

NAAN MUDHAVAN

ASSIGNMENT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

NM ID : 413CF44DD41D9C2B7834C927CAF7B935

NAME : AKASH R

REGISTER NUMBER : 110520106305

YEAR : 4TH YEAR

DEPARTMENT : ELECTRONICS AND COMMUNICATION ENGINEERING

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

Link: <https://digitalsales2k23.blogspot.com/2023/09/welcome-to-digital-marketing.html>

Welcome to digital marketing

September 10, 2023

Digital marketing refers to any marketing strategy that uses an electronic device that may or may not be connected to the internet.

SHARE



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

Link: <https://www.facebook.com/digital.sales.marketing.2023?mibextid=ZbWKwL>



Digital Sales Marketing

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Digital Sales Marketing

@digital.sales.marketing.2023



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Message



From Chennai, India



See more about Digital Sales Marketing

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



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

Link: <https://digitalsales2k23.blogspot.com/2023/09/email-newsletter-digital-marketing.html>



September 10, 2023

DIGITAL MARKETING

Austen Tech Company Newsletter



Creating a Culture of Innovation

BY AKASH

Company newsletters are essential in building relationships with your employees, customers, or even prospective clients. Engaging and professionally-made company newsletters have the power to inspire loyalty and repeat business. Get in touch with the people who matter to your business by making company newsletters one of your priorities.

Make your newsletter a beautiful representation of your company by inserting your logo, infusing it with your brand colors, and including official images from your files! Do you want to send out newsletters for Halloween or Christmas? Do you want to show the fun side of your company for a change? Or do you want to use your company newsletter for advertising your new products or services to new and existing leads? The options are endless!

When sending out a company newsletter, keep in mind these three things. First, send out your newsletter regularly. Stick to your promise if it's going to be weekly, monthly or quarterly. The second is to have a proper layout. Make your newsletter attractive and easy to read. Lastly, ensure the quality of the content and images you will share.

NEWSLETTER HIGHLIGHTS

A Message of Hope from the Executive Director

Creating a Culture of Innovation

10 Secrets of Effective Meetings

Balancing Work and Home Life

A Year in Review: Our Wins and Milestones

JUNE 1, 2030

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