

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE 638316**



**ELECTRONICS AND COMMUNICATION ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING ASSIGNMENT**

*NAME: Vijaya Ananth M*

*NM ID: E9933D512377821960F47F3FF095FE9A*

*BRAND NAME: AS Factory*

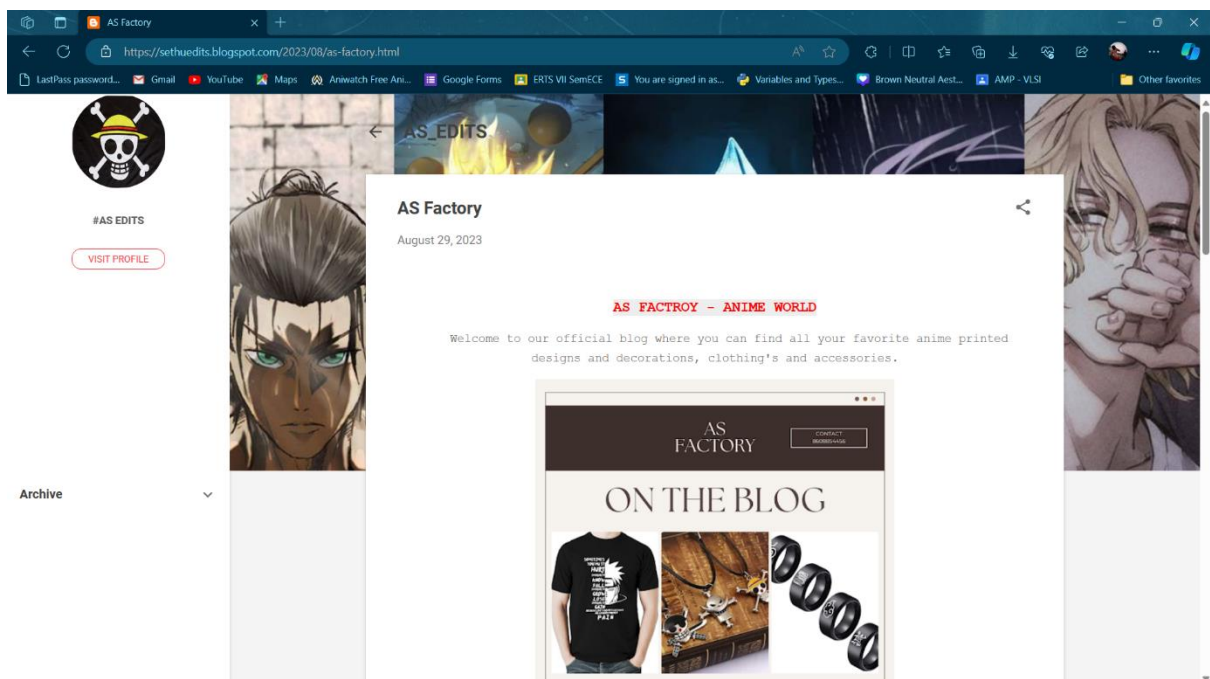
*CATEGORY: Clothing and Accessories*

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

Link: Blog using Blogspot

<https://sethuedits.blogspot.com/2023/08/as-factory.html>

Screenshot:



## LATEST TRENDS *in our collection*

- Authenticity Guaranteed
- Meticulous Craftsmanship
- Premium Materials
- Careful Packaging
- Responsive Customer Support

Visit our website or drop by our store to explore the complete range of anime merchandise. It's time to make your mecha dreams a reality! 🤖🎮



[HTTPS://SETH.EDITS.BLOGSPOT.COM](https://seth.edits.blogspot.com)

### About our

#### Products & Collections

**Action Figures and Collectibles:** These are detailed figures of characters from various anime series. They can range from basic figures to highly articulated and intricately designed collectibles.

**Apparel:** Anime-themed clothing such as t-shirts, hoodies, hats, and even cosplay costumes are popular merchandise choices. They feature designs and artwork related to specific anime series or characters.

**Posters and Wall Art:** Posters, art prints, and wall scrolls featuring iconic scenes, characters, and artwork from anime series can be used to decorate living spaces.

**Accessories:** Accessories like keychains, phone cases, wallets, and bags are often adorned with anime characters and symbols.

**Stationery:** Notebooks, pens, stickers, and other stationery items with anime themes are popular among fans.

**Home Decor:** Items like pillows, blankets, and mugs with anime designs can add a touch of fandom to your home.

**Manga and Light Novels:** Printed versions of the source material that many anime series are adapted from. Collecting manga volumes or light novels is a way to dive deeper into the story.

**DVDs/Blu-rays and Soundtracks:** Physical copies of anime series along with their soundtracks are also considered merchandise.

**Figurines and Statues:** Highly detailed and sometimes larger-scale figurines that serve as artistic representations of characters.

**Gaming Merchandise:** Products related to anime-inspired video games, such as posters, art books, and sometimes even in-game items.

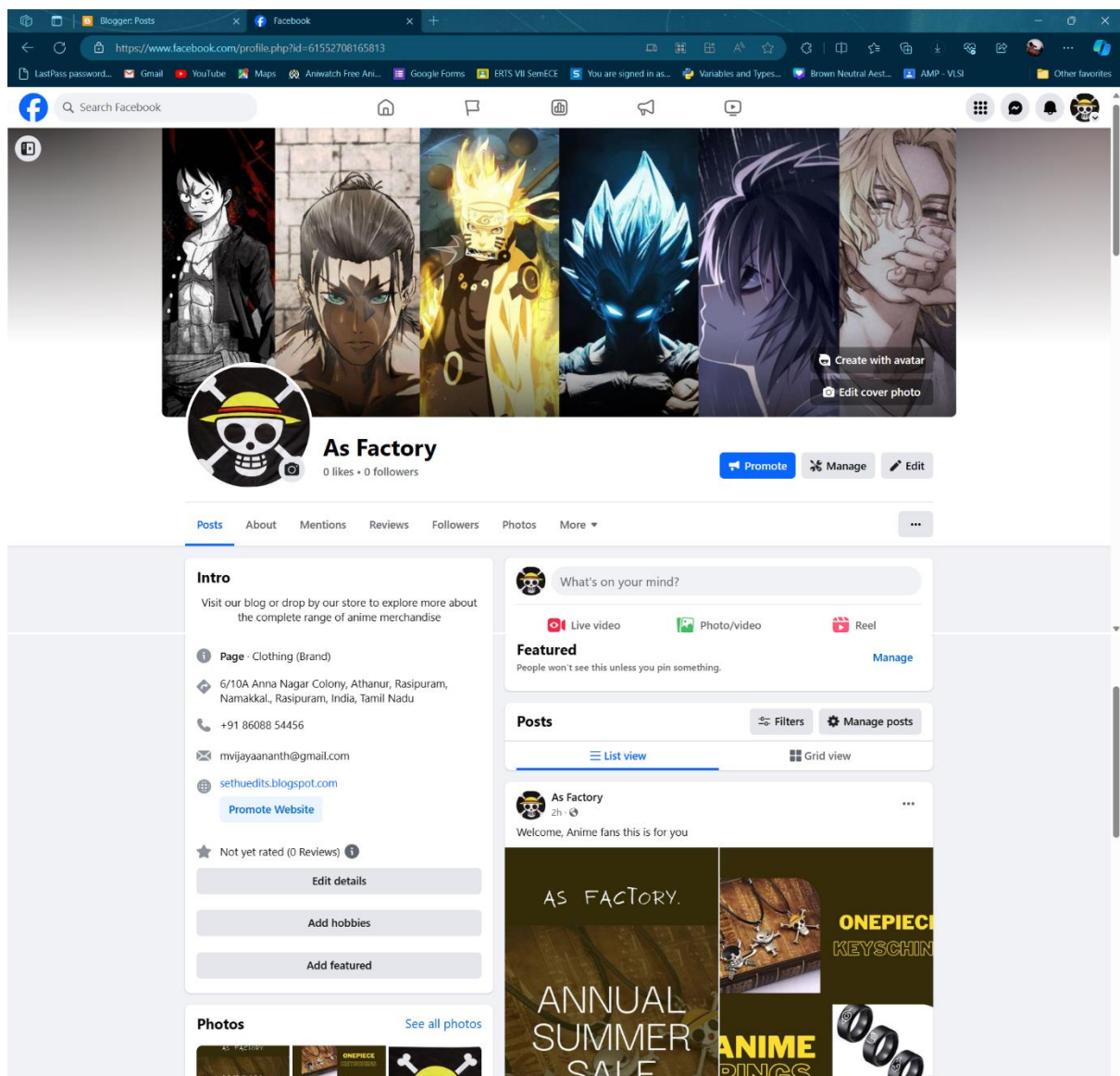
**Limited Edition and Exclusive Items:** Some merchandise is released as limited editions or exclusives, making them even more valuable to collectors.

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

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61552708165813>

Screenshot:

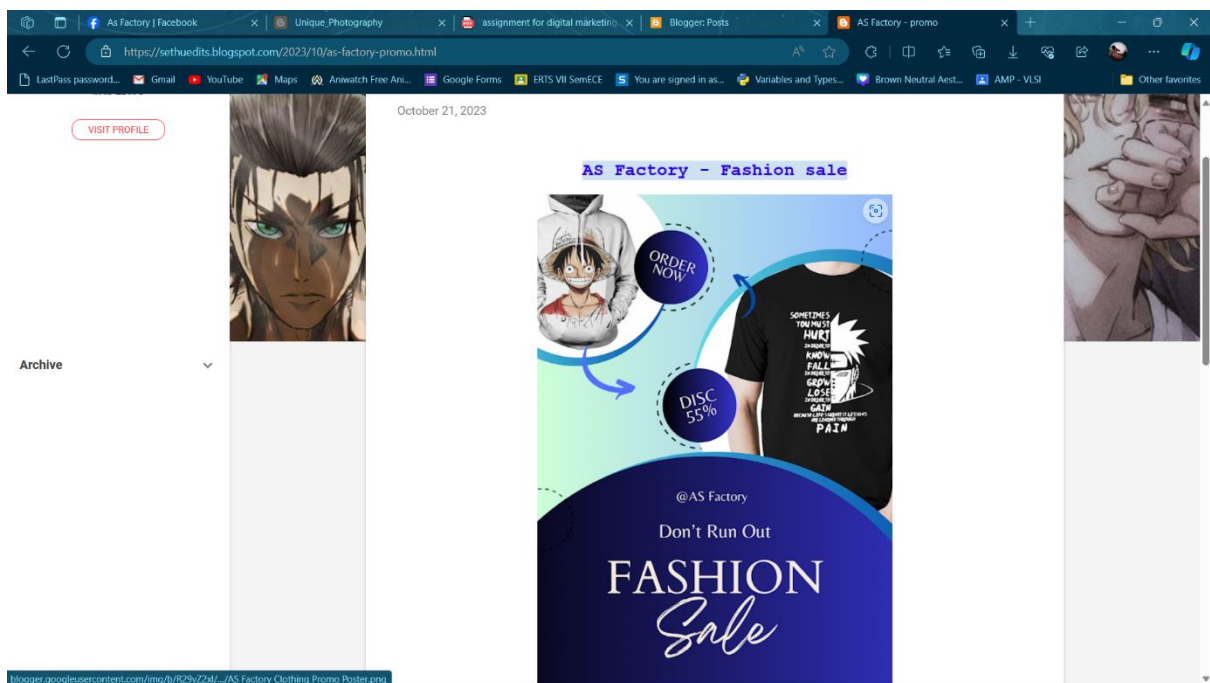


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

<https://sethuedits.blogspot.com/2023/10/as-factory-promo.html>

Screenshot:

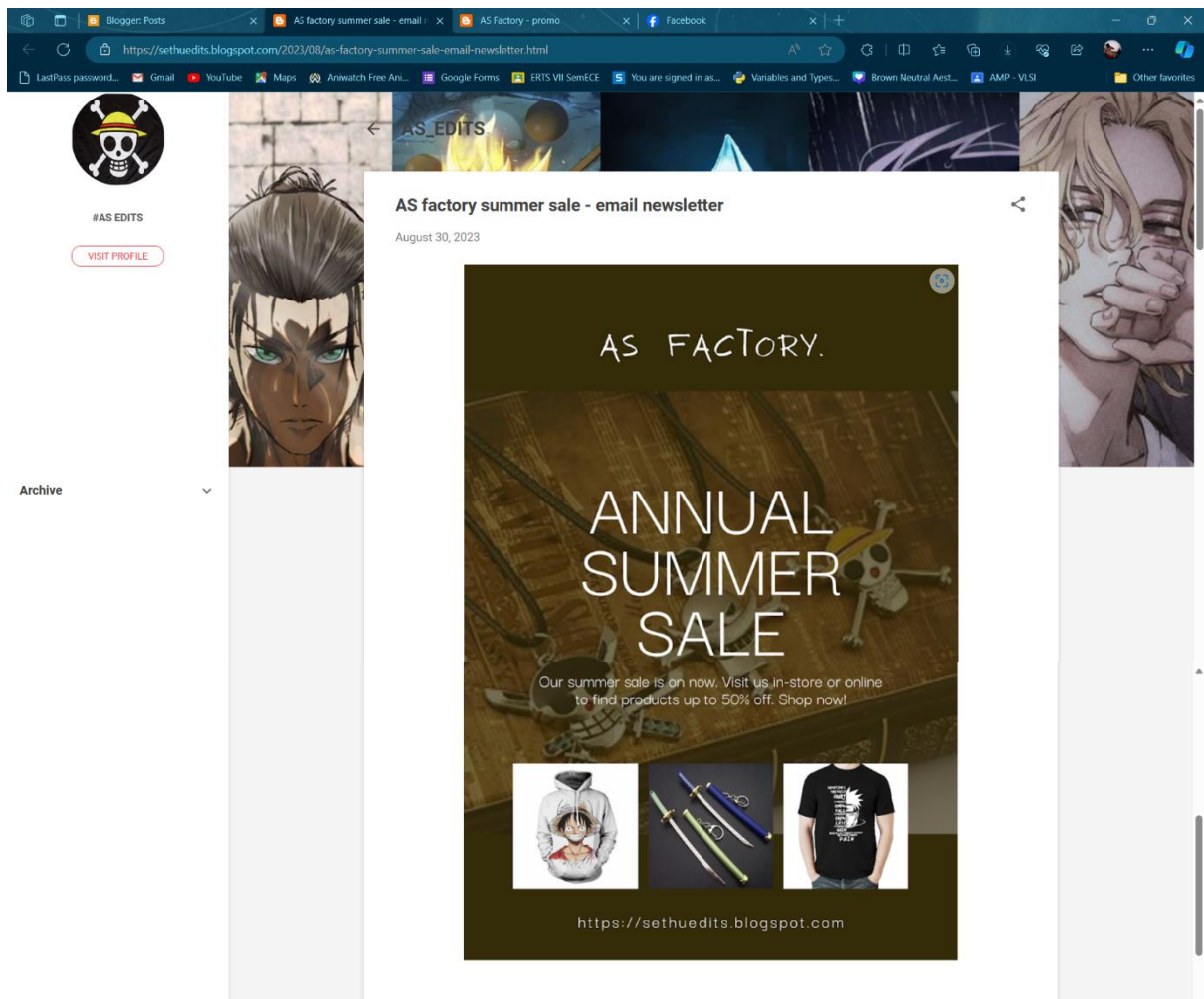


4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://sethuedits.blogspot.com/2023/08/as-factory-summer-sale-email-newsletter.html>

Screenshot:







## KEY CHAINS



## ANIME RINGS



## WALL DECORS

EMAIL:  
[MVIJAYAANANTH@GMIAL.COM](mailto:MVIJAYAANANTH@GMIAL.COM)