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NAAN MUDHALVAN COURSE : DIGITAL MARKETING  
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## ASSIGNMENT ON DIGITAL MARKETING

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

**Blogger :**

<https://bluetick50.blogspot.com/2023/08/the-transformative-role-of-ai-in.html?zx=34eb9d5badee5b>

### The Transformative Role of AI in Digital Marketing



August 23, 2023

In the ever-evolving landscape of digital marketing, technology has emerged as a powerful catalyst for change. One of the most groundbreaking technologies driving this transformation is Artificial Intelligence (AI). From enhancing customer experiences to optimizing campaign strategies, AI is reshaping the way businesses approach digital marketing. In this blog, we'll delve into the multifaceted role of AI in digital marketing and explore how it's revolutionizing the industry.

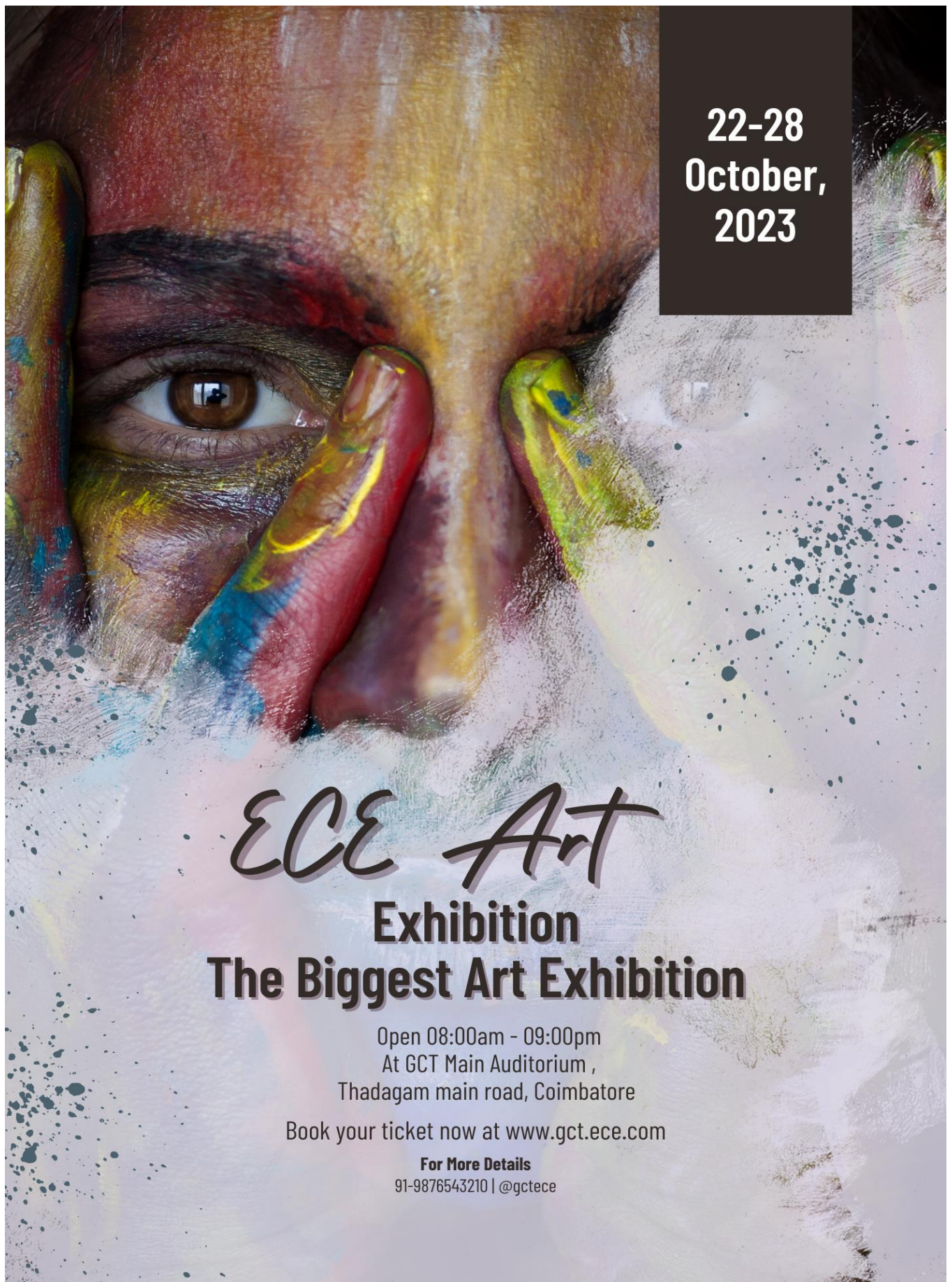


#### 1. Personalized Customer Experiences

Gone are the days of generic marketing messages that try to cater to a broad audience. AI enables marketers to create hyper-personalized experiences by analyzing vast amounts of customer data. Through machine learning algorithms, AI can predict customer preferences, behaviors, and purchase patterns. This allows marketers to deliver targeted content, product recommendations, and offers that resonate with individual customers, increasing engagement and conversion rates.

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

ECE Art exhibition at GCT



**22-28  
October,  
2023**

***ECE Art***  
**Exhibition**  
**The Biggest Art Exhibition**

Open 08:00am - 09:00pm  
At GCT Main Auditorium ,  
Thadagam main road, Coimbatore

Book your ticket now at [www.gct.ece.com](http://www.gct.ece.com)

**For More Details**  
91-9876543210 | @gctece



3. Create email newsletter design using Mailchimp or canva tool.

## Email-newsletter for delicious chocolate using canva



**Delicious Chocolaterie**

# Journey Through the World of Chocolates

**01 SWISS CHOCOLATE**

Indulge in the rich and creamy Swiss chocolate, known for its smooth texture and exquisite flavors. Every piece is carefully crafted, ensuring every aspect of making high-quality chocolate is given meticulous attention. This guarantees a heavenly experience for your taste buds.

**₹150** | for a box of 12 assorted chocolates

**02 BELGIAN CHOCOLATE**

Treat yourself to the finest Belgian chocolate, renowned for its velvety consistency and unique blend of flavors. Made with high-quality cocoa beans, these chocolates offer a delightful combination of richness and subtlety.

**₹180** | for a box of 16 pralines.



### 03 ITALIAN CHOCOLATE

Experience the artistry of Italian chocolate, where tradition meets innovation. These chocolates are expertly crafted using premium ingredients, resulting in a harmonious balance of flavors that will whisk you away on a mouthwatering journey to the heart of Italian culinary.

**₹200** | for a box of 10 assorted chocolates.



### 04 FRENCH CHOCOLATE

Indulge in the refined elegance of French chocolate. Delicate and sophisticated, these chocolates are known for their smooth ganache fillings and beautiful hand-painted designs. Each bite is a true masterpiece.

**₹250** | for a box of 8 artisanal chocolates.

**Now, you can enjoy a variety of the finest chocolates from around the world at our store.**

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Up to  
**50%**  
Price Off

**Order Now**

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