



**PRATHYUSHA
ENGINEERING COLLEGE**

An Autonomous Institution



DIGITAL MARKETING – ASSIGNEMENT REPORT

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DEPARTMENT : BIOTECHNOLOGY

ASSIGNEMENT TITLE : 1. Create a social media post
2. Create Facebook business page

CATEGORY : Digital marketing

CONTENT:

1. CREATE A SOCIAL MEDIA POST

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➤ Purpose

➤ Result

2. CREATE FACEBOOK BUSINESS PAGE

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1.CREATE A SOCIAL MEDIA POST

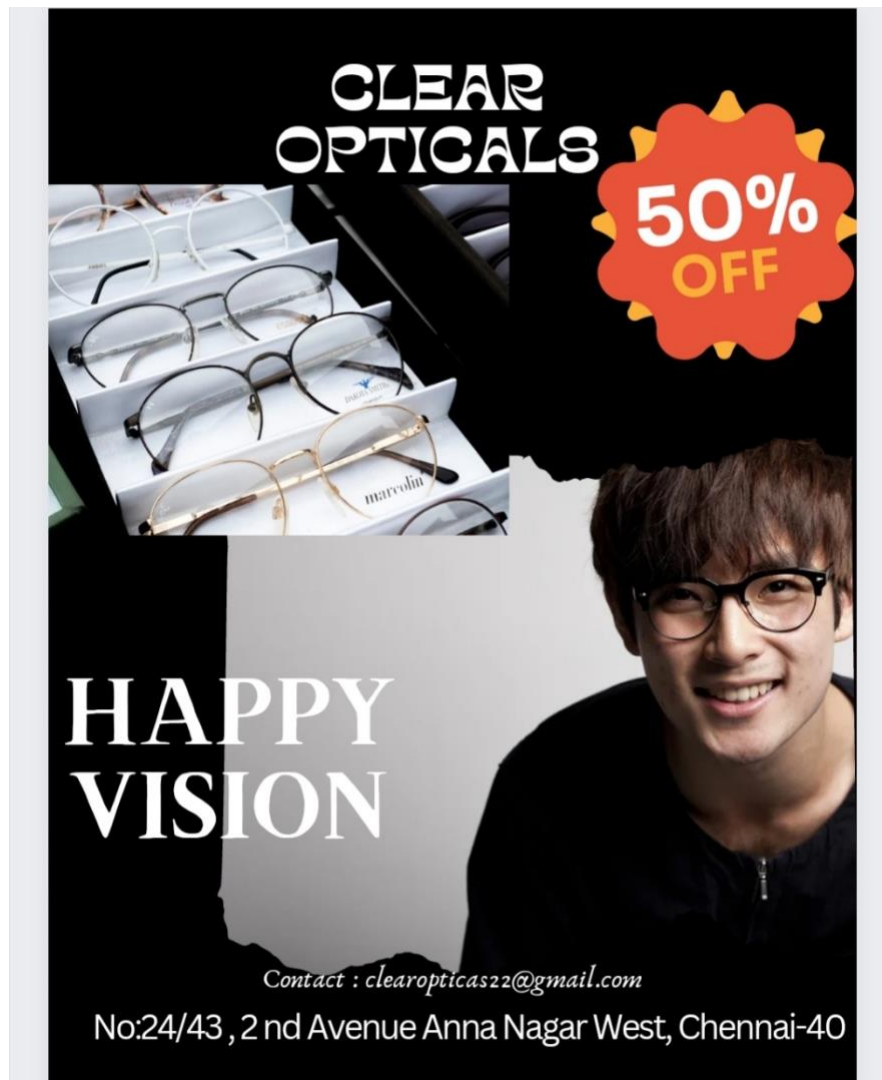
Introduction

To create a poster or advertisement for an Optical.

Purpose

The objective of this poster is to promote the Opticals.

Result



2. CREATE A BUSINESS PAGE

Introduction

To create a social media business page in the Facebook and upload the poster of the business.

Purpose

Digital marketing plays an important role in today's for advertisement . Since most of the population uses the social media such as Facebook in today's world , we can use this platform to make our products reach the people no matter where they from and by this way many people can come to know about a product.

Page name: Clear Opticals

Email: clearopticals22@gmail.com

Facebook page:

<https://www.facebook.com/profile.php?id=61552707427386&mibextid=ZbWKwL>

Result


Facebook page post:




CLEAR Optical

The world is beautiful and we are here to help you out to see it better

+ Add to story

 Promote

 See dashboard



Posts

About

Photos

More ▼

Details

 **Page** · Sunglasses & Eyewear Store

3. APPLICATION

Changing from traditional advertising platform into digital mode attracts a lot of customer.

This platform reaches out to many new customers and profits the Optical.

The digital marketing in social medias are cost effective and very minimal efforts are needed to be put compared to that of traditional marketing.

4. CONCLUSION:

Digital Marketing plays an important role in today's digital world . Most of the things and activities which were physical is now transforming into online and digital platforms. Digital marketing is online platform which can reach out to almost everyone around the globe who has a smartphone and other electronic gadgets . Almost everyone who got the electronic gadgets has at least minimum of one social media account such as Facebook , therefore going in a smart way to promote the products through such social media leads to a wide range of customer and helps in the profit of the company.