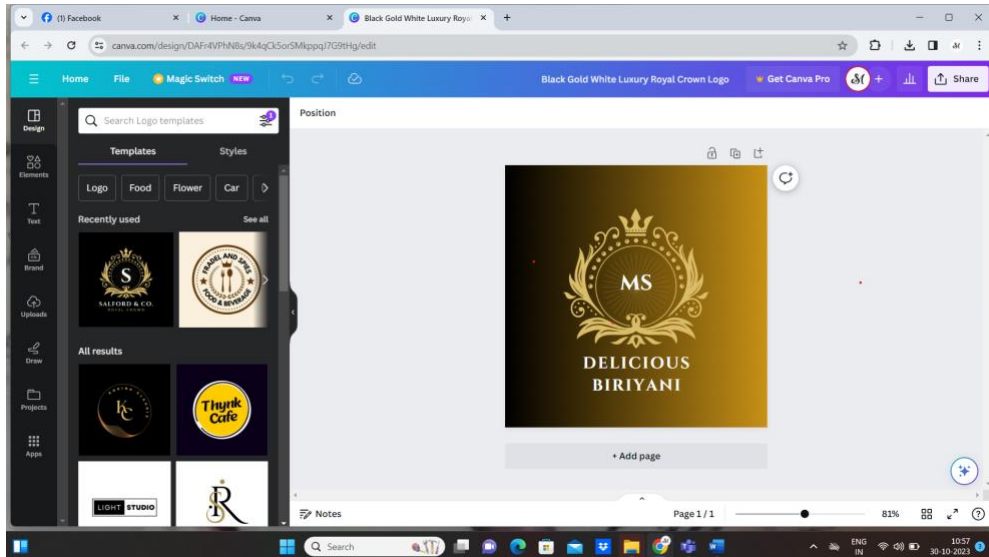
Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.



Provide information and complete profile



BRAND NAME: Biriyani logo



CREATION OF BLOG PAGE:

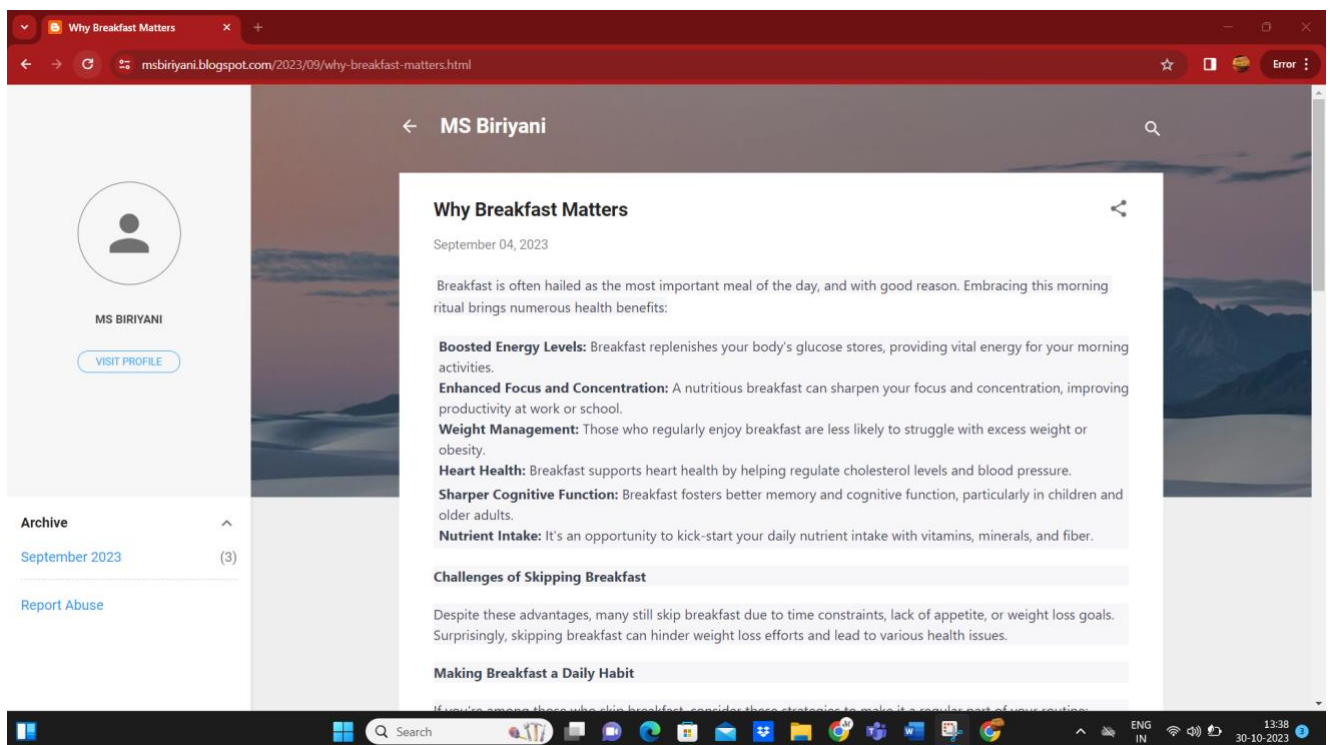
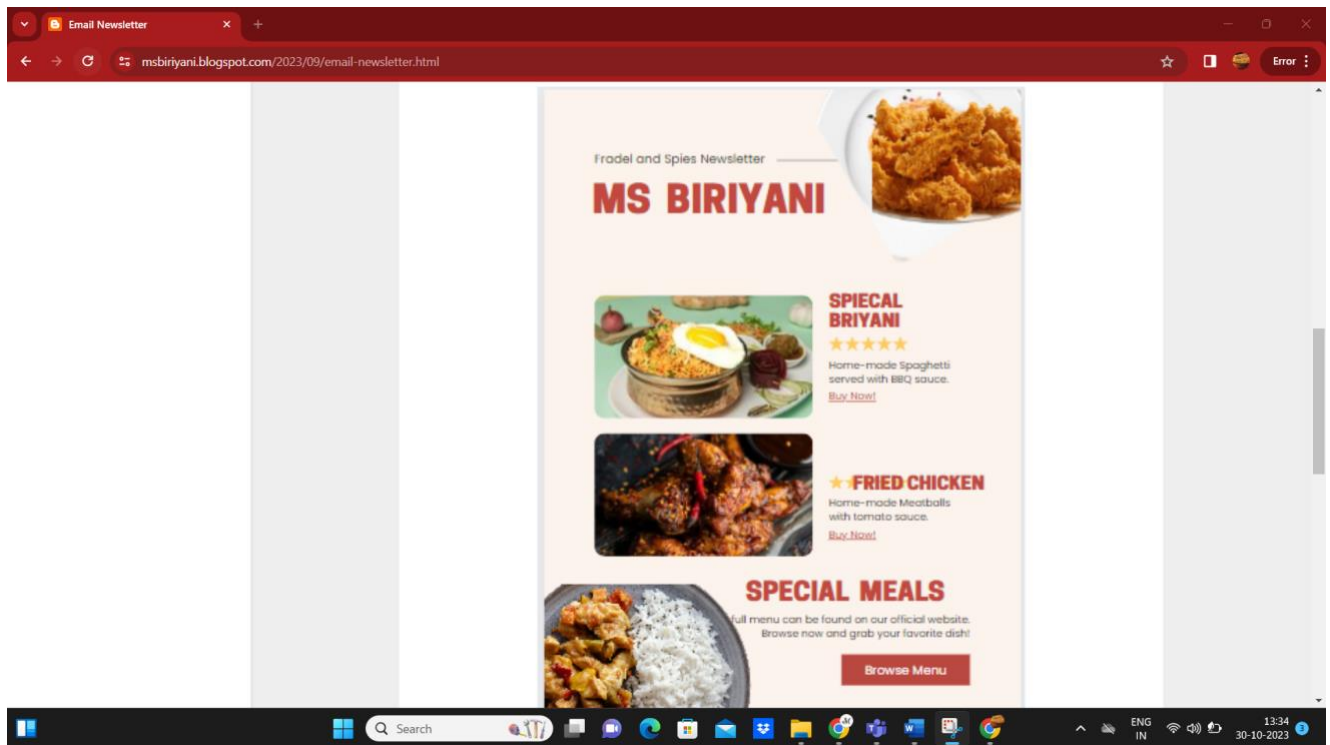
Blog Url:msbiriyani.blogspot.com

Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.

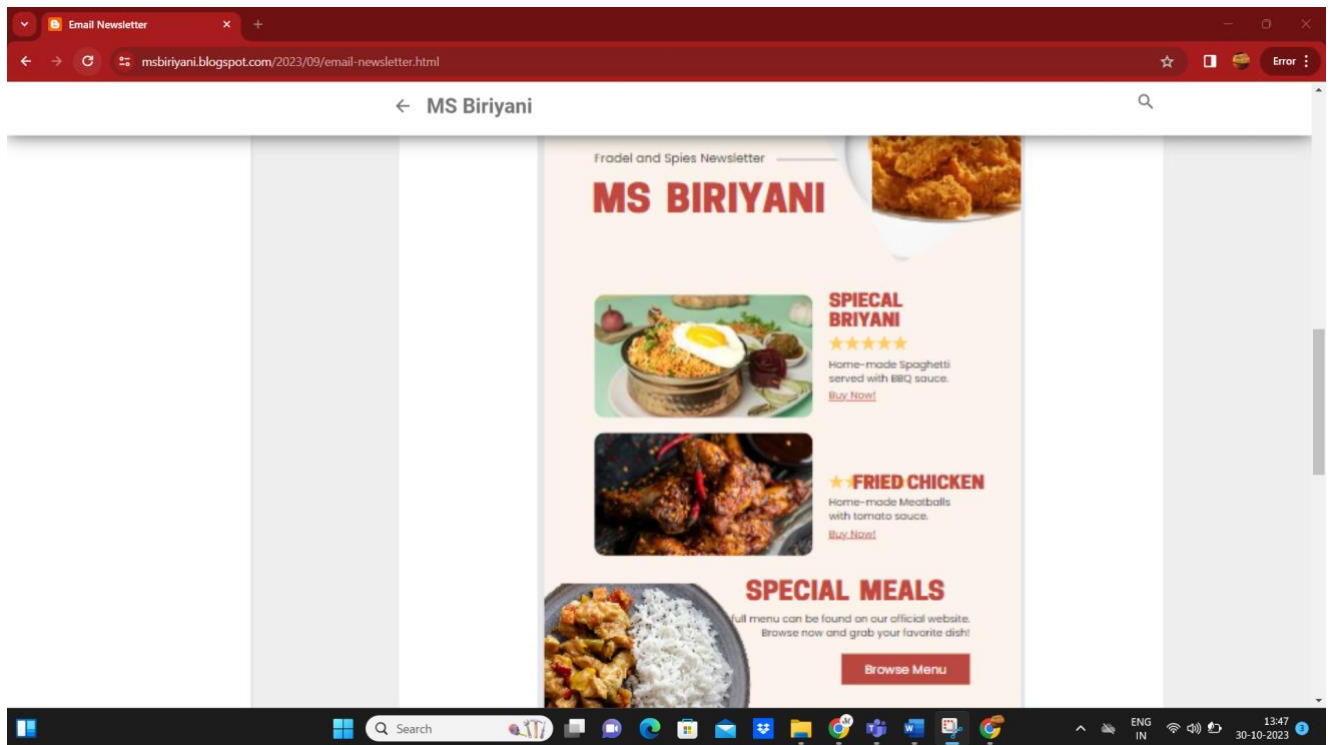
Then provide the details required for the profile on the page

Then the blog home page is created for MS biriyani.

Then add posts that explain the services that the spirit whispers a dreamy catchers company provides to its clients for the reach to the visitors of the page.

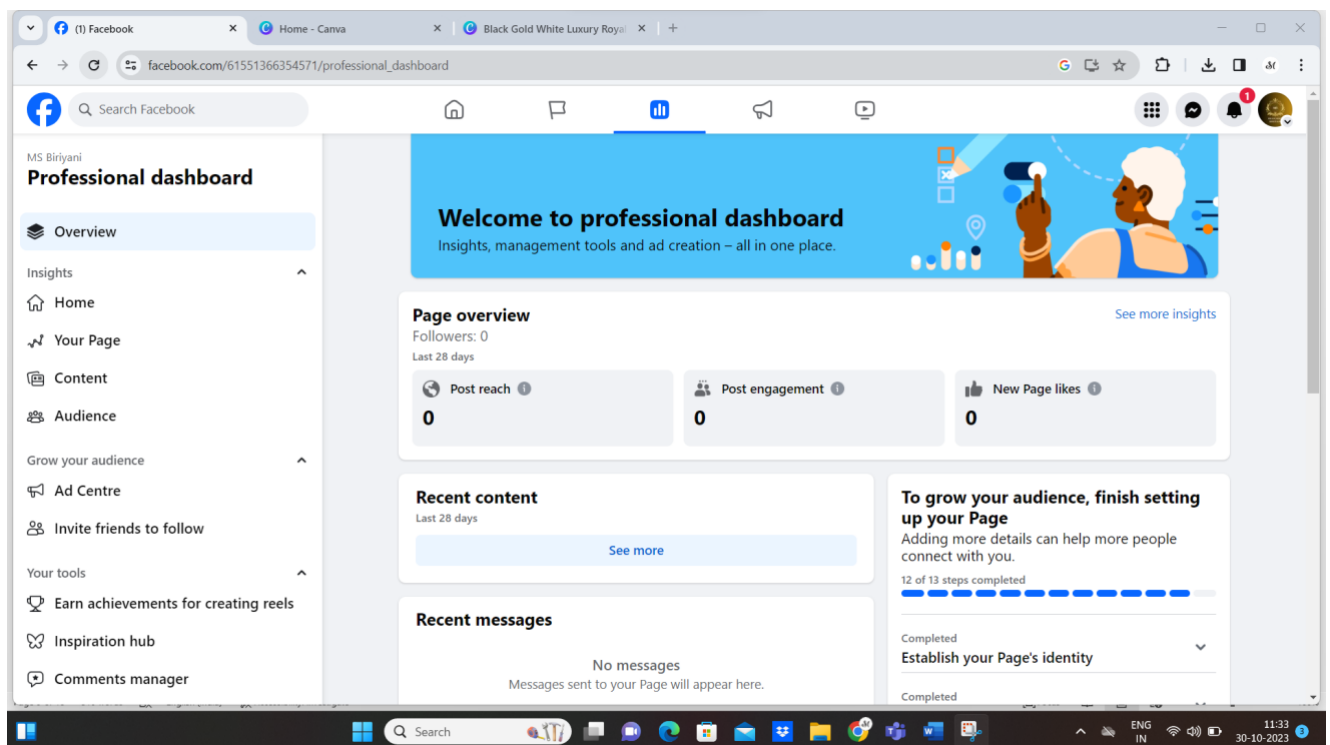
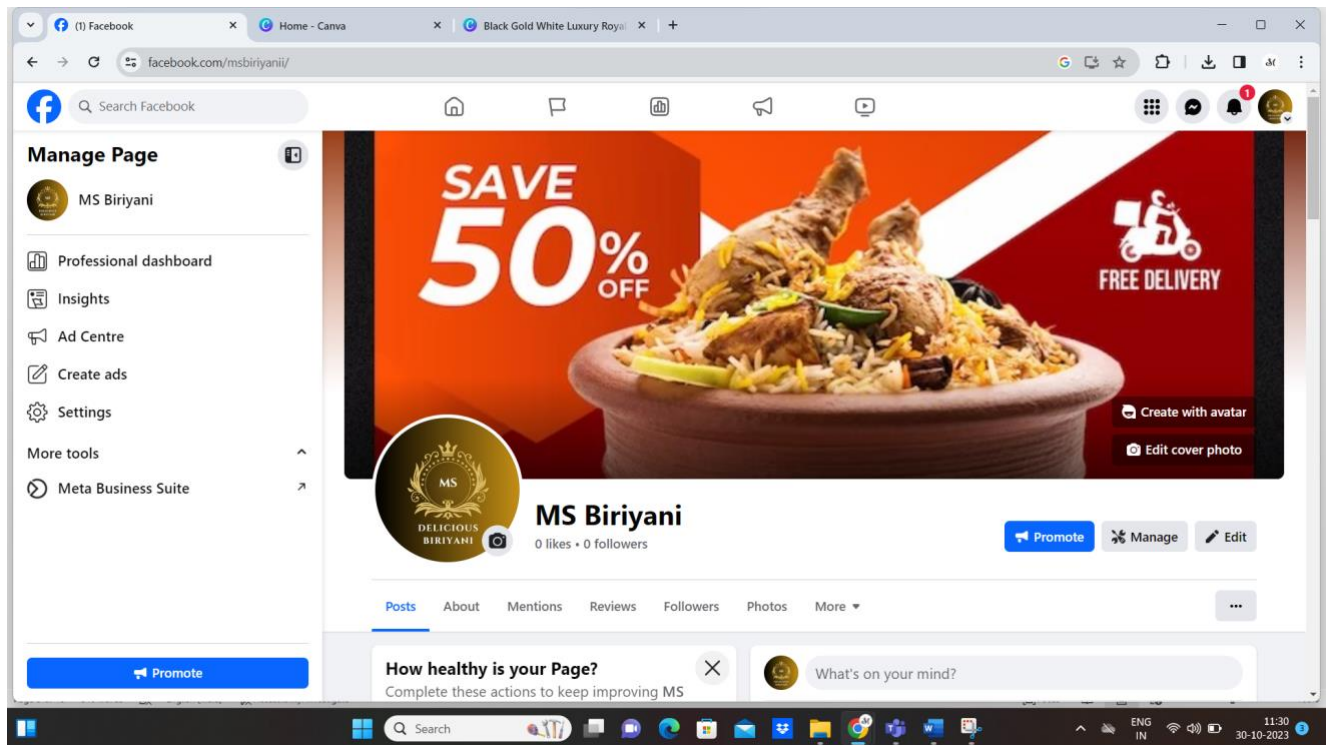


After completing the post save it and publish. It looks stunning on the blog as below

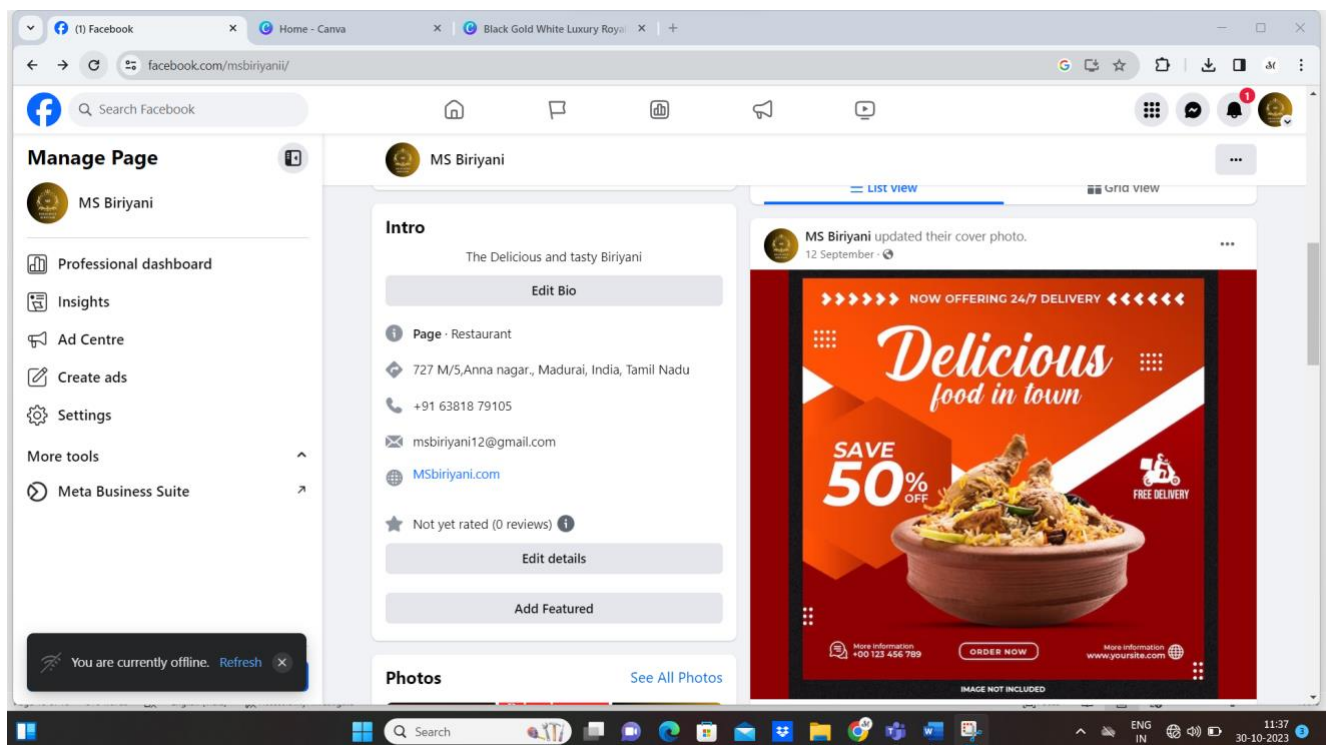
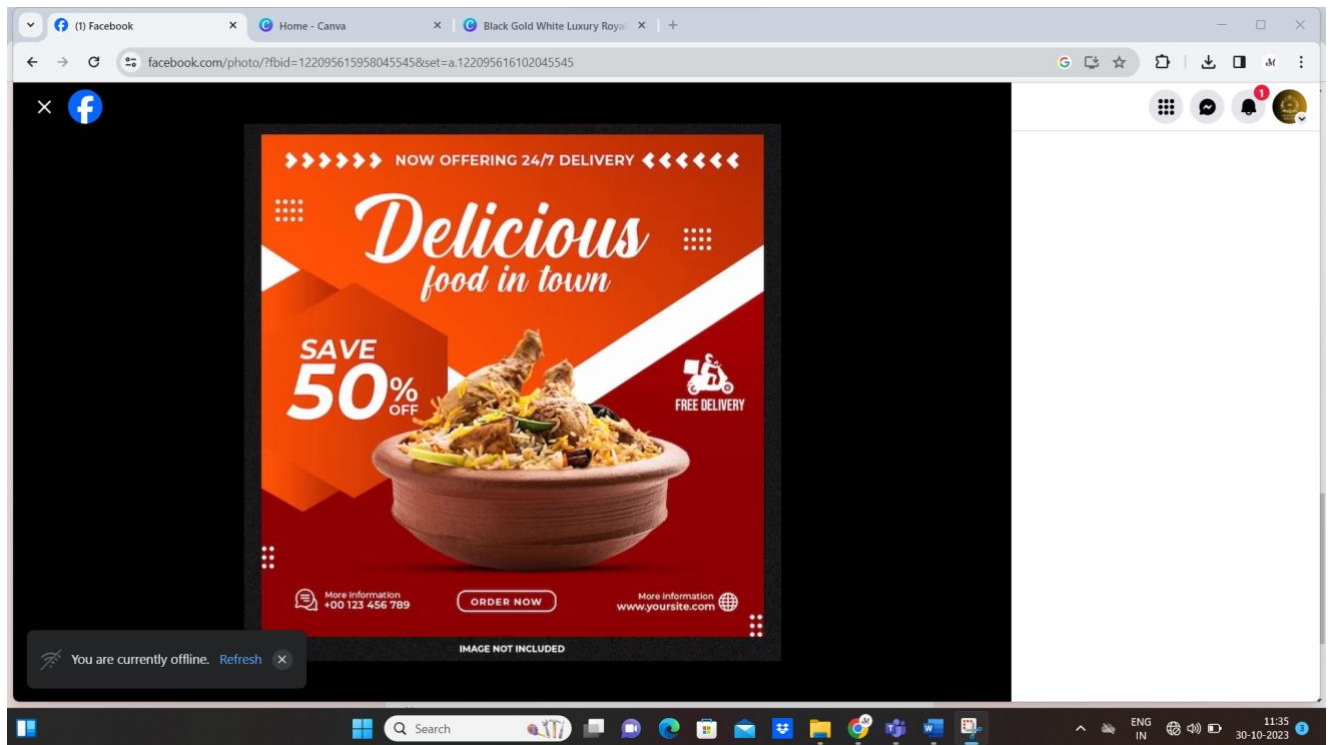


FACEBOOK PAGE:

Facebook page Url <https://www.facebook.com/msbiryani> Creation of a Facebook business page for Spirit Whispers a dream catcher-selling online store. For that, we create a business profile by giving the required details.

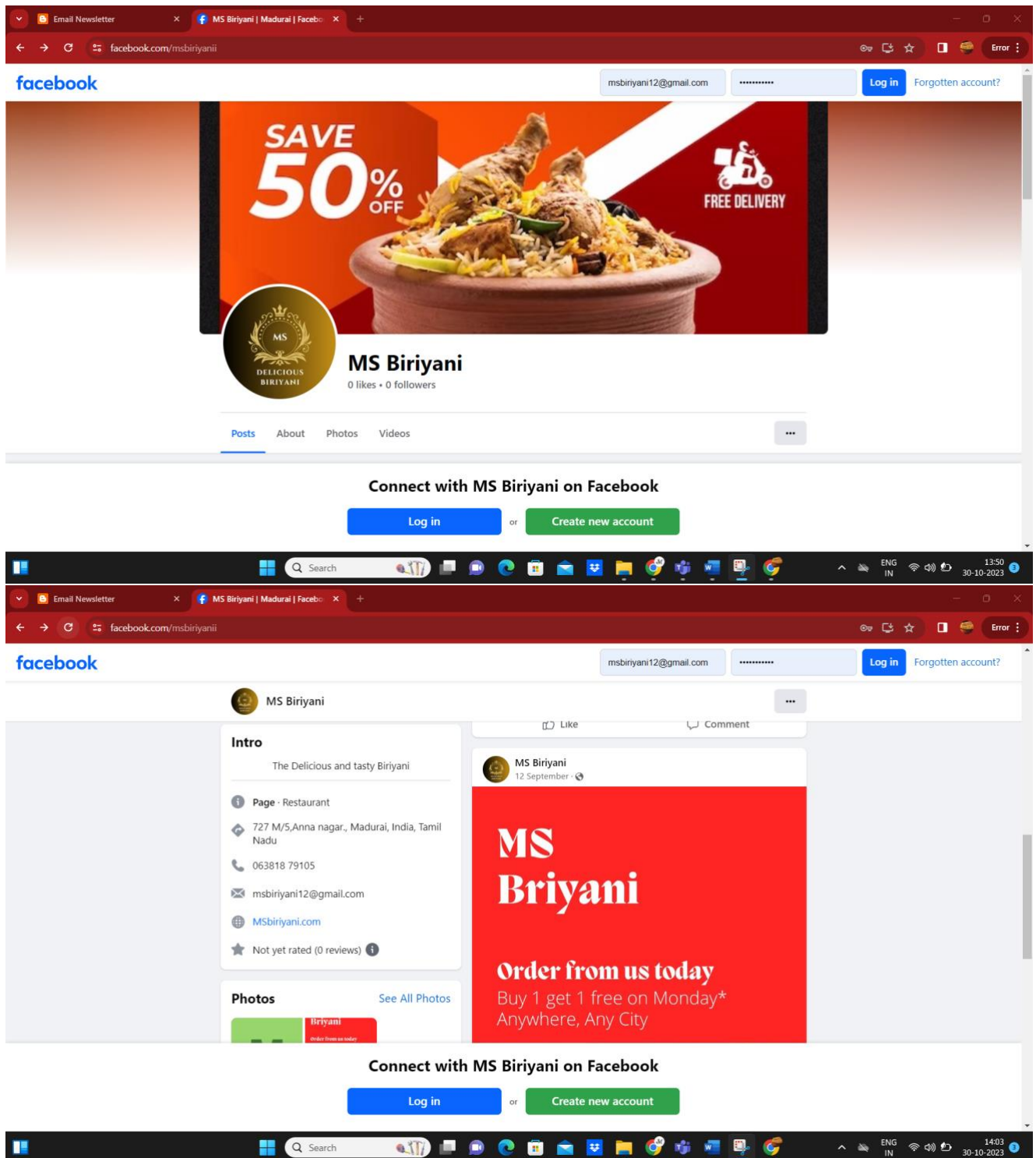


Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.



Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.

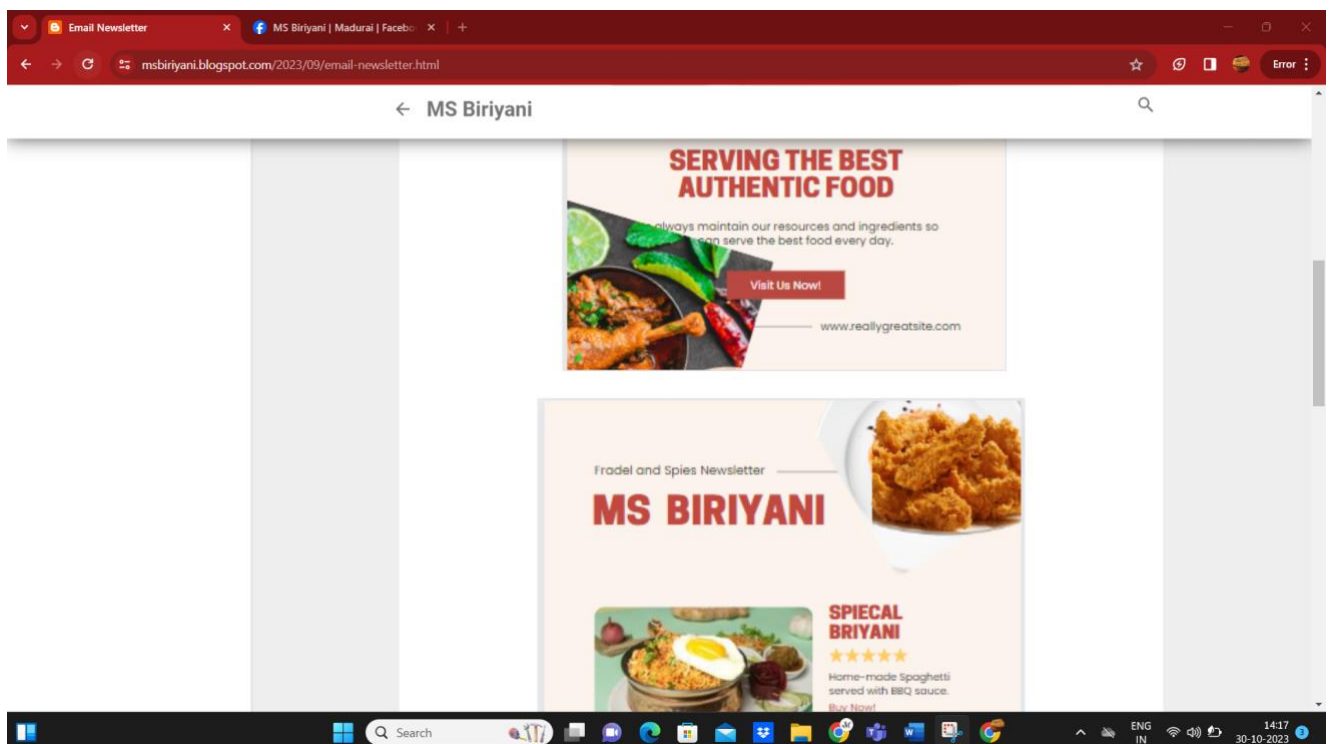
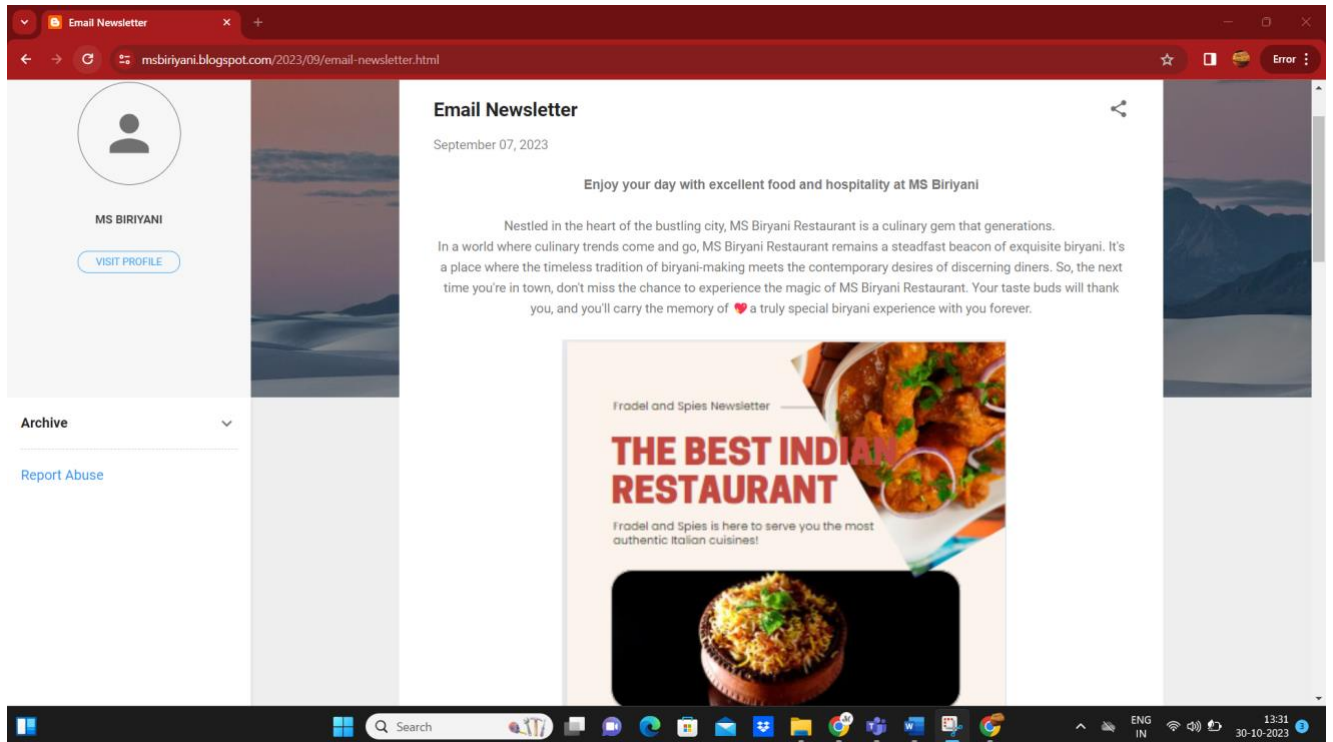
This is the Facebook page of MS biriyani – Dreamy Catchers



The first post explains our selling products and what MS BIRIYANI does along with our contact details to make use of our service and products.

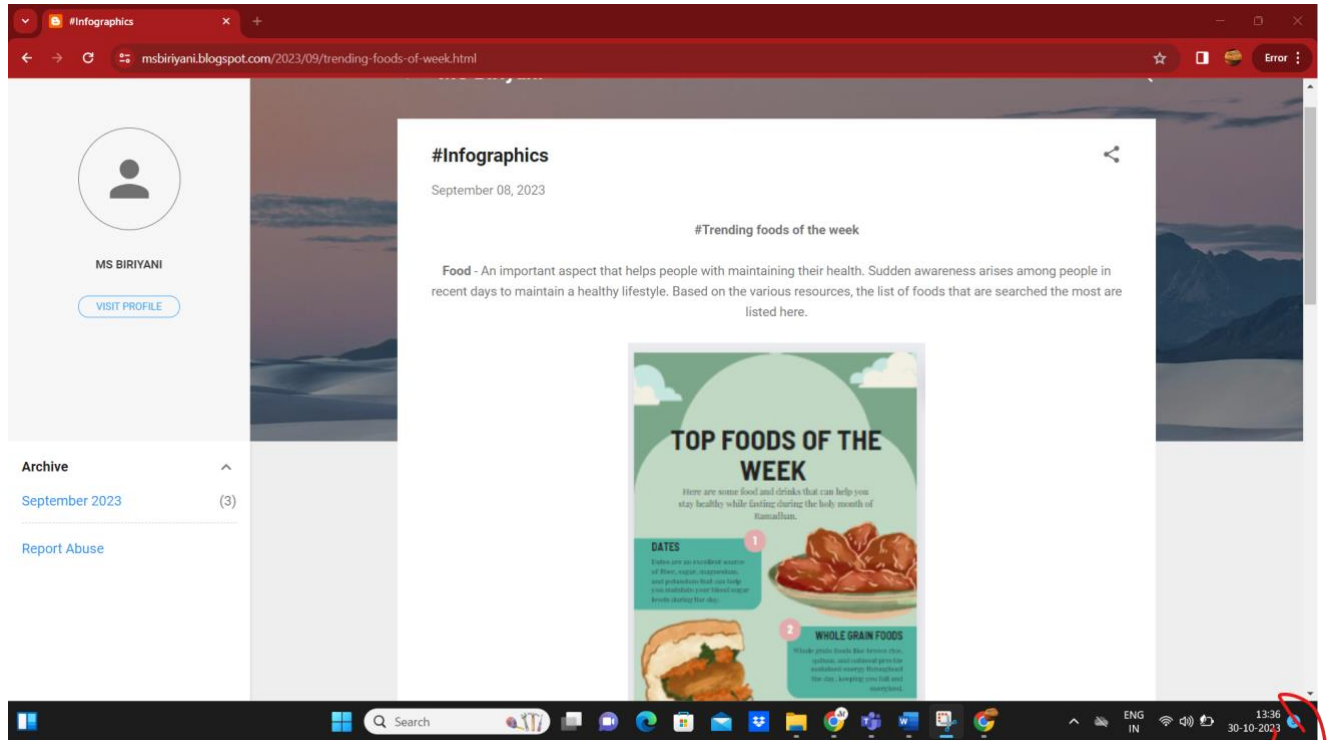
EMAIL NEWSLETTER POST:

Email Newsletter Post – Blog Url: <https://msbiryani.blogspot.com/2023/09/email-newsletter.html>



INFOGRAPHIC POSTER:

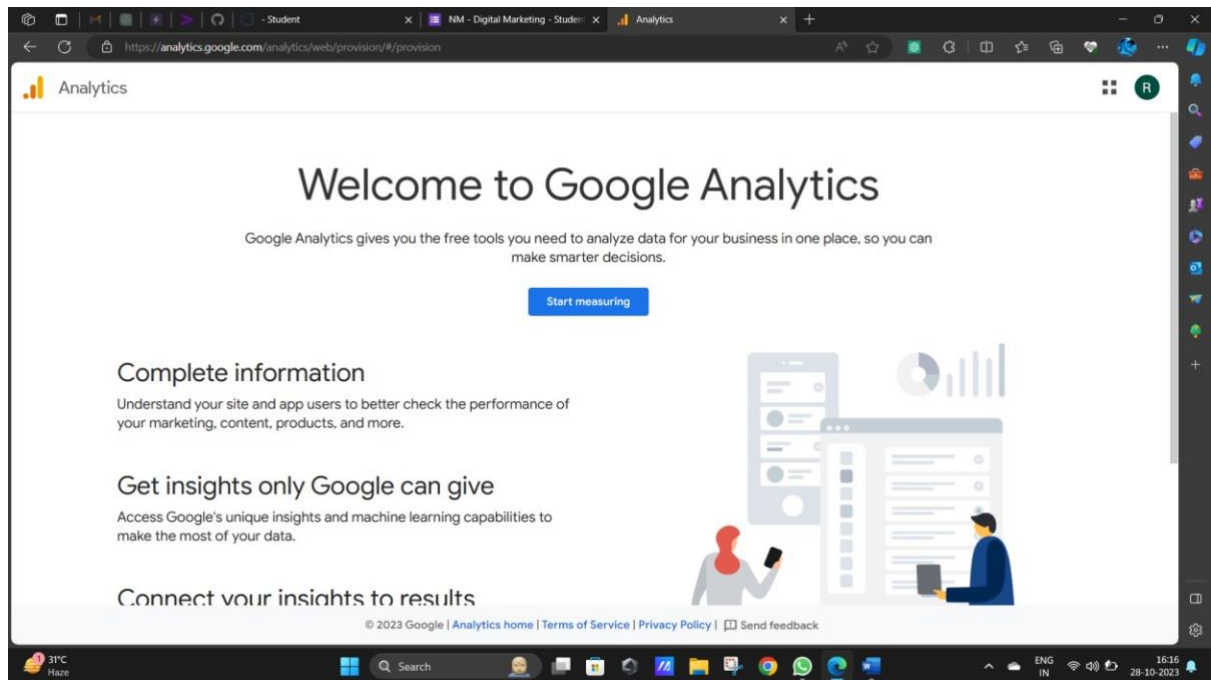
Infographic Post – Blog Url: <https://msbiriyani.blogspot.com/2023/09/email-newsletter.html>



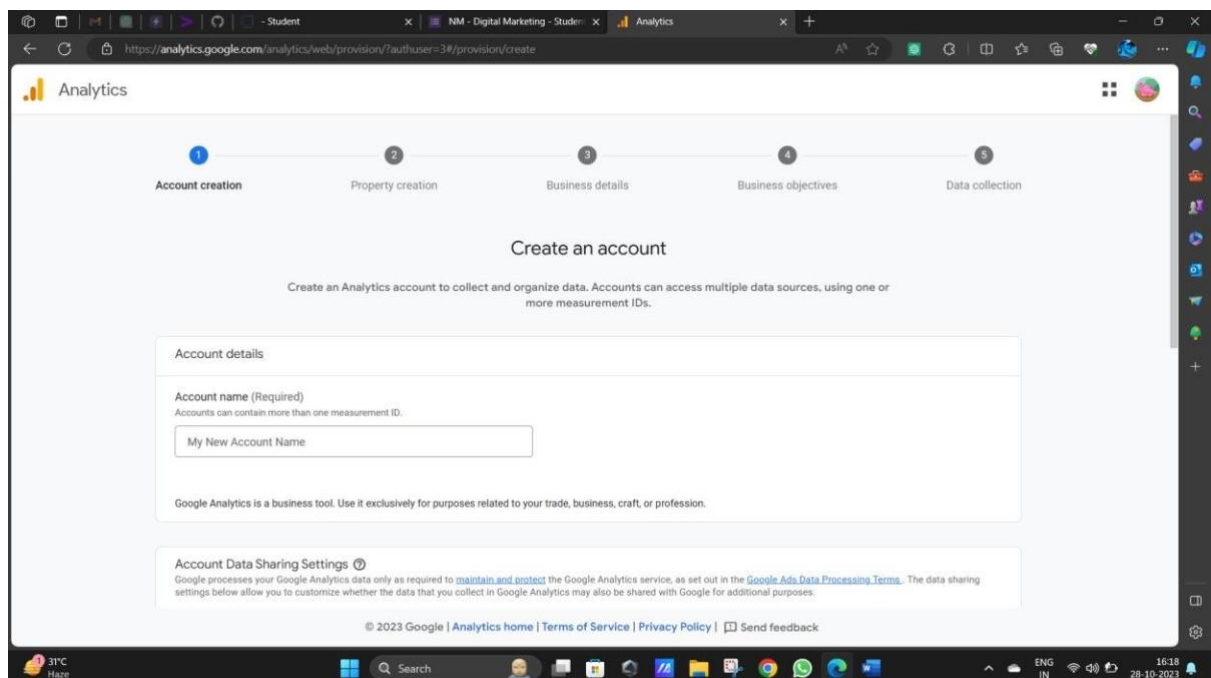
GOOGLE ANALYTIC MEASUREMENT ID:

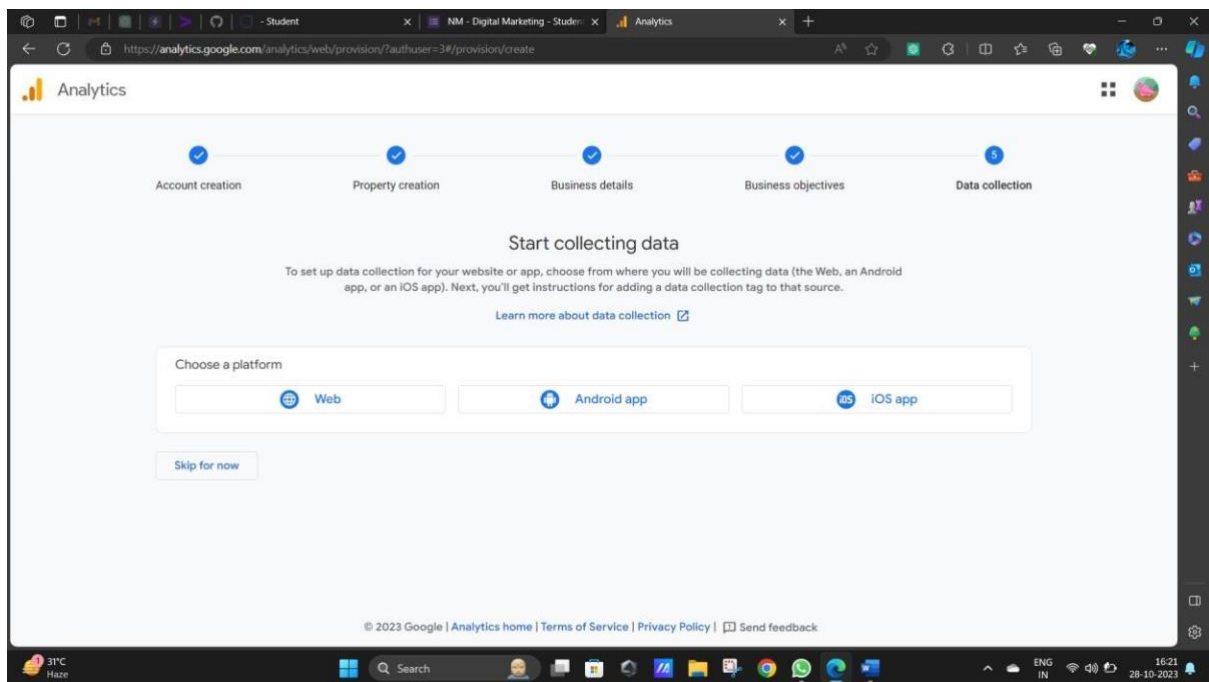
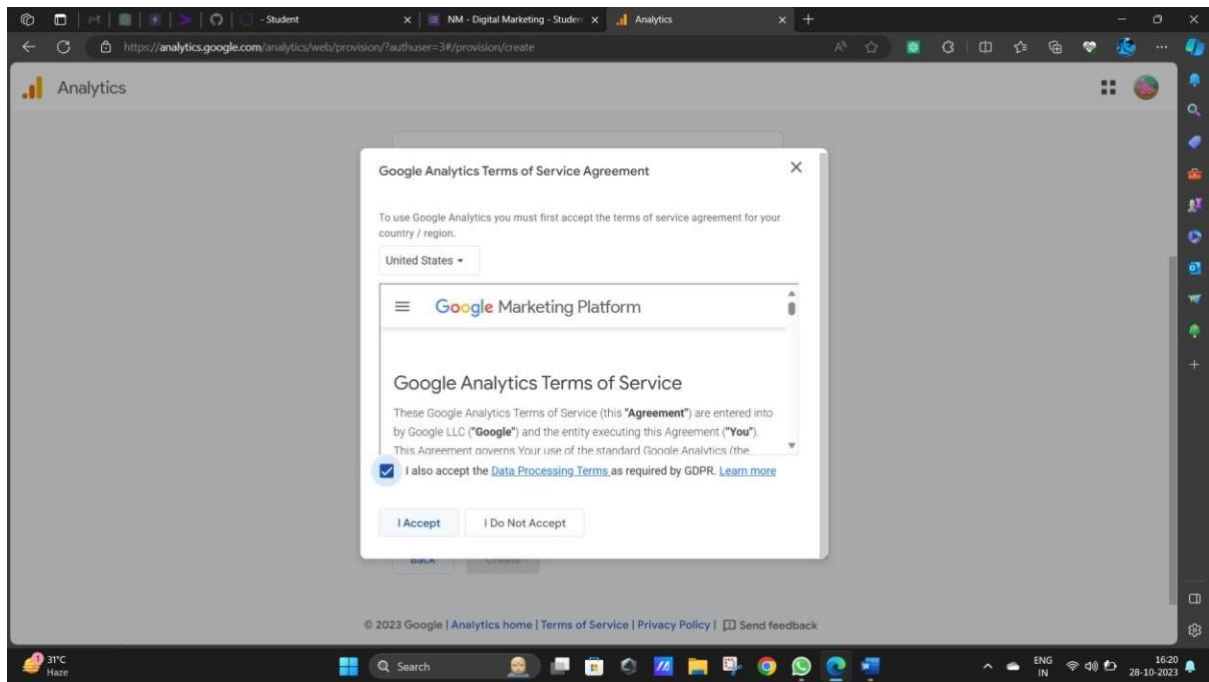
Google analytic measurement ID: G-LXFLRT0P2X

Visit Google Analytic official page



Create an account by means of enter details





Then click Web to create a Stream

The image is a screenshot of a web browser displaying the Google Analytics 'Home' page. The browser's address bar shows the URL 'analytics.google.com/analytics/web/?authuser=1#/p406320421/reports/intelligenthome'. The page header includes the 'Analytics' logo, the user's name 'MS Biriyani', and a search bar with the text 'Try searching "path analysis"'. The main content area has a light blue background and features a large illustration of a person carrying boxes. The text 'Home' is displayed, followed by the message 'No data received from your website yet.' and a sub-message 'To start collecting data make sure your website is tagged using the Measurement ID: G-LXFLRT0P2X'. A blue button labeled 'Get tagging instructions' is located below this message. Below the main content area, there are two white cards. The left card, titled 'Users', contains a table with four columns: 'Users', 'Event count', 'New users', and 'Conversions'. All four columns show a value of '0'. The right card, titled 'USERS IN LAST 30 MINUTES', shows a value of '0' and a line graph for 'USERS PER MINUTE'. The bottom of the image shows a Windows taskbar with various icons and the system clock displaying '13:25 30-10-2023'.