



DIGITAL MARKETING – ASSIGNMENT REPORT

NAME : KIRTIMEENAKSHI SR

REGISTER NUMBER : 111420214011

DEPARTMENT : BIOTECHNOLOGY

ASSIGNMENT TITLE : 1. Create a social media poster
2. create an 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

THE GREEK PALATE

1. INTRODUCTION - SOCIAL MEDIA POST

1.1 OVERVIEW:

Create a social media advertisement poster using Canva

1.2 PURPOSE:

Marketing is crucial in fashion industry and the Greek palate showcase the variety of clothes and thus the brand showroom is inspired with greece and Greek mythology so knowledge and fashion is in a combo package here

RESULT:

OUR BRAND ADVAERTISEMENT POSTER – THE GREEK PALATE



2. INTRODUCTION – Facebook page

2.1 OVERVIEW

Create a Facebook business page for the brand

2.2 PURPOSE

Our facebook page is created with a main purpose to market our brand the Greek palate and present our innovative ideas regarding fashion to the fashion lovers all over the world.



The Greek palate

This is a business page created to showcase the brand and the style of fashion

+ Add to story

Promote

See dashboard

...

Posts

About

Photos

More ▼

Details

i Page · Clothing (Brand)



2.3.RESULT Facebook page link :

<https://www.facebook.com/profile.php?id=61552825200190&mbextid=ZbWKwL>

3. APPLICATION:

- Our major aim is to provide a eco- friendly and energetic environment to the customer.
- We have an updated Facebook page that showcases to all the fashionistas about the need of fashion and the need of new innovations.
- We have also initiated the memory wall where the customer can explore their interest on Greece history and the style of fashion.
- Soon we are going to have an online plat form where the customers can order through online mode.

4.CONCLUSION:

By the end of this assignment, I learnt how digital marketing plays a major role in the advertising our products we learnt how it reach to the massive audience. And now we are also well versed in using Canva tools because of this work.

This also made us to know about the how the Facebook page should be planned or designed. and finally, we came to know how the digital marketing strives to help the entrepreneurs by creating a massive reach to the audience