**ALAGAPPA COLLEGE OF TECHNOLOGY**

**ANNA UNIVERSITY-600025**

**NAAN MUDHALVAN ASSIGNMENT**

**DIGITAL MARKETING**

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**College:** Alagappa College of Technology, Anna University.

**Naan Mudhalavan ID:** 69F644195C4638489AA473B2986ADCAB

**Zone:** Zone-1

**Github Link:**

**Assignment-1:**

Create a company name and design a poster and logo for that company.

Company Name: icyvibe

Company Description: Best Food at an Affordable Cost

Company Type: Restaurant

Logo:



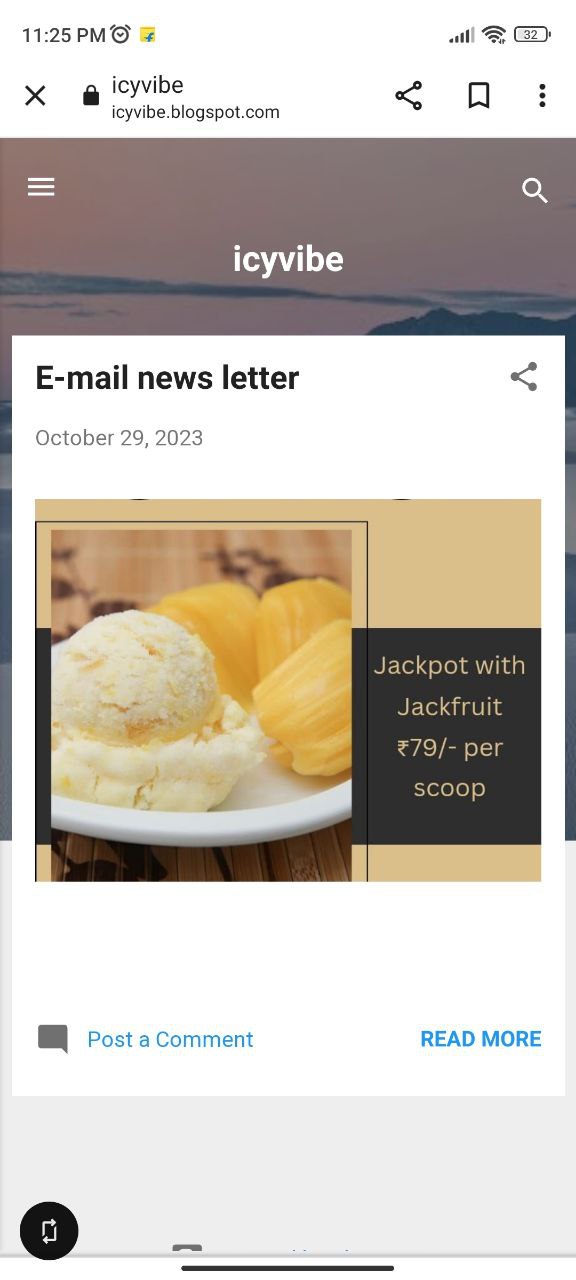
Poster:



**Assignment-2:**

Create a blog describing about your company.

Blog Link:

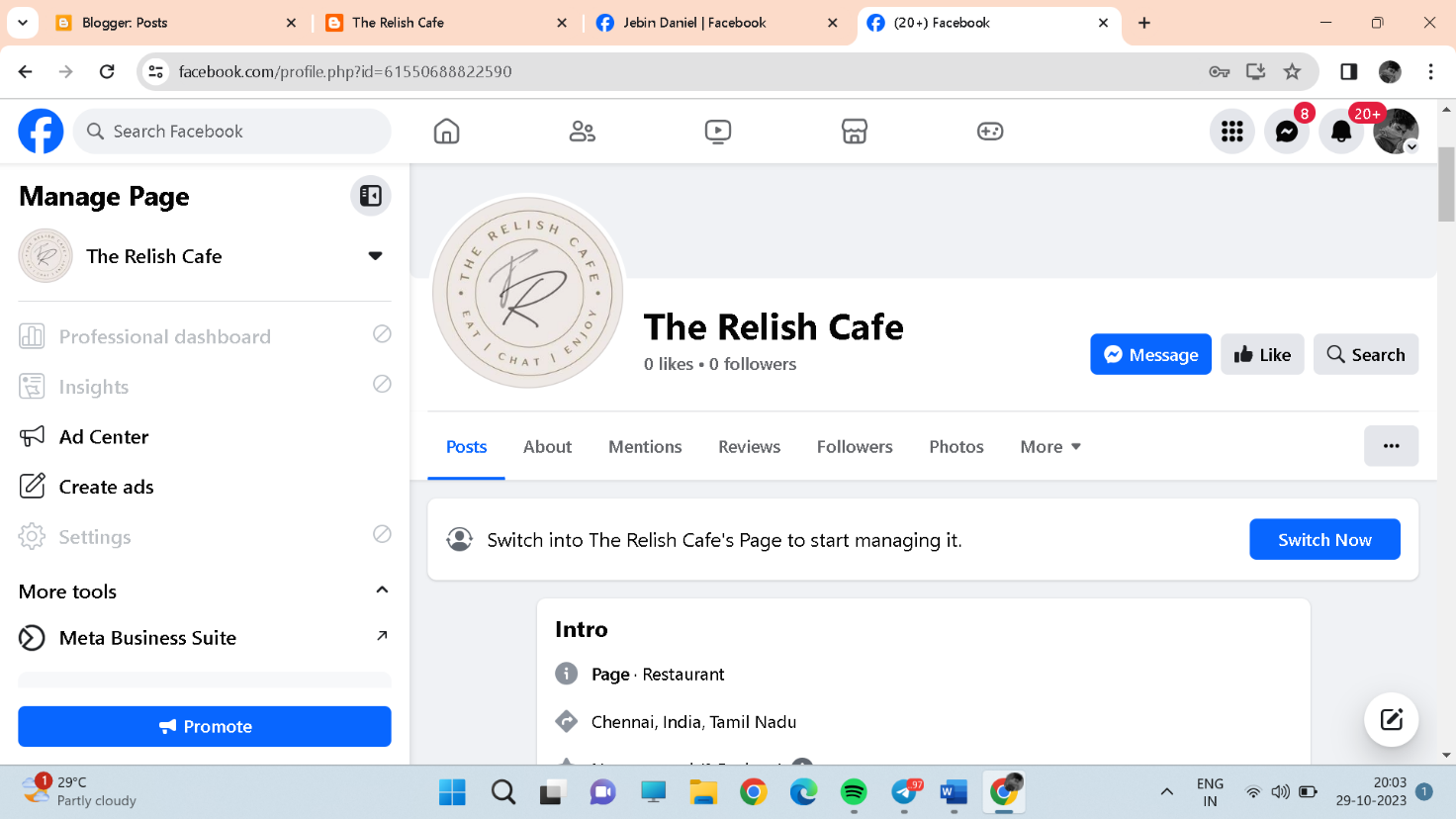
<https://icyvibe.blogspot.com/>

**Assignment-3:**

Create a Facebook account for your company

Facebook ID:

<https://www.facebook.com/icyvibe>



**Assignment-4:**

Create an Email Newsletter for your company and post it in your company blog site. Do google analytics for you blog and send google analytics id.

Google Analytics Measurement ID: G-V2TYY353YM

Email Newsletter link:

<https://icyvibe.blogspot.com/2023/10/email-newsletter.html>

Email Newsletter:

