

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE 638316**



**ELECTRONICS AND COMMUNICATION ENGINEERING**

**NAAN MUDHALVAN**

**DIGITAL MARKETING ASSIGNMENT**

*NAME: Aashiq Elahi J*

*NM ID: 64365A8AC6C18B5835A44220DAF98E96*

*BRAND NAME: Shawarma Delight*

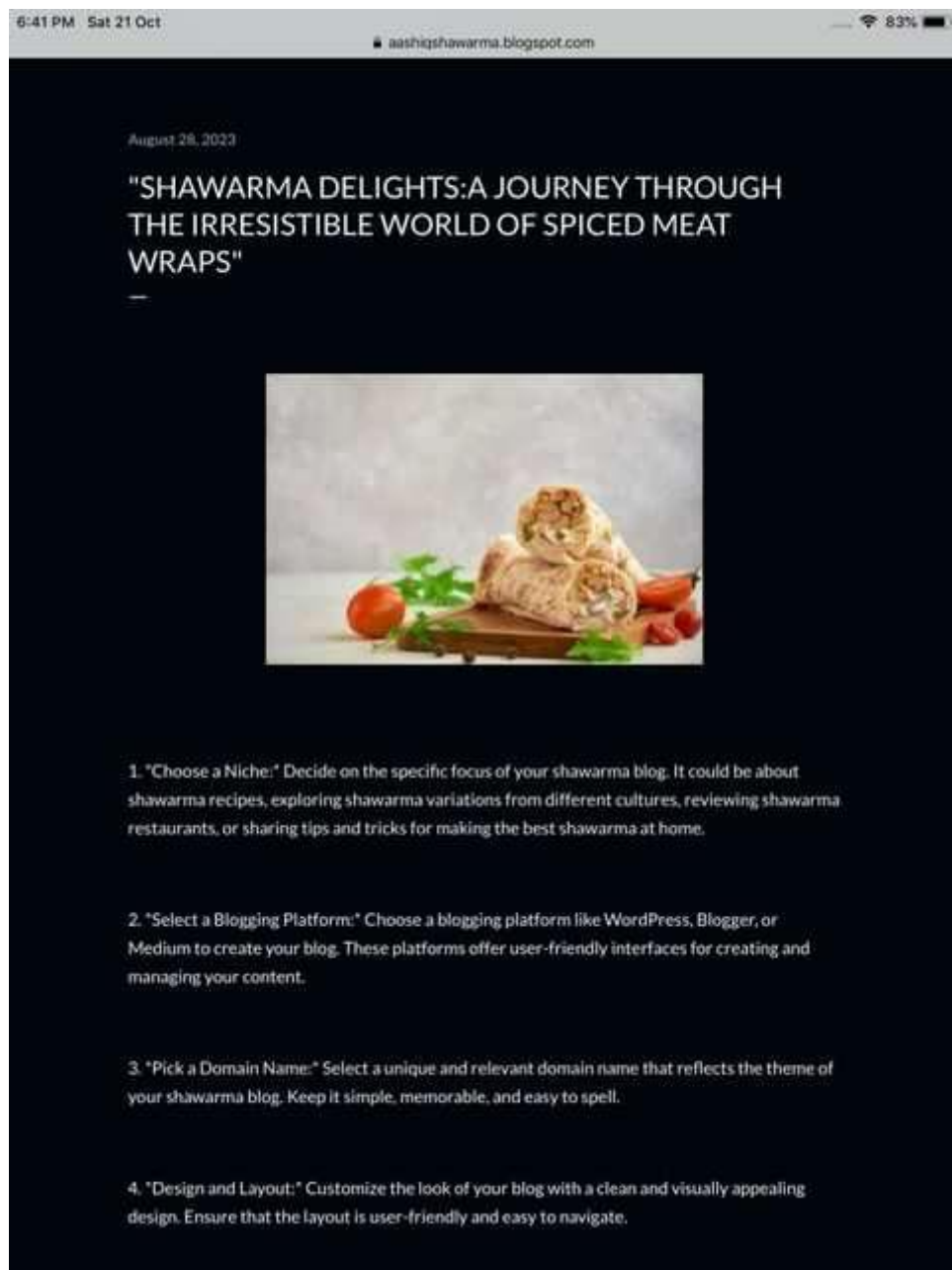
*CATEGORY: Food*

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://aashiqshawarma.blogspot.com/2023/08/shawarma-delightsa-journey-through.html>

Screenshot:



4. "Design and Layout:" Customize the look of your blog with a clean and visually appealing design. Ensure that the layout is user-friendly and easy to navigate.

5. "Create Quality Content:" Write engaging and informative blog posts about shawarma. Share recipes, stories, restaurant reviews, cooking tips, and any other relevant content that your target audience would enjoy.

6. "Use Visuals:" Include high-quality images of shawarma dishes to make your blog visually appealing. People are often drawn to blogs with enticing visuals.

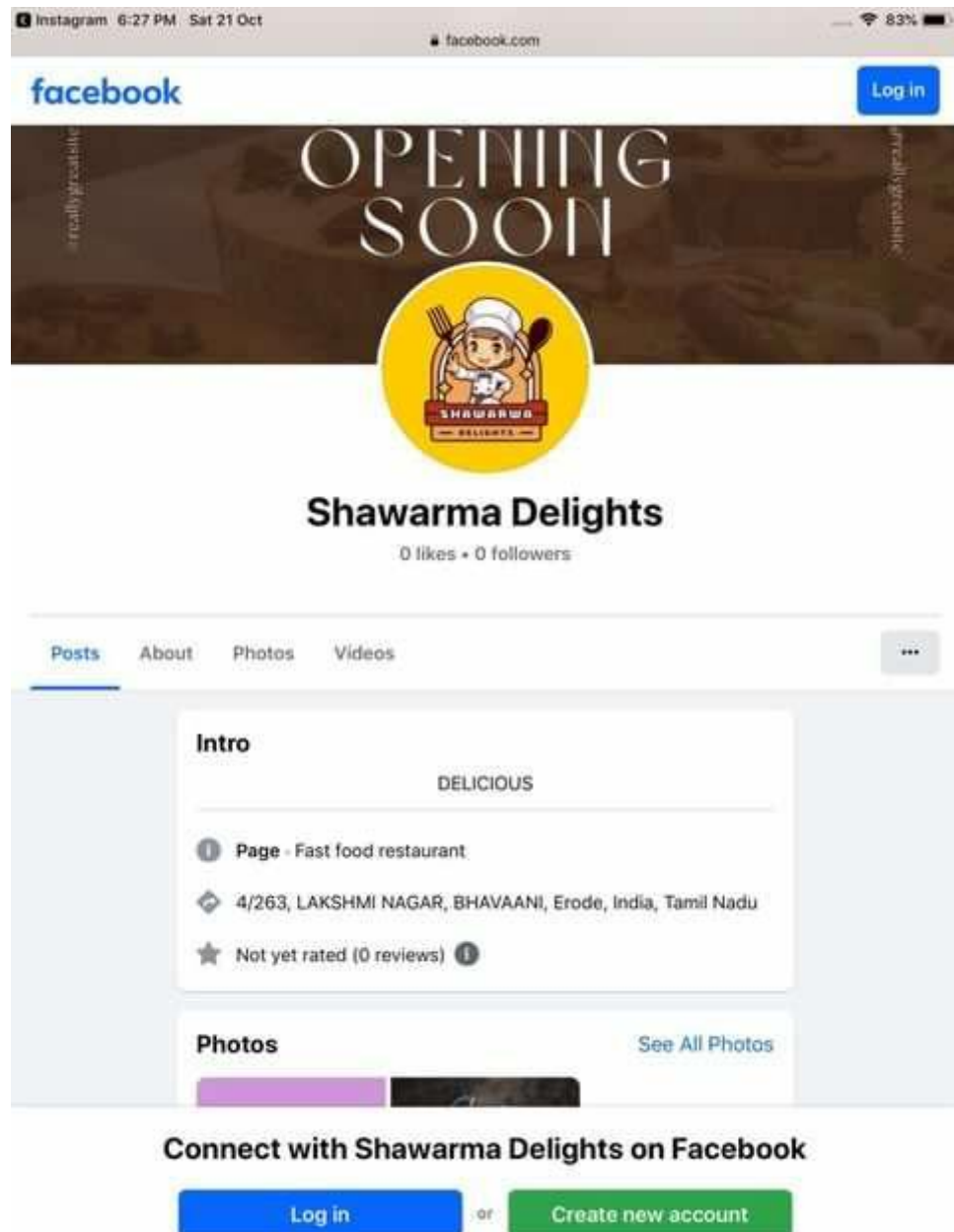


2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

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

Screenshot:



facebook

Log in



Shawarma Delights



Shawarma Delights

6 September · 🌐

Special offer's



Like

Comment



Shawarma Delights updated their profile picture.

6 September · 🌐



Connect with Shawarma Delights on Facebook

Log in

or

Create new account

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

Link: Social media advertisement using canva

<https://aashiqshawarma.blogspot.com/2023/09/art-of-shawarma.html>

Screenshot:





## PREPARATION

- Meat is stacked on a vertical rotisserie.
- Slowly cooked and shaved off in thin slices.



## NUTRITION

Nutrient-rich with protein, but can be high in calories due to sauces and bread.

## HISTORY

- Originated in the Middle East, with disputed claims of its exact birthplace.
- Has become a global street food sensation.



September 12, 2023

## ART OF SHAWARMA

Share Post a Comment

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

Link: Email newsletter design using canva

<https://aashiqshawarma.blogspot.com/2023/09/our-new-spicy-shawarma.html>

Screenshot:

