

NAAN MUDHALVAN ASSIGNMENT

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NM ID : 5786C1317CBE8649EE74027C47F7C017

COLLEGE CODE : 6122

COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING

1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

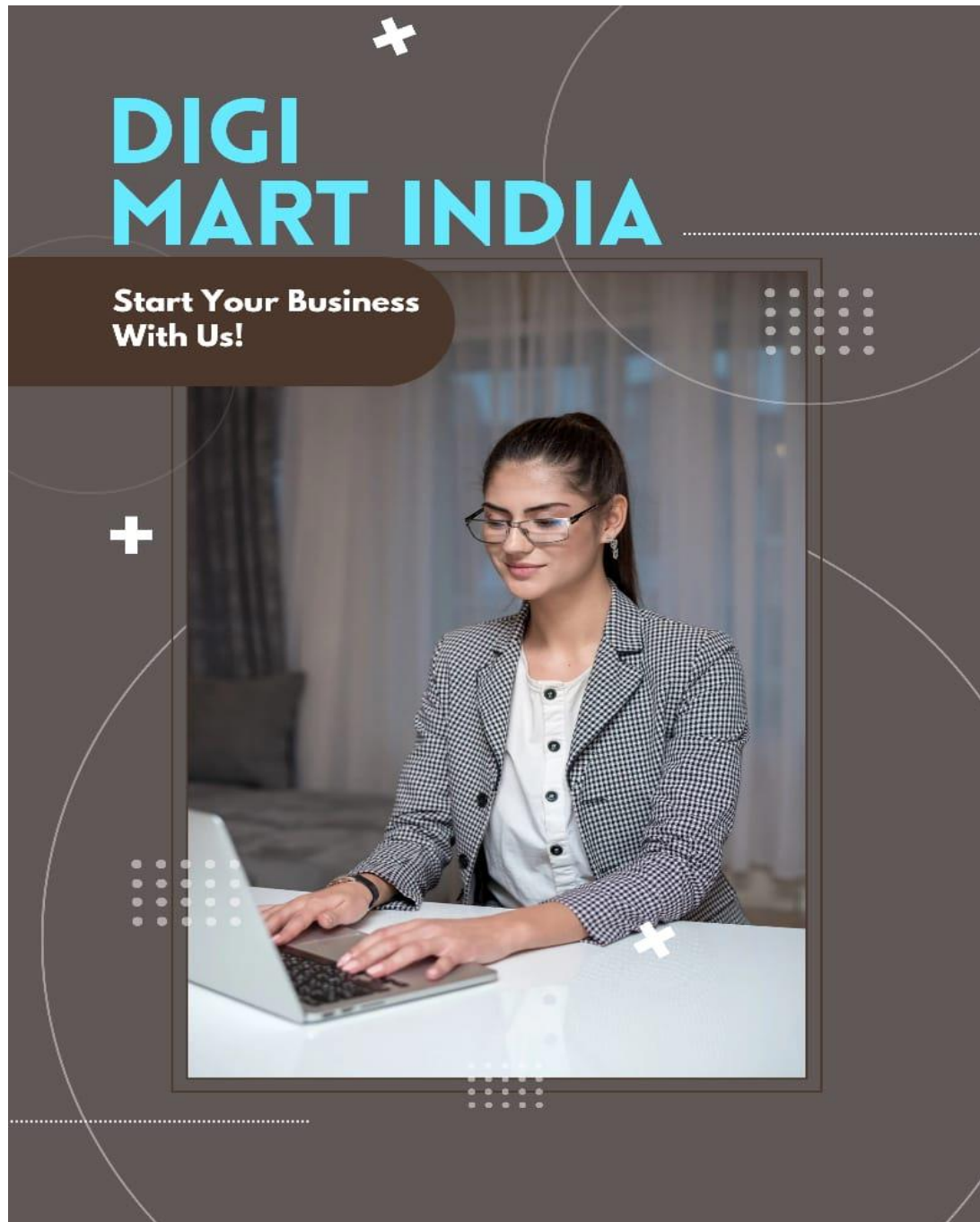
BLOGGER LINK: <https://mrtechnology24.blogspot.com/>

2. Create a New Facebook Business Page and post one social media poster for your brand



FACEBOOK LINK : <https://www.facebook.com/profile.php?id=61552932480979&mibextid=ZbWKwL>

3. Create and design a social media advertisement poster using canva.



4. Create email newsletter design using MailChimp or canva tool.

DIGITAL MARKETING

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Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts



benefits

- GLOBAL REACH.
- COST EFFICIENCY.
- MEASURABLE RESULTS.
- EFFECTIVE TARGETING.
- INCREASED ENGAGEMENT.
- FLEXIBILITY.
- IMPROVED CONVERSION RATE.