

NAAN MUDHALVAN REPORT

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DEPARTMENT : Biotechnology

COURSE TITLE : Digital marketing

ASSIGNMENT TITLE : 1) Create and design a social media advertisement poster using canva.

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

Content :

1. Create and design a social media advertisement poster using canva :



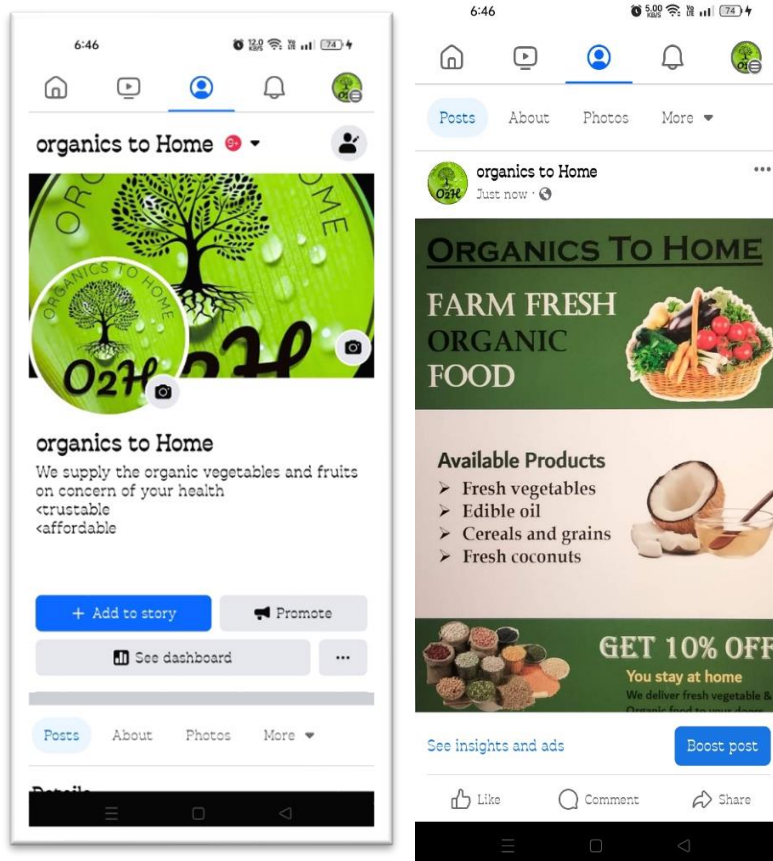
Overview :

The advertisement poster is made with the help of Canva with the brand title of **Organics To Home – O2H**. This is the ad poster that put forth the products available, offers and contact details. The core aim of the poster is to help people in enhancing their product knowledge amidst customer and to get reached in market..

Result :

Hence the social media advertisement poster was made with Canva.

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



Overview :

A social media Facebook business page was opened as one of the ways of digital marketing. This Facebook page would help the customers and the people to know about our brand , products , contact details etc...
A advertisement poster was added to the Facebook business page as a marketing strategy.

Link of the Facebook business page :

<https://www.facebook.com/profile.php?id=61553046353456&mibextid=ZbWKwL>

Result :

A Facebook business page was opened and a advertising social media poster was posted in the page.