

NAAN MUDHALVAN ASSIGNMENT

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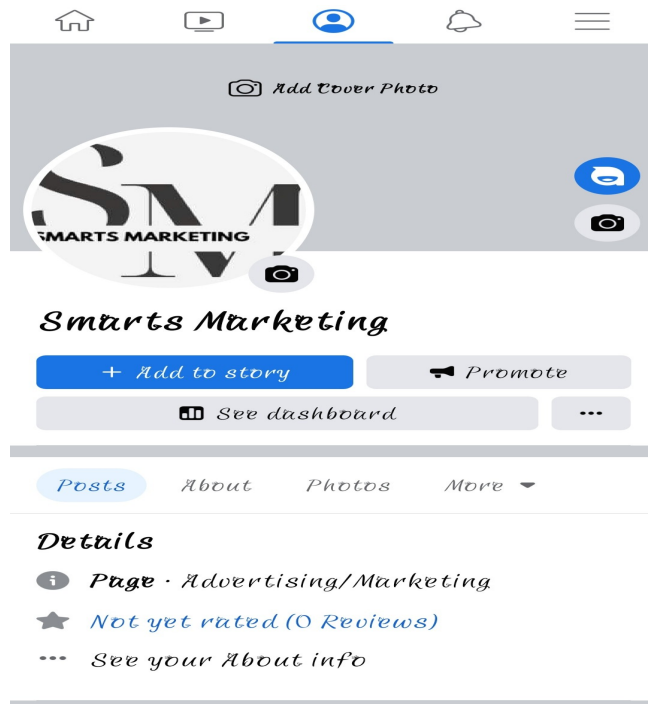
COLLEGE CODE: 6122

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://senguntharcollege.blogspot.com/?zx=961bf14e33e804db>

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=61552765982461&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



From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience.

**THE USE OF DIGITAL CHANNELS TO MARKET
PRODUCTS AND SERVICES IN ORDER TO
REACH CONSUMERS**

