

# PRATHYUSHA ENGINEERING COLLEGE



### DIGITAL MARKETING - ASSIGNEMENT REPORT

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**DEPARTMENT** : BIOTECHNOLOGY

ASSIGNEMENT TITLE : 1. CREATE A SOCIAL MEDIA POST

2. CREATE A FACEBOOK PAGE

**CATEGORY** : Digital marketing

## **CONTENT:**

## 1.INTRODUCTION - CREATE A SOCIAL MEDIA POST

- 1.1 Overview
- 1.2 Purpose
- 1.3 Result

## 2. INTRODUCTION - CREATE A FACEBOOK PAGE

- 2.1 Overview
- 2.2 Purpose
- 2.3 Result
- 3. APPLICATION
- **4.CONCLUSION**



# 1.INTRODUCTION - SOCIAL MEDIA POST

# 1.1 OVERVIEW:

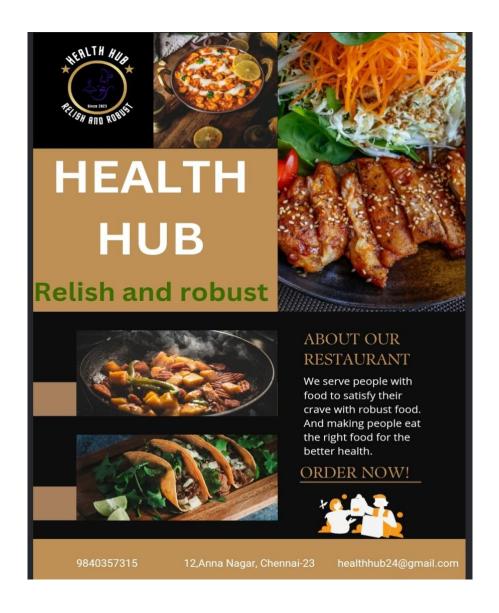
Create a social media advertisement poster using Canva

#### 1.2 PURPOSE:

Marketing is crucial for novel food products so we aim to provide healthy food replacing life threatning junk foods to our customers without compromising their health.

#### 1.3 RESULT:

OUR BRAND ADVAERTISEMENT POSTER – Health HUB



# 1. INTRODUCTION - FACEBOOK PAGE

#### 2.1 OVERVIEW

To create a Facebook page for Health HUB restaurant.

### 2.2 PURPOSE

Creating a social media page can bring awareness among youngsters and make them replace the foods that are unhealthy with nutrient rich food with out compromising its taste.

# 2.3RESULT

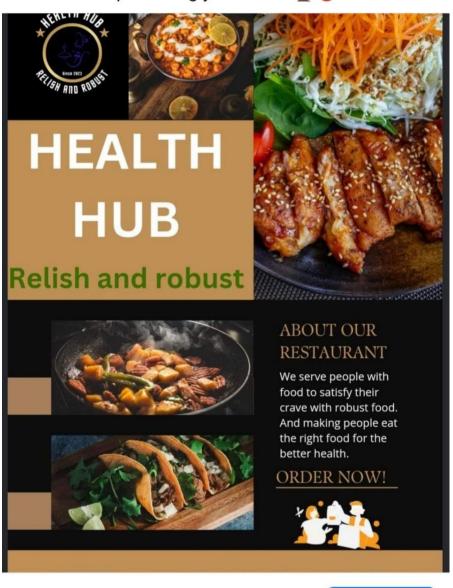








A place where you can relish your taste buds without compromising your health 🋫 🍲



See insights and ads

**Boost post** 



Like



) Comment



Share

Comment as Health HUB

https://m.facebook.com/story.php?story\_fbid=pfbid01uCAonc44U ST3UJ9CiDzz76KDsbb5DTffGCKNm8RniJUTvuR7KHu7hemEk wJZxfl&id=61552517354854&mibextid=Nif5oz

## 2. APPLICATION:

- Our major aim is to provide a eco- friendly and delightful ambience to customers.
- Make people eat healthy and enjoy their food.
- Free home delivery any time any where (within 20Km from the restaurant)
- Treditional food in a trendy manner.

## **4.CONCLUSION:**

By this assignment we came to know the importance of digital market to reach the desired goal of our product in the market.