

NAAN MUDHALVAN ASSIGNMENT

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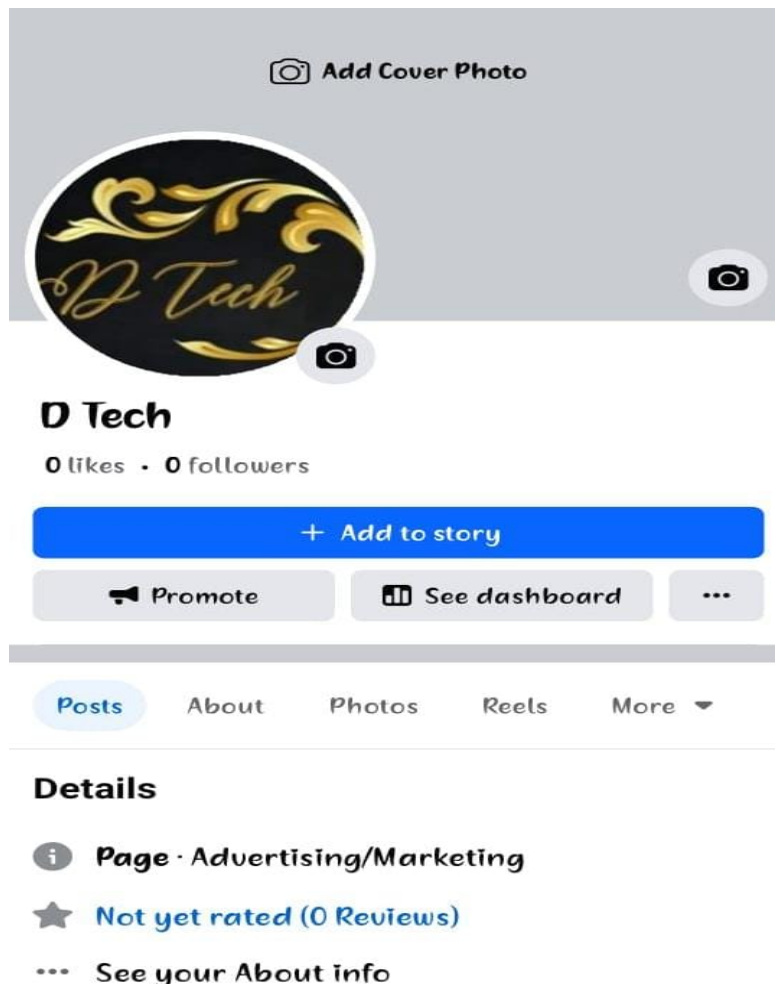
COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING

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

BLOGGER LINK: <https://digitallllmarketingg.blogspot.com/?m=1>

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=61552531665318&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, ALSO CALLED ONLINE MARKETING,



DIGITAL MARKETING

IS THE PROMOTION OF BRANDS TO CONNECT WITH POTENTIAL CUSTOMERS USING THE INTERNET AND OTHER FORMS OF DIGITAL COMMUNICATION.

>>> THIS FORM OF MARKETING IS DIFFERENT FROM INTERNET MARKETING, WHICH IS EXCLUSIVELY DONE ON WEBSITES.



>>> DIGITAL MARKETING COMES WITH VARIOUS CHALLENGES, INCLUDING IMPLICIT BIAS.

>>> DIGITAL MARKETING IS THE PRACTICE OF PROMOTING PRODUCTS OR SERVICES WITH THE HELP OF DIGITAL DEVICES AND TECHNOLOGY.