

NAAN MUDHALVAN REPORT

NAME:N.E.OVIYA

REG.NO : 111420214017

DEPARTMENT: BIOTECHNOLOGY

COURSE : DIGITAL MARKETING

ASSIGNMENT TOPICS :

- 1) Create and design a social media advertisement using canva .**
- 2) Create a new Facebook business page and post one social media poster for your brand.**

CONTENTS:

- 1) Create and design a social media advertisement using canva**

OVERVIEW:

The poster is made with the help of canva in the brand name of “Coffee day café” .This is the advertisement poster that shows the menu of the café and about the offers available.The core aim of this poster is to acknowledge the people with the products and services of our café.

RESULT:

Hence the social media poster was made with canva .

Coffee day

A street
cafe

No:2,4th cross street,Anna nagar,Chennai



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email:coffeeday7@gmail.com

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

OVERVIEW:

The social media business page was opened as one of the ways of digital marketing. This Facebook page would help the customers to know about the updates about the café and also about the products of the café . This poster is added to the facebook business page as a marketing strategy .

RESULT:

The social media poster was uploaded in the facebook business page.

 **Coffee day cafe 07**
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Coffee day

A street cafe

No:2,4th cross street,Anna nagar,Chennai



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